Q. Who is the mysterious Mr. Sterm?
A. Shh-h, we can’t tell you.

Q. Why?
A. Because there isn’t enough space on this cover.

Q. Is he that important?
A. No. But we think some of the facts that we told him are.

Please turn to page 44, won’t you?
It’ll be time, we think, well spent.
In Midwest cities, in rural villages and farm homes, WLS is listened to regularly. As proof, consider this offer.

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

These 52,091 orders for a WLS premium are only one bit of evidence that WLS Gets Results! We have more, lots more stories of results for advertisers. Just ask us . . . or any John Blair man.
Remember—there's more power behind the ball when you send it soaring with the right foot. It travels faster—and farther.

We are proud to list a few of the national advertisers who have carded a full schedule on WPEN and found us a power behind their sales score.

WPEN
National Advertisers Schedule

CHICLETS ........ 52 Weeks
EX-LAX ........... 52 Weeks
PEPSI-COLA ...... 49 Weeks
CRAWFORD Clothes . 41 Weeks
PALMOLIVE{ ....... 26 Weeks
SUPERSUDS} ...... 26 Weeks
GENERAL BAKING . 13 Weeks

(All Companies scheduled to end of 1943)

Station WPEN has a few choice open dates. Write for our schedule of availabilities and boost your score in the Philadelphia market.

5000 WATTS - 950 ON THE DIAL
The MOST ECONOMICAL BUY in OMAHA

KOIL

is a MUST For Outstate Nebraska

Page 4 • October 18, 1943

BROADCASTING • Broadcast Advertising
When You Want
INTENSIVE COVERAGE
of America’s 4th Largest Market*

(PLUS NEW YORK AT NO EXTRA COST)

*A Market LARGER Than These 14 Cities Combined
KANSAS CITY ...... OMAHA
INDIANAPOLIS ...... SYRACUSE
ROCHESTER ...... RICHMOND
DENVER ...... HARTFORD
ATLANTA ...... DES MOINES
DALLAS ...... SPOKANE
TOLEDO ...... FORT WAYNE

Biggest listening surveys ever made in this market prove it! Send for them!
Spot Sales Inc. (Outside N. Y. Area)

"DOLLAR FOR DOLLAR NORTH JERSEY’S BEST RADIO BUY!"

SMART BUYERS USE

WAAT

BROADCASTING - Broadcast Advertising
WEAF HAS A NINE-M
WHEN YOU radio advertisers think of WEAF as New York's best-known station, you're likely to think in terms of the urban New York market. Of course, this in itself is a tremendous circulation factor which no smart sponsor discounts, no matter how he looks at it.

But there's more to WEAF's coverage story than Metropolitan New York alone. There is a prodigious rural audience in WEAF's effective service area where you'll find nearly 9,000,000 acres on more than 113,000 farms. The income from these is well over $367,000,000—and if you ask us, that ain't hay!

WEAF's "Modern Farmer" Program

For the past nine months, WEAF has willingly catered to the radio tastes and needs of this impressive rural market with a timely, sensible program called, "The Modern Farmer." It is heard six mornings a week from 6:30 to 7:00 A.M. The show features and is run by Mert Emmert, WEAF's Farm Program Director.

With Emmert, that's more than a desk title! In the first place, he's a practical dirt farmer himself, born and raised on a farm—and not many years ago at that.

For another thing, Emmert gets around a lot among various markets and farmers, agricultural officials and county agents. Personalities like these often appear on his program.

Emmert gets the ears of WEAF's sizable farm audience, because he speaks their language, gives them the sort of news, information and diversion they want under wartime conditions. Furthermore, he's on the air at a time when New York farmers can and do listen. Curiously enough, Emmert enjoys a large "bonus" audience among suburban victory gardeners who have followed his advice on both "The Modern Farmer" show and his "Plot for Victory" program which just closed after a successful spring and summer season.

"The Modern Farmer" program can do a job for radio advertisers who want a low-cost approach to New York's valuable, responsive rural market. Mert Emmert himself can really make your product sales grow in WEAF's 9,000,000-acre "barnyard."

For complete program details and low announcement costs, write or phone NBC Spot Sales, Radio City, New York 20, N.Y.
WALTER J. NEFF, President, Neff-Rogow, Inc.

Says—“Spot broadcasting, like spot bombing, hits the target with full effectiveness”

- Trust a top-notch agency man to think up a top-notch simile! Because spot broadcasting is like spot bombing. It selects the strategic target from among all the semi-desirable or downright worthless objectives—then accomplishes its purpose with ultimate precision and economy.
- Most of the nation’s leading spot broadcasters have found that Free & Peters can help them very considerably in their “spot-bombing” campaigns. We know the markets that are most vulnerable—know where the least opposition will be encountered—know what kind of “bombs” will be most effective.

We’d be happy to offer you every facility at our command. Call us in—and see!
Noble Takes Over Blue, Retains Officers

Elected Chairman; Woods and Kobak Retain Posts

COMPLETE satisfaction with the management of the BLUE network, "which brought the BLUE to its present enviable position," was expressed by Edward J. Noble last Thursday, following the formal transfer of ownership of the network from Radio Corp. of America to the American Broadcasting System, of which Mr. Noble is president and sole owner, and Mr. Noble’s election as chairman of the board of the Blue Network Co.

Transfer was effected Thursday afternoon when Mr. Noble presented to David Sarnoff, RCA president, a check for the balance of the $40,000,000 purchase price of the BLUE, and received from Mr. Sarnoff 1,000 shares of the capital stock of the BLUE Network Co., representing all of its outstanding capital stock. Originally announced July 30, the sale of the network was approved by the FCC Oct. 12 and was consummated as soon as final details could be arranged.

Directors Named

After the transfer at a meeting of the BLUE board of directors was held, from which five members representing RCA had resigned, Mark Woods, president, and Edgar Kobak, executive vice-president, remain as directors and the following new directors were elected: Franklin S. Wood, counsel to Mr. Noble; Earl E. Anderson, vice-president of ABS; C. Nicholas Priauilx, secretary-treasurer of ABS.

Mr. Noble was also named chairman of the board of the Blue Network Co.; Mr. Priauilx was elected vice-president in charge of finance; Robert D. Sweazy, counsel of the BLUE and former assistant secretary, was elected secretary, replacing Lewis Macconnach, who is also secretary of RCA. Mr. Woods and Mr. Kobak and the other officers continue in their present capacities.

"Of course the management which brought the BLUE to its present enviable position will be maintained," Mr. Noble told BROADCASTING. "You’ll not note," he stated.

A NETWORK IS SOLD, and delivered, for the first time in history, with David Sarnoff, president of the Radio Corporation of America, handing to Edward J. Noble, purchaser of the BLUE, a certificate for 1,000 shares—the entire stock of the BLUE Network Co. Inc. Mr. Sarnoff had previously received $7,000,000 in cash, which with the $1,000,000 Mr. Noble paid down, constituted the purchase price. Mark Woods, president of the BLUE, looks on at the right of the picture.

"that the only changes being made in the organization are the resignation of five directors and one officer representing RCA and the election of four new directors and an officer representing me."

"In buying the BLUE Network, I am acquiring a going business concern, going, I might add, in the right direction, and I have the greatest confidence in Mr. Woods and Mr. Kobak and the other executives who are responsible for this admirable achievement. I do not contemplate any changes that might disturb the network's successful operations."

Amplifying his earlier statement to the Commission in a statement made in connection with his acquisition of the BLUE, Mr. Noble said: "While the policies set forth in the code of the BLUE Network reflect the past experience and the best judgment of the network and of the industry as a whole, these policies will retain their validity only as they are constantly reviewed in the light of changing conditions; and it is this concept of radio's relation to the public which led to the re-appraisal and modification of the BLUE Network code embodied in my letter to the FCC."

The full text of Mr. Noble's statement and Mr. Sarnoff's message of congratulations to Mr. Noble and the BLUE officers and staff were read on the full network at 4 p.m. Thursday by Hugh James. Application for the transfer of the license of WMCA New York, now owned by Mr. Noble, to Nathan (Continued on page 57)

AFL And NEA Ask Radio Legislation

Congress Action Asked In Formal Convention Resolutions

TWO OF the country's most influential membership organizations —the American Federation of Labor and the National Editorial Assn.—last week officially went on record in favor of amendment of the Communications Act of 1934 to safeguard freedom of radio.

AFL, representing a confederation of labor unions, unanimously adopted a resolution at its Boston convention, calling upon Congress to amend the present law by prescribing the "limits of government supervision of the radio and allied industries, and definitely safeguarding broadcasting from any actual or implied government censorship authority over program content." The resolution was offered by Delegate Richard J. Gray, Building and Construction Trades Dept., of Cleveland, who called attention to the potentials of post-war building trades employment in television, FM and electronic industries.

NEA Endorses Bills

The advisory council of the National Editorial Assn., at a four-day meeting in Chicago, on Oct. 10 adopted a resolution endorsing the White-Wheeler Bill (S-814) and the companion Holmes bill in the House (HR-3109) to amend the Communications Act and reorganize the FCC. It marked the first time a specific radio bill had been espoused by a national newspaper organization, and was premised on the conclusion that freedom of the radio must be safeguarded as synonymous with freedom of the press. It was predicted informally that the day would come when publishers and broadcasters would stand side-by-side, probably under joint auspices, in fighting against Government encroachment upon their freedom.

Action of the AFM convention was viewed as sharply at variance with the position of CIO, the competitive federation of unions. At the Blue network 'transfer' hearings before the FCC last month, CIO sought to have the FCC broaden its supervision over programs by enforcement of a requirement that stations sell time for discussion of (Continued on page 61)
Phil Cohen Succeeds Stauffer
As OWI Domestic Radio Chief

William M. Spire, Agency Man, Named Deputy; Both Appointments Are Merit Promotions

APPOINTMENT of Phil Cohen to succeed Don Stauffer as chief of the Domestic Radio Division of OWI was announced last week by E. Palmer Hoyt, Domestic Branch Director. Mr. Stauffer resigned to return to his post as vice president of Routhrauff & Ryan, New York advertising agency.

William M. Spire, chief of the allocation division, has been named deputy chief of the Bureau, the position formerly held by Mr. Cohen. Mr. Spire will continue in charge of liaison operations with all other government agencies.

Both appointments were merit promotions and were received in government and industry circles with warm approval.

In his new position, Mr. Cohen will supervise all contacts with the radio industry in matters relating to the war effort. In addition to scheduling and allocating time made available by stations for Government information programs, he will handle all requests by Government agencies and officials for unsponsored time. He will work with the War Advertising Council in presenting war messages on sponsored programs.

In Radio 10 Years

Mr. Cohen, subject of a "Respecta" sketch in the Aug. 16 issue of Broadcasting, has been in radio for more than 10 years as actor, writer, producer, and government administrator. He has been with the OWI since its establishment, coming into the agency from the old Office of Facts and Figures which he entered about two years ago as chief of the Government Liaison Division under William B. Lewis, former CBS vice-president, who headed the OFF Radio Bureau.

Mr. Cohen is well known as a pioneer in radio programming, his work in producing documentaries for the Office of Education Radio Division in 1936 having set the pace for many programs of this type. Some of his early productions were Americans All—Immigrants All, which inspired a state-wide educational movement in Illinois, Wings for the Martins, and The Ballad Hunter.

Produced Many Series

During six years as a producer in the radio industry, Mr. Cohen directed more than a thousand programs as well as supervised the production of five radio series. A few years ago he carried out two projects for the Rockefeller Foun-
dation, the first being a study of British broadcasting methods and the second a series of experimental programs produced in cooperation with the Library of Congress.

Mr. Cohen has lectured on radio at Northwestern, Harvard, Ohio State and New York universities and is the author of a number of articles on broadcasting. He was active in the formation of the Association for Education by Radio and is regional vice president of the organization.

Mr. Cohen was born in Fort Shafter, Hawaii, the son of Maj. Lee Cohen, USA, ret. He is a graduate of Harvard, class of 1932. He is 32 and the father of two boys.

Mr. Spire was head of the radio department of McCann-Erickson, New York advertising agency, for four years before he entered government service more than two years ago. He held earlier positions as associate of Alasop Radio Recording Co., a transcription firm, and as program director and station manager of WHOM New York. He has been in radio for about 14 years.

ROMA Switch

ROMA WINE CO., Lodi, Cal. (Ceralatte, Belleme, Roma wines), subsidiary of Schenley Distillers Corp., has appointed The Blow Co., New York, its national ad agency. The wine concern will replace its current CBS Roma show with a new weekly program starting about Dec. 2. McCann-Erickson Inc., San Francisco, currently servicing the account, originally packaged the half-hour comedy variety program and is retaining it for another sponsor's consideration.

WVO Commercial Time

50.1% Over Last Year

INCREASE of 50.1% in commercial time on the network was reported by Mr. 10 to Oct. 1, 1943, over the same period last year, was reported weekly by the station. All station breaks and participating announcements have been sold.

WVO broadcast a total of 261 sponsored quarter-hours during the first week in October of this year, an increase of 72% over the same period in 1942. Of the 42 sponsors who broadcast on WVO in 1942 and renewed their contracts this year, 38 have used the station for seven years.

Increase of commercial programs broadcast is shown in two classifications — for Italian commercial broadcasts, a 9.4% increase and for English sponsored programs, a 13.5% increase. Greatest increase is in the food category.

Business Series

NATIONAL SMALL Businessmen's Asn., Akron, O., beginning Nov. 14 will sponsor a weekly half-hour dramatic program, "The Life of Lincoln," from 4:30-5 p.m. Sundays on 56 CBS stations. Contract in full the week of Nov. 7, and station for 209 stations within that time is expected. Agency is Schwimmer & Scott, Chicago.

Carey to Address Club

EUGENE L. GAREY, counsel for the House Select Committee to investigate FCC, will be the principal speaker at this week's luncheon meeting of the Radio Executives Club of New York, to be held at 2:15-2:30 p.m. at the Shelton Hotel, New York. Rep. Clare- ence Lea (D-Cal.), newly appointed chairman of the committee, is expected to attend.

Trammell, Royal, Arrive in London

Plan For Reopening Rome Bureau in Few Months

NILES TRAMMELL, president of NBC, and John F. Royal, NBC vice-president in charge of international relations, arrived via Pan American Clipper in London last week, and are at the Claridge Hotel while planning for a tour of Al- giers, Cairo and other Middle Eastern points.

Purpose of the visit is to re-open NBC offices in the occupied countries as soon as they are freed by the Allies, to visit NBC correspondents now with the Allies on the various war fronts, and to set up the framework whereby NBC can bring its listeners direct reports on future international conferences held abroad.

Rome Bureau First

It is hoped that the Rome Bureau can be re-opened first within the next few months, after which Mr. Trammell stated that he hopes to arrange for the re-opening of former NBC bureaus in Paris, Berlin, Cairo, Vienna, the Hague, and other cities. In the near future, two NBC executives will study the possibility of increasing the schedule of broadcasts from Russia, and will also look into the creation of an alliance of international organization similar to the International Broadcasting Union, of which NBC was a member along with radio organizations from the principal European countries.

Speaking of the postwar world, Mr. Trammell stated that "broadcasting as we know it today will undergo great changes. Our Jack Benny's and Bob Hope's will have audiences not only in this hemisphere but in the other hemispheres as well. That is to say, a much greater and a much freer exchange of news by international radio. Our NBC correspondents now based at the war fronts, once the suffocation of Nazi occupation is dispelled, will bring us the full story of the war from countries now closed to them."

"Our educational and religious programs and similar broadcasts from other countries will break their present bounds and extend into the far corners of the world," he continued. "Programs like those of our Inter-American University of the Air will have classes not only in this hemisphere but in Europe, Asia and Africa."

"And who today can foretell what a profound effect the rapid development of television will have upon the world?"

Upon their return from the European war theatre, Mr. Royal will visit affiliates of NBC's Pan-American Network in Mexico and South America, giving them a first-hand report of NBC's postwar plans. It was also stated that Mr. Trammell and Mr. Royal are coming to the United States and Far East when the re-conquest of those areas is further advanced.
NAB's Retail Show Launched Before 700
"Air Force" a Hit In Big Capital Premiere

RADIO'S bid for a slice of the retail advertising dollar got off to a flying start in Washington last Tuesday when 700 retailers, Government and trade association officials, editors, publishers and broadcasters enthusiastically received the world premiere of the NAB motion picture presentation, "Air Force and the Retailer".

Results of an intensive 16-month survey, for which 400 broadcasters contributed $125,000, were viewed in Washington's Statler hotel in films, slides and charts prepared by Jam Handy Pictures Inc. The survey and subsequent presentation, which is to be shown in 120 cities throughout the country in the next few weeks [BROADCASTING, Oct. 11], were supervised by Sheldon R. Coons, nationally-known merchandising authority who was retained as consultant by the NAB Retail Promotion Committee, headed by Paul W. Morency, manager of WTIC Hartford.

Better Understanding
That radio has been receiving only a minor portion of the retail advertising dollar is no secret either to the broadcasting industry or retailers. At the NAB War Conference in Chicago last April 28, John A. Garber, advertising manager of Strawbridge and Clothier, Philadelphia, declared that newspapers get 65% of the retail advertising dollar while radio takes but .07%. Department stores spend some 75 to 100 million dollars annually for advertising, Garber said.

Following the initial showing of the NAB presentation, however, both advertisers and broadcasters expressed a better understanding of the problems confronting the retailer and radio.

Divided into five parts, the presentation swiftly traces the history of retailing from ancient times to modern department stores and super-markets. It depicts the history of radio, from the first broadcast in Pittsburgh in 1920 (over KDKA) to the present-day, each set in more than 59 million homes.

Authorities Retained
Working with Mr. Coons, who is featured in the films, the 16-month research for the presentation was conducted by Dr. Paul Lazarsfeld, Osswald of Radio Research, Columbia U., and Dr. Julius Hirsch, OPA consultant and widely known economist.

Bert Sarazan, director of publicity and sales promotion of the Hecht Co., large Washington department store and heavy radio user, who welcomed guests at the premiere, referred to the survey as "the most intensive study ever made by one industry of another".

"In America radio has proved itself an incalculable force in presenting news, music, drama, religion and education, yet radio has not had wide acceptance by the retailer," said Harry Burke, assistant general manager of WOW Omaha, at the premiere showing.

In the opening film, "The History and Development of Retailing," Mr. Coons quoted Malcolm P. McNair of the Harvard Graduate School of Business Administration as saying "We manufacture merchandise on a horsepower basis and still distribute it on a manpower basis." Explaining charts which trace merchandise from the raw material stage to the consumer, Mr. Coons points out that "distribution is the most wasteful of the great branches of economic activity." He emphasizes, however, that distribution actually resolves itself into two basic principles: "Bring the goods to the people and bring the people to the goods." The presentation shows how radio plays an important part in both of these fundamental processes.

In the second phase, offered by the m.c. and titled "Distribution Tomorrow", the presentation relates production and employment, citing statistics on conditions resulting from the war and what must be expected afterwards. The presentation points out that aviation, plastics, electronics, housing and textiles will offer unheard of developments, processes and products.

Post War Problems
Summing up, the m.c. declares that the future will see more product capacity, more new products and jobs for 66 million people. That all adds up to a tremendous flow of merchandise and "it seems reasonable to assume that there will be a bigger distribution job than ever before. Retailers must then handle the distribution job more efficiently and economically than ever before. Retailing is threatened on four sides by (1) the manufacturer; (2) consumers' cooperatives; (3) the Government, and (4) new competition in distribution.

With postwar distribution "infinitely more difficult", one great danger to continued control is the retailer fails to solve his own problems, according to the presentation. Rationing and price ceilings are expected to continue two years after the close of the war.

Manufacturers are leaning toward the factory outlet method of distribution and this factor may become a threat to retailers in the postwar period.

Consumers' cooperatives have been established in this country and have gained a foothold here, the survey disclosed. In England, Sweden and Switzerland cooperatives already are a strong factor in consumer distribution.

As for new types of competition, the presentation points out that super-markets, chain clothing stores and self-service stores are spreading. Mail order groups also have expanded.

A new type of consumer, one more exacting, will be found in the postwar period, the NAB study disclosed. Labor costs also will enter into the distribution picture and Government regulations may make it more difficult to "maintain distribution costs as we know them today," it surmises.

Answers—and Radio
"What can the retailers do? The answer lies in cutting service costs and building up volume," NAB explains. "All retailers find it necessary to create new methods of doing business. Advertising must play an expanded role in the consumers' lives. Retailers must grow with the job to be done or someone else will. It is important that store traffic be increased. Is there a medium that will reach more people, influence more people than those (Continued on page 68)
Solved

A FIELD MOUSE put WWVA Wheeling off the air the other night when attracted by the warmth of the transmitter building crept too close to 1400 volts, which stretched him across a contact wire. When it happened again a few nights later, chief engineer Eddie Kem bought a cheese sandwich and mousetrap, called the case open and shut.

Dilemma

Any effort of the new chairman to oust the White House would be regarded by anti-administration forces as a move to whitewash the probe. On the other hand, should Chairman Lea decide to retain the chief counsel, it might be frowned upon by the Administration, which reportedly wants the FCC inquiry soft-pedaled. Reports were current in political circles that considerable Administration pressure has been brought to bear on Chairman Lea to have him name a new chief legal counsel.

Since the FCC probe began Mr. Garey has won the respect of many influential members of both houses of Congress, who have expressed admiration for the thorough manner in which the investigation has been conducted to date. On the other hand, New Deal Democrats have indicated that they regard him as an administratian. There were reports on the Senate side last week that if the House committee sees fit to "whitewash" the probe, it will be asked to start its own investigation.

Unless assured that a thorough investigation of the FCC is intended, members of Mr. Garey's staff have indicated they will not remain.

That Chairman Lea faces a ticklish problem which only he can

(Continued on page 60)

any hearings to be held by the Senate Interstate Commerce Committee on the pending White-Wheeler Bill. We are not aware that any committee of the House in connection with any hearings which might be held on pending amendments to the Federal Communications Act of 1934 or any other pertinent proposed legislation.

I trust that this letter will serve to make the position of our association clear and that it will correct the impression created by the aforesaid article.

Please be assured of our willingness to cooperate with you and your committee at any time and on any subject upon which you think we can be of assistance.

Clarifying of 1934 Radio Legislation

Is Held Desirable by Bar Association

Mr. Lea told the Federation broadcasting conference that a bill will be introduced to amend the Communications Act of 1934, "is desirable at this time" in the opinion of the executive committee of the Federal Communications Bar Assn., Horace L. Lohnes, chairman, president, last Thursday advised Chairman Clarence F. Lea of the House Interstate & Foreign Commerce Committee and the Select Committee to Investigate the FCC.

Taking issue with a statement by Mr. Lea published in the Oct. 11 issue of Broadcasting, that his committee was asked to drop legislation until after the war, and that the request came from FCCA, Mr. Lohnes advised the legislator that individual members of the association might disagree as to the exact nature and character of the legislation, but that the position of the executive committee has been made "perfectly clear on the hearings which were held on the Sanders bill in 1942."

The full text of Mr. Lohnes' letter follows:

The attention of the Executive Committee of the Federal Communications Bar Assn. has been called to a statement appearing on Page 9 of the Oct. 11 issue of Broadcasting, which statement reads as follows:

Mr. Lea declared 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 after 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.

