"That's odd", says you, gazing pensively out of the 46th story window, "what would Iowa farmers gain from that?"

You'd be surprised. Iowa farmers are perspicacious people (9% of them have attended college). They do a lot of thinking about war problems, food production and what's going on in the world. They are earnestly trying to raise about one-tenth of the food supply of the U.S.A.

Through the generous cooperation of the British Minister of Agriculture and the B.B.C., our farm editor, Herb Plambeck, toured every section of England, Scotland, Wales and northern Ireland to observe the agricultural war efforts and needs of the British people. As an accredited war correspondent for WHO, he also visited army camps, bomber bases, etc.

Every Saturday noon for several months, GSP short-waved Plambeck's report of his impressions for simultaneous rebroadcast by WHO and other Iowa stations.

Now Our 'Erbert comes back brimming over with interesting high-lights on British farming, and why more Iowa food is needed for the War effort.

Iowa farmers are eating up the story of his trip. It's an entirely new angle. No other of the 39 commentators on the air knows so much about the farm problems of War (and even before the War, Herb Plambeck was the best-known farm editor in the State—knew every county agent by his first name, made 200 or more addresses each year before farm meetings).

We sent our farm editor to the British Isles because we knew it would increase his value to our listeners.

No, he's not for sale. There's no hook in this. It's just another example of WHO Public Service.

WHO FARM EDITOR TOURS BRITAIN!
SHOPPING AT DAWN

A Tale of a Broken Alarm or

How 23 Customers Asked About Sulfursol

Let's begin at the end: 23 people walked into a drugstore in Princeton, Illinois, (Pop. 5,224) to ask about Sulfursol soap after Mal Clair mentioned once on WLS— at 3 o'clock in the morning! — that Sulfursol was available in Princeton at Heck's Store.

Here's how it came about. Mal Clair conducts "Bunkhouse Jamboree" on WLS each day from 3 to 5 A.M. When his alarm clock gave up the ghost, Mal mentioned on the air he didn't know that he could make it so early in the morning any more, for he couldn't find an alarm clock in all Chicago. The next mail brought him a new clock, Victory model, from Chris Heck, the Princeton pharmacist— last one he had in the store, too.

Sulfursol uses participating announcements on the WLS "Bunkhouse Jamboree." Next morning when Mal mentioned Heck's gift, he also mentioned incidentally that Heck's carried Sulfursol in Princeton. That same day, 23 people walked in to tell Chris they had heard the announcement!

Add this to your "WLS Gets Results" file—at any time of day. For more evidence, ask a John Blair man.
WSIX, with its 5,000 watts on 980 kc, covers a population of 610,984 in its 0.5 mv contour, and a total of 1,264,494 within its 0.1 mv contour.

Blue and Mutual network programs, with numerous top-notch local offerings, furnish strong listener-appeal.

Here's a powerful sales force that is yours to command. For availabilities, write or wire this station or

SPOT SALES, INC., NATIONAL REPRESENTATIVES
The Largest Spring in the World
—Wakulla, near Tallahassee, Florida—
IS IN WWL-LAND!
and so are 10,000,000 customers from five different states

50,000 WATTS brings the clear signal of WWL not only to Tallahassee, Florida, but to all the Deep South—182 counties in five states!

FIVE TIMES more powerful than any station for hundreds of miles, WWL is the one station that will sell the Deep South—completely.

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Not All Representatives, The Katz Agency, Inc.

KOIL is the most economical buy in OMAHA

For Outstate Nebraska—KFAB...is a MUST!
correction!

now... all 7 department stores

all 7 department stores.

in Charleston,

West Virginia use radio

6 of the 7 use

WCHS...5000 on 580...CBS

WCHS IS REPRESENTED BY THE BRANHAM COMPANY

BROADCASTING • June 21, 1943

*Montgomery Ward and Sears Roebuck excepted.
Adelaide Hawley
NOW ON WEAF...

with her distinguished program for women

Monday through Saturday, 9:30—9:45 A.M.

Before that happened, you could admire Hawley's show from a distance, and that's all. But now, for an interval, you can buy it!

Her success with New York women—plainly shown in product sales—kept her program a sell-out. Today, several Adelaide Hawley participations are available. Tomorrow, the ranks will close again—the tremendous interest in her program on WEAF and her past performances tell you so.

Study the woman. Listen to her show. It's full of life and intelligence and contrast. A warm and human part of her programs are interviews with neighbors carefully chosen from the listening audience. And celebrity guests give the show flair and glitter. But the imparting of information and news useful to the housewife is the plan of it all. Whatever the day's subject, it leads Adelaide Hawley—or rather, she leads it—to completely natural talk about the sponsors' products.

More than incidentally, she is also the leading newsreel fashion editor; seen and heard each week in the MGM News, not only by countless WEAF listeners, but also by millions of her followers throughout the nation.

Adelaide Hawley's urbane selling skill is yours to tap the rich New York market—but you'd better act fast!

Phone or write NBC SPOT SALES
Radio City, New York 20, N. Y.
Developed by RCA engineers, and first used in RCA broadcast transmitters, Class B modulation greatly advanced transmitter design.

Class B modulators operate with tubes biased nearly to cut-off when no modulation is applied. Thus draw power only during modulation—thereby reducing power costs.

Class B modulators are easy to adjust—not critical—and provide high fidelity transmission because of inherently good characteristics.

Moreover, this type of circuit is less likely to produce cross modulation between several frequencies impressed on the transmitter at the same time. Consequently, it is freer from distortion occurring from this cause.

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.
A new rate card—effective January 10, 1944—will shortly be mailed to agencies and advertisers.

The card represents not an increase but a readjustment in the WNEW price structure. It represents, moreover, the first move by a major station to realistically price its time...without regard to custom or convention.
TUCKER WAYNE, President, Tucker Wayne & Co., Atlanta

Says—"Because of limitations the War has placed on other media, the flexibility and sales-ability of spot broadcasting merit more attention than ever before."

Thanks, Mr. Wayne—that’s certainly getting a lot into one short sentence. But, in addition, the War has also enormously boosted the number of people who are giving more time to radio than to any other media. . . .

As pioneers in radio station representation, we would like an opportunity to prove to all you agencies and advertisers that today more than ever before you can reach more people—more intimately—at less cost—with spot broadcasting. Yes, and that some excellent buys are still available. Our telephone numbers are listed below!

FREE & PETERS, INC.
Pioneer Radio Station Representatives

EXCLUSIVE REPRESENTATIVES:

WGR: BUFFALO
WKBW: ROCHESTER
KDAL: DULUTH
WDAY: FARGO
WISH: COLUMBUS
WKZD: KALAMAZOO
KNBC: KANSAS CITY
WAYE: LOUISVILLE
WFCN: MINNEAPOLIS
WMUR: PEORIA
KSD: ST. LOUIS
WTPH: SYRACUSE

IOWA:
WHO: DES MOINES
WOC: DAVENPORT
WMA: SHENANDOAH

SOUTHEAST:
WCBM: BALTIMORE
WCCG: CHARLESTON
WIS: COLUMBIA
WFTP: RALEIGH
WOB: EGANNOKE

SOUTHWEST:
KOB: ALBUQUERQUE
KOMA: OKLAHOMA CITY
KTUL: TULSA

PACIFIC COAST:
KECA: LOS ANGELES
KX7-ME: PORTLAND
KBCO: OAKLAND-SAN FRANCISCO
KIRK: SEATTLE
KEPB: FAIRBANKS, ALASKA
and WRIGHT-SONOVOX, Inc.

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BROADCASTING • Broadcast Advertising
Fly Suggests That Law Settle Press Ownership

CLEAR-CUT sentiment for legislation to write into the Communications Act precise guidelines curbing FCC incursions into program control, overall business management of broadcasting and arbitrary discrimination against newspaper ownership of stations, was apparent last week at opening hearings on the White-Wheeler Bill (S 814) to revamp the existing law as well as the FCC.

With FCC Chairman James Lawrence Fly the sole witness before the Senate Interstate Commerce Committee at sessions from Wednesday through Friday, the attitude swiftly changed from one of implied opposition to new legislation, to passive support by the Commission Chairman. Mr. Fly was asked by the committee to submit proposed drafts of amendments dealing with proposed changes in the statute, with a view toward legislation at this session.

Ownership Question Up

Although Mr. Fly had not completed his testimony Friday, when the hearings were adjourned until Tuesday (Nov. 9), there were a number of significant revelations. The highly explosive question of newspaper ownership of stations, pending before the Commission for more than two years, it appeared, might be solved legislatively by Congress. Chairman Fly proposed that Congress settle the matter although he expressed doubt about its willingness to do so. Expressions from committee members appeared to be unanimous that Congress should establish the policy and the FCC should enforce it.

The dominant committee view, gleaned from the examination, was that the FCC should not attempt to exclude newspapers from ownership of radio because they are newspapers. The Commission, according to this view, should decide cases on their individual merits, with such matters as "local monopoly" in public opinion taken into account.

While observers doubted whether a fully integrated bill, such as S. 814 could be passed at this session, it was thought that a series of amendments to the existing act, to spell out the limits of the FCC's authority on programming, ownership, and business aspects could be legislated. The current hearings are expected to run at least two weeks, CBS President Paley, on call for a trip to the war theatre in North Africa on a special mission for OWI, probably will testify on Tuesday or Wednesday, out of turn.

Changes Proposed

In direct testimony Wednesday and Thursday, Mr. Fly talked about everything except the provisions of the bill. On Friday, however, he did embark upon a paragraph by paragraph analysis of new provisions. Most of the first two days were devoted by Mr. Fly to a vicious attack upon NBC and CBS (leaving out the "smaller networks" as he described the BLUE and MBS) and lumping NAB in as a "stooge" of the big chains. From time to time, however, Senators White (R-Me.), co-author of the bill, and Gurney (R-S.D.), himself a former broadcaster, put Mr. Fly on the legislative track.

Aside from the highly illuminating newspaper ownership discussion, other significant disclosures of the hearing included:

Senator White said he has prepared a proposed amendment to include the "substance" of the FCC's network monopoly regulations in the pending bill, but that the Commission would be precluded, by specific language, from controlling programs or business operations of stations.

Mr. Fly said he favored three-year licenses for broadcast stations "today" in lieu of the existing two-year tenure, to provide greater stability. He also advocated some middle ground penalty less than revocation.

Chairman Wheeler (D-Mont.) said the committee would consider writing specifications into the present law to prevent the FCC from going out of bounds, but that he favored some regulation of business aspects and wanted the whole question of equal time for political discussions settled by statute.

Mr. Fly recommended that provisions be made to relieve stations of liability for libel or slander for material broadcast by third parties. The license would be responsible for himself and his employes.

Mr. Fly proposed an amendment which would not only guarantee equal time to candidates for public office, but would spell out explicitly that the time be made available to candidates in primaries as well as in elections.

Fly Reverses Himself

Chairman Fly suggested a proposed amendment which would require stations to keep logs showing all requests for time for discussion of public issues on the part of all network or stations, with the action taken in each case.

Chairman Fly denied that he was "99% of the FCC," in answering Senator Tobey (R-N.H.). The Chairman said he had never directly or indirectly asked a commissioner to vote with him and that he never would.

Mr. Fly reversed his field several times in parrying Senatorial thrusts. He apologized for his earlier criticism of Presidents Nixon and Kennedy and his charge that his "office boys" could "only slumber" while they traipsed about Europe and Africa.

Mr. Fly denied the FCC ever had or wanted to do anything about programs or "control of the composition of the traffic." He expressed surprise over Senator White's comment that the proposed bill would not "repeal" the network monopoly regulations, asserting that if the "York corporations" were basing their fight on that very objective.

May Call Craven

It is possible the committee will call Commissioner T. A. M. Craven, who consistently has opposed the Fly policies and the effort to arrogate more and more power to the Commission. Commissioner Craven dissented from the network monopoly regulations.

The tentative line-up, following FCC testimony is: Federal Communications Bar Assn., sponsor of numerous provisions of the White-Wheeler Bill through its president, Horace L. Lohnes, Washington attorney and Herbert M. Bingham, chairman of the Assn's legislative committee; Neville Miller, president of the NAB, who has been in open warfare with Chairman Fly for several years; representatives of individual stations who will test as practical operators, probably including such men as Don S. Elias, WWNC Asheville, N. C.; Jan. W. BLM Columbus, Ga.; Clair R. McCollough, Mason-Dixon Group, Lancaster, Pa.; Nathan Lord, WAVY-Louisville; G. Richard Shafts, WIS Columbus, S. C.; and J. Leonard Reinsch, WSB Atlanta, and manager of the Governor James M. Cox stations.

