THE nation's 20th market in point of sales last year is churning with industrial, mining, and agricultural activity to bring payrolls and retail buying to the highest level in history.

The Denver Market which spent $595,252,000 in retail stores last year was spending at a 21% greater rate during the first seven months of 1943.

The Denver Market is big both in mass and buying power. It's delivering materials, minerals, foodstuffs, and fighting men. It's delivering sales.

You can have sales delivered in your direction by the station that's doing the standout job of delivering sales in the Denver Market... Denver's CBS outlet, KLZ.
A GOOD NAME...

FREEDOM TO THINK AND ACT...

THESE MOST PRECIOUS POSSESSIONS CANNOT BE BESTOWED. THEY MUST BE EARNED.

TO KEEP THEM REQUIRES CONSTANT VIGILANCE.
A SUSTAINING daytime program on WSIX recently drew more than 6,000 pieces of mail—from 13 states—in ONE DAY. The offer? Only a free picture of the performers.

Which simply goes to prove what any good advertising man already knows—that 5,000 watts on 980 kc, with a first class program, will get the listeners; and that when such a set-up covers a booming market like Nashville, big returns are bound to follow.

WSIX is ready to go to work for you too. Let us show you what it can do.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS

WSIX
"The Voice of Nashville"

NASHVILLE, TENN.
The Mississippi Gulf Coast IS IN WWL-LAND

and so are 10,000,000 customers from five different states

MOST OF MISSISSIPPI, including the entire Mississippi Gulf Coast, is yours—
along with parts of four more Deep South states—when you buy WWL.

A CLEAR CHANNEL, 50,000 watt signal has won WWL a prominent place on
the dial of every radio in the Deep South! To blanket this prosperous market, you need—

WWL

NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.

KOLL is the most economical buy in OMAHA

For Outstate Nebraska - KFAB is a MUST!
Eleven years ago the Cohen Drug Co. of Charleston, West Virginia had one drug store, used one ¼ hr. program weekly on WCHS . . .

TODAY the Cohen Drug Co. has ten drug stores—uses eleven ¼ hr. programs weekly on . . .
It takes IDEAS
"WINNER TAKE ALL" is a new idea that works!

It's a quiz program with a new twist. The new idea is to let contestants bid for their questions—using cash provided by Columbia* for the bidding. The high bidder then tries to answer. If he's right he pockets the total of his bid. If he's wrong, his bid goes into a rising jackpot. The evening's winner then has a chance to answer the jackpot question, take-all-or-nothing.

We gave it as bleak a try-out as we could find—opposite Mr. Cantor, Mr. Heatter and Spotlight Bands.

After only six times on the air we asked Jessie Locke Moffett (Crossley's Coast representative) to make a coincidental survey of Winner Take All. The rating she reported indicated a KNX audience of 55,385 Western families or several times the capacity of the Hollywood Bowl.

Winner Take All is therefore an idea tried, tested, ripe and ready for the right sponsor. Better not take too long to get all the salient details about the show from the nearest Radio Sales office. It has the idea content, and the originality that has brought renewals for so many other Columbia-Pacific ideas—like I Was There (Sea Island Sugar), Question of the Week (Signal Oil), Hollywood Showcase (Ben-Hur).

Ideas sell programs only because ideas sell goods.

*It could be sponsor-provided, of course...
JUDGING from appearances alone, you might conclude that W. K. (Bud) Foster is pretty young to be the General Manager of Alaska’s biggest radio station. But judging by his record, you’d say KFAR is in excellent hands indeed. Because of his good sense and hard work, Bud has earned an enviable reputation with both the old and the new factors in Alaskan life, and is rapidly making his station an important one to American advertisers as well.

Good sense and hard work, we guess, are the biggest secrets of success in any part of the U. S. And here at F&P, while we do not claim any "corner" on good sense, we do believe that by working a little harder than most people in this business, we offer our customers a little more value. We believe we put more effort into trying to clear exactly the time you want—into establishing the best and most productive sort of liaison between you and the stations we serve—into making spot broadcasting the most profitable medium you can use.

That, as we see it, is our economic justification for asking your patronage. And no matter how good or how bad business ever gets, that’s the way we’ll keep on working—harder—here in this group of pioneer radio-station representatives.
**Lea Predicts New Legislation for Radio**

**White-Wheeler Bill Hearings Begin This Month**

SEE EDITORIAL PAG 38

NEW LEGISLATION to supplant the antiquated Communications Act of 1934 was predicted last Wednesday by Chairman Clarence F. Lea (D-Cal.), as a result of the House Select Committee's investigation of the FCC.

Determined to leave no stone unturned in his efforts to conduct a sweeping inquiry into the FCC, Rep. Lea's prediction came two days after Speaker Sam Rayburn appointed him chairman of the Select Committee, succeeding Rep. Eugene E. Cox (D-Ga.) resigned [BROADCASTING, Oct. 4].

White-Wheeler Hearings Set

Coincident with Mr. Lea's appointment, Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, announced that hearings on the White-Wheeler bill (S-814) to re-vamp the Federal Communications Act, would begin late this month.

Sen. Wheeler told BROADCASTING on Thursday that while a definite date had not been set, he was determined to begin hearings "late in October."

Prior to the summer recess of Congress, Sen. Wheeler in a formal statement [BROADCASTING, June 14] declared that it was his intention with the concurrence of Sen. Wallace H. White (R-Me.), co-author of the measure, "to begin these hearings in September and to proceed with them uninterrupted with the hope that the Committee may speedily come to a definite conclusion as to the recommendations it should make to the Senate with respect to radio legislation."

Sen. Wheeler has devoted his time, since the reassembly of the Senate, to father-draft legislation. With that out of the way, since the Senate passed a compromise measure last Wednesday, the Committee chairman indicated he will be free to give his full time and thought to the Communications Act hearings.

"Broadcasters, individually and collectively, feel there is a need to change the present communications act," Sen. White told BROADCASTING. "Those I have interviewed have expressed the feeling that our present law is out of date. They think we should more clearly define the powers of the FCC. The FCC makes rules and more rules. I believe Congress should define its powers to make rules."

Mr. Lea didn't propose to rewrite the Communications Act, but to offer remedial legislation to clear up a few points which now seem vague," he added.

The Federal Communications Act of 1934 embraces the Act of 1927 affecting radio; thus the law now governing broadcasting is 16 years old.

Fast Action

Developments in the FCC probe came rapidly after Chairman Lea tendered his resignation on the floor of the House and was given a rousing ovation by his colleagues. These included:

(1) Appointment Monday by Speaker Rayburn of Rep. Lea to head the Select Committee, thus creating a unique position. Rep. Lea has been chairman of the important Interstate & Foreign Commerce Committee since 1937. That Committee is charged with handling communications legislation. Now as chairman of the Select Committee, Mr. Lea directs the destinies of the two House groups most important to radio.

(2) Prediction by Chairman Lea that the probe would lead to new communications legislation.

(3) Postponement of the Select Committee hearings, scheduled to be resumed last Wednesday, until the new chairman has had a chance to consult with other members of the five-man Committee, and has had an opportunity to read the record of hearings to date.

(4) Refusal of Chairman Lea to accept or ask for the resignations of Chief Counsel Eugene L. Garey and his legal and investigating staff, or to take any action towards legal counsel until he has studied the record and determined in his own mind whether Mr. Garey's staff has functioned as he thinks it should.

Mr. Lea told BROADCASTING he felt there was a need for new laws governing communications. Although he has not been closely identified with radio he has, by virtue of his chairmanship of the standing Committee, been relatively near to the problems affecting broadcasting. A year ago he presided over hearings on the Sanders Bill to revamp the Communications Act. The hearings extended from mid-April to July 1942.

Indeed he felt some months ago, he said, that new legislation was needed but "the Committee was asked to drop it until after the war."

The request to shelve legislation came, he said, from the Federal Communications Bar Assn., which had urged a revised law originally.

"I think when we get through, developments of this investigation may influence legislation," Mr. Lea declared. "We have a subcommittee set up to look after such legislation, but I don't believe the minority members have been appointed."

Early this year Chairman Lea ordered an 11-man subcommittee on communications appointed to study proposed legislation governing radio and to make recommendations to the Committee as a whole. The following Democrats were named (Continued on page 60)

---

**Paley Accepts OWI Foreign Position**

Takes Leave to Serve With Eisenhower; Kesten Promoted

WILLIAM S. PALEY, president of CBS, has accepted a special war area assignment from the Office of War Information to work for a limited period (probably of six months duration) with the Army's Psychological Branch at Gen. Dwight D. Eisenhower's headquarters. Announcement of Mr. Paley's assignment was made last Thursday by Elmer Davis, Director of the OWI, who stated that "Mr. Paley is going overseas to help in the radio phase of psychological warfare in the Mediterranean area."

"As president of CBS since its organization," Mr. Davis added, "Mr. Paley is one of the outstanding men in American radio. We are proud to have a man with his experience and ability in our overseas operations." Mr. Paley will join C. D. Jackson, director of all OWI operations in Italy, North Africa and the Middle East, the announcement stated.

Granted Leave

The CBS board of directors, meeting Oct. 8 in New York, granted Mr. Paley a leave of absence to accept the assignment, at the same time voting unanimously on the election of Paul W. Kesten as CBS executive vice-president, effective immediately.

Vice-president and general manager of CBS since March 1942, Mr. Kesten with this new assignment is receiving the fourth promotion since he joined CBS 13 years ago from the advertising agency field. Since July, 1936, when he came to CBS as director of sales promotion, he has been named a vice-president (1934) and a member of the CBS board of directors (May, 1942). (Continued on page 58)
Maine Spud Spot Schedule Earlier

Aim is to Move Crop Into Home and Dealer Storage

STATE of Maine Development Commission will launch its annual potato campaign at an earlier date and on a more extensive scale than in previous years, due to pressing needs for added advertising.

Advertising will be tied in with the War Food Administration's designation of the Irish potato as a "Victory Food", Oct. 21 to Nov. 1, and with the start of this year's potato crop into dealer and home storage before cold weather sets in.

Spots to be Used

Spot radio will be used in conjunction with newspapers and the food trade press to get dealers to use their storage facilities, and to urge homeowners who can do so to stock their crops in their own cellars.

Advertising in the area East of Chicago, marketing region for Maine potatoes, the Commission will use announcements on about 20 New England stations and find 12 to 15 outlets in chief Maine potato terminals. Business is being placed by Brooks, Smith, French and Donaldson, New York, merchandising and advertising counsel to the State of Maine.

Associated Oil Carries Football for 18th Year

FOR the 18th consecutive year Associated Oil Co. is sponsoring football broadcasts this fall. With one exception the sponsor holds exclusive broadcast rights in the U. of San Francisco announced it will broadcast its own home games this season, refusing to take a cut in pay.

Associated buys a pre-season option from each school, then adds to that the right to carry the East and West Coast broadcast. Mutual-Don Lee will carry the games over its network, Associated says it is the network's own choice. Buchanan & Co., San Francisco, has the account.

Spots for Cologne

SIMONS & HEWITT, Chicago (Budee cologne), has started five-minute participations six times weekly on WGAC Chicago in a transcribed musical program. Company has also started a varied schedule of five and ten-minute and quarter-hour transcribed musical shows on WAAF WGAC KMJ WMIN WIBC. Agency is Malcolm - Howard Adv. Agency, Chicago.

Hyde Hospitalized

ROSIL HYDE, assistant general counsel of the FCC in charge of broadcast matters, last Tuesday underwent an emergency operation for appendix. Mrs. Fanny Litvin (formerly Fanny Neyman), assistant attorney on broadcast matters in the legal division, is handling Mr. Hyde's duties until his return.

MBS Affiliate Committees Hear Plans For New Projects

WITH Miller McClintock, president of Mutual, as opening speaker at each meeting, the network's program research, promotion and station services committees hold their first group discussions Oct. 5-7 at the Waldorf-Astoria Hotel, New York, with 25 delegates representing the network and its mutual affiliates from coast to coast.

Among the new projects outlined at the program meeting Oct. 5 were plans to speed up daytime scheduling, the development of local talent through pickups from affiliated outlets, and the expansion of worldwide news coverage. It was decided to build local station sustaining shows this year, selecting the best of them to the network on regular schedules.

DORRANCE TO CBS PROTECTION DEPT.

AFTER more than a year with OWI in Washington, Dick Dorrance, formerly general manager of CBS's network of FM Broadcasters, Inc. has resigned to join CBS as director of Promotion Service for the network's owned stations.

Dorrance will report to Paul Hollister, CBS vice-president in charge of advertising and sales promotion.

With OWI in several capacities, Mr. Dorrance was made recently Special Assistant to Palmer Hoyt, Director of the Domestic Branch. Prior to his government work, he served both with PMBI and the Broadcasters Victory Council, which maintained headquarters in Washington. He also had been in the press department of WNEW.

In his new post Mr. Dorrance will be responsible for the promotion service for stations owned by CBS, for its regional networks, and for radio sales. He succeeds Jerome (Jerry) Sill, who resigned recently to become Promotion Manager of WNEW, New York. The CBS promotion post was created last April.

Charles Smith Is Made Research Head for CBS

CHARLES SMITH, CBS assistant director of research, has been named to the post of research supervisor for Radio Sales and CBS owned stations, effective Oct. 11, according to Howard Meighan, eastern sales manager of the Radio Sales department in New York. Mr. Smith succeeds George Maeyo, who has left CBS.

With the network's research department's enlarged capacities since 1939, Mr. Smith was previously promotion manager of WQXR, New York.

Ethyl Spot Campaign

ETHYL Corp., New York, is running a week spot campaign offering listeners What's in the Name, a dictionary of names now being used by the gasoline company's newspaper and magazine ads. Drive started Sept. 15 on WJZ New York, several midwest, and one Washington outlet. Ethyl agency is BBD, New York.

Air Line Series

UNITED AIR LINES, Chicago, is returning to network radio with a half-hour variety program on the CBS Pacific Coast Network in the Sunday, 9 p.m. period. Series is titled In Time to Come. Firm has been out of network radio since January, 1948, when it discontinued sponsorship of Boake Carter on Mutual. Agency is N. W. Ayer & Sons.

Martin Codel Back

MARTIN CODEL, on leave as publisher of BROADCASTING while serving as Red Cross director of public information in North Africa, returned to Washington last week, joining his former Allied Forces Headquarters in North Africa.
Fly Defends Analysts' Right to Opinions

Broadens 'Freedom to Listen' Attitude; Praises Post-Dispatch, 'Broadcasting' FOR THE THIRD time in a fortnight, FCC Chairman James Lawrence Fly, in an impromptu defense of the CBS news policy from Paul W. Keston, CBS vice-president and general manager, Mr. Fly called upon the industry to open its microphones on paid time to those who have something other than merchandise to sell to—unions, or cooperatives or small salesmen groups. The right of freedom of speech, he held, extends to those commentators competent to express their own opinions, provided their comments are properly labelled.

Ultimatum to Industry Implicit in the Fly speech was a virtual ultimatum to the industry to sell time for discussion of controversial issues. Without naming names, he quoted copiously from his own printed page in the New York Times, his cross-edict magazine, the Blue president, last month, at hearings on the proposed transfer of the Blue Network from RCA to Edward J. Noble, for $8,000,000 cash, now awaiting decision. He denounced the NAB code of ethics, without mentioning the document, particularly those provisions banning sale of time to membership organizations. He disapproved of sponsorship of forums.

In calling upon the industry to revise its whole approach on sale of time and free speech, Mr. Fly nevertheless praised radio as a news medium. He said 1943 is by far the most profitable year in radio history.

Keeping Speech Free Indicating clearly that he proposed to make his "freedom to listen" motto universal in paid time to those who have something other than merchandise to sell to—unions, or cooperatives or small salesmen groups. The right of freedom of speech, he held, extends to those commentators competent to express their own opinions, provided their comments are properly labelled.

Ultimatum to Industry Implicit in the Fly speech was a virtual ultimatum to the industry to sell time for discussion of controversial issues. Without naming names, he quoted copiously from his own printed page in the New York Times, his cross-edict magazine, the Blue president, last month, at hearings on the proposed transfer of the Blue Network from RCA to Edward J. Noble, for $8,000,000 cash, now awaiting decision. He denounced the NAB code of ethics, without mentioning the document, particularly those provisions banning sale of time to membership organizations. He disapproved of sponsorship of forums.

In calling upon the industry to revise its whole approach on sale of time and free speech, Mr. Fly nevertheless praised radio as a news medium. He said 1943 is by far the most profitable year in radio history.

Keeping Speech Free Indicating clearly that he proposed to make his "freedom to listen" motto universal in paid time to those who have something other than merchandise to sell to—unions, or cooperatives or small salesmen groups. The right of freedom of speech, he held, extends to those commentators competent to express their own opinions, provided their comments are properly labelled.

Ultimatum to Industry Implicit in the Fly speech was a virtual ultimatum to the industry to sell time for discussion of controversial issues. Without naming names, he quoted copiously from his own printed page in the New York Times, his cross-edict magazine, the Blue president, last month, at hearings on the proposed transfer of the Blue Network from RCA to Edward J. Noble, for $8,000,000 cash, now awaiting decision. He denounced the NAB code of ethics, without mentioning the document, particularly those provisions banning sale of time to membership organizations. He disapproved of sponsorship of forums.

In calling upon the industry to revise its whole approach on sale of time and free speech, Mr. Fly nevertheless praised radio as a news medium. He said 1943 is by far the most profitable year in radio history.

Keeping Speech Free Indicating clearly that he proposed to make his "freedom to listen" motto universal in paid time to those who have something other than merchandise to sell to—unions, or cooperatives or small salesmen groups. The right of freedom of speech, he held, extends to those commentators competent to express their own opinions, provided their comments are properly labelled.

Ultimatum to Industry Implicit in the Fly speech was a virtual ultimatum to the industry to sell time for discussion of controversial issues. Without naming names, he quoted copiously from his own printed page in the New York Times, his cross-edict magazine, the Blue president, last month, at hearings on the proposed transfer of the Blue Network from RCA to Edward J. Noble, for $8,000,000 cash, now awaiting decision. He denounced the NAB code of ethics, without mentioning the document, particularly those provisions banning sale of time to membership organizations. He disapproved of sponsorship of forums.

In calling upon the industry to revise its whole approach on sale of time and free speech, Mr. Fly nevertheless praised radio as a news medium. He said 1943 is by far the most profitable year in radio history.
Next Facts Expected to Call for Percentage Of Gross

WHATEVER the outcome of the present negotiation between the makers of transcriptions and phonograph records and the American Federation of Musicians, there seems little doubt that radio is next on the list of those who will be asked to accept the doctrine of payment of a percentage of their gross incomes to the AFM for its employment fund.

If the World-Decca contract with the union is approved by the National War Labor Board—and last week there was no indication that it would not be, whether or not it is finally accepted by the other recording companies—the broadcasters will find that their next contracts with the AFM also call for their payment a percentage of their incomes to the union coffers in addition to their wage payments to the AFM members in their employ.

Approved by AFM Board

This principle is set forth in a resolution adopted by the AFM International Executive Board, which adoption makes it a part of the union's collective bargaining agreements that become part of all future contracts of the AFM. In New York the network contracts with Local 802 expire Jan. 31, 1944, which may also be the date for a nationwide strike if the networks balk at making such extra payments.

Some weeks ago Local 802 asked for an opening of the present contracts with the networks for wage increases in accordance with a cost-of-living clause, also suggesting that the whole contracts be gone over to avoid the necessity of another series of negotiations a few months hence. Before the parties had met, however, the panel appointed by the WLB to conduct an investigation into AFM ban on recordings had begun its hearings in New York, and the national AFM had notified its locals to postpone any discussions of new network contracts until the conclusion of the hearings.

The recording industry last week refused to budge, generally acceptable settlement might soon be reached with the AFM which would permit the resumption of musical recording by all companies, but it was far from shouting a genus of the AFM ban, and with the slight of caution evoked by memories of earlier expectations of a settlement that had failed to materialize.

After a number of off-the-record statements last week with the panel appointed by the WLB to investigate the AFM ban on recordings, both the recording companies and the union agreed to enter into mediation proceedings under the aegis of the panel, but with neither side making any advance commitments. On Wednesday morning the negotiations were resumed until Friday in an effort to give the recorders time to prepare a contract embodying their suggested changes in the contract signed between the union and Decca records and the World Broadcasting System on Friday the recces was extended until today (Oct. 14).

Details Not Divulged

Details of those proposals have not been divulged by the recording companies, whose spokesmen pointed out that they must be submitted to the union for approval and that advance publication might jeopardize their chance for acceptance. It is understood, however, that the employers are asking for a no-strike clause and for provisions for arbitration, as well as for an agreement by the union not to ask for any increase in basic wage scale for at least two years.

While the companies continued to protest to express considerable objection to the principle of making payments directly to the union for use as it sees fit, there seemed little chance of obtaining the unions consent to any alteration in this part of the contract. Nor was there any reason to believe that the WLB would refuse to approve the Decca-World contract because of this provision.

When a contract is reached through consent of the two parties, as was the case in the World-Decca pact with the AFM, the WLB has authority to examine those parts of it pertaining to national policy, chiefly to see that the contract does not call for wage increases amounting to more than 15% above the Jan. 1, 1941, level. In this case it is possible that the board might ask the AFM for assurance that the royalty payments will be used for its unemployed members and not to increase the incomes of members already employed in contradiction to national economic stabilization policy. Meanwhile WOR recording studios and Empire Broadcasting Corp. had accepted the condition of the World-Decca contract and had signed with the AFM.

Both of these companies make only commercial transcriptions and recordings which are used in making special payments to the union except for musical spots which might be broadcast more than once and on which the contract calls for a

(Continued on page 61)

Rep. Jones to Urge Speedup for Holmes FCC Legislation

DEMANDS soon to be made in the House by Rep. Robert F. Jones (R-O.) that legislation now lying dormant in various committees be brought out for House action, gave speakers at National Capital Press Club luncheon the opinion that House action can be anticipated on the Holmes Bill (HR-1490) to reorganize the FCC. Rep. Jones, youthful but forceful attorney from Lima, O., on the floor of the House last Tuesday demanded to know why FCC Chairman James Lawrence Fly and Budget Director Harold Smith were permitted to refuse certain documents to the Select Committee investigating the FCC.

Both Refused

"During the chairmanship of the gentleman from Georgia (Rep. E. E. Cox, recently resigned as chairman of the Select Committee on FCC) the Committee issued a subpoena duces tecum to the budget director, Harold Smith, and Communications Commissioner Fly as an attorney, said Rep. Jones. "Both refused to present the documents on the grounds that they were confidential. Both are heads of agencies created by Congress and are certainly within the limits of the examination of Congress. Yet both of these heads to this date have not furnished to the Committee, and in a broader sense to Congress, the documents requested."

"I have examined the record and I believe the testimony presents a clear case for legislative action" said Mr. Jones. "Both agencies have the power of the purse. If I were the chairman of the Select Committee I would demand production of the documents and I would call the executive of the FCC before the Committee with full authority to make any oral report."

Mr. Jones recalled that on Sept. 20 he challenged the right of Mr. Fly and Mr. Smith to refuse information to Congress. At that time he introduced three bills (HR-3273, HR-3274, HR-3275) which would provide that the Bureau of the Budget be established as a separate agency, responsible alike to the President and Congress; that the Comptroller General be required to make periodic reports to Congress as to how money is being spent, and that the Bureau of the Budget be required to furnish upon request information to any committee of either house of Congress or any Member of Congress who may request it.

"I'm going after the committees which are holding bills," Rep. Jones told BROADCASTING. "The people are entitled to know what's happening to the public. It's idle for a committee to say it can't investigate because of some objection. These committees are appointed to determine the merits of proposed legislation and to report to the Congress. They have a duty to the American people and I'm going after them."

Hearing Status

The House Interstate & Foreign Commerce Committee held hearings mid-April to July, 1942, but when its author was defeated for reelection, the Committee held up the bill for action by the present Congress.

Shortly after Rep. Holmes introduced his FCC reorganization bill, Chairman Les of the House Standing Committee announced a 11-man subcommittee on communications to study the measure and make recommendations. So far, however, that subcommittee lacks five Democratic members, Rep. V. C. Wolverton (R-N. J.) having failed to get his appointment.

Mr. Wolverton said last Friday that "when there's some legislation to consider I'll appoint my members."

Chairman Les had previously told BROADCASTING that he was "awaiting the President's appointments, and that the committee could not begin a study of the proposed legislation until the minority members were named."
Some National Accounts
Now On W-I-T-H

Crosse & Blackwell
Dr. Pierce
Bulova
Mercirex
Resinol
Stanback
Aspertane
Royal Crown Cola
Rem
Gold Medal Capsules
Garrett Wine
Supersuds
Bond Bread
Pepsi Cola
Dentyne
Ward
Cocilana
Tek
Johnson & Johnson
Jests

BULOVA, GARRETT WINE AND ASPERTANE are three new 'nationals' joining the roster of STATION W-I-T-H this week.

Cost-per-dollar-per-family reached is a mighty important factor in radio advertising, boom-times or no!

Check up on your Baltimore sales costs and join the ranks of astute advertisers who KNOW W-I-T-H does a great job in Baltimore!

THE PEOPLE'S VOICE IN BALTIMORE

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

Represented Nationally by Headley-Reed

Tom Tinsley, President
Tribute to Foreign Tongue Stations

Executives of Censorship
Laud Compliance
With War Code

VOLUNTARY censorship in the foreign language broadcasting field is proving to be a highly successful industry 100% equipped to monitor and check broadcasts under provisions of the censorship code, according to the Office of Censorship. Tribute to the isAuthenticated cooperation was paid last week by Byron Price, Director of Censorship, and J. Harold Ryan, Assistant Director for Broadcast Advertising.

Official praise came from these officials in letters to Arthur Simon, general manager WPEN Philadelphia, chairman of the Foreign Language Radio Wartime Control. Simon praised the “public spirit and patriotism of the foreign language stations. Chief of the Foreign Language Section of Censorship is E. H. Bronson, formerly of WCOL Columbus.

At Own Expense
Achievement of 100% cooperation followed renewed industry efforts to conform to the code after a meeting between Mr. Price and the stations during the NAB convention in Chicago last April. Under an arrangement with Foreign Language Radio Wartime Control, 20 foreign language broadcast stations being contacted by Censorship. They agreed to contact personally all foreign language stations. Chief of the Areas, serving without compensation.