No request of this nature has ever been made by me or by any member of the Executive Committee of our association. On the contrary, the Executive Committee of our association feels that clarifying legislation is desirable at this time. Individual members of the association might disagree as to the exact nature and character of the legislation but I think the position of the executive committee has been perfectly clear on the hearings which were held on the Sanders bill in 1942.

Furthermore, the association, through its Executive Committee, has asked to be heard in connection with promote unity among Committee members.

Whether Eugene L. Garey, chief legal counsel, and his staff of attorneys and investigators will remain still was a moot question. Chairman Lea declined again last week to commit himself. He reiterated: "I'm not one to judge a man hastily. I don't want to make any moves until I'm sure."

FIRST SESSION of the House Select Committee to investigate the FCC under Chairman Clarence F. Lea (D-Cal.) was held last Thursday. Looking over the record are (left to right): Rep. Warren G. Magnuson (D-Wash.), Chairman Lea, Louis E. Miller (R-Mo.) and Wigglesworth (R-Mass.).

Mr. Magnuson denied reports that he, too, planned to resign from the Committee.

Meanwhile other members indicated impatience as Mr. Lea, also chairman of the House Interstate & Foreign Commerce Committee, failed to set a date for resumption of hearings. It was reported that one of the chairman's chief aims, before hearings are resumed, is to

Congress Avid on Radio Legislation

Probe Resuming; Senate
Looking at Foreign
Communications

FAVORABLE ACTION last Thursday by the Senate Interstate Commerce Committee on a resolution (SRes. 187) to investigate international communications by wire and radio" was seen as indicative of renewed Congressional interest in communications legislation.

Introduced Tuesday, by Senator Burton K. Wheeler (D-Mont.), chairman of the committee, in behalf of himself and Senators Wallace H. White (R-Mo.) and E. W. McFarland (D-Ariz.), the resolution calls for a "thorough study and investigation of international communications by wire and radio and in particular of such communications from and to the United States."

The committee, or a subcommittee to be appointed by the chairman, will conduct the investigation if the Senate acts favorably. Inasmuch as the committee has approved the project, its recommendations are expected to guide the Senate, when the resolutions come up for a vote, probably this week.

Bears on Broadcasting

Although the Senate inquiry will have no direct bearing on domestic radio it will have an indirect connection, particularly with reference to post war broadcasting. That an international convention on telecommunications, including broadcast services, will be one of the first post war reconstruction activities has been taken for granted. New treaties between nations, reallocation of frequencies to accomodate new services and a closer relationship between broadcasters of the United States and other countries are expected.

American broadcasters already have taken a big step in exploring the world radio scene. Niles Trammell, president of NBC, and John F. Royal, vice-president in charge of international relations, are now in Europe on such a mission. (see page 10). William S. Paley, president of CBS, has accepted a six-months special war area assignment from the OWI.

Hearing to Resume

Meanwhile Chairman Clarence F. Lea (D-Cal.) of the House Select Committee to Investigate the FCC announced last week that hearings would be resumed "shortly." At a brief session last Thursday testimony was taken of hearings in New York from officers and personnel of Shortwave Broadcasters Inc. was submitted for the record.

Despite the new chairman's wishes that a full committee be present at the hearing, when the session was postponed from Oct. 6, Rep. Hart (D-N.J.) was absent. Mr. Hart said Friday that he was
Some National Accounts
Now On W-I-T-H
Crosse & Blackwell
American Oil Co.
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

They atune their advertising budgets according to the tune played on their cash registers. In practically every retail classification Station W-I-T-H leads in the number of advertisers. That's a symphony of sales-acceptance heard and appreciated by national accounts seeking better sales ... at lower selling costs.

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


**Blue Decision by the FCC Brings End To Suits Alleging Network Monopoly**

ALL PENDING anti-trust legislation against the major networks, including government suits against RCA-NBC and CBS, and the Mutual suit against RCA, or have been dismissed, in the light of the BLUE Network sale and the enforcement of the FCC's network monopoly regulations.

At last week's hearing, the Dept. of Justice dismissed its anti-trust suit against CBS while Mutual announced its intention of dismissing its $10,000,000 suit against RCA-NBC, filed in January, 1942.

At the anti-trust division of the department in Washington it was announced that instructions had been given Daniel B. Brit, special assistant to the Attorney General in Chicago, to seek dismissal of RCA-NBC suits pending since late 1941.

**Monopoly Alleged**

The virtually identical Government suits alleged monopoly and control of primary outlets. Mr. Brit, in dismissing the CBS suit, said the Supreme Court decision in the network monopoly suits, handed down by the Commission's authority to issue the network regulations, which became effective last June, held that the Commission "has the power to supply the services of the networks.

Alfred J. McCooker, Mutual chairman of the board and W. E. Macfarlane, chairman of Mutual's executive committee and business manager of the Chicago Tribune, operating WGN, announced last week it had instructed its counsel to dismiss the anti-trust proceeding against RCA-NBC. "We believe that when this transfer takes place," stated the two executives, "it will effectively and satisfactorily solve what has been the principal remaining issue and is a source of controversy in national network broadcasting, namely, the operation and control of two out of four national networks by one concern."

Mutual stockholders and affiliates who were parties to the suit, including WGN, WOR and Don Lee, through its vice-president and general manager, Lewis Allen Weiss, joined in the request for dismissal. The suit was originally filed following the Government anti-trust suits seeking damages from RCA-available in large quantity.

Mutual's action, filed Jan. 10, 1942 [Broadcasting, Jan. 19, 1942], sought damages of $10,250,000 from RCA-NBC, charging "an unlawful combination and conspiracy to injure the plaintiff," as based on the time-option provisions of the NBC affiliation contracts. These provisions, Mutual charged, prevented it from securing time for programs in cities having less than four stations. The suit was filed in Chicago by Kirkland, Fleming, Green, Martin & Ellis, Chicago attorneys, through Louis G. Caldwell and supporting counsel for Mutual affiliates joining in the action.

**ENTIRE TUBE BLOCK BOUGHT BY BARBEBY**

SHORTLY after the announcement that WPR's Radio & Radar Division had approved release for domestic sale of a block of 576,615 Export Corp. of New York, [Broadcasting, Oct. 11] it became known that the entire lot had been purchased by the George D. Barbey Co., of Reading, Pa.

The Barbey firm has billed under the distributing trade that it will be needless to contact either the Philips company or themselves regarding orders for these tubes, as plans for equitable distribution are being made. Barbey states that it will soon advise the steps to be taken to purchase whatever shares may be allotted to dealers.

The tubes are reported to be the remainder of the large Philips stock. Of types generally used in domestic broadcast receivers, these tubes were the first to be made available in large quantity.

**PISO to PLACE**

**8 STATIONS SELL POLITICAL SERIES**

LEADING off with a denunciation of various forms of conscription, and following with an attack on the proposed Anglo-American alliance, Norman Thomas, Socialist Party leader, has returned to the air for the sixth in a series of one-hour programs sponsored by The Call, official party organ. With the number of the stations that have carried the program herebefore, the 13-week quarter-hour series started Oct. 3 at varying times on a total of 61 stations, eight of which carry the discs on a commercial basis.

Skirting military topics, the radio speeches will take up political and economic developments in line with the general position of The Call, according to Mr. Thomas' introductory address. Choice of topics will be governed by developments in the news, the first three discussions: "Academy "Conscription Versus Peace and Freedom," "Peace By Alliances," and "Problems of Economic Demobilization," and others to follow.

Produced by Call Radio Bureau, the series is heard in 27 states and one is Adrian Bauer Adv., Philadelphia.

**Tyrol on Sea Duty**

**ENSIGN ROBERT TYROL, graduated early this month from the Academy at New London, Conn., is now on sea duty. Tyrol was the civilian announcer for the NBC FARATUC Newport program, U. S. Coast Guard Day Parade, broadcast from the Coast Guard Academy at New London, Conn. (BROADCASTING, Apr. 23, 1942).**

Ensign Tyrol a special service feature. Saturday, Oct. 16 marked his last time at an assignment as a announcer which had originated from the same academy from which he was graduated.

**Hooper Pacific List**

ELLERY QUEEN and Kay Kyser hold first and second place for the third consecutive time in the Hooper "Pacific Program" based ratings report for the August-September period. Others in the list of "top ten" programs on the West Coast include WPGU, Mr. District Attorney, Can You Top This, News (Richfield Oil), CQ Plus, Orson Welles, and Quiz Kids and News (Miles Laboratories). Evening set-in-use and average ratings index figures shadowed in general, over those in the previous Hooper report and the corresponding report of a year ago.

**NEW COUNSELLE OF THE Newspaper Radio Committee, replacing Judge Thomas D. Thacher of Broadcasting's New York City, WAAW, became Wednesday of the "top ten" programs on the West Coast include WPGU, Mr. District Attorney, Can You Top This, News (Richfield Oil), CQ Plus, Orson Welles, and Quiz Kids and News (Miles Laboratories). Evening set-in-use and average ratings index figures shadowed in general, over those in the previous Hooper report and the corresponding report of a year ago.
They fight the war on 9882 fronts!

ONE OF THE THINGS YOU LEARN in wartime is that the homefront cannot be operated by centrally located push buttons.

For the homefront is not one front, but 9882 smaller ones.

It’s Kokomo, Dallas, Utica, Milldale, Beloit, Chicago, Grundy County. It’s the village, the city, the community. Each faced with the same war problems—but each with variations, each with its local angles.

Because these problems are never exactly the same, they call for local understanding and local leadership.

But it must be local leadership that understands national needs, local leadership that is respected because of long-time service to the community!

Of all the institutions in a democratic community, none is better suited to be this leader of the people, this arouser of public opinion than the local paper.

And it is our great good fortune that there are more of these local papers in America than in any other country—13,000 dailies and weeklies serving 9882 communities, fighting the war on 9882 local fronts.

These newspapers are, in many cases, the biggest single influence in their communities. No other medium covers local life as completely as they do. No other medium puts down the local facts in black and white, where you can study, analyze, and preserve them.

No other local medium touches so many lives at so many points. Through the greatest news-gathering organizations in all the world, American newspapers bring the sweat and blood of the battlefront home to the people as forcefully as they do the homefront problems.

No other medium in these 9882 local fronts is nearly as well equipped to point out, to explain, to arouse action on a war problem.

Part of the record
Let’s look at some of the local jobs which the newspapers can do, and which many of them have done so well.

There’s the manpower problem.

No matter what national policies are laid down on manpower, there’s a big job to be done locally. For in each area the problem is different.

In some it’s industrial; in some, farm; in some, a mixture. In Portsmouth, Va., it’s ships; in San Diego, Cal., it’s planes; in Milldale, Conn., it’s nuts and bolts. Pittsburgh, Pa., has 13 major industries. Hanover, Pa., has one.

In this sort of situation, Washington can’t know all the in’s and out’s. It’s a job for the folks who live on the spot.

In many war-production centers, the newspapers have acted as the stirrer-upper, the

(continued on next page)
They fight the war on 9882 fronts

(continued from preceding page)

speeder-upper, and the unifier which inspired local people to pitch in and solve this problem.


There's the rationing problem.

Stop a minute and think of the enormous expense and work the Government would be saddled with if ration-point values weren't published by the newspapers!

Think of the unavoidable delay there'd be, getting this information printed out and to 135,000,000 people!

And think of the confusion there'd be if the facts weren't in people's hands at once—in good honest type—for checking!

This publishing of ration-point values, alone, is an invaluable service to the country and the community. But the newspaper doesn't stop here.

It exposes rationing abuses and violations. It gives the black market a black eye. It publishes recipes showing how to build nourishing meals around nonrationed items. And through its editorial pages it helps make the need for rationing understood ... so that it's cheerfully accepted by every decent American.

It is fair to say that without our great network of newspapers it would have been almost impossible to cope with the rationing problem.

There's the giant problem of war financing.

The newspapers have done a wonderful job for the Treasury Department.

They have made national War Bond Drives community affairs ... made it a matter of local pride to exceed the community quota, a matter of shame not to.

They have given front-page space, editorial-page space, advertising space to these promotions. And this sort of effort is becoming increasingly important, due to the growing need for individuals, rather than companies and banks, to become the big purchasers of War Bonds.

In a similar way, the local papers can and usually do get behind national drives of all kinds—such as the Red Cross Drive, the Fat Conservation Drive, and the enormously successful Scrap Drive.

Here the newspapers have proved to be a short and sure way to reach the people, to reach them as many times as necessary and to give the campaigns the local twist that helps put them across.

In making these projects a local success, not only the NEWS pages and the EDI-
TORIAL pages play a part: the ADVERTISING carried by the paper is a major factor.

Business men and merchants, in advertising space they pay for, help sell War Bonds and Stamps ... they get customers to carry packages and thus save tires and gas ... they discourage hoarding ... they explain rationing ... they get blood donors for the Red Cross ... and do a score of other important war jobs.

A two-way bridge

Unlike the newspapers of our enemies, which represent the viewpoint of the government and the government alone, our free, democratic press is a two-way bridge between the people and the government, between the community and the nation, interpreting one to the other for the better working of democracy.

Even a small-town newspaper, edited with wisdom, vision, and integrity, can become a national influence, its guidance sought in Washington by Congress, the Administration, and the over-burdened agencies which struggle with the war's emergencies.

Day by day, the newspapers unfold for us a clearer picture of the astonishing accomplishments of this democracy at war. But we must read between the lines to realize the full part played in these accomplishments by the press itself, which, by the very nature of its work, deals so largely with the accomplishments of others.

YOUNG & RUBICAM, INC. Advertising
New York • Chicago • Detroit • San Francisco • Hollywood • Montreal • Toronto

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This is the first of a series of three advertisements which discuss the wartime services and the wartime importance of America's three great media of public information—newspapers, magazines, and radio. It appeared in the New York Times on September 27, the New York Herald Tribune on September 28, the Chicago Daily News on October 1, Newsweek on October 11, and is also being published in Fortune and an appropriate group of trade papers.
Radio Effective
For Book Selling
Methods and Results
Told
At Adclub Luncheon Meet

Radio has proved an extremely effective medium for the self-help, home education category, but the formula for the successful sale of novels and other literature is yet to be evolved, Albert Rice Leventhal, sales manager of Simon & Schuster, told Publishers Adclub at its October luncheon, last Thursday in the Town Hall Club, New York.

Citing experience with an income tax manual, Mr. Leventhal said a campaign on 500 stations produced 500,000 sales directly, and in addition bookstore sales increased from 400,000 to 500,000, with no extra money spent at all.

Announcement Technique

Procedure was to bunch the announcements in a brief period of time, usually a week, on each station, beginning with a five-minute commercial and succeeding with three-minute, two-minute, one-minute and half-minute commercial announcements, the final group “breathlessly reminders to buy and get the book before it’s too late.” Listeners were asked to send money orders or authorization to send the book C.O.D. directly to the station, which forwarded them to Northwest Radio Adv. Agency, in charge of the campaign.

For a flat fee of 50 cents for each volume sold directly at $1 by radio, the agency conducted the campaign itself. Mr. Leventhal agreed with some listener protests at the “harmful” commercial, but stated that this is the only system he has found that will sell books on the air.

Frequency Studies

FREQUENCY application studies will be started soon by the FCC, Chairman Fly said last week. The subject is a complicated one, involving work with the State Dept., and foreign governments, said Mr. Fly, and will require the best brains.

Labor Data Sought

EMPLOYEE information form to provide compensation and other data has been sent to networks and licensees of standard, international and television stations by the FCC, asking information for the week of Oct. 17. The information is made available to the industry.

College Inn Spots

COLLEGE INN FOOD PROD.
U.S.A., Inc. ( Cincinnati, Ohio and Chicago, Ill.), in October and November will sponsor a varied schedule of spot announcements on KDFN and WHIS 4 to 13 weeks. Agency is Weiss & Geller, Chicago.

AFM and Disc Makers Hope
To Reach Accord This Week

Four Companies Continue Negotiations as Net Subsidiaries Ask for Postponement

NEGOTIATIONS between the American Federation of Musicians and the transcription industry continued through last week without results, although groups indicated there was mutual good will. AFM President Flor. B. Anghel expressed hope that a mutually satisfactory contract might be ready for submission to the union’s international executive board when it meets in New York Wednesday.

Four Participating

Four companies of the seven original parties to the appeal to the Government for relief from the AFM’s 14-month-old ban on recording are participating in the negotiations. They are: Associated Music Publishers, Lang-Worth Feature Programs, C. P. MacGregor and Standard Radio. Of the other three, World Broadcasting System withdrew from the proceedings before the panel appointed by the National War Labor Board to investigate the situation when a contract was concluded between its parent company, Decca Records, and the AFM which permitted both Decca and World to resume the manufacture of musical recordings with AFM musicians. Empire Broadcasting Corp. subsequently accepted the same contract and also withdrew from the hearings.

As a result, NBC Radio-Recording Division, has not officially withdrawn from the WLB hearings, but last week NBC did not participate in the negotiations of the other transcription firms with the union. Ostensibly the reason for its withdrawal was the union edict that the AFM recording contract may not be divided and that any company signing a contract with the union must accept the entire document, covering both phonograph records and transcriptions. As a part of the RCA organization, therefore, NBC has joined with RCA-Victor Division of RCA and with Columbia Recording Corp. and will be a party to the phonograph record company negotiations when and if they occur.

RCA and CRC were scheduled to meet with the union last Thursday afternoon, but after a brief session with the WLB panel, under whose auspices the negotiations of the transcription companies have been carried on, the phonograph record companies requested that conferences with the AFM be “indefinitely postponed.”

No explanation of this request was advanced by either RCA or CRC. Industry opinion, however, is that new bargaining procedures are needed. Good to make any commitments for recordings which might subsequently involve its affiliated network. NBC is a branch of RCA and CBS is the parent company of CRC.

The transcription companies which are now negotiating with the AFM have no broadcasting affiliations, either network or station. Any contract they may complete with the union, involving the acceptance of any principles of settlement, will be binding only on them as the manufacturers of transcriptions.

Right to Collect

But suppose RCA or CBS were to do away with their own transcription sales depart- ments and turn to a manufacturer which had discontinued transcription operation for their recording operations and in that contract acknowledge the right of the union to collect royalty payments on each record for the maintenance of an Employees’ Unemploy- ment Fund, as Decca did in signing the contract with the union for itself and World.

Suppose further that the AFM at some later date should demand that the same principle be accepted by broadcasting, RCA or CBS, having accepted it for recordings, would then be in no position to turn down this principle for the network or its owned and operated stations.

In anticipating such demands on broadcasting, possibly at the expiration of the network contracts with AFM locals in major program centers early next year, network executives already stated their intention to explore the situation to see how such demands might be avoided without bringing about a nationwide strike of musicians against radio.

Disc negotiations with the AFM began last Tuesday morning under the auspices of the WLB panel, which had discontinued its public hearings and assumed the guise of a mediating body. A. Walter Socco- low, counsel for the transcription companies, presented to the union delegation a revision of the World-Deca contract, amended to be acceptable to his clients.

A series of conferences of discussion, during which the amendments were altered, the transcription group met with the union Friday at AFM headquarters in New York to draw up a new contract embodying all the changes already agreed upon. Progress was reported Friday afternoon. General feeling was hopeful that a complete agreement would be reached before Wednesday.

Neither side has divulged what changes have been made in the

NBC Plans Group
Would Limit Plugs

Urges Commercials Be Kept in
Sign-on Sign-off Limit

TWO WEEKS after its fall meeting in New York, the NBC Stations’ planning and advisory committee issued the following statement on the handling of special commercials on sponsored programs:

“The NBC Stations’ Planning and Advisory Committee at its meeting in New York on Sept. 29 and 30 reiterated its stand from the past several years and strongly urged that revision be made in the network program policy to the effect that all commercial copy on any program be confined within the sign-on—sign-off limits of the main program structure itself.

“The Committee further recommends, early consideration and action.”

Members of the committee, all of whom attended the recent session, are: James D. Shouse, WLW, chairman; S. S. Fox, EDVL; Stanley Hubbard, KSTP; Paul W. Morency, WTIC; Arden X. Pangborn, KGW; G. Richard Shafto, WIS; Harry Stone, WSM, and G. E. Zimmerman, KARK.

Decca-World contract, but it is understood that principal demands of the manufacturers have been for a no-provision strike, an agreement by the union not to raise the wage scale for the duration of the contract or at least two years, and a provision for arbitration of any disputes that may arise.

Union last week reported that the terms of the Decca-World contract had been accepted by Capitol Records (see page 60). Signed contracts have also been received from the makers of De Luxe and Plastic-tone records, according to AFM spokesmen, and said contracts would be submitted to the executive board Wednesday.

PVT. ALLEN PROMOTED War
Bonds on Bond Day at WSPA
Spartanburg, S. C., and took the microphone on the WSPA "Third War Loan Drive. Pvt. Allen is former announcer Mel Al- len of the CBS World News and Spots department. Pvt. Allen was at Camp Croft, S. C. At right is sports editor of WSPA, Grover Golightly, who turned over the station’s regular sports program to Allen for the campaign.

BROADCASTING • Broadcast Advertising
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OWI Lauds Stations Carrying Regional Wartime Messages

REGIONALLY broadcast messages, to fill war emergency needs in various communities, are making an important contribution to radio's participation in the war program, according to the OWI Domestic Radio Bureau.

Reports from OWI Station Relations regional chiefs, compiled by Mrs. Elaine Ewing, assistant chief of the station relations division, show the wide variety of announcements broadcast to meet local problems.

Running from 30 seconds to one minute, the announcements are put on the air following clearance through the OWI regional station relations offices and the voluntary control centers established by the industry to facilitate local clearance of government programs [Broadcasting, Sept. 29].

Message Subjects

Reports of a typical week's activities in the regional offices show 45 different announcements carried on stations covering most of the nation. Some of the announcements are carried several times a day throughout the week; others are used only in connection with particular programs.

In Louisiana messages were broadcast on all stations for volunteers to help harvest the rice crop. The urgency of the need was stressed and listeners were asked to consult the agricultural agent in their parish.

In Provo, Utah, KOVO broadcast announcements three times daily for a week to alleviate a local housing shortage. Listeners were urged to share their homes with war workers and to list available space with the War Housing Center. Similar messages were broadcast in dozens of other cities in eastern and midwest states.

Citizens of Warren, Ohio were urged to donate blood to the Red Cross. Station WRNR broadcast daily for a week that the blood donor mobile unit would be in town for two days of the following week to receive donors.

To help meet its quota for New Castle, Pa., the Red Cross enlisted the aid of WKST to recruit nurses for duty with the Army and Navy. The station carried announcements twice a day for a week urging candidates to communicate with local Red Cross headquarters.

Woodcutting to Recruiting

In New York and northern New Jersey, the Department of Agriculture appealed to farmers to cut logs this winter for war needs. Announcements were carried daily for a week on farm programs.

The U.S. Maritime Commission was assisted by stations in Iowa, Kentucky, W. Virginia, Wisconsin, Michigan, Illinois and New York in recruiting seamen. Stations in 10 Pennsylvania cities carried announcements to help the Coast Guard recruit SPARS. Recruiting messages for WAVES, WACS, Marine Corps Women's Reserve, Aviation Cadets, shipyard workers, and student nurses were carried in hundreds of cities and towns outside critical labor shortage areas.

