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

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

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

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

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

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

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

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

YES, SIR! WLS really moves merchandise. For when we tell listeners to buy, they buy... and when we tell them to write, they write. Take Martha's and Helen's success with this "Feature Foods" offer for instance: They received 4,774 letters in one month... for a dessert advertiser using brief participation five days a week, offering only a recipe for ice cream. That's a typical result for WLS advertising. And what is true of the "Feature Foods" program is likewise true of many other WLS programs. We can show lots of further evidence that WLS Gets Results. Just ask us... or ask any John Blair man.
LISTENING'S NOT RATIONED ON WPEN

YOU GET THESE HIGH POINTS IN Sales PULLING POWER

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

**These are some of the many national and local accounts long-time users of WPEN ... and they've renewed for long-term contracts: Crawford Clothes ... Dun Shoe ... Nevins Drugs ... Pepsi-Cola ... Palmolive ... Ex-Lax ... American Chicle ... Gold Medal Capsules ... Admiracion Laboratories ... Ward Baking.

WPEN IN Philadelphia 950's THE HIGH POINT of ENTERTAINMENT & SALES POWER
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SELL WASHINGTON... and you sell the Nation!
Sell a Washingtonian today, tomorrow when
he goes back home to Peoria, or Walla Walla, or New York City he'll still be sold . . . will
still demand your product. Now is the time
to hit this Washington market of a million
and a quarter people . . . it's the cheapest
and most effective way to build up post-war
National Distribution!

Of course you'll hit 'em twice as hard
24 hours a day on . . . WOL
When You Think of America's 4th Largest Market—
YOU MUST THINK OF WAAT because...

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

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

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

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

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

BROADCASTING • Broadcast Advertising

August 23, 1943 • Page 5
Play the TUNE, and I’ll remember the WORDS...

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

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

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

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

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

FREE & PETERS, INC., Exclusive National Representatives

SONOVOX PIONEERS

Allied Mills, Inc. (Wayne Feeds)
Louie E. Wade, Inc.
American Chicle Co. (Black Jack Gum)
Karsen & Brown Co.
American Industries Salvage Committee
(Steel Scrap Drive)
MCCAIN ERICKSON, INC.
Bismarck Hotel
Smith, Dennis & McClure, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Ricker, Williams & Connally, Inc.
Chick Bed Company (Chick Bed Litter)
The W. D. Lyon Co.
Calgare-Palmolive Peet Company
(Vel, Palmolive)
Wood and Wheeler Co.
Dundare, Locawanna & Western Coal Co.
Ruthrauff & Ryan, Inc.
Walt Disney Productions
Emerson Drug Company (Bromo-Seltzer)
Ruthrauff & Ryan, Inc.
Christian Feigenspan Brewing Company
(Feigenspan and Dobler P. O. N. Beers and Ales)
Feltman Company Shoes
Russell C. Conner Advertising Co.
Forum Cafeterias of America
R. J. Potts–Calkins & Holden, Inc.
Griesedieck-Western Brewery Co.
(Stag Beer)
Maxum, Inc.
Grocery Store Products Sales Co., Inc.
(Foulis’ Macaroni Products)
Campbell-Ewald Co., Inc.
Chri. Hansen Laboratory, Inc.
(Woodbury’s Products)
Junket Quick Fudge Mix
Mitchell Faust Advertising Company
Andrew Jergens Co.
(Millbrook’s Products)
Larsen & Mitchell, Inc.
Lever Bros. Co. (Ikebury Soap)
Ruthrauff & Ryan, Inc.
National Broadcasting Company
Naval Aviation Selection Board
Navy Seabees (U.S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchman & Co., Inc.
Purity Bakers Service Corp.
(Taste Baked Greenan Cakes)
Radio Station KOMA, Oklahoma City
Alino Roy and his Orchestra (in all broadcasts)
Shelf Oil Company, Inc.
J. Walter Thompson Co.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
("Larceny With Music")
Warner Brothers Pictures, Inc.
("Thank Your Lucky Stars")
Velie-Ryan, Inc. (Nestle’s California Orange Drink)
FCC Demands Full Data on Sale of Blue

Separate Price for WJZ, KGO, and WENR Sought

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

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

Price For Each Station

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

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

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

1. To determine the legal, technical, financial and other qualifications of the proposed transferee to control the licensee of standard broadcast stations KGO, WENR, WJZ and 48 relay broadcast stations.

2. To determine the source or sources of all assets of the transferee in the purchase of the stock of the licensee corporation.

3. To determine the original, depreciated and replacement values, with detailed supporting data, for such values, of all technical and other equipment used or useful in connection with the operation of the stations listed in Issue 1.

4. To determine the amounts proposed to be paid for each of the stations listed in Issue 1.

5. To obtain full information with respect to the proposed acquisition of control, including all understandings, contracts or arrangements relating to the same.

6. To determine what plans, if any, transferee has for the issuance of the remaining 100,000 shares of treasury stock.

7. To determine the manner in which the licensee would be operated under the control of the proposed transferee, including the personnel to be employed.

8. To obtain full information with respect to any changes in operation of the licensee.

9. To obtain full information with respect to any changes in the licensee corporation, its officers, directors, employees or otherwise with respect to the licensee.

10. To obtain the information required by part 2 of Commission Form No. 315.

11. To determine whether, in view of the facts shown under the foregoing issues, a grant of the application would be in the public interest.

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Coal Disc Campaign Brings Good Results

Response of Public To Drive Eases Problem

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

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

Small Stations Aided

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

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

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

From Currie Coal Co., Fayetteville, N.C.: Coal dealers of Fayetteville have joined together in sponsoring this campaign over WFRF to run 10 weeks. We met with their approval and the benefits. We have been using the transcriptions in the promotion of sale of coal during what is normally our dull season.

Abraham & Straus Plans First Radio Campaign

ABRAHAM & STRAUS, Brooklyn department store, said to be the second largest newspaper advertiser in New York, will start its first commercial radio program Sept. 10 as sponsor of a weekly participation Muzza Goes A-Shopping, starring audience series on WABC, New York. Participation will be increased to three a week Oct. 2. Program is not intended to replace newspaper advertising, but to supplement it by "adding the advantages of another universe medium," according to the store.

As co-owner with Bloomingdale-Rothschild Co. of television network operated by Metropolitan Television Inc., New York, A & S has cooperated in the presentation on that station of a non-commercial program, Wartime Living, since the first of the year. Neff-Rogow, New York, has been named advertising agency.

Emmco Signs U. of Mich.

Emmco, Inc., has been awarded the contract to produce the first year's "WJR Detroit broadcasting direct from the stadium." Emmco Ins. Co., South Bend, is the sponsor and Bob Kelley and Jack Lerrerman will handle the announcement and "color" for the games. World news will be broadcast between half-time announcements and the contracts are: H. C. Williams, vice-president and secretary Emmco; E. M. Morris, president Emmco; Charles Tucker, co-publisher; R. H. Gol- dor, vice-president, MacDonald-Cook Co; Thomas F. Shortall, vice-president and secretary Emmco; C. A. MacDonald, president, MacDonald-Cook Co., South Bend-Chicago ad. agency handling the Emmco account.

this season delivered to the consumers' bins is about 35% ahead of deliveries made during the same period last year. Roy Booe Station, Scotts- bluff, Neb., who sponsored the transcriptions, for two months on KGKY: I have sold twice as much coal as ever before in the summer. And I give them credit for that. I don't advertise. I give them credit for most of this increase.

Pendleton, Ore., which has been sponsoring the transcriptions on KWRC: We find that they are doing a very nice job.

GE Buying Breaks

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

Arvey Test Spots

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

Republic Drops Plans

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

BROADCASTING • Broadcast Advertising
Ruling Is Awaited In WSAY’s Appeal

Injunction Decision Against AFM Sought by Station

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

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

‘Secondary Boycott’

According to Jacob Ark, New York attorney for WSAY, the injunction, if granted, will merely save WSAY from further financial loss pending completion of the dispute. He claims the union cannot legally call a strike at the station “where no work exists” and that the AFM action is a “secondary boycott.”

Injunction in the WSAY injunction petition is Leonard Campbell, president of the Rochester Musicians Protective Assn. According to Campbell’s lawyer, George J. Nie, the union merely wants an accounting from WSAY to discover if the station can afford to hire the five additional stand-in musicians, demanded in the new contract between the AFM and WSAY.

NEW NAB COMMITTEE TO ADVISE ON NEWS

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

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

The committee is expected to contribute to a plan to plan, promote and encourage, an aggressive public relations practice on the part of local management, an objective outlined at the Chicago meeting of the Public Relations Committee.

OWI NEWS AND POLICY COMMITTEE

This group of outstanding broadcasters will constitute the OWI News and Policy Committee designated by E. Palmer Hoyt (insert), director of the Domestic Branch of OWI, in formulating war news policies governing radio. Top row (1 to r) Niles Trammell, NBC President; Neville Miller, NAB President; W. S. Paley, CBS President; Mark Woods, Blue President; Miller McClintock, Mutual President. Bottom row (1 to r) Lewis Allen Weiss, Don Lee vice-president and general manager; Leo Fitzpatrick, executive vice-president, WJR Detroit; Herbert L. Pettey, director, WHN New York; Martin B. Campbell, managing director, WFAA-WBAP, Dallas.

Radio News, Policy Committee Is Named for Industry by Hoyt

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

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

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

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

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

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

Plough Campaign

Plough Inc., Memphis, will start its annual winter campaign for Penetron nose drops in the latter part of September, using more than 350 stations throughout the country. Campaign will consist of recorded one-minute announcements and chain breaks, prepared by Columbia Recording Corp. Agency is Lake-Spiro-Shurman, Memphis.

Fly Joins Craven In WGST Vote

Commission Sets Hearing On Management Contract

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

School Obliged

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

The proposed agreement, by which the University would acquire the technical equipment and facilities of Southern Broadcasters, provided that the University pay to Messrs. Pickard and Calhoun 15% of WGST for 80 months, or until 1950. The contract further specifies that the station should be operated in such fashion as to generate as large net billings as may be possible. It was declared that an estimated projection of past earnings, as applied to the contract formula would yield an annual payment of $100,000 to Messrs. Pickard and Calhoun.

Position of School

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

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

Wylor on Air

WYLOR & Co., Chicago (Wylor’s Soup, Dehydrated Vegetables, and Bouillon Cubes), beginning Sept. 5 will sponsor the quarter-hour Sunday Night News on WBBM Chicago, and on Sept. 7 will start a twice-weekly quarter-hour musical program on WMAQ Chicago. Contracts, which are for 52 weeks, were placed by Aubrey, Moore & Wallace, Chicago.
**Garey Charges Agencies Used ‘Informers’**

**Doubts Testimony Against Station Announcer**

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

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

When one official of the FCC had testified regarding information received from an employe of WNYC, Mr. Garey charged the FCC with encouraging this man to be a “snooper” and disloyal to his employer and stated that “Himmler could take less of a snooper tactics from the War Problems Division of the FCC.”

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

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

Concurrent Hearings

The committee also disclosed how the long arm of the allegedlyJustice Dept. cracked down on an Italian language broad-caster and time broker, issuing in Mr. Alcorn knew he should not be allowed to engage in any phase of radio activity whether it be as a salesman, agent or otherwise. This action was taken at the request of the OWI after the Office of Censorship had given him a clean bill of health.

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

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

**Guest Recalled**

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

Recalling J. A. Guest, field attorney for the FCC in charge of the Commission’s New York office, Mr. Garey devoted most of the opening session to the case of George Brunner, a radio director of a German language housewives program on WBNX New York. On June 18, 1942, according to a statement made to Mr. Guest by W. C. Alcorn, general manager of the station, he had ruled Mr. Brunner from the air at the direction of Lee Falk, editor of WNYC’s Foreign Language Service, after it was claimed that a story was counter-American and possibly “burned over” this, Mr. Guest stated, as Mr. Falk had given no reason for his demand and as Mr. Alcorn knew of no reason why Mr. Brunner should not be kept on the air.

Orders to Investigate

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

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

**(Continued on page 55)**

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

IN SHEER number of words published, the House Select Committee investigation of the FCC, along with its running battle with Chairman Fly and the Committee, appears to lead all other non-war news stories now current.

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

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

The New York World-Telegram in an Aug. 12 editorial, after recounting the formula used by Sidney Spear, former FCC attorney (Continued on page 44)

**Louis Back at Agency**

JOHN J. LOUIS, vice-president of Needham, Louis & Brorby, Chicago, has resumed his position as assistant national director of the War Finance Committee in Washington, and has resumed his work with the agency in Chicago. He also continues, in the meantime, active recruiting as president of the Army Council for the Sixth Service Command, Chicago.

**FIRST ITEM on agenda Aug. 29 of AFRA national convention in Chicago will be the proposed merger of AFRA with AGMA.**
In KOA-Land

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

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

Few Stations in the Nation Can Equal KOA's Dominance!
Businessmen Now in Control Of Top OPA Executive Posts

Improved Cooperation As Price Group Revises

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

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

Other Appointments

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

In taking office, Connally said he expected the full cooperation of business men and women in furthering the “tire life efforts and savings” of these men are at stake in the fight for the “hold the line” program.

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

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

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

Simplified Rules

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

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

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

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

Cream of Wheat Returns

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

WJZ TRANSMITTER GOING UP AT LODI

FIRST STEP toward the construction of the new transmitter for WJZ, New York, took place Aug. 18 with ground-breaking ceremonies held at the Lodi, N. J., site, where Morris Wood, BLUJ president, officiating. The celebration was attended by representatives of the BLUE and WJZ, mayors of five New Jersey cities and officials of Bergen County.

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

After the ceremonies John McNeil, WJZ manager, gave a luncheon present from the BLUE in addition to Mr. Woods were Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programming; G. W. Johnstone, director of news and special features; Robert D. Swzeys, legal counsel; Anthony M. Hennig, assistant treasurer; and from WJZ, Joseph M. Seiferth, assistant promotion manager, and Robert L. Hutton, of the sales promotion staff.

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

Amos-Andy Back, Show Starts Oct. 8

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

LEVER BROS., Cambridge, Mass., which last April completed negotiations for the television and radio show of Amos ‘n’ Andy this fall [BROADCASTING, April 26], has announced that the new series will start Oct. 8 in the Friday evening 10-10:30 spot. A product to be promoted will be Rinso.

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

New Technique

Amos ‘n’ Andy will enact a complete episode each Friday night, a change from the present weekly 15 minutes. Monday bridges will speed the action, and guest stars will appear each week in specially written roles.

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

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

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

Machine Firm Plans

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

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

"5 Minutes Across the Board" with

Jack Stevens

FAMOUS NEWSCASTER
Formerly on 78 Mutual Stations
For Bayuk Phillies Cigars

2.1 Rating
14.6% of Listeners

(According to Hooper Survey—Winter & Spring 1942-1943)

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

Associated Press and United Press News
Every Hour on the Hour

WORL

BOSTON, MASS.
Ruling on Music Sought in Florida

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

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

The Attorney General brought out that under the original music statute, popularly called the “anti-ASCAP law”, the legislature provided that certain combinations owning or controlling copyrighted music compositions were held to be unlawful monopolies in restraint of trade and were prohibited from doing business in the state. Subsequent legislation, often referred to as Bill 144, he said, appeared to permit “such combinations to transact business in this state, provided they comply with the provisions of said statute”.

Declaring that a question had arisen as to the effect of the new statute upon the old, he said it was necessary for the court to construe these statutes to determine whether or non-compliance with the provisions of the latest enactment by the music performing rights societies is sufficient to comply with the earlier law regarding restraint of trade.

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

‘Chef’ Sponsors

NATIONAL BISCUIT Co., which has been sponsoring the BLUE local cooperative The Mystery Chef on seven stations for many years, last week added an eighth station in that the cities now used being San Antonio, Buffalo, Pittsburgh, Cleveland, Atlanta, Woodbridge, Houston and Rochester, N. Y. Continental Baking Co., sponsors for Wonder Bread and Golden Wonder, Bottling Co. for Royal Crown Cola, and Five grocery chains, Steinberg’s Grocery, E. H. Brunswick, Portland, and Fairway Supermarkets in Minneapolis, have joined the group presenting the show five times weekly. Western Store Co., sponsoring in Los Angeles, has added San Francisco.

WHKC Explains Action in Excluding Portions of Speech by Frankensteen

RICHARD T. FRANKENSTEIN, vice-president of the United Automobile Workers, C.I.O., last week filed a complaint with the FCC against the action of WHKC Co., 7140 W. 80th St., Minneapolis, Minnesota, in refusing to allow a speech he delivered on the station Aug. 8. The question is being studied by the Commission’s legal department.

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

Acted As Unit

“WHKC was not acting as an individual,” Mr. Everson said, “but rather as a unit of a national organization subscribing to policies standardized throughout the radio industry. If, for instance, this same speech was to have been de-

Industry Member Unable To Sit on Strike Panel

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

In the meantime, plans are going forward to begin public hearings in the case. Attorney General, representing the NAB, has not yet selected a place for the hearings.