Each station agreed to perform at own expense the necessary script checking and monitoring. Through the contacts made by the 20 representatives, 100% mechanical cooperation was obtained and accidental violations have been brought down to the same small figure typical of the English tongue stations. In the case of stations broadcasting in as many as six or seven languages it was necessary to provide checkers and monitors capable of checking every language.

Ryan Letter
Mr. Ryan’s letter to Mr. Simon follows:

I believe the time has come when you, as chairman of the Foreign Language Broadcast Industry, and special liaison officer between the Office of Censorship and the representatives, should have a report regarding the status of voluntary censorship in the foreign language broadcasting industry.

As you will recall, Mr. Price and I met with representatives of foreign language broadcasters in Chicago during the conference of the National Association of Broadcasters. On that occasion we lamented the fact that a large percentage of foreign language broadcasters had failed to install censors and monitors in their stations, as suggested in the Censorship Code.

Acting in behalf of the Foreign Language Radio Wartime Control, you summoned the representatives’ services to attack the problem on an industry-wide basis and recommended that provision be made in the field who could represent this Office in correcting the situation.

Under the impetus of this voluntary offer, 20 men in the foreign language broadcasting segment of the industry accepted the invitation of this Office to represent it in meeting personally with broadcasters in their respective areas. Those who accepted this task, and performed it, might be considered an accomplishment of a very high order. With this task of checking every language station, there are 175 stations.

This is a large percentage of the total number of stations, and reflects the high degree of cooperation shown by the industry.

We have been kept fully informed of the progress made in checking every station by the representatives. We learn that many stations have been checked for the first time, while a number have been rechecked.

This is a significant development. We now have an up-to-date picture of the situation in the foreign language broadcasting industry.

Mr. Price praised the “public spirit and patriotism of the foreign language stations. Chief of the Foreign Language Section of Censorship is E. H. Bronson, formerly of WCOL Columbus.

Jelke Drive
JOHN F. JELKE Co., Chicago, is using daytime participations in eight markets to promote "Jelke’s Good Luck" Margarine and Mayonnaise. Time has been purchased on station WBBM, WIND, WGN, WLS, WTMJ Milwaukee, WIP Philadelphia, WPTW, WPRO Cleveland, WJZ New York.

In addition, Jelke has started quarter-hour daytime programs thrice weekly in Kansas City, and twice-weekly in Chicago.

Mr. Ryan has told me of the progress that has been made by you and your fellow-representatives in tightening up the censorship procedures of foreign language broadcasting stations.

I wish to add to Mr. Ryan’s comment my own commendation. I have never felt that the broadcasting industry, or any part of it, would fail the Government when called upon to help in the prosecution of war. Censorship is a wartime measure and a wartime weapon. Properly administered, it can deal direct blows against the enemy which cost him heavily. It can and does, at the same time, save the lives and conserve the materials of our own armed services. That the broadcasting industry has recognized this fact and has acted upon that recognition is a testimonial to its public spirit and patriotism.

Eno’s New Series
J. C. ENO & CO., Bloomfield, N. J., has been promoting its effervescent salts on a half-hour recorded program Hollywood Radio Theatre on WJZ New York, in December, will start another half-hour recorded series on WENV Chicago Oct. 24.

Program, to be heard Sundays 10:30-11 p.m., will be titled Academy Awards. Agency is Atherton & Currier, New York.

Liberty Slogan
KFL Becomes War Worker

"KEEP FAITH—Enjoy Liberty" is what KFL stands for. And that is the slogan that won Denver station’s contest this month. The station challenged professional advertising writers to find a way to put the KFL call letters to work in the war effort, and the response was widespread. Winner of the $100 War Bond is W. N. Northgrave, advertising manager of Burghart & Mornil Co., Portland, Me. Second prize, $50 Bond went to E. Cooper, Denver, Colo. Everett B. Nelson, advertising manager of Painters Supply Co., Providence, R. I. won the third prize of a $25 War Bond.

Gas Extender Spots
A NEW GASOLINE product, described as a mileage-increasing "adaptive," for gasoline, will be promoted in a national spot campaign including approximately 100 stations, starting around the first of November. Program of news and spot copy, leading to new will be used. Baking the trade-name Vita Plus, American Tablets, the product was first introduced on the air on WHN New York, under a 13-week contract effective Sept. 17. Vita Power Products Inc., New York, is the manufacturer. Business was placed by Sylvain D. Broder, New York.

STATIONS’ POP-WOWS
brought together these representatives of CBS Ninth District affiliates at one-day conference staged in San Francisco during late September. Confabbers at roundtable discussion on local programming problems were 1 (1 to 2) seated, E. F. F. Poitier, owner, KGDY Stockton; Edwin W. Bucklew, CBS western division station relations manager; Virginia Symons, of KFPP Spokane; H. J. Quiffum, manager, KIRO Seattle; C. W. Myers, president, KOIN Portland; Wayne Sanders, program manager, KTUC Tucson; standing (1 to r) where Clyde Coombs, manager KFRC Fresno; C. L. McMartin, manager KQW San Francisco; Jack Williams, program director, KQY Phoenix; Harold A. Safford, manager, KQY; Ralph Brunton, president, KQW; Lee Little, manager, KTUC Tucson; Sherwood Bollington, executive, KQW; Donald W. Thorburn, CBS West Coast vice-president; Richard O. Dunning, sales manager, KFFY; L. S. Gooch, Peril Shellman Earl, who is the assistant manager of KROY Sacramento.
9 Pacific Coast Stations Raced for the LCPI Title...

guess who won?

It was a rip snorter of a race. Nine lusty network stations toed the mark... their watts all a'quiver. The sponsor pulled the trigger. Nine stations hit the air with an offer!

The race was a long one... five quarter-hour laps a week... plenty of time to determine which of the nine stations would produce response at the Lowest Cost Per Inquiry.

Meet the Champ... KECA.

Winning LCPI Championships is old stuff for KECA. There are three reasons... good and growing listening audience; over 400,000 new radio population in L.A. County; time rates which have not increased since 1936 yet. This is a sweet combination for the advertiser who wants to win new laurels in the "Results Handicap."

If you have a client with a limited budget who wants to make a big splash in the nation's 3rd market... KECA will deliver more listeners per dollar than any other major station.

KECA

Los Angeles

The BLUE NETWORK STATION OF THE NATION'S 3RD MARKET

Free & Peters Co. Inc., National Representatives
Radio Committee Urges More War News Releases by OWI

Tighter Control Over Government Time Requests Also Is Recommended by Advisory Group

RELEASE of more war news, good or bad, and a tighter reign by the Office of War Information on radio news releases from other governmental agencies were recommended by the Radio News & Policy Committee at its first meeting last week with OWI officials.

Among other problems taken up by the Committee were the selection of a successor to Don Stauffer, chief of the OWI Radio Bureau, whose resignation is imminent, and the possible return of Elmer Davis, OWI director, to the air.

Operations Reviewed

The Committee met with E. Palmer Hoyt, director of the Domestic Branch, and other OWI officials. Seven of the nine members, appointed by Mr. Hoyt Aug. 23, were present, the other two being represented by proxy.

Attending were William S. Paley, CBS president; Frank E. Muller, vice-president and general manager of NBC, proxy for Niks Trammell, who was planning a trip abroad; Mark Woods, BLUS president; Lewis Allen Weiss, vice-president and general manager of Don Lee Network, who also represented Miller McClymont, Mutual president; Neville Miller, NAB president; Herbert L. Pettry, director, WHN New York; Leo Fitzpatrick, executive vice-president and general manager, WJR Detroit, and Martin B. Campbell, managing director, WFAB WBAP KGKO Dallas-Ft. Worth.

At the conclusion of the meeting, which took place Monday afternoon in Mr. Hoyt’s office, OWI issued a statement asserting that the Committee had “carefully reviewed” the past operations of the Radio Bureau “and considered suggestions pointing toward a closer and more effective cooperation” between it and OWI broadcast industry and the OWI.

The Committee, OWI said, “commended the Radio Bureau for the efficient functioning of cooperation rendered to the industry by co-ordinating the needs and requests of the various governmental agencies and budgeting those requests in a form that could best be handled by the industry, with due evaluation of the needs of the government.”

The Committee requested, the statement set forth, “that all future requirements of Government agencies for radio facilities in their various drives and campaigns be cleared exclusively through the OWI so that full advantage could be taken of the coordinating functions provided by the OWI.”

It was understood that in making this recommendation the Committee was aiming at practices which developed recently in connection with the Third War Loan campaign, wherein some deviations from OWI clearance operations occurred. Broadcasters are believed to have expressed objection to certain of these practices.

In recommending a greater flow of war news, the Committee supported the action of the OWI Newspaper Advisory Committee which had earlier advocated more complete coverage. OWI stated that “broadcasters are acutely aware of the desire of the listeners of America for all of the war news, whether it be good or bad.” The Radio committee, according to the statement, “commended the OWI for the recent improvement and expansion of its activities in facilitating the release of war news and recommended a continuation and expansion of such material” and that it be released as soon as possible.

Progress toward “locating up” of war news had been announced early last month by President Roosevelt after a conference with OWI Director Davis and War, Navy and Dept. Navy, WDEF (BROADCASTING, Sept. 6). The conference took place a short time after President Roosevelt, OWI liaison with the War and Navy Dept., had resigned at the end of his agreed tenure and had stated that it was up to Mr. Davis to improve the public relations policies of military agencies.

Names of several prominent broadcasters, both station owners and managers, were submitted by the committee to Mr. Hoyt as possible successors to Mr. Davis, who is expected to return to his former post as vice-president of Ruthrauff & Ryan, which granted him limited leave to serve with OWI.

The committee met briefly with Mr. Davis and informally discussed the question of his resuming his weekly radio talks. Mr. Davis, it was learned, made no request for a return to the air.

OWI Seeks 150 Radio, Newspaper Men to Handle Overseas Assignments

OVERSEAS BRANCH of the Office of War Information can use immediately 150 top-flight broadcasting or newspaper executives capable of operating stations and newspapers in the Pacific and European war zones with staffs comprised largely of natives of those areas.

Ability to speak, read and write one or more foreign languages is a major requirement, though it might be waived in exceptional cases where its lack would be more than compensated for by other skills. The individual must be in good physical condition, highly sought, some of the posts can be filled with men discharged or rejected by the armed services for physical reasons.

Six Classes

Six classifications of candidates are needed, as follows:

1. Radio men with administrative, programming, script writing or production experience. Foreign languages are especially important in this classification.

2. Radio engineers, both studio and transmission; foreign languages not essential, but very helpful.

3. Radio technicians who must be good at all kinds of operations and repairs and who must also know radiophoto transmission.

4. Newspaper and magazine men capable of handling a news file, taking cable from the United States and preparing it for publication in local press abroad. Also men with experience running newspapers.

5. Writers, not necessarily journalists, who can produce special articles for foreign publications, write pamphlets, booklets, etc. Foreign languages especially important.

6. Production (printing) specialists with good knowledge of typography, layout and techniques of distribution.

Successful candidates will be trained at the OWI’s Overseas Branch headquarters in New York for periods varying from three to nine months, depending on the individual. They will be sent overseas with the aim of fitting each candidate for a key overseas post. Many of the men will work under the Psychological Warfare Branch of the Army in war zones in an expansion of the radio and leaflet propaganda operations which have been factors in the Allied successes in the Mediterranean area.

Salary scale runs from $4600 to $6000 a year, with living allowances added for foreign service. OWI officials freely admitted that these salaries will in most cases be far below those now received by the kind of men they are looking for, but added that these positions will offer opportunity to men over draft age to use their skill and experience in a constructive service in direct war work, often in the vanguard of the armed forces.

David Ruml, personnel consultant to the OWI overseas office at 224 W. 57th St., New York, who will interview 150 candidates immediately, will be in Chicago from Oct. 15 to 15 at the OWI domestic office in the Mather Tower, interviewing midwest prospects.
A Six-Hour Concert
Every Night...
That Nobody Hears

This is the story of a man who plays the piano—in an empty studio. Triumphant chords, nimble arpeggios, brilliant melodies flow from the instrument in startling succession—but nobody ever listens to him.

His job is to tune the pianos at NBC—all thirty-three of them. Every night, he tours the empty studios on a carefully planned schedule. Under his expert fingers, each piano is made to respond until it is at precise concert pitch—ready for a symphony performance or for a boogie-woogie virtuoso.

Every piano at NBC is tuned by him once a week. Every piano you hear played from Radio City is always pitch perfect.

It's part of NBC's routine attention to detail... to the very smallest of details that make for better broadcasting. Not of world-shaking importance, perhaps. Yet—if it weren't done?

It is precisely this meticulousness, this almost automatic insistence on having every detail and feature of every program on NBC as perfect as possible, that enables advertisers and listeners both to depend on NBC for the best in broadcasting.

Perfectionism, insistence on quality, care—even for details that no client or listener is directly aware of—these are some of the things that make NBC "The Network Most People Listen to Most."

—The National Broadcasting Company
America's No. 1 Network—A SERVICE OF THE RADIO CORPORATION OF AMERICA
Noble Says He Will Consider Selling Time For Controversy

Letter to Fly Indicates He Will Judge Each Case On Its Merits; Cites WMCA Policy

ACTION by the FCC on the proposed sale of WMCA, by E.R. Noble, Inc., of New York, to the Blue Network, Inc. No $8,000,000 cash was expected before the end of the month, with the sale of the New York station involved in the agreement, that Mr. Noble had filed a statement of policy relating to sale of time for other than merchandising of goods.

Mr. Noble's statement, in which he said he viewed the whole matter with an open mind but would consider sale of a limited amount of time for discussion of controversial issues, was dated Sept. 29. The FCC, however, did not make the letter public until Oct. 1, for reasons that are not clear. The letter was formally made a part of the hearing record in the Blue Network case.

There was strong opposition to the arrangement with three New York radio stations for a loan of $4,000,000 terminations on Nov. 1. It was expected that the FCC would act on the transfer, which actually involves only the reassignment of the licenses of the three stations owned by the Blue Network, Inc., to Mr. Noble, prior to that date. There is no indication of opposition to the FCC which would precede approval of the transaction.

The record in the Blue case was held open following the second day of hearing on Sept. 29 to allow Mr. Noble to file his statement of policy. Chairman Fly inferred in his request that he felt time should be allowed to labor unions and to cooperative organizations on equal footing with commercial concerns, whether or not the NAB Code provided for it.

There was an unverified report that Mr. Noble submitted a letter prior to the Sept. 29 statement, which, in the judgment of Mr. Fly, did not deal with the controversy issue matter.

Following is the full text of Mr. Noble's letter as released by the FCC:

At the adjourned hearing on Sept. 29, 1943, regarding the proposed transfer of the ownership of the Blue Network, Inc. to American Broadcasting System, Inc. of which I am the sole stockholder, I was requested to submit to your Commission for inclusion in the record of this case, a statement of general policy with respect to the sale of broadcasting time for other than merchandising of goods and services which would be put into effect in event of approval by the Commission.

I would be inclined to subscribe to the same conditions as to the use of station time for announcements of commercial goods and services which would be put into effect in event of approval by the Commission.

After careful consideration of the matter and reflection of which I am sure the Commission shares, if the conditions are such as to be in the best interest of all parties involved in actual practice and administration, I am prepared to say that I agree with the general terms which will be to refrain from adopting any restrictions which will automatically rule out certain types of programs on the basis of the identity or personality of the individual, corpora-

WOR Breaks Down Account Changes

WOR New York, had 15% more advertisers during the first six months of this year than in the same period in 1942, according to a review of the station's business for the past four years. As a result, according to products reveals a 49% increase in the "miscellaneous" category, which includes many clients and industries, particularly war plants, new to radio.

Significant increases in number of advertisements during the past year, are found in the toilet goods and cosmetics field and in amusements, and outstanding decrees are indicated in the number of retail accounts and in tobacco advertisers. Drugs and pharmaceuticals show the greatest rise in 1940 figures, followed by foodstuffs.

Classifications and Accounts per Year:

Foodstuffs 1940 1941 1942 1943 1944

Drugs & Pharmaceuti- 59 61 61 62 62

cals 22 23 23 23 23

Toilet Goods & Cos- 17 17 17 17 17

metics 22 22 22 22 22

Beverages 17 17 17 17 17

Soap & Perfume 14 14 14 14 14

Supplies 14 14 14 14 14

Confections 13 13 13 13 13

Retail Establishments 15 15 15 15 15

Tobacco Products 9 9 9 9 9

Retail Help Spots

BLOOMINGDALE'S, New York department store, has purchased time on three New York stations—NEW WHN WMCA—to help in a network, through Huber Hoge & Sons, agency appointed to handle this special advertising project. Twenty-three 30-second and one-minute announcements are used per week. In addition to its Women and the War program on WQXR New York, the store last week started a twice-weekly quarter-hour women's program on WOR, through H. W. Fairfax Adv., New York.

WLW Scholarship Given

ROBERT ELSEY, of Ada, Ohio, has been selected as the recipient of the WLW Cincinnati Pharmacy Scholarship to Ohio Northern U., and will report for his two-year course in the study of pharmacy. He will replace David Hylton, who completed his course last summer.

Save-the-Baby Show

USING a network for the first time, William W. Lee Inc., Water- vlet, N. Y., will promote its 70-year old Save-the-Baby cold remedy on the New England Regional Network this fall. The Sunday show, 4:30-5 p.m., starting Oct. 10, features Jim Healy, news analyst and producer, and will be heard on WBSB, WSHC Providence, WLBZ Bangor and WTCI Hartford. It will origi- nale, and be heard from WSNY, Schenectady. Agency is Leighton & Nelson, Schenectady.

Safe

FAST FLEW the rumors that the water supply of Atl- anta had been poisoned. Case is WBZ one a minute. Then Dean Raimundo de Vies, local Episcopal min- ister, took over the mike for his regularly scheduled news commentary. He said not a word, but loudly poured a glass of water and drank it. "I have just finished drink- ing a glass of Atlanta's clear, pure water," he said. "And... now for the news..."
WLAC's increase to 50,000 watts a year ago has brought to this station a flood of new listeners—a deluge of new business.

As of August 10, 1943, WLAC already had more business under contract for the current year than was placed during the whole of 1942.

The "summer slump" was blitzkrieged by 75 regularly scheduled sponsored hours and 165 national spot announcements, plus scores of local announcements per week.

INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

WLAC

Only CBS station within 125 miles of NASHVILLE, TENN.

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising

October 11, 1943 • Page 19
**EARLY BIRD MILKMAN MAHONEY**

He Found Success Looking At News Through
Kidding Eye of an Ordinary Guy.

By JEAN KERR

Radio Copy Chief, Lewis Edwin Ryan
Agency, Washington

CLAUDE MAHONEY gets up early enough each morning to ride to WMAL on a milk wagon and, indeed, kids some listeners into thinking he does just that. Instead, after arising at 4:40 and breakfasting on an orange and a glass of milk, the milkman takes a drive in the studio district, going to the reference to his sponsor—he catches a street car at 5:25, reaches the studio 15 minutes later, spends a half hour racing through the news reports, and somehow is ready at 7:45 with 1500 words of news, interpretation, farm lore, and a little of what some friends call "Mahoney's crazy talk." WMAI and five other Washington stations dish out plenty of early morning news. By the time Mahoney goes on the air, there have been 14 earlier news broadcasts.

For that and other reasons, the milk-fed reporter strives to be different.

Seven Renewals

As for the results, both sponsor and advertising counsel look happy and mysterious but won't talk. However, it should be significant that each contract runs for 12 months and has been renewed seven times on that same basis.

To lead off, Mahoney presents a kid-line digest. That over with, he settles down to look at events of the day at greater length with a critical, humorous, and kidding eye. He aims to make listeners think they have just heard "good language," and is saddened when a last-minute bulletin forces him to drop whimsy for straight reporting.

Mahoney who, like most prominent Washingtonians, claims to be a farm boy, spent some eight years as a news reporter in Indianapolis. Then The Wall Street Journal broke tradition by importing him to cover the White House, State Department, and other top news sources. The editors of that paper thought he had the proper combination of intelligence, inquisitiveness, and self-confidence to get the inside news and important interviews that only a good man can uncover in the Capital.

The Washington Star needed Mahoney to cover the Navy Department, and it was during that era that he began broadcasting, as an occasional fill-in for Earl Godwin, disc jockey who was under contract to Lewis Edwin Ryan.

At first, out of deference to the Godwin pattern, Mahoney spent many precious minutes on homey trivia concerned with the doings of farm animals, humorous incidents on street cars, and the like. But when the big war news started flooding in, he adopted a policy of covering the news first and then squeezing in as best he could the important dates in history, the friendly but pointed jibes at national personages, and the camouflaged commercials for which he is noted.

Mahoney plays a game with his listeners each morning by adroitly tying commercials in with the news of the day, often in the middle of a communique. People tell him they get a lot of fun trying to guess where the plugs will be spotted.

Strictly Informal

The milkman's digs at prominent people are never unknd and seldom presented, but they carry their punch. When Gen. Marshall went to Mexico to review the Good Neighbor's troops, Mahoney expressed surprise, saying: "I thought that was Henry’s job." The dignified head of the Capital Traction Co., invited to make a three-minute guest appearance, arrived with a script that was too stuffy and formal. To loosen up his guest, Claude introduced him as "Flat Wheel Eddie."

The hefty commentator, who carries 5% pounds of weight for each of his 41 years, eats a second breakfast at the Press Club about 8:30 and then roams about town chatting with the people, common and otherwise, who hear the broadcast and buy the milk, together with the people who make and know the news.

Now and then the BLUE needs him to handle the Washington end of its news round-ups, but the rest of his working time is spent just "keeping in touch." Mahoney aims to give the people the sort of news they want to hear, and to do that you've got to mingle with the public. Once he skipped an interview with a Cabinet officer because he was getting some "down home" background from a bus driver.

**NAB Figures to Appear At Stephens Meeting**

WILLARD D. EGOLO, assistant to Neville Miller, NAB president, and head of public and industry relations of NAB, will be one of the most prominent speakers at a regional wartime radio conference Nov. 19-21 at Stephens College, Columbia, Mo., to discuss responsibility of Radio in the New World.

Other speakers at the meeting, sponsored by the Assn. for Educa-
tion by Radio and other educational organizations, are to be Maj. Harold W. Kent, Educational Di-
visions, War Dept; Don Dow, director of listener activities, NAB; Peggy Cave, president, Women's Auxiliary Radio Assn. For-
thin, regional vice-president, Assn. for Education by Radio; Madame Wellington Koo, wife of the former Chinese minister to France.

An attendance of several hundred is expected, with NBC, CBS, MBS and various radio stations, agen-
cies, colleges, public schools, civic organizations, and other institutions represented. First of the conferences, in which Stephens stu-
dents also participate, was held on the college campus last year.

**More Sets In Use**

HOOPER "National" Program Ratings Report for Sept. 30 shows a 20% increase in on-air use over the Sept. 15 report and a rise of almost 12% over the corresponding report of a year ago. Average rating is up 20% over the last report and almost 12% from a year ago. Charlie McCarthy holds first place in the 15 to 19 evening programs, with Bob Hope second and Aldrich Family third. Walter Winchell ranks fourth, followed by Joan Davis with Jack Haley; Radio Theatre; Frank Morgan-Fanny Brice; Bing Crosby; Screen Guild Players; Mr. District Attorney; Durante-Moore Cugat; Blondie; Kay Kyser (half time); Your Hit Parade. Red Skelton leads the programs broadcast after 10:30 p.m. which are not measured in the Eastern Time Zone.

**Tabascoo’ Spots**

MELIHENNY CO., Aver Island, La., has started a test campaign in the New York area for ‘tabascco’ red beans. The firm has purchased three announcements weekly on Kibitzer on WJZ New York, and nine announcements weekly given to Brooklyn through Huber Hoge & Sons, agency appointed to handle the New York area. Other advertising continues to be handled by Aubrey, Moore & Wallace, Chicago.

**On AFA Committee**

WILLARD D. EGOLO, AFA vice-
president, and Gardner Cowles Jr., AFA director and former director, Domestic Operations, OWI, have been named chairman and vice-
chairman, respectively of the War Advertising Committee of the Advertising Federation of America. Former President Joseph M. Dow-
sen announced the appointments following a meeting of the board of directors in New York Sept. 26.
COME TO SCHENECTADY ... and See Your Future Television Station in Action

To you, the future telecaster, General Electric offers as an aid to your planning a wealth of television programming and manufacturing experience.

Station WRGB in Schenectady is General Electric's television workshop. It is one of the finest and most complete television studios in the world.

At WRGB programs are created, studied, and analyzed. Live talent, multiple-scene productions staged at low cost. Audience reactions are constantly checked and a rating established for every show. Operettas, civic meetings, variety shows, drama, sports events, and educational features are but a few.

Enthusiastic responses and repeated requests from an interested studio and home receiver audience prove the success of WRGB's weekly features—reactions providing abundant information which G.E. will gladly share with those considering television for after the war.

WRGB workshop is another example of General Electric's service to the broadcasting industry.

Within the limitations imposed by 100% war production, General Electric is planning and developing post-war television. Experiments are constantly in progress. As a result, programming refinements seen nowhere else often are to be seen at WRGB.

If you are in the broadcasting field, or interested in building a television station after the war, come to Schenectady and inspect WRGB in operation. No other manufacturer of television broadcasting and receiving equipment offers so much knowledge and experience as General Electric. You are welcome at WRGB. Write to Electronics Dept., General Electric, Schenectady, N. Y.

Tune in "THE WORLD TODAY" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to "The Hour of Charm" at 10 P.M. E.W.T. over NBC.

GENERAL ELECTRIC FM TELEVISION AM

COMPLETE STATION EQUIPMENT · STUDIO EQUIPMENT · TRANSMITTERS · ANTENNAS · ELECTRONIC TUBES · HOME RECEIVERS
A New Measurement of the

Of the 30,800,000 radio homes in the United States, only 8,000,000 or 26% are in the “program rating” cities.

What about the listening habits of the other 22,800,000 radio homes—in areas where there are fewer stations and less competition— and where, admittedly, people listen more?

You, as an advertiser, are naturally interested in finding out something about this large audience—and so, since November, 1942, we have had Hooper conduct a series of special rating-surveys in communities outside the Hooper cities.

The results of the first five surveys are shown on the lower chart at the right.