Others tentatively slated are an official of the American Federation of Labor, which recently adopted a resolution supporting amendments of the law; CBS, through

FCC CHAIRMAN James Lawrence Fly faced this formidable array of Senate Interstate Commerce Committee members as hearings opened last Wednesday on the White-Wheeler Bill. (1 to r) Gurney (R-S.D.), former operator of WNAK Tantuk; Hawkes (R-N.J.), president of Congoleum-Nairn Inc. and former president of the United States Chamber of Commerce; Moore (R-Okla.); Reed (R-Kan.); Chairman Wheeler (D-Mont.); White (R-Me.), who with Chairman Wheeler authored the bill; and Clark (D-Ida.). Others present, but who were not caught by the camera were Tunnell (D-Del.); Brooks (R-Ill.); Tobey (R-N.H.); and Shipstead (R-Minn.).
President Paley, or Paul W. Kester, executive vice-president; Frank E. Mullen, vice-president and general manager of NBC, in the absence of President Trammell, who is in the war theatre; the Newspaper Radio Committee through Sydney K. Hamilton, its chairman, or Harold V. Hough, Ft. Worth, committee counsel.

The three days of hearings were punctuated by colloquies between Chairman Fly and Senators White, Gurney and Hawkins (R-N.J.), a first termer with an excellent business background as president of Congoleum-Nairn Inc., and former chairman of the U.S. Chamber of Commerce.

Chairman Wheeler, to observers, appeared to help Mr. Fly over the humps, and on several occasions reminded Mr. Fly to appear to have ready answers. These dealt largely with allegedly excessive earnings of stations, which Senator Wheeler said he understood in some instances to be amounting to twice the invested capital annually, and to the quality of time issue which for years has been a pet topic of the Montanan.

NAB Group Meets

Senators present during the first three days of the hearings were: Chairman Wheeler, D. Worth Clark, Id.; James M. Tunnell, Dela. Ernest W. McFarland, Ariz., Democrats; White, ranking minority member, and Senator McCollough, Mason-Dixon Group, Lancaster, were unable to attend either because of previous commitments or transportation difficulties. The committee reviewed the situation with President Miller, Robert T. Bartley, director of war activities of NAB and Karl A. Smith, NAB legislative counsel.

After comparing the White-Wheeler Bill with the old Sanders Bill (HR-6497), which died in committee last year after two and a half months of hearings, Chairman Fly broke into a tirade against NAB, CBS and NAB, declaring that the greatest interest is in "network regulations" Mr. Fly asserted:

"The networks are still operating and this may shock this committee but I believe we are making more money today than they've ever made." Pressed by Senators Reed and Wheeler as to whether the FCC regulations were responsible for that increase in business, the FCC head replied: "It is consistent with the assertion that the regulations have made for a healthy condition. I do not take the position that the regulations increased profits."

He referred to NBC and CBS as "the two major networks making the most money today. The president of each has seen fit to go off to Africa and parts unknown. The office boy can take the money," said Mr. Fly, explaining that the "two major networks" have "sold out their time."

"These two big networks want to get back into monopolistic practices. They want to control radio in this country," he stated.

Then he took a dig at advertising agencies, when Senator Wheeler asked if the large advertisers or networks.

(Continued on page 62)

Gov. Acuff?

LIKE Sen. W. Lee O'Daniel who yodeled his way into the Governorship of Texas a few years ago, Roy Acuff, star of the Grand Ole Opry may fiddle himself into the Tennessee gubernatorial seat in 1947. Friends of the popular Western singer have filled with the Tennessee Democratic State Chairman a petition placing Acuff's name in nomination for Governor. The Grand Ole Opry is sponsored on NBC Saturday nights by R. J. Reynolds Tobacco Co. for Prince Albert.

EARL GLADE ELECTED

Salt Lake City Mayor

EARL J. GLADE, vice-president of the Utal Salt Lake City and former chairman of the NAB Code Committee, last Tuesday was elected mayor of Salt Lake City for a four-year term. This is his third political venture, the broadcaster, a non-partisan, defeated Ab Jenkins, incumbent.

The news bureau plan, as outlined by Mr. Acuff, would be to harness the talents of the network in the development of the 1947 campaign. The plan is estimated to cost $1,450,000 and will include articles on radio programs, special assignments, local spot announcements, and other segments. The plan was approved by the Bureau of the War Information.
NAB Shelves Plan to Settle Record Rights

Sarnoff and Paley Confer With Petrillo

THE NAB music steering committee took no action on a proposal that the broadcasting industry association join RCA, CBS and the American Federation of Musicians in a campaign for legislation that would recognize the continuing rights of a record manufacturer or recording artist beyond the point of sale. This action followed a week of bitter negotiating, during which AFM counsel threatened to ask the Government to take over radio.

At a closed conference between representatives of RCA Victor Division of RCA, Columbia Recording Corp. and NBC Radio Recording Division, on the one hand, and the AFM on the other, under the auspices of the War Labor Board panel which on Wednesday resumed its hearings of the dispute between the companies and the union, David Sarnoff, president of RCA, and William S. Paley, president of CBS, revealed the failure of their proposal to the industry association.

Control of Records

Mr. Sarnoff and Mr. Paley at an earlier meeting with the union and the panel in mid-October had admitted that the union had a problem in the present lack of control of the use of records, but had stated that the record manufacturers were also concerned over the uncontrolled use of their products. The company presidents suggested that they and the union join forces with the NAB to secure an amendment to the copyright law which would give them the power to license commercial users of their products, chiefly juke boxes and radio stations.

But when they presented this proposition to the NAB, Mr. Sarnoff and Mr. Paley were, to quote Mr. Petrillo, "kicked around like a football".

Despite the "amicable discussion" of the recording dispute in the Thursday afternoon session and a similar conversation between President Paley, Sarnoff and Petrillo alone in the union leader's New York office on Friday afternoon, neither side had yielded from its stand on the principle of the payment of royalty fees direct to the union.

In the opening session of the hearings on Wednesday, Ralph Colin, CRC counsel, declared that the principle established by the union and accepted by some record and transcription companies goes far beyond the radio networks, affects all American industry. CRC, RCA and NBC, he declared, as "the only companies not yet slugged into submission," will fight it "until the board tells us we're wrong.

Mr. Petrillo, in an eloquent presentation of the union's case, declared that the musicians "have played their own funeral for the last time" and that they will not create their own mechanical competition unless the employers recognize the rights of the musicians displaced because of that competition.

AFM's Big Club

The union leader brought radio into the picture in an oblique reference to the possibility of a strike against the networks when he said that the AFM has "the biggest club any labor organization ever had", adding that "we don't intend to use it". This secret weapon was contributed to the inspiration of the network contracts with the AFM locals in key cities early next year. Negotiations for new contracts were halted by order from the national AFM and it is not expected this order will be rescinded so long as the recording companies affiliated with NBC and CBS continue their opposition to the union.

AFM counsel, Joseph A. Padway, who charged the NAB with "always wanting to fight," asserted that if a fight is provoked between the broadcasters and the AFM, the union might adopt the defense tactics of asking the Government to take over, if not all, of American broadcasting.

Mr. Colin issued the following statement Friday:

An article in the New York Times this morning misstated certain facts relative to the recording situation. It indicated statements made by Messrs. Sarnoff and Paley, on behalf of the record companies and the broadcasting networks, are at variance with action taken and statements made by the music steering committee of NAB.

This is not the fact. Messrs. Sarnoff and Paley stated that they recognized the existence of possible equities in the record companies and in others to have the right to control the public performance of records through the enactment of a copyright law or otherwise.

The statement issued by the steering committee of the NAB expressed no views whatsoever on this proposition. What that statement did say is that the committee did not favor and could not approve a payment for any purpose or in any form, directly or indirectly, to the AFM.

These views are shared by Messrs. Sarnoff and Paley and their companies. That is why we have no trouble answering the question of a copyright law or other control of public performance of records as considered by the NAB committee. Some of the members of the committee were in favor of such control and shared the views of Messrs. Sarnoff and Paley. Some of the members of the committee did not share these views, due to the difference of opinion within the NAB committee, the steering committee made no statement on that point.

Hearings before the tripartite panel were resumed last Wednesday morning at the New York State Mediation Board headquarters in New York City, with Ralph Colin of General & Kaye, counsel for CBS, and Robert F. Myers, assistant general counsel of the American Federation of Musicians, jointly handling the presentation of the case of RCA Victor Division of RCA, Columbia and NAB Radio-Recording Division. Joseph A. Padway, general counsel of the American Federation of Labor, and Harry E. Traven, AFM attorney, represented the union.

WLB panel members were those who had heard the earlier presentation of evidence when the complaining parties included seven transcription companies, all of whom but NBC have subsequently signed with the AFM. Arthur S. Meyer, representing the public, is chairman; Gilbert E. Fuller is the industry representative and Max Zaritkes represents labor on the panel.

Mr. Colin read a telegram the three recording companies had sent on Tuesday to William H. Davis, WLB chairman:

"We believe you have, or will shortly have, before you a report from the War Labor Board. Since Mr. Zaritkes and Fuller in the matter of Electrical Transmission Manufacturers and the AFM. That report will deal with agreements reached by certain of the transcription companies and one record company on the first day with the musicians on the other. As you may know, the underlined two record companies and one transcription company have reached no agreement with the union and intend to proceed with a hearing on the merits.

(Continued on page 70)

Morrie Pierce Is Hero of Navy Coup

WGAR Chief Engineer Devised Plan Used To Get Ships

WITHOUT ever having donned a uniform, R. Morris Pierce, chief engineer of the Psychological Warfare Branch, Allied Force Headquarters in Algiers since last May, rigged up a hay-wire transmitter, tuned it down to the international distress frequency of 566 kc, and broadcast the surrender terms to the Italian fleet. It is ironical that another practical broadcaster—Comdr. Harry C. Butcher, former CBS vice-president in Washington—"accepted" the Italian fleet upon its surrender last September in the name of Gen. Dwight D. Eisenhower, commander-in-chief in the campaign. "Butch" is the general's naval aide.

Reports are going the rounds in Washington that Morrie will be cited, or perhaps even decorated, for his achievement. He couldn't be found last Friday, though he was in Washington. His innate modesty is such that, despite frequent conversations with his friends and associates here and in Cleveland since he has been on leave, he hasn't even told them of his achievement. The news came over the BBC when Admiral Cunningham said that "an American engineer" accomplished in a few minutes what he himself had been trying to do for three years. Morrie is to return to North Africa shortly. He told the story of his job in a by-lined piece NBC Oct. 26 Broadcasting, mentioning the fleet's surrender, but stripped of all the dramatic details.

Here's the way the Cleveland Press tells of Morrie's genius in a front-page story last Friday, written by Bertha Wellman:

"When Admiral Cunningham said the Italian ships come steaming into Malta he turned to his chief of staff in astonishment. 'Tell the Americans,' he said, 'they're completely hoodwinked by propaganda what I've been trying to do with the Navy for three years'".

When Morrie was contacted by telephone in Washington by the Cleveland WGAR writer, he said:

"It was just a job, in the normal (Continued on page 71)
Cooperative Inquiry Into Allocations to Be Planned Nov. 17

FOLLOWING Senate approval three weeks ago of the Wheeler-White-MacFarland Resolution for an Interstate Commerce subcommittee investigation of international communications, James Lawrence Fly of the FCC last week announced the Commission had invited members of the BWC, the Interdepartmental Radio Advisory Committee (IRAC) and representatives of the Radio Technical Planning Board, including its 13 panel chairmen, to meet with the Commission. The group will plan organization and procedure for cooperative study of the problems of frequency allocations and systems standardization.

Mr. Fly, ranked by E. K. Jett, FCC chief engineer, called a special news conference last Wednesday afternoon at which he outlined generally the thinking necessary an accelerated study of the whole problem. He explained that the Nov. 17 meeting would be a "get acquainted" meeting at which the group would get background information, and dig in for hard, useful and significant work."

Industrial representation is threatened at this meeting jointly by the Institute of Radio Engineers and the Radio Manufacturers Assn. RTBP panels, with chairman and vice-chairmen so far appointed are as follows: Spectrum Utilization, A. N. Goldsmith, R. H. Manson; Frequency Allocation; High Frequency Generation, R. Wise, H. Argento; Standard Broadcasting, H. S. Frazier, VHF Broadcasting, G. E. Gustafson, C. M. Jansky; Television, D. B. Smith, L. J. Kaar; Facsimile, J. V. L. Hogan, C. J. Young; Radios, W. L. Fowkes; Relay Systems, E. W. Engstrom, R. Brown; Radio Range, Direction and Recognition, W. P. Hilliard, C. G. Fieh; Aeronautical Radio; Industrial, Scientific and Medical Equipment, C. V. Aggers, H. B. Marvin; Police and Emergency Service. IRAC is composed of high-ranking communication officers of interested Government agencies and the military services. FCC Commissioner T. A. M. Craven is chairman. IRAC, which functions as a committee of the FCC, is responsible for allocation of frequencies for Government services, while the FCC assigns frequencies for civilian services.