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

Ralston Schedule

RALSTON PURINA Co., St. Louis, said it will place the Instant Ralston, on Sept. 9 starts a varied schedule of programs and newscasts on seven eastern and mid-western stations. The schedule includes the quarter-hour Saturday morning show, Brush Creek Follies, sponsored by Brush Creek Pavers Co., Kansas City; Five-minute morning newscasts Monday through Friday on WENR Chicago and WYER and WYER in New York; the Sunday morning 25-minute Funny Fanny Party on WGN Chicago; A twice-weekly quarter-hour early evening program on WJR New York, and a quarter-hour musical show five evenings weekly on WBEN, Buffalo. Agency is Gardner Adv. Co., St. Louis.

Application Pending

KEYS’ KGBS SIGN

CBS AFFILIATIONS

KEYS, Corpus Christi and KGBS, Harlingen, Tex., have signed affilia-
tion contracts with CBS and said they now are joint the network as soon as lines are available. The stations, both local outlets, will become affiliates consistent with the new network affiliations in areas that do not otherwise receiving adequate service from that network.

One of the stations, KEYS, is to be protected under the FCC’s Network Regulations, this area of Texas was Ralston, an independent outlet in Houston, has been asked to join.

To-Territorial Exclusivity, however, was outlawed under the rules.

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

KEYS operates on 1450 kc with 250 w is owned by a partner-
ship of Mr. and Mrs. Edward L. Lacy, manager and chief engineer, and E. C. Hughes, commercial manager. Other partners are Ed C. Dunn, sales manager, and Charles W. Rosen, tile operator.

KGBS, operating on 1240 kc with 250 w is owned by Henry Tichenor. Phil J. Lucks, Washington attorney, represented the stations in the negotiations.

The JACK CARSON SHOW originates at KNX

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

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

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

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

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

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

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

COLUMBIA OWNED

KNX

LOS ANGELES

50,000 WATTS

Columbia's
Station for
all Southern
California

Represented by Radio Sales, SPOT Broadcasting Division of CBS
HORSEBACK INSPECTION trip over KMBC's new livestock farm has just been completed by the big three of the station management (l to r): Karl Koepner, managing director; Arthur B. Church, president, and Sam H. Bennett, director of sales. The farm, 20 miles south of Kansas City, is a practical 400-acre establishment, with a prize herd of Angus cattle [BROADCASTING, Aug. 2]. Operated by KMBC for service to the leading industry of KMBC territory, it is the point of origin for twice-daily broadcasts by Phil Evans, the station's farm editor. More than 300 names for the farm have been received in a contest sponsored by Mr. Church with a $100 War Bond as prize for the winning name.

Advertisers Meet This Week To Plan War Food Campaign
Radio to Play Big Role in Educational Drive; Hoyt Jones, Bowles, LaRoche to Address Groups

WITH RADIO scheduled to play an important part, plans will be discussed at meetings this week in Chicago, New York, and San Francisco for an intensive national advertising drive to acquaint the public with the facts about the food situation. Called by the Office of War Information, in cooperation with the War Advertising Council, the War Food Administration and the Office of Price Administration, the meetings will seek to mobilize the advertising world behind the "Food Fights for Freedom" campaign.

Presiding at all three meetings will be Palmer Hoyt, recently appointed director of OWI Domestic Operations. Other speakers will be Marvin Jones, War Food Administrator; Chester Bowles, OPA General Manager; Chester J. LaRoche, WAC chairman, Paul A. Porter, Assistant to the Director of the Office of Economic Stabilization, Vernon D. Beatty, advertising director of WFC, on leave from his post as advertising director of Swift & Co.; and Charles G. Mortimer Jr., vice-president of General Foods Sales Corp. and WAC coordinator of the food campaign.

Schedule of Meetings
The first of the meetings will be held in Chicago, Aug. 24, at 2:45 p.m. at the Blackstone Hotel. This will be followed by the New York meeting, Aug. 26, at 10 a.m. at the Waldorf Astoria. The third meeting will be held in San Francisco Aug. 30 at 2 p.m. at the St. Francis.

Reynolds Adding New CBS Outlets

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

The stations are WJLS, Beckley, W. Va.; WLBC Muncie, Ind.; WODI, Cincinnati; WJU, Salem, N. S.; WJAV, New York; WTOC Savannah, Ga.; WCFL Chicago, and WSRP Dallas, Tex. Sources reveal that the added shows on CBS will be a daily, plus a Sunday half-hour. The startup date has not been set.

EVERYBODY'S FARM, typical American farm, of WLW, Cincinnati, receives new sponsor, newscaster of Everybody's Farm Hour, American Chemical Co. visitors at the barn are (l to r): Earl Neal, the farmer; Francis North, Allied Mills, whose product (Wayne Feeds) has been sponsored for three consecutive years on the program; G. W. Caffery, advertising manager of the American Agricultural Chemical Co., whose Agrico has been used on Everybody's Farm and has been recently added to the sponsored products; Ed Mason, director, of the farm department for WLW.
We take it all back. This is not a New Yorker's idea of a radio network.

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

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

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

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

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

The Mutual Broadcasting System
Radio Sets For Civilians to Be Ready Within Eight Months After End of War

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

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

Better and Cheaper Sets

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

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

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

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

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

VIDEO COMMITTEE IS NAMED BY NBC

CREATION of a post-war television planning committee, headed by NBC's A. T. Frandell, in charge of international, shortwave and television departments of NBC, was announced last week by Niles Trammell, NBC president. For seeing the rapid development of television immediately after the war, NBC will initiate "essential technological studies and surveys of the problems involved," through the new committee. Conclusions will be held in readiness for the first days of peace.

"As a supplement to present existing plans, when the time for television comes, television promises much as a new dimension in entertainment, education and advertising," said Mr. Trammell in making the announcement last Friday. Television, according to NBC's president, needs "the release of vital materials and the services of electronic engineers, both row converted to war industry, and a new stimulation with new and significant service of sound and sight."

In addition to Mr. Royal, the n-wlv-formed committee includes William S. Hedens, vice-president in charge of station affairs; O. B. Hanson, vice-president and chief engineer of RCA, and the managing director of the program department, with John T. Williams, assistant to Noran Kerst, now in the Marine Corps, serving as secretary.

NBC is currently operating its Empire State television transmitting equipment for four hours each day for experimental purposes. The schedule has now been placed under the direction of NBC's program director, with Mr. Topmiller's husband, resting in the tanks, and the television development plans of RCA's manufacturing division.

Blue's Own Newsroom

THE BLUE N-twork, which here- tofore has had its news broadcasts prepared in the NBC newsroom by editorial directors under G. W. Johnson, director of news, has now been turned over to the Blue director of news and special features, on Aug. 23 sets up its own New York newsroom, with an all news department separate from the NBC news department. Manager of the BLUE newsroom will be John D. Robb, formerly editorial director for the Blue network. News editors will be Leon Decker, also a former Blue editorial assistant, and John T. McGraw, here- tofore in the NBC newsroom.

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

Topmiller to OWI

CHARLES H. TOPMILLER, chief engineer of WCKY Cincinnati, has been "loaned" to the Office of War Information, L. B. Wilson, owner of WCKY, announced. Mr. Topmiller, who has been with the Cincinnati station for 13 years, leaves immediately for foreign service duty. His wife, Mrs. Alma An- nert Topmiller and their Douglas, Va., a friend, Mrs. Johnstone,-now in the research division of NBC's news division. Included was originally proposed by Chairman James Lawrence Fly of the FCC, IRE and RCA among those present. Mr. Madigan, here- tofore has been appointed as the fourth member of the board.

Others May Join

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

KSN in San Jose

KSN, San Francisco, will open studios in San Jose Aug. 23, it was announced, originating several programs daily under the direction of bald California. Managing editor is T. M. Snider, who recently was manager of KHUB, Watsonville, Cal. The new studios are located at El Paso Court at 40-South First St.

IRE, RMA Set Up Post-War Formula

Organization Plans Approved During Joint Conference

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

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

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

The organization now being established was originally proposed by Chairman James Lawrence Fly of the FCC, IRE and RCA among those present. Mr. Madigan, here- tofore has been appointed as the fourth member of the board.
MARTIN BLOCK'S "Make-Believe Ballroom" on WNEW still sells more products for more advertisers than any other program in radio—in or out of New York.

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

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

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

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

WNEW
501 MADISON AVENUE • NEW YORK, N. Y.
Serving New York and New Jersey Twenty-Four Hours a Day
NATIONALY REPRESENTED BY JOHN BLAIR & COMPANY
New Wire Recorders Prove Value in Army Test Abroad

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

THE ARMY hopes that the new lightweight wire recorder will prove "a new dimension and flexibility" to war coverage, Col. Edward M. Kirby, Chief of the Radio Section, Bureau of Public Relations, War Dept., told Broad-

casting. As a result radio has encountered for the first time in its history a limit of time and distance.

Light Weight Units

The mother set weighs less than 50 lbs. It has a built-in play-back and an instantaneous erase feature and was demonstrated at the NAIR War Conference in Chicago. The field set weighs only 10 lbs. and can be carried on the back. The sound is recorded on a strand of wire which is wound on a sprocket, with each sprocket holding 69 minutes of recording. The sprocket can be detached when the recording is completed and transported by plane or courier to its destination.

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

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

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

London Conferences

Col. Kirby recently consulted with the British Broadcasting Corp. and found that nearest equivalent the BBC has to offer in recorder output is a 490-lb. unit which requires an engineer to operate it as well as the announcer or commentator. The announcer himself is capable of managing and operating the new wire recorder unit. Col. Kirby also conferred with Lawrence Gillian, in charge of actuality features (special events) for BBC; Morris Gorham, program manager, and Lindsay Wellington, BBC representative in the United States, now in England. Col. Kirby said the British have been cooperative and the United States will reciprocate by allowing the British to use the wire recorder.

Col. Kirby visited Dover Castle, coastal defense point nearest Europe, to determine whether or not use of wire recording would permit action broadcasts from this point. He went out into the channel in a rescue boat to find out if actual rescue of airplane crews could be picked up.

Maj. Howard Naussbaum, chief of the Radio Section, European Theater, U. S. Army, and former NBC production manager, held open house for Col. Kirby in London for a demonstration of the wire recorder. Present were representatives of BBC, American and British Signal Corps, the RAF, the 8th Air Force, and the OWI overseas branch.

Col. Kirby conferred with Edward Copeland, head of BBC, Stanley Richardson of NBC and George Hicks of the BLUE in London, regarding use of the equipment and other radio matters. He also conferred with Art Feldman, former NBC assistant to the chief of special events and news, who now is on loan to BBC for special events, and Hal Bloch, free-lance script writer for comedians (currently writing for Bob Hope) who also is working for BCC. Both are in England preparing special programs being aired to BBC audiences in England and the United States. Col. Kirby states they are laying the foundation, through the medium of radio, for a much closer understanding between the two English speaking countries.

Eisenhower Interested

In North Africa, Col. Kirby conferred with Capt. Albert W. Whar-field, chief of the Radio Section at Allied headquarters and formerly with C. E. Hooper, demonstrating the wire recorder to various interested groups. He also conferred with Com. Harry Butcher, CBS Washington vice-president, now side to Gen. Eisenhower. Col. Kirby said that Gen. Eisenhower expressed considerable interest in the recorder and hoped it would bring the war home to the American people and inform them of the sacrifices being made. On his last evening in North Africa, Col. Kirby was the dinner guest of Raymond Clapper, Mutual commentator and columnist, Charles Dailey, CBS, and Merrill Mueller, NBC.

Col. Kirby said because of the shortage of paper for newsprint in England, news broadcasts have taken number one position on the radio. All except those working in factories stop to listen to the 9 p.m. news broadcast. Wherever there are allied forces to be found there is sure to be a floating population of American music, even though it may be old, he added. The soldiers dance to it and British soldiers are picking up American slang expressions. Likewise, American soldiers have assimilated some of the British slang.

General theory of the wire recorder is that it will bring to the air many types of broadcasts here-to-before inaccessible.

ROADS SHOULD PAY FOR TRAVEL COPY

FURTHER objections to giving the railroads free time on the air through use of OWI "Don't Travel" transcriptions was contained in a letter sent by James L. Curtis, president of KFRO, Longview, Texas, to the OWI Radio Bureau. A complaint charging discrimination against radio that was previously made by W. L. Gleeson, president of KFRO, Heaven de, Cal. [BROAD-

casting, June 14]. This was followed by a denial from F. Q. W. Heeney, the Southern Pacific Company that his company discriminated against radio in plac-
ing travel advertising [BROAD-

casting, Aug. 13].

Mr. Curtis' letter to OWI follows:

"On the transcriptions we have received for use Aug. 23 you have several cuts on "Don't Travel". We certainly don't believe that radio stations should run these announce-

ments. The railroads are making plenty of money and it is no rea-

son why they can't use radio stations to create good-will and explain the "Don't Travel" just as they have done in paid advertising in the newspapers."

It was my understanding that in the future the Office of War In-

formation would require time for these announcements and efforts on non-

commercial projects. Certainly the railroads will never buy advertising on the radio if they can get it for free through some government agency. The telephone company is paying for one "campaign" with the OWI, why shouldn't the railroads.

When I have to go to Washington the railroads certainly don't give the "Don't Travel" free time. We would appreciate having your views on this."

JAMES R. CURTIS,

President,

KFRO, Longview, Tex.

WEAF Stunts

WEAF, New York, is staging an elaborate promotion campaign in connection with the Aug. 30 broadcast of Mary Margaret McBride's program from a Rockefeller Center, N. Y., high school on the oc-

casion of the town's 50th anniversary. The Long Island Railroad, the lo-
iclal Chamber of Commerce, and two of the program's participating sponsors are cooperating in the drive which has entailed the display of 1,000 car cards in trains and the placement of over 300 pos-
ters and streamers on station platform.

station printed in "America's towns", stumps bearing the WEAF imprint and made by Fanny Farmer Candy Shops, a sponsor, were to be dis-

bursed to local railroads attending the broadcast, and maps bearing the station call letters, were to be handed out to customers in the grocery of H. L. Bohack Co., another participating sponsor. Try-

ing in with the War Bond drive, admission to the broadcast was to be by purchase of bonds.

MBN in the armed services in Alaska are holding the monthly series, Voice of Alaska, said be to the only broadcasts from that country to be with the exception of the Pearl Harbor, with the exception of the Army Hour programs. Most recent program was heard Aug. 21.

Page 20 • August 23, 1943
RADIO WAR-GRAM
PUBLISHED BY
Western Electric
IN RECOGNITION OF THE INDUSTRY'S CONTRIBUTIONS TO THE WAR EFFORT

"WOMEN COMMANDOS" IS VERSATILE WAR PROGRAM ON WKY

Let's talk about YOU!
If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 925, 195 Broadway, New York 7, N. Y. If suitable, we will use it in one of this series of War-Grams.

Award to WGAR
For outstanding service in fire prevention, the medal shown above was recently presented to WGAR, Cleveland, by the National Board of Fire Underwriters. The citation accompanying the award reads:

"WGAR was awarded the Gold Medal for its development and application of a practical philosophy of fire prevention education which found year-round expression in constructive broadcasts designed to impress home owners and war workers with the importance of fire defense in national defense. Fire prevention broadcasts emanating from WGAR represented exceptional initiative and imagination in dramatizing the need for increased knowledge of methods for protecting the community from fire in time of war."

In the programs for which the award was given, WGAR took the approach that especially in war-time, we must guard against fire which stops production either through loss of equipment or loss of manpower. Civilian Defense officials from Great Britain, fire officials and plant production experts discussed fire hazards and several dramas were written and produced by the WGAR staff to drive home this important war message.

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

KOA Music Center
In keeping with its morale-building activities KOA, Denver, maintains a Music Center for Enlisted Men which furnishes members of the armed forces a great deal of pleasure when off duty. Here men may listen to recordings or programs, and participate in choruses and broadcasts.

A weekly half-hour program from the Music Center is broadcast by KOA every Friday evening. Members of the armed forces furnish the program while others take part in dramatizing activities of Denver military posts.

Broadcast Monday through Friday each week by WKY, Oklahoma City, "Women Commandos" touches upon many phases of the war effort that are of interest to Oklahoma citizens.

In a recent three-week period, this 15 minute program included the following subjects:

What the State's Child Welfare Division is doing for needy children and to provide foster homes for homeless children;

What the women of Guthrie, Oklahoma, are doing to aid the war effort;

A salute to Oklahoma's youngest General, who is only 85 years old;

A discussion of Victory Gardens and their care;

Three talks about WAC enrollment in Oklahoma and the duties of WAC officers;

A program on home canning;

An interview with an Oklahoma woman who has eight sons in service and two daughters in war plants;

Wartime jobs being done in Ardmore;

The duties of the WAVES;

A salute to six Oklahoma heroes;

A plea for more nurses for the Army.

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

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

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

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

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

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

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

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

Buy War Bonds regularly—all you can—from now till Victory!

BROADCASTING • Broadcast Advertising
August 23, 1943 • Page 21
Radio Ready to Help Sell 15 Billions
In Bonds During Third War Loan Drive

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

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

Radio Day Planned

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

Round-the-clock events are scheduled for Radio Day, Sept. 9, when 90% of the top network shows will be devoted to Third War Loan material, and at least 26 of the bigtime programs will give special treatment to messages for the drive—some shows being entirely on the drive.