While we knew that The BLUE was delivering good ratings in the Hooper cities—in fact, higher ratings now than ever before—the surveys proved that BLUE ratings in communities outside the Hooper cities were even higher.

For example, on program “A,” the rating in towns having only a BLUE station was 283% higher than the regular Hooper rating, and on program “B,” the figure was 359%.

The obvious moral is: when you look at BLUE, look at the ratings, yes, but also look at BLUE program policies which have created an increasing listening habit—look at the audience-building activities of BLUE stations—look at the coverage of The BLUE’s 167 stations—look at The BLUE’s mounting list of good programs and top-rank advertisers.

Look at BLUE from your own sales angle, and you will buy BLUE.

IN THE WORKS—a new, national advertising campaign to create larger audiences for Blue Network Programs—watch for the full story.
National Radio Audience

TOTAL U.S. RADIO HOMES
30,800,000 (100%)

RURAL RADIO HOMES
10,500,000 (34%)

URBAN RADIO HOMES
20,300,000 (66%)

RURAL UNRATED RADIO HOMES
10,500,000 (34%)

URBAN UNRATED RADIO HOMES
12,300,000 (40%)

URBAN "PROGRAM RATING" CITIES
8,000,000 (26%)

HOOPER RATINGS OF BLUE NETWORK PROGRAMS IN CITIES NOT REGULARLY SURVEYED

PROGRAM - A
1. REGULAR HOOPER CITIES

PROGRAM - B
2. CITIES WITH A BLUE AND 2 OR MORE OTHER STATIONS

PROGRAM - C
3. CITIES WITH A BLUE AND 1 OTHER STATION

PROGRAM - D
4. CITIES WITH A BLUE STATION ONLY

PROGRAM - E

The Blue Network
A RADIO CORPORATION OF AMERICA SERVICE
OWI Food Campaign Switches to Net, Station and National Spot Allocation

SWITCHING its “Food Fights for Freedom” campaign from the Special Assignment Plan over to the Network, Station, and National Spot allocation plans, the OWI Domestic Radio Bureau begins Nov. 1 to lay down a heavy barrage on the themes of food production, conservation and rationing in price control. Actually there are nine subtopics combined in this campaign, which ranks second only to the Third War Loan in the amount of radio time allocated to campaigns during the last half of 1943.

The individual themes, which will continue to be supported, include war messages on such topics as nutrition, victory gardening, farm manpower (U. S. Crop Corps), and the Home Front Pledge (in support of rationing and price control).

Price Drive Continues

Scheduled for another week on the Network and Station allocation plans is “Hold Prices Down,” the campaign to inform listeners about the government’s program to hold the line on prices and the cost of living. The active interest and participation of listeners is sought in the fight against inflation.

Stick to Your War Job” also continues to get the support of the station announcement plan, with the independent stations carrying these war messages during the first week of November.

Added to the list of Network Allocation spots, are a series in behalf of War Bond sales and another for the Junior Red Cross. The Bond spots bridge the gap between the Third War Loan drive, now over-subscribed, and the “Bonds for Christmas Presents” campaign which is to be featured later in the month. They are intended to stimulate Bond purchases through the payroll savings plan and thus to “keep on Backing the Attack.”

The Junior Red Cross spots will help to recruit children for membership in Red Cross service efforts—to aid in collection of critical materials for salvage, fund collection, etc. All children from kindergarten to high school age are eligible.

During the week of Nov. 1 the National Spot plan will carry messages on “Food Fights For Freedom” and “Stick to Your War Job.” This increasingly popular plan for broadcasting of war messages is the subject of a special article elsewhere in this issue of BROADCASTING.

On the Special Assignment plan for the week of Nov. 1 the subjects will be “Junior Red Cross,” “(Know Your Enemy)” and the “‘V-12 Navy College Courses.”

GRACIE Postponed

GRACIE FIELDS’ premiere on Mutual for American Cigarette & Cigar Co., was postponed from Oct. 4 to Oct. 18 due to the English comedienne’s delayed arrival from abroad. Miss Fields arrived Oct. 6, a week behind schedule.

CARICATURES of this agency-network production group on the weekly BLUE Your Dubuntuet Date, were dashed off by Xavier Cugat, musical director and noted caricaturist (seated) during intermission for initial broadcast of that series. Dubonnet Corp. sponsors the half-hour musical program which started Sept. 4. Caricature “models” (1 to 1) are Robert Moss, BLUE Western division production manager; Harvey Helm, associate writer; Hu Chaim, assistant radio director of William H. Weintraub & Co., New York agency servicing account, and Ted Hediger, agency writer-producer.

TAKING OVER a new time, weekly Noah Webster Says, cash quiz program recently sponsored by Bristol-Myers Co., as summer replacement for Duffy’s Taverns on BLUE stations, becomes an NBC sustaining feature in early October.

Texas Renewes Opera

FOR THE fourth consecutive year, Texas Co., New York, will sponsor the Saturday matinee performances of the Metropolitan Opera on the BLUE for Texaco oil and gasoline. Starting Nov. 27, the series of 20 opera broadcasts will be presented from the stage of the opera house with Milton Cross again serving as announcer and commentator. The operas will be broadcast from 2 p.m. until their conclusion. Agency is Buchanan & Co., New York.

PRESS WIRELESS INC. has established regular communication with General Miloshovic’s guerrilla forces in the “woods and mountains of Yugoslavia.” Government and press messages are being received, with interruption only when Nazi military activities interfere.

OWI PACKET, WEEK NOV. 1

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 1. Send the spots officially designated for sponsorship. Choose the winners from this list for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each “X” stands for three-one minute announcements.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT’L SPOT PLAN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food Fights For Freedom</td>
<td>Net</td>
<td>AF</td>
<td>KW</td>
</tr>
<tr>
<td>Hold Prices Down</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Buy War Bonds</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Stick to Your War Job</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Red Cross</td>
<td></td>
<td>X</td>
<td></td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages No. 80 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

OWN PACKET, WEEK NOV. 1

ENDORSING the St. Louis Post Dispatch editorial of Sept. 24 [BROADCASTING, Oct. 4], William B. Dolph, general manager of WOL Washington states that it is a possible solution to the current discussion of whether newscasters may interpret as well as report the news.

DEMANDS the Dispatch suggestion that radio distinguish between news and opinion, as a newspaper does with news stories and editorial comment, Mr. Dolph proposes to indicate the straight newscasters and commentators through their introductions on the air and through identifying marks in the program listings. Mutual commentators such as Raymond Clen, Fulton Lewis Jr. and Walter Comp ton will, according to the plan, be introduced as new commentators who may both report and interpret news. Also in WOL’s printed program folios and newspaper listings those who object to the facts as received over the wire services, will be tentatively be distinguished from the analysts by a star, asterisk or some mark with a footnote identifying them. Dolph plans to discuss his idea with Washington newspaper radio editors.

Canada Army Show

NEW CANADIAN Army transcribed show The Army Speaks is now being carried by 52 Canadian stations, free of charge, and may be sponsored locally with an institutional type of commercial. The Canadian Army last winter had a similar series, Range of Honor. The new series is based on the true life stories of new recruits, covering the recruit’s life up to the time he enlists. The series, at present planned for 13 weeks, may be extended for 26 weeks. It is produced under the direction of Maj. Dick Diespecker, Army Radio Liaison Officer, scripted by Sgt. Len Peterson of Allan National, Toronto, and pressed and shipped by Exclusive Radio Features, Toronto.

MBS Billings Up

MUTUAL BILLINGS for the month of September show an increase of 63.1% over the figures for the same month in 1942, while cumulative billings for the first nine months of 1943 are up 31.9% over a similar period last year.

The figures are: Sept., 1942- $1,153,510; Sept., 1943- $707,253; cumulative billings, 1942- $9,350,477; 1943- $7,091,917.

Carter Coal Discs

CARTER COAL Co. and its Olga coal dealers have returned to the air with The Hermit’s Cave, originating at WIRE Transcribed version is broadcast on CFRB Toronto; WGBM Cleveland; WING Dayton; WIRE Indianapolis; WLBO Muncie; WOOD Grand Rapids; WSIB South Bend and WSAI Cincinnati. Ralph H. Jones Co., Cincinnati, has the account.
TRANSCRIBED programs otherwise excellent can be ruined by poor turntables.

Few events more woeful can occur than to have a sustained note degenerate into a devastating "wow" because of turntable speed variation.

RCA turntables are very good as to speed characteristics—the torque is high, and they are huskily built to withstand hard usage.

They are provided with a pickup which will reproduce both "lateral" and "vertical" cut transcriptions and are available with or without recording attachment.

Special "high precision" RCA recorders are available for use where "commercial" type recordings are required.

From microphone to antenna, RCA offers the broadcast station complete equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.
Take the Whiskers Off Broadcasting

WHY DOES radio never lift its mighty voice to thunder the story of its greatness? Why does it neglect to tell what American broadcasting really is? Why does it neglect to explain why and how American radio programs reach pinnacles of quality without equal anywhere else in the world?

American radio leads the world because in all its phases, it has developed within our system of free competition.

In Britain and other countries, radio owners must pay an annual tax or licensing fee. Broadcasting is under government auspices, which means that public officials decide what listeners shall hear. They try to learn what their listeners prefer and strive manfully to give them what they want. Yet even the most hostile and relentless-of-fact critics of American broadcasting must admit, when they are pinned down to it, that radio programs are more numerous, more varied, more intelligent, and of greater quality than foreign programs.

In the United States for nothing are infinite superior to those abroad for which auditors must pay listening taxes.

The chief reason for this superiority is that while those who put American programs on the air may not be any more responsible than foreign officials who determine what their listeners shall hear, they are far more responsive. They have to. For they can't offer programs on a basis of "hearing this or hearing nothing." Their programs must hold listeners who otherwise will tune in on something else.

‘Quit Posing’

Here is the crux of the matter. The public has been led to believe that American radio is a public service sponsored by broadcasting companies. The time has come for radio chains and broadcasting stations to take off their whiskers and quit posing as public benefactors. Our gratitude should be expressed not primarily to radio stations but to American advertisers whose dollars pay for everything we have in broadcasting. Last year the advertisers of America spent $250 million—half their advertising budget—for Pan American Canal—to present programs which the public heard for nothing. Of that quarter billion, $191 million went to broadcasting stations and networks in payment for time on the air. This is the only source of revenue which broadcasters have. It pays not only for the broadcast hour but for programs but for everything else which goes on the air—Presidential talks, public debates, news bulletins, special events, schools of the air, and all sustaining features.

—Terrible Commercials

Advertisers buy radio time and employ the best talent obtainable because they find it good business to do so. A sponsor knows that while his show is on, other programs are bidding for listeners. If too many people prefer competitive programs they will be turned off and his advertising does not bring results. This intense competition for listeners and potential customers has given American radio its high quality and variety. It also exerts a restraining influence on commercial announcements during programs; astute advertisers know that the big networks, for radio time and talent is wasted if their commercials antagonize a large proportion of their audience. Listeners can always turn to other stations and take a bow for the entire radio manufacturing industry. With push-button tuning, chairside models, and foot control on automobile radios, the industry has made it easier for listeners to switch stations.

Still, some commercials are simply terrible. Not generally a part of high-grade network programs, most of the offenders are on local stations and in the form of spot announcements which are jammed into the few seconds between programs. Consider an advertiser who buys a half hour of network time for $8,000 and puts on a show costing $3,000. Suppose the next half hour is taken by another advertiser who also spends $11,000 for his presentation. Each sponsor hopes his $11,000 will be more than re-paid in good will and response to the sales message which he compresses into less than three minutes of his time. Each carefully prepares his commercials so that they may be in good taste and in keeping with the quality of his entertainment.

At the end of 29 ½ minutes—not mind you, the 30 minutes he paid for—comes the network break, with "This program came to you from New York and the Soando Broadcasting Chain." So far, so good; everything in good taste as planned by the advertiser. Then in the fraction of a minute before the next $11,000 show goes on the air, comes a succession of squawks, whistles, yaps, bazaar-like sounds, and a mixture of adenoidal and honey-voiced voices. An advertiser created by one half hour program has left its dials unchanged in anticipation of another pleasing thirty minutes and is tricked into hearing the spot announcements of an advertiser who has no entertainment to offer, and who is like a peddler with one foot in your front door.

—“Eratation” Pays

Even those who think them know, can’t explain the strange psychology of audience reaction to certain radio programs. It is easy to understand why well liked programs rank high in Crossley popularity ratings and bring profitable results to advertisers. But why should some features which are distasteful to a great majority of radio listeners also enjoy high rating and pay well in sales? Nine out of ten will tell you that they dislike a certain commentator; yet he has a higher Crossley rating than any other comparable program, and upon the heels of a recent ugly controversy his rating actually increased. Why? Does the diet which he dished make people listen despite their dislike?

As for objectionable spot announcements, they appear to be creating a new type of listener who might be termed the Plugilligone. Some of the largest cities perpetrated one of the most "Eratating" local spot commercials ever devised. Its sales were low when it began—seventh and eighth among beers distributed in that city. Today its sales are in second or third place, and the plant is operating at capacity. Who’s to blame for this? P. T. Barnum or Texas Guinan, if they were alive, might have the answer.

In Self-Defense

But don’t blame the network sponsor for these ugly plugs. So general has become the practice of such interruptions that many large users of network time, advertisers who are programs the public likes to hear, now buy spot announcements in self-defense. Spot commercials have long been a pet peeve of mine, because they are a parasitic growth on the system of broadcasting which has given us our fine programs, and because they are responsible for much of the criticism which has been levelled at radio in general. Of course, this is a practice which has grown with the industry and it probably will remain a revenue producer for individual stations. Some defend it as an essential component of our present broadcast system which, if not be forgotten, gives the American public a higher standard.

(Continued on page 58)
A bullet? The Cleveland market? What have they got to do with each other? Simply this . . .

The American people know that today a bullet is essential . . . or back we might go to bows and arrows.

And American businessmen know that advertising in the right market is essential—particularly today . . . or back they might go to the commercial Stone Age.

Cleveland is one of these right markets . . . and WTAM is the essential station in that market. For WTAM is the most listened-to station in the Cleveland market—listened to ten times more in urban counties than any combination of stations in the area. And, in the area itself, employment is up 33%, business has increased by 42%, and 92% of the people own radio sets.

**WTAM—CLEVELAND**

One of Eleven Essential Stations in Eleven Essential Markets

**Represented by NBC Spot Sales**

WTAM is one of eleven essential stations in eleven essential markets. Here's why they 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.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the postwar period—as a bullet is to the defense of America.

And WTAM, Cleveland, will score a direct hit every time!

**WTAM—CLEVELAND**

WEAF—New York  KPO—San Francisco
KYW—Philadelphia  WGY—Schenectady
WRC—Washington  WBEZ-A—Boston-Springfield
KOA—Denver  WOWO—Fort Wayne
WMAQ—Chicago  KDKA—Pittsburgh

**NBC SPOT SALES**

A SERVICE OF THE RADIO CORPORATION OF AMERICA
There's
HAWELEY!

Nobody wants to get away from Adelaide Hawley—and it's hard to do in New York.

Go to the movies. There she is: women's commentator on the MGM News Reels.

Go to the visiting-celebrity high-jinks that are always occurring in New York—there's Adelaide right up in front.

Get within ear-shot of a radio in the New York area around 8:45 in the morning—and odds are you'll hear Hawley. One out of every three listening homes is tuned to her Woman's Page of The Air every morning. It's the most popular local women's show in New York.

Her program is neither a cooking school, a gossip column, nor advice to the lovelorn. It's a grown-up, well-dressed, urbane show. A New York kind of show.

Hawley's specialty is to know everyone important or interesting in New York. She gets them on the air—talking about what they can talk about best. She interviews interesting “neighbors at work.” She tells about what's new in the market. She reports the things she sees and does in the busiest, most interesting city of them all.

Adelaide's skill makes it a fascinating show...full of life, interest, fast action and spirited talk. It's the kind of show that makes 8:45 A.M. an event to New York women.

Of course, it's on WABC.

Sorry—all 18 of the participations available each week are now sold out.
M.C.s Trained for NAB Retail Shows

Biographies of Leaders Who Will Show Film

In 111 Centers

FOURTEEN executives of independent, affiliated and network stations will have completed one-week intensive training courses as masters of ceremonies for local showings in 111 cities by the October 12 premiere of the radio industry's film presentation, "Air Force and the Retailer" in Washington, D.C. Each of which Harry Burke will be M.C.

Backgrounded in radio and advertising, the 14 broadcasting men chosen are being especially trained as public speakers for their tours. The Retail Promotion Committee, headed by Paul W. Morey of WTIC Hartford, organized two schools, in Detroit and New York, to coach the emcees in their presentation techniques. The "short courses" attended by these veteran radio executives will enable them to give professional performances.

The masters of ceremonies are:
M. F. Allison, promotion manager of WLW Cincinnati; Lewis H. Bailey, director of broadcast advertising, NAB Washington, D.C.; Harry D. Burke, assistant general manager in charge of sales, WOW Omaha; Gerald D. Davis, president of WHB Kansas City, Mo.; James M. Gaines, specialist in sales promotion in station relations department of NBC New York, Arthur B. Hayes, general manager of WABC New York; Kingsley P. Horton, assistant general manager and director of promotions, WEEI Boston; Walter Johnson, assistant general manager of WTIC Hartford; Robert T. Mason, manager of WMRN Marion, O.; John M. Outler, Jr., sales manager of WSB Atlanta; Clyde Pemberton, commercial manager of KPJZ Fort Worth; Willian C. Roux, assistant manager of NBC sales, 

M. F. (CHICK) ALLISON

Promotion Manager, WLW

M. F. (CHICK) ALLISON has been active in nearly every exhibit staged in conjunction with NAB conventions, and is an active member of the Retail Promotion Committee. He was vice-chairman of the Promotion Display at the annual Cleveland Convention chairman in 1942. In advertising work for 13 years, he was graduated from Kansas State College Journalism School as promotion manager in 1936. He has been promotion manager of WLW Cincinnati, since October 1940. He is president of the Advertisers Club of Cincinnati.

HARRY BURKE

Assistant Mgr. in Charge of Sales, WOW

HARRY BURKE of WOW Omaha has been in the radio business for 16 years. He is a graduate of the University of Nebraska. While he was with WJAG Norfolk, Neb., in 1927 as an announcer. During his last two years at WJAG he was station manager. He left that station in 1931 to go to WOW as part-time announcer and salesman. He has been with WOW ever since, holding the positions as chief announcer and program manager and is now assistant manager in charge of sales. Burke is active in the Association of Air Broadcasters, and is a member of the National Association of Broadcasters. He is flying an experimental single engine plane and is interested in aviation. He has been a member of the Radio Program Committee of NAB since its organization.

DONALD DWIGHT DAVIS

President, WHB

DONALD DWIGHT DAVIS, WHB's president, is a native-born Kansan. At Kansas State College, where he took an A.B. in journalism, he was editor of the Daily Kansan, publisher of the Sour Owl and business manager of the senior annual, The 1918 Jayhawkers. Nine years later he was an established advertising man and was in charge of ready experimentating with radio advertising. In 1930 Charles R. Cook of the Cook Paint & Varnish Co., and was managing an advertising man to run it he chose Davis who, as part, of Loomis, Baxter, Davis & Whalen, Inc., handled the Cook account. He was made president on May 4, 1931.

Davis' hobbies are music, dancing, the drama, travel, reading, drumming and aviation. He is the author of 10 books and is wanting an advertising man to run it he chose Davis who, as part, of Loomis, Baxter, Davis & Whalen, Inc., handled the Cook account. He was made president on May 4, 1931.

LEW AVERY

NAB Director Broadcast Advertising

LEW AVERY has been with NAB as director of NAB's Department of Broadcast Advertising since September 1942, when he succeeded Frank Pellegrin who entered the Army as a captain. Avery went into radio in 1926 as a part-time announcer at WGY Schenectady while he was studying engineering at Union College there. For two years he did news programs and a half hour weekly farm program while working as a student. He joined Mohawk Power Corporation in 1928 as assistant to the advertising manager and became advertising manager in 1930.

Avery joined BBDO in 1939, handling all radio accounts between Albany and Detroit. In 1932 he became manager of Planning and Service for BBDO-WKBW Buffalo and the next year he was named director of sales for those two stations.

When the move to form sales managers divisions of NAB was launched in July, 1936, Avery became a member of the first executive committee. He was chairman of the first and in 1937-8 and in 1938 presented a comprehensive plan of broadcast advertising that was unanimously adopted and became the basis of NAB's broadcast advertising activities. He is also a member of Seneca Falls, New York.

Mr. Davis

Mr. Burke

KINGSLEY F. HORTON

Assistant Manager, WEEI

KINGSLEY F. HORTON, assistant manager and director of programs and sales for WEEI CBS station in Boston. A native of Syracuse, he was graduated from Syracuse University in 1931. He joined W.B.L. Syracuse as a salesman on graduating from college, and five years later joined Columbia's Radio Sales Inc. In 1938 he joined WEEI as sales manager. The father of two small daughters, he lives in Wellesley, Mass. He likes bicycle gardening, bicycling and cooking, though hunting and fishing are the avocations to which he gives his heart.

WILLAN (BILL) ROUX

Assistant Mgr., NBC Spot Sales

BILL (Bill for Will) ROUX, assistant manager of NBC Spot Sales, is another radio executive who started his business career with L. Bamberger & Co. in Newark, N.J. A native of Newark, he attended Newark High School. In 1923 was graduated from Brown University. In Bamberger's advertising department, he acquired a perspective on retail and wholesale selling which has been invaluable ever since. Later, in that city, he formed a partnership that established a general advertising agency. In 1932 he joined NBC and served in various promotion positions, including that of NBC Advertising Manager. Leaving the company in 1937, he worked for International Radio Sales, station representatives. Then he returned to
Only one network completely covers the Pacific Coast.

Only one network commands the attention of 60% to 100% of the listening audience in many Pacific Coast markets.

Your radio show may be terrific, but hundreds of thousands of people on the Pacific Coast can't hear it unless its released on.

ANNOUNCING

The largest, most comprehensive radio survey ever made on the Pacific Coast.

276,019

TELEPHONE CALLS IN 33 CITIES...

A survey just completed by C.E. Hooper, Inc., shows that

Mutual

DON LEE

Like to have a look at the Survey?

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice Pres., Gen. Mgr.
5515 Melrose Ave., Hollywood 38, Calif.

WRITE SYDNEY GAYNOR, GENERAL SALES MANAGER
DON LEE NETWORK, OR YOUR LOCAL JOHN BLAIR OFFICE

THE NATION'S GREATEST REGIONAL NETWORK
to network promotion with CBS. In December, 1939, he rejoined NBC as sales promotion manager of WEAF and WJZ. In 1941 he became national spot and local sales promotion manager of all NBC owned stations. In 1943 he was advanced to his present position.

FRANK V. WEBB
Sales Manager, KDKA

FRANK V. WEBB, KDKA sales manager, candidly attributes to selling about everything except door-to-door trinkets since he left Kent College in Ohio. Born in Mexico City of American parents, he spent his grammar school days in Indianapolis and his high school days in Kansas City, Mo. After a varied selling career he had the national advertising department of the Arizona Republic and Gazette in 1930. Four years later he became staff salesman with the Santa Barbara New Press where he was later made assistant advertising and promotion manager of the New Press as well as its affiliate radio station KTMS. Leaving KTMS as general manager he started east again, first to WOWO and WGL in Fort Wayne, Ind., in 1942 to WRS Philadelphia. On June 1, 1943, he was advanced to the world’s Pioneer Station as sales manager.

JAMES M. GAINES
NBC Station Relations Dept.

JAMES M. GAINES, NBC’s contact man in the station relations department, joined NBC in February, 1942. His area of affiliation with NBC is his personal representation of Major Edward E. Carpenter, assigned to the Chrysler Corporation’s Amateur Hour. As the Major’s representative he spent four years traveling the breadth of America and Canada, lining up talent, writing stories to “honor cities”, broadcasting and handling publicity and program arrangements.

Mr. Gaines

Mr. Hayden

Mr. Hayes

Mr. Johnon

Mr. Wright

Arthur H. Hayes, general manager of WABC New York since December, 1940, joined the Columbia Broadcasting System in January 1934. A native of Detroit, he was graduated from the University of Detroit and for a year was with the national advertising department of the Detroit News. Later he joined Campbell & Ewald Co., in the media department, and came assistant to the vice president in charge of media and finally assistant director of radio for the agency. After joining CBS, Hayes was in Radio Sales for three years, during that time serving as eastern sales manager. In 1937 he was appointed sales manager of WABC, a position he still holds in conjunction with his duties as general manager.

CLYDE D. PEMBERTON
Commercial Manager, KFIZ

CLYDE D. PEMBERTON was merchandising, retail and sales extension manager of Leonard’s, one of the Southwest’s largest department stores, for 13 years before he entered radio work. He obtained considerable experience there as a radio time buyer before he left Leonard’s to become commercial manager of KFJZ Fort Worth. A native of Texas, he was an executive of the Fort Worth Chamber of Commerce for five years before he entered the retail field.

Robert T. Mason, who is a member of the NAB’s Small Market Stations Committee, was in charge of the magazine publishing firm for 15 years as editor, market analyst and circulation director before he started WMRN Marion, in 1940. He is president and general manager of the station. He is also vice-president of the Ohio Association of Broadcasters and vice-president of the Ohio

SCHEDULE OF LOCAL SHOWINGS OF NAB RETAIL FILM

THE schedule of local showings of the NAB retail promotion film will be grouped by masters-of-ceremonies, with time, place and local chairmen, follows:

M. F. ALLISON
Providence, R. I., Oct., 18, 8 p.m., Biltmore Hotel, J. B. Boyce, WJAL.
Fall River, Mass., Oct., 19, 8 p.m., Temple Hall, W. Welch, WRAN.
Manchester, N. H., Oct., 20, 2:30 p.m., Carpenter Hotel, Eileen Murray, C. of C. Portland, Me., Oct., 21, 11, T. Pitman, WJSM.
Boston, Oct., 22, 12 noon, Hotel Statler, Miss F. M. Wherry, WOR.
Worcester, Mass., Oct., 26, 2:30 p.m., Hotel Bancroft, Brooks Shumaker, WMFT.
New York, Oct., 27, 2:30 p.m., Hotel Commodore, Elizabeth H. Horgan, WJZ.
Springfield, Mass., Oct., 28, 8 p.m., Kimball Hotel, William H. Stoughton, WJFP.
Mt. Pleasant, N. Y., Oct., 29, 8 p.m., Cumberland Hotel, George Takei, WMRF.
LEWIS H. AVERY
St. Paul, Oct., 16, 4 p.m., St. Paul Hotel, Edward Hoffman, WMNS.
Minneapolis, Oct., 19, 4 p.m., Radisson Hotel, C. G. Hamman, WTCN.
Duluth, Minn., Oct., 20, 8 p.m., Odin S. Ramsdale, KSTP.