New Channels

While the uses of radio have broadened tremendously under impetus of both normal and war research, Chairman Fly pointed out, a parallel to the RTBP program has pointed up higher frequencies for practical use, although demands for new channels have outstripped the solution of technical difficulties involved.

Conflict between greatly increased Government requirements for radio facilities and demands of commercial television, relay broadcasting, FM, etc., make it essential that all interested parties have a part in working out the problem cooperatively, said Mr. Fly.

The FCC considers the present usable range of the spectrum as 10 to 30 million kc, although higher secret experimental operations are going on in much higher frequencies, with 300,000 kc considered the approximate limit of the present useful range, according to Mr. Fly. Grouped within relatively narrow bands toward the lower end of the "useful" spectrum, for example the standard broadcast range of 1000 kc, between 550 kc and 1550 kc, radio services competing for channels are too crowded for the most useful economic as well as technical exploitation. Thus the FCC's planning, together with that of IRAC, is concerned with determining the relative needs of all civilian and military services.

Television may move up higher where color transmission on wider channels is possible and FM may get additional space in the ultra high frequency band, Mr. Fly said. Radio relay systems, which may operate around 1 million kc, have great economic possibilities, although the use of coaxial cables may be more economical in certain instances, he added.

International television is not looked for in the near future, according to Mr. Jett, but receiving sets with screens up to 20 inches may be available reasonably soon after the war.

When domestic allocations and standards are determined, international agreements will be proposed through the State Department looking to adoption by other countries of our channel assignments and standards, he said. This would enable American manufacturers to market equipment abroad, but more important it would safeguard high-fidelity characteristics of channels which might be assigned for safety devices.

While it is necessary for the various groups studying technical aspects of radio and television to work without benefit of the secret developments of war research, much can be accomplished, Mr. Jett believed, because of the similarity in the characteristics of all high-frequency channels. A difficulty in fullest utilization of developments in use of higher frequencies is less in points of transmission systems, he said.

FM is not destined to become the "standard" broadcast of the future, despite its advantages of high frequency and in elimination of "static" interference, Mr. Jett believes, because listeners in primary areas of many powerful stations get highly satisfactory reception, and would not likely care to change to FM exclusively. Neither will 60 million standard radio receiving sets be discarded quickly in any event, he added.

Allen Back Dec. 12

AFTER a five-month absence, Fred Allen is returning to the Texaco Star Theatre on CBS Dec. 12, thus beginning his 12th year of broadcasting. Last fall he had to leave the air for the fourth year under sponsorship of Texas Co., New York. Last heard on the show June 28, Allen has been resting under doctor's orders, although for a few months, so he has been in Hollywood working on a motion picture. The first few programs will probably originate from the West Coast. Program is heard Sundays, 9-10 p.m., on the full CBS and until Allen’s return will star James Melton. Agency is Buchanan & Co., New York.

CBS in North Africa

COMDR. HARRY BUTCHER, naval aide to Gen. Eisenhower and vice-president of CBS, was one of the first to greet his fellow CBS employee, Robert W. Carpenter, on the approach to Algiers headed as assistant field director of the American Red Cross. Among other "alumni" in the North African Theatre are John Daly, CBS announcer, and William S. Paley, president of the network who is expected at Headquarters in connection with his assignment with the Office of War Information. Carpenter, now on leave from his position as account executive with CBS St. Louis, has been with the network ten years.

Bu-Tay Placing

BU-TAY PRODUCTS, Los Angeles (Raindrops, detergent), on Nov. 1 started for 13 weeks six standard programs weekly for Portland, with daily announcements on KTFI Twin Falls, Idaho. The station uses daily programming on KTAR Phoenix; KEPR Seattle; KFRC San Francisco, as well as KHJ Hollywood. A varied schedule is being used on KVOA Tucson; KFRE Fresno; KVRS Rock Springs, and KUTA Salt Lake City.金额不详 Co., Los Angeles, has the account.

Revised Disc Code For AFRA Signed

One Year Contract Provides Increased Minimum Wages

SCALE to be paid members of the American Federation of Radio Artists for work on transmitted programs is raised to a parity with the scale for network programs under the new AFRA transcription code, agreed to last week by the union and the transcription companies, advertising agencies and producers of transmitted programs.

New agreement, which runs from Nov. 1, 1943, to Oct. 31, 1944, eliminates the Class B Recordings, which carried a lower scale of wages but whose use was limited to a single sponsor on not more than three stations with power of 1,000 watts or less, restrictions on this classification from the beginning.

Minimum scale for actors and announcers on commercial transmissions, either custom-built or "open-end," at $4 for one-minute announcements and $8.50 for one-hour programs, with rehearsals at $6.60 per hour. Previous minimums started at $2 for one-minute announcements and ran to $28 for 60-minute shows, with rehearsal time at $6 per hour. Rates for singers, either groups or soloists, are similarly increased, both for commercial and library recordings.

Minimum wages for sound effects artists, not covered in the previous agreement, are now set at a minimum of $7.50 per hour for freelance work. Minimum salary for staff employment on a 40-hour, five-day week basis, is set at $300 a month. Rates for the month of Nov. 1, $550 a month for the second six months and $400 a month thereafter. Staff employment is on the basis of a 13-week continuous non-cancelable guarantee.

All increases are subject to the approval of the War Labor Board retroactive Nov. 1.

Split Timing

SPLIT TIMING for the NBC Amos ‘n Andy Show has been assured with installation of what the black-face comics have dubbed the "Where-is-I-At System in the Hollywood studios. The boxed electrical device to transmit producer's "speed-up" information to microphones via colored lights was suggested by the black-face pair and is placed at base of the microphone stand. Light indicates the pair are running over-time. Green means they are on target, while a "on the nose". A. H. Saxton, NBC western division chief engineer, put the idea into working form. Device has worked so successfully that NBC may use it on all programs where timing is essential.

Page 14 • November 8, 1943

BROADCASTING • Broadcast Advertising

FCC Calls Post-War Technical Session
Known the country over as smart merchandisers, Read Drug Stores can give you the answer on how to sell drugs in Baltimore. They use W-I-T-H exclusively. Four news spots a day. This is their second year on the station that's listened to 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
Craven Sees Stiffer FCC Regulation

Points to Danger FCC Will Go Deeper Into Program Field

it was the first time he had been privileged to hear a public official advocate less, rather than more, power for a Federal agency on which he sat.

Recognition also was given the Craven address by Senator Walter F. George (D-Ga.) last Wednes-
day when he had got the FCC to publish the "Congressional Record" the text of the Commissioner's address.

"I believe the address will be found well worth reading by every member of the Senate who is interested in the problems involved in the radio as a means of spreading knowledge and information," Senator George said. "The address deals with certain controversial questions, but in a very construc-
tive way."

Whereas Chairman Fly, in testi-
mony before the Senate Committee, belittled the interpretation based upon the Supreme Court opinion in the network cases as giving the FCC "control of the traffic", Com-
missioneer Craven held the contrary. He asserted the opinion implies that the Commission has the power to regulate the composition of the licensees' traffic.

"With such an interpretation of the present law governing the Com-
mission," Comdr. Craven said, "it is unreasonable to expect that the FCC may soon proceed further into the realms of regulation of the composition of the traffic."

After enumerating the various controversies about radio program-
ning, which he laid largely at the doorstep of the Commission, Comdr. Craven said he believed the time has come for Congress to settle the matter without either usurping power or else invading the realm of free speech, or both," he said. "As both a member of the FCC and a citizen of the United States, I urge the Congress to enact legislation which guarantees to the public of this country a 'free radio.'"

In his address, which essayed to answer all the questions raised about broadcast operations today upon a "free radio" and discussion of controversial issues, Comdr. Cra-
ven said the criticism of some as-
pects of the programming was un-
based today that Congress may feel compelled to specify what steps broadcasters may or may not adopt in meeting the demands for access to the broadcast medium.

He said it was practically impos-
sible to provide positive equal rights of access and that the best that could be achieved in practice is to make more opportunities to estab-
lish competitive stations. If, in any new law, the broadcaster is to be prohibited from censoring, he should be relieved from responsi-
bility for certain other viola-
tions of ethics which he is not empow-
ered to control.

Must Have Control

"If we desire to hold the licensee responsible for what is uttered over his station, we must concede that he should have the right to control such utterances," he declared. "On the other hand, if it is desired to limit such control, it would seem only fair that the licensee's responsi-

bility be proportionate to other viola-
tions of ethics which he is not empow-
ered to control.

Calling for a radio as free as the press, even though the two media may not be absolutely comparable, Comdr. Craven said a prerequisite is that radio should have freedoms such as the press enjoys under the Bill of Rights. If the Commission's regulatory power over "composition of the traffic", is combined with its licensing power, Comdr. Craven said it is "inevitable that radio licensees would recognize this pow-
er and consequently, would inter-
pret mere opinions of members of the FCC as the law and possibly would curry favor by present-
ing views which conformed to the desires of government officials. Such a condition means that radio inevitably would become the voice of Government. This is not a free radio. Consequently, government regulation of the composition of radio traffic does not constitute a solution to the radio problems of the day."

Post-War Openings

Alluding to the various panaceas offered, Comdr. Craven said many others sought to "cure ailment by Mr."

Another, despite the fact that all of the proponents intend to defend the Bill of Rights. He observed that after nearly 55 years of splen-
taneous action to this end, radio broad-
casters were again faced with the controversy.

Emphasis has been placed upon the alleged lack of opportunity to "cure ailment by Mr."

with the so-called free opportunities to establish a newspaper, as the basic reason for the controversy, he

(Continued on page 60)
D A Y  a n d  N I G H T

I N

T O W N  a n d  C O U N T R Y

M O R E  P E O P L E

W I T H

M O R E  S P E N D A B L E  I N C O M E  T H A N  E V E R  B E F O R E

I N  O K L A H O M A  A N D  B O N U S  P L U S  C O U N T I E S

i n  K A N S A S ,  M I S S O U R I  a n d  A R K A N S A S

l i s t e n  t o  K V O O

t h a n  t o  a n y  o t h e r  R a d i o  S t a t i o n

CBS News Policy
 Called Safeguard
Kesten Says Audience Insured
Of Unbiased News Reports

THE CBS news policy against
opinionated news analysis guards the
newsmen against three dynamic
forces—government, business and
broadcast management and
insures the audience of unbiased
news, Paul Kesten, CBS executive
vice-president, told 200 radio and
agency executives at a luncheon
meeting of the Radio Executives
Club in New York last Thursday.

Mr. Kesten, who appeared at the
invitation extended three
weeks ago by the club when Chair-
man James Lawrence Fly, in a
prepared address before the REC
lashed out at the CBS policy, has-
tended to add that in naming the
three pressures that he was not
referring to "Mr. Fly and the
FCC or specifically to any sponsor
or any broadcast management."

Avoiding Bias

"Abandon the principle that the
newscaster must keep his broad-
casting free of editorial
bias," Mr. Kesten said, "and how can you guard
against the pressure to slant news to
favor the interest of his em-
ployer or of his sponsor . . . and
with broadcasters dependent on the
commission for frequent license
renewals, what would protect the
news from gradually acquiring the
complexion of whatever party was in
power and whatever adminis-
tration prevailed."

To critics who have publicly
contended that newscasts must neces-
sarily in some way carry editor-
ial bias of the writer, Mr. Kesten
stated that "the opportunity struc-
tures us as a blow to the integrity of
news dissemination in America. It was
as if judges said they could not ex-
plain the law to a jury without shyly
hinting at its verdict they favored.
It seemed to me that the very people
who should be proud of their bal-
cane and intellectual power and
analytical powers, were telling us
that they were unreliable and un-
trustworthy."

Mr. Kesten said the record
shows that the more critical the
subject the more scrupulous was
the analysis, to avoid prejudice.

"CBS is still exploring an analy-
list to conceal his thought, only
to separate factional pleading from
thinking," he said. "The clearer the
thinker the easier the separation
proves to be. Our analyses come
to us with a mutual understand-
ing that their job was to clarify and
illuminate the news and not to
crude for any particular opinions that they might hold."

Conceding that a controversial
commentator will, for a time, get
a high Hooper or Crossley, Mr.
Kesten said "CBS policy protects the
democratic process of free
speech."