Also on Sept. 9 all network affiliates will carry nine one-minute transcribed dramas or live announcements and all non-affiliate stations will carry 19 such announcements for the drive. Sustaining programs of the four major networks on this day will be arranged in behalf of the effort. Number 9 will start a new program to participate on the opening day activities by programming, in addition to the special announcements, special shows of their own such as speeches by community leaders and promotion of local rallies.

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

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

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

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

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

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

Coop. Centennial Plans

Cooperative League of the U.S.A. will meet in Chicago at the Hotel Morrison Sept. 10-11 to discuss plans for the celebrations of the centennial in 1944 of the consumer cooperative movement. Radio plans for the coming year will be presented to the meetings. Consumers spent $25,000 on the transcribed series, Here Is Tomorrow, aired on 36 stations in 1942-43 with Bob Mc- Kenzie. Radio project this year will center around the centennial campaign. Gilman Calkins, associate editor of Cooperative Operations, The Ohio Farm Bureau News, has been named publicity director for the campaign.

UP Appoints Packard

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

SECOND SERIES of 13 broadcasts on post-war problems, generally titled For This We Fight, will start on NBC June 27. The series is sponsored by the American University of the Air in cooperation with the 20th Century Fund and the Organization of Peace. The first series concludes Aug. 29.
A Button...and the Pittsburgh Market

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

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

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

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

KDKA...PITTSBURGH

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

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

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

KOA—Denver WMAQ—Chicago KPO—San Francisco WGY—Schenectady
WBZ—A—Boston Springfield WTAM—Cleveland
WBZ—A—Boston Springfield WOWO—Fort Wayne

NBC SPOT SALES

TODAY, ESSENTIAL THINGS FIRST— IN BUSINESS, AS IN LIVING

BROADCASTING • Broadcast Advertising
Amendment of Communications Act Urged in Report to American Bar Assn.

AMENDMENT of the Communications Act of 1934 to clear up ambiguity stemming from the recent Supreme Court decisions in the network cases was urged by the Standing Committee on Communications of the American Bar Assn. in its report made public shortly after its 66th annual meeting in Chicago.

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

Enforcement on Freedom

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

"Members of Congress, eminent members of this association, broadcasters and zealous guardians of free speech have criticized the Commission for its lack of enforcement on the freedom of speech. They foresee the dominance of the airwaves by a governmental agency regulating not only the use of licenses but the supervision of financial and program arrangements between stations and networks."

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

Study of Bill Urged

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

BRITISH INCREASE SponsOred RadiO

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

The over-all total for the first third of this year was $266,358. While the expenditures represent only space buying activities, the survey is of interest to radio in view of the fact that radio selling in England has been advanced as a definite possibility within the past year, in particular [Broadcasting, July 15, 1942].

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

Photo Spots

W A R P H O T O G R A P H I S, Richmond, Va., is sponsoring a campaign, using 5-minute transcriptions through about 80 stations to make enlargements of snapshots sent in by listeners of soldiers, sailors, WACS, WAVES, etc. Each photograph is tinted, from descriptive data furnished to sponsor, and the tinted photograph is put in a frame. Product is sold at $9.95 on installments—$2 down and $2 a month. Henry J. Kaufman Adv. Agency, Washington, which handles the account, expects to double the number of stations handling the discs. Only one station in a city is used.

For THE 20th year, the Advertising Club of New York will present an advertising and selling course, consisting of 15 sessions, in October. Herbert L. Stephen, news editor of Printers Ink, has been re-appointed chairman of the committee in charge of the classes, which will be held at the club's headquarters at 25 Park Ave.

BEAT SHORTAGE WGN Engineers Improvise—Varied Equipment

LACK OF BROADCASTING equipment doesn't stymie WGN, Chicago engineers, as they put finishing touches on homemade electrical transcription turntable.

IMPROVISATION by WGN Chicago engineers under the direction of George Lang, chief engineer, has resulted in workable equipment partially overcoming the shortage created by wartime restrictions.

When WGN needed a new transcription turntable, Jay Ferree, maintenance engineer, Bob Sibold, day supervisor of engineering and Ralph Bant, night supervisor, made one placing in a wooden cabinet a Presto motor and a disk to hold the records made by the same company, the men, using an old arm to hold the mechanism which picks up the sound off the record. To this they added a crystal, head on the part touching the record and added a new type of orthocoustic filter.

Battery Scarcity

A few months ago radio stations were affected by the absence of "B" batteries on the market. WGN engineers used instead, a Vibrapack, an electrical devise which supplied the direct current voltage necessary. Another idea contributed by Lang and his staff is a newly designed remote amplifier for W5GC, WGN's FM station, to feed the sound from transcription turntables through the modulating control board.

Consolidated Book Disc Campaign Starts on 143

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

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

INTERVENTION PLEA IS GRANTED CHURCH

CHURCHILL Tabernacle, Buffalo, a religious corporation, has been granted leave to intervene in the WKBW matter. Buffalo, other applications for renewal of license, for the purpose of filing exceptions to the order, was joined in the suit. A hearing is making an appearance at the oral argument if any is held, and the submission of a brief.

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

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

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

Arthur Murray's Plans

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

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

A Bendix Washer?

UNABLE TO get their laundry done, members of the Perry Command stationed at the Lack Machine Co. Bend, Ind., appealed to WSBT for help in obtaining a washing machine, iron and ironing board. Minutes after the broadcast WSBT had offers of one washer, ten ironing boards, several cases of soap chips, and an offer to buy one of the washers in cash whenever 7000 was produced by the appeal!
Who wants these Baltimore Ration Points?

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

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

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

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

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

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

WFBR
RADIO STATION BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
MUSICAL VERSION of "Bingo" on WJZ, New York, has expanded from weekly to five-weekly quarter-hour programs on that station. Listeners are invited to submit a coherent sentence made up of the titles of three tunes. Prizes of $50 are awarded for three best entries, with stipulation that half of sum be divided among the armed forces. "Daily Double" of $50 goes to top winner. General MacArthur, Major-General Jimmy Doolittle, Clark Gable, Rudy Vallee, are among the "servicemen" who have been selected to receive portions of the prizes. Recipients in most cases donate the money to a worthy cause. Entries are said to come in at the rate of 2,000 a week, and all are aired on the BLUE, WJZ's parent network, each Saturday.

**Cinderella Contest**

ONE HUNDRED hostesses at New York's Stage Door Canteen will compete for the title of "Cinderella" Aug. 24 by trying to fit their feet into shoes that were Mutual's audience participation show, U-Tell-Em-Club. Program producers came through with 100 pairs of dancing sandals after Puppy dort Canteen hostesses, complained on the first program that girls would dance with service men if they didn't have to worry about coupon No. 18. Men of the Merchant Marine will serve as "Prince Charmings." Winners will receive the shoes that fit her, and a new costume.

**Quiz Show**

WHCU Ithaca, N. Y., has inaugurated a new musical quiz show titled Beat the Deal. Jack Deal, at the novachord and piano, calls listeners and asks them to identify tunes just heard over the air. If the correct answer is given the listener wins a prize and may request a number for Jack to play. If he is unable to play the request the listener wins an additional award.

**Use Comedians' Jokes**

GAG WRITERS re-write jokes submitted by well-known comedians and air them in a weekly half-hour program on the BLUE titled Awoke at the Switch. Program was adopted as weekly feature after sample broadcast on Sneak Preview, series inviting listeners to give their reactions to sample broadcasts.

**Soldier Kings**

NEW WEEKLY show King for a Day was initiated Aug. 3 on KSAL Salina, Kansas. The "king," an outstanding soldier from nearby camps, is interviewed on the air and for one day he and his wife or buddy are given the best hotel suite and their choice of any entertainment in town at the expense of the hotel running the show.

**Remember**

LINKING songs with scenes and events of their heyday, new half-hour musical program, Remember, recently opened on BLUE Pacific stations. Written by Helen Morgan, series is produced by Dick Tate.

**Message to Youth**

HELPING to combat the rising tide of juvenile delinquency, WMAL Washington, is presenting its National Children's Frolic hear every other Saturday afternoon, William A. Dubbin, special agent, of the Federal Bureau of Investigation, who presents a special message from FBI Chief J. Edgar Hoover. These short talks strive to show the boys and girls in the studio and in the radio audience that crime does not pay, and that person who disregards law and order must inevitably pay their debt to society.

**Know the Allies**

NEW CBC weekly series about the peoples, countries for world freedom is titled People on the March. Designed to tell Canadians more about their Allies in the war the series at present is featuring the Russian peoples and during September the peoples of South America will be presented. Broadcasts are produced from the Winnipeg studios of CBC.

**Labor Reporter**

ACHIEVEMENTS of labor-management committees in the war effort are being aired weekly in a new CBC Wednesday evening series, The Labor Reporter, by Allan MacNair, and reporter who fought with the Loyalists during the Spanish Civil War.

**Teamwork**

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

**Background Changes**

LOCAL DEPARTMENT of adventure series, Foreign Assignment, on Mutual, changes each week according to the latest headlines. Main characters are an American writer who happens to be a "mystery woman."
Every one of these exciting dramas is true—every one is different—every one is complete in itself—every one is timely and in tune with today.

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

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

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

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

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

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

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

He recalled the fact that within 24 hours after the Japanese attack, Americans were able to -country tour. Basing by the American public. Mr. Hollister stated, "never before had the mood of so large a democracy been so swiftly converted to a war footing, pointed in the direction of its most effective volunteer war behavior, or stimulated to project its volunteer tradition to greater results."

Citing statistics on CBS' contribution to the war effort, he pointed out that of 15,000 war programs, 2,000 were bought and paid for and volunteered to the war effort by advertisers. The remaining 8,200 war programs were bought and paid for and volunteered by the network.

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

The most important aspect of the situation reflecting the results OWI and the radio industry were working to achieve—that of guided voluntary effort—was shown clearly in BROADCASTING, March 29, 1943, according to Mr. Hollister, when it estimated the time volunteered by networks, stations and advertisers to programs cleared through OWI for one year of war broadcasting at $3,000,000.

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

"But," he warned, "constructive changes...will not come abruptly. Restrictive changes...may come unawares at any time through the capricious application of bureaucratic power, the answer of that freedom of speech upon which press and radio base in-separably and wholly."

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

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

Direct Mail Meeting

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

KENNEL FOOD SUPPLY Co., Fair-ield, Conn. (Nero Menta, C. P. Mist Biscuits, Cod Liver Oil Biscuits, Terrier Food and Puppy Biscuits), and the Park City Adv. Agency, Bridgeport, Conn., have stipulated with the Federal Trade Commission to cease using the terms "ment", "ment scrap", "dry ment" or other terms of similar import to describe any ingredient which is not ment in fact.
IN AGRICULTURE

NORTH CAROLINA

CASH INCOME AND GOV'T PAYMENTS

$221.8 (MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES

$1333 (MILLIONS)

IN INDUSTRY

NORTH CAROLINA

VALUE OF MANUFACTURED PRODUCTS

$1,420.6 (MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES

$136 (MILLIONS)

WPTF

with 50,000 WATTS in RALEIGH is

NORTH CAROLINA'S

No.1 SALESMAN

NBC - 680 KC

FREE & PETERS, INC. National Representatives
WHO has started a complete diary of outstanding news events to facilitate ease and speed in answering questions about current events which WHO listeners are asking.

KOAN Phoenix, Ariz., has completely modernized its control room for the installation of a new Western Electric 25-A two-channel speech input console. Observation windows in the room have also been enlarged.

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

VICTORY BOND TANK operated by WRBL Columbus, Ga., reports sales of $40,780.66 for the month of July. Figures represent a percentage of slightly more than ten percent of the total sold in the entire Muscogee County, Ga.

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

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

Out of Place
WOMEN announcers do not please the Canadian listening public, Dr. J. S. Thomson, general manager of the Canadian Broadcasting Corp., told the Parliamentary Committee at Ottawa. The CBC has employed a number of women to meet wartime staff difficulties, Dr. Thomson said. "We get a considerable number of complaints from the public," he said, referring to women announcers. CHC salaries during the last fiscal year ending March 31, 1943, totalled $1,417,581, an increase of $184,092.

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

DESIGNED to train men and women to fill the wartime manpower shortage in radio production, writing, acting, announcing and control room operation, has been started at California's San Francisco, and Stanford University at Palo Alto. Members of the university faculty at each of the KPO study conduct the classes.

NEWS FROM Occupied Europe is title of new series of weekly broadcasts on the network of Canadian Broadcasting Corp. Series is based on information gathered from reliable sources. News from the underground will be interpreted in terms of geography and character of the various peoples. Gerald Noyon, Canadian author and traveler, is writing and editing the series.

TWO NEW and two renewals contracts for syndicated programs produced by NBC's radio-recording division have been signed by WOC, Des Moines, Iowa, for a daily talk show for the purpose of making the best use of the special events and National Broadcasters Association. Said WOC: "We have a duty to our listeners to present the best possible programs, and we are doing our best to fulfill this duty."
the network that really works

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

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

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

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

NERN STATIONS

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

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

Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

August 23, 1943 • Page 31
We are grateful for the courtesy and our shows. However, the extra effort and the extra effort seemed to us outstanding. The lobby displays and the use of attractive displays and the use of attractive displays.

It is very pleasing to know that you have done the job of keeping this program on the air.

Your consistent and persistent cooperation will expand our listening audience.

Your presentation of the promotion is very pleasing to know that your cooperation is appreciated. Sincere thanks for your cooperation.

Your promotion efforts are swell and we are very indebted to you for this fine job you have done and the success of our station.

We are very indebted to you for this fine job you have done and the success of our station.

"We are very indebted to you for this fine job you have done and the success of our station."

"The collated items of station cooperation are very pleasing to know that your cooperation is appreciated. Sincere thanks for your cooperation."

"It is one of the most complete jobs of station cooperation co-workers. We, here, are delighted, when he sees this evidence."

"It may interest you to know that your station cooperation is aggressive and the success of any CBS station on your staff in this promotion. The unusual"

"Especially of interest were the photgraphs showing flashes of the program, and the Greater Cincinnati. We are always glad of this nature, as we think they are an excellent"

"It is most gratifying to know that we had success with your staff in this promotion. The unusually good — the many spot announcements, the radio publicity—meant not only increase enthusiasm on the part of our sales staff."

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incements and newspaper space afforded by WCKY's interests and services supplied by WCKY's handling of the News-O-Graph."

"The station is doing such a consistently fine job, using the public eye."

"I'm thinking in particular of WCKY's coverage of the News-O-Graph."

"The station undoubtedly has helped to maintain our program was most impressive, and is appreciated."

"It is a credit to you and your work that your efforts will be too few attractive way you have prepared our program for thoroughness."

"The promotion seems to be the most cooperative effort we have ever faced."

"We operation and want to congratulate you on your work on the electric News-O-Graph easels which were displayed in the listening audience's coverage."

"The thorough support from you and complete cooperation you gave us in publicity, the displays and covering interest, but keener en-

WCKY
THE L.B. WILSON STATION
CINCINNATI

P O W E R • C B S
ENOUGH has been developed by the House Select Committee investigating the FCC, it is now evident, to sustain the view that something more than a minor legislative operation is required.

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

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

The disclosure of connivance between the FCC foreign language minions and those of OWI simply points up what has been happening in radio regulation ever since that coterie of bright young men who think it’s a sin to make money with their government franchise, got their collective feet in the door at the FCC a few years ago. They have thrived under the existing “enlightened” leadership of the FCC.

There may be things wrong with the make-up of the Cox Committee. Perhaps some of its methods, from the purely judicial approach, are extreme. But committees of Congress don’t follow prescribed court-room procedures. The Committee was named after a virtually unanimous vote of the House in support of the resolution for an FCC investigation. That’s something the Commission majority itself, and perhaps those who are beguiled by the snow-storm of press releases from the FCC, seem to forget.

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

It is also no secret that the industry, or some portions of it, fear reprisals from the FCC. The majority there has brooked no opposition, whether it be an individual broadcaster, the networks, or NAB. Now it shows its utter disdain of Congress, which gave it the breath of life.

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

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

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

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

The only way to assure that “freedom from fear” is to take away the Commission’s brass-knuckles.

Our Respects To

RALPH RAYMOND BRUNTON

COAL MINES, batteries, fire boats, police patrols, subchaser transmitters—all these and more have been grist in the mill of experiences which have made Ralph R. Brunton one of the down-to-earth, practical station operators in America.

A radio veteran, Ralph has pioneered broadcasting on the Pacific Coast, moving progressively, constructively forward since the earliest days of the industry.

Born in Chicago on Nov. 27, 1891, young Ralph completed his academic education at the Armour Institute of Technology in Chicago, head west; worked as an electrical engineer in the coal mines of New Mexico and Colorado, moved on to the transportation construction projects in the Yakima Valley. In 1917 he had just about decided to settle in San Francisco when along came World War I and he was off to France, as a private with Uncle Sam’s fighting forces. Returning from his command of an auto transport corps in France, Lieutenant Brunton joined his father and brothers, Mott and Sherwood, San Francisco distributors of the Willard Storage Battery Company, and swung himself wholeheartedly into “that wireless thing” destined to become the potent voice of radio.