Philadelphia, Oct., 4, 4 p.m., Radisson Hotel, C. G. Hamman, WTCN.
Baltimore, Oct., 11, 5 p.m., G. E. Stilson, WJHN.

Donald D. Davis
Bridgeport, Conn., Oct., 1, 8 p.m., Barlow Hotel, J. L. Missel, WJYQ.
Plainfield, N. J., Oct., 4, 4 p.m., E. S. Sloniker, WKOL.
Lackawanna, N. Y., Oct., 7, 3 p.m., Country Club, Elmer Kirby, KILJ.
Fargo, N. D., Oct., 7, 8 p.m., Garden Hotel, J. M. Wilkins, WDAY.
Wausau, Wis., Oct., 12, 4:30 p.m., Hotel Wausau, J. O. Gilsen, WSAU.
Denver, Oct., 7, 9 a.m., Frank Bishop.

Baltimore, Oct., 11, 10:30 a.m., WJBN.

Walter Johnson
Assistant General Manager, WTIC

WALTER JOHNSON, assistant general manager of WTIC, has been with the station since it was opened in 1925. Starting as an announcer, he held progressively higher posts of chief announcer, production man, sales manager, supervisor of local radio, and finally general manager until his appointment to his present position in 1942. For some years Johnson has specialized in the study and development of broadcast advertising for retailers. In 1935 he made a personal survey among retailers and radio stations in ten major cities and at the annual convention of the sales promotion division of the NRDGA he conducted the “Information Please” radio session. He has been account executive of WTIC’s department store client, G. Fox & Co., since the company went on the air in 1935.

Robert T. Mason, President and General Mgr. WMRN

He entered the broadcasting field in 1937, and has served as manager of the San Francisco-Oakland Retail Radio Bureau Inc., which is sponsored by leading San Francisco Bay area stations as a service unit for those dealing entirely with retail stores. The list of big key stores in the area were spending less than $50,000 annually in retail radio; now, a year later, the figure is $200,000.

Civil Service Council. Born in Milwaukee Oct. 3, 1900 he was graduated from Ohio State University and is a member of Delta Chi and Delta Sigma Chi.

FRANK PARKE WRIGHT
Mgr., San Francisco-Oakland Retail Radio Bureau

FRANK PARKE WRIGHT, manager for the San Francisco-Oakland Retail Radio Bureau, is a native of Buffalo. Attending St. George’s School in Newport, R. I., he started his business life as an engraver. After serving as chief engineer and chemist with the Buffalo Smelting Works, he took his Bachelor of Science in the Pacific Coast where he was employed by the United States Forest Service at Plumas county. In 1926 he joined KFEN (now KROW) as program producer and time salesman. He later became station manager of KTAB and opened a general agency, Frank Wright & Associates, San Francisco and Oakland, where he majored in retail accounts. In 1937 he was selected manager of the San Francisco-Oakland Retail Radio Bureau Inc., which is sponsored by leading San Francisco Bay area stations as a service unit for those dealing entirely with retail stores.
Nose against the window and a penny in his hand

Here's a momentous decision in the making—an important transaction about to be consummated. The stage is set—the elements of sale brought into focus. (1) There's the merchandise. (2) A window through which to view it. (3) A budding Croesus with the dough and an irrepressible urge to spend it. (Probably he also has a piggy-bank loaded with future buying power.)

From toddling days, through the years of maturity, human reactions to the psychology of advertising and selling undergo little change. For applying it en masse, Detroit offers one of the largest, richest and most compact fields in the world.

Here, excluding the infant population, a million and a half people with buying responsibilities or inclinations have their "noses to the window"—making mental note of what they will buy when the war's end arrives.

Nearly 600,000 are high-earning war factory workers who carry home weekly over $36,000,000. This goes for the immediate needs of home and person, and for War Bond savings to build up a mountainous buying power for the future.

WWJ provides more "windows" through which your present or future product can be viewed by Detroiters than any other radio station in this great market. Many surveys prove that.
for FM
in Kansas City, it's
KOZY

WHO—Formerly K49KC
WHEN Nov. 1st 1943

Same Pioneer FM Station
Same Management
Same Policies

NEW Easy-to-Remember Call Letters
Rate Card available upon Request from
any of the three

COMMERCIAL RADIO EQUIPMENT CO.
offices
321 E. Gregory Blvd. Kansas City, Mo.
or from
FM Radio Station KOZY 1013 Porter Bldg. K. C., Mo.
Everett L. Dillard, General Manager

WALTER JOHNSON
Akron, Oct. 19, 2:30 p.m., Mayflower Hotel, A. C. Hutchinsen, Secy., Akron

ROBERT MASON

SAME
Little Rock, Ark., Oct. 25, evening, Albert Pibe, C. E. Zimmerman, KARK

SAME
Cincinnati, Oct. 26, 2:30 p.m., Billmore Hotel, Kay trimming, KMA

SAME
Louisville, Oct. 27., evening, Tuba Hotel, John, Ross, KTUL

SAME
Washington, D.C., Oct. 28, 6:10 p.m., Lassen Hotel, Jack Todd, KANS.

BUDDY OUTLER
Cleveland, Oct. 28, 2:15 p.m., Pepper Hotel, Herbert Hendrix, WJUS

SAME
Kansas City, Oct. 29, 10 a.m., Cherokee Hotel, Fern Ewaz, WBAZ

SAME

SAME
Parkersburg, W. Va., Oct. 29, 2 p.m., Elk Club, Geo. C. Clinton, WPAL

SAME
Charlotte, N. C., Oct. 29, 4:30 p.m., Baker Hotel, R. C. Colbin, C. of C.

CLYDE PEMBERTON
Atlanta, Nov. 1, 6 a.m., breakfast meet, Leonard Reinicch, WSB

SAME
Columbus, Ga., Nov. 2, 2:30 p.m., Richmond Hotel, James W. Woodroof Jr., WBB

SAME
Macon, Ga., Nov. 3, 1 p.m., Dempsey Hotel, Red Crose, WMAZ

SAME
Chattanooga, Nov. 4, 10 a.m., Read House, Carter Parham, WODS

SAME
Bristol, Tenn., Nov. 4, 10 a.m., General Hotel, W. A. Wilson, WOPF

SAME
Eustis, Tenn., Nov. 8, 7:30 p.m., Kingsport, Tenn. J. A. S. Swiggord, WQTF

SAME
Fort Worth, Nov. 9, Blackstone Hotel, Gene Castle, KFJZ

SAME
Dallas, Nov. 10, 2:30 p.m., Baker Hotel, R. C. Colbin, C. of C.

WILLIAN ROUX
Tobobo, Nov. 2, E. Y. Planigian, WPMD

SAME
Flint, Mich., Nov. 3, 7:00 p.m., Hotel Durand, Howard Leob, WPDR

SAME
Kalamazoo, Mich., Nov. 4, John E. Pet- ter, WZK

SAME
Grand Rapids, Mich., Nov. 5, John E. Fater, WZKO

SAME
Cedar Rapids, Iowa, Nov. 8, 10 a.m., Hotel Roosevelt, W. B. Quarrion, WMT

SAME
Davenport, Iowa, Nov. 8, 9:30 p.m., Hotel Des Moines, Halle Bondstrand, WHO

SAME
Fort Dodge, Iowa, Nov. 11, 10 a.m., Wabesena Hotel, Edward Brower, KVPD

SAME
Sioux City, Iowa, Nov. 13, 12 noon, Hotel Mayfair, Dristok Dirksi, KTBU

SAME
Omaha, Neb., Hugh Feltis, KOIL, Lincoln, Neb., Nov. 17, Cornhusker Hotel, Hugh Feltis, KOIL

FRANK WEBB
Durham, N. C., Oct. 18, 2:30 p.m., Washington, D. C., Duke Hotel, J. Frank Jordan, WDN

SAME
Richmond, N. C., Oct. 19, 10 a.m., Sir Walter Hotel, Fred Fletcher, WRAI

SAME
New Bern, N. C., Oct. 19, 7 p.m., U. S. O. Hall, Lewis W. Howard, WHIT

SAME
Pattersonville, N. C., Oct. 21, 10 a.m., Carter Hotel, W. E. Ewing, WHEH

SAME
Charlotte, S. C., Oct. 25, 8 p.m., Dock St. Theatre, M. Rivers, WCSC

SAME
Columbia, S. C., Oct. 26, 6:30 p.m., Wade Hampton Hotel, Robert W. Blakina, Haver- tney Furniture Co.

SAME
Greenville, S. C., Oct. 27, 12:30 p.m., W. Ennis Bray, WMRC

SAME
Spartanburg, N. C., Oct. 28, Franklin Hotel, J. W. Kirkpatrick, WSPA

FRANK WRIGHT
Los Angeles, Oct. 26, 9:00 a.m., Barker Bros. Auditorium, 7th & Figueroa, Cal. Smith, KLAU

SAME
Spokane, Oct. 25, 9:00 a.m., Davenport Hotel, Harvey Wixon, KGA

SAME
Tucson, Ariz., Oct. 26, 6:30 p.m., Winthrop Hotel, C. C. Cavanaugh, KTB

SAME
Seattle, Oct. 27, Washington, A. C., Oliver Ranchit, KOL

BROADCASTING • Broadcast Advertising

Page 34 • October 11, 1943

CHINA NEWSCAST SERVICE EXPANDS

CHINA NEWS Service, New York, agency of the Chinese Govt., is increasing its service, as announced by Dr. C. L. Hsia, director. As the war develops in intensity in the Far East, Dr. Hsia stated, fuller radio coverage from China is necessary, as well as more assistance on the radio division. Committee includes Dr. B. A. Liu, Dr. Lin Moucheng and Jean Lyon. Radio plans now under way in the Service's Chicago office will also be correlated with New York headquarters.

KBKR Baker, Ore., Asks Right to Shift Control

BAKER BROADCASTING CO., Baker, Ore., licensee of KBKR, last week asked the FCC to approve transfer of control from Glenn E. McCormick and Paul V. McElwain to Marshall E. Cornett and Lee W. Jacobs, both of Klamath Falls, Ore.

New UP Bureau

UNITED Press on Nov. 4 will open a new bureau at Bismarck, N. D., especially for the handling of news to that state, 62% of North Dakota's commercial stations now lease UP wires with KFYR Bismarck, KDLR Devil's Lake, and KMP Minot as most recent additions.

Barlow to Firestone

HOWARD BARLOW, conductor of the CBS Symphony Orchestra for the past 16 years, on Oct. 10 resigned that position to become conductor of the Voice of Firestone weekly series, sponsored by NBC by Firestone Tire & Rubber Co., Akron. He succeeds Alfred Wallenstein, now director of the Los Angeles Philharmonic Orchestra.

San Francisco, Nov. 1, St. Francis Hotel, C. L. McCarter, KQW

Oakland, Nov. 5, Leonard Hotel, Adriel Fried, KIX

Salt Lake City, Indiefine, KDAY Playhouse.
Prize Packages
For Fall Program Hunters
-all NBC Recorded Features

MODERN ROMANCES
True stories of today ... straight from the grippingly human pages of one of today's fastest-selling magazines. This series of 50 quarter-hour recorded dramas, each a complete story, is already doing a bang-up job for a large baking company in five southeastern states, and can do the same for you.

FLYING for FREEDOM
A vivid saga of daring and courage of United Nations' fighting men - action-filled adventures of their training days and their combat operations. Authentic, thrill-packed, inspiring and timely. Especially suited for use by wartime advertisers and firms presently engaged in war production. 26 half-hour dramas.

THE NAME You Will Remember
William Lang's five-minute recorded word portraits of famous notables of the day pack an unforgettable punch. Now available, 117 of these proved pullers, arranged for 52-week broadcasts ... with a complete merchandising setup and a perfect tie-in for sponsor's name.

OTHER NBC RECORDED FEATURES:
BETTY AND BOB - 390 quarter-hours
LET'S TAKE A LOOK IN YOUR MIRROR - 156 five-minute talks
CARSON ROBISON AND HIS BUCKAROOS - 117 quarter-hours
GETTING THE MOST OUT OF LIFE TODAY - 117 five-minute talks
AND OTHERS

For presentations, rates and auditions, write:

Radio-Recording Division
NATIONAL BROADCASTING COMPANY
RCA BUILDING - RADIO CITY - NEW YORK 20, N.Y.
CHICAGO - WASHINGTON, D.C. - HOLLYWOOD
HON. PAUL V. McNUTT — head of WMC, states to WSAI newsman, position of Commission on drafting of fathers in statement given out prior to opening of Congress.

HON. HAROLD L. ICKES — Secretary of the Interior and Solid Fuels Co-ordinator, discusses with WSAI newsman, the coal situation in Ohio and Kentucky area.

SENATORS ROBT. A. TAFT and HAROLD H. BURTON, of Ohio—discuss resolution on post-war collaboration drawn up by G. O. P. at Mackinac Island.

REP. SAMUEL T. RAYBURN — Speaker of the H discusses with WSAI news reporter, important bills now 1 Congress and on action Congress is apt to take.

WSAI’s leading position, as the local Cincinnati station bringing “all the news from all the services”, finds direct reflection in its leading position with advertisers . . . WSAI currently carries more local department store business than all other local stations combined . . . 83% of national and local spot business now on WSAI is Renewal Business . . . Proof positive that—"Once on WSAI— they stay on".

HAROLD BUTLER — Head of Bureau of Informatic British Embassy, author of “The Lost Peace”, discusses Post Planning with WSAI newsman.
Not a News Scoop! ... but instead—A BIG PLUS in regular NEWS SERVICE and one which even the networks couldn't deliver...THE NATIONAL NEWS AS IT CONCERNS THE INTERESTS AND PROBLEMS OF THE PEOPLE OF GREATER CINCINNATI...secured in personal last-minute check-ups with National Leaders. Another example of the more complete and different news service with which WSAI serves the interests of Greater Cincinnati.

went to WASHINGTON

...and personally interviewed Congressional and National Leaders on current issues vital to Greater Cincinnati People...giving these exclusive and first-hand stories in a series of GREAT NEWS BROADCASTS.

Heard Only on WSAI “Time-Clocked News”

Radio's most original news service. “Time-Clocked News” is heard on WSAI 18 times daily, bringing “all the news”...flashed to the great WSAI News Room from all the great international news-gathering agencies...REUTERS — INTERNATIONAL NEWS SERVICE — WORLD-WIDE NEWS — ASSOCIATED PRESS — UNITED PRESS.

1,000,000 WORDS OF NEWS RECEIVED DAILY

In Cincinnati, WSAI Broadcasts News received by 5 Fast Wires—a news service which is unequalled by any independent radio station, regardless of size.

WSAI THE LOCAL CINCINNATI STATION OF GREATEST NEWS INTEREST ... AND OF ASSURED SALES ACTION!
Lea for Cox

EVENTS OF the last few days have set broadcasters and public alike wondering about the shape of things in radio. "Is the FCC being whitewashed?" That's the question most frequently asked because of the sequence which saw the embattled Rep. Gene Cox, of Georgia, resign as chairman of the House Investigating Committee, and appointment of the experienced middle-of-the-roader, Rep. Clarence F. Lea, of California, as his successor.

No one can predict the radio future. But one thing appears certain: Speaker Sam Rayburn didn't appoint Chairman Lea to head the FCC investigation with any notion of scuttling it. Nor did Rep. Cox resign because he thought the effort futile.

The fact is that the House is more determined than ever to give the FCC a thorough going-over. That was clear by the ovation given Rep. Cox when he resigned. Under the Lea chairmanship, irrespective of other aspects, the inquiry may be less spectacular, without the pyrotechnics that marked earlier episodes. That's because Mr. Lea isn't the dynamic or even argumentative kind; but he's a stickler for getting things done.

The Cox retirement clears the atmosphere. The contention of those opposed to the investigation was that he was biased and therefore could not with propriety sit in judgment on the FCC. The appointment of Mr. Lea, himself the chairman of the House Interstate & Foreign Commerce Committee, in which radio legislation originated, certainly eliminates any question of propriety. Mr. Lea, both as chairman of the Select Committee and of the Interstate Commerce Committee, is interested in correcting abuses that may show up through the legislative process. He presided over the protracted hearings on the Sanders Bill in 1942. He knows how the FCC functions.

These events in the House augur for action in the Senate, too. There Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, promised hearings on the Wheeler-Bill to reorganize the FCC and check its rampages, before Congress recessed last summer. He says they will be held this month. With the House moving in under a dual-committee setup with a single chairman, the Senate committee set out to look to its laurels. Mr. Wheeler wouldn't want a new radio law to be entirely the work of the House. And Senator Wallace White Jr., (R-Me.) has been chafing to get things underway.

Of more than passing significance too is the proposed constitutional amendment of Rep. Kennedy (D-N.Y.) to safeguard freedom of speech by radio. The issue is that important. A constitutional amendment is the most detailed and cumbersome of legislative processes, requiring two-thirds vote of both houses of Congress and the affirmative vote of 36 of the 48 state legislatures. Yet, if the result can't be achieved in any other way, in view of the Supreme Court opinion, the constitutional amendment must be sought to safeguard a freedom fundamental to Democracy.

A political year is coming up. The FCC has been a hot potato for Congress and a problem child for the Administration. A new type of investigation is decreed by Chairman Lea—devoid of personalities or invective. A constitutional amendment has been proposed to safeguard radio. So let's have no broken glass thrown in the path of these valid legislative pursuits. It's legislation this year, or perhaps never.

Our Respects To —

CLARENCE FREDERICK LEA

WHEN Speaker Sam Rayburn pondered the selection of a successor to hot-blooded Rep. Eugene E. Cox of Georgia as head of the Select Committee to Investigate the FCC, speculation centered around the naming of some other fire-brand. Instead, after a week of deliberation, during which he kept his own counsel, Mr. Rayburn announced the appointment of the veteran Clarence Frederick Lea of California, as a man who typified Congressional dignity and decorum. But his manner belies his background as a successful prosecuting attorney before he entered Congress.

"Mr. Lea is a man of splendid courage, unimpeachable integrity, and great ability," said the Speaker. "He is possessed of a splendid judicial temperament and his fairness cannot be questioned."

One of the oldest members of Congress both in seniority and years, Rep. Lea has the confidence and respect of the entire House. He has the reputation of getting things done, perhaps quietly, but firmly.

Hard work has marked the 69 years of Rep. Lea. From his early boyhood to the present, which finds him in the unique position of heading two key committees of the House, he has known nothing but work and more of it. As Chairman of the Interstate and Foreign Commerce Committee since the 75th Congress (1937) the Congressman from California's first Congressional District has been close to the broadcast industry. Because of this active interest and because of the esteem in which his colleagues hold him, Chairman Rayburn selected the angular Californian to finish the job started by Rep. Cox.

Clarence Frederick Lea inherited hard work. His parents crossed the continent by prairie schooner and settled in Lake County, California, near Highland Springs, where the Congressman was born July 11, 1874. Clarence F. Lea was just 14 when he took his first job, operating a sulky hayrack from 6 in the morning until sundown for 75 cents a day.

His father made him a share-cropper and for the next few years young Lea farmed on shares to raise the money to attend Stanford U. He received his LLB degree from the U. of Denver in 1898. That summer he married Daisy A. Wright of Santa Rosa, Calif., then began a career that led to Congress.

Astride his bicycle, the youthful lawyer rode 70 miles over mountains to the adjoining county of Sonoma to begin practicing law. In 1906 he was elected district attorney of Sonoma county

(Continued on page 40)
This is Number 2 in a series of stories of
PUBLIC SERVICE by KOIN, Portland, Oregon

FIRST AWARD • 1943
Women's Programs
Institute for
Education by Radio

No. 1 told of a summer series of City Park Concerts. This is about

WARTIME WOMEN
presented nightly (except Saturday)
by... Clare Hays

In a choice evening period KOIN has provided since January, 1942, a broadcast clearing-house for news and bulletins for all wartime women's activities in the area. CLARE HAYS does a splendid job of both compiling and broadcasting the information... cooperating regularly with such organizations as American Red Cross, Civilian Defense, youth groups, Council of Social Agencies, school authorities, U. S. Employment Office, Civil Service, Military and Naval women's organizations; salvage, War Bond campaigns.

National recognition has also been received (indicated at left) sufficient to justify the rating of "Wartime Women" as one of radio's most outstanding public service contributions.

KOIN
PORTLAND, OREGON
Affiliate of the Columbia Broadcasting System
FREE & PETERS, INC., National Representatives
Sayre M. Ramsdell

Sayre M. Ramsdell, formerly with Amos Parrish & Co., and previously in the advertising departments of H. H. Macy Co. and Abraham & Straus, department stores, replaces Phil Cochrane as copywriter and promotion assistant in the promotion department of WOR New York. Phil Cochrane moves to WOR recording studios to take over the sales duties relinquished by Richard Ash, newly named radio director of Blaine-Thompson Co., New York.

Kimberly Eacott has replaced Frances Neale in the sales department.

Our Respects to
(Continued from page 58)

and subsequently was chosen president of the District Attorneys Association of California.

His reputation as a fearless prosecutor and fair-minded lawyer won him election to Congress from the first California district in 1917. Since then Congressman Lea has been the unanimous nominee of both Democratic and Republican parties an even dozen times. He has served in the House longer than any other Representative from California.

Mr. Lea was joint author of the Civil Aeronautics Act, the Wheeler-Lea Federal Trade Act, Transportation Act of 1940, the Act providing for freight forwarders, and joint author of the Food & Drug Act. He also sponsored Panama Canal legislation, as chairman of the House committee on Panama, he had charge of legislation, under which Congress revised the laws of Panama.

In 1942, as chairman of the House I & F C Committee, Congressman Lea presided over hearings on the Sanders bill to rewrite the Federal Communications Act. Openly he has said little regarding broadcasting but his close friends say he has kept an eagle eye on the industry. He was a warm personal friend of the late Ernest F. Finley, founder of KSRO Santa Rosa, and of the late Luther Burbank.

As for hobbies, Congressman Lea has none in the sense of everyday life. His sole hobby, according to his close friends, is work. He does enjoy long walks and during the last year he has been frequently feeding Capitol squirrels.

Although the Congressman maintains a 17-acre farm at Santa Rosa, his wife prefers to be with him in Washington. Their only child, a son, died at the age of 6, shortly after Mr. Lea was first elected to Congress.

ONE noon-time offer of talent pictures brought WSPA 1,697 requests from 91 counties in five states.
Cleveland merchants are smarter than people.

Now, we don't say that people aren't smart. Some of our best friends are people. But we do say that people who pick a radio station because it’s BIG or because it's CHEAP or just BECAUSE... aren’t smart like our Cleveland retailers.

These high IQ-ers pick a station only if it... sells... the... goods! If they don't, mamma won't get that new fur coat. And any mamma who doesn't have a new fur coat in this bulging metropolis today—well!

NO WONDER

WHK

"RETAILERS' CHOICE IN CLEVELAND!"

Which is why Cleveland’s double-domed merchants spend more money over WHK than any other leading station. Through actual dollars-and-cents experience, they've found that they get more sales per dollar spent, over Cleveland's wide-awakes station!

Represented by Paul H. Raymer Co.

UNITED BROADCASTING CO.
Operators of WHK-WCLE, Cleveland, WHKC, Columbus
A long time before Pearl Harbor, Blaw-Knox was working in close cooperation with the U. S. Army and other government departments in the engineering and development of structures for use in connection with electronics for military purposes.

Since war was declared we have devoted all of the energy, skill, and experience, of a department in our organization which has specialized for many years in problems of this kind, to the design, fabrication and timely delivery of many units which we believe have materially contributed to the conduct of the war.

As a result of these and other activities, the Blaw-Knox Division was presented with the Army-Navy "E" Award on July 13, 1943; the highest honor that can be given to civilian effort.

The experience gained will prove invaluable in helping our friends in the radio industry to solve the many new problems which they will face as a result of wartime developments.

**BEHIND THE MIKE**

KIRO Seattle staff revisions have been made upon the resignations of Al Amundson, Dorothy Blaftser and Art Lindsay. Maurice MacDonald is now continuity editor and Lenore Wallace has been added to the continuity dept. Mary Frances Kyle is now traffic manager and Frances Broid has joined the program dept. with Bob Spence in charge of operations and Norman Runions as production manager.

CONRAD BINYON, "Butch" on the weekly CBS Mayor of the Town, sponsored by Lever Bros., has been signed to a term contract by Russell & Ryan.

RANSOM SHERMAN, radio comedian, has been signed to a term contract and will portray "Wallace Wimple" and other comedy characters on NBC Fibber McGee & Molly.

BILL DAVIDSON, having received a medical discharge from the Army, has returned to the announcing staff of KFI-KECA Los Angeles.

T. B. BLACKSTON, news commentator-traveler, has started a weekly quarter-hour commentary on KECA Los Angeles.

MURRAY WAGNER, Hollywood announcer on the weekly CBS sustainer Passport for Adams has been inducted into the Army.

DICKIE MOORE, child film star, is the producer of a weekly quarter-hour dramatic series The Time and the Play on KNOC Beverly Hills, Calif., which started Oct. 2. An all juvenile cast is featured on the program.

AILEEN CHOWN of CJOR Vancouver has joined the Royal Canadian Air Force Women's Division, and is now in training at Ottawa.

MARGUERITE KEVIS has joined the record library staff of CJOR Vancouver.

DOUGLAS CHANDLER, staff announcer of WJIB Brooklyn, and Lucy Gilman, Chicago radio actress, were married recently in New York.

JAMES M. (Danny) DEAVER is now an announcer of KJU Walla Walla, Washington.

JEANNE KOOP has joined the WLV-WSAI Cincinnati news room staff as writer.

BILL KELSO, formerly announcer of WNEW New York, has joined KNX, Hollywood.