Other announcements apprised mothers of newly established child care centers and urged that these facilities be utilized to permit taking war jobs. Intensified local campaigns to collect fats and grease were carried in various localities through station announcements.

The importance of these messages, designed to meet local problems, is receiving the full recognition of the local stations. In granting their facilities for these announcements, Mrs. Ewing declared, the stations are patriotically accepting a public responsibility.

Book-of-the-Month Club Resumes Concert Series

BOOK - OF THE MONTH Club, New York, is resuming sponsorship of classical music after a hiatus of several years, with a series of 16 Sunday concerts on WQXR New York by the New Friends of Music from Town Hall, New York. Starting Nov. 7, concerts will be broadcast in their entirety from 5:00-7:00 p.m. as an institutional series, with commercials limited to the regular intermission periods, and containing no appeal for membership. "There will be no commercials in the ordinary sense of the word. We and WQXR will retain the artistic integrity of this famous series," said Harry Sherman, Club president, in announcing sponsorship of the programs. This will be the Club's most ambitious radio schedule, previous series on WQXR having been shorter in both length and duration. Business was placed direct.

Wilson KPRO Manager

H. W. (Hal) WILSON, formerly manager of KLX Portland, has been named manager of KPRO Riverside, Cal. William L. Geeson has been named manager of Broadcast Corp. of America, which owns and operates that station.

Regional OWI Chiefs met in Chicago at breakfast tendered by E. R. Borroff, vice-president in charge of the BLUE central division, who was recently named Chicago consultant for NBC radio bureau. Discussing plans for cooperation with the OWI are (1 to r): Rod Holmgren, associate stations relations chief, OWI, Chicago region; Charles J. Laphier, manager of WEMP Milwaukee, named OWI consultant for the Wisconsin region; Mr. Borroff, and Mrs. Lavinia S. Schwartz, OWI Regional Stations Relations Chief.

Italy News Break Finds Nets Ready

Advance Warning Prepares For Bulletins, Roundups

TOLD that an Italian declaration of war on Germany would come the morning of Oct. 13, the four major networks were all ready to flash the news at or around 11 a.m. when the "go-ahead" report was given simultaneously from Algiers, London and Washington.

The BLU, advised by George Hicks, special features reporter in Algiers, that shortwave facilities would be available to him at 11:20:35 a.m. to make plans to interrupt its breakfast at Savo's program at 11:12 with the bulletin from Washington. Hicks came on at 11:21 with an on-the-spot report, including Badoglio's announcement to the Italian people.

Roundups Follow

The first CBS bulletin came at 11 a.m. as did NBC's, and at 11:23 CBS interrupted the serial Second Husband for a one-minute broadcast from Winston Burdett in Algiers. The news was also discussed on CBS during the Kate Smith noon-day program, at 12:00 p.m., and on the 3:15 p.m. news spot. From 11:15-11:27 a.m., NBC scheduled a roundup with reports on the Italian declaration from Morgan Beatty in Washington, Robert St. John in New York, Elmer Peterson from London, and a CBC flight lieutenant from Algiers. Mutual carried the news at 11:15 a.m., and at 11:26 brought its listeners a first-hand report from Algiers by Jack Thompson.

Radio news that the Portuguese Azores had been turned over to Great Britain for air bases reached American listeners close to 12 noon on Oct. 12, with each of the networks announcing the agreement during news programs on the air at or near that hour. NBC was the only network to arrange a special roundup on the news as announced in the House of Commons on Oct. 12 at 2:25 a.m., with a program coming on at 12:30 p.m. with St. John speaking from New York, Beatty from Washington, and John MacVane from London.
Communications worth crowing about

Rural Free Delivery renders a great service to farmers and to others in outlying sections by bringing them essential mail once a day. Another achievement in communications is radio, available everywhere as a round-the-clock service.

The stations of Westinghouse, in primary areas alone, serve territories of eighteen million people on an average of nineteen hours a day, seven days a week. Bringing them last-minute news in a world aflame. Giving them the music of the masters to calm war-weary nerves. Putting drama and vaudeville into their living-rooms, direct from Broadway and Hollywood.

Not least in this service rendered by radio are messages about merchandise from houses that are proud to put their names on both the product and its advertising. Westinghouse Radio Stations Inc is glad to be an important link in the world-chain of radio communications and to offer, among other things, Westinghouse Response Ability to worthy advertisers.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
Six National Sponsors Start Keystone Net Disc Campaigns


SIX NATIONAL advertisers intensifying their advertising in the secondary markets have started campaigns within the past two weeks on the Keystone Broadcasting System.

General Foods Co., New York, is introducing through Young & Rubicam, New York, a new hot cereal, Wheatmeal, on a list of KBS stations paralleling product distribution in the Southeast, South and Southwest. This campaign of 15 one-minute transcribed announcements five times a week placed through Wade Advertising Agency, Chicago.

Developments in the rebroadcasting by transcriptions of network's musical programs, a plan which Keystone offered advertisers before the AFM ban, will be announced shortly by KBS, according to M. M. Sillerman, president of the network.

CLEVENGER HEADS AGENCY'S NEW UNIT

TO MEET the demand for station operation “in the public interest”, Albert Frank-Quenauer Law agency has established a Broadcasters' Public Relations Service, designed to cover all phases of station activity where public interest is involved. The service will be confined to one station in each primary territory, with no competitive accession.

Director of the new service is Russell Clevenger, former director of Information of the FCC and chairman of the Tax Division of the Treasury. Mr. Clevenger conducted the public relations campaign for the broadcasting industry in the BMI-NAB controversy with ASCAP. He left FCC last March to join N. W. Ayer & Son and in September went with Albert Frank-Quenauer Law firm as head of its public relations department in New York. The agency maintains branches in Chicago, Boston, San Francisco, Philadelphia and New York.

A CLINIC on export advertising will be conducted by leaders in the agency and export field in one media and will be held at the Advertising & Selling Course, which starts March 19 at the Advertising Club of New York.

Radio Week

"CONSIDERING the great job broadcasting has done in the war effort, can’t we get the President to designate a specified week to be observed each year as Broadcasting Day?" asks W. L. Gleason, president, KPRO Riverside, Cal., to Dr. J. M. Miller, president of NAB. Mr. Gleason also suggests a two-hour show with every station in the country hooked up in celebration of the week.

OWI hopes to report to the radio industry in the near future on a "constructive" policy regarding Government paid advertising, Palmer Hoyt, director, has informed Jonas Weiland, owner of WPTC Kinston, N. C. Mr. Weiland recently addressed a complaint to Mr. Hoyt concerning the appearance of paid advertising in local newspapers for WAC recruiting while recruiting radio time were being made by WAC officers.[BROADCASTING, Sept. 27].

Mr. Hoyt’s reply follows:

"The Office of War Information has been in a situation existing whereby government agencies with appropriations for advertising are buying paid space in one media and neglecting another. It is a problem which requires a real deal of consideration and as a matter of fact at the present time it is being handled unfairly. We will not know yet exactly what steps we can or will take regarding this, inasmuch as we have no control over the appropriations of any other government department. We are generally conscious of this problem and are formulating a policy regarding it."

I hope that we may have something constructive to report to the radio industry on this in the very near future.

Comedy Team Back

ABBOTT & COSTELLO, comedy team off the air since last spring when Lou Costello became ill with rheumatic fever, on Nov. 4 returns to the Thursday evening 10 o'clock spot on NBC, under the sponsorship of R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Originally scheduled to resume their series Oct. 17, Mr. Costello's half-hour period has been filled by Jimmy Durante and Gary Moore, also heard on CBS Fridays for the same sponsor.

Agency is Wm. Esty & Co., New York.

Football Canceled

IN CANCELING broadcasts of 1945 football games, officials at WLW, Cincinnati, have cited two principal reasons, the station adviser.

First, WLW is devoting substantial time to programs backing the war effort. Second, with football being dropped by many schools in the WLW area, normal schedules of transition and of pre-broadcast, have been discontinued. If outstanding games are scheduled, the war progress of WLW will carry these games, the station said.

Increases at WLIB

AN INCREASE in the basic salaries for technicians at WLIB Brooklyn, was approved recently by the War Labor Board following negotiations between the station and American Communications Assn. The new contract to run until May, 1945. Under the terms of the pact, several of the WLIB technicians will receive a $6 per week and raises provided allow for a $2.50 per week increment for each additional six months of service. Base pay for this group is $40 per week.

NEW MORNING program on WGAR Cleveland, six times a week, is signed for by T. E. Lobman Jr. (seated, left), general manager of The Steam Co., Cleveland department store sponsor. Dorothy MacDonald, WGAR woman's specialist, is featured on the programs. Standing are: (1 to r) Robert Foley, president of the Foley Adv. Agency and Harry Camp, WGAR sales manager.

4 Grants Refused Under Freeze Rule

Two Transfers of Control of Stations Are Granted

FCC IN ACTIONS of last week denied four construction permits and granted two applications for transfer of control. Proposed findings denying The Voice of the Empire Inc., licensee of KVOE Santa Ana, Cal., a construction permit to change operation from 1490 kc 250 watts unlimited to 1480 kc 1 kw unlimited were adopted on the basis of the Commission's April 1942 freeze order. At the same time it made final proposed findings denying without prejudice the following cases on the same basis:

KDAL Salt Lake City, for construction permit to change from 1320 to 980 kc, increase power from 5 to 10 kw, change directional antenna system for both day and night use and change the transmitter.

Texas Refusal


Eastern Broadcasting Co., Long Island, construction permit for a new station on 1620 kc 1 kw limited to WKBJ Buffalo.

The Commission granted consent to transfer of control of Congress Square Hotel, licensee of WCSS, from Adeline B. Rines, executrix of the estate of Henry P. Rines, deceased, to Adeline B. Rines, William H. Rines and Mary H. Thompson, with no money involved. It granted involuntary transfer of control of KFJ1 Brodcasters Inc., KFJ2 and KFJ3 Cal., to Adeline B. Rines, A. Kincad, deceased, to George Kincaid, executor.

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Advertisers who have seen the handwriting on the wall are hastening to take advantage of KOA's remaining availabilities. Repeated renewals by long time KOA advertisers with outstanding results have convinced them that any time on KOA is as good or better than the best time which most other Denver stations can offer.

For the record, we wish to report that new business and renewals on KOA for the month of September, 1943, were on a coloratura scale. Yessir, KOA hit "High C"—with the biggest September in the Station's history...

Better get in your availability requests for some of the time remaining open on this leading station of the West.

Few Stations In the Nation Can Equal KOA's Dominance

50,000 WATTS 850 KC.
KOA
First in Denver

REPRESENTED NATIONALLY BY SPOT SALES OFFICES
Free Speech: The Right to be Heard

WHEN our constitution was written, the right of free speech carried with it the right to be heard—at least the right to be heard by those within the audible range of one's voice (providing they want to listen). It did not give the right to have one's voice heard by the thousands of people who might catch it on the radio. The problem of mass communication has not been complicated by the problem of audience time. Up to now, network administration of mass communication has made impossible the equitable division of time between groups of people of differing ideologies.

Established Time Threat

The policy of assigning a definite time for a single person to express his views day in and day out over a station or network of stations with no other person allowed to answer that person's views on that program, assumes a problem and a threat to our kind of government.

We of the Z Net (Montana's radio network), recognized the above problems and strove to solve them between 1931 and the establishment of the Montana Radio Forum. CBS has just done so. Some say there is no problem—others say there is another problem which must be found. All right—let's find it. I believe all of us are actually striving for the same goal—freedom of speech—the right for both majorities and minorities to be heard on American radio.

Is radio like a newspaper? No—anyone with the funds can start a newspaper. Radio is limited and licensed by government because of the present lack of frequencies. The GOOD “newspaper” presents factual news of the day written by “on the scene” reporters of events all over the world.

It has an editor who is free to express his views on any subject in its editorial columns.

It has a section devoted to columnists where these gentlemen express their views on many subjects and interpret the factual news reports by “on the spot” reporters as they see it.

It has a department for comments of its readers expressing their agreement or disagreement with what they read in its columns.

It accepts and prints interviews with people representing all walks of life.

Mr. Craney

Mass Communication Has Changed Problems But Not Principles

By E. D. Craney

General Manager, Z-Bar Net

Through the same pair of glasses—one has only to read a good newspaper's columnist page to know how “ideas” vary.

We must bear in mind that all of radio is Front Page. There is the 7:00 o'clock front-page—the 8:00 o'clock front-page—the 9:00 o'clock front page. As each is heard it goes; it is not laid aside and referred to later. A different audience (readers) is there for each.

No good newspaper would do away with its editorial page and present on its front page—day in and day out—the ideas of a single person with never an answer to that person's ideas being expressed on that same front page, and yet try to say that it didn't adopt as its policy the editorial ideas of that columnist. Yet radio does just that and has been doing it for years.

There are some who think radio can cure this commentator trouble by labeling each commentator as such and telling the public he is expressing his own personal views— that these views are not necessarily the views of the station, etc., excuse after excuse, the same as many do on political broadcasts.

Believes in Commentaries

There are others who think commentators should be made into factual reporters and let forums serve for the expression of differing ideas.

We of the Z Net believe commentaries are healthy. We believe the public needs their ideas—we said theirs, not his or hers. We have saluted CBS on its stand because we know it has taken courage to recognize the problem and CBS is trying to solve this problem. While we do not say our method is the “ideal” we nevertheless believe it is more practical than any other thus far developed for the protection of “the right to be heard” and “the right to hear.” We have merely endeavored to build the column page of the newspaper into a “private” commentator on the air. We insist on two or more people's ideas being expressed on the same or on adjacent shows or we doubt if we can carry the broadcast. While NBC, with which we are affiliated, has some air shows with two or more minds brought together on the same show, such as Sheaffer Pen, 1:15 MWT, Sundays—OK For Release, 3:30 p.m. MWT, Saturdays and 9:30 a.m. MWT, Sunday and The Editors Speak, 2:30 p.m. MWT Sundays; these are not enough, so we record a daily broadcast of two or more different commentators and present these on adjacent times each afternoon and two mornings a week.

'Abuse of Communication'

We are certain no commentator worth his salt would object to be on the same or adjacent program with other commentators. The newspaper columnists seem to thrive on the idea of opposition. The commentator A is good for a morning audience, Commentator B for an afternoon audience, and Commentator C for an evening audience, how much better each of these three audiences would be served if they could have the advantage of hearing all three of these men's ideas. And, after all, it is the public we are trying to serve and protect.

The commentators' right to be heard and the peoples' right to have both the single commentator's idea and the alternate commentator's idea is not our only problem to solve in radio's freedom of speech. It is true we are in a war, but what we are about to record here went on even before the war. It is the abuse of mass communication by allowing a person, a group of persons, the party in power, or, it is conceivable, anyone with enough financial backing to pay for it, the right to talk to all of the people over the vast majority of stations in the country simultaneously allowing any answer to such broadcast to be heard only over a limited number of stations with the Jack Bennys, Kate Smiths, Kay Kyser's, et al., running over all the other stations and thus limiting the audience for “the opposition.”

Our national points of view must be disseminated by our great networks. However, it is not fair to the American public for radio to broadcast one point of view over every station in the country with no other programs.

(Continued on page 21)
Puget Sound area is famous for big, fighting King Salmon... and for big, easy-to-get SALES!

66% OF WASHINGTON STATE'S DOLLARS ARE WITHIN 50 MILES OF OUR TRANSMITTER

WHEN YOU GO FISHING, you go where you know the big fish are! When you're out for sales don't overlook the KOMO-KJR area in Washington State. It is one of the "hottest" spots in America today—with an amazingly brilliant future! Sales Management Survey of Buying Power says 66.57% of the State's effective buying income is concentrated in this 50-mile "pool" which includes Seattle and Tacoma... covered intensively by KOMO-KJR.

TODAY—$1,454 per capita is the effective buying income in this area as reported by Sales Management... far above the national average.

TOMORROW—Post-war development of Alaska, Russia, China and a wealth of natural resources point to a brilliant future for this area.

EDWARD PETRY & CO.
New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco

PAUL H. RAYMER
Chicago, New York, San Francisco, Los Angeles

KOMO-KJR
BLUE NETWORK

BROADCASTING • Broadcast Advertising October 18, 1943 • Page 23
WNBC Would Bar Court Candidates
Not Violating Law Says Novik, Station Manager
EXCLUSION of two party-endorsed candidates for the New York Supreme Court from the political time allocation plan of WNBC, New York municipal station, does not constitute a violation of the Communications Act, in the opinion of Morris Novik, general manager of WNBC, who said that the plan will not upset party results unless it secures the approval of all parties.

As announced by Mayor F. H. LaGuardia of New York on Oct. 10, during his last daily broadcast on WNBC, the plan is to give free time to candidates on the following basis: The two candidates for Lieutenant Governor would receive equal time. The time for the third candidate would be determined upon getting one period on the air, with the fourth period allotted to a representative of the independent candidates.

Would Exclude Aurelio
Time would also be allocated to candidates for the City Court, under the Mayor's plan. But of the Supreme Court candidates the Mayor said: "Candidates who are endorsed by both Republican and Democratic parties are sure of election, so they won't need any time, but we will allow equal time for candidates running for the Supreme Court in the First Department who are not on the two major tickets."

In reporting this development, New York papers played up the fact that this plan would not make WNBC available to Thomas A. Aurelio, who will appear on the ballots as official candidate of both Republican and Democratic parties, although before the primary election, he repudiated him and is backing opposition candidates.

What Sec. 315 Says
Plan for making time available to none of the told candidates appeared to be contrary to Sec. 315 of the Communications Act, which reads as follows: "If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station . . . ."

Questioned on this point, Mr. Novik replied that the proposal to allow the candidates who are seeking support from New York City voters to broadcast their plans, WNBC is "a system which must work on a voluntary basis or not at all." Continuing that Sec. 315 does not apply where all parties have agreed on a yardstick as in this plan, Mr. Novik stated that WNBC will give no time to any candidate unless the plan is accepted by all parties.

FAREWELL PARTY to CBS executives Art Kemp and Charles Morin was given by Ralph R. Brunton, Arch San Francisco, president, and C. L. McCarthy, manager, who were hosts to executives and radio buyers of the 40 advertising agencies attending. Kemp, Pacific Coast sales manager, becomes general manager of the CBS Detroit office; Morin to New York as Eastern sales manager for the Columbia Pacific Network. Saying their farewells are (1 to r): C. L. McCarthy; Art Kemp; Ole G. Morby, of the CBS San Francisco office; Ralph K. Brunton; Wayne Steffner; Charles Morin.

Free Speech and Right to Hear
(Continued from page 22)

of consequence on the air at the same time to distract the listener's attention, while the conflicting ideas of another group of people are put on over a single station or a network of 10 or 20 stations or even over a complete major network of 100 stations but with the other networks and stations placing major shows and well-known radio personalities on the air in competition to such broadcast, thus dividing the audience.

National Radio Forum
Our views as a people are pretty well represented by the political parties. All questions of national public interest do not always cleave to party lines but for lack of a better formula let us suggest that for the dissemination of national policy ideas—for the establishment of "the right of minorities to be heard"—"the right of the people to hear," that the national networks establish a national radio forum—to assign a definite amount of time for such broadcasts when all networks would simultaneously give voice to the country's leaders, that the time be divided between the various political parties in proportion to the votes cast by each at the previous presidential election.

Now comes the problem of the station's owner establishing an editorial policy of his own. Until the engineers find ways and means for anyone and everyone to start a radio station, it will hardly be right for a mere handful of men to establish a time of day when they would broadcast their own ideas, day after day, to the world over a precious wave band that belongs to all the people and not to the few who might possibly agree with the ideas of such a station editor. If such an air editor should take to the airways, then certainly time adjacent to the commentators would be the time for such a broadcast and, likewise, any station should establish the right for listeners not agreeing with such editor's ideas to be heard on the same program. Of course, the opening up of new frequencies can conceivably change this entire program.

Should a station allow capital to editorialize on its programs? Should a station sell time for labor or minority groups to sell their pet ideas? Radio sells time in a political campaign for the discussion of public problems. What will radio (as long as it is limited by a limitation of frequencies) do with respect to allowing financially poor groups or individuals to answer charges of financially rich groups if it sells time at all times for all commercial and public problems or controversial questions?

These are problems we must meet and talk about and possibly ask Congress to help us solve.

Ask Congress' Help
I am one who believes Justice Frankfurter interpreted the language of the radio act as it is written. I know from talking with Members of Congress who helped write the radio act that the Supreme Court's majority opinion interpretation of the radio act, was beyond the realm of their thoughts when the act was written. I have read the White bill and do not believe we can turn the broadcasters (networks) loose as this amendment would do. As long as we have limitation of facilities, we must have some kind of police regulation just as we have traffic regulations on our street corners and highways. We must have a work as well as station regulations and that regulation must have its limitations just as police power has its limitations. We must look to

WKNE Refinance Plan Submitted to the FCC
WKNE Keene, N. H., last week submitted for FCC approval a refinancing plan involving issuance of new preferred stock and transfers of common and preferred stock which would give control to M. S. Wilder and Col. H. C. Wilder, his son. Under the present stock setup, none of the eight stockholders has control. Col. Wilder is also principle owner of WSPR Syracuse and WTRY Troy.

WKNE Inc. told the Commission its proposal to issue 500 shares of new preferred stock and 100 shares of common stock. Preferred stock par value was to strengthen its financial position, pay off its note indebtedness, and strengthen its balance sheet for credit purposes.

The proposed new common stock setup referred to the FCC is as follows: H. C. Wilder, 57 shares; Fred R. Ripley, 3 shares; George W. Smith, 1 share; Philip H. Faulkner, 3 shares; M. S. Wilder, 149 shares; Helen W. Miller, 55 shares; Frank Lyman Jr., 40 shares; N. L. Kidd, 2 shares. M. S. Wilder's policy stock (205 shares) and with his son would control the 310 shares of common stock outstanding.

Victor Waters Leaves Justice Dept. for Navy
VICTOR O. WATERS, former special assistant to the attorney general in charge of copyright and music litigation and its expert on radio matters, reported last Friday for duty as a Lieutenant (jig) in the Navy. His parents carried him to Tucson, Ariz. for indoctrination.

Mr. Waters for the past year has been in charge of the Central States offices of the Department of Justice anti-trust division, head-quartered in New York. He was married on Oct. 11. The parents of a 7 lb. 9 oz. boy, their first child.

Holmes Baldrige, chief of the litigation section of the Department of Justice's anti-trust division, is in charge of radio and entertainment matters.

Chap Stick Regional
CHAP STICK Co., Lynchburg, Va., is using radio for the first time for Fleet's Chap Stick. Supplementing a campaign in national magazines, service publications, and West-coast carried newspapers, the firm is sponsoring Cunningham News for five minutes, five times weekly on WXYZ Detroit; CKLW Windsor and WCAR Pontiac. Series started Sept. 15. Agency is Sherman K. Ellis & Co., New York.

Congress to help us. We must tell Congress our problems and ask it to help us guarantee the American people "the right to be heard"—"the right to hear."
Sensational 50,000 Watts Primary Coverage now yours in 123 Counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia as low as 24½¢ per county per ¼ hour.

Write or ask a John Blair Man for New Coverage Map

WWVA WHEELING, W. VA.

Basic Blue
Making old High Records look Puny

Current schedules, running far ahead of last year, show plainly what advertisers, both national and local, think of the ability of WSIX to produce sales in a BIG way.