One of Ralph Brunton’s outstanding characteristics is avid curiosity. Beamed at wirelessly this urge found ample room for expression in the undeveloped, fascinating field of radio communications.

In 1922 he acquired a 10-watt transmitter—the forerunner of KJBS, which is today a nationally recognized example of efficient independent station operation.

A practical-minded visionary, he anticipated the development of radio into a means of on-the-spot communication and devised a Rube Goldberg-type of mobile unit which quickly became a familiar sight in the town. In 1925, the year of the Diamond Jubilee in San Francisco, this sturdy equipment was loaded on a truck and followed the police escort in the grand parade, broadcasting a stride-by-stride account of the event—the earliest instance of mobile shortwave radiophone transmission in the West.

Then the fire boats in San Francisco Bay attracted Ralph’s attention. He saw the tremendous advantages of communication from shore to boats and harassed the city fathers and the Harbor Commission until, almost in self-defense, they permitted him to erect a 10-watt short wave transmitter alongside the KJBS equipment. Using storage batteries for power, Ralph shortly was able to prove the practicability of radio communication in fight-

(Continued on page 36)
A leading car dealer and service station invested some money into radio to buy used cars.

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

SIX OUT OF EVERY TEN RETURNS !!!

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

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week
OWI Changes Staff
NEW office space for the OWI Chicago branch has been taken at 75 E. Wacker Drive, and Mrs. Lavinia Schwartz, former public service director for CBS, Chicago, has announced completion of her Chicago staff to handle network problems and station relations in Illinois, Indiana, Iowa and Wisconsin. Rod Holmgren, formerly news and special events director at KSD and KRNT, Des Moines, and until recently a news editor for the Air Edition of the Sun, WBBM, Chicago, has been appointed associate regional station relations chief; Mrs. Margery Treet, formerly in the public service department at CBS, Chicago, is coordinator of war programs; Mrs. Isabel Chesley, formerly in the program department at CBS, Chicago, is Mr. Holmgren's assistant.

HUGH B. TERRY, manager of KLZ Denver, recently was m.c. at a public forum for Denver businessmen, interviewing three congressmen.

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

UNITED ELECTRONICS Co., New York, winner of the Army-Navy "E" award for outstanding production, purchased a half-hour on WOR, New York, Aug. 12 to broadcast presentation ceremonies. Government and company officials and plant employees participated in the broadcasts. Agency for United Electronics Co. is A. W. Law in Co., N. Y.

Wrong Number
EARLY each morning for three solid weeks the telephone of a certain lady in St. Paul, Minn., was ringing and the woman would answer, "Hello." She would always reply "I don't know." This continued daily until Harry Van Lear, of KSTP St. Paul, news staff, learned she was calling Lasalle 6401 instead of 6401 to ask the South St. Paul police department if there was anything for the early morning newscast.

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

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

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

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

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

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

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

Asked about his hobbies, he says he has two—"KJBS and KQW." He denies he has movie fright and waves aside a record of 18 minutes before a microphone in a period of 15 years by saying that, like Coolidge, he "does not choose to talk."

Our Respects to
(Continued from page 34)

ING fires in the waterfront area.

The fire boats safely set up, Ralph became intrigued with radio as a modern method of communication in the prompt apprehension of criminals. However, not even his enthusiasm convinced the authorities until he offered to make tests at his own expense. Then he was permitted to equip half a dozen police patrol cars with standard receiving sets; a direct telephone wire from the office of the Police Chief was installed at KJBS and the station broadcast his instructions to the cruising cars.

By this time Ralph was in full stride. With KJBS and, as he says, a "powerful five-watt transmitter," he introduced continuous broadcasting in an area where fervid listeners previously had to be content with intermittent operation.

DOMINANT

IN THE NORTHWEST
Any JOHN BLAIR Man has the full story
550 Kilocycles • • • 5000 Watts
Bismarck North Dakota
Down on the STREET where CUSTOMERS ARE COUNTED...

IT'S WGN BY A LANDSLIDE...

for WGN carries more retail advertising than all other 50,000 watt Chicago stations combined.

This leadership is based on WGN's marked ability to produce sales for its advertisers. Consequently national spot advertisers share the retailers' enthusiasm for WGN and keep WGN the leader among Chicago's major stations in non-network business.

A Clear Channel Station

CHICAGO ILLINOIS
50,000 WATTS 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE: 220 E. 42nd Street, New York 17, N. Y.     PAUL H. RAYMER CO., Los Angeles 14, Cal.; San Francisco, Cal.

BROADCASTING - Broadcast Advertising  August 23, 1943 - Page 37
“Hold That Line”

Just a line in one announcement—
read once over WSPD sold out complete stock in forty-one minutes.

No foolin’! A near riot resulted! One line added to a regularly scheduled announcement did the trick for a Toledo department store! That one line was added to advertise a shipment of alarm clocks which had arrived too late for the newspapers.

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

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

Just Ask Katz

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

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

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

NORMAN WEIL has joined WINX, White Plains Hospital, commercial manager. He was formerly with WHV New York and WPAT, Paterson, N. J.

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

MAX M. EVERETT, former sales representative of Better Homes & Gardens, has been placed in charge of national spot sales of KOIL KBAP KFDR, headquarter stations in Omaha.

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

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

J. H. SWENSON, supervisor of the CBS Maintenance and Construction Dept., and R. A. Trago, assistant supervisor, have been commissioned captains in the Army and have left their network to take assignments in the Office of Strategic Services in Washington. Taking Mr. Swenson’s position is David Davis, supervisor of the CBS Field Engineering Department. Harry Silbersdoff, a staff technician in the Field Engineering Division, has been named assistant supervisor of Maintenance and Construction.

W. J. Fahey, formerly a transmitter engineer with a communication company, has joined the Maintenance and Construction Dept.

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

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

MILTON J. RAKER, former special representative in the Southeastern states for King Features Syndicate, has founded the commercial sales staff of WOL, Washington, D.C.

ROBERT D. Enoch, general manager of KTOK, Oklahoma City, has been appointed public relations chairman of District 12 of the NAB, according to William B. Way, NAB director of the district.

Personal Notes

TURNER JOINS OWI

OSCAR TURNER, program manager of NBC’s Radio-Recording Division, has resigned to take a special assignment with the OWI. It was announced last week by C. Lloyd Egner, NBC vice-president in charge of the division. Norman Cloutier, consultant with NBC since 1933, has been appointed manager of NBC Thesaurus programs, continuing to be responsible for all recording copyright matters. Assuming all other duties formerly assigned to Mr. Turner that are not included in Mr. Cloutier’s assignments will be Morris W. Hamilton, who will have the title of program manager of NBC Radio-Recording.

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

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

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

HOWARD L. TELLIS, for approximately two years account executive of KPAS Pasadena, Calif., has been appointed general manager of KFAC, owned by KPAS Pasadena. He was previously announcer-salman of KDB Santa Barbara.

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

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

KENYON BROWN, general manager of WHK-Oklahoma City, is the father of a girl.

JOE WRIGHT, sales manager of WLVA Lynchburg, Va., is the father of a boy.

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

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

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

F. HUGH HERBERT, author of the sustaining feature, Cerebus’ Archer, currently is in New York to rehearse two new companies of Kiss and Tell, starring on which the radio serial is based.

LEON TREPANIER, manager of CHLN Three Rivers, Que., recently became the father of a girl.

MARTIN GUNTER, business manager of WHBB Portsmouth, N. H., is the father of a son.
Which side of your face do you shave first? You've probably never thought about it, but whichever it is, you've been doing it for years in exactly the same way.

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

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

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

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

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood
**BEHIND the MIKE**

LT. JOHN H. GAREY, former guide on NBC's Guest Relations staff, was reported missing after his plane failed to return from a mission over Hanover, Germany, on July 26, according to a report received by his parents.

EARL WILSON, who conducts the NF Post column, "It Happened Last Night," will start a five weekly ten-minute programs with the same title on WNEW New York, Aug. 22.

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

MARIAN CARTER, director of the radio division of the BLUE Town Hall Meeting of the Air, has been placed in charge of production during absence of George V. Denny, moderator, now in England on a mission for the OWI.

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

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

HAL HART, newscaster-announcer for KLUE Galveston, Texas, has joined WTAD Quincy, Ill., in the same capacity.

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

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

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

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

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

VINCENT POTY, formerly head of traffic WMOA New York, has returned to his position, having received an honorable discharge from the Army.

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

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

HELEN MARY KNOX, formerly assistant program director of WIND Gore, has continued the continuity staff of WHN New York.

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

**On the Beam**

For hours he paced the floor outside the maternity ward. Finally at 8 a.m. the nurse appeared and congratulated Louis Gluck, control engineer of WIOD Miami. She said it was the father of a boy weighing 6.10 lbs. All Gluck could say was "My Gosh! He came in on the beam!"

WIOD's frequency is 610 kc.

Victor Philip and his mother are doing nicely.

TAD DARLING, formerly of WPTF, Ft. Lauderdale, and WQAM Miami, has left KMJ Fresno for training with the Marines at San Diego.

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

BEN GREER, formerly of KIDC Spencer, Ind., has succeeded Kirk Hammar, of KEA Savannah, Ga., called by the Army.

CLAUDE TAYLOR, program director of WLVY Longbranch, Va., has been named production manager and chief announcer in addition to his regular duties.

JACK DAVIS has joined the staff of WAPI Birmingham. He was formerly with WLAC KGHI KRLD KTAT KLRA.

Dwight Newton, San Francisco, newspaperman and biographer, has joined KFQ in that city as commentator.

DAVE BANKS, formerly of WYXO New Orleans, has joined the announcing staff of WHN Chicago.

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

JOHN FRASER, Hollywood announcer on the BLUE Jack Webster "Says." has been commissioned an ensign in Navy and is waiting call.

DAN MORGAN, has joined the announcing staff of WAT Jersey City, N. J. He has formerly been assistant manager of WHOM Jersey City.

JIMMY POWELL and Merrill Ash have joined the announcing staff of KFAR Phoenix. Al and Powell were formerly with KVOO Tuscon and Ash with KWFY Wichita Falls, Texas.

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

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

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

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

LT. MONTE KLEBAN, former production manager of WOAI San Antonio, has been awarded the Air Force medal for his participation in 17 bombing missions in the New Guinea and Solomons areas.

SAM SMITH has left KGOV Missoula, Mont., to return to school teaching.

**Tell Your Story**

To more than 5,000,000 people.

(Daytime Coverage)

**KRLD**

Dallas, Texas

50,000 Watts

The Times Herald Station, Dallas

50 The Branham Company 1080 K. W. EXCLUSIVE REPRESENTATIVES K. C.

Page 40 • August 23, 1943

**Broadcasting • Broadcast Advertising**
CHARLES ARLINGTON, Los Angeles music producer, has been inducted into the Army.

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

DOROTHY HIGGINS, formerly of NBC radio network, has joined the WKNX staff of Greater New York, national public service.


NORMAN CRAMER, former music director of NBC radio network, and member of the American Institute of Electrical Engineers, has joined the WKNX staff of Greater New York, national public service.

One Union's Enough

WBNX brings to this audience in its native tongue and in English, interesting entertainment; educational and musical programs, and the complete world-wide facilities of International News service.

APPROPRIATION OF WBNX service is evidenced by the annual contest renewals of the largest national and local advertisers.

EFFECT OF MUSIC in industry was studied recently at a meeting of RCA Victor specialists. Consensus of the conference, which took place at RCA's Camden plant, was that musical programs for workers must be scientifically planned to obtain the maximum benefit. Participating were (t) Alfred Guy, RCA Montreal; (b) St. Mary's, Camden; (c) Jeffy's, Indianapolis; (d) U.S. Navy, Camden; (e) Harriet Hatch, Camden, N. J. (f) Brown, Smith, Lancaster, Pa.; (g) H. J. Hollister, sound engineer, Camden; (h) Morley, Camden; (i) D. J. Finn, sales manager industrial sound division; Dr. W. A. Kerr, psychologist of personnel planning and research; George R. Ewald, sound products; Don Halpin, industrial sales, all stationed at the RCA Camden plant.

One Union's Enough

DECISION against AFRA was rendered last week by three members of the American Arbitration Association in a case between AFRA and AFRM regarding the status of Jack Fulton, singer and instrumentalist. Raymond L. Hayes, Chicago attorney, and Mr. J. J. Bickley, professor of law, DePaul University, Chicago, and Msgr. H. R. Hillenbrand, Chicago priest, in their decision stated that Fulton's singing was incidental to his employment as a musician, and as such need not be a member of the musician's union.

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

ANDY MCDERMOTT, radio liaison officer of the Royal Canadian Air Force, has been promoted to Second lieutenant.

Camp Radio Aide

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

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

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

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

**Lever Resumes**

LEVER BROS., Cambridge, Mass. (Swan soap), following a summer hiatus, on Aug. 31 resumes the weekly 30-minute Burns & Allen Show on approximately 118 CBS stations, Tuesday, 9:9-10 p.m. (EWT). Besides George Burns and Gracie Allen, continuing in talent line-up are Jimmy Cash, vocalist; Elvia Allman, Clarence Nash, Hans Conreid and Mel Blanc, comedians. Felix Mills has been signed as musical director. He replaces Paul Whiteman, now BLUE musical director. Bill Goodwin has been re-signed as announcer-comedy stage. Writers include William Burns, Keith Power, Frank Galem, Paul Henning. Carroll O'Meara is Hollywood producer of Young & Rubicam, agency servicing the soap account.

**Dr. Rosenthal Named**

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

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

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**Edward T. Sandell**

EDWARD THOMAS SANDELL, 74, owner of CKB, St. Catharines, Ont., and former director of the Canadian Ass'n. of Broadcasters, died suddenly in St. Catharines, Ont., Aug. 15. Born at Niagara-on-the-Lake, Ont., he was for 18 years a member of the Toronto Police Department, then entered the liquor business. In 1937 he purchased the Taylor & Bates brewery in St. Catharines, Ont., and station CKB, the Silver Spire radio station, one of the assets of the brewing company. He was active in the management of the station and in the affairs of Canadian private broadcasters. He was a widely-known sportsman, an ardent golfer and supporter of hockey, lacrosse and baseball teams, playing a prominent part in the athletic life of the Niagara Peninsula.

**Carl M. Snyder**

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

**Reginald R. Gaisford**

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

**Albert Moss**

ALBERT MOSS, 61, executive vice-president of the Standard Rate & Data Service, New York advertising service agency, died Aug. 15 in French Hospital, New York, formerly associated with Wilson & Co., Chicago. Mr. Moss came to New York in 1920 as general manager of Standard Rate & Data’s New York office.

**The Service Airea of**

**WIS**

(5000 Watts • 560 KC • NBC)

at Columbia, S.C.

**gives you MORE RADIO HOMES than**

**LOUISVILLE**

(127,000 against 79,000)

**ATLANTA**

(127,000 against 63,000)

**MEMPHIS**

(127,000 against 61,000)

**BIRMINGHAM**

(127,000 against 58,000)

**RICHMOND**

(127,000 against 45,000)

**NEW ORLEANS**

(127,000 against 103,000)

—or than Rochester (88,000)

or Denver (91,000), so far as that’s concerned!

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

---

**Back to Theatre**

THE WIS, Chicago, National Barn Dance moves back to Chicago’s Eighth St. Theatre, Sept. 11, after originating its broadcasts Sept. 5, 1942, from Chicago’s Civic Theatre. The Army Air Force Technical Training Command took possession of the Eighth St. Theatre last year to hold various entertainments for the men training at its school in the Stevens Hotel. Both the hotel and the theatre are now evaucated by the AFPTTC.

**GRACIE Field**, now entertaining the armed forces in England, will go to North Africa to perform for British and American troops as she announced during a recent shortwave program carried on Mutual. The comedienne returns to this country to start a program on Mutual for Pall Mall Cigarettes, Oct. 11.
STATION ACCOUNTS
— studio programs
—news programs
—transcriptions
— spot announcements
—transcription announcements

WLS Chicago

Kenton Pharmaceutical Co., Covington, Ky. (16-bit Station), 45, thru Roche, Williams & Cunningham, Chicago.

Foster-Miller Corp., Buffalo (Donna’s Place), 7 as weekly, 52 wks, thru Spot Broadcasting, N. Y.

Studebaker Corp., South Bend, Ind. (automotive), 8 as weekly, 4 wks, thru Roche, Williams & Cunningham, Chicago.


Radio Corp. of America, New York, 6 as weekly, 52 wks, thru Ruthrauff & Ryan, N. Y.

Foster-Miller Corp., Buffalo (Jeannine), 2 as weekly, 12 wks, thru Spot Broadcasting, N. Y.

WBBM Chicago

Vick Chemical Co., New York (Vaporub), 5 as weekly, 26 wks, thru Morse International, N. Y.

MacFadden Publications, New York (True Story), 3 as, thru Raymond Specter Co., N. Y.

Musteri Co., Cleveland, 6 as weekly, 26 wks, thru Irwin, Wacey & Co., N. Y.

Washington Park Jockey Club, Homewood, III., 8 as weekly, 5 wks, thru Al-Page, Leffon Co., Chicago.