Use of WJZ Transmitter Site by OWI
Aided by Cooperation of Stations

A UNIQUE arrangement to ex-
pedite use of the present WJZ
transmitter site at Bound Brook,
N.J., by OWI for shortwave opera-
tions has been effected through
cooperation of the BLUE network,
WNEW and WNYC with the
Government. The arrangement was
learned last week. John O. Wel-
don, Chief of OWI's Bureau of
Communications Facili-
ties, OWI Overseas Branch, re-
vealed that negotiations are be-
ing made to place the 5 kw WNEW
and WNYC auxiliary transmitters
at N. J. on WJZ's frequency, both
stations to operate simultaneously
from the same antenna, and to per-
mit WNEW to use the WNYC 1
kw auxiliary transmitter in em-
ergencies.

Tower Being Moved

By this arrangement, Mr. Weldon
explained, it will not be necessary
for OWI to await installation at
Lodi of WJZ's 50 kw transmitter
now at Bound Brook.

Dismantling of the 50 kw trans-
mmitter will begin this month, Mr.
Weldon said, saving OWI at least
a month and a half and possibly
longer on its shortwave installation
program. The WJZ tower at Bound
Brook already is being moved to
Lodi.

The original plan to move the
WJZ transmitter was made last
summer to make way for OWI
shortwave installations at Bound
Brook [BROADCASTING, June 28].

FCC or specifically to any sponsor
or any broadcast management."

Avoiding Bias

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newscaster must keep his broad-
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against the pressure to slant news to
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commentator will, for a time, get
a high Hooper or Crossley, Mr.
Kesten said "CBS policy protects the
democratic process of free
speech."

WPB Group Offers Balanced
Distribution Plan for Tubes

A PLAN for more equitable and
efficient distribution of civilian re-
ceiver tubes was recommended by the
Electronic Distributors Indus-
try Advisory Committee at WPB
Radio & Radar Division head-
cquarters in Washington last week. It
has been contended that one cause
of the shortage of certain types of
civilian receiver tubes has been
faulty distribution of the available
supply.

The plan was proposed to dis-
brutors by Frank H. McIntosh,
chief of the Domestic and Foreign
Broadcast Branch of the Radio &
Radar Division, who is the govern-
ment presiding officer for the in-
dustry committee.

Balanced Distribution

Under the plan, each of the half-
dozens manufacturers of civilian re-
tubes would make tubes for
sale to each other a certain mini-
imum percentage of each type they
manufacture. Thus all manufac-
turers would have a supply of all
tubes made. Manufacturers
then would offer electronics dis-
tributors a supply of tubes based
on a percentage of the amount of
tubes by types which the distribu-
tor purchased in 1941. In this way
distributors would have a more
balanced stock with which to sup-
ply the dealers who attempt to
keep the public's receivers func-
tioning.

Mr. McIntosh emphasized that
the plan would not necessarily
bring an additional supply of tubes for civilians, but would
result in a more balanced distri-
bution of tubes available, based on
the business done in 1941. Some
manufacturers have been volun-
tary producing tubes to fulfill an
order, but others have been filling
orders on a basis of precedence,
committee members said.

The proposal provides that
manufacturers would set aside a quan-
tity of tubes for export. Distribu-
tors would work out their own so-
ution of prorating stocks to deal-
ers.

Although the supply of civilian
receiver tubes is critically short,
due to military requirements, the
program seeks to correct such un-
balanced shortwave tube produc-
tion as occurs when one distributor or dealer has a large stock of one type and none of others, or actually lacks a mini-

mum supply of any type.
meat

Denver is the world's largest sheep market... one-third of all sheep and lambs winter-fattened in the U.S. are sent to market from Colorado farms and ranches. Beef and pork, too, are major meat crops in Colorado.

Colorado, best known in peacetime as a vacation playground, is in fact one of the nation's important agricultural states. Its acreage in farms and grazing land exceeds that of Indiana, Illinois, or California.

The Denver area is delivering food, the most basic of all weapons, in record quantities... vegetables, fruits, sugar beets, and grains... but it is delivering other war essentials, too. It is no longer a playground. It's a workshop with its farms, mines, and factories working non-stop for victory.

munitions

Bombs, bullets, barge, and a hundred other items are being produced today in the Denver area. One plant alone employs more workers today than were engaged in manufacturing in the entire state before the war.

minerals

Coal, molybdenum, vanadium, tungsten and more than a score of other strategic minerals are being scooped from Colorado's vast mineral storehouse at an all-time record rate.

and a market

Metropolitan Denver has a population of 404,820. Last year it ranked 7th in the U.S. in effective buying income. The Denver market is BIG... and in a buying mood.
Day after day, night after night, WMAQ brings to the vast radio audience in America's second largest market the greatest collection of big-time entertainment on the air.

This year WMAQ's schedule of programs is even better than that of previous seasons in which national listener surveys repeatedly rated the shows that it broadcasts the best 9 out of the first 10—

the best 16 out of the first 20—

the best 34 out of the first 50—

among all programs.

Listening to WMAQ is a MUST in this extensive, wealthy area—a habit that insures the greatest possible circulation to your sales message and returns from your investment.

So take a tip from astute advertisers and place your local and spot campaigns on WMAQ.

Saturday Variety
DEPARTING from the practice of concentrating on one football game on Saturday afternoon, WRC Washington has started a new variety show for the benefit of the mildly enthusiastic gridiron fan. Titled All-American Scoreboard, the program provides 3½ hours of transcribed and recorded music, banter and news by Bill Barrow and late football scores and other sports by Holly Wright. WRC felt the need of such a program in view of the broadcasting of the same major game each week by most networks because of the lack of outstanding contests in view of the swollen audience of out-of-towners.

Ballantine Quiet
WITH THE RECENT purchase by P. Ballantine & Sons of Christian Feigenspan Brewing Co., all Feigenspan beer and ale products were discontinued, effective Nov. 1, and facilities are now devoted exclusively to Ballantine products. Ballantine advertising, placed by J. Walter Thompson Co., New York, includes the weekly Three Ring Time program on CBS, while Feigenspan, which has sponsored sports broadcasts and recent program on WOR New York is not currently using any radio advertising. According to Maxon Inc., New York, agency formerly in charge of the Feigenspan account, the company has discontinued all advertising.

Seeman Bros. Spots

NBC Contracts
A TOTAL of 30 new contracts and 8 renewals have been acquired by NBC's Radio-Recording Division for its syndicated transcribed programs. New contracts are with: WNBH WISH KTSM WMOB WMC WSAM WRBJ WSLS KECA WRK WRRE WENY WDEL WEAF WHIL WHLK WLOP WPSP WIME WGBI EGMM WTMJ WML WSOY WJFP WMAK KEYS KTMM KFWE WJNO WCHG WHCFL WESX All Canada Radio Facilities. Renewal contracts are with: WHDH KLRL WBRE WOR WJPF WMBR WPRO WRC WCHS KKL All Canada Radio Facilities. Programs covered are: Modern Romance, Weird Circle, Touchdown Tips, The Man You Will Remember, Betty and Me, Let's Take a Look in Your Mirror, General Hospital, Out of Life, Five Little Mysteries, and Carson Robison and His Buckaroos.

News Conferences Cancelled by Fly
Instead Will Call Reporters When He Has Any News
CALLING his weekly news conferences "dull" and a waste of reporters' time, Chairman James Lawrence Fly of the FCC told reporters last Monday he was cancelling his regular Monday meeting with the press "on that basis". He emphasized that the regular Monday meetings had been solely for convenience of reporters who wished to talk with him, and that from now on he would simply invite them to his office when he had a story or a statement to make. He called a conference two days later on allocations (see story elsewhere in this issue).

Most reporters attending his conferences lack adequate background in communications matters to ask intelligent questions, said Chairman Fly, while those who are informed regard questioning him "for reasons of their own". Mr. Fly indicated he would consider any suggestions from those who have been attending his conferences regarding future meetings with them.

Criticizes Network
Commenting on the CBS telegram to affiliates concerning the FCC's allegations of violations by CBS of the chain broadcasting regulations, Mr. Fly said he thought it "rather ill-advised and perhaps a bit too hurried. I am quite sure it was inaccurate, particularly the suggestion that Mr. Denny had gone over their contract and approved it. Mr. Denny never saw their contract."

Chairman Fly added, in response to a question of what the FCC would do if the explanation was not satisfactory, that it was "a problem for the licensees" and that the revocation of license was the Commission's only power to enforce compliance. "If we did, however, he thought the matter "can be cleared up by correspondence".

Asked if there were any instances of SRO for advertising on local stations, the Chairman replied, "I would guess there were a number of such stations". That is mostly true of the big networks, though also true of many individual stations, he said.

Labor Recruiting Discs
A NUMBER of leading war industries, including U. S. Aluminum Co., U. S. Rubber Co., Carnegie-Illinois Steel and Bethlehem Steel Co., are attacking the problem of recruiting employees through a program tailored by Harry S. Goodman Radio Productions, New York. The program is based on material from Army files, showing sacrifices being made by Americans overseas and urging listeners to help get the war over with. Titled To Whom It May Concern, the series of 60 five-minute transcriptions is aired three or five times weekly.
On Aug. 7, 1943, Station WJBK was presented with the Special Treasury Flag in recognition of its first year's work as a direct sales agency for United States War Bonds.

This award, the only one of its kind received by any Michigan radio station to date, commemorated the sale, over WJBK's own counter, of $1,350,025 in War Bonds in 12 months. This station's total now stands above the $2,000,000 mark, September sales alone having been more than $750,000.

All this money was derived from small individual purchasers, in response to appeals carried on special WJBK programs. Thousands of Detroit's workers pledged themselves to buy, and kept the pledge by coming to the studio, cash in hand, to get their bonds.

So the Treasury Flag is more than an official acknowledgment of a job well done. It is evidence of a type of audience loyalty and responsiveness that is extremely rare. Most important of all to the advertiser, it is proof of outstanding ability to perform.

WJBK has long carried more national advertising than any other station of its power in the United States. And that, when you come to think of it, is proof of performance too.
Three-Week Emergency Drive
By Radio Aids Paper Salvage

Broadcasts Important Factor in Averting Crisis
As Concentrated Campaign Is Waged on Air

RADIO completed an emergency three-week campaign Nov. 27 to avert a crisis in the paper industry, with indications that the situation already has been substantially alleviated as a result of the radio appeal, William M. Spire, deputy chief of the OWI Domestic Radio Bureau, asserted last week. Value of time and talent devoted to the drive was estimated by the bureau at well over $500,000.

Praising the industry for its cooperation, Mr. Spire stated that the emergency waste paper campaign which started Oct. 18 and was handled largely by radio had demonstrated its effectiveness by the end of the second week, with waste paper collection expedited in all parts of the country. Paper mills were closing down for want of waste material when the campaign came to their rescue, he said.

Industry Lauded
From various quarters in Government and industry, radio received appreciation for its work in the campaign. Herbert M. Faust director of the Salvage Division, War Production Board, declared: "The radio industry is to be complimented on the speed in which it made available its facilities in this special waste paper drive. While it is still too early to measure the actual results, there is evidence that this all-out cooperation in preparing and broadcasting original programs and urgent messages may have prevented a crisis in the production of paper necessary for vital war uses."

Letters were received last week by Mr. Spire from various manufacturers dependent on waste paper for their operations. The Schmidt & Ault Paper Co., York, Pa., wrote: "As one member of the paperboard industry operating a mill exclusively from waste paper, we wish to express our sincere appreciation of the assistance and the boost which you are giving the stimulation for the collection of waste paper by your splendid radio programs."

Kieckhefer Container Co. and Eddy Paper Corp., Camden, N.J., complimented OWI on the "excellent promotion covering the salvage of waste paper". The publicity given by radio, the concern stated, "cannot help but be of great importance in our present program."

The Eastern Conservation Committee of the Waste Paper Consuming Industries, New York, expressed similar appreciation for "such tangible help". The committee praised "the splendid reception, understanding and help" given by OWI to the campaign.

In carrying the special campaign, Mr. Spire said, the radio industry contributed time and above its other OWI commitments on waste paper salvage scheduled for the end of the year. Because of the emergency existing in the paper industry due to the critical shortages of waste paper and the need for immediate public action, program producers took 85 network commercial programs and 72 national spot and regional programs during the three-week drive Oct. 18 through Nov. 7.

The campaign required special handling, Mr. Spire explained. A telegraphed fact sheet was sent to OWI deputy chiefs in New York, Chicago and Hollywood to facilitate contact with writers and producers of leading network shows. In addition, General Foods, Procter & Gamble, Lever Bros., Standard Brands, Colgate-Palmolive-Peet, Bristol Myers, R. J. Reynolds, General Mills, and other large advertisers having special need for paper products were telephoned directly. They unanimously agreed to carry the campaign message without canceling existing allocations.