This Nashville market is getting richer daily. Crops are coming in ... industries booming.

You can blanket this whole Nashville area over WSIX. Join the Big Parade!

Spot Sales, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

To Obtain professional advice on a program series attacking the delicate problem of juvenile delinquency, WMCA New York has set up an advisory committee composed of workers in the social welfare field. Representatives from the N. Y. Welfare Council, the Children's Court, public education, and child welfare agencies, have agreed to assist in a series of programs called Parents Forum. Present committee grew out of a meeting called on the station to discuss how to handle a juvenile delinquency program. Station had been approached with two program ideas, both calling for actual trying of cases on the air with the delinquents participating.

Main issue brought up at the meeting, Sept. 20, was whether such a program should be directed to the child or to the adult; and whether radio could be used as a social force to influence delinquents. General consensus of opinion was that the program should be directed to the parent. In the projected series, there will be light on the station, and now awaiting the committee's approval, parents will present actual case histories with a sociologist presiding. As another outcome of the meeting, the Welfare Council of New York City has agreed to serve as a central clearing house for WMCA programs dealing with juvenile delinquency and other family welfare problems. Representing WMCA on the advisory committee are Leon Goldstein, director, public service features division; and Garrett E. Hollihan, program director.

Service Letters
LETTERS of servicemen and women to their friends and relatives back home are shared over WGKG Worcester, Mass., on the Victory Mailbag program which features Patricia Neighbors as postmistress. In addition to the letters, excerpts from service newspapers are included to give listeners first hand information on what the boys are doing. Visiting servicemen are often included as guests on the program.

Wartime Service
AS an additional wartime service to listeners, Ruth Lyons, who presents the WLW Cincinnati Consumers' Foundation broadcasts six times weekly, furnishes her audience with the latest facts on price regulations and rationing on the Monday, Wednesday, Friday programs, gathering the information from the local OPA office.

Aid Coast Guard
TO HELP the U. S. Coast Guard recruit 5,000 SPARs by the end of the year, KPO San Francisco, has started a weekly series of recruitment programs, prepared and presented by the public relations office of the Twelfth Naval District.

Educational Series
KYW PHILADELPHIA has scheduled six program series of an educational nature for the new season. Originating from a different Philadelphia high school each week, a half-hour Junior Town Meeting of the Air on Thursday has prominent educators and civic leaders acting as moderators for topical discussions by students. Program is heard in the assemblies of all the other schools. Devoted to the activities of the schools in the suburban area, Know Your Schools is scheduled for Monday mornings; and on Wednesday mornings, as Our Public Schools, the program is turned over to the activities of the local schools. A Friday afternoon period will be turned over to the U. of Pennsylvania Museum for a series of historical broadcasts. On Saturday afternoons, the Philadelphia Public Schools will conduct a home economic series, Consumer Time. Starting Oct. 19, a Tuesday morning series has been turned over to the Catholic Schools of the Philadelphia area. William L. Galleher, educational director of KYW, is in charge of the various programs.

Education on the Air

Novelty in radio education, Musical Pictures goes into its second year on WGKV Charleston, W. Va. The weekly programs are designed to correlate music, art and literature, stimulating the imagination of pupils. Students record their impression of the music played by means of a drawing, poem or story. The one submitting best work wins 12 weeks scholarship at the Mason College of Music and Fine Arts in Charleston.

War Jobs Available

Stressing importance of doing war defense work and giving a resume of jobs available with working conditions, a new program titled Job Counselor was recently started on KLX Oakland, Cal. Cooperatively sponsored by war industry plants and other firms doing defense work, the daily quarter-hour program features James Walker Allen as Job Counselor.

Young Folks Series

Stories behind musical instruments and compositions are told for the benefit of the younger generation in a daily half-hour program on WLIB Brooklyn titled Classics for Young Folks.

Heart Fixer

Romantic dilemmas of listeners are unravelled by Allie Lowe Miles in Love Problems, weekly quarter-hour program first heard on WJZ New York and now expanded to a network program on the BLUE.
Ever stop to try to figure out what causes that strange, electric tremor that clears the highways of America each Saturday night—as folks run indoors to tune in? Ever stop to think why so many horses whinny, and strong men prepare to weep?


Aye—it's Groucho—but it's Groucho plus. Plus KNX. Groucho "originates" at KNX. Its facilities, skill, experience, and know-how make it possible for Groucho to project over the full network a show that's professionally superb—smooth, polished, balanced, exquisitely timed, and dangerously hilarious. More than twenty other coast-to-coast CBS programs rely on these same expert KNX facilities.

Now, for contrast, let's look at a show that is not coast-to-coast. First Call with Beverly. Time: every weekday morning, about dawn. Beverly herself puts on a gay, musical gag-and-chatter program—a special request show—for the service men in Southern California. She plays the records they ask for, gives them friendly advice, back-talk, and genuine affection. Do they listen? Well, in two weeks some 2,500 of them wrote her for her photograph.

Beverly "originates" at KNX too. Same skill, polish, experience work for her as for Groucho. Same station know-how enables Beverly's participating sponsors to explore the rich early-morning KNX market; not only the uniformed army, but the vast regiments of swing-shift war-workers. They set their clocks by First Call with Beverly. There are a few participations available. Better put this KNX skill to work for you—better ask us—or Radio Sales.

Columbia Station for All Southern California
"Bonds for Christmas" Top Radio War Messages Scheduled Week of Nov. 8

WAR BONDS move back into first place in the amount of time given to war messages under the OWI Domestic Radio Bureau allocations for the week of Nov. 8. Announcements for bonds will be broadcast on the National Spot Plan, and all 891 U. S. stations are scheduled to receive transcriptions with three announcements daily for the week.

Of special interest is the fact that Nov. 11 will see the formal launching of the new "Christmas Present With a Future" campaign for war bond promotion. With retail trade cooperating actively, the drive also furnishes another point of contact in the relation between radio and retailing which NAB is fostering on a nation-wide scale.

Aimed at Inflation

Radio participation in the Third War Loan Drive ended on Sept. 30, and in line with the agreed policy not to schedule simultaneous fund drives, bond messages were discontinued during October while the National War Fund appeal was carried on all of the allocation plans. A short "fill-in" bond schedule is set for the period just prior to the Bonds for Christmas campaign, and this was planned (1) to push the payroll savings plan, and (2) keep the bond theme hot before launching the Christmas gift drive on Nov. 11.

OWI has advised that the major home front offensive continues to be directed against the danger of inflation. Retail buying regularly reaches its peak in November and December, when department stores, specifically, do one-fourth of their year's volume. This year, with consumer buying power at a new high, and supplies of goods limited by war restrictions, it becomes a serious problem to prevent such a buying stampede as would occur if everyone bought all he could afford.

Treasury Dept. and the OWI accordingly are lining up a bond campaign that will enlist the active co-operation of retail business. The Retailers War Campaigns Calendar of the OWI will furnish suggested advertisements, radio copy, displays and promotional suggestions. Treasury will furnish between 15 and 20 million special Christmas envelopes to hold gifts of bond and stamp albums. Treasury will also produce insert order blanks to be mailed out with November bills.

Motion picture houses and banks will join the effort with special displays and promotions. Industrial plants will tie in with programs to sell the idea to employees, and perhaps will give their Christmas bonuses, to the extent permitted, in war bonds and stamps.

Four special days are to be featured in the drive: Armistice Day, Nov. 11; Thanksgiving Day, Nov. 26; Pearl Harbor Day, Dec. 7; and Dec. 21, the "shortest day in the year, but still long enough to buy war bonds—"The Present With a Future."

Food Fights For Freedom, second ranking campaign for the week of Nov. 8, continues from the previous week on the independent stations, being dropped from the affiliates, but the latter stations will get the food messages via the Network plan. Food For Freedom is also scheduled on the National Spot Plan. Names of the programs carrying these messages and the times of broadcast are listed in OWI Schedule No. 81, which should be consulted to avoid to close proximity of messages on the same themes.

Only four campaigns are listed in BROADCASTING'S OWI Packet table for the week of Nov. 8. Two more, The Enemy, and Hold Prices Down, are handled by "special assignment."

With Junior Red Cross on KW stations only, and Stick to Your War Job on the GI Group, it is a light week in Washington sponsored war messages.

Bonds vs. Furniture

A PROTEST has been made to the Office of War Information in Boston in regard to an OWI announcement: "Don't Buy Furniture—Buy Bonds," according to the National Retail Furniture Assn. Objection has been forwarded to the OWI in Washington with a request for modification of the announcement, in the grounds that it is unfair to single out one product for restricted buying. The spots in question were heard on WHDH Boston in connection with a U. S. Treasury Dept. program.

OWI PACKET, WEEK NOV. 8

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 8. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in your programs. Each "X" stands for three three-minute announcements per day, or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET. WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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<td>GROUP</td>
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<td>Food Fights For Freedom</td>
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<td>Buy War Bonds</td>
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<td>Stick to Your War Job</td>
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<td>Jr. Red Cross</td>
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See OWI Schedule of War Messages No. 81 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
A host of friendly feminine hands have been extended in the past few weeks to noted Ruth Chilton, charming new director of the WCAU “For Women Only” program, consistently Philadelphia’s most popular woman’s participating feature since its inception in 1933. Ruth Chilton’s 18 years’ experience in radio, her personable delivery and unique ability enables her to create, construct and present an entire program of the greatest listener interest.

Once again, WCAU specialized knowledge of what the public wants is paying rich dividends for sales-wise advertisers.
HITTING THE TOP of the “Can You Top This?” laugh meter, would mean relatively little to the Kirkman Division of the Colgate-Palmolive-Peet Company, if it indicated the enjoyment of only a studio audience. Public reaction, measured in terms of distribution and sales, is what this advertiser is after.

Text of WPB Order P-133: Controls Equipment and Supplies for Stations

FOLLOWING is the text of WPB Order P-133, which contains controlling authority for obtaining maintenance, repair and operating supplies for radio communication and radio broadcasting, which are subject to frequent failure or rapid deterioration, or parts which are of such special design that their failure would cause a lengthy interruption of the station's operations, unless they could be immediately replaced from stock.

Section 3289.41 Preference Rating Order P-133 is hereby amended as follows:

(a) To replace in stock any spare parts except those that are subject to frequent failure or rapid deterioration, or parts which are of such special design that their failure would cause a lengthy interruption of the station's operations, unless they could be immediately replaced from stock.

(b) To replace in stock any spare parts except those that are subject to frequent failure or rapid deterioration, or parts which are of such special design that their failure would cause a lengthy interruption of the station's operations, unless they could be immediately replaced from stock.

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PHIL STEWART talks about radio response

"WJR, one of thirty-five Columbia stations used in the recent campaign of our client, the Holland Furnace Company, brought almost two and one-half times as much mail in response to a four-week gift offer (12 fifteen-minute programs) as any other individual station...more audience mail than seven other 50-kilowatt stations combined...a total of 23,093 pieces of audience mail, or twenty-two point nine percent of all the mail received from the network of thirty-five stations."

Phil Stewart
Director of Radio and Account Executive
ROCHE, WILLIAMS & CUNNYNGHAM

October 18, 1943 • Page 31
Why Tomorrow's Gates Equipment
Will Be Better Than Ever

A giant Flying Fortress, Liberator of Catalina swiftly wings its way across a broad ocean ... radio its only contact with its land bases. This radio equipment must be good ... for upon it a highly trained crew of valiant American flyers rely as their sole means of communication.

Much of the radio equipment that is fighting its way ahead with the Allies is engineered at Gates by the same men who are ready to wage war on your engineering problems. Modification and maintenance engineering that gets the best results out of limited circumstances is just one of the lessons we have learned that will prove helpful to you now ... regardless of the type or make of equipment you are now operating. And tomorrow, Gates' wider knowledge, engineering ability and added plant facilities will be creating better Gates equipment ... at less cost!

Free Radio Time in Bond Sale Exceeds 2 Millions, Says OWI

Figure Based on Programs Under Allocation Plans During 3½-Week Nationwide Campaign

RADIO'S CONTRIBUTION in time and talent to the Third War Loan Drive, Sept. 9 through Oct. 3, was estimated last week by the OWI to be worth well over $5,300,000. This figure, according to the Radio Bureau, is based on programs scheduled under the various OWI allocation plans during the three and one-half weeks of the radio campaign and does not take into account programs arranged by local War Finance Committees and cleared through OWI regional station relations offices.

Billion Impressions

The radio campaign for the Third War Loan, the Bureau reported, involved more than 138,976 individual station broadcasts, resulting in at least 1,111,720,000 listener impressions. This total, according to OWI estimates, was distributed as follows:

- Network Allocation: 497,199,000
- Special Assignments: 489,000,000
- Station Announcement: 126,000,000
- Special Events: 84,428,000

Scheduled for the campaign were 229 network programs, more than 86,237 local station announcements, 343 special network assignments, 3 special events, and 79 national spot and regional network programs on 1,619 stations.

Under the Network Allocation Plan, through which OWI channels war messages to the listening audiences of all national network commercial and sustaining shows, each program received definite assignments on a regular schedule. During the Sept. 9-10-3 period of the campaign, messages were allocated to 72 programs on NBC, 49 on Mutual, 69 on CBS, and 39 on BLUE. Of the 229 programs assigned to carry the War Bond message, 125 were daytime shows.

Under the Station Announcement Plan, OWI provides one-minute transcribed announcements which are broadcast at various intervals throughout the day by virtually all stations in the country. In the case of the Third War Loan, different announcements were prepared, each station broadcasting three of the announcements daily.

Through the Special Assignment Plan, agencies, sponsors and networks are informed by OWI of its plans and needs in connection with various campaigns. Cooperation of broadcasters for the War Bond drive was 100%, the estimated audience obtained through this plan nearly equaling that of the Network Allocation Plan.

Under the National Spot Allocation Plan, messages were assigned to programs which were broadcast either live or transcribed over 5 or more local stations. Some of these messages were carried several times a week but OWI estimated of audience reached through this plan were based on a minimum of one broadcast per week.

Local Activities

Special Events arranged for the Third War Loan radio campaign included an elaborate program on all four major networks with President Roosevelt, Secretary Morgenthau and Hollywood stars setting off the drive; an address by Archbishop Spellman over Mutual; and a report by Mrs. Roosevelt of her trip to the South Pacific war zones.

OWI explained that it was unable to evaluate the extent of local program participation, but reported clearance activities of its station relations offices showed that special local events and localized announcements were broadcast over local stations in many areas.

As in other campaigns, writers and producers of network programs were provided fact sheets for the War Loan drive and advised to prepare the message in the way they thought best. OWI staff monitors reported that the campaign, on the whole, was given unusually fine treatment. More than three-fourths of the messages were rated either "good" or "excellent" and were delivered with accuracy and "presented in an attractive, interesting and persuasive manner." Chief technique used was the straight announcement program, with program stars, guest artists or announcer delivering the message.

Rem-Rel on MBS

NETWORK radio is being used by Maryland Pharmaceutical Co., Baltimore, to supplement its annual fall and winter spot campaign for Rem and Relief cough medicine. Words in the News, designed to acquaint listeners with the correct pronunciation of words in the news, started on Mutual Oct. 4 in the Monday, Wednesday and Friday, 11:55-12 Noon period. Fred Utall, m.c. and announcer, conducts the program, which is to be heard on a hook-up of about 80 stations. Agency is Joseph Katz Co., Baltimore.

Commentators Tour

FOUR Mutual commentators have already started, or are planning combination lecture and Bond-raising tours. Upton Close, who has already left Hollywood for Chicago and Washington; Fulton Lewis, Jr., whose itinerary last week included lectures in New York, Elmira, Cleveland and Cincinnati; John B. Hughes, who will soon leave on a 22-day cross-country trip; Cedric Foster, scheduled for lectures in Washington, New Haven, Lynchburg, and other Virginia towns.
FLAG'S UP—that means mail in the box

... and in WNOXville*, that means more mail for WNOX ... concrete proof of listener strength! From seven daytime announcements alone, WNOX received 7,308 pieces of mail from 24 states ... a mail pull that forcefully shows power for dependable results.

*WNOXville ... the booming trade area whose retail sales make it BIGGER than the cities of New Orleans, Atlanta, Dallas, Denver, and Memphis ... TWICE as big as Nashville ... according to SALES MANAGEMENT's 1943 "Survey of Buying Power".
WCKY
The 50,000 WATT VOICE
• CBS WORLD
• ASSOCIATE
• UNITED
COLUMBIA
Freedom to Act

TO TALK about a crisis in radio is something like conversation about the weather. They're always with us.

Since last week, however, the radio situation has changed. Radio regulation has reached the critical point. The decision in the Blue Network case constitutes the first application of the Supreme Court opinion giving to the FCC "control over the composition of the traffic"—over radio programs.

In the last few weeks radio has been handled, without benefit of antiswarm, a line of Rube Goldberg rhythmic rhetoric about "freedom to listen," FCC Chairman James Lawrence Fly, in three separate speeches, expounded his spanking new philosophy (which incidentally has always been the touchstone of radio service, because the listener sets the program pace). In his last address in New York Oct. 7 he broadened the scope of his crusade by dragging in the issue over news analysts and their right to vent their own opinions.

Now to cap the climax, the FCC blasts forth with its decision approving the sale of the Blue Network Co., by RCA, to Edward J. Noble's American Broadcasting System. The approval was "as advertised"; the FCC couldn't have done otherwise because the transaction was proper in every respect and the new owner possessed all the requisite qualifications. But woven into the decision, again as advertised, was the stern warning that stations and networks alike had better watch their steps on refusal to sell time for discussion of controversial issues.

In plainer words, it means that when CIO or a cooperative league want time, they had better be catered to. It doesn't matter what they want to sell—an ideology or memberships or whatnot. And if the station or network refuses by "rule of thumb," it may face a renewal hearing. The opinion wasn't as strongly worded as the majority would have liked. But it carries more than a veiled implication. It is designed to end the No-Sale Code.

Thus, the Supreme Court decision bears its first bitter regulatory fruit. In his Oct. 7 speech Mr. Fly handed out a virtual ultimatum that the industry sell time for controversial issues. The New York Times did a bright bit of reporting on that address. It brought out that the chairman departed from his prepared speech by deleting a pungent phrase or word here and there. The words in brackets in the following passages were deleted: "Licensees must become aware that [starting right now] management should take stock of itself. Any dodges similar to those intricate clauses employed in a corporate indenture to enable a trustee to duck his responsibility must be weeded out [fast]."

All this is censorship by innuendo and intimidation. It is a studied effort to destroy radio's freedom; not broaden it. When we cut through the smoke-screen of high-sounding phrases it means simply that the effort to control radio is on; the press is next in line.

That's why radio's freedom must be reasserted and redeemed by Congress now. That's why an emergency exists. It's why the American Federation of Labor last week adopted a resolution condemning the FCC's regulatory excesses; why the National Editorial Assn. last week endorsed the White-Wheeler Bill.

Both sides of Congress at long last are intensely interested. So are the political parties. Let's brush aside the double-talk and the right-aprical leftism that is needed now; a fully-integrated new organic law can come later. Everybody is in favor of freedom to listen. Broadcasters must be free to act so the people can be free to hear.

Radio Gives a Party

LAST WEEK in Washington, organized radio pulled back the curtain on its first united effort to sell the medium, with its 100-minute film presentation developed by the NAB retail promotion committee.

The premier was before as critical and as mixed an audience as one could fathom—merchants, government officials, editors, advertising executives and broadcasters. From there it goes to more than 100 communities for individual showings to retailers, agencies and others interested in the medium. There were a few here or there where over-selling was happily avoided. It did a terrible job of selling radio as an art and medium. Merchants interviewed following the presentation wondered perhaps why they weren't told how radio can sell their specific articles of merchandise. The answer will come when the individual stations call on their department store prospects with case histories and with prepared literature providing the why, where, when and how.

Whatever the emotions or reactions, the Washington premier disclosed that the industry can act in concert. In every phase of radio, now and after, the war, team-work is needed. The retail promotion committee has blazed the trail. All credit to Fritz Morency, its hard-hitting chairman, and to the men in the broadcasting, agency and advertising fields who collaborated and followed through.

Well Done

A GOOD source of revenue returns to broadcasters with Office of Censorship removal of the ban against any mention of weather on the air. But more important is the fact that the broadcasting industry again has fulfilled a wartime obligation without worrying about the cost.

It is estimated the ban against weather reporting cost the industry some $2,000,000 a year. Dropping of the business wasn't hard to do—under the ban. Removal of the censorship ban against any mention of the weather was a difficult feat. Except for an occasional smart- aleck trick by a sunrise announcer who might play a recording of "Stormy Weather," the violations were unremediated and minor.

Thus twice in two weeks the industry draws official praise from the Office of Censorship for faithful execution of wartime policies. Last week Censorship commended foreign language stations for 100% adherence to script and air checking rules.

Under the Byron Price-Harold Rvan direction, war censorship for radio has been transformed into a relatively painless operation. Improperly handled it unquestionably would have been the bane of every broadcaster's existence.

Our Respects To —

GENE THOMAS DYER

A MONG the broadcasting gentry the question frequently arises asking who is the most successful independent radio station operator in America, and one of the first names mentioned as a top-notch candidate for the honor is Gene T. Dyer, tall, keen, affable and able manager of WAIT Chicago.

While Gene spends most of his time nowadays guiding the destinies of Chicago's WAIT, of which he and his family are the principal owners, he also exerts a supervisory influence over the conduct of stations WGES and WSBC, also of Chicago, in which he owns substantial interests.

From his first endeavor on, Dyer has met success at every step. Beginning as a newspaper legman he became editor and then publisher of his own paper. Entering the advertising agency business as an account executive, he finally was proprietor of his own agency. Then, when broadcasting loomed promising to him, from the management of one station he built up to the operation of three sizeable enterprises.

Crest, Nebraska, calls Gene its own. He was born there 45 years ago, and while still in his 'teens headed for the University of Kansas. There, and later at Harvard, Dyer studied journalism. At Kansas Gene started a career of "firsts" by becoming editor of the university's daily newspaper at the then age of 18.

Gene was a reporter on the Kansas City Star when the first World War came along, and he laid the foundation for his later radio activity by enlisting in the "wireless" service of the Navy. In that branch he took part in the first practical demonstrations of the radio telephone as it was developed into war use.

"The present facilities are a far cry from the monotone change of the first radiophone conversations such as 'this is pug-two-oce calling able-three-oat, can you hear me please? Can you hear me please? Answer please. Answer please,'" Gene will tell you.

Following the war Gene joined the staff of the Daily Oklahoman, Oklahoma City, first as Sunday editor, then as night managing editor. A year later he was publishing his own newspaper in Shreveport, La.

The commercial slant of newspaper publishing brought Gene into the advertising agency field in Chicago. At 22 he was the account executive in charge of national advertising for one of America's largest mail order companies. He directed the first experiment for this concern in the establishment of retail sales out...
Let Mutual
be among the first to wish
great success to
Mr. Noble and the Blue.

*The Mutual Broadcasting System, Inc.*
**Personal Notes**

HARRY C. KOOP, NBC vice-president and general manager of the Central Division, has been named to the board of governors of the Chicago Opera Company.

JACK J. McMICHAN, previously with "The Merry Mac," has joined KFRC San Francisco as an account executive.