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

KYW Philadelphia

Beacon Chemical Corp., Philadelphia (Zero cleaning fluid), 5 as weekly, 13 wks, thru James G. Lash, Philadelphia.

General Electric Co., Cleveland (lamps), 5 as weekly, for 52 wks, thru BBDO, N. Y.

United Artists Corp., New York (Victory Air Peace), 5 as weekly, thru Foot, Cone & Belding, N. Y.

KPI Los Angeles

Thrift Drug Co., Los Angeles (Southern California chain), 6 as weekly, 52 wks, thru Hillman-Shaver-Birke Inc., Los Angeles.

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

Oscar Mayer & Co., Cincinnati (gratulated Feet soup), 4 as weekly, thru Leon Livinston Adv., San Francisco.

Roosevelt Packing Co., Alameda, Cal. (peanut butter), weekly avg, 65 wks, thru Garfield & Guild Adv., San Francisco.

Beech-Nut Packing Co., Canajoharie, N. Y. (chewing gum), weekly avg, 52 wks, thru Newman-Emmett Co., N. Y.

WHN New York

Times Square Motors, New York, as, 13 weeks, thru Oscar Kronenberg, Brooklyn, N. Y.

St. Schuyler & Co., New York (coffee), 3 as, thru Ruthrauff & Ryan, N. Y.

Empire Gold Buying Service, New York, 10 wks, thru Henry Oppenheimer, New York.

RCA, New York, as, 52 wks, thru Ruthrauff & Ryan, N. Y.

WMQ Chicago

Atlantic Brewing Co., Chicago (Tavern Pole Beer), 3 as, 18 wks, thru Weiss & Geller, Chicago.

Weller Foods, Chicago (Weller Soup), 2 as weekly, 52 wks, direct.

General wilhelm McManus & Co., Chicago (Lamp Div.). 334 wks, thru BBDO, N. Y.

Salaman & Katz Corp., Chicago (Stage Door Canteen), 3 as, thru M. M. Fisher Co., Chicago.

RCA, Camden, 6 as, thru Ruthrauff & Ryan, N. Y.

WXL Hollywood

Mcmahan Furniture Co., Santa Monica, Cal. (chaise lounge), 3 as, thru McCann-Erickson, New York.

Brown-Olson Co., Los Angeles (Terminal & Bar Lounge), 3 as, thru McCann-Erickson, New York.

Brown-Olson Co., Los Angeles. 5 as weekly, thru McCann-Erickson, New York.


WOW New York

Kerr’s Buttermat, Jamaica, N. Y., 12 as, thru Trup-Lock-Dawson, N. Y.

The Southern Cotton Oil Co., New Orleans, 17 as, thru Ad-Farm, Inc., Dallas.

Paradigm Pictures, Inc., New York, 6 as, thru Buchanan & Co., N. Y.

Warner Bros. Pictures, Inc., New York, 5 as, thru Foot, Cone & Belding, N. Y.

WOR New York

Graham Co., New York (RedBon Beans, Lentils, etc.), 5 as weekly, thru Colgate-Palmolive Radio Service Adv. Agency, N. Y.

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

Goldschmied, New York, 3 as weekly, 52 wks, placed direct.

Axtin-White Tobacco Co., Louisville (Fleetwood Cigarettes), weekly avg, 52 wks, thru McCann-Erickson, N. Y.

General Electric Co., Cleveland (Incan-descent Lamp Division—Mazda lamps), 5 as weekly, 52 wks, thru BBDO, Cleveland.

C. Mattel Bales, New York (You—all French Salt Dressing), 5 as weekly, thru St. George & Kern, N. Y.

Glidden Co., Cleveland (SPEED Paint), 6 as weekly, 13 weeks, thru Meldrum & Fonthem, Cleveland.

WQAI San Antonio

Beich Candy Co., Bloomington, Ill. (White candy bars), 2 to per wk for 13 wks (renews) thru Arthur Meadowfor & Co., Chicago.

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

Colgate-Palmolive-Perk, New York City (Super Brite), 12 as per wk for indefinite period thru Ken, Col., N. Y.

Purina Mills, St. Louis (Purina Products), thru 1 as per wk thru Gardner Co., St. Louis.

McCormick’s, Baltimore (Bee Brand Insecticide), 10 as per wk for six wks (renews) thru Jones & Braley, N. Y.

KECA Los Angeles

California Bank, Los Angeles (investments), 6 as weekly, thru The Mavors Co., Los Angeles.

Television Co., Los Angeles (Southern California chain), 52 wks, thru Hillman-Shaver-Birke Inc., Los Angeles.


RCA Manufacturing Co., New York (radio); thru 12 wks, thru Ruthrauff & Ryan Inc., N. Y.

WLW Cincinnati

DePree Co., Holland, Mich. (Whaiklin Brand Trash), 6 as, 13 wks, thru Roche, Williams & Cunningham, Chicago.

Mendelbaum Co., Winnipeg, Del. (Men-tholatum) 5 as weekly, 52 wks, thru J. W. Turner & Co., N. Y.


BLUE SALES RISING AS YEAR ADVANCES

The blue’s sales curve will shoot upward during the second half of the year, according to a statement last week by the Blue’s research manager, Edward F. Evans, in reporting to Fred Thrower, vice-president in charge of sales, on the Blue’s progress in 1943.

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

Total number of evening commercial quarter-hours in July of this year is 68 as compared to 39 for the same month in 1942, the report continues. Accompnying chart shows the increase in total sponsored station hours, month by month, for the first eight months of 1943 as compared to 1942. Increase for August is 227% over last year.

Winchell Tops ‘First 15’ In July Hooper Ratings

WALTER WINCHELL heads the list of the “First 15” in the July 30 “New York” Program Ratings Report. Take It or Leave It has moved into second place. Mr. District Attorney and Kay Kyser & his band are third and fourth respectively. The remainder of the list follows: Your Hit Parade, Screen Guild Players, Durante-Moore-Cugat, Joan Davis — Jack Haley, Can You Top This, Bing Crosby, Ginny Simms Show, Blondie, Jimmy Fiddler, Tommy Rigs and Betty Lou, and Ellery Queen.

The second half-hour of the Kay Kyser program is first in the program ratings after 10:30 p.m. and not measured in the Eastern Time Zone.

Dell Cancels

DELL PUBLISHING Co., New York, has canceled the half-hour program featuring Hollywood screen stars, scheduled to start on the Blue’s “The Blue Book for Movie Lovers and Screen Magazine. Program ran into difficulties through the invocation of Rule 15 of the American Federation of Artists [Broadcasting July 19, p. 62], but these were said to have been straightened out, and the series finally was canceled because of programming problems and complications in securing talent. Plan for a radio show has not been completely discarded however. Agency is Lennen & Mitchell, New York.

Hold C. of C. Posts

VIRGIL L. SCHMIDT, commercial department of WCHS, Charleston, West Va., has been named president of the Children’s Department of the National Council of Women. Odes Robinson, chief engineer, has been named state director of the organization. Six of the staff members of WCHS are charter members in the Charleston Junior Chamber of Commerce.

CHILD "TALENT" program on WOR New York, has been purchased by Field Merchandise Products Corp., New York, to promote Kas-Cola, a new beverage produced by Poppy Cereal Corp., Almonte, Cal., and But-O-H! an imitation butterscotch flavoring produced by Huzza Baking Co., San Francisco. Program started Aug. 14, and represents the first test in the Eastern area for both products. Spot radio has been used on West Coast for Kas-Cola. Contract is for 26 weeks. Account was placed through Joseph A. Deane, New York.

CAMPBELL CEREAL Co., Minneapolis (Matt-O-Meal), through Russell M. Seeds Co., Chicago, on Sept. 12 starts sponsoring for 26 weeks "6 O'Clock Wire" on 4 CBS California stations, Sun., Mon., Thurs., 10-10:15 p.m. (PST). John Lewis, St. Louis, is intensifying its radio campaign for A, B and D vitamins, B complex and Grove's cold tablets, on Sept. 14 starts sponsoring the newscast on same list of CBS California stations, Tues., Wed., Fri. Contract also 26 weeks, through D. Stein & Sons Chicago. Grove's in addition on Sept. 14 starts sponsoring the newscast on same list of CBS California stations, Tues., Wed., Fri. Contract is for 26 weeks. Account was placed through Joseph A. Deane, New York.


NATIONAL FUR Co., Toronto (fur coats) has started co-operative spot announcements on 44 number of Canadian stations. Account placed by R. C. Smith & Son Ltd., Toronto.

MILES LABS, Toronto (Vitamin tablets), has started a French version of its English drug store interview show Did I See That On CKAC Monday. Account placed by Coscheck Brown & Co. Ltd., Toronto.


Radio Advertisers

CALIFORNIA COVERAGE

COMING SOON
Watch these pages for an announcement about the...

B. H. LEVY'S
"FUNNY MONEY MAN"
BATS 1.000!!

WTOC'S OI' COLONEL SAYS:
4 OUT OF 4
IS A DARN GOOD SCORE!
TAKE A SECOND
AND READ SOME MORE

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

He first hit the WTOC microphones Monday, August 2nd. (10:45 AM) with a very wacky series aforesaid him, offering on each broadcast good cash money (legal eagle) for such drivel as mop strands, moth balls, old keys, perfumed envelopes, and other etc. Listeners by the thousands have registered at B. H. Levy's (show angel), becoming members of this unique club.

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

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

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

BROADCASTING • Broadcast Advertising August 23, 1943 • Page 45

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

JOSEPH I. PALISTRANT, formerly of Frederick Stearns & Co., Detroit, manufacturer's chemist, has been appointed director of the drug and cosmetic merchandising department of Blackett-Sample-Hummett, New York.

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

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

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

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

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

Associated Store Group Cited on Price Charge

ASSOCIATED MERCHANDISING CORP., New York, and its 31 members which operate department stores throughout the country are charged by the Federal Trade Commission with inducing manufacturers, producers and suppliers to discriminate in their favor by selling them goods of like grade and quality at lower prices or higher discounts than those given competing stores. Respondent members of Associated are:


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

GEORGE GRUSKIN, radio representative of William Morris Agency, Beverly Hills, Calif., talent service, is assigned to the Navy.

KENNETH R. MOATH, formerly in the copy department of Blackett-Sample-Hummett, has joined Dunne & Associates as assistant of the plan board.

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

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

Rex Solomon, partner in the Chicago advertising agency, Chicago, is the father of a girl.

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

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

NEW ORLEANS

50,000 WATTS

W alter E l e c t r o n i c s

M a d e i n U.S.A.

The Greatest Selling POWER in the South's Greatest City

CBS Affiliate

Netl Rep. - The Katz Agency Inc.

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

POST-WAR ELECTRONICS

Scientist Predicts Great Strides in Industry

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

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

As a great impetus to the entire radio and electronics industry, Dr. White said, "all the men who have received fine radio technical training and have kept abreast of the latest developments in radio and electronics.

Food Chain Program

FIRST NATIONAL STORES, retail food chain, will air a new program, "Broadcasting for the War," on NBC News, over six stations of the New England Regional Network through the post-war period. The program will be aired through Fri., starting Sept. 14. Featuring Gretchen McMillen, New York food authority and broadcaster of 15 years' experience, the program has been scheduled for WBZ Boston, in whose studios it will be produced. WJAR Providence, WLBD Bangor, WTIC Hartford, and WFFA Manchester, N. H., Badger & Browning, Boston, have signed on.

For a number of years Miss McMillen has owned and operated the Gretchen McMillen Laboratory Kitchen used in her shows in Boston. Carl Caruso has been designated as announcer to work with her.

TREASURY NAMES LLOYD

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

WESTERN district supervisors of ASCAP will hold their semi-annual meeting at Hollywood (Cal.) Roosevelt Hotel Sept. 14, with John Payne, general manager of the Society and his assistant, Herman Greenberg, as principal speakers.

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

Station Managers included in the list of Foreman or Supervisor in a list of classification suggestions compiled by the NAB, based on titles as defined in the War Manpower Commission's original list of 149 critical occupations. The titles are interchangeable on the WMC list, Supervisor being the term common to the broadcasting industry.

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

The inclusion of station managers and other executive personnel in the category of Foreman is justified, in the NAB view, by the definition of Foreman in the WMC "List of Critical Occupations," which characterizes a Foreman, in part, as an individual who uses in his supervisory job "the knowledge and skills of one or more of the occupations included in the List of Critical Occupations, and (2) those who supervise directly or through subordinate foremen and supervisors, production, technical, or scientific work in essential activities, although the occupations of the workers supervised may not be listed.

In some plants, the supervisory personnel may be designated by other than supervisory titles, and where they meet the requirements outlined above they are included."

Following are the NAB suggested classifications:

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


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

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

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

The new "critical" list, in the NAB view, makes an even stronger case for occupational deferment. It is pointed out that Maj. Gen. Lewis B. Hershey, Director of Selective Service, recommended in Local Board Memorandum No. 113 that registrants in critical occupations should be given "grave consideration" for deferment so as not to impair war production or vital civilian functions.

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

Revisions Effected In Essential List

WMC Adds Sound Equipment, Vinylite Transcriptions

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

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

The Commission stated that the list is identical to the original list of 35 essential activities except for the inclusion of amendments which have been previously communicated to the industries affected. The reissuance was necessitated, it was explained, by the revision of Regulation 4 issued simultaneously with the new list of 149 critical occupations [Broadcasting, Aug. 16].

This regulation delegated additional powers to WMC regional offices in setting up stabilization plans.

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

17,000,000 FERRY FARES

IN 1942

112.5% INCREASE

(1940 to 1942)

That's how busy we are in NORFOLK,

— a Premium Package of Purchasing Power

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

5,000 WATTS DAY & NIGHT  NBC NETWORK

NORTH NORFOLK VIRGINIA

NATIONAL REPRESENTATIVES: EDWARD PETRY & CO.

BROADCASTING • Broadcast Advertising 

August 23, 1943 • Page 47
Cosmetic Series


Aids Blood Drive

DEVOITING her entire second anniversary broadcast to the Red Cross Blood Donor Service, Marla Young, known as "Martha Deene" on WOR New York, presented her Aug. 19 program from the stage of the new WOR-Mutual theatre in New York to open the coming year's campaign of recruiting blood donors from WOR's listening area. Radio and blood "FREE IN "LARD" "ame combined! We'll leave a little imagination about the few sales gravy in Greasy Creek (Ky.)—and in the hundreds of other little communities that WAVE doesn't cover! But Kentucky does have one big concentrated metropolitan market. And it—the Louisville Trading Area—chalks up more retail business than all the rest of Kentucky combined! WAVE covers the Louisville Trading Area. No other NBC station does! You can skim off most of the nourishment, and throw the rest away, when you use WAVE!

LOUISVILLE'S WAVE

N. B. C.

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

5000 WATTS . 970 KC

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

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

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

McCann-Erickson, New York, will send Shirley Woodell, a creative executive in the foreign department, on an extensive tour of South and Central American countries around the middle of September. Main purpose of the trip will be to check on the programs of Esso Marketers, and Schenley Internation Corp., but further prospects for post-war advertising will also be explored. Mr. Woodell, who joined the agency last spring as assistant to George Smith on Latin American accounts, will make Mexico City his first stop, returning to Miami towards the end of November via Puerto Rico and Cuba, after visiting such points as Panama City; Quito (Ecuador); Lima (Peru); Bogota (Colombia); Caracas (Venezuela); and Haiti.

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

NET HEADS CONFERENCE WITH MORGENTHAU

TOP EXECUTIVES of the four major networks met in Washington last Thursday with Secretary Henry Morgenthau Jr. to discuss the importance of and plans for the Third War Loan [see page 22], Secretary Morgenthau thanked the networks for their cooperation in the past and their promise of even greater efforts in the forthcoming drive. Ted T. Gamble, national director of the War Finance Division of the Treasury, addressed the meeting following Secretary Morgenthau, and stressed the need for the greatest promotion campaign in history to reach the $10,000,000,000 goal.

Those who attended from the networks were: Douglas Coulter and Earl Gammons, CBS; Phillips Carlin and G. W. Johnstone, BLUE; Miller McCloud and Tom Slater, MBS; Frank M. Russell and Wyllis Cooper of NBC. Those attending the meeting from OWI were Palmer Hoyt, Donald Stauffer, and George Zachary, and from the Treasury besides the Secretary and Mr. Gamble were Oscar Doob, Vincent F. Callahan and Marjorie L. Spriggs.

"Duffy" to Paramount

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

Primer on Radio

FUNDAMENTALS of radio are explained for beginners in a 68-page primer available through the Adv. Dept., General Electric Co., Bridgeport, Conn. (25c). Intended to help employees in technical positions, the book treats radio broadly, holding out not mathematical and engineering treatment of theory to a minimum.

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

WDRC

CONNECTICUT'S PIONEER BROADCASTER

WJED

FM 105-W breadth of the Hartford Area—Connecticut's Major Market—an Effective Buying Income of $50,000 per family! Writes W. R. Buhl, M. A., Commercial Manager, for full details, basic CES for Connecticut.
FCC Demands Full Blue Data

(Continued from page 7)

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

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

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

Plans For Stock

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

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

Emphasis on Prices

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

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

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

Handling Paper Drive

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

Easy Pickin'

WAIN is famous for its quick results. That's because WAIN has the listeners and the stations' confidence. Add to this the exceptional income of Winston-Salem workers and you have a golden combination.