Listener Impressions
OWI estimated that at least 363,500,000 listener impressions were made during the three weeks of the waste paper salvage drive. Of this total, approximately 350 million impressions were obtained through the network allocation plan.

"We can safely assume that by the end of the radio campaign, the great majority of the nation's 100 million listeners will have heard at least three 'Waste Paper Salvage' messages", OWI stated.

In addition, OWI has scheduled regular allocation assignments during the week of Dec. 27-Jan. 3 for 50 network programs and three transcribed spot announcements to be carried daily on 324 local independent stations.
WHY AMPEREX TRANSMITTING AND RECTIFYING TUBES

The usual idea of a transmitting tube plant

Our is a scientific laboratory where large scale production operations are skillfully handled by trained technicians. If you could see just what we mean, it's the Ampex line of tubes more desirable...
In Time of War...

GIANT FORGE of radio in wartime is told in a folder put out by KWH-KTBS Shreveport, La. As the folder opens, the red, white and blue color scheme becomes apparent, along with the patriotic motif of the eagle, and groups of war impression pictures. "With pride," the folder says in part, "we point out the daily accomplishments being performed by the stations KWH and KTBS in this, the biggest job radio has ever been called upon to do." Then it speaks of radio "as a symbol of our wartime, citing the war jobs radio performs.

Public service are open only to a large and a small (less than 1,000 w) station in either the local or regional classification.

Entries may be submitted to the Peabody board by individual stations, networks, radio editors of newspapers and magazines, listener groups, or any person or organization, although the board will not necessarily restrict itself to entries in making selections. It will consider reports of its "listening-post" committee [BROADCASTING, May 10] and may on its own initiative select a program or station. Report blanks have been sent to chairmen of committees set up in 23 universities, in 118 cities in more than 40 states.

The Peabody awards are administered jointly by the Henry W. Grady School of Journalism, U. of Georgia, and the NAB.

The duPont awards, administered by a foundation established especially for that purpose [BROADCASTING, Aug. 30], are determined by a committee composed of a representative of a national woman's organization; a non-commercial, non-political affiliate of radio and broadcasting industry; a nationally prominent educator; a nationally prominent expert on political opinion and national affairs, and a representative of the Alfred I. duPont estate interests.

So. Cal. Phone Spots

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, in a campaign to eliminate unnecessary telephone calls over Thanksgiving will use three to five spot announcements daily on each of 20 stations in that area from Nov. 14 through Nov. 25. Similar twelve-day Christmas campaign will be started on Dec. 14. Station list includes KXX, KFI, KECA, KIHI, KFWB, KEMT, KFAC, KFVD, KXRD, KGFJ, KMPD, KGNU, KGB, KFSD, KFMF, KPRO, KVOE, KXO, KIEV. Agency is the Mayers Co., Los Angeles.

CLARA BEAM of Princeton, Va., has been awarded a WLN scholarship for her year's study at West Virginia U. College of Pharmacy. The award is one of seven which WLN Cincinnati is granting in its four-state area to aid pharmacy schools.

Gross and Net Income of CBS Show Increase

GROSS income of $35,845,109 is reported by CBS for the 39-week period ending Oct. 2, an increase of 18.9% over the gross of $45,429,615 for the same period of 1942, according to a consolidated income statement for the network and its subsidiary companies issued Nov. 1. Net for nine months of 1943 was $3,245,626, up 12.1% from the net of $2,974,511 for the same period of last year. Earnings per share are $1.89 for 1943 as compared with $1.69 for 1942. CBS board on Nov. 1 declared a year-end cash dividend of 90 cents per share on present Class A and Class B stock, payable Dec. 3 to stockholders of record at close of business Nov. 19.

P & G Buys "Claudia"

PROCTOR & GAMBLE Co., Cincinnati, has signed an option through the Leland White Agency on a radio version of Rose Franken's stage play "Claudia" and will broadcast the serial on CBS when time is available. The agency is Blackett-Sampele-Hummett, Chicago.
according to the latest 5 month C. E. HOOPER

WCPO

now leads all 3 local competing stations in 16 of the 20 half hour periods between 8:00 a.m. - 6:00 p.m.

May-Sept. 1943 C. E. HOOPER
HALF HOUR PERIODS — 8:00 A.M. to 6:00 P.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>Leads in</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCPO</td>
<td>16 out of 20</td>
</tr>
<tr>
<td>Station B</td>
<td>2 out of 20</td>
</tr>
<tr>
<td>Station C</td>
<td>2 out of 20</td>
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<tr>
<td>Station D</td>
<td>0 out of 20</td>
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The Talk of the Agencies

WCPO
CINCINNATI'S NEWS STATION

NOTE: These figures are exclusive of consideration of the fifth Cincinnati Station, which Station is not competitive to WCPO.
SUBSTANTIAL PRICE REDUCTIONS IN G-E TRANSMITTER TUBES

GL-169 (and GL-159)
Transmitting triodes—for police radio
Old price . . . . . . $80
NEW PRICE . . . . . . $60

GL-880
High-frequency triode—for international short-wave, frequency modulation
Old price . . . . . . $850
NEW PRICE . . . . . . $600

GL-893
Transmitting triode—for broadcast, international short-wave and high-frequency heating
Old price . . . . . . $750
NEW PRICE . . . . . . $650

THERE'S A G-E ELECTRONIC TUBE FOR EVERY PURPOSE
LEADERSHIP. General Electric has probably made more important contributions to the development of transmitting tubes than any other manufacturer. For example: G.E. did much of the early development work on tubes and circuits to produce the high-frequency oscillations that make radio broadcasting possible. G.E. developed the first water-cooled transmitting tube which made high-power broadcasting possible. G.E. developed the hot-cathode mercury-vapor tubes which cut broadcasting power costs tremendously.

G-E research, tube developments and manufacturing improvements go on—endlessly. Savings gained in this progress will always be reflected in favorable price advantages, in still higher tube efficiency and longer service.

Write for COMPLETE new price list showing reductions on additional tubes (Publication ET-5). Address Dept. 6-215, General Electric, Schenectady, N.Y.
WOMEN'S INTERESTS are being featured in a new autumn and winter program series on the Canadian Broadcasting Corp. national network. Each weekday afternoon special speakers discuss women's wartime problems on the network. On Monday topical news of interest to women is broadcast; Tuesday School for Parents is featured to show how parents can influence their children's lives; Wednesday, Ethelwyn Hobbs, specialist on wartime consumer information, explains to women the latest government wartime measures; Thursday Community Fun gives new and interesting club and recreational ideas; and on Friday, Winning the Peace gives practical ideas on the part women can play in the life of the country.

Tribute to Workers
CITIZENS COMMITTEE for the Army and Navy pay tribute to wartime workers in a weekly quarter-hour program heard on WMCA New York. Series is a successor to Women Can Take It, which the Committee used to promote the replacement of women in war industries. The program is presented in cooperation with the Overseas Cigarette Units of industries in metropolitan New York. The units were organized through the former program to collect funds to send cigarettes to soldiers.

Unique News cast Style
NEW STYLE newscast, titled News of Today & Tomorrow, has been added to the Sunday schedule of KYW Philadelphia. Utilizing three staff announcers, Alwyn Bach, Stuart Wayne and Franklin Evans, with rapid shifting and counterpart of voices adding pace to the show, the program format calls for one announcer to act as narrator, another as newscaster and analyst, and the third on the feature copy.

Previews
TO SHOWCASE its programs and personalities, Door-to-Door Broadcasting System, Hollywood, has started a five-weekly quarter-hour station promotion series on network stations. Titled Radio Tour, broadcasts include news of forthcoming network features, interviews with personalities and musical cues from scheduled shows.

Underground Activities
AUTHENTIC reports of Allied underground activities in occupied countries are presented on WNEW New York through arrangements with United Nations Information Service. Scripts are based on reports presented by recognized representatives of United Nations Governments. Program title is We the Living.

College News Service
REVIEWS the news from U. of California campus, the Daily Californian, university newspaper, has started a weekly quarter-hour program on KLX Oakland. Devoted to news of training service units, campus gossip, letters to the editor and a weekly guest, program is under supervision of student editors.

Pronunciation
CORRECT pronunciation of unusual words are given by Fred Utali, announcer and m.c., in a thrice-weekly five-minute program on Mutual titled Words in the News.

Comic Cut-Ups
IN ADDITION to reading comic strips aloud on his Sunday morning funnies show on KSAL Salina, Kan., Ben Green has high school students portray the comic characters.

From Blaw-Knox steel towers all across the country go a constant stream of signal impulses by radio, to keep a flyer on the beam — and bring him safely in. You may be sure that every Blaw-Knox vertical radiator — whether for broadcasting or for aviation — is built to measure up to all of its wartime responsibilities.

BLAW-KNOX DIVISION OF BLAW-KNOX CO.
Farmers Bank Bldg., Pittsburgh, Pa.

BLAW-KNOX VERTICAL RADIATORS
FM & TELEVISION TOWERS
for more than 22 Years...

Detroit's FIRST Station in every way

WWJ

America's Pioneer Broadcasting Station—First in Detroit
National Representatives

THE GEORGE P. HOLLINGBERY COMPANY
Owned and Operated by The Detroit News

BROADCASTING • Broadcast Advertising

November 8, 1943 • Page 29
"America's TALLEST Radio Tower" is Dedicated to the

For the first time since the war's beginning, the American farmer has been given official national recognition for his part in the winning of the war and the peace. It came finally, when WNAX, Yankton-Sioux City, invited Washington dignitaries and officials of Minnesota, Iowa, Nebraska and the Dakotas to appear before a crowd of 35,000 farmers. To them and through two CBS coast-to-coast hookups they expressed their appreciation for the achievements of American farmers in producing additional food to feed the world.

These dignitaries acted as a jury to select the "Typical Midwest Farmer"—Mr. Otto Baumhoefner, of Welcome, Minnesota. America's Tallest Radio Tower was dedicated to him, and through him, to all farmers who have worked so untiringly to help in the war effort.

WNAX arranged with the National Maritime Commission to name one of their Liberty Ships in honor of these farm families, and sent Mr. and Mrs. Baumhoefner to Portland, Oregon, where Mrs. Baumhoefner christened the "S. S. Midwest Farmer."

WNAX is proud that it could bring national recognition to the gallant efforts of the "soldiers of the soil."

MORE THAN 40,000 LISTENERS HAVE REQUESTED PICTURES OF AMERICA'S TALLEST TOWER AND THE TYPICAL MIDWEST FARMER
Typical Midwest Farmer

NOW HEARD BY MORE

Consulting Engineers estimate that America's Tallest Radio Tower now brings the voice of WNAX to 25% to 40% more people than ever before. Nearly 4 million people live within the old WNAX listening area (82% of them farmers), but this "cloud-buster" now enables WNAX to cover an area including 5 million or more people. This, plus a five-fold increase in night-time power, enables the "Big Aggie" Station to better serve a greatly increased day and night agricultural audience.

In addition to appearing before 25,000 WNAX visitors, Virginia Payne, known as "Ma Perkins," takes part in the WNAX "Neighbor Lady's" program with Mrs. Rudolph Kriegs, Typical Farmer's wife from Nebraska.

In addition to appearing before 25,000 WNAX visitors, Virginia Payne, known as "Ma Perkins," takes part in the WNAX "Neighbor Lady's" program with Mrs. Rudolph Kriegs, Typical Farmer's wife from Nebraska.

Bob Hawk, star of "Thanks to the Yanks," headlined the WNAX show. Here he is presenting the "Typical South Dakota Farmer," Aaron Burge, with a $100 War Bond, and Mrs. Burge with a lapel watch. All other runners-up received the same gift.
CONGRESSMEN IN BROADCASTS, SUGGEST BILL OF RIGHTS BE APPLIED TO RADIO

FREEDOM of speech by radio was the topic of broadcasts the past week by Reps. Martin J. Kennedy (D-N.Y.) and Karl E. Mundt (R-S.D.).

Speaking over WEAF New York and NBC, 10:45-11 p.m. Oct. 29, Rep. Kennedy urged listeners to get behind his proposed 22d constitutional amendment which provides that "Congress shall make no law abridging the freedom of speech by radio or wire communication."

Rep. Mundt, speaking last Tuesday on the Congressional Record on the Air, 8:30-45 p.m. over WOR New York, reading the first amendment, said: "Had radio broadcasting been in existence to its present extent when this amendment was written, our early American forefathers would undoubtedly have made specific mention of it just as they did of the press."