GEORGE CHAMBERS, for the past year Eastern sales service representative of Mutual, has been named sales service manager of the network. Chambers previously was sales and advertising representative for six years with Barron's National Business & Financial Weekly.

W. R. CHRISTIAN has been appointed sales manager of WSAI Cincinnati. He has been on the WSAI sales staff since 1940, coming from WGET Atlanta.

MARION HALLETT has been appointed manager of CKTB St. Catharines, Ont.

MERRITT R. SCHOFIELD, sales manager for the BLUE central division, and E. C. Horstman, chief engineer for the central division, will attend the grand opening of the new studios of KMJ Grand Island, Neb., Oct. 14, when that station becomes a BLUE affiliate.

TONEY KOELLER, publicity chief of the BLUE central division, has received a commission as a Lieutenant (j.g.) in the Navy, and expects to report for training this month.

FRANK W. KAUL, formerly national advertising manager of the Everett News, Everett, Wash., is now account executive of KLO Ogden, Utah. Lyman L. Meyer has been promoted from national advertising manager to director of sales for KLO and the Intermountain Network.

EARL DOUGHERTY, formerly with KMNO Minneapolis, Minn., has joined the sales staff of KSAI St. Paul, Minn.

DON FINLAYSON, member of the sales promotion department of WLS Chicago, is the father of a girl, born Sept. 30.

ROBERT WASDON, sales manager of WOGY Charleston, W. Va., has been inducted into the Army and is now stationed at Ft. Thomas, Ky.

JENNINGS PIERCE, manager of public service and station relations department for the Western Division of NBC, was guest at a luncheon given by department heads of KDLT Salt Lake City.

W. J. ABRAMS has joined the sales staff of KIRO Seattle.

DON FEDDERSOON, manager of KVA San Francisco, has been elected president of the corporation which operates the station. Other officers elected were O. H. Blackman, president, of the O. H. Blackman Agency, vice-president, and John Karr, of the Karr Engineering Company, secretary-treasurer.

DAVE LUNDY, formerly of KROY Sacramento, has been appointed sales manager of KVA San Francisco.

LOU FROELICH, sales manager of WING Dayton, has entered the Army.

KARL A. REMBE has joined the sales staff of WIND Gary.

**New Army Network**

NEWLY CREATED Army Command and Administrative Network, Army Service Forces, is being set up to effect coordination and conservation of critical materials, wire facilities, and manpower, the War Department announced last week. Set up under supervision of Brig. Gen. Frank E. Stoner, Chief of the Army Communications Service of the Signal Corps, the plan includes eventual abandonment of the Army's radio network in the continental United States, the present traffic being diverted to the network, although radio circuits for overseas communications and certain systems requiring specialised traffic handling will be continued.

**Philco's Recreations**

STARTING off with Quentin Reynolds' story of the Salerno invasion, Philo Corp.'s new CBS program started last week, Friday, Oct. 15 in the 7-12-7-30 a.m. period. Originally titled Dateline, and now called Eyewitness—The News Story of the Week, the program recreates news stories selected from reports filed by newspaper, radio and magazine correspondents from all over the world. Bob Trout narrates. Paul White, CBS director of news broadcasts, produces; William N. Robinson, director, and Margaret Miller prepares the dramatic scripts. Program replaces Our Secret Weapon, propaganda analysis series. Agency is Sayre M. Ramsdell Associates, New York.

**Religious Series**

DR. LOUIS T. TALBOT, Los Angeles (religious), expanding its current schedule, on Oct. 18 starts the three-week half-hour Bible Institute of the Air, on 34 Don Lee Pacific stations, Monday, Wednesday, Friday, 8-8:30 a.m. (PWT).

Also on that date, the religious group starts a five-week 24-minute program, The Prophetic Hour, on KXTA Hollywood. Both contracts are for 56 weeks. In addition, present schedule includes a similar five-week half-hour series on KFAS Pasadena. Smith & Bull Adv., Los Angeles, handles the account.

**Fox in N. Y. Area**

L. J. FOX, New York furrier, is using an average of from 45 to 70 transcribed announcements weekly in the New York area in its current schedule which started Sept. 26 and will probably extend to January, with four-week renewals. One-man run at varying frequencies on WGST WINS WGBB WMCA WLB CBS WBN WOR WPAT. Business is placed through Lew Kashuk, New York.

**Mrs. Gladys G. Klauber**

MRS. GLADYS G. KLAUBER, wife of Edward Klauber, former executive vice-president and chairman of the executive committee of CBS, died Oct. 9 in Doctors Hospital, New York, after a long illness. Active in social work, Mrs. Klauber was chairman of the clothing committee of Bundles for Britain. Besides her husband, she leaves her parents and a sister.
Now, more than ever before, Johannes Steel's keen understanding of international affairs brings the confusion of global warfare into clear, sharp focus.

Why should this nationally famous commentator, columnist, war reporter suddenly assume a still greater role in analyzing men and events shaping our destiny? Because today and tomorrow our armies are closing in for their death grip on Hitler's Europe . . . on Steel's Europe . . . the same Europe in which he spent most of his life, associated with many of its leaders, lived among its people. The same Europe whose violation he witnessed and reported as a top-flight foreign correspondent.

That's why this man, whose forecasts become fact, finds himself unusually qualified to bring his audience a personal, critical picture of the paths of war. He knows those roads as none other can! And this background, coupled with last-minute confidential reports from prominent diplomats and statesmen, add up to important reasons why Johannes Steel remains one of the nation's (not alone New York's) most distinguished news commentators.

by the way, time buyers . . .

DO YOU KNOW—that Johannes Steel recently completed his 2,500th broadcast in six years over WMCA?
DO YOU KNOW—that he is a governor of the famous Overseas Press Club, member of World Circumnavigators Club and American Academy of Political and Social Sciences?
DO YOU KNOW—that he just published the fifth edition of his best-selling book, "Men Behind the War"?
DO YOU KNOW—that he is now available across the board—7:30-7:45 seven nights weekly for the first time—and that one of your wide-awake clients hitting at the New York market should sign him up—but fast!

WMCA

AMERICA'S LEADING INDEPENDENT STATION
RESULTS...

Gamble-Skogmo Inc.

Gamble Stores

Store Number 20

K.F.Y.R. Broadcasting Station, Bismarck, N.Dak.

Gentlemen:

We are very pleased to advise you that after using one twenty-five word chain break ad we sold $280,000 worth of merchandise within two days. In view of the fact that we did not use any other form of advertising, we think these results were outstanding and a good recommendation for radio advertising.

Sincerely,

Gamble Store 20
Bismarck, N.Dak.

Andy Potter, formerly chief of programming and operations for the Pacific Bureau, OWI overseas branch, San Francisco, has joined KFI-KKCA Los Angeles as writer-producer. He succeeds Jack Neuman who resigned to free lance.

Bill Bivens, New York announcer on the NBC Fred Waring Show, has been shifted to Hollywood and is assigned to the CBS Harry James Show. He replaces Don Wilson who resigned to resume announcing duties on the weekly NBC Jack Benny Show.

Bob Andersen, Hollywood announcer, has been assigned to the weekly CBS Dr. Christian series. He replaces Art Gilmore, now in the Navy.

Ed Colman, announcer of KFI-KKEA Los Angeles, has been inducted into the Army.

HeLEN MORGAN, producer of KGO-Blue, San Francisco, has joined the production staff of KNOB-PBC, San Francisco.

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affinity to old Noah Webster

meant . . . "a close agreement or relation; any natural
drawing or inclination."

affinity to Radio Time Buyers

means . . . WGN's relation to Chicago and the Middle West.

WGN's close kinship to Chicago and the Middle West is
one reason why WGN leads all other major Chicago sta-
tions in volume of retail, local and national spot business.
GOOD ENGINEERING

The basic foundation of Every Successful Station

- Directional Antennas
- Allocation Engineering
- Frequency Measurements

COMMERCIAL RADIO EQUIPMENT CO.

Radio Engineers

Evert L. Dillard, Gen. Mgr.,
Suite 315, Evening Star Bldg.,
Washington, D. C.

Robt. F. Wellskill, Mgr.,
321 East Gregory Blvd.,
Kansas City 5, Mo.

George Taffeau, Mgr.,
1584 Cross Roads of the World,
Hollywood 28, California

Also Operating KC's Pioneer FM Station, KOZY

FOR ACCURATE LISTING OF YOUR FIRM IN THE 1944 YEARBOOK, KINDLY FILL IN YOUR QUESTIONNAIRE TODAY AND MAIL PROMPTLY TO

BROADCASTING

The Weekly Newspaper of Radio Broadcast Advertising

NATIONAL PRESS BLDG., WASHINGTON 4, D. C.

BROADCASTING • Broadcast Advertising

Page 42 • October 18, 1943
GLENN ADAMS, former announcer of WIS Columbia, S. C., has joined the announcing staff of WIBG Philadelphia, having been given a medical discharge from the Army.

EDNA WHITTINGTON, former continuity writer of WIP Philadelphia, has joined the staff of World Broadcasting System, New York transcription service.

GEORGE THOMAS, former announcer of WCAU Philadelphia, now serving in the Armed Forces, and Phyllis Whitehead, of the station's secretarial staff, will be married Nov. 13.

MARTY LANGWEILER has resigned from the promotion department of WFIL Philadelphia.

JOSE RODRIGUEZ, news editor and music consultant of KFJ-KECA Los Angeles, has resigned to concentrate on film work.

DICK ALLEN has joined the announcing staff of KPAC Pasadena.

VIC McLEOD, writer on the weekly NBC Kraft Music Hall, is recovering from an appendicitis operation.

DWAYNE JOHNS and Bob Churcher, announcers of CKX Brandon, Man., have joined the Royal Canadian Air Force and the Royal Canadian Navy respectively. Gordon Garrison has joined the CKX announcing staff.

ALVIN PACK, of the production department of KDYL Salt Lake City, has been named production manager.

OWI Asks Funds

PRESIDENT ROOSEVELT has submitted to Congress a request for a supplemental appropriation of $6,000,000 for OWI activities connected with "actual or projected military operations". A similar amount was provided in the National War Agencies Appropriations Act for this fiscal year. OWI officials stated additional funds are necessary to meet expenses growing out of the invasion of Italy and other territory in Europe. It was pointed out that repair of captured broadcasting stations and restoration of communications are activities carried on by OWI in waging psychological warfare.

Subs For Taylor

WILLIAM H. FINESHRIBER Jr., CBS director of shortwave programs, has been appointed special assistant to Douglas Coulter, CBS director of broadcasts, to serve temporarily in that post during the leave of absence of Davidson Taylor on a special wartime mission. Mr. Taylor is accompanying William S. Paley, president of CBS, overseas to assist in the radio work of the Army's Psychological Warfare Branch. Assuming Mr. Fineshribber's duties during the "limited period" he and Mr. Paley are abroad will be John W. Hundley, CBS assistant director of shortwave programs and traffic manager.

Francisco to Talk

DON FRANCISCO, assistant coordinator of the Office of Inter-American Affairs, discussing the progress and prospects of advertising in Latin America, will be among speakers at the Export Advertising session to be held Oct. 27 in conjunction with the National Foreign Trade Convention at the Hotel Pennsylvania, New York.

They "Sell Themselves" in KPO's Saturday Night PARADE OF STARS

GREATEST collection of big-time radio shows ever put together—the KPO Parade of Stars is big news to listeners.

So KPO has them "sell themselves"... in a star-studded fifteen minutes every Saturday night. It's an old KPO axiom—get the best—then herald it.

No wonder KPO can promise you this year a bigger proportion of pre-sold listeners than ever.

With 50,000 watts carrying the Parade of Stars to homes throughout Northern California... from San Francisco's Radio City, radio hub of the entire central Pacific Coast market... with all the assets of NBC leadership... long-established KPO offers you almost unbelievable selling power.

Represented by NBC Spot Sales Offices

New York • Chicago • San Francisco • Boston
Cleveland • Denver • Washington • Hollywood

Broadcasting • Broadcast Advertising

October 18, 1943 • Page 43
THE STRANGE CASE
OF MR. STERM

OR: WHAT
YOU DON'T KNOW ABOUT NEW YORK CAN HURT YOU

The gentleman about whom we are going to say a few words is named Stern.
He's an all-around advertising man, but essentially a timebuyer, for a rather progressive firm.
We discovered quite early in the conversation, however, that he did not know a great deal about New York's importance as a market in 1943 — we mean, many things.
You'd think, to hear him talk, that the stores were just decorative and never sold any things.

"Why, Mr. Stern," WOR said, "New York's retail sales alone are 32% greater than they were at this time last year, remind!"

"And," we added, "it might not be a bad idea to mention that during the same period, more local time is being bought on WOR by the people who make the goods these shops sell than the total time bought by them on the other major stations combined."

"The similarity," Stern asked, "just wouldn't be coincidence?"

"Rather!" WOR answered. "We're glad you get the inference."
Then, assuming the role of an alert cashier,
We informed Mr. Stern that New Yorkers now have $1,000,000,000 more to spend than last year.
All in all, Mr. Stern assured us, the facts made him quite ravenous.
And it wouldn't be very long before there would be two or three accounts that he'd like to have with us.

our address is WOR
that power-full station
at 1440 Broadway, in New York

STRAIGHTER NOTE: In war or out of it, stable, increasingly prosperous New York is a natural radio market. Concentrated within its colorful metropolis and attractive, densely-populated suburbs are 3,782,500 radios. Any advertiser whose problem is greater sales today, or post-war brand protection, should seriously consider the pleasantly quick way that power-full WOR can do more for less in New York. We can prove this statement with sponsor-approved, wartime success stories. Ask to see them.
STEAK ROEBUCK & Co., Los Angeles, in a four-week employment recruiting campaign, is using an average of three transcribed announcements daily on eight Southern California stations. List includes KFVD, KPAC, KFWB, KDFC, KFAC, KFOX, KFAC, KFAC. Agency is The Mayers Co., Los Angeles.

ALLEN M. SHULZ, former assistant controller of General Foods Corp., New York, has been appointed controller of the frosted foods unit of the company, succeeding the late Roy M. Davis.

PEP BOYS' all-night Duesen Patrol on WIP Philadelphia in posting its 8.700th hour on the air and is believed to be radio's longest non-stop commercial program. The all-night recorded program has been carried on WIP for the past five years, broadcasting continuously from 1 to 6:45 a.m. If the program were broadcast one hour a week instead of the 341/2 hours now used it would take over 100 years to accumulate this record of consecutive commercial broadcasting hours.

PVT. ALLEN PROMOTED War Bonds on Bond Day at WSPA, Spartanburg, S. C., and took the station over the quota for the Third War Loan Drive. Pvt. Allen is former announcer Mel Allen of the CBS World News and sports department, now stationed at Camp Croft, S. C. At right is sports editor of WSPA, Grover Golightly, who turned over the station's regular sports program to Allen for the campaign.

THREE SISTERS, New York (women's apparel), started Oct. 30 sponsorship of a half-hour musical program, Sunday Matinees, on WGN Chicago for 32 weeks. Agency is Aubrey, Moore & Wallace, Chicago.

WYER & Co., Chicago (dehydrated foods, bullion cubes), in September and October began sponsorship of a half-hour musical program weekly on WMIA Chicago, and a quarter-hour news program, Sundays, on WBBM Chicago. Contracts are for 32 weeks. Agency is Aubrey, Moore & Wallace, Chicago.


AMERICAN DENTAL CO., New York, has contracted with WOR New York for participations on the Bessie Beatty Program for 32 weeks, starting Nov. 22. Product is Soulistics, Small & Steiner, New York, handles the account.

HOUSE OF BRISTOL, Milwaukee, has appointed Hal A. Salzmann Associates, New York, as agency for Bristol Red Water Wax. Use of radio is contemplated.

A. R. STOVER, formerly assistant general manager of the manufacturing department of Ethyl Corp., New York, has been named director of employee relations.

PRETT Specialty Co., Buffalo, has named Ellis Advertising Co., Buffalo, as agency for Pret, a liquid protection for the hands.

THERE'S NOT ANOTHER LIKE IT!

KXYZ
HOUStON, TExAS
Now 5000 Watts
1250 KC BLUE, MUTUAL

BUY BOTH KXYZ AND KRI. CORPUS CHRISTI — A MONEY-SAVING COMBINATION

BROADCASTING • Broadcast Advertising

DELANEY SALES Corp., Los Angeles, (Spark-O-Lite food supplement), new to radio and placing direct in a three-week Christmas campaign ending Dec. 31, is sponsoring the twice-weekly quarter-hour Mystery Chef from three to five times weekly on KGO San Francisco. Firm also sponsors that program five times per week on KECA Los Angeles and uses nightly announcements on KIJI Hollywood. Agency is Mays & Bennett Adv., Los Angeles.

AIRPORT GROUND SCHOOLS, Los Angeles (instruction), on Oct. 3 started sponsoring a daily 15-minute recorded musical program on KFAC. Contract is for 22 weeks. Firm also sponsors that program twice daily for its new KJIC Hollywood. Agency is Z-Man Inc., Los Angeles.

ART FROST, Glendale, Calif. (De Soto and Plymouth distributor), out of radio for approximately one year, has started sponsoring the three-week quarter-hour program, Remember with Florest, on KKL Los Angeles. Contract for 52 weeks started in September. Lockwood-Shackelford Adv., Los Angeles, has account.

WALTER G. MACHINE Co., Jersey City, N. J., has named Roy S. Derutine Inc., New York, as agency. Plans for radio are said to be included.

COMMERCIAL ALCOHOLS Ltd., Montreal (anti-freeze) is starting a spot announcements campaign shortly on a number of Ontario stations. Account is placed direct.

DR. J. O. LAMBERT Ltd., Montreal (medicinal) has renewed, for another year, the transcribed program Memoirs of Dr. J. O. Lambert on 20 Canadian stations. Account was placed by J. E. Hoot Ltd., Montreal.

SWIFT & Co., Chicago (meats), on Nov. 2 renewed sponsorship of the Breakfast Club, variety program heard on the full BLUE network from 9-9:45 a.m., Tuesdays thru Saturdays. Contract is for 52 weeks. Agency is J. Walter Thompson Co., Chicago.

GIMBEL BROTHERS, Philadelphia department store, has scheduled two new program series on WIP Philadelphia in the interest of two different departments. In behalf of its Young Budget Shop for Junior misses, a Songs for Heroes program was started Oct. 10 and is scheduled for Tuesdays, Fridays and Sundays, 10:15 to 10:30 p.m. Starting Oct. 19, and continuing Mondays through Saturdays, 1:40 to 2:10 p.m., the store will sponsor the transcribed Radio Sensing Class series for its Fabric Centre. Both programs placed direct for an indefinite period.

CUBRISON CRACKER Co., Los Angeles, as part of its Northern California campaign to promote Soya Toast, on Oct. 11 started using spot announcements thrice weekly on KPO San Francisco. Contract is for 15 weeks. Elwood J. Robinson Adv., Los Angeles, handles the account.

CANADA STARCH Co. Ltd., Montreal (corn syrup and corn starch) has started weekly Story Club, dramatized condensations of classic fiction, on CPCC Montreal. Account was placed by Vickers & Benson, Montreal.

THOMAS SUPPLY & Equipment Co. Ltd., Ottawa (cosmetic products), has appointed Stanfield & Blakie Ltd., Montreal. Advertising plans are now being formulated.

THE ASSOCIATION OF CANADIAN ADVERTISERS will hold its annual meeting at Toronto, Oct. 28 and 29. Topics to be discussed are postwar planning, research, sales management, public relations, employee morale and joint labor management activities.

MANTLE LAMP Co., Toronto (Aladdin lamps) has started Smiling Ed McConnell's transcribed program on a number of Canadian stations. Agency: Fellers & Presba, Chicago.

**WE'RE SOUR ON SWEET ADELINE (Ky.)!**

Ever hear of Adeline, Kentucky? There's such a town — it's one of many that WAVE doesn't claim. You see, WAVE concentrates on the really important metropolitan area immediately around Louisville — which is highly worth the concentration because it does more business than all the rest of Kentucky combined! Ours is no barber-shop dream, and you don't get trimmed on time-rates, either. Want proof?
NOW WE'RE GONNA KEEP 'IM DOWN ON THE FARM!

Long-timers on KSTP—that's most of our advertisers—will tell you what a successful selling job KSTP does in the rich Twin Cities market. Now we're going to give you even more.

Farmers are worth cultivating these days—especially Minnesota farmers, whose 1943 income is up ½ over last year’s record-breaking figure! KSTP has the kind of programs Minnesota farmers want, and the power to bring them in clearly. What's more, KSTP carries steady, large-scale promotion to build a still larger farm audience.

Here's what we're doing:

1. Big ads in The Farmer (Minnesota farm circulation 147,000).
3. Audience-building ads in 344 rural newspapers, 1,600,000 readers.
4. Personal appearances of KSTP's Barn Dance group in Minnesota outlet towns.
5. "On the Minnesota Farm Front," (column by Harry Aspleaf, KSTP's Farm Service Director) carried weekly by 74 country papers.

Ace in the hole

With nothing on the board, it's the man with a hidden winner that takes the chips. And if he really knows the game, he'll play that card to the limit.

Every wise business man has an ace in the hole—the carefully built up confidence of his customers that will bring them back to him when merchandise is released after the war. The establishing of this future market is one of the most vital phases of your job today. And right in there with real service is CFRB to help you in Canada.

CFRB reaches the largest share of Canada's richest market. It carries half the leading sponsored programs in a key area, fed by three stations. A worthy ally in the campaign of keeping your name remembered.

50,000 WATTS . . . clear channel exclusive NBC affiliate for the Twin Cities

KSTP

MINNEAPOLIS . . . ST. PAUL

Represented nationally by Edward Petry & Co.

Two Buy 'Chef'


CHRIS HANSEN LABORATORY, Toronto (Junket powders) has started spot announcement campaign on a number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

QUAKER OATS Co. of Canada Ltd., Peterborough, Ont. (Quix wheat flakes) has started The Lone Ranger show on CFRB Toronto. Agency is Spitzer & Mills Ltd., Toronto.

T. B. COTTON, formerly advertising manager of O'Cedar Corp., Chicago, and A. J. Rieder, formerly advertising manager of Fried & Reineman Packing Co., Pittsburgh, have joined the advertising and sales promotion department of Wilson & Co., packers, Chicago.

PUGET SOUND Power & Light Co. assumes sponsorship, for one year beginning Oct. 11, of Bill Moshier's Farm Forum heard daily over KJR Seattle.

ADAM HATS (Canada) Ltd., Toronto, has started That's A Good One weekly on CBY Toronto and CFCF Montreal. Account was placed by MacLaren Adv. Co., Ltd., Toronto.

ESQUIRE PUB. Co., Chicago, plans to use one minute spot announcements for Coronet magazine in 17 new markets in the U. S. and Canada. Agency is Schwinmer & Scott, Chicago.

TIME AND TIDE and Vick Chemical Co. waited for this long delayed signature of Carey Long- mire, NBC newscaster. He and announcer Rad Hall (on chair arm) have been sponsored by Vick's Vapourub and Vatronol thrice-weekly since Sept. 13, but contract had to wait until Longmire returned from London. Meanwhile Robert McCormick pinched-hit for him from Washington. Richard Nichols, radio director of Morse International, agency in charge, checks on the newscaster's John Hancock.