WAIN
Winston-Salem, North Carolina
Noble Denies Conspiring With WMCA Officials Against Flamm

Shaw and Roberts Deny Aiding Him in Acquiring Station; All File Depositions in Case

CATEGORICAL denials of the charges that he conspired with Donald Shaw and Leslie Roberts to wrest control of WMCA from Donald Flamm or that he or his attorneys, William J. Dempsey and William Koplovitz of Washington, threatened to take the station away from Mr. Flamm were made last week by Edward J. Noble, present owner of the station and recent contracted purchaser of the BLUE Network. The denials were contained in a supplementary deposition filed with the Supreme Court of New York, in connection with Mr. Flamm's suit for recision of the sale of WMCA to Mr. Noble in January, 1941 [BROADCASTING, Aug. 16].

The only information he had about WMCA's earnings prior to signing the contract, Mr. Noble said, came from E. H. Rollins & Sons and he "believed it came from the company itself or Mr. Flamm," adding that whatever the source, Mr. Flamm was not damaged as he subsequently learned that the figures were "substantially misleading." When he first met Mr. Flamm his request to go over the books was refused, he stated.

"It was my understanding at the time that Flamm was concerned about possible additional income tax liability for past years and did not wish to have the books gone over for that reason," Mr. Noble said. This was why the contract provided for escrowing $100,000 of the purchase price "as a guarantee fund to take care of undisclosed liabilities." Originally the whole sum was to be escrowed for six months; this was later amended to release $75,000 in six months but to keep the remaining $25,000 in escrow for six years.

Tells of Dealings

He first met Mr. Shaw a few days before signing the contract, he stated, "to form my own opinion regarding him as active manager of the station and I did not discuss or receive any information as to the actual earnings of the station at that or any other time." He does not recall meeting Mr. Roberts until the afternoon of the day on which the contract was signed, he said.

He did not pay Mr. Roberts' salary when he was fired by Mr. Flamm, Mr. Noble said, but after he had taken control of WMCA he rehired Mr. Roberts and at that time ordered his regular salary paid for the time of discharge, because of a feeling of "moral responsibility" since Mr. Roberts had been fired for "allegedly conspiring with-or for me to gain control of the station, which I knew then as now to be wholly untrue."

In his answer to Mr. Noble's original affidavit, Flamm also filed last week, Mr. Flamm asserted that Messrs. Dempsey and Koplovitz obtained "no asking price from me", but offered him $750,000 and later raised this to $850,000, but at that time told Mr. Flamm that "their undisclosed client much preferred that I should refuse this sum as he could have my license without paying me."

Mr. Flamm reiterated his position that because of the build-up he had been given about the "all-powerful combination" he was up against, he went through with the sale against his desire. Regarding Mr. Noble's claims of improvements in WMCA since the transfer, Mr. Flamm stated, "although WMCA has in the 2½-year period of Mr. Noble's operation won many awards for outstanding programs, each and every one of these programs were created by me and not one of them was created either by Mr. Noble or any member of his organization."

The New York Times' arrangement, Mr. Flamm said, was similar to earlier arrangements WMCA had had with the New York Herald-Tribune and World-Telegram and that "the plan for the arrangement with the Times was worked out in detail during my ownership of the station by one of my employes and was set forth in memorandum form, so that Mr. Noble had only to put it into effect."

'N. Y. Times' Arrangement

Mr. Flamm's statement "that the arrangement with the New York Times for its hourly news broadcasts over the station had already been worked out by an employe under his ownership, is so far as I know, an absolute fabrication on the part of Mr. Flamm," Mr. Noble declared. He went on to explain that the suggestion came from a man not connected with WMCA and that the deal was completed only after negotiations lasting until December of 1941, nearly a year after the station had changed hands.

Mr. Noble also charged that in describing WMCA as substantially unchanged "leaves out of account the all-important fact that the
night-time power... has been increased from 1,000 to 5,000 watts under my ownership." Declaring that Mr. Flamm had produced "new" evidence and that even if Mr. Roberts' charges were true Mr. Flamm knew the alleged substance of them before the transfer of license occurred on Jan. 17, 1941, Mr. Noble stated: "If any case is ever stale from an equitable viewpoint, Flamm's case is stale."

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

Claims New Facts

Colin Ives, of Handelman & Ives, also filed a declaration relating that in January 1943 Mr. Flamm secured facts he had previously believed to exist but had no means of proving which showed that Leslie Evans Roberts and Donald Shaw conspired with Mr. Noble and Mr. Noble's attorneys and worked out a plan whereby Mr. Noble could force Mr. Flamm to sell WMCA. After investigation, Handelman & Ives told Mr. Flamm he had a case against Mr. Noble, but trying to effect an amicable settlement they did not immediately file suit but Mr. Ives saw Thomas Corcoran, a "close personal friend of Mr. Noble," Mr. Ives said, adding that this was some months before Mr. Noble's purchase of the BLUE network. Mr. Corcoran said Mr. Noble might sell WMCA but that he would not deal with Mr. Flamm, Mr. Ives continued, so a representative was named who tried to negotiate with Mr. Noble.

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

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

WHN Out of Chicago

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

Joined the Office of the Coordinator of Inter-American Affairs, also filed a deposition denying the charges made by Mr. Roberts that he offered "any assistance to Noble prior to the contract of sale, or any disloyalty to Flamm.

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

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

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

Roberts' Charges Attacked

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

This statement related that about Nov. 27, 1940, Mr. Flamm had asked Mr. Roberts, then program manager of WMCA, to act as his (Continued on page 52)
Everybody knows John Gunther.

All but a handful of Americans have read at least one of the eight editions of his "Inside Europe" or his "Inside Asia" or his "Inside Latin America."

For several years John Gunther has been reporting and interpreting the war for the Blue Network.

Last January the BLUE scheduled Gunther's commentaries on a regular basis—Friday and Saturday, 7:00-7:15 P.M., P.W.T.—filling out the network's 7:00 P.M. commentary strip.

Within two months Gunther had achieved a 7.3 national Hoover!

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

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

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

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

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

In the interim, John W. Vandercook has been pinch-hitting on this commentary. Bearded, ex-globe trotter Vandercook was in Germany during the invasion of Poland, reported the fall of France, and has been the key stone of Alka-Seltzer's "News of the World" for three years.

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

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

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**All-Stars Grid Contest To Be Partly Sponsored**

**ANNUAL National Professional League champions versus college All-Stars football game Aug. 25 will be sponsored on WGN, Chicago, by the Pabst Brewing Co., Chicago (Pabst Blue Ribbon beer) and will be carried as a sustaining program on MBS.**

**Excepting WMAQ, Chicago, the game will be sponsored for the second half on 80 NBC stations by P. Goldsmith & Sons, Cincinnati (sporting goods).**

The 1942 professional football champions, the Washington Redskins, will meet the colleagues in Dyche Stadium at Northwestern U., Evanston, Ill. Harry Wismer, football announcer from Detroit, assisted by Jack Brickhouse, WGN, Chicago, sportscaster, will describe the game for WGN and MBS; Bill Stern will give the second half account starting at 11:16 P.M. for NBC. Agency for Pabst is Warwick & Legler, New York. Agency for Goldsmith & Sons is Herr Wagensel & Associates, Dayton, O.

**Soldier Show Moves**

**ADDING a new Wase recruiting feature, the weekly half hour all-soldier variety program, Hello Hom, shifted from NBC to Mutual stations on Aug. 16, Saturday, 11:30-12 noon (EWT), with transmitted West Coast repeat, 4:50-5 P.M. (PWT). Originating at Army Air Forces Radio Production Unit, Santa Ana, Cal., series is written by Pvt. Edward Halderman and Pvt. Scott Farnworth, under direction of Major Frederick Haslitt Brennan. Major Eddie Dunstedter is musical director.**

**RESULTS**

**Bring Third Renewal by Department Store**

**ANOTHER chapter in the successful use of radio by department stores was written Aug. 4 when Pfister's Department Store of Little Rock, Ark. went into the third year of Jane Adams, Speaking. This program is heard Monday through Saturday, 8:15-8:30 a.m., with Virginia Harris, sales promotion manager of the store, preparing and presenting the script. Since its inception, Aug. 4, 1941, the program has adhered to the philosophy of "no sales talk, no prices, no merchandise." Yet long before tire and gasoline rationing, mail order business doubled and then trebled because Jane Adams, the personal shopper, had proved a friend to thousands of Arkansas families.

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

"Paul Strauss, president of Pfister's, said when signing his third

**THIRD YEAR of a successful department store program was launched when Sam Strauss (1) president of Pfister's, Little Rock, Ark., signed to renew Jane Adams, Speaking over KARK. Looking on is Miss Virginia Harris, sales promotion manager of the store, who prepares the script, and Julian F. Haas, of KARK sales staff, who has handled the account since the program started.**

**Miles Shows Signed**

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

"The comedy team, heard Monday through Thursday 7:15-8:00 p.m. (EWT), goes on 150 BLUE stations beginning Sept. 27, every Sunday 7:30-8:00 p.m. (EWT). Agency is Wade Adv., Chicago."

**CBR Vancouver, recently in a Royal Canadian Air Force recruiting campaign, inducted during the program an airman and an airwoman into the RCAF, with the officer commanding the Vancouver recruiting office 

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**PACIFIC COAST PROGRAM NOTES**

**Broadcast Advertising**

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**YOU CAN COVER WISCONSIN EXCEPT IN THE WISCONSIN NETWORK WITH THE WISCONSIN NETWORK AFFILIATED WITH MUTUAL**

**ATTENTION--In Dairy Products 9th in War Orders**

**WDBY Appleton**
**KFIZ Fond du Lac**
**WCLK Green Bay**
**WIBU Wausau**
**WIBU West Bend**
**WSSA Milwaukee**
**WISconsin Sparta**

S0, if you want to strip up the full buying power of this No. 1 Dairy State of the Union, the only way you can do it is with the Wisconsin Network stations each with its own large, loyal following. It's yours with only 5% of the stations in the national network.

Wisconsin listeners are handy way—vast stations that can be heard all the time, not just when the weather is right—stations that are programmed for Wisconsin. And, there's over half a million radio homes in our primary area (over 1½ million in the secondary)—today 9th in war orders as plus to that stable market. If listeners feel that way, why shouldn't advertisers?

Try the Wisconsin Network for your fall advertising—and see for yourself with satisfaction and profit!
seemed to him of Flamm, offer that and him satisfactory might take the sale of WMCA was announced, whereupon Mr. Flamm asked him to dictate a statement that the station had been sold under duress, again accusing him of selling Mr. Flamm out to Mr. Noble. When he again refused to dictate a statement, he was discharged, Mr. Roberts said. When he then found that Mr. Flamm was spreading rumors about him, injuring his chances of employment, he got mad, his statement read, and he told Mr. Shaw he was determined to file charges against Mr. Flamm within the following week.

Phone Conversations
Mr. Flamm in his reply stated that he had not accused Mr. Shaw earlier as he then had no proof, but that now he “has proof not only that he conspired with Roberts but that he had ‘phoned various important people and gotten them to use their influence against my up-setting the deal with Noble.”

As evidence of a Shaw-Roberts conspiracy, transcripts of telephone conversations they held in the spring of 1943, when the Cox committee took Mr. Shaw’s testimony about the WMCA sale, were filed with the court. These conversations, which were recorded by Mr. Roberts, show, Mr. Handelman stated, “that Mr. Shaw was reluctant to have anything revealed that might throw light on the Flamm-Noble deal.”

Mr. Shaw, in his deposition, attacks the credibility of “a person who, pretending to be a friend, deliberately arranged to tap his own telephone wire in order to keep records of conversations with the friend,” and points out that “a recording machine can be turned on and off at will and while the records may represent portions of the conversations they do not represent the complete conversations.” Also filed was a memorandum written by Mr. Shaw to Mr. Flamm on Jan. 4, 1941, about the affidavit Mr. Roberts was allegedly going to file against Mr. Flamm, which, Mr. Shaw wrote, had been prepared and was then in the hands of his attorneys in Washington.

Mr. Handelman stated that he will prove at the trial “that when Mr. Shaw dictated this memorandum he well knew it was false and well knew that Roberts had made no affidavits and could make no affidavits that would harm Mr. Flamm and that the memorandum was thought out and prepared by Shaw and Roberts with the assistance of Dempsey and Koplovitz for the purpose of befuddling Flamm.”

MAX HILL, who recently joined the R.L.D.'s staff of newscasters, on Aug. 23 will substitute for Martin Agronsky on his daily and Sunday news reports while Agronsky takes a two-week vacation.

CONCENTRATING on the Vital TRI-CITY Area

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS
Get latest survey—no cost!

Here’s how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive “Summers-Whan” Iowa Radio Survey covers all audience for each station, area trends in listening habits and preferences as to station and programs. Helps and facts on Iowa audiences in various age groups and educational levels—cities, small-towns and farms. You need it to do a good job in Iowa. Get it today! No cost, no obligation!

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

BROADCASTING • Broadcast Advertising

WORD GETS AROUND

and just to make sure that word gets around about its programs, WAGA uses the “Slogan Salute.” At a different time each day, the station makes a phone call—pays $5.00 to the person called, if they answer with the day’s “Slogan Salute,” instead of “hello.”

“Slogan Salute” is another of WAGA’s audience-building activities which get attention for WAGA programs – action for WAGA advertisers.

WAGA ATLANTA

5000 WATTS DAY AND NIGHT 590 KC.

National Representatives
HEADLEY-REED COMPANY

August 23, 1943 • Page 53
New 'Henry'

DICKIE JONES, youthful screen actor, has been signed to replace Norman Tokar as 'Henry Aldrich,' in the NBC Aldrich Family, sponsored by General Foods Corp., New York. Mr. Tokar withdrew from the program in July to enter the Army. Dickie Jones will go on the air Sept. 7 when the program is resumed in the Thursday, 8:30-9 p.m. period after a summer lay-off.

Agency for Postum, product advertised on the program is Young & Rubicam, New York.

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

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

Salesmanagers . . . think it over!

SOUTH TEXAS' RADIO PACKAGE

MORE PRIMARY COVERAGE OF THIS RICH MARKET THAN ANY OTHER STATION GROUP

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

CBS FIRST WITH MESSINA WITNESS

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

Daly gave his report on the CBS program 'The World Today' at 8:45 p.m. Aug. 17, and three hours late at 9:30 p.m. CBS presented a dramatization of his account on the Report to The Nation program.

"We didn't exactly enter the city in style," said Daly. "We walked practically on tiptoe watching the ground for buried mines until our eyes ached. . . ."

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

Joint New York-London 'Town Meeting' On Blue

"TOWN MEETINGS" will be held simultaneously in London and New York Sept. 30 and Oct. 7, for broadcast via transcription on the BLUE's Town Meeting of the Air. Both audiences will question speakers on the other side of the ocean on the discussion topic.

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

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

Gen. Foods Shifts

FOLLOWING announcement by General Foods Corp., New York, that Kate Smith's Friday evening program on CBS will be expanded from 8:30 to 8:55 p.m. when it returns to the air Oct. 1, the company is planning to shift Adventures of the Thin Man, currently heard on CBS Fridays 8:55-9:55 p.m. to Sunday evenings at 10:30 on CBS. Shift will probably take place either Sept. 26 or Oct. 3, depending on the period General Foods selects for the news program by William Shirer, presently heard Sundays 10:30-10:45 p.m. Adapter for the Kate Smith show (Jello), and for William Shirer (Grape Nuts), is Young & Rubicam, New York, while Benton & Bowles, New York, handles the Thin Man for Sanka and Post Toasties.
Informers Used, Carey Charges

(Continued from page 10)

nament and that Congressional or public access thereto would not be in the public interest.” Ordered by Chairman Cox to answer Mr. Carey’s questions, Mr. Guest still refused, even though he was warned of the consequences.

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

Source of Brunner Charges Questioned as to Credibility

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

Questioned at length about the FCC’s “informers,” a term to which Mr. Guest expressed indignation leading to a heated exchange between himself and Mr. Carey, the witness said numerous complaints had been received, both from individuals and Government agencies, but a report from Alan Fenner of the FCC New York staff, read by Mr. Carey, indicated that the main source of information to all Government agencies had been another German language broadcaster on WBNX whom the FCC had subsequently recommended for a position with OWI. This led Chairman Cox to ask if there was “complete cooperation between the FCC and OWI in persecuting poor devils whom they want to get rid of.”

A minor sensation was created when Mr. Carey revealed that the “hauling in” charges against Mr. Brunner’s story had caused him to hold up his report on WBNX, but declared that as soon as he had discovered the truth about Wolfgang he had “dropped him like a hot brick.”