Rep. Kennedy, appealing to the "people of America for your help in behalf of freedom of speech on the radio" said: "Until recently, it was generally accepted that the first amendment to the Constitution, which guarantees the freedom of speech, applied with full force and effect to speech by radio or wire communication. However, two great discussions of recent origin have jarred the people of America out of this contentancy and have rightly caused us apprehension that the radio might be employed as an instrument of oppression rather than an agency of enlightened freedom."

Murphy vs. Frankfurter

He referred to the May 10 Supreme Court decision which gives the FCC powers over the composition of the traffic and the recent controversy involving the rights of commentators to broadcast their opinions. "Some commentators assert the right to express their personal opinions freely," said Rep. Kennedy. "Others would have the remarks of commentators subject to censorship."

Quoting from Justice Frank Murphy's dissenting opinion in the Supreme Court decision, Rep. Kennedy declared: "Judge Murphy was evidently alarmed, and I share his feelings, by the following statement, which is part of the majority opinion of the Court, rendered by Judge Frankfurter."

Mr. Kennedy then quoted from Justice Frankfurter's opinion in which the justice wrote that the standard Congress provided "for the licensees was the public interest, convenience or necessity. Denial of a station license on that ground, if valid under the (Communications) Act, is not a denial of free speech."

"This language of the Court practically says that Congress authorized a censorship and that the first amendment does not forbid such censorship," declared Mr. Kennedy. "In my opinion Congress, in 1934, never intended that the standards set up in the Act, public interest, convenience or necessity, should comprehend a censorship."

This recent decision indicates that a censorship could be set up under an Act of the Congress and not be in violation of the Free Speech amendment of the Constitution."

Mundt also addressed the House Oct. 18 on "Needed—A Code of Radio Good Behavior" [Broadcasting, Oct. 25], said that since radio is a modern development, "it is necessary for present-day citizens to apply the first amendment to the institution of radio in order to make certain that freedom of speech may be preserved and advanced by its use rather than jeopardized or circumvented."

"It is generally recognized that some new legislation is needed," he said. "As yet, however, there has been no general agreement in Congress as to the scope and nature of this legislation if it is to best serve the interests of the people of America."

Praises CBS Stand

Again praising CBS for its stand prohibiting copies in newscasts and criticizing a few commentators, Rep. Mundt said: "Unless correctives are developed from within the radio industry the signs of all point to the fact that either the Federal Communications Commission or the Congress, or both together, will have to step in to prevent the continued abuses of radio by the monopolistic corporations controlling the wave lengths assigned to them as a public trust by temporary governmental license."

"More and more people are advocating the establishment of a great radio network owned, operated and regulated by the Government in a non-partisan and unprejudiced manner," Mr. Mundt asserted. "I am not one of those who favors the Government ownership and operation of radio. I think the need in America today is for less rather than more Government competition with private business."

Jam Handy Catalog

NEW type catalog—directory classifying alldiffusion and motion pictures for educational purposes in radio, has been announced by the Jam Handy Organization, Detroit.

A new system of indexing, cross-indexing and classifying enables the user to locate more quickly the subject desired. Illustrations reproduced from the films themselves provide a preview for all of the subjects and various detailed information concerning the films is also contained in the catalog. Copies may be obtained free upon request.

INSPIRED by a meeting with Sig- mund Romberg, the famed composer, Leonard Leigh, KSTP St. Paul musical director composed seven tunes in three days. The tunes, titled "Don't Be a Fool", "What Am I To Say?", "The Look in Your Eyes", "I'll Fall in Love", "Waits With Wings", "Help Yourself to Love", and "Now Comes the Night", were heard last week on KSTP's Household Forum.
THE AROMA OF FRESH COFFEE BY RADIO . . .

In radio programs of the future, when the hero mentions the aroma of the coffee he's drinking — or when the bride buries her head in her wedding bouquet — or when the announcer lauds the appetizing fragrance of "Korny Krunchies" — listening and visual audiences will enjoy the scent right with them. Scientists and engineers are conducting experiments that promise the transmission of radio waves bearing the aroma of coffee, the perfume of a rose, the salty tang of the seashore and many other scents.

Radio faces many new horizons — new vistas of realism and power — after the battlefields grow heavy and ripe with grain again . . . after the boys come marching home to their wives and mothers and sweethearts . . . after the lights go on again all over the world.

Just as WCAU is a proponent of the finest in radio today (50,000 watts — clear channel — nondirectional: Philadelphia's first FM Station and one of the first stations in the country licensed for Television) so WCAU will face the new horizons to come, maintaining its position among the truly great broadcasting stations of tomorrow.

WCAU
PHILADELPHIA

50,000 WATTS IN ALL DIRECTIONS
Most people regard radio primarily as a peacetime medium of entertainment. They fail to recognize it as a potent weapon—fighting successfully on the "third front" of World War II.

One sector of that front—maintaining high morale among our fighting men—is brought into sharp focus in this advertisement—one of a series—sponsored by Westinghouse and reproduced below.

Our purpose in these advertisements is to accelerate public awareness of the vital service radio broadcasters are rendering in winning the war. We hope this awareness will bring long-time benefits to the entire broadcasting industry. Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime, our war-won knowledge and experience will again be turned to serving the radio broadcasters of America.
Radio Puts Over OPA Pledge; 5% Price Drop in New Orleans

"RADIO was a major factor in the success of the Home Front Pledge Drive Campaign," according to Mrs. Ella G. Roller of OPA Washington headquarters, who had direct charge of the operation of the campaign which last week rolled up the enthusiastic total of over 13 million signed pledges, aimed at inflation and black marketeers.

This radio success story is unique in that the campaign, national in scope and theme, was operated almost entirely on a local basis. Washington supplied only the printed pledges and posters, with a minimum of direction to regional OPA offices, and the latter "stepped out of the picture" in most instances as soon as a local sponsoring organization was found to take over the distribution and collection of pledges.

The Pledge

The pledge taken by consumers reads: "I pay no more than top legal prices; I accept no rationed goods without giving up ration stamps; they are not sold at a charge no more than top legal prices; I sell no rationed goods without collecting ration stamps."

Mrs. Roller, who kept in close touch with the campaign as it developed all over the country, said radio cooperated in every local drive, and in many instances led to the cooperation of other media. New Orleans food prices, which had been jumping wildly dropped 5% and leveled off within a month after its conclusion.

Jules Paglin, New Orleans OPA information man, got the pledge idea from Bill Burbank, member of the Young Men's Business Club, who urged its national adoption in letters to President Roosevelt, President Roosevelt, newspapers and radio commentators including Walter Winchell and Earl Godwin. The last-named played up the plan in his BLUE network broadcast, and the New Orleans block organization was cited by OGD Director James Landis for outstanding service, while OPA took up the pledge for a national campaign.

Close observers of the Pledge were exceptionally successful including Spokane, Milwaukee, Omaha and Bridgeport, Conn. Smaller cities in general reported the best results.

Bridgeport was the scene of a Mutual network broadcast originating from WICC, with Clifton Fadiman, Marion Anderson, Edna Ferber, Franklin P. Adams. In Omaha the pledges were distributed door to door by 3,000 OOD block leaders, who received their final detailed instructions on a broadcast over KOIL. In Milwaukee, retail stores used radio generally to promote the campaign. WTMJ, WISN and WEMP provided special programs and announcements.

In cities where the blanks were distributed through the schools, a method used where the block leader system was not developed, radio proved particularly helpful in expediting the handling of the pledge and urging signatures.

Important in radio's contribution were the spot messages released by the OWI on the Network Plan and on the Station Announcement plan, along with a transcription from Washington and live from OWI regional offices.

WAR Loan Campaign

IsCompiled by Treasury

Radio's contribution in time and talent to the Third War Loan drive amounted to $12,000,000 or approximately one third of the total estimated value of advertising and publicity from all media, the Treasury announced last week.

The radio estimate was compiled by Neville Miller, NAB president, and was based on OWI allocations and individual station activities, the department stated.

Mr. Miller reported to the Treasury the Third War Loan campaign was the biggest job ever undertaken by the broadcasters. The national campaign, which involved a heavy degree of promotion from all media at more than $36 million, of which newspaper advertising and publicity accounted for approximately $20,800,000. Magazines, motion pictures, outdoor advertising and reprogramming contributed $4 million. Radio stations, networks and commercial advertisers, according to the Treasury, donated 3,582 hours of radio time plus 200,000 spot announcements during the 22 days of the campaign.

Religious Series

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), has revised its schedule and is currently sponsoring a thrice-weekly half hour transmission version of Haven of Rest Radio, the radio's most popular program. The program has been added to the list. Included are KYF Rasmussen, N. D.: WTCH Boise, Idaho; KXEL and WIBG, WIBG Indianopolis; WMNN Fairmont, W. Va.; WLS Chicago; KFEL Denver; KPAS Pasadena, Calif.; WNAC Boston; XELO Tia Juana, Mex.; HCJB Quito, Ecuador. Religious group in addition to sponsors that program will make a live talent thrice weekly on 34 Don Lee Pacific stations, Tues., Thurs., Sat., 8:45-9:00 a.m. (PST). Agency in broadcast advertising, Los Angeles.

AP Wire to Yankee Net

YANKER Network announced last week it had contracted with the Mass Assn. for the special AP radio news service. According to John Shepard 3rd, chairman of the board of Yankee, in commenting on the deal, "Radio's prime purpose and most important public service are one and the same—communication of information. News must be brought to the public with as much speed and accuracy as possible."

Yankee stations receiving the PA service are: WOBY New York, WNBC New York, WEEA Providence, WAAR Worcester, WBUB Pawtucket, WGOH Portland, BRB Bangor, WPEA Manchester, WSAR Fall River, WNNH New Bedford, WHNR Putnam, WNEW Lawrence, WISH Lawrence, WILH Reading, WHIO Dayton, XEKO Lewiston, WRFH Auburn, WBBK Pittsfield, WSBY Rutland, WATR Waterbury, WBSM Fitchburg, Why Holyoke.

FILe of material developed by WINS Milwaukee and the radio network is being compiled by the American Institute of the History of Pharmacy in the Pharmacists' Association of the U. S. The program is of an institutional type, stressing the history and professional heritage of the pharmacy.
Radio Bishop

A RADIO PREACHER, one of the best loved public men of Buffalo, N. Y., has been elected Bishop of the Episcopal diocese of Pittsburgh. He is the Very Rev. Austin Parde, who as Dean of St. Paul's in Buffalo won national recognition through his MBS program, Our Moral, which the network rated among its top ten programs. Pittsburgh diocesan committee has asked the Bishop-elect to keep up his radio work.

Ask Okay on KSLM Sale To McElwain-McCormick

H. B. READ, sole owner of KSLM Salem, Ore., last week asked FCC approval of his sale of KSLM for $69,000 to Paul V. McElwain and Glenn E. McCormick. He would receive $20,000 cash on FCC approval and the balance in four yearly installments. He stated in his application that he wished to retire from the broadcasting business.

Mr. McElwain, who would have 130 shares of the total of 150, is secretary-treasurer of the Baker Broadcasting Co., Baker Ore., licensee of KBKR, in which he is principal stockholder. KBKR now has an application for transfer of control to Marshall E. Cornell and Lee W. Jacobs. Klamath Falls, Ore., pending before the FCC. Mr. McCormick also owns 30 shares in KBKR which are involved in the proposed transfer (Broadcasting, Oct. 11).

Mr. McCormick was formerly manager of KORE Eugene, Ore., and for two years has been manager of KBKR. Mr. McElwain is a partner with his wife and F. A. McElwain in Bay Motors, Marshfield, and Southwestern Motors, Coquilla, Ore.

Orange Bowl to Gillette; NBC Sustains Rose Bowl

CLOSELY following the announcement by Gillette Safety Razor Co., Boston, that it would again sponsor the New Year Day broadcast of the Sugar Bowl game, the company said it would sponsor coverage of the Orange Bowl game the same day, with both contracts set for the full CBS network. The Orange Bowl clash from Miami, 1 p.m. to approximately 3:30 p.m., will be described by Ted Husing and his assistant, Jimmy Dolan. The Sugar Bowl broadcast will begin at 3:46 p.m. from New Orleans, with announcers still unselected. Gillette's commercials will be for blades and shaving cream. Agency is Maxon Inc., New York.

NBC on Jan. 1, 1944, plans to bring its listeners a play-by-play description of the Rose Bowl game from Pasadena, presenting it on a sustaining basis with Bill Stern probably at the microphone.

FIVE additional firms—four of them in the retail field—have signed for local sponsorship of NBC's World News Roundup making a total of 22 local advertisers on the six-times weekly quarter-hour feature.
From county fair to big time...via WBT

Their success story is typical of WBT talent. Ten years ago, 3 youngsters met at a little county fair in South Carolina. One was tooting a trumpet in the carnival band...another picked banjo in a minstrel troupe...the third just came to the fair to show his uncle's blue-ribbon heifer.