Sponsors Grid Games

ASSOCIATED OIL has signed contracts for Pacific Coast football broadcasts this season. Approximately 45 games will be aired. Regular networks have been augmented by special networks to provide service for military personnel in Arizona and Hawaii. The football program is being merchandized through magazine advertising, station displays, distribution of printed schedules and ear cards.

Comics Available

QUALITY COMIC GROUP, New York, will make its strip characters available for both radio and motion pictures. Everett Arnold, head of the company, has set up a radio and motion picture department with Enid Hager, former publicity director of WFEN Philadelphia, in charge.

Majestic Sales Director

PAUKER H. ERICKSON, formerly associated with Bendix Home Appliances Corp., South Bend, Ind., has been appointed director of sales in charge of advertising for Majestic Radio & Television Corp., Chicago.

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Situation Well in Hand

The RCA “consolette” provides all of the elements of a complete speech input system in a single convenient unit.

This unit contains pre-amplifiers, program amplifier, monitoring amplifier, mixing and switching facilities, and volume indicator.

Two studios, announce booth, turntables, and six remote telephone lines can be handled. Auditions can be conducted at the same time that programs are “on-the-air.”

The RCA Consolette often fills the entire audio equipment needs of small- and medium-sized stations. RCA equipment for larger stations usually consists of rack-mounted speech input units and custom-built control consoles. There is an RCA speech input system for every station, large or small.

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.

RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N. J.
WHD Des Moines
Macfadden Publications, New York (True Story), 5 as weekly, thru Raymond Specter Co., N.
Rit Products Corp., Chicago (dyes), 5 to weekly, 13 weeks, thru Radio Lodge & Co., Chicago.
Children's Bible Hour, Grand Rapids (institutional), 1 sp weekly, 82 weeks, thru Wolverine Network, Grand Rapids.
American Dairy Assn., Chicago, (institutional), 8 sp weekly, thru Campbell-Mithun, Minneapolis.
WJZ New York
Colgate-Palmolive-Peet Co., Jersey City (Palmolive shave cream), 1 as weekly, thru Ted Bates Inc., N.Y.
Maryland Pennington Chemical Co., Baltimore (Rem, Rel), 6 as weekly, thru J. W. Dote & Co., N.Y.
 aumento Co., St. Louis (4-Way Cold Tablets), 1 sp weekly, thru Ted Bates Inc., N.Y.
McBride Co., Avery Island, La. (Tabasco Red Liquid Pepper Sauce), 3 as weekly, thru Huber House & Sons, N.Y.
CKTB St. Catharines, Ont.
Mother Parker Tea Co., Toronto (tea), 3 as weekly, thru A. J. Denve & Co., Toronto.
KYY Philadelphia
Studebaker, South Bend, Ind., 5 sp weekly, for 13 weeks thru Roche, Williams & Connelly, Chicago.
William S. Scull & Co., Camden, N.J. (Brown Coffee), 6 as weekly, for 42 weeks thru Compton Adv., N.Y.
Baker Bros., New York, 2 as weekly, for 13 weeks thru Newell-Emmett, N.Y.
Beverage Information Corp., New York (movies), 2 as weekly, for indefinite period thru Buchanan Adv., N.Y.
Beneficial Savings Fund Society, Philadelphia, 1 as weekly, for 13 weeks thru Richard A. Foley, Philadelphia.
Quaker Oats Co., Chicago (Mother Oats), 6 as weekly, for 6 weeks thru Ruthran & Bros., N.Y.
Craham Co., New York (Red Bowl Dry Vegetables), 2 as weekly, for 52 weeks thru Emil Mogol, N.Y.
Barr's Jewelers, Inc., Philadelphia, 5 as weekly, for 26 weeks thru Edward Frager, Baltimore, Md.
Groses Laboratories, St. Louis (Vitamin B Complex), 6 as weekly, for 22 weeks thru Donahue & Co., N.Y.
Manchester Co., Wilmington, Del., 1 as weekly, for 22 weeks thru J. Walter Thompson, N.Y.
National Biscuit Co., New York (crackers), 10 as weekly, for 13 weeks thru McCann-Erickson, N.Y.
Colgate-Palmolive-Peet Co., N. J. (Super Soap), 1 as weekly, for 13 weeks thru William Ratz, N.Y.
Crosby's Preserves, New York, 1 to weekly, for 22 weeks thru Ted Bates, N.Y.
Philadelphia Bicycle Mills Co., Minneapolis, 5 as weekly, for 13 weeks thru McCann-Erickson, N.Y.
Atlantic Sugar Refining Co., Philadelphia, 5 as weekly, for 13 weeks thru McCann-Erickson, N.Y.
The Arrow Store, Philadelphia (clothes), 1 as weekly, for 8 weeks thru Harry Feigenbaum, Philadelphia.
Relia-Comp Merchants Assn. of Philadelphia, Philadelphia, 3 as weekly, for 9 weeks thru Larry L.Everling, Philadelphia.
Rockwood & Co., Brooklyn, N.Y. (chocolate bits), 3 as weekly, for 13 weeks thru First Adv.
Grove Laboratories, Inc. St. Louis (cold tablets), 1 as weekly, for 10 weeks thru Donahue & Co., N.Y.
Lafayette Service Co., Philadelphia (personal puzzle), 1 as weekly, for 8 weeks thru J. M. Korn, Philadelphia.
Keye radio from Valley Club Car Wash, Philadelphia (auto insurance), 1 sp weekly, for 13 weeks thru Gray & Rogers, Philadelphia.

WHN New York
Old Dutch Mills, New York (Old Dutch Coffee) as, 52 wks thru Feck Adv., N. Y. 
Adams Roofing Men, New York, 7-12 per per wk, 62 wks, thru Consolidated Adv., N. Y.
Murphy & Holter, New York (used cars) as, 52 wks, thru J. R. Kupisch Adv., N. Y.
Weasley Radio League, Detroit, weekly sp, thru Stanley G. Beyouton, Detroit.
B. C. Remedy Co., Durham, N. C. (headache powder), 1 as, 13 wks, thru Chas. W. Hoyt Co., N. Y.
American School, Chicago (home courses), 2 sp per wk, 5 wks, thru Equity Adv., N. Y.

KJI Hollywood
Western Store Co., Culver City (aircraft equipment), 5 to weekly, 15 wks, thru Mays & Bennett, Los Angeles.
12 Products Inc., Los Angeles (hair oil, shampoo), 6 to weekly, 13 wks, thru Hillman-Shane-Dreyer, Los Angeles.
Gordon Food Co., Los Angeles (bread), 10 sp, 4 wks, thru The Mayers Co., Los Angeles.
Longines-Wittnauer Co., New York (time pieces), 13 as weekly, 52 wks, thru Arthur Rosenberg Co., N. Y.

KPO San Francisco
Swift & Co., Chicago (margarine), 5 as weekly, thru J. Walter Thompson, Chicago.
Link Aviation Devices, Binghamton, N. Y. (aviation devices), 1 as weekly, thru Craven & Hedrick, N. Y.
Potter & Starch, Philadelphia, N.Y. (Cuticura soap and shampoo), 14 as weekly, thru Arthur Cowan Co., N.Y.

WMAQ Chicago
Omar Inc., Omaha (Ranch House pancake flour), 3 sp per wk, 26 wks, thru MacFarland, Awaysay & Co., Chicago.
Skeek & Kade Pertussin Co., New York (cough syrup) 1.4 sp per wk, 26 wks, thru Erwin Wasey Co., Chicago.
Campbell Cereal Co., Minneapolis (Malt-o-Meal), 3 sp per wk, 26 wks, thru H. W. Kastor & Sons, Chicago.
Sonne Inc., Chicago (Cortene), 11 sp, thru Schwimmer & Scott, Chicago.

WOW New York
Bond Clothes, New York (men's & women's hats), 1 as weekly, thru Neff-Bogov Inc., N.Y.

Capacitor Committee

No Manpower Dearth?
DECLARING that "there is no shortage of manpower in the radio broadcasting business," Frank Mc- Grant, radio specialist of the Po- litical Action Program of the Employment bureau, backed up his point last week by mailing to sev- eral hundred executives of radio advertising agencies and radio sta- tions a "Fall List of Available Pedigreed Radio Manpower." The list includes 470 experienced men—available as writers, producers, junior directors, station program- mers, creative writers, copy- writers, commentators, publicists, technicians, time salesmen, and research men.

Snuff Schedule
GEORGE W. HELME Co., New York (snuff), has expanded its spot radio schedule in the North Central area surrounding St. Paul. Ads include local and regional programs. On KSTP St. Paul, the firm has extended local sponsorship of the BLUETIDE PEARL PRO- gram "Baukape Talking with FB" Fargo, to five additional stations: WLOL Minneapolis, KYSM Man- kato, KELO Sioux Falls, KFAM Cloud, all in Minnesota; and to WEAU Eau Claire, Wis. The new schedule, which started the week of Oct. 4, runs Monday through Friday, 1-1:15 p.m. Agency is Frank Best & Co., New York.

Candy Continuance
COUNCIL ON CANDY as Food in the War Effort, Chicago (public service), on Nov. 14 renews Washington Reports on Rationing, quarterly portion feature by Ernest K. Lindley, newspaperman, as host-commentator interviewing governmental and military authori- ties on rationing problems. Origin- ating at WRC Washington, 3- 3:15 p.m. Sundays, the renewal for coast-to-coast heard on 48 NBC stations. Agency is BBDO New York.

HALLICRAFTERS Co., Chicago, manufacturer of shortwave radio equipment for the armed forces, has been awarded a white star for its Army-Navy "E" flag, the equiva- lent of winning the production award for the third time.
Like Pinocchio's nose, the d-e-e-p South just can't stop growing. It's not all war-boom either, because 10 years ago Savannah started a growth that has multiplied industrial payrolls over and over again since 1935.

And long before 1935 industries like the Union Bag and Paper Corp., the Savannah Sugar Refinery, and the Southern Cotton Oil Co. migrated to Savannah because of its ideal situation.

Couple this natural growth with a war growth that has brought in over 50,000 men in six military areas, three new shipyards and over 25,000 new and highly paid war workers and you've got a market growth that spells "opportunity" in any advertising language.

**WSAV - THE VOICE OF SAVANNAH**

Selling the New Savannah Seaboard Market
H-S-B Agency Expands

EXPANDING operation, Hillman-Shane-Breyer, Los Angeles, has added Marian Squire to its radio department. She was formerly the copy and planning department of Kenyon & Eckhardt, New York. Irwin W. Solomon, recently given a medical discharge from the Army, has joined Hillman-Shane-Breyer as account executive. He formerly was plans director of J. M. Korn & Co., coming from Erwin, Wasey & Co. Stella Chaney, recently director of men's advertising for Stix, Baer & Fuller, St. Louis, Mo., joined the copy staff.


JOHN HHugh, producer of Kenyon & Eckhardt, New York, and Kay Todd, of the BLUE's central typing division, were to be married Oct. 10.

WILLIAM J. FOLKART, production manager and art director of Los Angeles, has been joined by Erwin, Wasey & Co., to bring some added strength to its account executive staff.


ANTONY STANFORD, Hollywood producer of J. Walter Thompson Co., on the weekly NBC Chase & Sanborn Program, has relinquished that post to Earl Ebel, network producer, and resumes production duties on the NBC What's Next.

HOMER GRIFFITH Co., Hollywood, has been appointed Pacific Coast station representative of KPHO Phoenix.

BILL LAWRENCE, Hollywood producer of the CBS Screen Guild Players, has taken on added production duties of the CBS Jack Carson Show for two weeks or more while Wick Knight, vice-president and radio director of Foote, Cone & Belding, undergoes a personal check-up and rests in a local clinic.

GUENTHER-BRADFORD Adv. Co., Chicago, has appointed as account executive, Clarence Vredenburgh, formerly with Roberts & Reimers, Curran de Bruiter, formerly of Metz magazine, as an account staff.

CATT-Stanley YOUNG, formerly sales executive of Spot Sales Inc., New York, has been appointed as account executive to this post, having received honorable discharges from active duty in the Marine Division of the Army Transportation Corps.

EDWARD JOHNSON, formerly merchandising and promotion manager of Rodgers & McDonald Newspapers, Los Angeles, has been appointed account executive of Robert F. Dennis Inc., Los Angeles agency, and will service food accounts.


HARRY G. OMMERLE, vice-president and account executive Ruthruff & Ryan, New York, is the father of a baby girl.

J-W-T Foreign Activity

ARTHUR L. GRIMES, of the international department of J. Walter Thompson Co., New York, is on a trip to the firm's offices in Sao Paulo, Rio de Janeiro, Buenos Aires and Mexico City. John Kunsman, of its Chicago office, has returned to the firm's offices in Sao Paulo, Rio de Janeiro, Buenos Aires and Mexico City.

These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators.

Performance, Strength and Low Cost...

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, rural, and farm families, and listening habits. Illustrated with photographs and words for quick or easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa
Regularly, there are smuggled out of Europe detailed reports of the underground workers for freedom...authentic stories of how brave men—every-day men from every walk of life—are fighting for the liberty they have never forgotten.

These stories of the European underground activities had to be told—for, in the telling, they breed courage...they create a sharp awareness of our part in this war for freedom...a realization of other men's sacrifices that we might all be free.

Every Sunday, over WBBM, the story is told. It's a half-hour program with Alvin Steinkopf setting the stage. (For 8 years Steinkopf was chief of an AP News Bureau in Central Europe. He knows the terrain.) As Steinkopf's voice diminishes, dramatic action rises...thirty minutes of skilfully written, brilliantly performed dramatizations of actual underground activities, the more gripping because they are real.

The program—This Is The Underground—has won world-wide recognition.

Eduard Benes, President of Czechoslovakia, came to Chicago—asked to meet the writers.

The British Broadcasting Corporation cabled, "Send us dubbings...our London producers are interested."

From The Netherlands Information Bureau..."We are sending all important news in detail from the Netherlands and her overseas territories to help make these authentic scripts."

This Is The Underground is typical of WBBM's versatile showmanship. WBBM has been the Chicago leader for almost two decades because WBBM's kind of radio makes sense: get the idea; tell the story; tell it with such impact that listener reaction is assured.

You may now sponsor This Is The Underground on WBBM. Ask us or Radio Sales.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
KOY Phoenix to emphasize its "drive slowly—school’s opening" campaign, coached a group of nine-year old children in spot announcement messages to be used. Under direction of Wendell Noble, announcer-producer, transmissions were made and released as regular intervals for several days.

MONTHLY meeting of The Institute of Radio Engineers, a group of some 100 station men in the Chicago area, was held last Friday at the Chicago Central YMCA. Kenneth W. Jarvis, vice-president of Sieredan Electric Corp., Chicago, gave a talk on "Radio Progostations". Henry Crowley, with a staff of engineers from the Henry Crowley Co., West Orange, N. J., discussed "Powdered Materials".

WBT Charlotte, N. C, now channels two five-minute newscasts each evening from the WBT newsmen direct to a leading Charlotte theatre. The special service follows the newsreel, and lobby display and newspaper promotion are used as tie-in.

WITH the addition to the BLUE schedule of the Sunday morning Hour of Faith program, a religious series produced in cooperation with the National Council of Catholic Men, the BLUE now has all three major faiths produced weekly by Blue Protestant faith is represented by National Vespers, five quarter-hour devotional services, and the Hebrew religion by Message of Israel on Saturdays.

WTOP Washington is now broadcasting every Sunday at 12:35 P.M. Let’s Learn Spanish, a series developed by the radio department of Time magazine.

A TOTAL of 20 new cooperative sponsors for The Shadow were acquired during the week of Oct. 4, bringing the total of local sponsors to 148, according to Charles Michel- son, New York, radio transcription firm handling the series. The total includes sponsors of the transcriptions as well as those of the live program on Mutual in areas not covered by the MBS hookup used by Delaware & Lackawanna Coal Co.

WJME Washington, N. C, has acquired the special AP radio wire of Press Assn.

WFVA Fredericksburg, Va., owned by the Fredericksburg Broadcasting Corp., and operated daytime only with 250 watts, was affiliated with the BLUE as a bonus station Dec. 14, bringing the total number of BLUE stations to 11.

WIS Columbia, S. C, tied in promotion with the recent "Four Freedoms Symphony" broadcast of the General Motors Symphony of the Air.Miniatures broadcasting on WIS that Sunday changed programs to incorporate the Four Freedoms.

WSBC Chicago, 5,000 watt station, builds up to its highest earning capacity by the time he sold his interests in 1942. In 1943, Gene and his associates bought WBBM, the Chicago station, and with the去世 of David Sarnoff, was named for Wilbur Glenn Voliva. WCBD Columbia is now operated by the Institute of Radio Engineers.

Dyer’s principal hobbies are fishing, golf and farming. His yacht "Stardust" is a familiar sight in the waters of the Lake of the Ozarks. His wife, Evelyn Ringwald of Chicago. Their son, Gene, Jr., 19, is a midshipman in the U. S. Navy.

Meanwhile Gene’s off-duty activities include serving as a radio consultant for the Federal Communications Commission and on various war and relief committees.

Our Respect to

(Continued from page 38)
All on one wire at one time!

(This is a quotation from The Telephone Hour, a program heard each Monday evening over N. B. C.)

"The words and music which you have been hearing have come to you part of the way over wires and part of the way through the air. Those wires could have been carrying other messages at the same time without your hearing them.

"This is one of the jobs that Bell Laboratories' scientists have accomplished for telephony—a number of telephone conversations sent at the same time over a single pair of telephone wires. Actually, we commonly use a group of four wires to carry twelve 2-way Long Distance conversations.

"But we can do better than that with pipes in place of wires. Using coaxial cables in which the conductors consist of copper tubes, each tube having a single wire along its center, we can send hundreds of voices at once over the same conductors—and one will not interfere with another.

"Before the United States entered the war, the Bell System had already installed several hundred miles of coaxial cables. We plan to install more as soon as the war is over and materials are available.

"A coaxial cable can also carry television. This was demonstrated in June, 1940, when the scene of the Republican National Convention in Philadelphia was transmitted to Radio City, New York, where it was broadcast to television viewers in that vicinity. Wires, too, can be used to carry television, but only for relatively short distances.

"When television becomes widespread, as scientists predict, Bell System wires and coaxial cables will be ready to serve the television network as they already serve the radio network to which you are now listening."
‘Open Mind’ Policy for Broadcasters Lay Down in Order
ENTRY of the FCC in the sphere of program regulation was seen in the FCC decision last Tuesday approving sale by RCA of Blue Network Co. to Edward P. Noble’s American Broadcasting System, Inc., for $8,000,000 cash.

An Open Mind
Coming as no surprise to the industry because of the line of questioning by FCC members at the hearings on the transfer last month, the opinion cited Mr. Noble’s statement of policy that he would “keep an open mind on all requests for commercial time irrespective of the source.” The questioning at the hearing centered around present industry policy against sale of time for controversial issues, particularly to such membership organizations as CIO and comparable groups.

Mr. Noble’s commitment to consider each request with an open mind and “without any arbitrary discrimination,” said the unanimous opinion of the FCC, that the type of discretion which all licensees must retain under the Communications Act. Only under such flexibility is the fullest utilization of radio in the public interest made possible.”

Almost coincident with the FCC action was announcement by Mutual that it is dismissing its $10,- 000,000 triple damage suit against RCA and NBC, pending before the Federal District Court in Chicago since January 1942. Simultaneously, on Oct. 11, Daniel B. Britt, special assistant to the Attorney General in Chicago, dismissed the anti-trust suit filed against CBS. A similar suit against RCA-NBC, the complaint has stated, were substantially eliminated with the enforcement of the FCC network rules last June.

The language of the unanimous FCC decision on the BLUE Network was understood to have been a compromise. Several members of the Commission felt that it was logically inferred, based on the attitudes expressed during the transfer hearings, desired a more clear-cut pronouncement on sale of time for controversial issues. As it was, it was contended in certain quarters that the decision leaves individual broadcasters free to reach their own decisions on acceptance of commercial time.

The opinion cited that under the present practice in the industry, requests for the sale or furnishing of time tend to be disposed of on the basis of “rules-of-thumb and fixed formularies”. This was aimed directly at the NAB Code of Ethics which deprecates sale of time for discussion of controversial issues, but provides that such program content be handled sustaining.

With the FCC approval of the transfer, Mr. Noble is expected to file an application for the sale of WMCA New York to Nathan Straus, former administrator of the U. S. Housing Authority, for $2,256,000. Prompt approval is indicated at the FCC. Pending against Mr. Noble in the New York courts is a suit of Donald Flamm, seeking a rescission of Mr. Noble’s purchase of WMCA in 1941 on alleged grounds of a forced sale.

More Competition
Transfer of the BLUE will result in four independent nationwide networks, the FCC said. This will mean a much fuller measure of competition between the stations and between stations for networks than has hitherto been possible. In addition, the transfer should aid in the fuller use of the radio as a mechanism of free speech.

The Commission brought out that under the former structure RCA operated both NBC and the BLUE and this resulted in “an undue concentration of control”. One of the network regulations, it pointed out, was directed against multiple ownership of networks serving substantially the same area. That regulation was suspended indefinitely to make possible the orderly disposition of the BLUE without a time deadline which would unduly depress the price. The Commission stated that simultaneously with its opinion approving the transfer it was making this regulation effective six months hence.

The FCC approval of the transfer came in ample time to permit Mr. Noble to exercise his arrangements for financing. An agreement covering a $4,000,000 loan from three New York banks runs until Nov. 1. Mr. Noble himself has arranged for the other $4,000,000 out of his personal holdings.

There was also taken of Mr. Noble’s testimony that he intended to retain the operating personnel of the BLUE and its present officers and directors who are not employees of RCA. Mr. Trammell, president of NBC, and chairman of the board of RCA, along with other directors of the BLUE, who are with RCA, will leave the BLUE board. It is expected Mr. Noble will become chairman of the board and that C. Nicholas Priaulx, general manager of WMCA, will become an officer of the BLUE upon approval of the sale of WMCA to Mr. Straus.

Mark Woods, BLUE president, Edgar Kobak, executive vice-president, and the other officers of the BLUE, according to Mr. Noble’s repeated statements, will continue in their present capacities. Tribute was paid them by Mr. Noble during the hearings for the excellent manner in which they had directed the BLUE during its nearly two years of independent operation.

Janesville Gains
CONTRARY to the general opinion that the small stations are taking it on the chin come reports from Janesville, Wis., that “Business is good at WSL.” In fact that every month from March to September shows a definite gain over the same month for the previous year. For July a gain of 75% is listed over July 1942 and 86.1% over July 1941. On the other end of the scale is a gain of 14.6% for April over April 1942 and 33.5% over the same month in 1941.

Plans National Spots
NEWSPAPER INSTITUTE, New York, is preparing a national spot campaign to promote its correspondence courses. After testing for the past year, the school has decided on a Sunday news period. Attempt is being made to secure stations with all Sunday news programs available. Spots are currently running on Pacific Coast stations, on one in Washington and one in Canada. Rose-Martin Inc., New York, is agency.
Noble Takes Over Blue

(Continued from page 9)

Straus, who has agreed to purchase the station for $1,250,000 [BROADCASTING, Sept. 20], is expected to file this week with the Commission. Sale is in accordance with the FCC policy opposing the ownership of more than one station in any locality by a single individual or organization.