Mr. Carey read a memorandum from Mr. Guest to Marcus Cohn, chief of the FCC’s legal field section, written following an inter- view with the superintendent of the institution in which Wolfgang had been treated, stating that “we have not given up the ship on Dr. Wolfgang and feel that certain statements made to us which Dr. Wolfgang claimed were of his own personal knowledge should be checked so far as possible.” Mr. Guest explained that the

Drive Spreads

TACKLE DRIVE for soldier anglers proved so popular with the boys that WCKY Cincinnati, which furthered the drive in conjunction with newspapers and tackle dealers, wants to spread the collection plan to other areas. The original “Tackle for Troops” drive in Cincinnati was designed for those stationed in the Alleuts and Alaska, but when other soldiers read about it in Yank, they wrote WCKY requesting some of the tackle for their military bases. The station explained that all collected had been shipped to the northern outposts, but urged the men to contact their local radio stations and newspapers so that local tackles could be organized. WCKY also referred the plan to the Outdoor Writers of America, and has suggested that other stations consider starting a “Tackle for Troops” campaign.

The Next Corner!

What is around it?

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

The smart keys are getting ready to hit the new stretch of road. They’re drumming their product name into the ears of potential customers. They’re making sure that, with the renewal of competition, their product will be remembered. They’re laying radio time, first! Why? Because by radio they can carry on a campaign of maximum effectiveness with the minimum outlay. And in Canada most of them choose CFFR. Because the largest share of Canada’s richest market is reached through CFFR. Toronto, yes. In a key area, fed by three stations, CFFR broadcasts half the leading sponsored programs.

The Only BLUE Network Station Serving the rich important U. S. 34th Metropolitan District WFMJ Youngstown, O.
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...also selling many

other products on many

other stations.

George E. Holley

TEXAS RANGERS LIBRARY

HOMETOWN OF THE TEXAS RANGERS

in KANSAS CITY it's "COMMERCIAL RADIO'S"

K49

K.C.'s Pioneer Commercial FREQUENCY MODULATION STATION

Owner and Operated by

COMMERCIAL RADIO EQUIPMENT COMPANY

Backgroud for Old License Refusals
Explained As FCC Denies Censorship

ANSWERING the charge that the FCC activities concerning domestic foreign language broadcasts constitute censorship, which it terms "without foundation", the FCC on Tuesday issued to the press background information citing court decisions on the KFKB (Dr. Brinkley) and KGEM (Trinity Methodist Church) cases, following the original Federal Radio Commission's failure to renew licenses.

In the first instance, the failure to renew was based on "the fact that a good deal of the station's broadcast time was devoted to the sale of medicinal products of Dr. Brinkley and in the prescription by Dr. Brinkley over the air of remedies for ailments described to him only in letters," which the Radio Commission held not to constitute operation in the public interest.

Religious Charges

In the second case, the Radio Commission refused to renew the license because 'the broadcasts of Dr. Shuler were scurrilous, anti-religious, degrading of the Jewish

cist or Nazi sympathies, explaining his failure to apply for United States citizenship until 1941, 10 years after his arrival in this country from his native Italy, on the grounds that after spending 36 years as an Italian citizen he was reluctant to become an American citizen until he was convinced that he could to assist in righting the injustice done him.

Stefano Luotto, the final witness of the day, denied having any Fascist or Nazi sympathies, explaining his failure to apply for United States citizenship until 1941, 10 years after his arrival in this country from his native Italy, on the grounds that after spending 36 years as an Italian citizen he was reluctant to become an American citizen until he was convinced that he could to assist in righting the injustice done him.

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Stefano Luotto, the final witness of the day, denied having any Fas-
employed at WHOM as a censor, monitor and announcer, testified Wednesday morning. He said he had come to this country several times on a visitor's passport between 1926, when the Fascists drove him out of Italy, and 1937, when he entered as an immigrant, applying for citizenship papers shortly thereafter.

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

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

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

Unable to Recall Making Report to FCC

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

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

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

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

Lupis Testimony Continued on Thursday

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

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

Reverting to the relationship of Mr. Lupis with the Lutios, Mr. Garey read a letter written to Andrew Lutto by Joseph Lang, general manager of WHOM, last September, regarding a conversation between Mr. Luotto and Mr. Lupis held in Mr. Lang's office a month before. The letter reported that "you asked Mr. Lupis if he had told anyone that you were not a good American—that he considered you a Fascist agent—or that you were in any way connected with Fascist activities." Mr. Lupis answered "no." Mr. Lupis denied making this statement, saying that...
Mr. Lang was mistaken, and he expressed surprise that Mr. Lang should read this letter without consulting him.

He also denied other statements of the same tenor in the letter, which ended that Mr. Lupis "concluded the discussion by saying that he was confident you (Luotto) would eventually obtain proof of the fact that he never took any part in an action to discredit you; that he felt you had been unjustly accused, and that he was hoping in his heart that you would obtain a complete vindication." Mr. Lupis denied making any such avowal, saying that he had refused to commit himself to Mr. Luotto and that Mr. Lang's report was "incorrect."

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

Cox Denies Lupis Permission to Speak

In a dispatch to the Dante Alighieri Society of Chicago, of which Stefano Luotto had been vice-president, is a branch of "the most powerful Fascist organization in the world."

Mr. Garey read the following excerpt from an editorial "Divide and Conquer" appearing in the August, 1942, issue of Mr. Lupis paper, Il Morto: "We regret that Al Capone—his name again comes spontaneously to the pen, talking about pro-Fascist people—was put safely away by an indirect measure, because of an income tax matter. Why not use similar indirect measures in order to oust the 'neutral Italian-Americans' from their war business work?"

Pointing out that on Aug. 25, 1942, Sidney Spear, FCC attorney, who has since resigned, had described to Robert K. Richards of the Office of Censorship, "an exciting legal" manner in which Mr. Spear and Mr. Falk had cooperated to put off the air people Mr. Falk suspected of "doing some funny business," Mr. Garey asked Mr. Lupis if his editorial might not have suggested this plan of indirect attack to these Government employees. Mr. Lupis denied suggestions of approving the Falk-Spear activities, declaring that by "indirect" he did not mean "illegal" and pointing out that the proceedings against Al Capone had been held. Excuse Mr. Lupis asked to make a statement, but Mr. Garey said that was not necessary and Chairman Cox concurred.

Hartley Recalls Call From David

Arnold B. Hartley, program director of WOV, New York, took the stand in the afternoon session. He started by relating a telephone call that he had received from Nathan David before the Committee hearings, saying that David in that telephone conversation recalled a conference that David, Spingarn and Hartley had held in Washington. Hartley denied Counsel Garey's charge that David had called to influence Hartley's impending testimony before the Committee.

Hartley described a visit he made to Washington, D.C., in October 1942 to determine why WGES, Chicago, was operating under a temporary license and why the FCC had refrained from granting a permanent one. After conversing with the station's attorneys, Porter & Haley, and immediately after meeting with Spingarn and David, Hartley wrote a letter to his employer, Gene Dyer, relating the results of his Washington conversations.

FCC Releases Report Attributed to Hartley

The letter, read into the record by Garey, stated that "if the Dyers wanted to sleep nights they would get Luotto and his assistants, Conti and Alfedi, off the air.

The latter is out of radio while Conti is still purchaser of time on WGES but is not permitted to broadcast. The letter quoted Spingarn as stating there were two technical irregularities which could be the basis for holding up a license renewal besides the station vulnerability on the Luotto matter.

Hartley wrote that Luotto's name with the FCC is "black as sin." The license of the station was "stocked" in a newly-created FCC department, the War Problems Division. Hartley testified that when he returned to Chicago after his Washington conversations, Conti and Luotto were immediately removed from the air and shortly thereafter WGES was granted permanent license.

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

Hartley testified that in various private matters with the Luottos and with Gene Dyer and with Ralph Well of WOV, he was not responsible in any way for any of Luotto's difficulties. At that point Judge Cox interrupted an off-the-record statement that he was convinced "Hartley was a decent young fellow who would not knowingly harm anyone."

At the conclusion of the day's testimony the FCC released a supposedly confidential report that Hartley had given to Arnold Beck- er, FCC Chicago attorney, about Stefano Luotto. On the stand, Hartley had testified that the report was given to Becker and that some time thereafter Hilda Se- called Hartley long distance from Washington and told him that "she had made a few changes in his statement and polished it up and that she was sending a copy to the Office of Censorship".

Hartley testified that he had never authorized Mrs. Se- to change or revise his statement. At that point Nathan David jumped to his feet and asked Judge Cox for permission to read into the record both the original and revised statements to point up the fundamental similarity of the two. This was refused and Mr. David's request was stricken from the record.

Hartley's four-page confidential statement, copies of which the FCC distributed to the press, related the content of some of Luotto's broadcasts and some of his general political attitudes. The statement was said to be circumspectly incriminating. It states that Luotto is "intellectually convinced of Fascism," and has apparently studied it and arrived at its essence.

Hartley told of a war service program idea which he suggested to Felix Falk that the OWI prepare. The program was a pro-Fascist newscast refuting the idea, Axis propaganda shortwaved the previous day. Hartley stated that WOV received four copies of the program and that three were airmailed to three other Bulova stations and so far as he knew WGES in Chicago and a station in San Francisco. He denied he demanded exclusivity of the program for WOV or that the exclusive aspects of the program was ever discussed with Falk. At the con-
Army Campaign

THE WAR DEP. has contracted with Goss & Company, New York, for a three to four-month advertising campaign involving an expenditure of approximately $600,000 to recruit aviation cadets, it was learned last week. Purpose of the drive is to attract 17-year-old youths to prepare for intensive training.

A situation somewhat parallel to the Brunnner episode developed at WHOM, where he also prepared newscasts and one morning a week acts as censor for Italian language programs, was observed Friday afternoon. He testified he was born in Italy, had worked for M-G-M there and had been a member of the Fascist party, but had renounced it all in 1939, because he was a Jew and had come to this country in February of 1939. He stressed that his renunciation of the Fascist past had been for business and not political reasons and stated that since coming to the United States he has fought Fascism.

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

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

Reporting on a conversation with FCC lawyers in New York, Mr. Ascarelli testified they had asked him a few questions about himself and his background, but had been chiefly concerned with his fellow employees at WHOM and their political activities. Questioned closely by Mr. Garey on that point, he said the FCC had seemed very interested in discovering if there were any Fascist people or Fascist activity at the station, but that he had not been questioned about any communistic leanings of either himself or others.

At the conclusion of Mr. Ascarelli's testimony, his hearing was adjourned until Aug. 24 at 10 a.m.
New Roles of the Federal Communications Commission permit you to place your NBC, Blue or CBS Network Programs on WSBAY—If the network they are on cannot furnish coverage here.

Communications Commission
Your network cannot furnish coverage here.

Rules Permit

MARITIMES

network

coverage.

August 14

AUGUST 14 to AUGUST 20 INCLUSIVE

Decisions

AUG. 17

KOAM, Pittsburg, Kan. — Denied request for special service authorization operated, 500 W, at 1, 2 and 5 Dec. 1, 1944.

WAPO, Chattanooga — Granted involuntary assignment of license to station W. A. Patterson to John Patterson, executor of estate of W. A. Patterson, and to John Patterson, Ramon G. Patterson and Louise Patterson, respectively, as WAPW in Chattanooga, Tenn. for newspaper advertising service, new partnership. No money involved.

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

Chersilber Tabernacle, Buffalo—Granted petition to increase allocation of renewal of WKBW-WGE, Buffalo, to file evidence in accordance with oral argument if any is held, submit brief.

Nashville Broadcasting Co., Nashville—Denied renewal of station WNN, at 734 Vine St, Nashville on 1540 kc, 500 W, unlimited.

AUGUST 19

WILM, Wilmington Del.—Granted license cover to WP WDEL, Wilmington Del.—Granted license cover for CP for increase power, new transmitter.

WORK, York Pa.—Granted license cover to WP for new DA-N.

Applications

AUG. 17

NBC, New York — Extension authority to transmit recorded programs to all stations under Canadian control that may be heard consistently in U. S. for period beginning Aug. 16, 1945 for WCBS, WEBC, WEHB, WEHP, WEHC, WEHL, WEFN, WGBH, WJBP, WEJB, and other stations under CB control.

WXLA, Los Angeles — Mod. CP for studio location change of WRAL station, extend completion date to Dec. 1.

KFMF, San Diego—Transfer control from monument to Markham Trust & Company, 5602 Broadway of San Diego, to "O. L. Taylor and Jacob C. Cohen, 280 Broadway.

KOB, Albuquerque—Extension special service authorization to operate on 770 kc, N. 50, 50 kw. for 9 days.

PABST SALES Co., Chicago (beer) on Sept. 7, 8, 9, 10, 11, 12, 13, 14 weeks, 25 stations, Sat., 10:15-10:30 p.m. Agency: Warwick & Legger, Inc., Hollywood.

GENERAL FOODS CORP., New York (Maxwell House coffee) on Sept. 2, resumes Maxwell House Coffee Time on 115 NBC stations, Sat., 7:30-7:45 p.m. Agency: Benton & Bowles, N. Y.

C. P. MUELLER Co., Jersey City (mar- rowing) on Sept. 14, resumes Maxwax House Coffee Time on 115 NBC stations, Sat., 7:30-7:45 p.m. Agency: Benton & Bowles, N. Y.

MILES LABS., Eckhart, Ind. (Alka-Selt- zer—One-A-Day vitamin) on Sept. 7, resumes Quiz Kids on 110.1 blue stations, Sun., 6:30-7:00 p.m., and Lows & Abers on 102 blue stations, Mon. thru Thurs., 6:15-6:30 p.m. Agency: J. Walter Thompson Co., New York.

WANDER, Chicago (Ovaltine), on Sept. 27, resumes Captains Midnight on 60 blue stations, Mon. thru Fri., 5:45-6:00 p.m. Agency: Black-Henderson-Hummer, Chicago.

HALL BROTHERS Inc., Kansas City, Mo. (growing card), on Oct. 11, renews Meet Your Navy on 117 blue stations, Fri., 8:15-8:30 p.m. Agency: Henri, Hurlie & McDonald, Chicago.

LOSE-WILES BISCUIT Co. has renewed College Play-By-Play-By-Play on 56 broad- casts, Mon. thru Fri., 1:45-2:45 p.m., beginning Oct. 12. Agency: Associated Press WwAC WwCH WwW WwW WwW.


LERVER BROS., Cambridge, Mass. (Rino), on Oct. 8, starts Anne "n Andy on NBC, (Marriage), Mon. thru Fri., 10:15-10:30 p.m. and on Oct. 7, resumes Bob Burns Arkana- trax Traveler for Lifebuoy Soap on 41 NBC stations, Mon. thru Fri., 7:30-7:45 p.m. Agency is Ruthsuff & Ryan, N. Y.


CRAWFORD, MACGREGOR & CANBY & Co., Dayton, Ohio, on Aug. 8, sponsored full htonl broadcast of the Ryder Cup Golf Matches played in Detroit on Aug. 7 and 8. Program was in 6:45-6:50 p.m.

Renewal Accounts

BROWN & WILLIAMSON Tobacco Corp., Louisville (Raleigh cigarettes), on Sept. 14 resumes Red Stations & Co. on 125 NBC stations, Tues. 10:15-10:30 p.m. and on Sept. 5, resumes World Down the Road on 116 NBC stations, Agency: Russell M. Sears & Co., Chicago.

PACIFIC GREYHOUND BUS LINES, San Francisco (transportation), on Aug. 29, resumes Service on the Highways, on 21 Don Lee Western stations, Sat., 10:15-10:30 p.m. (PWT) Agency: Beaumont & Holman Inc., San Francisco.

DEPARTMENT OF FINANCE, CANADIAN GOVERNMENT, Ottawa (War saving stamps and certificates), on Aug. 18, renewed Their Tell Me on 79 Canadian Broadcasting Corp. stations, Mon. thru Fri., 11:45-12:00 p.m. Agency: Advertising Agencies of Canada, War Finance Group, Toronto.


BILLS & SONS, Toronto, Ont. (La Metairie Co., Elgin), on Sept. 4 resumes The Man Behind the Mask, on 53 CBC stations, to Sat., 7:30-7:45 p.m., adding 5 CBC stations, making a total of 68 CBC stations. Agency: J. Walter Thomp- son Co., Chicago.

DEPARTMENT OF FINANCE, CANADIAN GOVERNMENT, Ottawa (War saving stamps and certificates), on Aug. 16, renewed Manitoba Studies on 64 Canadian Broadcasting Corp. stations, Mon. thru Fri., 10:15-10:30 p.m. Agency: Duane Jones Co., N. Y.

LILJERMAN'S MUTUAL Casualty Co., Chicago, Ill. (Lux Radio Theater) on Aug. 13, 28 discontinues Hobby Lobby on 114 CBS stations, Sat., 6:00-6:15 p.m. (PWT) Agency: Ted Bates Inc., N. Y.

CENTAUR Co., Bayouth, N. J. (Molle Shaving Cream), on Sept. 7, replaces Hat-Stitch on 64 stations, Tues., 9:15-9:30 p.m. with Mystery Theatre, Agency (Century) Young & Rubi- ctn Inc., New York.

CAMPANA SALES Co., Batavia, Ill. (Campa Balm) on 23 stations, to 117 stations, Wed., 3:00-3:15 p.m. on 19 stations, making a total of 74 stations. Agency: Walter & Downing, Pittsburgh, Pa.


J. D. CLARK Co., Pittsburgh, Pa. (can- dy), on Aug. 22 adds 18 blue Pacific stations to Where Do You Stand, Sun., 5:30-6:00 p.m., making a total of 122 blue stations. Agency: Walker & Downing, Pittsburgh, Pa.