**Paul Thomas Lane**

PAUL THOMAS LANE, 28, announcer at WAGE Syracuse, N. Y., died Oct. 2 at University Hospital, Syracuse, after an illness of only two days. His death was caused by pneumonia. Before coming to WAGE in July he had worked at stations in Michigan, Colorado and Florida. He is survived by his wife and one child.

**Claude Radcliffe**

CLAUDE RADCLIFFE, 66, announcer of WMN St. Paul-Minneapolis, and free-lancer on all Twin City stations, died suddenly on Sept. 25. Familiarly known as "Rad", he had been in show business for 50 years. His reputation as "pilot of the 1400 Club" of WMN was widespread.

MRS. DAVID BEATTIE, radio chairman of the Pennsylvania Federation of Women's Clubs, begins her sixty-third year of club work in Philadelphia every other Saturday at 9 a.m.

AL STEVENS, chief announcer of WFIL Philadelphia for the past eight years, leaves this week to join a transcription service concern in New York.

BETTY HURD, movie commentator and member of the program department of WCAU Philadelphia, and Army specialist Frank Marshall, have announced their engagement.

ENID M. LLOYD, formerly of WFIL, Philadelphia for the past eight years, has joined the staff of WIP Philadelphia.

HARRY REYNARD, having received a medical discharge from the Army, has joined the staff of WCAU Philadelphia as news room editor. He was formerly a sports writer of the Philadelphia Record.

RAY EDWARDS, formerly with WNLG New London, Conn., has joined the announcing staff of WHOM Jersey City, N. J.

BOB SHANNON, former staff announcer of WMJ-W55M Milwaukee and who recently received an honorable medical discharge from the Army, has been a member of the evening program of WTMJ.

DON FINLEY, of KIRA and KARK Little Rock, Ark., has joined the evening program of WMC Memphis, Tenn.

AL ZIEGLER and Ken Peterson have joined the announcing staff of KOBI Rapid City, S. D.

DOROTHY FOSTER has joined the announcing crew of WVLW Lynchburg, Va.
TO WSYR’S OUTSTANDING ARRAY OF TALENT, Now Comes

H. R. EKINS... “the man who’s been there!”

For 20 years U. P. editor and staff correspondent, H. R. Ekins, globe trotter, author, lecturer, brings to WSYR a rich background of residence, travel, and intimate associations in every news capital of the world. Exclusively for WSYR listeners, he will analyze and comment on the significance of the news. Whether the report originates from Honolulu, Manila, Shanghai, Tokyo, Rome, Ethiopia, or Paris, Ekins can call on his vast fund of personal experience, to give depth to his comments and add clarity to his observations.

This month, Syracuse’s favorite station is celebrating its 21st birthday. In 21 years of growing with radio, WSYR has carved for itself an enviable place in the community it serves. Its roots go deep into the daily lives of the men and women who live in—who own—who make Central New York what it is. The favor shown WSYR entails a responsibility which we gladly accept—to strive towards even greater effort—ever better service.

SYRACUSE, N. Y. Basic NBC Red
The Perfect Combination...
5000 Watts at 570 Kc.
H. C. Wilder, Pres.

The Ekins program is available to an alert sponsor interested in getting his message heard in Central New York.

WSYR

REPRESENTED BY RAYMER
HARVA K. SPRAGER, San Francisco newspaperwoman and Edward Pitney, Wisconsin reporter and newsgatherer, have joined the news staff of WQXR New York.

MARY ELLEN RYAN, traffic manager of Don Lee Broadcasting System, Hollywood, has announced her engagement to Cadet Jack Cook, currently in training at the United States Merchant Marine Academy, King's Point, Long Island.

GEOFFREY HARWOOD, Los Angeles news analyst, has started Background of the News, series of war commentaries, on WIZ/WBZA Boston.

PERGUS MUTRIE, farm broadcast supervisor for British Columbia of the Canadian Broadcasting Corp., Vancouver, will attend a farm broadcast conference at Toronto in mid-October.

STANTON KRAMER, a member of the press department of WGN Chicago prior to entering the Army more than a year ago, has rejoined the press staff following his honorable discharge from the service.

PRANNY MURRAY, former Penn. U. football star, took over the WIBG Philadelphia Sporting Page on Oct. 4.

LEO RUMSEY, announcer of KPO San Francisco, has been inducted into the Army.

CLAIRED McNELLEN, of the promotion department of WFIL Philadelphia, is recuperating at the Misericordia Hospital after an emergency appendectomy.

ELIZABETH BEBSON, formerly with Tracy-Kent Inc., New York publicity service, has joined KJH Hollywood as writer.

LESLEIE COLEMAN has joined the news announcing staff of WDBR Hartford.

FUN TO COME from the weekly Judy Canova CBS Hollywood show is previewed on the faces of this trio concocting future broadcasts. Program planners are (1 to r) Morgan Ryan, newly-appointed radio director Sherman & Marquette Inc., N. Y. agency handling the account; Judy Canova, program star; and Carleton Alsop, agency producer. Colgate-Falmolive-Peet Co. is sponsor of the Canovian funstuff.

CARLETON W. ALSOP, producer of the weekly CBS Judy Canova Show, has signed to a year's contract as film producer by Republic Productions Inc.

MARK GREGORY, program director of WEGO Concord, N. C., has joined the announcing staff of WCAU Philadelphia. He replaces Wade Barnes, who resigned to do freelance work.

HANSON W. BALDWIN, New York Times military and naval expert and Blue commentator, is on a tour of Army camps during October. His Sunday broadcasts are picked up en route.

RED CROSS DISCS

AMERICAN RED CROSS will be promoted in a new series of 52 quarter-hour discs to be aired on over 350 stations throughout the country. Titled Service Unlimited, the records feature stars of stage, screen and radio, with Richard Stark, announcer-producer speaking for the Red Cross. Lester Vail directs, under the supervision of F. Bourne Ruffrauf, vice-president of Ruffrauf & Ryan, New York, and national radio director of the Red Cross.

FM STATION PRESENTING 33 LIVE SHOWS PER WEEK

SETTING a precedent in FM broadcasting with 33 live shows a week is W56M the Milwaukee Journal FM station. Advertisers in the area, Allen-Chamiers, Kearney-Trecker, Globe Union, The Robert A. Johnston Co. and Gimbel's have all bought W56M time, in addition to their programs on the Journal's standard station WTMJ. Over 31 commercial shows and a dozen spot campaigns are being run every week on W56M, setting a record in FM sold time.

Fifty-thousand Milwaukeeans have witnessed the live FM broadcasts, many of whom are not FM set owners. Newspaper promotion has created interest among the following which FM hopes to hold as a potential post-war market.

Goerch Writes Book

CARL GOERCH, commentator of WPTF Raleigh, N. C. for the last ten years, has just had his first book published, Titled Down Home, the book contains tales of the historical events, people, unusual happenings, all in the area of New Bern, North Carolina. It is published by Edwards & Broughton Co., N. C. ($2.50)

SPLIT-SECOND existence of NBC announcers Ben Grauer and John Reed King is the subject of an article in the October Coronet. King once had to announce a CBS program over an NBC mike because there wasn't time between programs for him to go the five blocks between studios.

AMONG THOSE PRESENT

Dr. Caldwell's
Earl Wine Co.
Foremost Dairies
JAX Beer
Jax Malt Bread
Kay Jewelry Co.
Lone Drug Store
Longines Watches
Pepsi-Cola
Pillsbury Flour
Premier Coffee
Resinol
R.C.A.
Stenback
Tooleh-Myron Studios
Word Baking Co.

5000 WATTS

What a WHALE of a difference a few months make . . . . !

This is the first anniversary of Jacksonville's newest, most powerful voice! Its past is brief but brilliant! Look to this past for a glimpse of the future.

FIRST (and only) station in Jacksonville with news on the hour, bulletins on the half hour. A total of 39 sponsored commentators weekly.

FIRST with full service of Mutual Broadcasting System.

FIRST with such notable local productions as "The Florida Forum of the Air", "Housewives' Jackpot", "Jacksonville Jamboree", "Parfleets", and "Smoke from the folks".

FIRST in the hearts of the fastest growing audience in the Southeast's fastest growing market.

Among those present:

5000 WATTS

"The Brightest Spot On Your Dial"

GEORGE HOLLINGBERRY & COMPANY
National Representatives

PLUS 45% more news than any other Jacksonville station.
Keeping the Voice of Freedom on the Air...

Now is the time to prepare for post-war transmitting equipment. Before you formulate your plans for the future, FEDERAL places its long experience in this field at your disposal and will be glad to discuss equipment of the latest design to meet your individual needs.

FEDERAL is devoting its major energies in the manufacture of transmitting and rectifying tubes to the war effort, turning out great quantities of essential types and sizes for vital military purposes.

Into each of its tubes goes the result of FEDERAL's leadership in construction and design, in the use of rare metals improved in purity and mechanical properties, and in workmanship that represents the last word in tube building — all of which assure uniformity of electrical characteristics and longer life in performance.

These advantages have long been recognized and that is why many of the leading broadcast stations in the United States are equipped with FEDERAL tubes.

FEDERAL is, and always has been, in the vanguard of tube development and manufacture. Behind its facilities and outstanding achievements are some of the world's best engineering minds and technical experience. This leadership and ability are available to broadcast stations in meeting their tube requirements.

Federal Telephone and Radio Corporation

Newark, New Jersey

October 11, 1943
The NBC Music Library (more than 100 tons of tunes)—the largest working collection in the world—is at the disposal of every local and spot WMAQ advertiser.

This and all the other vast resources of NBC stand behind the production and broadcasting of your campaign when it is placed on

The Chicago Station Most People Listen to Most!

50,000 Watts - 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK  BOSTON  CHICAGO  WASHINGTON  CLEVELAND

DENVER  SAN FRANCISCO  HOLLYWOOD

NOW THE BEE-LINE
To Business, Via Walt Disney
Trade Character

NOT A CHAIN, not a circuit, not a network—but "the Bee-line" is the way McClatchy Broadcasting Co., with headquarters at KFBK Sacramento, describes its five-station combination deal in new promotion literature and trade advertising. The five stations are KFBK Sacramento, KGW Stockton, KMJ Fresno, KERN Bakersfield, and KOH Reno, Nev.

Robert A. Street, national sales manager, explains that the "Bee" idea comes from the newsmen by that name, published by the McClatchy interests. To point up the theme Walt Disney was enlisted to draw a whimsical bee character, which is featured in the advertising in BROADCASTING and other media.

BRISTOL-MYERS Co. of Canada Ltd., Montreal (Sol Hepatica), has started spot announcement campaign five days weekly on a number of Canadian stations. Account was placed by Ronalds Adv. Agency Ltd., Montreal.

LOCKHEED & VEGA AIRCRAFT Corp., Burbank, Cal. (institutional) on Oct. 4 started sponsoring a five weekly five minute program titled "Best Buys in Points and Prices on KBIJ Hollywood." Contract is for 26 weeks. Agency is Foote, Cone & Belding, Los Angeles.

VICK CHEMICAL Co., New York (drug products), has started a three weekly quarter hour program titled "S.P.V." on KMJ Hollywood. Contract is for 26 weeks. Featured is local socialite and sportswoman who discusses wartime living conditions in Seattle.

GROVE LABS., St. Louis (Bromo Quinine), on a 20 week contract which started in late September currently is sponsoring 13 quarter hour periods per week on KOMO Seattle. Schedule includes Dick Keplinger as narrator of "Stories of the Day," four times per week: Reveille Roundup, three weekly; the Saturday Associate Press News and Texas Rangers, five times weekly.

GOLDEN STATE DEPT. STORE, Los Angeles, adding to its current schedule on Oct. 6 started a six weekly quarter-hour news period on KEAC. Contract is for eight weeks. Firm also sponsors a weekly quarter-hour and a 45-minute recorded musical series on that station. Ned Newman Adv., Los Angeles, has the account.

San Diego's NEW!
BLUE Network OUTLET

Bull's-Eye

You supply the advertising.
We'll give you the country's
richest trading areas—and the
station to do the job! It's a
bull's-eye, when you use
WDRC in the Hartford Market!

Basic CBS, Hartford.

CONNECT IN CONNECTICUT!
Most listener letters in NERN mailbags come addressed to the advertisers, in care of the stations. NERN stations work for that kind of response — active response, money response. NERN stations are interested in more than broadcasting your message. They want to be sure to produce results.

When you put your New England sales programs in care of NERN stations, you can count on delivery of messages and count up dollar returns. When you buy NERN, you buy a network.

NERN STATIONS
WBZ* Boston, Mass.  WCSH Portland, Maine
WJAR Providence, R. I.  WLBZ Bangor, Maine
WTIC* Hartford, Conn.  WFEA Manchester, N. H.
WRDO Augusta, Maine

All NERN stations are NBC affiliates.
Nationally represented by
WEED & COMPANY
New York, Boston, Chicago, Detroit, San Francisco,
Hollywood
*The only 50,000-watt stations in New England.
Kroger Renews

KROGER GROCERY and Baking Co. has renewed three of its daytime serials for 52 weeks on WOWO Ft. Wayne, KARK Little Rock and KMOX St. Louis. Programs include Linda's First Love for Kroger's Hot-Dated Coffee, Mary Foster, the Editor's Daughter for Kroger's Clock Bread and Hearts in Harmony for Kroger's Tenderly Beef. Agency is The Ralph H. Jones Co.

NORTH AMERICAN DYE Corp., Mt. Vernon, N. Y., has signed a 13-week contract for participations on the National Band Stand Program on WHN New York six times weekly, in behalf of Barrington hand screen. No foreign radio is contemplated. Agency is Atherton & Currier, New York.

NOTT MFG. Co., Mt. Vernon, N. Y., has named W. L. Lowery, Inc., New York, as agency for insecticides and allied products. No radio contemplated for the present.

Harley W. Jefferson, since March 1942 chief of the tobacco section of the WPB, has transferred to the War Food Administration, has been elected president and director of Wiff G. B. Inc., Newark cigar manufacturer, succeeding the late William E. Waterman. Mr. Jefferson was at one time vice-president of P. Lorillard Co., and later was with American Tobacco Co.

E. R. SQUIBB & SONS, New York, has named HIRDO, New York, for radio on Squibb toothpowder and dental cream, in addition to institutional advertising.

AMERICAN HEALTHAIDS Co., predecessor of Kellogg's, has appointed William M. Schenck, Newark, N. J., as agency. The company plans to use radio.

HOUSEHOLD CHEMISTS, New York makers of "Shyn-O-Way" for removing stains from clothes, has placed Pettingill & Fenton, New York, in charge of its account. Plans are said to include radio.

TAYLOR AUTO Co., Los Angeles (used cars), adding to its local schedule on Oct. 1 started sponsoring a weekly quarter-hour sports program "Henry's Football" on KECA for 13 weeks. Series is written and produced by John Henry. Agency is Elwood J. Robinson, Los Angeles.

Reader Adds Objections
To Tobacco Commercial

EDITOR, BROADCASTING:

Re: your editorial, Sept. 27 issue, "Paradise Lost," final paragraph.

Objection is that the advertising genius that he is? (George Washington Hill.) If having scads of money to throw away and ruin otherwise enjoyable radio programs with obnoxious commercials makes a man a "genius" you're right.

A football team averaging 250 pounds with a gorilla or two thrown in for good measure doesn't have to be smart.

In my humble, very humble, opinion, that business succeeds despite the kind of advertising inflicted on the public, not because of it. Or, rather, because of its quantity rather than its quality...or, well, I smoke Philip Morris, and I like it. I'll take Johnnie in preference to any of the "famous" auctioneers.

BRUCE W. ELLIOTT, Washington, D.C.

Sues John Guelde

CHARGING breach of contract, Arthur A. Shank, known professionally as Art Baker, and m.c. of the weekly NBC People Are Fussing on Sept. 29 filed suit in Los Angeles Superior Court against John Guelde, Hollywood representative and producer of Russell M. Seeds Co. Baker contends his dismissal from the program has injured him professionally and that dismissal was in advance of the agreed expiration date. Baker's duties were assumed by Art Linkletter, San Francisco m.c., with Oct. 8 broadcast. Packaged by Guelde, the program has been retitled New People Are Fussing and the Orchestra has been added. Sponsor is Brown & Williamson Tobacco Corp.

Errograph

CIAT, Trail, B. C., has hit upon an effective way to minimize careless little errors in announcing and production. Transmitter engineers record each flaw on a graph. Each week this graph is posted in the studio. Since its inception there has been a steady improvement in the day to day run, and on some occasions, 48 hours of broadcasting have gone by without a single error of any kind.
Coffee Rumors Denied

RUMORS that coffee rationing is to be resumed are completely unfounded, the Office of Price Administration has announced. The rumors apparently are based on the fact that the National Board of Revenue, Four contains stamps labeled "coffee." The books went to the printer before coffee rationing was dis-continued.coffee consumption in the U. S. have reached the "comfortable total" of 554,000,000 lbs., OPA reporting. Coffee remains under trusteedominated in late November, 1942, when stocks had fallen to 200,000,000 lbs. Many coffee sponsors thereafter went off their maps resuming this summer as the supply picture improved.


Of Broadcasting Combined With Broadcast Advertising, published weekly at Washington, D. C., for October 11, 1942, District of Columbia—es.

Before me, a notary public in and for the District aforementioned, personally appeared Maury Long, who having been duly sworn according to law, deposes and says that he is the business manager of Broadcasting Combined With Broadcast Advertising, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc. of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 2, 1933, embodied in section 537, Postal Laws and Regulations:
1. That the names and addresses of the publisher, editor, managing editor, and business manager are:
   Publisher — MARTIN COELE, Washington, D. C. (on leave)
   Editor and General Manager—SOL TASHIFF, Washington, D. C.
   Managing Editor — J. FRANK BASHY, Silver Spring, Md.
   Business Manager—MAURY LONG, Washington, D. C.
2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 per cent. or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)
3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.
4. That the two paragraphs next above, giving the names of the stockholders, stockholders, and security holders, if any, con-tain not only the stockholders and security holders as they appear upon the books of the company, but also in case where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the names of the persons or corpora-tions for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and condition under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a stockholder and while affiant has no reason to believe that any other person, association, corporation, has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by
   MAURY LONG.

Sworn to and subscribed before me this 7th day of October, 1943.

NATHAN BUSH (Seal)
Notary Public
(My commission expires November 1, 1944)

THE "do's" and "don'ts" of beer advertising—"to help brewery brewer and his advertising counsel from making costly advertising mistakes in the future"—have been set forth in a primer type booklet entitled "The A B C of Beer Advertising" and issued by the Advertising Committee of the Brewing Industry Foundation.

Prepared in collaboration with leading advertising experts in and out of the brewing industry, the booklet points out that total beer advertising is only 1% of total national advertising expenditures, a fact which is advantageous to brewers in that they can learn from "the failure and successes" of other advertisers.

Before taking up each individual "do" or "don't", the Foundation states that "if a certain beer is badly advertised, the entire industry gets a black eye... unnecessarily," with the example in one of the "don'ts" of a "radio advertiser who was knocking all beers but his own. Because of the nature of his program, however, only one out of four listeners could remember later which beer was being advertised. Thus, to 75% of his public, his attack was directed at all beers, including his own."

The eight "do's" are: Stress beer and ale as beverages of moderation; Point with pride to your own product; Show your patriotism in simple practical ways; Put beer in wholesome surroundings; Advertise beer for what it is... a wholesome, refreshing, satisfying beverage of moderate, a companion of good food; Use the many attractive above-board techniques; Address beer's message to adults, its real customers; Protect beer's good name by good advertising.

To avoid "a distorted picture of beer", don't: Play up alcoholic content; Throw mud at competitors; Leave yourself open to the charge of flag-waving; Betellic law and order; Claim medical benefits; Antagonize substantial customers in the community with questionable copy or illustrations; Show, or appeal to, children and minors; Give ammunition to fanatics.

PAUL BOLES, new continuity editor for WOOD Grand Rapids, Mich., has been during the past few years the author of a number of detective novels, the latest of which is Murder Gets the Bird, to be published in October by Doran & Co.
For Carter Fans
FANS of Mutual's Nick Carter
and his adopted son Chick Carter
will receive a folder giving back-
ground material on the cast of the
programs, plus a membership card
in the "Inner Circle," a club for
followers of Nick and Chick. At
present, the promotion piece is
available only to listeners of WOR,
Mutual's New York outlet. Nick
Carter is heard Mondays 9:30-10
p.m., and Chick Carter is presented
five times weekly, 5:30-5:45 p.m.

Candy Booklet
ALL CANDY BOXES sold by
members of the Assn. of Mfrs.
of Confectionery and Chocolate,
and other trade organizations,
include a booklet entitled "Candy Is
An Essential Food" as written by
Dr. Walter J. Eddy, conductor of the
Food and Home Forum on WOR
New York. The Assn., one of Dr.
Eddy's sponsors, prepared the
booklet in cooperation with School
Agen-
cy, New York, its agency, and has
already mailed out 1,000,000 cop-
ties. The cover pictures Dr. Eddy
at a WOR microphone and gives
information on the title and broad-
cast time of the series.

Newspapers Used
KSTP Minneapolis has placed a 13
week newspaper campaign in 314
Minnesota country weekly news-
papers, utilizing a "personal"
want-ad type of copy, as part of
a promotion plan to enlarge its
scope of rural listeners. KSTP is
continuing to use full-page ads in
the Land O'Lakes News togeth-
er with large space ads in New
York, will contain a booklet
titled "Candy Is An Essential
Food" as written by Dr. Walter
H. Eddy, conductor of the Food
and Home Forum on WOR New
York. The Assn., one of Dr.
Eddy's sponsors, prepared the
booklet in cooperation with School
Agen-
cy, New York, its agency, and has
already mailed out 1,000,000 cop-
ties. The cover pictures Dr. Eddy
at a WOR microphone and gives
information on the title and broad-
cast time of the series.

Certificates
"GOOD NEIGHBOR" certificates,
created by Howard Langfitt, farm
editor of KRNT Des Moines, are
awarded as publie recognition of
"good neighbor" deeds in the area.
First to receive the certificates
were 13 businessmen of Gilmore
City who aided in harvesting farm
farms after business hours when
it was learned that it was impos-
sible to get regular farm help.

History Series
TRACING History, a new radio pro-
gram, The Human Adventure,
is heard on WBBQ Memphis,
KSTP Minneapolis has placed a 13
week newspaper campaign in 314
Minnesota country weekly news-
papers, utilizing a "personal"
want-ad type of copy, as part of
a promotion plan to enlarge its
scope of rural listeners. KSTP is
continuing to use full-page ads in
the Land O'Lakes News togeth-
er with large space ads in New
York, will contain a booklet
titled "Candy Is An Essential
Food" as written by Dr. Walter
H. Eddy, conductor of the Food
and Home Forum on WOR New
York. The Assn., one of Dr.
Eddy's sponsors, prepared the
booklet in cooperation with School
Agen-
cy, New York, its agency, and has
already mailed out 1,000,000 cop-
ties. The cover pictures Dr. Eddy
at a WOR microphone and gives
information on the title and broad-
cast time of the series.

Certificates
"GOOD NEIGHBOR" certificates,
created by Howard Langfitt, farm
editor of KRNT Des Moines, are
awarded as publie recognition of
"good neighbor" deeds in the area.
First to receive the certificates
were 13 businessmen of Gilmore
City who aided in harvesting farm
farms after business hours when
it was learned that it was impos-
sible to get regular farm help.

History Series
TRACING History, a new radio pro-
gram, The Human Adventure,
is heard on WBBQ Memphis,

Nic Mosquitoes
HOMEMADE mosquito remedy
which Jesse Buffum mentioned on
his Farmers' Almanac program on
WEAI Boston the other morning
brought such a response for di-
rections that the station issued
the data in a small promotion
depliant to demonstrate the intensi-
ty of WEAI early morning listeners.
INVESTIGATING THE FCC
Reprinted from the Wall Street Journal, Oct. 5, 1942

By RAYMOND MOLEY *

THE resignation of Representative Eugene Cox as chairman of the Select Committee to Investigate the FCC presents to the House and its leaders one of the hottest issues since its election last year. If the leaders want the confidence of the country, they must provide for the pursuit of this inquiry to the end. The faintest suggestion of whitewashing will carry the activities of the FCC into the only forum left, which will be the 1944 campaign. For the FCC's activities, as revealed to date, include some of the most serious threats to freedom of expression which have appeared in years.

The attack upon Mr. Cox involved a question of official conduct entirely unrelated to the subject of the inquiry. But public opinion is most definitely interested in finding out why, after recommendations by all the high authorities of the Army and Navy, including the Secretaries of War and of the Navy, the activities and personnel of the FCC engaged in confidential war activities were not transferred. It is still more concerned with the question of whether the FCC, in its methods of licensing radio stations, has so intimidated the companies that freedom of expression on the air is, in fact, limited by a Government bureau beyond fair and lawful considerations of taste, or morals.

The vigor of Mr. Cox and of the Committee counsel, Mr. Eugene Garey, in conducting the inquiry was appropriate to the inquiry's gravity and to the well-known capacity of certain Government agencies to resist legitimate public inquiry into their activities. Mr. Fly and members of his staff have complained bitterly, but this complaint must be discounted in light of the fact that Administration agencies have shown similar vigor in investigating private persons, companies, and associations. As this column has mentioned before, this is no tea party. It is an inquiry into a matter involving the liberties of the people of this country.

As to the charges made against Mr. Cox, the matter comes down to a judgment of the propriety of official conduct. The House makes laws to cover that and, where law does not apply, the House applies its own disciplinary measures. Speaker Rayburn said, with reference to Mr. Cox, that "his friendship, his love and confidence remain." Of even more significance was Majority Leader McCormick's tribute to Mr. Cox's "truthfulness, honesty and integrity."

The charge against Mr. Cox has been in the Department of Justice for some time, and no definite action has been taken. Instead, a newspaper, magazine and letter-writing persecution has been carried on. This is hardly a sound way to get at the facts.

The temper of the House of Representatives is very warm with respect to the doings of the FCC. It will insist upon an investigation which goes to the very heart of it. This will put upon the new chairman the duty of carrying to a finish the work begun by Mr. Cox.

McCarthy Films
EDGAR BERGEN of the NBC Chase & Sanborn Show, has been signed for two films by Charles R. Rogers Productions.