Sarnoff Statement

Mr. Sarnoff's statement follows:

The B.E. Network has demonstrated its ability to render a fine program service to the public and to conduct a successful business. I congratulate the officers and staff of the B.E. upon their accomplishment, and I congratulate Mr. Edward J. Noble that he is now associated with them in carrying on a tradition of public service that started some twenty years ago. I am confident that under Mr. Noble's leadership and the able staff around him, the B.E. will continue its forward progress, and I wish him and his associates every success in meeting the opportunities and responsibilities that lie before them.

Mr. Noble's Views

In connection with his acquisition of the network, Mr. Noble issued the following statement:

The transfer of ownership permits us to participate in the further advancement of the B.E. Network both as an important medium of entertainment, information and education and as a business enterprise. On Sept. 29 I sent a letter to the Federal Communications Commission which outlined the B.E.'s policy in respect to the sale of time for purposes other than the advertising of commercial goods and services. While the letter speaks for itself, the considerations which dictated it may be of interest.

Having become one of the principal media through which the people are reached, radio broadcasting cannot help but assume the responsibilities inherent in its growing stature and maturity. One responsibility is to maintain at all times a platform accessible under reasonable conditions to requests which are reasonable as to purpose and sponsorship. The corollary of that responsibility is the one to resist what are deemed to be unreasonable pressures, however great their force.

As with newspapers, magazines and the films, the first and basic consideration is to win and hold the broadest possible public following, and the greater the success in attaining this objective, the greater will be the desire of special interests to reach this audience.

While the policies set forth in the code of the B.E. Network reflect the past experience and the best judgment of the network and of the industry as a whole, these policies will retain their validity only as they are constantly reviewed in the light of changing conditions, and it is this concept of radio's relation to the public which led to the re-appraisal and modification of the B.E. Network code embodied in my letter to the Federal Communication Commission.

We of the B.E. Network recognize an obligation not only to public but also to the industry of which we are a part. We appreciate that we are not unique among broadcasters in our pledge to serve the public interest, but we are, of course, solely responsible for the manner in which we implement our pledge.

Award to CBS

CBS won the "showmanship plaque" for direct mail advertising last Friday at the one-day clinic sponsored by the Direct Mail Adv. Assn., and the Graphic Arts Victory Committee in New York. Award was made on the basis of a presentation of material created by the CBS-owned and operated station promotion division to support the sales activities of Radio Sales, national spot representative for the nine stations and three regional networks operated by CBS.

AFRA Protest

PROTEST against the appearance of servicemen on the CBS Blue Jacket Choir was registered last week by AFRA, which contended appearance of 50 sailors on the show is a violation of its contract. H. Leits Atlass, vice-president of CBS, said the time used by the Blue Jackets was purchased by Minneapolis-Honeywell Co. of Minneapolis which presented it to the Great Lakes Naval Training Station. He said the firm bought 25 minutes every Sunday for a minimum of 13 weeks. The network has a "closed shop" contract with AFRA, he asserted.

Colwell to McGillvra

N. P. COLWELL, former owner of Canadian Facts, market research organization, and well-known in advertising agency and station representative fields, has re-joined Joseph Hershey McGillvra Inc., to operate from the Chicago office. Mr. Colwell was with McGillvra in 1936-37 at which time he established McGillvra's Canadian office.

Heads Kastor in N. Y.

ERNEST P. ZOBIAN has been appointed manager of the New York office of H. W. Kastor & Sons Adv. Co., Chicago. Mr. Zobian was advertising and sales promotion manager of the A. C. Barnes (Argyrol) division of the Zonite Products Corp., New York, and for the past four years was in charge of advertising of the Zonite division of the corporation.
The Texas Rangers now

Selling Cold Tablets on KYW Philadelphia

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

George E. Halley

The best radio buy in Baltimore!

WCBM

And the Blue Network

John Elmer

CBS Affiliate

President

FREE & PETERS

Gen. Manager

Extnal National Rep.

TEXT OF FCC DECISION APPROVING BLUE SALE

THIS is an application pursuant to Section 310(b) of the Communications Act for the Commission's consent to the transfer of 100% of the stock of the Blue Network Inc. from Radio Corp. of America to American Broadcasting Co., Inc. The Blue Network Inc. is the licensee of Stations KGO San Francisco, WENR Chicago, and WJZ New York. The station is operated on a nationwide basis consisting of 163 affiliated stations.

Radio Corp. of America, the transmitter, has owned 100% of the stock of the Blue Network, Inc., for ten years. At the time of the application, it operated a nationwide network consisting of 108 affiliated stations. In addition, it operated two nationwide networks consisting of 108 affiliated stations besides the three stations it owns. The consideration for the transfer is $5,000,000 cash.

American Broadcasting System, the transferee, is wholly owned by Edward J. Noble who has business interests including the ownership of Station WMCA in New York. Among the companies participating in the application is an affidavit of Mr. Noble that he intends to dispose of WMCA upon approval of the Commission of the Blue Network Inc. and at the hearing he testified that he has executed a contract for the sale of the station, contingent upon Commission approval.

Competitive Advantage

There are at present four nationwide network organizations, two of them wholly owned by Radio Corp. of America. Our investigation into chain broadcasting (Docket 5090) established that the ownership of two networks by a single organization, a restraint of the same sort that handicapped the Blue Network, gave RCA a competitive advantage, and resulted in undue concentration of control in a field where because of physical limitations on the number of available radio facilities the public interest imperatively demanded the elimination of restraints on competition and as wide a dispersion of control as possible.

We have approved Regulation 3.107 directed against multiple ownership of networks serving sub-areas of the same area. The regulation was suspended indefinitely,4 after RCA had freely conceded desirability of disposing of one network and had indicated its intention of selling the Blue. It is submitted in statement to make possible the orderly disposition of the network without a time dead-

4 Simultaneously with this order, we are making Regulation 3.107 effective six months hence.

line which would unduly depress the price.

The transfer of the Blue Network will not interfere with the network's rules of conduct and either of the nationwide networks. This will mean a much fuller measure of competition between the networks and stations in and between stations for networks than has hitherto been possible. In addition, the transfer should aid in the fullest use of the radio as a mechanism of free speech. The mechanical means of free speech can operate freely only when the controls of public access to the means for the dissemination of views and opinions are in the hands of responsible owners and operators, in as many responsible ownerships as possible and each exercises its own independent judgment. The approval of the transfer will promote such diversification.

Our investigation into chain broadcasting similarly concluded that the control of two stations in any area by one network organization is not in the public interest. At present RCA, through its two network subsidiaries, controls two stations each in New York, Chicago, and San Francisco. The effect of the present transfer will be to separate control of these pairs of stations, and the order will thereby effectuate the policy of Regulation 3.106.

Technically Qualified

We find that the American Broadcasting System Inc. and Mr. Noble, the owner of its entire stock, are legally, financially and technically qualified to operate the stations of the Blue Network Inc. All stockholders and officers of the transferee are citizens of the United States. The transferee has sufficient funds to effect the purchase and it is apparent from the balance sheet of the Blue Network that its finances after the transfer will be such as to permit continuation of operation. Mr. Noble testified that he saw the need of raising additional capital for the operation of the Blue Network and those officers of the Blue Network who are not employees of RCA. Hence, the transferee will be technically qualified to operate the stations being transferred.

At the hearing Mr. Noble was requested to submit a written statement of his position with respect to the allocation of time on the air which would guide him in the exercise of his discretion as a licensee. This statement has been submitted. In it, Mr. Noble declares in part:

I am prepared to say that my policy, stated in general terms, 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, corporation, or organization sponsoring or offering them. I propose to meet each request for time with an open mind and to consider such requests strictly on their individual merits and without arbitrary discrimination.

An Open Mind

"More particularly, I think that the operation of a national network should follow a policy whereby all classes and groups shall have their representation on the air for sponsored or sustaining time, provided such time is considered and not time determined in accordance with true democratic principles and with the aim of presenting a well-rounded and balanced broadcast service in the best interests of the public and of the network organization sponsoring or presenting the service."

At the hearing it appeared that un-

der present practice, which is quite general in the industry, requests for the sale or furnishing of time tend to be denied on the basis of rules of thumb and fixed formulas. Mr. Noble's commitment to consider each request with an open mind and to meet it with a view towards the promotion of public interest is hereby approved.

Thatcher Award

PLANS are now complete for the J. H. Thatcher Religious Editorial Award, sponsored by the Thatcher Bible Foundation and the Thatcher Foundation, Inc. Mr. Thatcher, publisher and editor of the Independent, who designed the first自然是 gospel publication in the United States in 1879, was a prolific author. The award consists of a prize and a gold medal, both of which will be presented to an individual, corporation, or organization sponsoring or presenting the best religious editorial of the year.

Bird Feed on MBS

AMERICAN BIRD PRODUCTS Co., Chicago (bird feed), beginning Oct. 17 will sponsor The American Radio Warblers for its 16th year on 12 MBS stations originating out of WGN Chicago. Featuring 16 canaries singing to accompaniment by Helen Westbrooks, the one-hour program is heard Sundays, 2-2:15 p.m. Agency is Weston-Barnett Adv. Co., Chicago.

Albert G. Kober

ALBERT G. KOBER, 87, assistant advertising manager of the Stromberg-Carlson Co., Rochester, died of a heart ailment, on Oct. 5. Mr. Kober joined the company in 1908 and has held such positions as factory assembler, inspector, foreman, export sales editor, and his most recent position of assistant advertising manager. He was buried in the West Webster Cemetery, Rochester.
**Fly Doubts He Has Direct Authority To Regulate in Free Speech Matters**

**AUTHORITY OF THE FCC to regulate broadcasters directly is in the matter of free speech is doubtful, Chairman James Lawrence Fly indicated at a news conference last week.**

Asked point blank whether the Commission had any authority or any intention of asserting authority in that realm, Mr. Fly replied, "I am not sure what authority we have in terms of actual regulation, and I don't want to express any opinions on the matter, nor take any position saying we are going to do anything about it. I want to stimulate a healthy discussion and bring all of these things out into the open on the principle of free speech."

He reiterated that free speech on the air and its "freedom to listen" counterpart "is a job for the industry", which need not be a concerted move but might be a general move toward self-regulation.

**Toward Self-Regulation**

Chairman Fly asserted that while he could not cite cases, since no studies had been made of the effects of the FCC's Network Rules, he was confident they had resulted in greater diversity of sources for programs previously excluded from local audiences and in giving stations freedom to exercise a greater degree of control over their own programming.

Citing the total of approximately 150 stations which have since become affiliated with networks and the addition or extension of network service to approximately 120 cities, Mr. Fly suggested the FCC regulatory measures had been a substantial factor in opening up network broadcasting generally.

He paid tribute to the networks' own efforts to broaden their operations through rate schedules and other means.

**Experience Lacking**

The Commission yet lacks the experience in terms of day-to-day operations, said Chairman Fly, to judge whether or not the network rules are right in every particular. "We will continue to watch them," he said, "and will stand ready to modify them in any particular where the public interest, and I think that may well be the industry's interest, may demand it".

He expressed doubt whether the rules covered the case in which WRAL Raleigh was denied the Walter Winchell program by the BLUE Network on grounds other than the complaint of another station, but suggested it would perhaps have been a good thing had the rules applied.

Mr. Fly said he had talked with Rep. Lea since his appointment as chairman of the House Select Committee to Investigate the FCC, but refused to say what they had discussed or to comment on editorials suggesting replacement of Eugene L. Carey as general counsel of the Committee.

When reminded of "strong statements" he had made about Mr. Carey in the last few months and asked if he "retracted them now", Chairman Fly merely smiled and refused to answer.

**Robert Douglas Kirkland**

**ROBERT DOUGLAS KIRKLAND, 36, Mackay Radio & Telegraph Co. engineer, who installed the OB shortwave transmitter at Bretonwood, Long Island, died Monday night at his home in Fort Washington, Long Island, after illness of several months. Mr. Kirkland, who was born in Vallejo, Calif., graduated from the U. of California in 1928 with a B.S. degree in electrical engineering, having specialized in radio communications. He married Mackay as electrical engineer in 1929 after a short period with RCA and was transferred to New York City in 1941.**

**Canadians Abroad**

**MAJOR Dick Diespecker, Radio Liaison Officer for the Canadian Army, and Flight-Lieutenant Andy McDermott, Royal Canadian Air Force radio officer, will leave shortly to visit Canadian military establishments in the war zones. Their interest is to increase overseas news coverage for the Canadian Navy-Army-Air Force networks shows, Comrades in Arms, Sunday, and Headquar ters Report, Friday. Lieut. Dorwin Baird of the Army and LAC Warren Wilkes of the RCAF, will be in charge of radio liaison at Ottawa in the absence of Diespecker and McDermott.**

"Cavalcade" on 147

NETWORK affiliates subscribing to the Hollywood Cavalcade series of five-minute recordings produced by the radio department of United Artists now total 147, including 89 NBC stations, 22 CBS, 40 BLUE, and 46 Mutual outlets. The feature employs the technique of the roving reporter visiting studio sets in Hollywood.

**Returns to Boston**

**MARJORIE SPRIGGS GILCHREST, former chief of the radio section of the War Finance Division of the Treasury Dept., has returned to Boston and is now public services director for the Massachusetts War Finance Committee. She is replaced in Washington by Emerson Waldman. Mrs. Gilchrest had succeeded her husband, now Lt. (j.g.) Charles W. Gilchrest, serving with the Navy in the Southwest Pacific, as chief of the War Finance Division's Radio Section when he was called to the Service.**
Senate Takes Up International Radio
(Continued from page 18)

solve was admitted on all sides. Following an executive session of the Committee last Tuesday, Rep. Miller declared: “If this investigation is not carried through by this Congress, I promise you that it will be done by the next Congress”.

Studies Record
Tuesday’s executive session, called by the chairman to acquaint himself with the wishes of other members of the Committee, was attended by Reps. Wigglesworth and Miller. Reps. Magnuson and Hart were out of the city, Mr. Lea said. With appointment Chief Counsel Lea said he didn’t want to resume hearings until he had informed himself as to what had taken place under the chairmanship of Rep. Eugene E. Cox (D-Ga.), who resigned two weeks ago. That Mr. Lea apparently has studied the record in the last two weeks was indicated last Thursday in his assertion at the hearing that “the evidence so far presented embraces a large number of accusations against the conduct of the Commission and its personnel which are within the scope of the investigation as directed by the House of Representatives.”

The hearings of this Committee now contain a large volume of information,” he said. “It is expected that further progress of the investigation will result in much information yet to be furnished and assembled.”

Chairman Lea’s prediction after his appointment that the probe would lead to new Communications legislation was given further credence Thursday when he said: “The ultimate performance of the duties of this Committee requires determination of the facts as to each substantial accusation. It is assumed that the report finally made to the House by the Committee will include its findings on the accusations together with such recommendations as may be found appropriate.”

Upon his hearings will proceed as promptly as the work of the Committee will permit, and the plans of the Committee will be announced as the occasion may seem to require,” Mr. Lea added.

Chairman Lea has been loath to resume hearings until other legislation confronting his main Committee, one of which he also is chairman, has been cleared up. During the last two weeks the Committee has been discussing aviation and pulp legislation.

During last Thursday’s brief session of the Select Committee, Chief Counsel Garey presented for the record testimony taken at private hearings in New York from officials and personnel of Shortwave Research Inc. Mr. Garey told the Committee that the testimony would show that the organization represented itself as a group of investor-owned radio companies and that Government funds in its dealings with the OWI and its predecessor the OCI, and that portions of those funds were given by the organization to various charities, selected by Shortwave Research Inc.

Remarking that a Congressional investigation was “more liberal than the courts,” Chairman Lea said: “I believe the Committee should receive the evidence and then determine, in executive session, how much of it can be admitted for the record.” Until the Committee passes on the New York testimony it will remain confidential, although Mr. Garey intimated at the hearing last week that important disclosures in conjunction with FCC “Gestapo activities” would result.

Mr. Garey also submitted for the Committee’s consideration correspondence between FCC Chairman James Lawrence Fly and Acting Secretary of War Robert P. Patterson regarding the efforts of the FCC to obtain payment from the Army for its personnel in North Africa. Those letters also were received by the Committee for consideration at executive session before the contents were to be made public.

Morton to K & F

KENYON & ECKHART Adv. Co., Chicago, has been appointed by the Morton Salt Co., Chicago, to handle advertising of Morton’s Free Running and Morton’s Judging Salt, and Worcester Ivory Free Running and Worcester Ivory Iodized Salt, C. D. Ostrom, advertising manager of the Morton Salt Co., announced last week. The appointment, effective Jan. 1, 1944, does not affect the advertising of Morton’s Smoked Salt Products, including tablets.

Cutcumra Continues

POTTER DRUG & CHEMICAL Corp., Maiden, Mass., is intensifying its spot campaign for Cuticum products on some 40 stations, reviewing the results. Agency is Atherton & Currier, New York.

WITH Spanish dialogue and song lyrics, a new half-hour television variety program titled Hollywood at War, has been started by the Office of Coordinator of Inter-American Affairs, for release to Latin-American countries.

CAPITOL RECORDS SIGNS WITH AFM

ENDING a 15-month holdout, Capitol Records Inc., Hollywood, on Oct. 9 signed a contract with AFM president James J. Pettrillo, to pay a flat half-cent royalty on all recordings made in the future. The contract differs from one signed by Decca Records-World Broadcasting System. First records under the new agreement will be cut on Oct. 14 and featured Jere-Jenny Mercer, vocalist and song-writer, with his own band.

Agreement between Capitol Records and Pettrillo, who is in New York, was effected by telephone. Acting for the West Coast recording company were B. B. (Buddy) de Sylva, president; Johnny Mercer, vice-president, and Glenn E. Wallick, general manager. The company recently put bandleaders Benny Carter, Stan Kenton, Eddie Miller and the singing group of Jo Stafford and the Pied Pipers under exclusive contract. Capitol Records is the only major recording company on the Pacific Coast.

Join Y & R Staff

YOUNG & RUBICAM, New York, have added to its public relations department: Harry Harding, recently promotion manager of American Magazine, and Robert Truefoot, in charge of sales and creative work of Barta Press, Boston; and John Keavey, previously with the editorial staff of Liberty Magazine; also Robert T. Paul, formerly with the Philadelphia Daily News, and most recently with the Bituminous Coal Institute.

Ray Dady on MBS

RAY DADY, general manager of KWK, St. Louis, and well-known commentator, on Oct. 18 starts a five-week favecast 1-11:15 p.m. on Mutual. Sydney Moseley’s Headlines, re-launched by Mutual, will be heard in that period, to 5-5:15 p.m., replacing Sheelah Carter, who starts to 5-5:15 p.m. Arthur Kenney, who heard the latter time, will broadcast his news 11-11:15 a.m.

NINETEEN scripts in the recent BLUE Free World Theatre series will be compiled and released in book form by Random House Inc., in spring 1944.

THE DOMINANT COVERAGE FOR A GOOD MARKET

81 TO 96.8% RATED REPRESENTED BY SPOT SALES

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BROADCASTING • Broadcast Advertising
AFL, NEA Ask Legislation

(Continued from page 9)

dom of speech on the air waves by merging changes in the present Communications Act prescribing the limits of government supervision of the radio and allied industries, and definitely safeguarding broadcasting from any actual or implied government ownership or control over program content. By such reconsideration of the Act, we believe, a safer foundation may be laid for the post-war expansion of the radio, television and other new electronic industries upon a free and constructive competitive basis.

Your Committee recommends unanimously:

The report of the Committee was unanimously adopted.

NEA Resolution

Following is the full text of the resolution adopted by the advisory council of NEA:

WHEREAS, There are now pending in the United States Senate a Bill introduced by Mr. White and Mr. Wheeler on March 2, 1934 (S. 814) and in the House of Representatives a Bill introduced by Mr. Holmes on July 2, 1943 (H. R. 3109), both of which propose the amendment of the Communications Act of 1934, as Amended, and

WHEREAS, It now appears that among other things, the objective of freedom of speech over the air waves and the extent to which the free press is limited by governmental regulation through an administrative agency is proper before the Congress of the United States and should receive the immediate and complete consideration of the Congress,

NOW THEREFORE BE IT RESOLVED: That the officers and directors of the National Editorial Association urge the Congress and the proper committees thereof to give immediate and careful consideration to this legislation so as to assure the fundamental right of freedom of speech.

Local AFRA Election

FRED MACKEY has been re-elected president of Los Angeles chapter of the American Federation of Radio Artists.

Carter in New Post

DAVID CARTER, one-time CBS West Coast publicity director and recently with Pan-American Airways, has been named radio coordinator for the New York office of Universal Pictures, working under Maurice Bergman, eastern advertising and publicity manager, and Robert D. Hussey, director of radio activities.

Delфин Asks Jury Trial

A JURY TRIAL is demanded by Carmen Delfin in the suit filed by her for $15,000 damages against Milt and H. Leopold Sptinyar, musical director...
NAB Retail Show
(Continued from page 11)

of the past? You must look to radio—objectively."

"America Takes the Air," the third portion of the presentation, is a running slide film on the history and development of broadcasting. "Why Radio Works," a film based on a five-year psychological study conducted by Dr. Lazarfeld, brings out four salient points. Radio works because it provides companionship, escape from the drudgery of everyday life, standards of judgment for those who seek them, and an opportunity for vicarious experience.

Using dramatic sequences, the film explains how radio works, why it influences more people than other media. Research by Dr. Lazarfeld shows that radio makes a lasting impression because it creates a powerful illusion of reality.

In the closing sequence, "Retailing's Future in Radio," the m.c. dwells on commercial copy. He points out that audiences vary and that the successful radio advertiser beams his programs and commercials to reach certain types of people.

The Washington premiere was in charge of a committee of capital broadcasters, under the chairman-
ship of Carleton Smith, manager of WRC. A reception followed the showing.

ADD NAB MCs

Mr. Pemberton Mr. Mason

BETTER LATE than etc. are these thumbnail portraits of Clyde D. Pemberton, commercial manager of KFJZ Fort Worth, Tex, and Robert T. Mason, president and general manager of WMEN Marion, O. The pair served as m.c.s for showings of the NAB retail promotion film. [Broadcasting, Oct. 11]. Biographical sketches of the 14 m.c.s were printed in that issue, but photos of Messrs. Pemberton and Mason did not arrive in time for publication with the sketches.

MBS Programmers Meet

FUTURE program plans were discussed Oct. 12-13 by Mutual's program operating board, meeting in the network's New York office. Attending were President Miller McClintock, Adolph Opfinger, MBS program director; C. M. Hunter, WHK Cleveland; Frank Schreiber, WGN Chicago; Linus Travers, WNAC Boston; Julius Seebach, WOR New York.

ACTIVE AND INTERESTED in the premier of the NAB promotion film held Oct. 12 in Washington were (front row, l to r): Carl Burkland, manager, WTOP Washington; J. Harold Ryan, Assistant Director of Censorship for broadcasting; Carleton Smith, manager, WRC Washington; Standing, L.t John Dodge, formerly commercial manager of WRC; Eugene Carr, assistant to the president, WGAE, WJR, KMPC; Oliver Gramling, assistant manager, Press Assn., New York; James V. McConnell, general manager, NBC Spot Sales, New York.

Newspaper Heads Hatch Plan
To Offset Radio Retail Drive

RADIO COMPETITION to newspapers in the retail advertising field brought a concerted cry for immediate retaliatory action from the nearly 400 members of the Newspaper Advertising Executives Assn., in their conference, Oct. 11, in Chicago.