AMERICAN HOME PRODUCTS, Jersey City on Sept. 20, adds 10 CBS stations to its Gillette Boxing Shows, Mon. thru Fri., 7:15-7:30 p.m. Agency: J. Walter Thomson Co., Toronto.

DEPARTMENT OF FINANCE, CANADIAN GOVERNMENT, Ottawa (War saving stamps and certificates), on Aug. 16, renewed Tropicana of the West on 117 stations, Mon. thru Fri., 7:30-7:45 p.m. for Anscorn. Agency: Blackett-Sam- mers-Humphreys, Chicago.

GILLETTE SAFETY RAZOR Co., Canada Ltd., Montreal, (razors and blades) on Sept. 23 adds another sight program to its Gillette Bathing Route on 27 Canadian Broadcasting Corp. stations, Mon. 10 p.m. to end. Agency: Maxon, Inc., New York.

WANTED

ANNOUNCER-NEWSMAN

Regional 5 km, CBS Station, Ohio Area

Must be familiar with experience, draft exempt, feel for news, capable of pro- gram supervision. Must be able to write. Real opportunity for one who can qualify.

BOX 194, BROADCASTING.
Help Wanted

Wanted—Young woman who can write commercials' copy that Sells. Good voice essential. Progressive southern station. Box 212, BROADCASTING.

Announcer—Good salary, permanent position with southeast network station for first class radio telephone licensed combination announcer. Send experience photograph, draft resume first communication. Box 197, BROADCASTING.

ENGINEER—First or second class license. Good salary and ideal working conditions. Reply state date, status, experience and when available. KHIZ, Ottumwa, Ia.

Announcer—Permanent position with 6 kw. regional network station for draft deferred; experienced man. Box 202, BROADCASTING.

Wanted—First, Second, or Third Class Operator, Experience not essential. Apply Box 218, BROADCASTING.

Wanted—First-class engineer, who will also be able to take over chief engineering job around January first. Draft exempt, or over 35. W3XV, Rutland, Vermont.

Wanted—Salesman—Writer—Excellent opportunity for sober man who can produce. Permanent position. WMVM, Cordele, Georgia.

Draft Deferred—Licensed first, second, or third class combination announcer-engineer. Mountain 1 kw. network station. Box 201, BROADCASTING.

North Carolina Regional Station—Opportunity to experienced, draft-exempt announcer-engineer. Details at once to Box 208, BROADCASTING.

ENGINEER—For 6 KW Indiana station. Must hold radiophone field license. In reply state date, status, and draft status. Reyon confidential. Box 138, BROADCASTING.


Wanted—Draft exempt combination annc-engineer. Second or third class will do. Tell all by first letter. WMSB, Decatur, Alabama.


Help Wanted (Cont'd)

Wanted—Anncaster. Experience not essential. Advise personal details Box 217, BROADCASTING.

Progressive Southern Network Station—Major market, has opening for production-continuity manager. Excellent opportunity. Box 216, BROADCASTING.

Situations Wanted

Chief Engineer—6 KW net outlet, draft exempt, wants position with progressive station, with opportunity to purchase interest. Box 206, BROADCASTING.

Staff Musicians—Man, age 44, wife, playing violin, piano, organ, cello, sax, vibraphone. Have solonex, Radio, experience, Union. Assist other work. Keneshir, 504 Franklin Street, Vinson, Indiana.

Engineer—Experienced in operation and maintenance of all types of equipment. Five class ticket. Well educated. 4-F. Married. Age 21. Permanent connection only. Box 206, BROADCASTING.

Position Wanted—Desire permanent employment with progressive 6 KW or larger station. First class license. Four years Broadcast Engineering experience; first and half Chief Engineer of KW Station. One year instructor of advanced radio. Minimum salary $55 week. Box 311, BROADCASTING.

Television Producer—14 years experience in motion pictures, radio and television. Box 109, BROADCASTING.

Station Manager—20 years experience managing radio stations, both independent and network affiliated. Capable of coordinating commercial, program and technical departments to produce outstanding results. Age 41. Draft exempt. Thoroughly familiar with FCC regulations and procedures. Has first class license. Must of references. Information available. Box 207, BROADCASTING.

Educational Public Service Program Director—with available counseling producer, with public relations experience. Also an outstanding woman with specific training and background for a specific job. Write Box 284, BROADCASTING.

Radio Engineer—Desire connection as chief engineer with broadcast station, preferably in midwest. Electrical engineering degree and thirteen years experience covering engineering, construction and maintenance. Draft status SAIL. Box 203, BROADCASTING.

AMP Facts Signed

A NEW MUSIC licensing agreement has been completed between Associated Music Publishers and WAZT Waterbury, Conn., AMP reported last week. Renewal agreements have been signed with KRKO Everett, WFLF Muskegon, WTMU Mankato, Minn., and WFLI Philadelphia.

Situations Wanted (Cont'd)

Emcee—Announcer—Draft exempt. Can sell your variety, hillbilly or musical clock programs with ease, personality and originality. Now with big network station. Box 214, BROADCASTING.


Wanted to Buy

250 Watt Transmitter—New or used, and all equipment necessary for installation of 250 watt station including antenna. Will buy complete setup or any individual piece of equipment. Box 210, BROADCASTING.

Wanted to Buy—250 watt transmitter together with complete station equipment. Box 209, BROADCASTING.

Wanted—One half wave tower, 1450 KC, including lights. Two RCA or WE Turntables, complete with 6' wire and vertical and lateral heads, one program amplifier (duplex) and one ccliophone. Radio Station WVLN, Harlan, Kentucky.

Regional Or Local Station—In northeast. Commercial-continuity. Box 200, BROADCASTING.

Wanted to Buy—Two RCA Universal Pickups. Station KFRE, Fresno, California.

For Sale

For Sale—General Radio 640-A Signal Generator, 200 W, Tube, never used, factory price. Box 216, BROADCASTING.

1 RCA 892 Tube, 3 RCA 900, 1 RCA Paragon condenser, Type UC 899-A, 500 MFD. Radio, Box 2809, Roanoke, Va.

Denies Intimidation

DENIAL that their protest against news commentators "who do not happen to hold the same political beliefs," as the Los Angeles Democratic County Central Committee is an attempt to intimidate radio speakers, was made in mid-August by committee spokesman in reply to a blast from Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System (BROADCASTING, Aug. 16). George Myers, committee secretary, said a formal reply will be made to Mr. Weiss' letter protesting the LADCCO communication to sponsors of Fulton Lewis Jr., charging asserted misstatements by the commentator and asking redress.

J. J. LECLERC, general sales manager of Diamond Crystal Salt Division of General Foods Corp., New York, has been named vice-president in charge of sales.

GOOD ANouncERS WANTED

KDYL, NBC outlet in Salt Lake City, wants two thoroughly experienced announcers to give offer solid future and excellent income possibilities. Send full details in first letter together with audition disc and phonograph or for personal interview contact W. E. Waggott of John Blair & Company offices in Chicago week of August 23. The Blair offices in New York week of August 30, or the Hotel Muehlbeck in Kansas City September 6 and 7.

ANsKy & BAILEY

An Organization of Qualified Radio Engineers

SERVICES OF BROADCASTING

National Press Bldg., Wash., D. C.

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg., Wash., D. C.

Hector R. Skifter

CONSULTING RADIO ENGINEERS

Field Intensity Surveys

Station Location Surveys

Custom Built Equipment

Saint Paul, Minnesota

Professional Directory

Paul F Godley

Consulting Radio Engineers

Montclair, N. J.

G e o r g e C. DaviS

Consulting Radio Engineer

Munsey Bldg., District 8456

Washington, D. C.

Henry R. Clarks

Consulting Radio Engineers

Washington, D. C.

Munsey Bldg. • Republic 2347

Radio Engineering Consultants

Frequency Monitoring


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Consulting Radio Engineers

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Miller Gets Green Light From Legislative Committee of NAB Meetings of Nearly Half of 17 Districts Show Unanimous Support for New Radio Law

ALTHOUGH its legislative plans, insofar as personnel is concerned, have not fully jelled, the NAB Legislative Committee, at a meeting in Washington last Tuesday gave NAB President Donald E. Miller the green light in support of new legislation to afford the industry maximum protection against regulatory excesses of the licensing authority.

President Miller pointed out that the industry is strongly united in the demand for new legislation to re-define the powers of the FCC. In nearly half of the 17 NAB districts in which meetings have been held since the Frankfurter decision of May 10, delegating broad powers to the Commission, broadcasters were unanimous in their support of new legislation, he said, “Most of the meetings have resulted in the passage of resolutions and the appointment of District Legislative Committees”, he added. “Recognition of the industry’s peril is evident in these moves.”

Loucks Unavailable

Efforts had been made by the Committee to procure the services of Mr. Philip G. Loucks, attorney. The former NAB managing director, however, advised the Committee at a luncheon session Tuesday that he would be unable at this time to consider such a retainer because of commitments, plus the manpower situation in his firm. Arthur W. Scharfeld, associate of Mr. Loucks, recently was commissioned a captain in the AMGOT and now is on active duty.

Consideration also was given by the Committee to the retention of other legal counsel, particularly in the light of the recent departure of Russell P. Place, NAB staff counsel, for governmental military service. Another staff appointment also was considered, without final action.

It had been presumed that the Legislative Committee meeting was called a week earlier, that Mr. Miller had completed arrangements covering an all-inclusive legislative plan, entailing retention of personnel, which he would seek to have ratified by the Committee. In this connection several committee members were believed to have agreed upon retention of Mr. Loucks, since the matter had been discussed at an earlier meeting. It was clear that Committee members were disappointed over Mr. Loucks’ inability at this time to consider the proposal advanced by Mr. Miller.

Four of the ten Committee members were absent—Ellison WWNC Asheville; James W. Woodruff Jr., WBBL Columbus; James D. Shouse, WLW Cincinnati; and Frank M. Russell, NBC Washington Vice President. Mr. Russell was in Washington but did not attend the meeting.

Present at the session were: Nathan Lord, WAYV Louisville; Clair McCollough, WGAL Lancaster; Joseph Ream, CBS Vice-President, New York; Ed Yocum, KHGL Billings, Mont.; and G. Richard Shaf-to, WIS Columbus, S. C. William Barlow of WLW, assistant to Mr. Shouse, was an observer in behalf of WLW’s general manager, who was vacationing in Mexico and unable to return in time for the meeting.

KFMB to Join Blue

KFMB San Diego, Cal., on Sept. 1 becomes a BLUE basic affiliate, replacing KFSD. Latter station in turn on that date joins NBC as a supplementary affiliate, continuing as such until Oct. 1, 1944, when it becomes a basic outlet. Owned by Worcester Broadcasting Corp., KFMB operates on 1450 kc, 250 watts. KFSD is owned by Airfair Radio Corp., and operates on 600 kc, 1000 watts.

WFPG to Join Blue

WFPG, Atlantic City, N. J., on Oct. 4 joins the BLUE Network as a basic supplementary station, bringing the network’s total affiliates to 156. Owned by Neptune Broadcasting Corp., WFPG operates on 250 w, 1450 kc fulltime. Evening hour rate will be $60 per hour.

WENY to Join NBC

WENY, Elmira, N. Y., on Sept. 1 joins NBC as a basic supplementary affiliate, bringing the total number of NBC outlets to 539. Owned by the Elmira Star-Gazette, WENY operates on 250 w 1230 kc unlimited. It is currently a Mutual affiliate.

Big Winner

H. V. KALTBORN, NBC commentator, is reported by NBC to be looking for a good analyst to interpret the results of private poll on radio commentators conducted recently by a professor at the California Institute of Technology. Mr. Kalton has emerged in first place as “best informed commentator” and received second place both as “most respected commentator”, and as “biggest stuffed shirt”.

Colgate, Carver Involved in Net Program Changes

CARTER PRODUCTS, New York, in replacing Inner Sanctum Mysteries with Keepakes on the BLUE [BROADCASTING, Aug. 16], will shift the mystery show to CBS where it will occupy the spot now held by HBOby Lobby. Colgate-Palmolive-Perot Co., Jersey City, will demise the following program following the Aug. 28 broadcast and Inner Sanctum will move to the Saturday, 8:30-8:55 p.m. spot on the full CBS network Sept. 4. Keepakes, featuring songs by Dorothy Kirsten and Mack Hurrell in the Sunday, 8:30-9 p.m. period on the BLUE, will be heard on an 82-station hookup when it first meets on Sept. 4. Three stations will be dropped in December. Midnight repeat for Arrid, a carryover from the repeat of Inner Sanctum Mysteries, will be dropped Oct. 3. Ted Bates Inc, New York, handles the agency, which will share cream C-P product advertised on Hobby Lobby, and the promotion of Carter’s Little Liver Pills and Arrid on Inner Sanctum.

300 STATIONS PLUG ‘THIS IS THE ARMY’

NEARLY 300 stations are contributing free time for promotion of “This Is The Army,” non-profit Warner Bros. production, all proceeds of which go to the Army Emergency Relief. Warner Bros. in cooperation with the Army, has prepared a 14-minute transcription, which is purchased by local exhibitors and offered free to local stations.

Space is being purchased in magazines and newspapers, with Blaine Thompson Co., Warrner agency, contributing all its customary agency commissions to the Army.

Promotional disc consists of five spot announcements by Al Jolson, Walter Winchell, Eddie Cantor, Kate Smith and Jimmie Durante, with a running narrative by George Tobias, who appears in the film. It includes six song hits sung by the chorus of “This Is the Army”. Chorus is made up of a “task force” of soldiers stationed at Camp Atterbury, Ind., where they are carrying out their regular training duties.

Film had its premiere in New York last Friday, and Warner plans various sections of the country the list of 300 stations cooperating in the promotional drive is expected to be augmented.

Clarence J. Huff

CLARENCE J. HUFF, vice-president in charge of sales of Procter & Gamble Co., Cincinnati, 68, died Aug. 10, in Hampton, N. H. With P&G since 1890, Mr. Huff was with the company’s Boston office until 1912 when he went to Cincinnati as manager of the central sales division. He was also manager of the case goods department, and general sales manager, and had been vice-president and director since 1938. Surviving are his wife, a daughter and two sons.

Edward P. Sealy

EDWARD P. (Ted) SEALEY, 39, of Cedar Rapids, Iowa, recently killed in an auto accident in Cedar Rapids, Mr. Sealy attended Coe College, Cedar Rapids, and graduated cum laude from Transylvania U., Lexington, Ky. He served nine months in the Army and was honorably discharged a few months ago at which time he became a member of WMU.

Permit Denied

R. O. HARDIN and J. C. Buch- man, owners of WYIA Champaign Broadcast Advertising, Co., Nashville, Tenn., were last week denied without prejudice by the FCC a permit for a local broadcasting station to operate on 1240 kc, 250 watts, unlimited time. The action conformed to the FCC’s “freeze” of April, 1942, the Commission said in its proposed findings adopted Aug. 19.

FAT FLANAGAN, sports announcer of WJHL, Chicago, on Aug. 2, played his first baseball broadcast since joining the National’s staff three years ago. Hospitalization for a stomach ailment kept him off the job until Aug 8.
Home is what you make it, and Caroline Ellis helps make the homes in the "Heart of America" happy ones. Her many years of helping win friends and influence listeners for some of America's best known advertisers are established facts. Under homemaking conditions now, no more timely or logical a selling medium could be sponsored than KMBC's "The Happy Home" with Caroline Ellis, participating Mondays through Saturdays, at 8:30 a.m.

With Caroline Ellis

KMBC

OF KANSAS CITY
FREE AND PETERS, INC.

SINCE 1928—THE BASIC CBS STATION FOR MISSOURI AND KANSAS
The Denver area is up to its neck in war. Its mines are spewing coal and minerals. Its factories are producing munitions in super quantities. Its farms, orchards, and ranches have hit a jackpot of good yields and high prices. Its military establishments, from plains to mountain tops, are turning out fighting men.

The people of the Denver area are doing this job—thousands upon thousands more of them than ever worked together in this area before. The people of the Denver area are delivering sales records, too, throughout the retail channels of the state and, at the same time, keeping Colorado at or near the top in war bond purchases.

This is the market today which KLZ delivers advertisers... a market which last year stood 20th in the U.S. in retail sales volume and a market of prime importance in today's selling programs.

Colorado's vast storehouse of mineral wealth is supplying coal, iron, molybdenum, vanadium, and more than 200 other useful metallic and non-metallic minerals and compounds. The state is first in production of molybdenum and vanadium, important steel-toughening alloys; third in the production of tungsten.

World's largest sheep market is located at Denver. Bumper crops of peaches and potatoes were moving to market in mid-August. This year's wheat harvest of 25 million bushels is three times the state's 10-year average. Farm income is up 44%.

Destroyer escorts, ammunition, chemicals, rubber rafts, gas masks, and steel are only a few of Colorado's wartime products. According to the State Employment Insurance Department, 450,000 workers are now on steady payroll.

Expanded payrolls in Colorado resulted in 21% increase in retail food sales the first six months of 1943; a 27% increase in drug store sales. Total retail sales were up 22% compared with the national average of 17%. Denver delivers sales.