GOOD NEIGHBOR policy brought good results to Joe Seacrest, chairman of the board of KFAB and KFOR Lincoln, Neb., and KOIL Omaha. He explains in an interview with Hugh Feltis, general manager of the Central States Broadcasting System, how he made radio contacts all over South America, especially Brazil, acquainting the countries with Midwest cities of the United States. Seacrest accompanied Sen. Hugh Butler (R-Neb.) on the trip.

KWFT Partnership
THE FCC last week granted the Wichita Broadcasting Co., a corporation, a license of KWFT Wichita, Tex., permission to create a partnership consisting of its stockholders, Joe B. Carrington, Mrs. Joe B. Carrington, P. K. Smith and Mrs. Claude M. Simpson Jr. No money was involved.

INCREASE SALES,
LOWER SALES COSTS,
BY USING
KSD IN ST. LOUIS
THE ONLY ST. LOUIS STATION
WITH THE
NBC STARRY
PROGRAMS

LARGEST DAYTIME POPULATION COVERAGE AREA OF ANY ST. LOUIS RADIO STATION

A Distinguished Broadcasting Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch

October 11, 1943 • Page 51
Take the Whiskers Off

(Continued from page 28)

of entertainment and education than the radio of any other country. Nevertheless, I believe that the sales of spots between network programs is unfair to the public, defrauds the sponsors of network broadcasts and reflects seriously upon radio stations.

This is one of the unfortunate aspects of radio which should be thoroughly understood by the public, so that corrective action can be taken without injuring the value of radio as a whole. One salutary corrective would be to arrange for more public participation in radio and its affairs.

Editorial Page Needed

What radio needs, and has needed for many years, is an Editorial Page of the Air. Such a program, sponsored by networks and comparable in many respects to editorial pages of a newspaper, might become one of the most popular and useful features ever broadcast. In addition to thoughtful, impartial comment on world events, it should tell the public the story of radio as it has never been told before. It should take listeners behind the scenes with frank discussion of radio’s problem. It should give the public a chance to express its own opinion.

Among all newspaper features, the Vox Fox section ranks near the top in reader interest. But where newspapers number their readers in tens and hundreds of thousands, radio’s major networks can shoot for an audience of eighty-five million listeners, each of whom, it is safe to bet, has ideas he or she would like to hear broadcast. Think what this would mean for the preservation of free speech. The American public would have a chance to express itself on any subject of general interest.

Radio’s editorial page should have opportunity to criticize radio practices and radio’s advertisers. It would give open answer to radio pundits who today have only their consciences to govern how much publicity they wish to give to adverse opinion. Think of the unheralded bits of wisdom from the people talking back. Think of the stuffed shirts that would lose their starch.

Requisite to Freedom

Freedom of the air, as defined by William Paley, president of CBS, “means the right of the speaker to express any view he may hold on any question of general interest. He must be guarded, and he is guarded in that right, regardless of how the operators of the networks or stations may, themselves, feel about the thing he discusses. If he is not libelous, or not otherwise unlawful, if he is not obscene, if he does not seek to provoke racial or religious hatred, he may say whatever he pleases over the air.”

Apply this principle to letters from the public which are read over a national network, surround the presentation of suitable letters with such safeguards that there can be no suspicion of partiality or unfairness, and radio will give us the greatest forum of free opinion and free discussion the world has ever seen. Rightly, it is subject to regulation. But in the final analysis, decisions of the Federal Communications Commission should reflect the will and thought of the public. But how can the public reach the informal conclusions on any phase of broadcasting unless it knows the complete story? How can it secure the complete story unless it is taken behind the scenes by the people who know—men who are in the broadcasting business? And how can half of the public know what the other half thinks unless there is a national sounding board for public thinking as only radio can give?

WSAV Transfer

THE FCC last week approved transfer of WSAV from E. E. Murrey Sr. to Harben Daniel and Catherine Mur- rey Daniel, through a gift of 32 shares of stock from Mr. Murrey to Mrs. Daniel, his daughter. Mr. and Mrs. Daniel together own 51%. William E. Jenkins owns 19.8% (50% shares); Meredith E. Thompson, chief engineer, owns 2 shares; N. W. Fiorenza, commercial manager, owns 3.33%; Aaron Shelton, WSAV technical advisor, owns 6.66%. Mr. Murrey gained control nearly three years ago with the acquisition of 32 shares from Arthur Lucas, Georgia theatre chain owner who died last July.

Biscuit Co Airs Dixon

NATIONAL BISCUIT Co., New York, on Oct. 4 began sponsorship of the quarter-hourly talks by Stanley Dixon, MBS commentator, on three stations, KRNT Des Moines; WMT Cedar Rapids, and WNA, Yankton. E. D. Products promoted is Premium crackers, and the agency is McCann-Erickson, New York.

“The TIME BUYERS’ STATION”

WDOD

Chattanooga, Tenn.

5,000 WATTS

CBS

PAUL H. RAYMER Co.

NATIONAL REPRESENTATIVES
De Angelo Move

CARLO DE ANGELO has resigned as radio director of Marshak & Pratt, New York, to serve as director of the Perry Mason mystery serial starting on CBS for Procter & Gamble. Mr. De Angelo will work on a free-lance basis for Pedlar & Ryan, agency in charge, and will retain his association with Marshak & Pratt in an advisory capacity on the Eso Reporter program.

MARTIN KOEHRING, previously associated with the W. W. Garrison Co., Chicago, has rejoined that company as director of research.

JOHN RYDER, Hollywood manager of Bow Co., has returned after a month in New York.

BILL DECKER, formerly timebuyer of Ted Bates Inc., New York, will join McCann-Erickson, New York, Oct. 18 as chief timebuyer replacing John Donaldson Jr., who moves into program production.

JOHN E. DEVINE, former advertising manager of Alexander Smith & Son's Carpet Co., Yonkers, N. Y., has joined the executive staff of Davis & Platte, New York.

JEROME E. SEEHOF, formerly with the Chicago office of H. W. Kastor & Sons, has joined Sherman K. Ellis & Co., New York, as account executive.

GEORGE R. REID, formerly Eastern manager of the National Radio Checking Service, New York, and recently released from the Army, has joined the staff of Radio Reports Inc., New York.

AILEEN DEVNEY, of the production staff of Wade Adv. Agency, Chicago, will leave shortly for the home of her uncle, U. S. Ambassador Frank P. O'Connell, in Caracas, Venezuela. Miss Devney has been production assistant on the Suchs Amateur Hour, heard Sunday afternoons on WENR Chicago, and was previously a member of the timebuying staff of Pedlar & Ryan, New York.

OJIGENES LESSA, Brazilian author and newspaperman, has joined the Rio de Janeiro office of J. Walter Thompson Co. and Charles D. Dulley, Brazilian advertising man, has been named assistant manager of the agency's Sao Paulo office. Mr. Dulley directed a market survey for the National Coffee Department. Mr. Lessa founded and directed the first Brazilian magazine exclusively dedicated to advertising, and founded Painel, cultural publication of the government department of press and propaganda.

DEL CASTILLO, former program director and production manager of WEQI-AM Boston, has joined the radio division of Raymond R. Morgan Co., Hollywood agency, as producer of Opportunity Hour, sponsored by Petrol Corp. on KXOK.

SAMUEL DALSIMER, vice-president of Cecil Presby, New York, has been granted a leave of absence to serve as program manager with the OWI in Washington. He will handle information programs on rationing and price control.

LUCILLE WEBSTER, former business manager of the radio department of Ted Bates Inc., New York, and previously in charge of radio traffic at Benton & Bowles, New York, has been named office manager of the radio department of Bow Co., New York.
**THE BUSINESS OF BROADCASTING**

**STATION ACCOUNTS**

- **WFXI Philadelphia**
  - Ken-L Products Division, Quaker Oats Co., Chicago (Dog Food), 5 as per wk, thru Ruths & Ryan, Chicago.
  - Maltox Co., Burlington, Vt. (Maltox), 2 as per wk, 13 wks thru Samuel C. Groot, N. Y.
  - Travenol, Philadelphia (jeweler), 15 as weekly, 82 wks thru Cox & Tans, Philadelphia.
  - Irving Sachs, Philadelphia (used cars), 6 as per wk, 13 wks thru H. M. Dittman, Philadelphia.
  - Gimbels Bros., Department Store, Philadelphia (Clipper Craft Clothes), 1 as weekly, indefinite period. Placed direct.
  - Dr. Malai, Philadelphia (dental service), 17 as weekly, 52 wks thru Harry Feigenbaum, Philadelphia.
  - Stern & Co., Philadelphia (furniture), 10 as weekly, 52 wks thru Frank Weilman, Philadelphia.
  - Sam Gerson, Philadelphia (men's clothing), 16 as weekly, 52 wks thru Harry Feigenbaum, Philadelphia.
  - Harry Krouse, Philadelphia (used cars), 1 as weekly, 13 wks thru Samuel Zweihan, Philadelphia.
  - Breyers Ice Cream Co., Philadelphia (ice cream), 1 as weekly, 15 wks thru McKe & Albright, Philadelphia.
  - Ogans Motor Co., Philadelphia (used cars), 12 as weekly, indefinite period, thru Ogans, Philadelphia.
  - National Biscuit Co., New York (Premium Crackers), 12 as weekly, 13 wks thru McCann-Erickson, N. Y.
  - C. A. Bridges Co., Cambridge, Mass. (H-D Cough Drops), 2 as weekly, 13 wks thru Samuel C. Groot, N. Y.

**WJO San Francisco**

- 42 Products Inc., Los Angeles (oil), 3 as per wk, 13 wks, thru Hilkman-Shane & Breyer, Los Angeles.
- Rome Wine Co., San Francisco (wine), 1 as per wk, 13 wks, thru McCann-Erickson, San Francisco.
- Golden State Milk Co., San Francisco (milk), 2 as per wk, 52 wks, thru BBDO, San Francisco.
- Ed Mosher, San Jose, Cal. (farm produce), 6 as per wk, thru J. H. & M. Co., Oakland.
- Joshu Hendy Iron Works, San Jose, Calif. (parker steel), 6 as per wk, thru J. H. & M. Co., Oakland.
- Central Building & Loan Co., Oakland Cal. (loans), 2 as per wk, thru Ryder & Ingram, Oakland.

**KJH Hollywood**

- Marrell, John & Co., Ottumwa, Ia. (Red Heart dog food), 9 as weekly, 13 wks, thru Herti, Huret & McDonald Co., Chicago.

**WJF Philadelphia**

- Bovolow Watch Co., New York, 500 as, thru Blow Co., N. Y.
- Barnes’ Clothes, New York (men’s clothes), 78 as, thru Emil Mogul Co., N. Y.
- Mt. Eden Wine Co., New York (San Gabriell Wines), 312 as, thru Emil Mogul Co., N. Y.
- Procter & Gamble, Cincinnati (Oxylol), 780 as, thru Blackett-Semple-Hemmer, Chicago.
- B. C. Remedy Co., Durham, N. C. (headache powders), 588 as, thru Chase W. Hoyt Co., N. Y.
- American Health Aid Co., Newark (Kellogg’s), 78 as thru Wm. N. Scheer Adv., Newark.
- Graham Co., New York, (Red Bow Food Products), 312 as, thru Emil Mogul Co., N. Y.
- Miramar Grading Co., New York, 312 as, thru Manhattan Adv., N. Y.
- Kansas State Asst., (department store, loan brokers), 76 as, thru J. R. Kupack Adv., N. Y.
- Paramount Pictures, New York, 4 as thru Buchanan & Co., N. Y.
- Charm-Kurl Co., Chicago (Charm-Kurl Wave Kit), 26 as thru Unified Adv., Chicago.
- Standard Encyclopedia Co., New York, 56 as, thru Airmart Inc., N. Y.

**KFI Los Angeles**

- Ludena Inc., Reading, Pa. (pilchards), 2 as weekly, thru J. M. Mathes Co., N. Y.
- Globe Grain & Milling Co., Los Angeles (barley), weekly as, 26 wks, thru McCann Erickson Inc., Los Angeles.
- Golden State San Francisco (Golden Valley Milk), 2 as per wk, 82 wks, thru BBDO, San Francisco.
- Paramount Pictures, New York (films), weekly as, 52 wks, thru Buchanan & Co., N. Y.

**KFBK Sacramento, Cal.**

- Bank of America, San Francisco (banking), 7 as per wk, 55 wks, thru Charles Street Adv., Sacramento.
- Sunway Fruit Products Co., Chicago (vitamin pills), 7 as per wk, 13 wks, thru Soren- sen & Co., Chicago.
- Colgate-Palmolive-Peet Co., Jersey City, (Palmolive Soap), 2 as per wk, thru Leon Livingston Adv., San Francisco.

**WJZ New York**

- Pillsbury Flour Mills, Minneapolis (Golden Bake Mix), 4 as weekly, 13 wks thru McCann-Erickson, Minneapolis.
- United Sales Mfr. Co., Buffalo, division of Food Distributors Co. (Ice Milk), 46 wks, thru Street & Finney, N. Y.

**WVO New York**

- Bulova Watch Co., New York, 500 as, thru Blow Co., N. Y.
- Barney’s Clothes, New York (men’s clothes), 78 ne, thru Emil Mogul Co., N. Y.
- Mt. Eden Wine Co., New York (San Gabriell Wines), 312 as, thru Emil Mogul Co., N. Y.
- Procter & Gamble, Cincinnati (Oxylol), 780 as, thru Blackett-Semple-Hemmer, Chicago.
- B. C. Remedy Co., Durham, N. C. (headache powders), 588 as, thru Chase W. Hoyt Co., N. Y.
- American Health Aid Co., Newark (Kellogg’s), 78 as thru Wm. N. Scheer Adv., Newark.
- Graham Co., New York, (Red Bow Food Products), 312 as, thru Emil Mogul Co., N. Y.
- Miramar Grading Co., New York, 312 as, thru Manhattan Adv., N. Y.
- Kansas State Asst., (department store, loan brokers), 76 as, thru J. R. Kupack Adv., N. Y.
- Paramount Pictures, New York, 4 as thru Buchanan & Co., N. Y.
- Charm-Kurl Co., Chicago (Charm-Kurl Wave Kit), 26 as thru Unified Adv., Chicago.
- Standard Encyclopedia Co., New York, 56 as, thru Airmart Inc., N. Y.

**KXO St. Louis**

- Drug Trade Products, Chicago, 6 as weekly, thru Benson & Dell, Chicago.
- Piner Co., Fort Wayne, Ind. (6 as weekly, thru Russell M. Seeds Co., Chicago.
- Dr. Le Gear Medical Co., St. Louis, 3 as weekly, thru R. A. Amberger & Simmonds, Chicago.
- Pincella Bros., Chicago, 3 as weekly, thru Frespa, Ferrers & Frespa, Chicago.
- Groves Labs., St. Louis, 12 as, thru Russell M. Seeds Co., Chicago.
- Four-Way Labs, St. Louis, 1 as, thru Donahue & Co., N. Y.
- Casey Caltix, Chicago, 6 as weekly, thru McCraren & Co., N. Y.
- Quaker Oats, Chicago, 1 as weekly, thru Snider & Culler, Chicago.
- Vick Chemical Co., New York, 8 as weekly thru Morse International, N. Y.
- Donahue & Co., 1 as weekly, thru Key Agency, Cincinnati.

**KFR San Francisco**

- Longines-Wittnauer Watch Co., New York, (watch), 1 as weekly, thru Arthur Rosenberg Co., N. Y.
- McElhiney & Co., San Francisco (tobacco), 90 as weekly, thru Aubrey, Moore & Wallace, Chicago.
- Longines-Wittnauer Watch Co., Los Angeles (watches), 4 as per week, thru McCraren & Co., New York.
- Gragnano Products Inc., San Francisco (spaghetti sauce), 1 as weekly, thru Buchanan & Co., San Francisco.
- Campbell Cereal Co., Chicago (Malt-O-Meal), 1 as weekly, thru Davis & Mindel, San Francisco.
- WSBP Springfield, Mass.

- Pillsbury Flour Mills Co., N. Y. (Golden Bake Mix), 16 as weekly, thru McCraren & Co., New York.
- Longines-Wittnauer Watch Co., N. Y. (watches), 1 as weekly, thru Arthur Rosenberg Co., N. Y.
- Foster-Millburn Co., Buffalo (Doan’s Pills), 2 as weekly, thru Street & Finney, N. Y.
- Colgate-Palmolive-Peet Co., Jersey City (Palmolive Soap), 10 as weekly, thru Buchanan & Co., Philadelphia.

**WHN New York**

- Purecap Corp., New York, (drugs), 12 as weekly, 23 wks, direct.
- Consolidated Drug Trade Products, Chicago, 4 as weekly, 26 wks, thru Rueben Jones & Dall, Chicago.
- American Healthaid Co, Newark (Kellogg-s), thru William N. Scheer Adv., Newark.
- Quakey Co., Chicago (Ken-L Products Division, dog food), 3 as weekly, thru Ruths & Ryan, Chicago.

**WGN Chicago**

- Grove Laboratories, St. Louis (cold tablets), 2 as per wk, 26 wks, thru Russell M. Seeds Co., Chicago.
- Grove Laboratories, St. Louis, 3 as weekly, thru R. A. Amberger & Simmonds, Chicago.
- Grove Laboratories, St. Louis (A-1 & D brand), 3 as weekly, thru Russell M. Seeds Co., Chicago.
Nationwide Television Networks Seen, Using New Form of 'Lighthouse' Relays

NATIONWIDE television networks of the not-distant future are described in an interview with Ralph R. Beal, research director of RCA Laboratories, in the October issue of Radio Age, published by the RCA.

Mr. Beal said a new form of "lighthouse" radio relay system developed by RCA will make relaying of television programs a simple matter. He envisages the relay transmitters not only linking television stations into national networks but providing trunk lines of communication in such vast areas as the inland territories of Russia and China.

Radio relays operate on microwaves with the energy concentrated almost in a beeline, so that relatively small amounts of power are required. The apparatus is simple and compact, he said, explaining that it could not be otherwise and still perform in the domain of the tiny wavelengths which are so close to light.

Hug the Earth

Ultra-short waves and centimeter waves travel close to the earth's surface and leave the earth at a tangent. Therefore high towers or antenna on lofty buildings or mountain tops increase the range. To receive a program from the Empire State Building in New York, 200 miles away, a plane over Washington went up 20,000 feet. Average range would be about 80 miles, Mr. Beal said.

Relay circuits are not a one way street, it was pointed out. The towers can handle multiple circuits, which can be increased in number to carry several television programs simultaneously, as well as FM sound broadcasts, telegraphic messages and facsimile. Relay circuits should be among the busiest on the air, Mr. Beal said.

He describes the main relay system of the country as like a great inter-city spine, becoming interstate and eventually transcontinental. Ribs will spread to television stations. A likely operation might be between New York and Washington: While an NBC television program is being broadcast from an aerial on the Empire State Bldg., a different program will originate in Washington. Both programs will be fed into the relay system. A Philadelphia station can elect to broadcast the program from New York, while another taps the Washington program. Likewise a New York station may choose the Washington program. The relay system may thereby afford greater freedom in program selection and operation, as four or five programs can be carried at once for selection by the television stations.

Mr. Beal concluded his interview by stressing that more than money would be required to establish such a system as he envisaged. He mentioned specifically a "sympathetic and helpful attitude on the part of governmental agencies" and "the daring spirit of American industrial pioneers" as essential to bring the post war development to realization.

CBS Publishes Statements

STATEMENTS by Dr. S. J. Thomson and Dr. A. Frigon, general manager and assistant general manager of the Canadian Broadcasting Corp., before the Parliamentary Committee on Broadcasting at Ottawa during June and July, 1945, have been issued by CBC in a 48-page booklet titled The CBC and Canadian Broadcasting.

Want Your "Spots" Loaded with Sales?

Yes... Tacoma's a sure winner for results, now and in the future. It's a market that demands complete, concentrated LOCAL spot coverage—a fact proven beyond doubt by many local Tacoma-Seattle advertisers* who make KMO a "must buy" on their radio schedules. If YOU hope to cover Washington's Number Two Market, buy KMO—dominant voice of the Southern Puget Sound area.

*Names and data on request

Tacoma ranks 94% above the national average in effective buying income... 28% above the Washington State average. Tacoma is Washington's TOP-RANKING Sales Management 'High Spot' city—has been a "Preferred City" for over two years! And don't forget the "PLUS VALUE" of McChord Field and Ft. Lewis, both just a few miles south of Tacoma!
War Fund Drive
Launched by FDR

Radio Committee Cooperates
With OWI on Campaign
WITH the four-network broadcast
by President Roosevelt on Oct. 5
marking the official opening of the
1943 War Fund campaign, exhaus-
tive radio plans including the net-
works and local stations have been
worked out by the Fund's radio
committee, under the direction of
Jesse Butcher, and in cooperation
with the Allocation Division of the
Office of War Information.

For last week, Oct. 4-10, as an
example, a total of 56 network
programs, representing nearly 18
hours of broadcasting time, were
assigned to the Fund by the OWI
for messages urging listeners to
support the 17 major war relief
agencies represented by the Fund.
Similar network allocations of time
will be made for the remaining
weeks of the drive, and according
to Mr. Butcher, several network
programs have volunteered to carry
the Fund's messages without being
designated to do so under the al-
location system.

Discs Ordered
Mr. Butcher also stated that 95%
of the local stations throughout the
country have ordered the special
transcriptions made by the war
fund for spot use. These include
five-minute recorded appeals, fea-
turing such stars as Gracie Fields,
Dick Haymes and Yvette; a ten-
minute dramatization with Helen
Twelvetrees and Norman Lloyd;
ten-minute monologues by Raymond
Massey, and a special quarter-
hour transmission of a labor-man-
agement discussion on the impor-
tance of the campaign, between
Eric Johnston, president of the U.
S. Chamber of Commerce, William
Green, president of the AFL, and
Philip Murray, president of the
CIO.

Production of the radio phase of
the campaign is headed by Joseph
R. Busk, assisted by Heagan
Bayles, Maurice H. Bent, Hubbell
Robinson, Carl Swanson and Har-
old Wengler. Assisting Mr. Butcher
as radio director in New York are
Jane Moore, Joan MacDonald and
Rene Kuhn, with Ted Gifford han-
dling radio on the West Coast.

NAB Curricula Plans
CURRICULA STANDARDS for
radio news writing and broadcasting
courses in schools and colleges,
modeled after those at such univer-
sities as Northwestern, Columbia
and Minnesota, are being worked
out by a sub-committee of the
NAB's Radio News Committee. The
sub-committee, consisting of Paul
White, CBS director of news broad-
casts; Bill Brooks, NBC director
of special events, and Walt Dennis,
news committee secretary, will
meet in New York Friday with
Lyman Bryson, CBS director of
education, and Dr. James R. Angell
and William Burke Miller of NBC's
public service division as advisors.

Research Discussions
THE AGENCY and research com-
mittees of the American Assn. of
Advertising Agencies, who met
recently in New York to discuss the
NAB plan for standardization of
station coverage maps, have noti-
ified the NAB that there is a differ-
cence of opinion in the method used
and that further discussions will be
necessary. The group failed to
approve the system as it now
stands, but has not yet definitely
rejected it.

SMILES FOR SINGER were in order at a luncheon in New York
given the newscaster by Erwin, Wasey & Co. to mark the fifth anni-
versary of sponsorship of his 8:30 p.m. Transradio News program on
WOR New York by Consolidated Cigar Corp., New York. Among those
on hand to congratulate Frank Singiser were (I to r): Charles Stark,
announcer; Marc Haas, advertising director of Consolidated; Howard D.
Williams, vice-president and general manager of Erwin, Wasey, agency
in charge; Mr. Singiser; Morris Hillison, Consolidated sales manager.
BROADCASTING the play-by-play description of the World Series sponsored by Gillette and carried exclusively over Mutual, are Red Barber, and Lt. Bob Elson. Lt. Elson, on leave from the Navy, is the first man in uniform to broadcast a major sports event.

SOLDIERS OVERSEAS GET WORLD SERIES

MIX-UP in the broadcast of the world series to soldiers overseas was settled by an order from Gen. Dwight D. Eisenhower effective Oct. 7 that the full play-by-play account of the series be shortwaved to soldiers in the Mediterranean area.

The Special Services Division of the War Dept. had approved only summaries of the games to be telegraphed to men overseas and had previously rejected an offer from Mutual for the series.

Gillette Safety Razor Co., Boston, sponsor of the series, because of the new arrangement instructed that all commercials be omitted from the running account of the game and to be restricted to the intervals between the innings. At this time an Army announcer cut in on the Mutual account being broadcasted on WBOS Boston with non-commercial comment.

In the midst of all this BBC was recording play-by-play accounts of the highlights of the games and broadcasting them within a half hour on a general overseas service. Also a Union Network station in San Francisco was shortwaving the Mutual account to soldiers in the South American and Caribbean areas. The Union Network operates under the supervision of the Office of Coordinator of Inter-American Affairs.

If you buy or plan advertising for Iowa, you need THE 1943 IOWA RADIO AUDIENCE SURVEY

Gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits, illustrated with photographs for quick and easy reading. You can get a copy free by writing to CENTRAL BROADCASTING CO. 912 Walnut St., Des Moines, Iowa

NAB BOARD PLANS NOVEMBER SESSION

MEETING of the NAB board of directors to consider current industry matters, but with emphasis on the legislative and music situations, was called for Nov. 10-11 in Washington by President Neville Miller.

In a telegram to the 25 board members, Mr. Miller said the meeting was not called to consider any emergent situation, but rather to cover a full agenda on current activities. With legislation receiving attention in both houses of Congress, and with the AFM music situation at a critical point, it was assumed these matters would constitute primary topics. The board has not met since July 30 when the question of NAB organization in the light of the expiration of President Miller's term next July, was considered.

A six-man nominating committee was named at that time by the board. Its membership comprises: Don C. Elias, WNNC, Asheville; G. Richard Shaffer, WIS, Columbus; John W. Gillin, WOW, Omaha; J. O. Maland, WHB, Des Moines; J. D. House, WAL, Cincinnati; Paul Morency, WTIC, Hartford. No chairman has been named, though Mr. Elias is expected to preside when this group holds its first meeting expected shortly.

GLEN E. HARRIS, formerly of KMBC Kansas City, has joined the announcing staff of KDYI Salt Lake City.

Davis Lauds Ad Council for Aid

WARNING that "the toughest part of the job is still ahead," Elmer Davis, Director of the Office of War Information, told the War Advertising Council in New York Oct. 8 that its activities in remolding the living habits of American citizens to fit a wartime pattern is "one of the most effective examples of close cooperation between Government and business in our entire history.