They got acquainted and, in no time flat, organized a string band. With another recruit, they began playing the square-dance circuit of the Carolinas. Their fame went ahead of them like a squirrel in a forest. It reached WBT. WBT, always hunting new talent, put them on the air. They've been favorites with WBT listeners ever since.

Gene Autry persuaded the Tennessee Ramblers to get leave and visit Hollywood. They made six pictures. Now the Ramblers are back for a series of personal appearances in Carolina theatres.

The Ramblers had a fine time in Hollywood, but they say their main interest is still WBT. We've just signed them up—exclusively—for another year and put them on the air across the board, 11:30-11:45 A.M., with WBT's yodelling Claude Casey as emcee. It makes a show to delight the heart of any Carolinian.

Ready now for sponsorship, the Tennessee Ramblers offer the triple value of radio popularity, movie stardom (their latest picture is about to be released), and widespread personal appearances. All in all, a very likely package to discuss with us or Radio Sales very soon.

Represented by Radio Sales
the SPOT Broadcasting Division of CBS.
Industry Company Radio Stations contribute to American Family entertainment in a manner that inspires friendship and confidence.

Home front Americans in Fort Industry radio station markets - and they are most important and productive - like advertisers, recognize that

If it's a Fort Industry Station You Can Bank on it!

WWVA
Wheeling, West Va.

WHIZ
Zanesville, Ohio

WAGA
Atlanta, Ga.

WMMN
Fairmont, West Va.

WSPD
Toledo, Ohio

WLOK
Lima, Ohio
That Red Herring

THE BEST way to lift legislation is to raise merry red about so-called monopolies, and defend the "little fellows". That has been the recognized political formula from time immemorial. It was trotted out last week by FCC Chairman Lawrence Fly. In opening the proceedings on the White-Wheeler Bill, he barged into a tirade against NBC and CBS and the "stooge NAB", who are seeking to restore "monopoly" through a Congressional "repeal" of the FCC's network-monopoly regulations, as he views it.

Mr. Fly did everything but talk about the bill and its provisions. He defended the FCC's administration. He blossomed forth with the story of how networks and stations are making more money than ever. It was money, monopoly and big business.

Before the hearings are over, we trust the "little fellows" will speak for themselves. This issue is not monopoly at all. It is the right of radio to enjoy the freedom of action and opportunity guaranteed by our Bill of Rights and our Democracy. If monopolies exist, the job is one for the Department of Justice under the anti-trust laws. Incidentally, the Department only a few days ago saw fit to drop anti-trust actions pending against RCA-NBC and CBS.

We think the Senate Committee understands the issue. It remains only for those interested in preserving a free, competitive American system of broadcasting to come forward and say their pieces, fully and factually, and without fear of reprisal from any quarter.

Study in Contrasts

THERE'S shooting aplenty in Washington these days about radio. Hearings are under way in the Senate on new legislation. The House, through two separate committees, is trying to make up its mind where to head in.

Because of the developments bound to come, there should be a better understanding of what this shooting is all about. People tell us that radio is always howling calamity, but never seems to get hurt. Chairman Fly observed the other day that the networks and stations are making more money than ever.

To clarify things, there's a study in contrasts in our last issue. Commissioner C. J. Durr, freshman member of the FCC who rather consistently has followed the philosophy of FCC Chairman Fly, raised the question of radio's ability to spread "culture and ideas" now and in the future merely as a "by-product of advertising". In a speech before the Third Free World Congress in New York he broadened his horizon to embrace world-wide radio, not simply domestic service. It was an address, cleverly contrived, in which he depreciated commercial radio without, however, making a plea for government operation.

In the same issue, Young & Rubicam, advertising agency that has blazed a trail of successful radio advertising, told an enthrall-

ing story of "How America is using one of its greatest war weapons"—radio. It explained that when war struck, this nation had one asset unmatched by any of our enemies or our allies—a radio audience of about 100 million citizens whom the government could count on to turn to their radios. They could be reached with vital war messages—this audience built over the years by American business.

Still quoting Y & R: "More than $90,000,000 worth of time and talent was donated to the Government in 1942, and time and talent now is being donated at the rate of $8,000,000 a month. In actual broadcast time the aggregate of war messages broadcast totalled more than 18,000 hours or 750 days of listening.

Y & R brings out clearly and cogently that American radio programs are more intelligent, more entertaining, more skillfully presented than those of any other nation. It observes: "The big reason for this is that in America radio is a competitive, business enterprise—in other countries, government supported."

That is the sort of radio Mr. Durr questions. It is the same radio that Mr. Fly has, on occasions, lamsted because of its refusal to sell time for controversial issues, or for the sale of union membership or such like.

It is worthy of note that the Durr position, sketched in his New York address, coincides as if from the same mold with the report of Philip Murray, CIO president, to the CIO annual convention in Philadelphia last week. Mr. Murray attacked commercial broadcasting. But, while the FCC protagonists of sale of time to labor and cooperatives cited the NAB Code as precluding such sales, Mr. Murray commented that labor finds it difficult to advertise because it is "financially unable to compete with big business."

So, when you are asked what all this shooting is about in Washington, keep in mind that it's as basic as radio itself. It's not this needling here, or pin-prick there, but the whole mosaic on which these reformers are working. That is toward a controlled system of radio.

In Britain (where the pendulum is swinging the other way) they call it the British Broadcasting Corp., a government monopoly.

Off-side

OPTTIMES we have been accused of a "radio can do no wrong" complex. Sure we go down the line for radio, though betting men have griped about practices that bode no good.

It now behooves us to get something off our chest. Why in the name of Marconi should two, or three or more networks carry the same football game each Saturday, just because it happens to be the standout? Unshirted heck was raised (by us and by others) when Elmer Davis wanted to combine all networks for a simultaneous program. The same has happened when others have advanced the thought of universal hookups for anything less than a Presidential address or some earth-shaking event.

Radio isn't helping itself or anybody by forced listening of that kind. We hopefully suggest that the four nationwide networks get together in advance and toss a coin on who gets what games. The law of averages should take care of the rest.

SHELDON CONYER VINSONHALER

WHEN a good man and a good job get together, they should continue the partnership. Sheldon Vinsonhaler found his niche 17 years ago when he headed WBLN Little Rock—KLRA—and has been its manager and guiding hand ever since.

But before KLRA entered the picture, Vinsonhaler played the field of employment possibilities. After his discharge from the 19th Field Artillery Brigade at the close of World War I, he decided on a business career. So he entered business college, from which he was graduated right into the California film industry. He worked with Lois Weber Productions and Maurice Tourneur. Then he transferred to the Burroughs Adding Machine Co. in Los Angeles, as a salesman.

The California climate was balmy, the job good, the business career progressing as scheduled, but Sheldon Vinsonhaler, being an imaginative young man, felt the call of distant lands, a nagging urge for adventure. And being also a practical chap, Vinsonhaler put foundations under his air castle by securing a job to support his adventuring. Soon he was on his way to Central America as an employee of the United Fruit Co. He liked the Spanish customs so well that he stayed two and a half years.

Whether it was the attraction of a young lady of Little Rock who was later to become Mrs. Vinsonhaler, or the offer of a position with Atwater Kent Radio as Arkansas representative, is a matter of conjecture, but one or the other brought Vinsonhaler back to Little Rock. He had gone to school there and spent much of his early life in that city before his family moved to Fort Worth, Tex.

That was in 1926 when he returned. That same year Roy Stueber, state distributor for Atwater Kent, bought a 50 watt portable transmitter, with the call letters WLN, now KLRA, to 1020 kc, by authority of the Dept. of Commerce.

"And that is the way it all started," says the man who has been its manager since. "From there on," he says, the company went through "gradual power increases, hearings, falling eyeglass from looking over the spectrum for better frequencies until we are now on 1010."

Roy Stueber sold his interest in the Arkansas Broadcasting Co. in 1932, to A. L. Chilton, and later the company purchased KGHL Little Rock, which it now operates. Thus, Vinsonhaler is now general manager (Continued on page 42)
This is Number 3 in a series of stories of
PUBLIC SERVICE by KOIN, Portland, Oregon

The subject of No. 1 was a summer series of City Park Concerts . . . of No. 2 “Wartime Women,” KOIN’s award-winning nightly broadcast of women’s war activities . . . Now comes

MILLION DOLLAR

★

CLUB ★

—a half-hour broadcast at 9:30 p.m. each Tuesday on the theme of year-round War Bond promotion. Launched early in ’43 with the enthusiastic support of the Oregon War Bond staff, its top quality entertainment value has earned it a substantial Hooper rating. A score of radio artists blend songs, music and fun . . . with every show climaxed by the initiation of prominent citizens credited with the sale of a Million Dollars in War Bonds. To date club membership numbers 82, including many of the best known names in Oregon.

JOHNNY CARPENTER, Director of Special Events, m.c.’s the shows and CHET DUNCAN, Director of Public Relations, is responsible for the initiations.

KOIN

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc. National Representatives
Our Respects to
(Continued from page 40)
of KLRA and KGHI, and also commercial manager of KLRA.
During the expansion period of the stations, he has built five sets of
studios. And moved them four
times. He has supervised construc-
tion of three transmitters, com-
plete with tower and ground sys-
tems, only to have the poten-
tial in Arkansas wind topple them over—all
but the last. And he has the dis-
tinction of having one station (KGHI) with a single
frequency in the Midwest and Mutual,
and another station (KLRA) with one
network—Columbia—and two
frequencies.
Sheldon Vinsonhaler was born
Sept. 5, 1896 in Chicago, and was
educated in Little Rock and Fort
Worth. In 1930 he married Janet
Keith, now the mother of their
two children, Keith, eleven, and
James, just five.

As chairman of the State Ap-
peal Board of Selective Service,
Sheldon takes his place among the
volunteer war workers, in addition,
to his government position. The fine way you fel-
low have followed through on all
important details, makes us glad
we chose KSO for the Des
Moines Market.

"It has been a pleasure working
with you for the past 21/2 years.
The fact that our program con-
tinues on and on, speaks for it-
self."

Bill Seeks Recognition
Of Public Relations Men
IN A RENEWED effort to enlist
active cooperation of stations in
the conduct of industry public
relations, Edgar Bill, chairman of
the NAB public relations com-
mittee, has sent all NAB members
a printed pamphlet. There is an
Indispensable Man in which sta-
tion managers are asked to ac-
knowledge their responsibility for
these reasons:
"He controls station policy; he
can commit the station to coop-
eration in public projects; he
can determine the expenditure of funds for
staff memberships in civic and so-
cial clubs and other organizations;
he controls the public relations media; he
is a 'public symbol' of the station; he is permanent."

SUGGESTED copy for radio commer-
cials, newspaper, magazine and poster
commercials, could be used in both
layouts and other material for
advertisers to use in helping to
lighten inflation, could be reprinted
material issued by the War Advertis-

ing Council, titled "37 Billion
Dangerous Dollars."

SHouse on Special Mission to London
JAMES D. SHouse, vice-presi-
dent of the Crosley Corp. In charge
of broadcasting operations, will
visit London shortly at the invit-
ation of the British Broadcasting
Corp. and at the same time will
undertake a special mission for OWI.
A pioneer broadcast exec-
tutive, Mr. Shouse has served on the OWI Radio Bu-
rery's consulting staff since its
creation two years ago. He also has been iden-
tified with overseas operations, in view of
the Crosley ownership of WLW, international broadcast-
station.

Other top broadcast executives
on missions to the European and
Mediterranean war theatres in-
clude Niles Trammell and John F.
Royal, president and vice-presi-
dent respectively of NBC now
and Col. S. C. Paley, CBS
president, who shortly is expected
to leave for North Africa on a special mission for OWI
Director Elmer Davis. During
Shouse's absence, Robert A.
Dunville, vice-president of the
Crosley stations and executive assistant general manager, will be
in supervisory charge of WLW and
WSAI.

T. McGRegor Parker, WBT
(Charlotte, N. C., sales promotion
manager, has been appointed to the
board of directors of the United
States Defense Volunteers
Office, for the Charlotte district.

Dudley Tichenor, former
manager of KYW Colorado Springs, is
on election orders, succeeding
Everett Shupe of the sales depart-
ment.

Harold Ross, NBC Western di-
sion publicity director, returns to
Hollywood headquarters Nov. 22 for
flying conferences in Chicago and
New York.

Fred R. Ripley, has resigned as
vice-president and director of WSYR
Syracuse. Future plans are not yet
known.