Although careful to avert any suggestion that the NAEA was engaging in "a cat-and-dog fight with radio," the meeting resulted in a proposal for a central organization to prepare and disseminate promotional material on retail advertising to meet competition "by other media."

RESOLUTIONS

Unanimously approved by the NAEA were the following resolutions recommended by the Retail Promotion Committee:

1. Resolved, That the report of the Retail Promotion Committee be accepted with sincere and hearty thanks and with the understanding that the committee has fulfilled its duty and therefore is automatically dissolved.

2. Resolved, That this NAEA assembly approves and requests action as soon as possible on Proposed No. 1 of said Retail Promotion Committee, namely that the material presented by the members of the committee in the meeting and any similar material now in their hands, be prepared in booklet form for distribution to NAEA members and through them to their salesmen and any advertisers, agencies, etc., to whom they wish to send them.

3. Resolved, That this NAEA assembly endorses the belief expressed in Proposal No. 2 of said Retail Promotion Committee's report, namely the belief that the newspapers of America should have a central organization for the preparation and dissemination of proper promotional material on retail advertising; and that this organization should be capable of leading the way in careful research and should be held responsible and the newspapers' public relations with retail trade organizations.

4. Resolved, That it is the will of this NAEA assembly that the president should promptly appoint a committee of five members for the purpose of studying the newspaper retail advertising situation; that all proposals arising out of the Retail Promotion Committee's report or coming from members, regarding the setup, operation and financing of such an organization as described in Resolution No. 3 be referred to that committee; that said committee formulate a plan for submission to the board of directors; and that the board...
of directors be empowered to put said plan into operation at once, when and if it is approved.

Speakers Reflect Concern
Besides taking such action to overcome radio's "invasion of the retail field," which accounts for all but 35% of newspapers' total annual advertising revenue, members of the NAB discussed the possibility of rationalizing advertising to meet the curtailment of newspaper through paper rationing.

Speakers at the two day sessions included: Crawford Williamson, general manager of ANPA, who expressed an optimistic outlook on the paper shortage; James R. Brumby, of the Atlanta Journal, who spoke on "Radio's Invasion of the Retail Advertising Field"; Samuel G. Howard, of the Minneapolis Star Journal & Tribune, whose talk was on "Radio Advertising vs. Newspaper Advertising for Retailers"; Vernon Brooks, of the New York World Telegram, who spoke on "The New York Newspaper Study of Radio in the Retail Field"; Robert K. Douglass, of the Milwaukee Journal, whose talk was on "The Retail Promotion Committee's Proposed Plan"; Raymond C. Grim, of the Columbus Dispatch and president of the National Newspaper Promotion Association, who called for expansion of the newspaper promotion budget to over a million dollars annually.


Expectation Keynotes Replies After Retailers Saw NAB Film

REACTION of the Washington retailers attending the national Assn. of Broadcasters' "Air Force and the Retailer" showing was generally one of expectation for further information to come from the booklet NAB has ready for distribution. As one department store executive said, "If I planted the seed. And if I was planning a radio program, I would await the pamphlets with great expectation."

Many store representatives were greatly interested in the charts, and information further developed by the commentary. Practically all agreed that the show was extremely well presented, and enlightening to the retailer unfamiliar with radio as a medium for advertising, although several expressed the opinion that the program could be shortened to advantage.

"Radio Accepted"
The head of a well-known Washington jewelry company, already extensively using radio, said, "The show was done in excellent style. NAB put over the idea especially well that radio can emphasize points that newspapers cannot, and that is very helpful to the retailer."

One representative of a large department store felt that the program stressed the idea of selling radio as a proving medium, whereas according to the retailer, radio is already accepted, as much as the newspaper or motion picture, and therefore does not need to be further explained. He expressed the need of more definite information on how the retailer can make use of radio. However, many questioned the station salesmen and agreed to support this concrete information concerning specific programs for individual stores with individual problems.

The NAB showed answerer one of the problems faced by a large banking concern. The spokesman stated that his bank had been using radio throughout the country, and often was dissatisfied with results. "Our bank was by a small local group," he said, "but often we were forced to buy a block of time that covered the area we desired. The consequences were that we reached an audience that was not completely within the limits that we had aimed for, not always sympathetic to our messages."

"But through the NAB film and comments," he continued, "we see that in order to get a desired effect from an audience, an advertiser must key his message to the audience he wants to build. The film pointed out that, to be effective, a program must be aimed directly, and not generally for the whole area of listeners."

Proposed CBC Head

Leonard Brockington, Ottawa lawyer, first chairman of the Canadian Broadcasting Corp., is the latest to be suggested for the post of general manager of the CBC, vacated by the recent return of Dr. J. S. Thomson to the presidency of Saskatchewan University. Mr. Brockington, since resigning as chairman of the CBC board of governors early in the war, has been special Canadian war historian, advisor to Prime Minister King, and lately special advisor to the British Ministry of Information. He is back in Ottawa, and it is reported as having been approached for the post of CBC general manager. The CBC board meets Oct. 22 to make its recommendations to the Canadian government, which makes the appointment.

Richard G. Meybom, advertising manager of WAGB Robinson Co. Los Angeles department store, will speak when the NAB's new radio promotion plan is presented at the Los Angeles Biltmore on Oct. 21. Mr. Meybom, formerly on the national and motion committee of the NRDDA, aided NAB in creating the plan.
Transfers Explained

REX SCHEPP, who transferred an agreement with M. C. REESE to purchase KPHO Phoenix to Phoenix Broadcasting, has sold 333/3 shares of stock [BROADCASTING, Sept. 27] paid $25,000 for the 33 1/3 shares he acquired in Phoenix Broadcasting Co. According to a letter to BROADCASTING from Mr. Schepp, Mr. Schepp is president of the Phoenix Our- 

pany and business manager of WIRE Indianapolis. He stated that "BROADCASTING's story was very fair" but that it "might create a wrong impression."

ALFRED RICKLER, for many years an officer of the staff of RUTH- 

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WSCH Portland, Me.--Granted consent 

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WWAX New Haven, Conn.--Granted permit-

tion move main studio locally.

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Skeeton Community Broadcasting Co., 

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tions to those involving authorizations for local channels, whereas applicants requested regional channel.

Burrs Ave. Baptist Church, Detroit-- 

Granted on Oct. 2, extension authority to transmit programs to CKLW Detroit. KFJ1 Los Angeles--Granted petition for permission to make deposits of re-hearing on Oct. 15. On application of Iowa State College of Agriculture and Mechanical Arts, Licensee of WOI, for special service authorization to operate on 660 kw from 8 a.m. to local sunrise. CST, with 1 kw.

October 13

KWSC Wabash, Ind.--Granted petition 

to dismiss without prejudice application for license to operate on 1080 kHz, 1 kw N, 5 kw D, unlimited.

Applications...

October 12

WHDH Boston--DA after sunset at 

Galesburg, Ill.--cover CP to move auxiliary transmitter.

October 13

WGCW Louisville--License to cover CP 

to WJBO Hammond, Ind.--License to cov-

er CP for power increase, change type transmitter.

Tentative Calendar...

KWSM Pullman, Wash.--Requires 1000 kw. 1 kw N, 5 kw D, unlimited; facilities KOD (Oct. 19).

Network Accounts...

All time Eastern Time unless indicated

New Business

T. H. ETTABROOKS Co. Ltd., Toronto (can.), on Oct. 13, granted Theatre Chin 

ese on CKAC CHIC. Wed. 9-30-30 p.m. 


ST. PETER'S SEMINARY, London, Ont. on Oct. 13, granted School of Christ on 

CFFP CRIC CRKX CCKL CCKL, Sun. 4-30-30 p.m. 

Agency: Direct.

Transfer Explained

REX SCHEPP, who transferred an agreement with M. C. REESE to purchase KPHO Phoenix to Phoenix Broadcasting, has sold 333/3 shares of stock [BROADCASTING, Sept. 27] paid $25,000 for the 33 1/3 shares he acquired in Phoenix Broadcasting Co. According to a letter to BROADCASTING from Mr. Schepp, Mr. Schepp is president of the Phoenix Com-
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CLASSIFIED
Advertisements

Help Wanted

Retail Salesman—Permanent position and excellent opportunity for able experienced man. WOC-TV, Des Moines, Iowa.

Wanted—Good operator-announcer in California. First or second license. Union Station. Permanent. Send transcript. KFRE, Fresno, California.

CHIEF OPERATOR—For small Pacific Coast Station. Reliable man for combination work and complete control of staff is wanted. BEW rate 1:37. Until war job occupied 7 years and probably clear for right man. Write all details. Box 411, BROADCASTING.


ANNOUNCER—Permanent position, with opportunity for talent fees, for well quali-
fied ambitious AVP. Have good record of steady progress, a sound education, and be a draft deferred. Please send small photo, audition transcript and detailed experience. Station WIS Columbia, South Carolina.

Chief Engineer—Who can assume complete charge of technical department. Good salary, permanent position. In reply give complete information—age, experience, marriage, present draft status, and license. Write KRK, Beaumont, Texas.

ACCOUNT EXECUTIVE AND MERCHANDISING MANAGER—We are planning not only for present but post war. For this man a 3 1/2 w. CBS affiliate in midwest offers a splendid opportunity.

Qualifications: Preferred, draft exempt, sober, reliable, 5 years radio background, knowledge of department store sales and merchandising necessary. Send full particulars including age and photograph if possible. Box 410, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network account. Box 418, BROADCASTING.

ANNOUNCER—Experience preferred; well-recommended, radio school graduate considered by New England network affiliate. $35 weekly. Box 419, BROADCASTING.

Engineer—First Class license for transmitter-control. U.S. Civil Service test details, draft status, all details. 1 kw network regional. WALB, Albany, Georgia.

ANNOUNCER—Permanent position with 5 kw, regional network station for draft deferred, experienced man. Box 419, BROADCASTING.

Situations Wanted

Radio Executives—Need a young man, 4-F, to work on commercial production, and publicity? Have been faithfully studying radio while working in large agency stockroom. Box 419, BROADCASTING.

MANAGER—Now employed manager local network affiliate desires permanent position manager or commercial manager larger station, or larger market. Successful sales and management record. 5 years radio and newspapers experience. Reliable family man, two children. Box 420, BROADCASTING.

Experienced Commercial Manager—Proven Sales ability. Presently employed. Draft exempt. Desires change. Write Box 899, BROADCASTING.

ANNOUNCER—Young 4-F, experienced news, sports,平民ized, desires position with future, preferably specializing in sports. Box 421, BROADCASTING.

A 4-F Chief Engineer—At a small station in a large city is looking around. Box 422, BROADCASTING.

ANNOUNCER—Young, experienced, fluent ad-libs, personalty, etc. Address, Bayou District. Refer South. Box 395, BROADCASTING.

ANNOUNCER—Chief—At a small station in a large city is looking around. Box 423, BROADCASTING.

ANNOUNCER—Several months experience. References, Ambitions. Operating. Box 400, BROADCASTING.

ANNOUNCER—Age 31, married, two children. 4-F. Experience, News-Remote-Staff-Sports and Special Events. Will keep station, and be a good station. Prefer program director's duties. State starting salary. Box 402, BROADCASTING.

ANNOUNCER—Woman with 5 years announcing experience. Commercial major network. Must be out of draft, experienced on other networks. Woman, experienced in shop and continually writing, but air experience. Both now employed by $6,000 out of network business. Climatic conditions necessitate change. Details particulars upon request. Box 404, BROADCASTING.

STATION MANAGER—Who can sell personally, direct salesmen and provide salable ideas—(as well as manage and direct station, and years experience. Now employed, married, age 38, A-1 reference. Available two weeks notice. Box 406, BROADCASTING.

If you have Interesting Promotion or Public Relation Activity—For a man or woman, with background of Music, Stage, Radio, Administration, and Personnel—kindly write Box 407, BROADCASTING.

Radio Engineer—4 years in Broadcasting. 4 years as Chief Engineer. 4 years in telephone company. Now in development lab for Radio Manufacture. Would like to get into Broadcasting as Engineer of some station. Box 409, BROADCASTING.

COMMERCIAL MANAGER-SALESMAN—University graduate. Age 38, two children. 15 years top salesman same midwest newspaper-Domination. Aggressive and ingenuous. Top references. Go anywhere. Box 410, BROADCASTING.

For Sale

For Sale—RCA 5-C 5 kw transmitter, complete. Also 179 foot Blaw-Knox self-erecting insulated tower. Write KFAC, Los Angeles.

WANTED—Three Cannon Type-P. Three Pico Insert, Male Microphone Plugs, also RCA Recording Attachment Type 72-C, No. MI-4671. Box 411, BROADCASTING.

Full Or Part Interest—In small station of big potentialities. Box 401, BROADCASTING.

WANTED—Complete studio equipment for small station, including control console, turntables, microphones and speakers. Box 403, BROADCASTING.

WANTED—FCC approved frequency and modulation monitors. Box 404, BROADCASTING.

WANTED—250 Watt transmitter. Also FCC approved modulation monitor and $96, Beechcraft equipment. Box 412, BROADCASTING.

WANTED—Regional or local station both Midwest and Southwest. Box 414, BROADCASTING.

“Ad-Lookers”

Please Skip This!

If you are a chronic “Ad-Looker”—one of those innumerable young people in radio who are always reading the ads in Broadcasting, in the belief that any job is better than the one you have now—please skip this advertisement.

We are a good-sized mid-western station, able and willing to pay good salaries to capable people. We do not ordinarily engage personnel through advertising. However, war is affecting our staff, and we can now use a GOOD announcer, and a GOOD continuity writer.

If you are a substantial, eager for opportunity to advance and improve yourself, being adequately paid meanwhile, write Box 420, BROADCASTING. Your background and references must stand careful inquiry.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

AN ORGANIZATION OF QUALIFIED RADIO ENGINEERS

SERVICES TO BROADCASTING

National Press Bldg., Wash., D. C.

PAUL F. GODLEY

CONSULTING RADIO ENGINEERS

MONCTON, N. B.

MO 2-7859

GEORGE C. DAVIS

CONSULTING RADIO ENGINEER

Munsey Bldg. District 8456

Washington, D. C.

HENRY R. SKIFTER

CONSULTING RADIO ENGINEERS

FIELD INTENSITY SURVEYS

STATION LOCATION SURVEYS

CUSTOM BUILT EQUIPMENT

SAINT PAUL, MINNESOTA

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg., D. L. 1208

Washington, D. C.


E. W. CHERRY

CONSULTING RADIO ENGINEERS

1400 15th St. N.W.

Washington, D. C.

RING & CLARK

CONSULTING RADIO ENGINEERS

WASHINGTON, D. C.

Munsey Bldg. • Republic 2347

FREQUENCY MEASURING

EXACT MEASUREMENTS

HOUR-BY-HOUR AND DAY

R.C.A. Communications, Inc.

66 Broad St., New York, N. Y.

October 18, 1943 • Page 65
Weather Reports Back on Air
As Censorship Ban Is Eased

Industry Quick to Revive Revenue Item After Wartime Restrictions on Reports Is Changed

A TWO-million-dollar annual revenue source for broadcasting was revived Oct. 12 when the Office of Censorship, following its earlier restrictions on the broadcast of weather reports, announced that the order was made by Byron Price, Director of Censorship, and that: provisions also eased the restrictions on newspaper weather reports.

The action brought a word of praise from broadcasters. J. Harold Ryan, Assistant Director of Censorship for Broadcasting, although the weather portion of the code was violated more than any other provision, he said, accidental violations were inevitable because of the subject matter.

"Difficult to Obey"

"Only occasional violations have been noted," Mr. Ryan said. "These have been of an inconsequential nature, without any attempt to evade the code." Tabulating the weather is an important subject of conversation, and some violations were inevitable. Chief source of violations was found in impromptu war events.

Broadcast stations over the country were quick to turn attention of sales staffs to the weather ruling. Many stations in the East held weather reports as station breaks or on announcement programs.

In announcing the action, the Press and Broadcasting Co., Mr. Price said the relaxations are justified by improved defense and other war conditions. Complaints about lack of weather reports on the air have been frequent, especially from rural sections.

Three restrictions are still imposed on weather reports. First, there must be official. Second, barometric pressure must be mention. Third, wind direction must not be included.

In Washington, five of the six stations were resuming weather reports by the middle of last week. One station, WMAL, incorporates weather bulletins in the regular reports but does not sell them.

The major of New York’s independent stations have resumed daily broadcasts of official weather reports, while those few not already carrying full reports are making plans to do so in the near future, it was learned by BROADCASTING two days after the Office of Censorship released the restrictions. Those reported carrying official forecasts include WMCA, WHN, WNEW, WQXR, WNYC, WABC, WMOR, WINS.

WOR stated that a pre-Pearl Harbor weather service contract with Breyer Ice Cream Co. had been renewed under Breyer’s stipulation that “when, as and if” the government ban was lifted, the company wished to resume. Effective Oct. 12, Breyer started sponsoring Monday through Friday at 5:09 p.m., Monday through Sunday at 11:15 p.m., Saturdays at 12:45 p.m. and Sundays at 1 p.m. WOR also presents weather reports five times weekly at 8 a.m. as a public service.

WABC also began weather announcements on Arthur Godfrey’s program, Reveille Girl; 7:45 a.m. news, and at various breaks during the day.

Began 2 Years Ago

On such short notice, it was found that few advertisers had had time to contract for weather news in the New York area. Esso Market- ers, however, reported that on the date the restriction was lifted, the Esso Reporter program re-instituted weather news.

The U. S. Weather Bureau order to broadcasting stations to cease airing weather reports was released soon after Pearl Harbor [BROADCASTING, Dec. 22, 1941], and a clear definition of rules on weather broadcasts was included in the Wartime Code of Practices for Broadcasters, released by the Office of Censorship in January, 1942 [BROADCASTING, Jan. 19, 1942].

Fleischmann Switches

EXTENDING distribution and advertising of Fleischmann’s Vitamin Yeast tablets from New England to upper New York state, Standard Brands Inc., New York, is running transcribed announcements on some seven stations in the latter area, in addition to cut-ins on One Man’s Family on NBC. New York state drive began a month or so ago. New England spot drive has come to a close. Agency is Kenyon & Eckhardt, New York.

Canada Lifts

COINCIDENT with the lifting of restrictions on weather reporting in the United States, the Canadian censors on Oct. 12 announced new regulations covering the publication and broadcasting of weather forecasts amending the restrictions as they apply to Canada from Montreal west. From Montreal east the present state of wartime censorship on weather forecasts remains in force.

WEATHER ORDER

TEXT of the Office of Censorship order on weather reports was announced Oct. 12 by Byron Price, Director, as follows:

Effective at 12:01 a.m. (EWT) Tuesday, Oct. 12, the Press and Broadcasting Codes are amended as follows:

In the Press Code, on Page 5, strike out the entire section under the heading “Weather,” and substitute the following:

“Weather forecasts or maps other than those officially released by the Weather Bureau.

In the Broadcasting Code, on Pages 1 and 2, strike out all of Section 3 (a) and substitute the following:

(a) Weather forecasts other than those officially released by the Weather Bureau. Mention of wind direction or weather forecast in current or past weather (including summaries and recapitulations) except when contained in emergency warnings released specifically for broadcast by the Weather Bureau authorities.”

This means that newspapers no longer are requested (after midnight tonight) to restrict official weather forecasts, reports of weather conditions and temperature charts to any designated time stations. No longer are requested (after midnight tonight) to omit official forecasts, unless the weather data exceed wind direction and barometric pressure. These relaxations are warranted by improved defense and other war conditions. The diminishing benefits from weather restrictions now appear to be over-balanced by the inevitable handicaps imposed on farming, aviation, shipping and other essential activities by inadequate weather information.

We are reviewing other Sections of the Press and Broadcasting Code to see whether additional relaxations may not be possible and advisable in the national interest.

LEHN & FINK TAKES

‘BLIND’ DATE SHOW

LEHN & FINK PRODUCTS Corp., which has been sponsoring the audience participation series Take-a-Card on Mutual since last April, has discontinued and on Oct. 25 will start Blind Date on 157 BLUE stations, Mondays 8:30-9 p.m. The launch card this summer is sponsored by NBC and General Foods Corp. as a summer substitute for Maxwell House Coffee Time, and under its new sponsor it will continue to feature Arlene Francis as m.c.

As before, the program gives six servicemen an opportunity to “make a date” with three girls, either models or actresses, the three winners taking their “dates” to the Stork Club, with Lehn & Fink paying the bill. Three losing servicemen receive prizes. Program promotion includes Honey & Almond Cream, Hinds hand cream and Pebeco toothpaste. Announcer will be Harry Wallington, and producer-director will be Tom Wallace.

Agency is Wm. Esty & Co., New York.

DISCOVERY

By Ryan Denied By Godwin—

WHOM MAHONEY!

EDITOR'S BROADCASTING:

On this day, anniversary of the landing of Columbus on the land he thought was Asia, but not fully by appre- ciate, I want to correct a state- ment made in my current number in BROADCASTING, that Mr. Ryan had been on the air for the Washington Times 2 a long time before Mr. Ryan approached me.

I also was sponsored by the Remington typewriter people. It was at the end of the latter pro- gram that Mr. Ryan and I became acquainted. That may have been a discovery to Mr. Ryan, but surely I had not known from the pub- lic ear before that time.

However, I really discovered Claude Mahoney myself. He sub- stituted for me on more than one occasion for vacation purposes. Now really that was a discovery.

EARL GODWIN

Washington, D. C.

Oct. 12, 1943

GROMBACH WINS RE-TRIAL

GROMBACH PRODUCTIONS Inc., New York program production firm which filed a damage suit in August, 1939, against Fred Waring, his manager, John O’Connor, Grove Laboratories, and the Stack- Goble Adv. Agency, now dissolved, won $30,000 of the $60,000 originally sought, in a re-trial of its suit in the last Waring’s show for Grove’s Bromo- Quinine, and was tried and dis- missed on a “question of law” three years ago, after which the plaintif appealed. The Appellate Court ordered re-trial of the case, which was held last week.

Page 66 • October 18, 1943

BROADCASTING • Broadcast Advertising
Have you received your answer to that troublesome fourth question? There is now available an adequate and dependable study on rural listening habits in the "Heart of America." When one considers that 49% of the potential radio audience in the coverage area of Kansas City is rural, the importance of such a study cannot be emphasized too greatly. The findings of this survey verify the rural listeners' acceptance of KMBC's efforts to supply farm features as an important phase of this station's programming. KMBC Service Farms, operated by a full-time farm department, is just another, and the latest, example of this station's service to rural listeners. If you have not as yet received this twenty-page book, "Speaking From the Heart..." a copy will be sent, if you just say the word!
WHAT difference does it make how far your radio program travels, if it merely swishes past listeners non-stop without ever picking up a paying load of passengers?

WKY goes in for distance. It covers a lot of territory, taking your program farther and to more places in Oklahoma than any other Oklahoma station. But WKY makes a lot of stops, too... takes on a big load of revenue-paying passengers all along the way.

For example, you'll find 42.3% of Oklahoma City's morning listeners riding with WKY, 56.0% of the afternoon listeners, and 49.9% of the evening listeners (July-August Hooper).

So, if you want your program to travel far in Oklahoma and pick up the greatest possible number of listeners along the way, buy it a ticket on WKY.

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