"This achievement," Mr. Davis said, "would have been impossible save for the aggressive cooperation of business in implementing our programs by creating campaigns for them, and by contributing advertising space and radio time to bring the people essential home front information."

Praising the Council for its "yeoman service" in serving as a coordinating body for powerful information forces, Mr. Davis declared "the only way that the people can be persuaded to intensify their efforts from new on, in spite of their weariness with the war, and in spite of continuing victories, is for you to tell them more intensively, and more persistently than ever before what they must do to shorten the war. This means more war messages and harder hitting messages carried to more people, in more advertising, by more media."
WRITERS' CONGRESS IS HELD AT UCLA

HAVING EVOLVED resolutions for a proposed Secretary of Arts and Letters to be added to the Presidential Cabinet, and for the future Pan-American writers' conference, Writers Congress concluded its three-day sessions, Oct. 3. Under joint sponsorship of UCLA, where conference was held, and Hollywood Writers Mobilization, conference was attended by approximately 2000 delegates.

Four panels represented radio and were devoted to news and propaganda analysis, creative radio, shortwave and television. Probing techniques of analysis were by W. Flannery, Nelson Pringle, Chief Huntley and Dr. Wallace Sterling, network news analysts. Fox Case, CBS West Coast news and special events director, presided.

Propaganda was discussed by Paul Lazarfeld, director of radio research, Columbia University, and Charles Seigmann, of OWI overseas branch, Pacific division, with John B. Hughes, Mutual-Don Lee comment presiding.

Seminar on shortwave and television depicted the former's place in soldier and civilian morale. Lt-Col. Tom Lewis, of Army Special Services Division, radio section, in a report on that agency's work cited the growing volume of programs released abroad. Glen Heisch, CBS West Coast assistant program director, presided.

Roundtable on creative radio featured Hector Chevigny, member of Radio Writers Guild council; Jack Runyon, West Coast radio manager of C1AA; Bernard Schoenfeld, radio-film writer; Norman Corwin and Arch Oboler, writer-producers; Major True Boardman of Army Special Services Division, radio section, presiding.

Directors' Contract

RADIO DIRECTORS Guild is drawing up a standard form of contract as a result of a decision taken at a meeting at Guild headquarters, Hotel Gladstone, New York, Sept. 27. A spokesman said there will be no minimum salary clause as this would be incompatible with the Guild's constitution. Two new members are Gertrude Berg, who writes and directs The Goldbergs on CBS and G. Bennett Larson, general manager of WWDC, Washington, and director of a New York program.

Video Film Ad

TELEVISION is being used by RKO Pictures in advance promotion for the Oct. 14 premiere of "Behind the Rising Sun", in New York. RKO Radio put on a 40-minute telecast Oct. 10 in the New York studios of the Du Mont Television Station W2XWV. Margo, star of the film, and James R. Young, author of the book upon which the movie is based, were featured. George Putnam, WEAH news commentator, served as m.c. Film trailer with scenes from the movie concluded the program.

MR. KESTEN

Paley to OWI

(Continued from page 9)

1937. His most recent position as general manager remains vacant.

A native of Milwaukee, Mr. Kesten was born Aug. 30, 1898. He attended Wisconsin U. for two years and then enlisted in the Marine Corps. After World War I, he became assistant advertising manager of the Gimbel Store in Milwaukee, later becoming advertising manager.

Leaving the retailer field for a few years, he joined McDonough, Adv. Chicago, in 1920 and in later years he became vice-president and advertising manager of Foreman & Clarke stores, a clothing chain with branches from Chicago to the West Coast.

Several years later, he went abroad to study European methods of advertising, returning to the clothing store chain in 1927. A year or so after this he joined Leinen & Mitchell, where he remained until his association with CBS.

Davidson Taylor, assistant director of broadcasts for CBS, will accompany Mr. Paley.

Publishing Co. Tests

DIRECTING its message to career-minded war workers and servicemen interested in acquiring more technical knowledge, Kenmore Publishing Co., New York, is selecting a cross-section of papers in the vicinity of war plants and camps to promote Mathematics Made Simple. Starting on six stations scattered between Hartford and the West Coast the campaign will run on a week-to-week basis, expanding schedules in areas producing results, and moving to other regions when markets fail to respond. Agency is Weiss & Geller, New York.

Religious Features Lauded

DR. MAX JORDAN, NBC's director of religious broadcasts, in the subject of an article in the October Catholic Digest, which reviews his pioneer work in the field of religious feature programs. The Story of Christmas on NBC; the Oberammergau Passion Play broadcasts and other features handled by Dr. Jordan, the article states, showed that religious broadcasting could be interesting, inspirational and instructive.
Mr. Paul W. White,
Columbia Broadcasting System

We have just seen your advertisement in the New York Times of September 20, 1943. We compliment you on the recognition of your "duty to the American People" in regards to commentators and the presentation of NEWS.

The Z Net has refused commentaries for several years unless the ideas of more than a single person were presented on a single or adjacent program.

Ed Craney
Lea Predicts New Legislation

(Continued from page 9)


Rep. Charles A. Wolverton (R-N.J.), ranking minority member of the Committee, has named the Republican members. Chairman Lea said he would press for a full 11-hour study so that a study of proposed legislation could get underway shortly.

Because of Mr. Lea's mild and retiring manner, coupled with his long service in Congress, the report spread in Washington early last week that his appointment was an effort by the Administration to whitewash the entire probe. The Republican National Committee appears to take the same view.

Praised by Rayburn

It didn't take long, however, for the general impression to get out that such is not the intent of Rep. Lea. His close friends pointed out that behind his disarming smile and smooth manner is a dogged determination to get his job done well. Mr. Lea's own comment to Broadcasting definitely reflected that attitude.

Known as a stickler for facts and fair dealings, Rep. Lea delved into his new assignment with every indication that he plans to see the investigation through. In naming Mr. Lea to the Select Committee, Speaker Rayburn asserted:

"Mr. Lea is a man of splendid courage, unimpeachable integrity and great ability. He is possessed of a splendid judicial temperament and his fairness cannot be questioned."

Indicative of his desire to bring himself up to date on the hearings, Mr. Lea asked Chief Counsel Garey to postpone a brief hearing scheduled for last Wednesday afternoon until he could meet with other Committee members. Three of the Committee members, Louis E. Miller (R-Mo.; Warren G. Magnuson (D-Wash.), and Edward J. Hart (D-N.J.) were out of the city the entire period last week, leaving only Chairman Lea and Rep. Richard B. Wigglesworth (R-Mass.) available to attend Wednesday's session. Mr. Lea wanted all members present.

Study of Record

Chairman Lea held a lengthy conference with Chief Counsel Garey and asked for a complete record of the hearings, which began last July 2. They since have been held intermittently in Washington and New York. Last Wednesday's session was to have permitted Mr. Garey to enter certain testimony into the record.

Asked whether he plans to retain Mr. Garey and his staff, who were employed by Rep. Cox, Mr. Lea said his conclusions upon reading the record would determine that.

"I'm not one to judge a man hastily," he said. "I want to go into all the facts, and let my own mind whether I feel that Mr. Garey and his staff have done a good job. At the moment I don't know. I want to familiarize myself with everything that has been done. Until then I see no reason to make any changes."

It was learned that Chief Counsel Garey and his entire staff had prepared to resign, should there be pressure to tone down the investigation and whitewash the proceedings. They will continue to function, however, until the new chairman makes a decision.

In the meantime another "smear" campaign, which Mr. Garey said he felt was inspired, was spread by the New York newspaper PM, Marshall Field's publication. In last Wednesday's issue appeared a story by Elizabeth Donahue of PM's Washington bureau charging that Chief Counsel Garey had "used the inquiry to needle Jews".

Assumed Names

The story cited brief portions of testimony in which Mr. Garey brought out that certain FCC employees were working under assumed names. It was pointed out, however, that the anti-Semitic propaganda against Mr. Garey has been heard in the corridors of the new Post Office Bldg., which houses the FCC, for several weeks.

Associates of Mr. Garey last week deeply resented the inference that he is anti-Semitic and the specific mention of his law partners in the firm, Garey, Desvernine & Garey. They include Raoul E. Desvernine, Milton I. Hauser, Jacob J. Rosenblum and William Hefferl. Mr. Hauser also is a member of the Select Committee legal staff. He and Messrs. Rosenblum and Hefferl are Jewish.

Lipton Hitchikes

LEVER BROS., Cambridge, Mass., will promote Lipton's Tea via hitchikee announcements for the fourth quarter on Bright Horizon on CBS starting Oct. 4; on Mayor of the Town on CBS starting Oct. 6 and on Amos N' Andy, returning to the air on NBC Oct. 8. Product will also be promoted in a three-week spot campaign which started Oct. 10. A total of 71 stations are used. Agency is Young & Rubicam, New York.

"FIRMAGE'S RENEWING AS USUAL"
writes ARCH MASDEN—KOVO

THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

BROADCASTING • Broadcast Advertising
Fla. Supreme Court Upholds ASCAP, Rules Contract Within State Laws

The decision of the Florida Supreme Court is based on the principle that ASCAP activities are conducted within the state's jurisdiction.

Awards for Outstanding Children's Programs

The award is presented to the station that has shown the most outstanding performance in children's programming.

Spots For 'Beams'

The station has been given the opportunity to broadcast spots for a new vitamin product.

There's no place like Home and Good Old WMMN

The station is known for its homey and nostalgic programming.

FLASH!

The shortest distance to profitable results in California's billion-dollar market and western Nevada is the Bee Line.

AFM Fund

The AFM has launched a campaign to raise funds for its members.

Radio Operation in the East

The station has been expanding its operations in the eastern United States.

Flash! The shortest distance to profitable results in California's billion-dollar market and western Nevada is the Bee Line. Flora, Supreme Court Upholds ASCAP, Rules Contract Within State Laws. AFR Fund. (Continued from page 12) radio operation in the East.
Fly Defends Analysts’ Right
(Continued from page 11)
izatins and small business men's associations, as a restriction on free speech.
This restriction arises he said, from radio's tremendous success in selling goods and services, whereby some elements in the industry argue that time should be sold exclusively to vendors of merchandise and services.

He called that argument "too narrow and confining for a free people", while admitting that the sale of merchandise is an essential ingredient in our way of life. "To limit our freedom of ideas as well as worldly goods, is to betray a considerable portion of all that has made our nation great," he added.

"Programs should not be banned because they are intended to convey messages...Can broadcasting, while restrained to carry the voice of the one group and only the one group, claim to being an effective instrument of democracy?"

A Prime Barrier?
He said that the ban against soliciting memberships over the air was clearly "arbitrary", and reminded his listeners that Samuel Adams and Tom Paine sought members for libertarian organizations.

Chairman Fly defined a controversial issue as a "current issue" and listed the ban by many stations and networks on sale of time for discussion of controversial issues as perhaps the prime barrier to free speech on the air. He discussed the four leading arguments which he said were usually advanced in favor of this ban.

To the argument that time sold for controversial discussions would unduly limit radio as a vehicle for other functions, such as amusement, advertising, etc., the chairman urged that the principle of a well-balanced program structure would continue unimpaired even if a reasonable amount of time were sold for the discussion of controversial issues.

"Selling time for the discussion of controversial issues does not mean making of radio a common carrier, willing to sell every prospective purchaser as much time as he will buy," the chairman asserted in answer to the argument that the best-financed groups would buy the most time, and hence radio would become an instrument serving only one side of each issue.

The station licensee, he said, should have the discretion, in order that radio shall become the tool of no special group or interest.

He denied as "simply not true" the point that the door would be opened for continuing harangues "of so-and-so", because "We are interested in free speech on current lively issues". Continued sale of time to extremists with axes to grind itself bars discussions of current issues, he said.

Handouts Not Enough
To the argument that time for controversial discussion is now freely given, the chairman admitted that vast quantities of free time are given. "I know of no one who would want to end unsponsored discussions," he stated. But there are several reasons, he added, why these "mere handouts" are not enough.

Unlike purchasers of time, he pointed out, the recipient of free time has no opportunity for choice of an hour and "their network may consist of 15 stations instead of 150. And that," Chairman Fly suggested, "is not the kind of restraint on free speech the Founding Fathers...would view with any favor."

The maintenance of broad, firm revenues—necessary to the American system of broadcasting—"necessarily limits the time which can be donated free of charge to discussions...especially limits the choice hours which can be donated," he continued. "Clearly the best way to eliminate this restraint on free discussion is to remove the ban on time sales. This need not mean, of course, that free time is to be refused for controversial discussions. This type of program is desirable and lack of broadcast income should not be a reason for denying listeners access to those programs."

The chairman referred to the "busing about" that certain forms or round-table programs are now taking as evidence of the time shortage for commercial users. He indicated a preference for shortening one-hour programs to half-hour, since it would halve the effectiveness of this important type of program.

Equally undesirable, he indicated, because of unfairness to listeners, is the proposal to change the town-meeting-type programs to less desirable hours or to book them temporarily and then shift them. "Public debate during the hours when housewives listen with one ear would be as inappropriate as a farm and home hour after midnight," he added.

A Living Thing
Calling attention to a plan to sell one or more programs of this type, Chairman Fly said, "If there be a sponsor, one may wonder who is to be permitted to select the subject and the speakers?" He said it was not to the credit of at least one network that it did not at present contemplate selling this type of program. "One warning that is present," he added, "is that selling the forum may well add to the burden of the broadcasters own prejudices, the further burden of at least considering the prejudices of the sponsor."

"The poor relation who gets the free time can only hope to attract the attention that the time buyer builds up with his day-by-day bombardment."

That Mackerel Again
Chairman Fly concluded by remanding that responsibility lies with the industry and "it is the industry which must answer for having maintained having subverted our fundamental principles of freedom. In this world of movement let us see to it that American broadcasting continues to move as a living thing, a vital thing in the onward march of democracy, emitting meanwhile no radiation reminiscent of the dead mackerel in the mouth of a great fish."

[The "mackerel" reference was to the so-called NAB St. Louis convention incident in which Chairman Fly, after a bitter controversy with NAB President Neville Miller as Mark Strandridge, prevailed on the Louisville Times and Courier-Journal (WHAS) alluded to the trade association as akin to a "dead mackerel in the moonlight—it both shines and stinks"]]
Kesten Answers Fly
(Continued from page 11)

the front and I’ve eaten with them, slept with them, dived into fox-holes with them. When the Russians came to the front, and I’ve talked with them. Mostly the tall,).(22 men—soldiers—tall—was about home and girls and the usual groaning about Army life. But one thing that struck home was the thought about the conflict in political ideas behind the war. Whenever I asked a soldier, “Are you fighting Fascism?” he’d blink as though this were some original thought.

Remember that I’m talking about hundreds of conversations, not just a few. And these sailors who had thought of Darian and Badoglio and they hadn’t much to say. The consensus seemed to be that it would be all right for us to need a soldier with anyone we could in order to get the war over in a hurry so that everybody could call it a day and go home.

It seemed to me there was a world of difference in the political education of the American soldiers and the British soldiers whom I visited last month. The British Command has prepared a complete course of instruction for its troops in regard to the differences between democratic and Fascist ideas. I couldn’t help wondering how our own high command is making adequate plans to train the minds, as well as the bodies, of our fighting men.

Eye-Witness 2
American soldiers in this theatre of war don’t have the slightest idea of why they are fighting. I’ve just come from the front where I talked with them and know. They don’t realize that they are on a holy crusade to stamp out Fascism and that the only way you can do that is to exterminate Japs and Germans. They don’t know or care what our government has been through with a Darian and a Badoglio. They don’t realize that this is a people’s war, that what is happening is a world revolution and that the only way we can preserve the Four Freedoms is to crush our enemies completely and that the only way we can save our democratic integrity is to treat solely with democratic elements.

Well, our soldiers just don’t know those things. And the High Command is treasuring it the same. They should some of our troops. Last month I visited British soldiers and found out that they were sad about not being in political talks. We’re supposed to be quick and bright and the British dull and slow-witted. Well, the British are a lot quicker and brighter than we are in this kind of training.

Our soldiers shouldn’t spend their spare time sitting around groaning and talking about this and that and what they’ll do when they get home. No, they should be taught the meaning of the conflict in terms of ideas—things they must be made to see that Fascism must be stamped out in every root and branch and that they are fighting for the world’s little people. Otherwise, they may win victories on the field of battle, but they will lose the peace.

Grove Sponsors
GROVE LABS, St. Louis (cold tablets), under terms of a recent contract, is sponsoring programs totaling three hours a week on WGN Chicago. Monday through Saturday at 8:15 a.m., Grove sponsors a series of hour musical transmissions. Tuesdays and Thursdays and on Saturdays when not conflicting with baseball, they sponsor quarter-hour news programs. Tuesdays, Thursdays and Saturdays Grove sponsors Guest Star Theatre, a quarter-hour evening program of recordings and celebrity interviews. Agency is Donahue & Co., New York.

Lucky Strike Promotion
TYING IN with its Lucky Strike radio promotion on three network programs featuring the “Letter” commercial “I.S.M.F.T.”, American Tobacco Co., New York, last week started its first newspaper campaign in six years, using almost every daily paper for a period of three weeks. The six programs show a man holding a tobacco leaf with the copy saying merely “Lucky Strike Meets Fine Tobacco”, with the letter of each word underlined. Agency is Foote, Cone & Belding, New York.

Help Wanted Time
EIGHT sponsors are now using time on WFIL Philadelphia for “help wanted” messages. Spot campaigns, to continue indefinitely, is being placed by Pennsylvania Salt Co., L. H. Gilmore, in the countries Travel Bureau, a Chicago Transport Co., Bayside Co., Ltd., Red Arrow Lines and the Precision Glass Co. Wheel Co., 8th Avenue, Sun Shipbuilding and Dry Dock Co., Chester, Pa., sponsors four studio programs, weekly, solely for “help wanted” appeals.

FOR the second time, the Bridgeport plant of the General Electric Co., has been awarded the Army-Navy ‘Meritorious Service’ Production Award. For the first time, the production front, as announced by H. L. Andrews, vice-president of the appliance and merchandise division of the plant.
Spot, Regional Plan of War Messages Gains Among Advertisers, OWI Reports

EVIDENCE of growing interest in spot and regional broadcasting of war messages, reflected in a large increase in the number of advertisers who have volunteered for greater participation in home front campaigns, was revealed last week by the OWI Radio Bureau.

This growth is shown in the addition of more than 150 commercial stations in recent months to the National Spot and Regional Network Allocation Plan of OWI, according to William F. Fairbanks, chief of the allocations section of the bureau.

When the National Spot plan was put into operation about a year ago, Mr. Fairbanks pointed out there were about 70 programs participating, each broadcasting on an average of 20 stations. At present, there are 220 programs under the plan, using an average of 10 stations each.

Restrictions Relaxed
A large part of the expansion resulted from a relaxation of OWI restrictions which formerly limited participation to programs broadcast in five or more cities. Any spot or regional network radio advertiser whose programs, live or pre-recorded, air five minutes or more in length and broadcast over stations in two or more cities may now be included under the plan.

Recently, Mr. Fairbanks explained, OWI conducted a survey to obtain names of advertisers using two, three or four stations. In letters sent to approximately 1,000 agencies OWI stated that many such advertisers had asked to participate in the National Spot plan.

Based on the information collected, OWI compiled a list of advertisers sponsoring spot and regional programs and formal invitations for participation in the allocation plan were sent out. As a result, more than 150 new sponsors have accepted and returns are still being received.

The National Spot and Regional Network Allocation Plan, it was explained, is a plan devised by the War Advertising Council to coordinate war messages on national spot and regional programs. As in the case of the Network Allocation Plan, sponsors are sent a fact sheet from which each program writer compiles the messages in the way he believes will be the most effective on his particular program.

In some instances, the message is carried as a straight announcement at the opening, closing or middle of the program, while in others it is integrated into the dialogue, or handled as a song. The plan has proven one of the most interesting and effective of OWI's allocation plans, it was stated.

In its official schedule of war messages radio programs for the current week (Oct. 11-17) under the National Spot and Regional Network Allocation Plan, 51 programs are listed, with names of sponsors messages to be carried, and number of stations used, as follows:

**NATIONAL SPOT (AND REGIONAL NETWORK) ALLOCATION PLAN**
(Week Beginning Monday, October 11)

**MESSAGE: LIVE SCHEDULE—HOLD PRICES DOWN**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>ADVERTISER</td>
<td>NO. OF STATIONS</td>
</tr>
<tr>
<td>Broadcast Advertising Inc.</td>
<td>11</td>
</tr>
<tr>
<td>Broadcast Advertising Inc.</td>
<td>12</td>
</tr>
<tr>
<td>Burrus Mill and Elevator Co.</td>
<td>13</td>
</tr>
<tr>
<td>Burrus Mill and Elevator Co.</td>
<td>14</td>
</tr>
<tr>
<td>Campbell Cereal Company</td>
<td>15</td>
</tr>
<tr>
<td>Chattanooga Medicine Co.</td>
<td>16</td>
</tr>
<tr>
<td>Consolidated Cigar Co.</td>
<td>17</td>
</tr>
<tr>
<td>Consolidated Products Co.</td>
<td>18</td>
</tr>
<tr>
<td>Duke Power Company</td>
<td>19</td>
</tr>
<tr>
<td>First National Stores, Inc.</td>
<td>20</td>
</tr>
<tr>
<td>Foremost Dairies Co.</td>
<td>21</td>
</tr>
<tr>
<td>General Foods Co.</td>
<td>22</td>
</tr>
<tr>
<td>Kellogg Company</td>
<td>23</td>
</tr>
<tr>
<td>Menhaden Oil Company</td>
<td>24</td>
</tr>
<tr>
<td>Paxton &amp; Gallagher Company</td>
<td>25</td>
</tr>
<tr>
<td>Pent Tobacco Company</td>
<td>26</td>
</tr>
<tr>
<td>Peter Paul, Inc.</td>
<td>27</td>
</tr>
<tr>
<td>Philadelphia, Dairy Prod. Co.</td>
<td>28</td>
</tr>
<tr>
<td>Planters Nut &amp; Chocolate Co.</td>
<td>29</td>
</tr>
<tr>
<td>Planters Nut &amp; Chocolate Co.</td>
<td>30</td>
</tr>
<tr>
<td>Richfield Oil Corporation</td>
<td>31</td>
</tr>
<tr>
<td>Spark-O-Life Company</td>
<td>32</td>
</tr>
<tr>
<td>Savitt Jewellers</td>
<td>33</td>
</tr>
<tr>
<td>Sterling Brewers, Inc.</td>
<td>34</td>
</tr>
<tr>
<td>Sterling Brewers, Inc.</td>
<td>35</td>
</tr>
<tr>
<td>Stanback Company</td>
<td>36</td>
</tr>
<tr>
<td>Sunnyvale Packing Co.</td>
<td>37</td>
</tr>
<tr>
<td>Terre Haute Brewing Co.</td>
<td>38</td>
</tr>
<tr>
<td>Terre Haute Brewing Co.</td>
<td>39</td>
</tr>
<tr>
<td>Terre Haute Brewing Co.</td>
<td>40</td>
</tr>
<tr>
<td>Terre Haute Brewing Co.</td>
<td>41</td>
</tr>
<tr>
<td>The Texas Company</td>
<td>42</td>
</tr>
<tr>
<td>Valley National Bank</td>
<td>43</td>
</tr>
<tr>
<td>Valley National Bank</td>
<td>44</td>
</tr>
<tr>
<td>Wasatch Oil Refining Co.</td>
<td>45</td>
</tr>
<tr>
<td>Western Grocer Company</td>
<td>46</td>
</tr>
<tr>
<td>Western W. Lee &amp; Company</td>
<td>47</td>
</tr>
</tbody>
</table>

**MESSAGES: TRANS. SCHEDULE—WAC RECRUITING**

American Snuff Company (War Bonds) | 48 |
The Anacin Company | 49 |
Croft's Toasted Gingers (War Bonds) | 50 |
Kroger Grocery & Baking Co. | 51 |
Kroger Grocery & Baking Co. | 52 |
Linda's First Love (War Bonds) | 53 |
Smokey-Vacuum Oil Co. (War Bonds) | 54 |

No Publishers Radio Session

Publishers Radio Session

PUBLISHERS Ad Club meeting, Oct. 14, at Town Hall, New York, will be in Radio Clinic, with Albert Rice Levinthal, sales manager of Simon & Schuster, speaking on his company's experiences with selling books via radio, and Hazel Segall, advertising author as radio guest personalities.

---

No Publishers Radio Session

Publishers Radio Session

PUBLISHERS Ad Club meeting, Oct. 14, at Town Hall, New York, will be in Radio Clinic, with Albert Rice Levinthal, sales manager of Simon & Schuster, speaking on his company's experiences with selling books via radio, and Hazel Segall, advertising author as radio guest personalities.

---

No Publishers Radio Session

Publishers Radio Session

PUBLISHERS Ad Club meeting, Oct. 14, at Town Hall, New York, will be in Radio Clinic, with Albert Rice Levinthal, sales manager of Simon & Schuster, speaking on his company's experiences with selling books via radio, and Hazel Segall, advertising author as radio guest personalities.
AVIATION DEVICES USING 46 OUTLETS

PREPARED with the cooperation of the Army and Navy departments, Prelude to Victory is a quarter-hour program, starting on key stations Oct. 11 under sponsorship of Link Aviation Devices Inc., Binghamton, N. Y., manufacturer of the Link trainer, only instrument of its kind used by U. S. military forces in the training of pilots.

An institutional series tynes in which the effect of the program dramatizes epic flights in the history of aviation. It will be heard once weekly for 10 weeks. Invitations to listen in the audience have been sent to aviation executives, school boards, industrial officials and others, with a complete list of stations and broadcast time. Agency is Cresaen & Hedrick, New York.

Station list follows:

WEAF New York, WJZ Newark, WCAW Washington, WABC New York, WFLA Tampa, WMAQ Chicago, WDQX Buffalo, WOR New York, WKCA Kansas City, WJLB New Orleans, WORC Rochester, WLBG Myrtle Beach, WSB Atlanta, WLCB Buffalo, WPAW Detroit, WSMN New Bedford, WORC Rochester, WLS Chicago, and others.

A-A-5 For Recording

An A-A-5 rating, without the MRO symbol, is assigned specifically for the business of sound recording, for educational and industrial purposes, and for the order apparently rules out the possibility of obtaining turntables, which are reported to be greatly needed by some stations, especially those with programs. In general, there is a critical attitude toward giving radio communications people a higher rating for supplies than broadcasters.

Block of Tubes Freed For Use by Civilians

A STEP toward relieving the civilian tube shortage was taken last week when the WPB Radio & Radar Division, announced release of some used broadcast receiver tubes which had been held for export by the Phillips Export Corp., of P. O. Box 93, Grand Central Annex, New York. The tubes are of the types generally used in civilian sets in the U. S. Their release was okayed by the Domestic & Foreign branch of the Radio Division, which has concluded that the number of broadcast tubes available for home receivers is below normal needs.

An announcement followed confer-

George MacDonald

GEORGE MACDONALD, first member of the staff of WCOP Bos-
ton to enter the Armed Forces, last week was reported to be-
taking a flight in a plane which crashed at Pensacola, Fl. Ma-
Donald, a control engineer, was protected by the use of a technical sergeant in radio avia-

Ed L. Keen

ED L. KEEN, 73, head of United Press European activities for nearly 50 years, died suddenly in New York Oct. 7. Mr. Keen had been in semi-retirement since his return from Europe four years ago.

Batteries for WERS

ACQUIRING more than 100,000 over-
age radio batteries from dealers' shelves throughout the country, the Office of Civilian Defense is turning them over to amateur operators whose stations have been enlivened in the civilian War Emergency Radio Service. Members of WERS have no priority status for procurement of equip-
maintenance and repair work for per-
sons engaged in radio communica-
tion and repair and operating supplies for ra-
dio broadcasting and communi-
cations. At the same time, CMP Regu-
lations 5 and 5A, governing ex-
penditures up to $500 for capital equip-
ment under the MRO rating, were rescinded so far as concern-
ing radio communication are con-
cerned.

The amended order continues the use of the AA-1 preference rating and the MRO allotment symbol by persons engaged in radio communica-
cations, and AA-2 and the MRO symbol by persons in radio broadcast-
ing, for obtaining maintenance, re-

WDZ’s “Directional Programming” for 22 years has been aimed exclusively at the masses who work with their hands. That’s why WDZ’s audience today is nearly 100% farm and factory workers and their families ... the most prosper-
ous spending groups today. And they respond generously to WDZ’s “selling.” Because WDZ’s audience includes the classes of people that make up 70% of the total buying market, many national advertisers and agencies use our station as a test market for their national adver-
tising.

We’ll be glad to supply you with eye-
opening examples of WDZ’s “pulling power.” Write—

HOWARD H. WILSON CO., Representatives
New York, Chicago, Hollywood, Seattle

Block of Tubes Freed For Use by Civilians

Step toward relieving the civilian tube shortage was taken last week when the WPB Radio & Radar Division, announced release of some used broadcast receiver tubes which had been held for export by the Phillips Export Corp., of P. O. Box 93, Grand Central Annex, New York. The tubes are of the types generally used in civilian sets in the U. S. Their release was okayed by the Domestic & Foreign branch of the Radio Division, which has concluded that the number of broadcast tubes available for home receivers is below normal needs.

Announcement followed confer-

George MacDonald

George MacDonald, first member of the staff of WCOP Bos-
ton to enter the Armed Forces, last week was reported to be-
taking a flight in a plane which crashed at Pensacola, Fl. Mac-
Donald, a control engineer, was protected by the use of a technical sergeant in radio avia-

Ed L. Keen

Ed L. Keen, 73, head of United Press European activities for nearly 50 years, died suddenly in New York Oct. 7. Mr. Keen had been in semi-retirement since his return from Europe four years ago.

Batteries for WERS

Acquiring more than 100,000 over-
age radio batteries from dealers' shelves throughout the country, the Office of Civilian Defense is turning them over to amateur operators whose stations have been enlivened in the civilian War Emergency Radio Service. Members of WERS have no priority status for procurement of equip-
maintenance and repair work for per-
sons engaged in radio communica-
tion and repair and operating supplies for ra-
dio broadcasting and communi-
cations. At the same time, CMP Regu-
lations 5 and 5A, governing ex-
penditures up to $500 for capital equip-
ment under the MRO rating, were rescinded so far as concern-
ing radio communication are con-
cerned.

The amended order continues the use of the AA-1 preference rating and the MRO allotment symbol by persons engaged in radio communica-
cations, and AA-2 and the MRO symbol by persons in radio broadcast-
ing, for obtaining maintenance, re-

Reps. Lea Explains Position on Probe Of Special Committee on FCC Activity

FOLLOWING is the full text of the statement issued by Rep. Clarence F. Lea (Cal.) upon his appointment Oct. 4 by Speaker Sam Rayburn as chairman of the House Select Committee to investigate the FCC.

Its the FCC is an agency of Congress. It was created by authority of that provision of the Constitution which makes it the duty of the Congress to regulate interstate commerce.

It is selected to perform a Congressional function. The duties of this Commission, like many other functions committed to Congress by the Constitution, must be performed by administrative personnel appointed by the Executive department. Congress is, nevertheless, responsible, but cannot perform the detailed administrative functions of such agencies. The responsibility of this agency, however, is primarily to the Congress.

To Be Impersonal

Congress is entirely within its rights in investigating the manner in which this or any other of its agencies performs its functions.

The resolution adopted by Congress providing for the investigation of the FCC directed this Committee to conduct a study and investigation of three phases of this Commission in particular. This resolution made it the duty of this Committee to go into the question of the organization of the Commission, its personnel, and its activities, with a view of determining whether or not the Commission, in its organization, in the selection of its personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and in the public interest.

I will expect that, with a concurrence of the other members of this Committee, we will test the answers which Congress has thus made our responsibility. I trust that the investigation will not rest on a plane of personal controversy, but rather on the important question as to whether or not, this agency and its personnel have been and are now properly performing their duties, their public duties, to the country.

We should measure all of the activities of the Commission, and its personnel, from the standpoint of their duty to the nation as measured by the law by which their duties are defined. In other words, a broad public interest is involved in a line of its activities, and the work of the Commission must be measured from that standpoint.

The Interstate & Foreign Commerce Committee, of which I am chairman, has jurisdiction over legislation affecting this Commission. I trust that the investigation may provide constructive information to aid the work of our Committee.

I have not followed the details of the investigation so far conducted. So I must first bring myself up to date as to what has been done in the investigation and then, in cooperation with the Committee, proceed to its completion.

Engineer's Holiday

HELPING HOMEFRONT morale is engineer Neph Sorenson's idea of a vacation. The KDKY Salt Lake City radioman had a vacan
cation and no place to go, what with gas rationing and no tires. So Sorenson decided to contribute his radio knowledge to the war effort. He repaired over 200 radio sets, out of order because of lack of men or shops to fix them. The best part of the story is that he didn't charge one penny.
WLS HARVESTS VICTORY GARDEN

Staff Now Canning Produce from 5-Acre Farm Worked by Station Members

VICTORY VEGETABLES are the boast of WLS Chicago, whose staff planted, harvested and are now canning vegetables grown on a five acre plot twenty miles from Chicago.

One snowy afternoon last winter, Ted Morse, member of WLS orchestra and a character of the National Barn Dance, suggested, "Why don't all of us combine our efforts and start a Victory Garden?" The idea caught on and within a few days, 50 staff members had signed a pledge to take part. The group, including station executives, entertainers, writers, announcers, producers, secretaries and office help, chose Ted Morse as chairman.

Morse explained the plan to Burridge D. Butler, president of the Prairie Farmer-WLS, who offered part of his farm "Burridge's" to the WLS "patriot's garden." "Burridge's" is twenty miles from WLS studios, so the staff bought a ten-year-old "Victory vehicle" for transportation. The gardeners were divided into five teams—ten to an outfit and a captain for each unit. A tractor driven by Arkle, the Arkansas Woodchopper, and Doc Hopkins, Barn Dance talent plowed the land. The crop was sweet corn, tomatoes, lima beans, string beans, onions, cabbage and other staples in smaller quantities. August and September were harvest months, and each night the gardeners brought the produce to the station and canned it under station's home economics experts. Yield was 1000 cans of beans, 2000 cans tomatoes, 1500 cans corn, and a large number of the other products. Staff members are already planning next year's crops.

KPRO Riverside, Cal., has acquired the special AP radio wire from Press Assn.

ENLARGED promotion and publicity department of KDYL Salt Lake City has been moved into the KDYL Radio Playhouse which allows more room for expansion.

WJPR Greenville, Miss., became a Mutual affiliate Oct. 1. WJPR operates five educational programs of local and regional interest in addition to network features.

WIOD Miami broadcast a simulated rescue of two survivors on a life raft to promote the Dade Country War Bond drive. Pickups were made from the raft, where announcer Jack Ellsworth had a shortwave jack strapped to his back, from a Navy blimp, which sighted the raft, and from a PT boat which sped to the "rescue."

KLZ Denver has completed negotiations with the U. of Denver athletic department for the exclusive broadcast of all of the Denver day-light home games. Station is also broadcasting the luncheon meetings of the U. of Denver Quarterback Club.

SPECIAL EVENTS of WOCA Pensacola got a break last week when a $100,000 fire occurred across the street from the studios. Jim Hendrix, WOCA special events specialist, set up a mike on the station's balcony and aired two on-the-spot descriptions.


WIBG PHILADELPHIA has revised its daily news schedules and five minute newscasts every hour have been added, augmenting the numerous quarter-hour newscasts spotted during the day. A total of 17 new news periods are broadcast daily.

WAQV Vincennes, Ind., has renewed the lease on the location of its studio in the Grand Hotel, Vincennes.

Book Tells of Radio's Use In Lewiston, Ida. Schools

LINKING education with radio has been the ten-year campaign carried out by Lola Berry, M.A., in the schools of Lewiston, Idaho. She has just published a book telling of its success, Radio Development in a Small City School System, a Nelson Memorial Library volume, published by Boston Publishing Co., Boston. ($1.50)

The book tells how radio has been used as an educational tool "to build poise within individual students, to create life interests, and to make the High School more definitely a part of the community life." Miss Berry writes of the radio workshop she established in the schools of Lewiston on her plan was followed, and the student participation in all lines of radio activity. Throughout the experiment, KRLC Lewston gave its full cooperation.

Toronto Meeting

FIRST ANNUAL production meeting of stations operated in Ontario and Quebec by Northern Broadcast Advertising & Publishing Ltd., was held at Toronto, Ont., under chairmanship of Jack K. Cooke, general manager. Included in the sessions, which dealt mainly with program production and engineering problems, was a session with the Palmer School of Radio Salesmanship, held at Toronto Sept. 27. Attending the production meeting were program directors Harrison Flint, CKGB Timmins; Martin Fihlert, CJKY Kirkland Lake; Albert Aube, CKRN Rouyn; Phil Hield, CFOD Sudbury; CFCH North Bay; Don Inley, CHER Peterborough; Chas. Miller, CKWS Kingston; and chief engineer of the company, Geo McCurdy, CKWS.

Spots for Canvassers

TO SECURE more agents to sell its line of men shoes, Mason Shoe Mfg. Co., Chippewa Falls, Wis., through its newly-appointed agency Huber Hoge & Sons, New York, is using five-minute transmissions six times weekly in a test campaign on KSFQ WMEX WPIC. Ordinarily doing 10 million dollars worth of business through its agents, firm has lost many, according to the agency. Drive started in mid-September.

Sanka Cancels

SPOT CAMPAIGN planned by General Foods Corp., New York, to run in special markets this winter for Sanka coffee has been cancelled because of Government orderment of the chemical used in Sanka to decaffeinate it. The product is already promoted on The Adventures of the Thin Man on CBS, and receives half of the commercials on the Kate Smith Hour; also on U. S. Agency is Young & Rubicam, New York.

WOR New York, moved Bessie Beatty and Alfred W. McCann Pure Food Hour programs to more convenient morning hours. McCann was moved from 10-10:30 a.m. to 9:30-10 a.m., effective Oct. 4. Bessie Beatty will be heard an hour earlier than her former time of 11:15 a.m.
DOWNTOWN LOCATION.

Page 68 • October 11, 1943

WATT Winston-Salem—Dismissed with out prejudice to assignment of license from WSAV, Inc., licensee of WSAV, from E. Elmer Murray Sr. to Harold Daniel and Catherine Murray Daniel. No monetary involved.

WSAC Ashbury Park, N. J.—Granted CP for equipment to replace equipment destroyed by fire April 28, 1943, conditions.

WINS New York—Granted mod. CP to change 1000 to 1010 kc. make changes in DA.

KQW San Jose—Designated for hearing application for mod. license. To move main studio to San Fran.

Washinetown Broadcasting Co., Ann Ar.—Denied petition for reinstatement of application for new station on 1050 kc.

Rock Island Broadcasting Co., Rock Island, Ill.—Filed in pending film, pursuant to policy adopted Feb. 23, 1943. application for new FM station on 44,500 kc.

WCL Cleveland—Granted motion to dismiss petition for approval of application to operate on 660 kc, 970 w, limited.

WQR Columbus, Ohio—Denied CP for operation on 610 kc, 1 kw, DA, unlimited. Admitted proposal finding deeming Black Hills Broadcast Co. (CFS) Rapid City, B. D., CP for new transmitting equipment, change transmitter location, transmit half power from N, change 1460 to 610 kc, increase 250 w to 5 kw. unlimited.

WWSR Chicago—Granted license to cover CP for new station. Transmitter: 60-000-66,000 kc; 2 kw-Aural, 4 kw visual, 3 kw visual, 2 kw visual, 1 kw visual, 2 kw visual.

WFTL Ft. Lauderdale, Fla.—Consolidation of application for voluntary assignment of CP and license to Fort Industry Co. application of Raleigh A. Horton for license to cover CP application of Fort Industry Co. to move main studio from Fort Lauderdale to Miami, Fla., granting of license to Fort Industry Co.

WQAM Miami—License to cover CP for new transmitter, power increase.


KEMP Berkeley Hills—Mod. license to move main studio to 5993 Sunset Blvd., Los Angeles.

WQAM Miami—License to cover CP for new transmitter, power increase.


WQAM Miami—License to cover CP for new transmitter, power increase.

KEMP Berkeley Hills—Mod. license to move main studio to 5993 Sunset Blvd., Los Angeles.

WQAM Miami—License to cover CP for new transmitter, power increase.


Network Accounts

All Time Eastern Wartime unless indicated.

BROADCASTING • Broadcast Advertising
PAYABLE IN ADVANCE

Help Wanted

ARE YOU TOP MAN—In announcing—production, network or local program—Algernon—Experienced Broadcasting technician, Regional Chief Engineer—Get into就好了—A.M. or F.M. by subscription. Write Box 119, BROADCASTING.

Program Manager—250 watt Mutual Network wants self-starting type man. Must have experience. Now is not a boom town, but good steady market. Desirable, living conditions, good working conditions, first-class equipment. $60 weekly, paid every other Friday. Write Box 457, BROADCASTING.

Assistant Chief Engineer—250 watt mid western network station, Excellent for future, Utah, Box 209, BROADCASTING.

ANNOUNCER—Must read news and heavy commercial shifting, Salary $800 per week. Give full details in first letter. Box 128, Ottumwa, Iowa.

Program Director—Fully experienced take charge of 325 kHz, mid west local. Station all, draft, experience, salary, etc., Box 399, BROADCASTING.

Director of Program—Clear channel kilowatt station, KLCN Blytheville, Arkansas. A letter of introduction with a future. Wire Harold Sudbury, Manager.

Wanted—Station Manager for 5 kilowatt Columbia outlet in thriving eastern community. Must be experienced, have thorough knowledge of operations and also distinct fair personality. Excellent for future. Proposition flexible. Write Box 571, BROADCASTING.

ANNOUNCER—Aggressive 5 k.w. eastern network affiliate has opening on announcing staff. Unexcelled working conditions, opportunities extra commercial free. Experience, character, dependability prime requisites. Write qualifications, salary expected on all details to Box 376, BROADCASTING.

Production Assistant & Writer—New experience, drafting script, writing and some production musical, dramatic, production programs. Excellent opportunity right man on eastern network station with first equipment. Write to Box 377, BROADCASTING.

ANNOUNCER—Engineer—With first-class license, minimum job for reliable sober man; no other need apply. WWMJ, Canton, Georgia.

ACCOUNT EXECUTIVE & MERCHANDISING MANAGER—We are planning not only for present but also for the future. For this reason we need a 6 k.w. CBM affiliate in the midwest/east where we would like to extend the service we now offer. A. S. F. is the place you can rely on. A man of character, reliable, 6-year radio background, knowledge of field sales and merchandising necessary, Send full particulars including references to Box 315, BROADCASTING.

ANNOUNCER—Experienced preferred well-recognized radio school graduate considered, no New England network affiliation, Salary $43, per week. Tell all details. Box 389, BROADCASTING.

Deputy Director—Desired to take over Station, Send all details. Box 393, BROADCASTING.

ANNOUNCER—Experience preferred well-recognized radio school graduate considered, no New England network affiliation, $43, per week. Tell all details. Box 389, BROADCASTING.

ANNOUNCER—Permanent position 5 k.w., region located in a growing area, deferred, experienced man. Box 399, BROADCASTING.

Draft Deferred—Two released first, second, or third class operators. Rocky Mountain 5 k.w. network station. Box 388, BROADCASTING.

Crystals Needed Met

WANTED TO BUY

Quartz crystals and mica, two minerals essential to radio and electrical equipment manufacture, are assured for the United Nations by renewal of agreements between Brazil and the United States for the purchase of that country's output. Normally Brazil's production of quartz crystals is about 100,000 lbs. a year. Current needs are many times this amount, and have been met through modernized mining methods and exploration. Value of Brazilian mica exports has increased five-fold since 1938, according to a broadcast from Rio de Janeiro.

Joyce for Good Year

QUINTIN REYNOLDS, formerly on the foreign staff of Collier's, will be featured in Good Year Tire & Rubber Co.'s NBC program, Salute to Youth, Tuesday, 7:30-8 p.m., starting Oct. 19. Mr. Reynolds will conduct interviews with servicemen returned from abroad, Washington officials and other personalities. This will be his first commercial program. Agency is Arthur Kudner Inc, New York.

Coca-Cola Wins Suit

"COKE" or "Koke" as applied to soft drinks belongs to the Coca-Cola Co., exclusively, as ruled by Federal Judge Lloyd C. Black in District Court of the Western Division of Washington. Decision was handed down as a consent decree, suit brought by the company against A. H. Rutherford for making and distributea a soft drink called "Koke". Rutherford must deliver to the court all advertising material containing the word "Koke", and surrender for cancellation any certificates of registration of "Koke".

FIFTH Army-Navy "EE" flag to be awarded to the RCA Victor Division of the Radio Corporation of America. Victor Division has been run up over the company's Indianapolis plant.
Treasury Starts Fourth Loan Planning And Seeks Comment of Radio Stations

WITH compilation of the results of the Third War Loan Drive not yet complete the War Finance Division of the Treasury Dept. has begun laying plans for the forthcoming Fourth War Loan, tentatively set at present for early in 1944. In a letter sent Oct. 1 to all stations, Vincent F. Callahan, director of radio, press and advertising, states: “Nothing we can say would exaggerate the value of the participation of the industry and your own station in the Third War Loan and the continuing operation of the War Finance program.”

Comment Received

He continues further that it is therefore vital to successful planning for the Fourth Loan that each station send to Emerson Waldman, chief of the radio section, comment upon the promotion of the Third Loan and suggestions regarding the industry during the next loan. Response to this letter has been immediate and the general opinion of the reports received to date is that the Third Loan was handled much better than the previous ones.

Only major sore point was delay in the delivery of the radio promotion booklets and the Rush Hughes “word picture” transcription, the booklets arriving too late in many cases to be of any use in preparing copy and the discs arriving after the drive had begun. The Treasury Star Parade series and the Treasury Song Parade series received exceptionally favorable comment, particularly from local stations.

According to reports at press time the sale of Bonds had topped $17,924,000,000 and although individual subscriptions (Series E), which earlier suffered a serious lag, totaled only $4,435,000,000, late reports and compilations were expected to edge the division over the $8,000,000,000 quota. Corporations and other large investors have oversubscribed their quota by more than $3,000,000,000.

Jeeps and Bugles

In connection with NBC War Bond Day, Sept. 26, WOAI San Antonio conducted an all day local campaign in connection with the San Antonio Aviation Cadet Center and the Travis Building and Loan Assoc. Bond pledges were taken by phone and the bonds were delivered by jeeps and bugler who blew “Bond Call” as each bond was delivered. KARK Little Rock, Ark., on NBC Day also employed jeeps for bond deliveries. On Sept. 29, WCOV Montgomery, Ala., created and carried a special 10 hour War Bond program featuring military personnel from nearby Gunter Field. Over $800,000 in bond pledges were taken by the station.

Yankee Network Bond Roundup Rally on Sept. 29 was carried by WNAC WSAR WHAI WARK WBRK WLLL WEIM WHYH. The continuous 1 1/2 hour broadcast was held in connection with 500 banks in the region which stayed open until 9 p.m., the end of the broadcast, and sold bonds. WBT Charlotte, N. C., in connection with the CBS Bond Day programed followup announcements and special programs of its own. $549,500 in pledges were taken during the day by the station. Following a remote broadcast from a war project on Sept. 21, WNOX Knoxville, Tenn., sent a bond-selling crew to the project and made bond sales totaling $246,000 in cash and payroll deductions. Interviews with workers were recorded and broadcast later.

Rally Sept. 28 featuring entertainment world, civic and industrial figures and held in Kresge's Dept. Store, Newark, N. J., was intermittently aired over WAAT Newark. Bond sales exceeded $550,- 000. WMJ Youngstown, Ohio, on the BLUE Bond Day participation is credited with $260,125 in bond sales and claims second highest among the 168 BLUE stations. During the drive WKBH La Crosse, Wis., broadcast 210 spot announcements plus 63 transmitted programs in addition to other special programs. The KDKA Bond Drive, which has completed its junket of five western Pennsylvania communities and has rung up $415,000 in bond sales.

Record Total

The largest total in war bond sales ever subscriber in the course of a single appearance of any group was chalked up last Monday night by the NBC program Information Please when the “experts” made their eighth War Bond appearance at the Mosque Theatre in Newark, and brought in $277,920,976 in War Bond sales. In eight appearances the program has rolled up the staggering total of $680,554-515. James W. Fulbright (R-Ark) was guest expert at the Newark theatre with the regulars John Kieran, Franklin P. Adams, Oscar Levant, and Clifton Fadiman as m.c. Vice-President Henry A. Wallace, originally scheduled as a guest, but forced to cancel the engagement because of an emergency, was able to attend and made a brief appeal for War Bond purchases.

GIVING HIS ALL to the last ranger, for the Third War Loan Drive was Beaufort Caffington, sports statistician for WITI Baltimore, on the Independents’ Bond Day when he willingly permitted his station to auction all of the articles of clothing he was wearing. Total amount of bonds sold with WITI on Independents’ day was $215,975.

WHEN WIRE Indianapolis put on a talent show recently in connection with an all night War Bond rally, Rex Scheppe, station manager, was in the band pitching. Rex was once one of the finest banjo players in the country and had a concerto composed for him by W.A. Shilkret. As his contribution to the WIRE bond drive, he played four numbers which brought in $20,000 in sales. The station made an outstanding record in the one day drive, selling over $1,000,000 in bonds.

LOAN THEME FALSE SAYS WJBK HEAD

“We DON’T believe that the round the clock haranguing of the public is effective,” declares James F. Hopkins, manager of WJBK Detroit, in replying to the request of Vincent F. Callahan, director of radio, press and advertising of the War Finance Division, Treasury Dept., for comment on the Third War Loan.

Mr. Hopkins says the central theme of the appeals is "false", as orders for planes and guns would not be canceled in the event of the failure of the drive and no large segment of the public is stupid enough to believe that it is true.

Regarding all day radio campaigning he states that such promotion violates every rule of sound selling and that the sales argument should be boiled down to the facts that the bonds are topnotch securities and that they are a direct means to prevention of inflation.

Cleanser Schedule

KELITE PRODUCTS Inc., Los Angeles (Kenu-cleanser), revising its schedule and concentrating in areas where distribution is more favorable, on Oct. 17 starts a weekly quarter-hour commentary, The Spectator, on 9 BLUE California stations, Sunday, 3-3.15 p.m. (PWT). Contract is for 52 weeks. In early October the firm started a twice-weekly quarter-hour commentary by Harrison Wood, Don Lee network news editor, on KHJ Hollywood, and in addition is using 42 time announcements weekly on KIEM Glendale. Agency is Little & Co., Los Angeles.
The boys are all talking about the Listening Finger Points — C. E. Hooper's Mid-Winter '43 Report to WLW. Most of all they're excited about its second section — WLW vs. Other Network Stations — which shows how your program on WLW stacks up against 116 stations affiliated with the four major networks which have some audience in our area. You ought to see it soon!

If you still haven't received a copy of the WLW Fax, shoot us a wire or letter. We will gladly send the Listening Finger Points along with all material previously released.
IN TRIBUTE TO AMERICA'S RADIO INDUSTRY... WORKING TOGETHER FOR VICTORY

EAST SIDE
WEST SIDE
ALL AROUND THE WORLD

.... Radio Brings Them the Sidewalks of Home

Sure enough, that's a New York announcer giving the football scores! And there's no mistaking that hot music—it's a famous Chicago "name" band. And that comedian from Hollywood—why, he's the same zany who kept them in stitches every week back home.

American radio manufacturers have supplied sturdy little short-wave sets that bring America to any part of the globe. And that's been a big factor in the sky-high morale of our fighting men overseas.

Every day, the radio manufacturers of the United States are making huge deliveries of military radio equipment to speed the day of victory. Their war production experience, added to their manufacturing skill, is effecting important technical advances—improvements that will bring you far better radio products when the days of fighting are over.

Your purchase of War Bonds will help supply American fighting men with the world's finest equipment.

SCIENCE SMASHES AT THE AXIS in RCA Laboratories, working unceasingly in radio-electronic research. Proud of the privilege of serving America's great radio industry in its united war against the Axis, RCA will continue to make the fruits of its basic research available to American makers of radio equipment. This will help American manufacturers to provide finer radio-electronic products and services to a world at peace.

RCA Laboratories
A SERVICE OF RADIO CORPORATION OF AMERICA