A. A. Brandt, general sales
manager of General Electric Co., Schen-
ectady, will present a special film
explaining the engineering develop-
ments which make television possible and
their adaptation to post-war tele-
vision sets, as a feature of the Nov.
17 luncheon meeting of the American
Marketing Association. The program is a con-
tinuation of the "Radio in Wartime"
series begun with the AM
conference by the AM
under the chairmanship of George H.
Allen. It is open to all agency, ad-
vertising and media personnel.

Tolman a JG
DAVID E. TOLMAN, attorney in
the Washington law offices of
Segal, Smith & Hennessy, has
been commissioned as a lieutenant
(jg) in the Navy, and reported last
Monday at Quonset Point, R. I. for
an indoctrination course. Lt. Tol-
man, a native of Salt Lake City,
has been with the Segal firm for
past seven years. Lt. Com. Paul M.
Segal, senior partner, has been
on active duty at Naval Commu-
nications Headquarters in Wash-
rington for the last two years.
Historians may question whether canny Peter Minuit actually purchased Manhattan Island for $24. . . .
But there's no question about the sales-influence canny advertisers are buying in the rich mid-west region served by the Cowles Stations. Blessed by Nature with the world's most productive farm land, this area includes:
16 wholesale centers, over 25,000.
90 retail centers, 5,000 to 25,000.
601,543 farms, each a war-industry in itself.
1,387,690 radio homes (daytime primary) with population-total of 6,000,748.
To this entire region, Cowles Stations beam your advertising at group rates as low as $61.50 for a daytime quarter-hour on three stations . . . truly the BIG BUY of 1943.
WCKY Men to Service
FRED THOMAS, WCKY Cincinnati news editor, and John E. Murphy, publicity director, have reported for duty in the armed services. Mr. Thomas is at the Marine Corps base San Diego for basic training and Mr. Murphy is at the Naval Training School, Naval Air Station, Quonset Point, Rhode Island, where he will become a lieutenant (j.g.) in the Naval Reserve.

DICK PRESENZ, special effects man of CBR Vancover, has resigned.

DARRELL DOWELL, newscaster of WDFN San Francisco, married Bernice Green, a member of the San Francisco OWHI staff, on Oct. 23. RAY BOHANNAN, formerly with KGW San Francisco, has announced a new program to be air.

CHARLOTTE MORRIS, new to radio, has joined the musical staff of WJJD Chicago. She replaces Dick Baker, who will freelance.

CLYDE B. BARTLETT, a new announcement man of WACU Philadelphia succeeding Taylor Grant, who continues with the station handling news programs.

RAY WALKTON has left the announcing staff of WBBG Philadelphia to join the staff of WJJD Chicago. He replaces Dick Baker, who will freelance.

MAURICE WALLER has joined the announcing staff of WLW Cincinnati. June Bulmer has been appointed public service director.

LEE TAYLOR, formerly of WBBG Baltimore, and Hal Barrows, formerly of WEFM Miami, have joined the announcing staff of WJNO West Palm Beach, Fla.

JOHN KENNEDY, KJMS Mankato, Minn., has been named director of public affairs. He has been with the station for the past six months. MARION HALEM, traffic manager of KJBS Mankato, Minn., has been named director of public affairs.

EUGENE LITZ, former announcer of WBBM Chicago, has been named program director of WJJD Chicago.

ROBERT R. FOWLER, a former announcer of WBBM Chicago, has been named program director of WJJD Chicago.

MARGARET EARLY, former announcer of WBBM Chicago, has been named program director of WJJD Chicago.

EDWARD T. ROBERTS, former announcer of WBBM Chicago, has been named program director of WJJD Chicago.

A. A. ROBERTS, former announcer of WBBM Chicago, has been named program director of WJJD Chicago.

JACK DENNEN, formerly of CCRW, has joined the announcing staff of CFRB Toronto, replacing Collingwood Head.

WALLY ARMOUR, formerly of CFRB Toronto, has joined the announcing staff of CFRB Toronto, replacing Collingwood Head.

HERB ALLEN, formerly of CBS Hollywood, has joined the announcing staff of CFRB Toronto, replacing Collingwood Head.

JOHN M. TEELE, former announcer of KGO San Francisco, has joined Pan American Airways as a radio announcer.

YVONNE DALL, formerly of CFRW Los Angeles, has joined the announcing staff of CFRB Toronto, replacing Collingwood Head.

VIRGINIA DAVIS, former director of CFRW Los Angeles, has joined the announcing staff of CFRB Toronto, replacing Collingwood Head.

CATHARINE VORDERBERG, formerly of WBBM Chicago, has joined the announcing staff of CFRB Toronto, replacing Collingwood Head.

L. D. BARNARD, former program director of CFRW Los Angeles, has joined the announcing staff of CFRB Toronto, replacing Collingwood Head.

DARYL KARVEN, formerly of CBS New York, has joined the announcing staff of CFRB Toronto, replacing Collingwood Head.

ROBERT G. RYAN, formerly of CFRW Los Angeles, has joined the announcing staff of CFRB Toronto, replacing Collingwood Head.

BROADCASTING • Broadcast Advertising
TODAY'S HISTORY IS TONIGHT'S DRAMA!

For more than ten years now, WMCA's poignant daily news drama, FIVE STAR FINAL, has presented a stirring picture of world events to New York's anxious millions. FIVE STAR FINAL is much more than part of the pot-pourri of radio shows flooding metropolitan airlines. This is one of the most looked-forward-to, talked-about institutions in this great market.

Because night after night after night, a hard-working group of radio folks unfolds the day's history before the smoke has a chance to clear. . . fifteen minutes of skilfully written, superbly produced dramatization of last-minute news. The oldest daily show of its kind in radio! More important to you, though, it's an institution advertising-wise.

Why not let us tell you about those advertisers who have successfully used FIVE STAR FINAL throughout the past decade. The show is available right now three nights a week and you'll certainly want to know its story. Just ask us or Weed & Company for the lowdown.

wmca

FIRST ON NEW YORK'S DIAL 570 . . . AMERICA'S LEADING INDEPENDENT STATION
OWI PACKET, WEEK NOV. 29

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 29. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your client what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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<tr>
<td>Wave Recruiting</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Bonds For Christmas Gifts*</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Fight Waste</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Eat More Potatoes</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Cigarette Talk</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Tax Return</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Mail Early For Christmas</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages No. 84 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

*55 seconds—available for sponsorship.

Conservation, Potatoes, Income Taxes Get Special Treatment in OWI Packet

FOUR special war jobs are tackled in the group of campaigns listed for broadcasting under the OWI Domestic Radio Bureau allocation for the week of Nov. 29. These are: Conservation of all civilian goods and services, a "mail early" campaign for civilian Christmas gifts, a campaign to move potatoes into home storage and larger consumption, and a drive to remind farmers to file their income tax returns.

Farmers, unlike other Americans, file their estimated income tax report on Dec. 15 this year (non-farm workers filed Sept. 15). The form is easy to fill out and local collectors are glad to answer questions. Many farmers who will file a return this year have never done so before. The OWI messages will be broadcast live on the National Spot Plan.

Eat More Potatoes

Dealing with another "agricultural problem" is the Eat More Potatoes Campaign, scheduled for the OWI group of stations under the Station Allocation Plan. The problem is a surplus—America's fall potato crop is breaking all records. Although storage facilities are larger than last year there will not be enough space to house all the potatoes. Civilians are being urged to buy and to store large amounts.

The Fight Waste campaign is billed by OWI as the overall campaign to promote conservation of everything civilians buy. Demands of our armed forces and fighting allies preclude any unnecessary production pressures to meet civilian needs. Listeners are urged to conserve, buy sparingly, share willingly and salvage those things formerly thrown away. Fight Waste is scheduled on the Network Plan and on all independent stations, thus giving it complete coverage.

Fourth of the "war jobs" which OWI is asking radio to do during the week of Nov. 29 is the "friend "Mail Early for Christmas." Early Christmas mail for soldiers overseas has been urged by radio and by newspaper advertising of department stores, with exceptionally good results. (Some soldiers have already received their holiday gifts!) The problem of civilian Christmas mail is a hardy perennial made acute by the wartime transportation difficulties. OWI's announcements will be heard on the Network Plan, and national advertisers will cooperate with messages delivered via the Special Assignment Plan.

Although OWI makes no mention of a relationship between the Fight Waste campaign and the November-December campaign for War Bonds, observers are quick to point out that the War Bonds for Christmas idea is aimed at the de-

SOUTHERN HOSPITALITY as practiced in Hollywood, was extended T. V. Hartnett (left), president of Brown & Williamson Tobacco Co., by this talent-network-agency trio, when he dropped in on rehearsal of the weekly NBC Red Skelton & Co. during his recent West Coast visit. Winton-Salem tobacco firm sponsors the weekly half-hour comedy series. Welcoming Mr. Hartnett (1 to r) are Red Skelton, star of the show; Sidney N. Strotz, network Western division vice-president, and John Guedel, vice-president of Russell M. Seeds Co., agency servicing the tobacco account.

During the next 13 weeks . . . the New York and New Jersey listening public will become even more WPAT conscious through consistent advertising in the . . .

NEW YORK TIMES NEW YORK WORLD-TELEGRAM NEWARK NEWS PASSAIC HERALD-NEWS

PATERSON CALL

Sell your clients WPAT . . . the fastest growing station in the metropolitan area.

Radio Station WPAT

PATERNON, PARAMOUNT BLDG.

NEW JERSEY NEW YORK
COMEDIANS "RIB" Peoria

But IN THE BUSINESS OFFICES, men who are responsible for SALES know these facts

$ Peoria is a good market now. Factories are at peak production. Business is showing tremendous volume. Agriculture is highly profitable.

$ Peoria will be better after the war is won. because of (1) diversified industry, (2) post-war planning for quick change over, (3) agricultural stability.

$ 614,200 Persons in Peoria. They are your potential customers. 191,515 are employed. Those in agriculture and industry have an average income of over $3,000 a year.

$ Close to the Hearts of the People. No outsider can get into this market like WMBD. For 17 years, folks have depended on WMBD for the best in entertainment, news, community service.

$ A progressive, fertile market. Put a share of your advertising dollars to work in this wealthy market. One-medium coverage — WMBD — assures you of generous rewards for your sales effort.

WMBD

KEEP ON BUYING WAR BONDS
CAB Reports Gain In Radio Audience

NET LEADERS OPEN SEASON WITH HIGHER RATINGS

LARGER audiences are building up for the 1943-44 radio season, CAB predicts on the basis of its first report of the fall and winter period. The report includes the initial ratings for six old-time radio productions, Fibber McGee & Molly, Eddie Cantor, Kate Smith, Bob Burns, Amos 'n Andy, and Big Town.

Cantor Up 7 Points

Scoring 37.6, as against 35.0 for October, 1942, the Fibber McGee program immediately became the leading network program. Eddie Cantor opened at 24.3, a jump of seven points over the last year's corresponding figure. Kate Smith was recorded at 19.7, compared with 20.1 in October, 1942. Bob Burns initial rating was 18.6, more than double his 9.0 score of last year. Amos 'n Andy, radio's oldest character act, returning to the air as a half-hour show, was rated at 17.3, making it the 21st among evening half-hour programs. Big Town, now sponsored by Ironized Yeast, was rated at 12.1.

The median of half-hour evening programs for October, 1943, is reported by CAB as 11.9 by the day-part recall method and 9.9 by coincidental. For the same month of last year the medians were day-part 10.5, co-incidental 9.5.

The 10 CAB leaders for October are: Fibber McGee & Molly, Bob Hope, Lux Radio Theatre, Charlie McCarthy, Chase & Sanborn, Kraft Music Hall, Red Skelton, Sealtest Village Store, Maxwell House Coffee Time, Aldrich Family, Kay Kyser and Hit Parade.

Noble Dined

The BLUE announcing staff welcomed Edward J. Noble to his new post as owner of the BLUE at a dinner at the Oney Inn, New York, Nov. 5. Guests included: Mark Woods, Edgar Kobak, C. Nicholas Priaslock, Phillips Carlin, John McNeil, C. P. Jaeger, Charles Barry, Murray B. Grabhorn, G. W. Johnston, Ray Knight, and Melvin P. Wamboldt. Attending were members of WJZ's sales staff as well as the network and spot sales staffs.

Tea Bureau Cited

STRIKING at tactics of Tea Bureau Inc., New York, for increasing the consumption of tea in the United States, the Federal Trade Commission has directed a complaint against both the company and its agency, William Esty & Co., New York. Tea Bureau, controlled by the International Tea Market Expansion Board, an English corporation, and sponsored by the growers of British India, Ceylon, Sumatra and Java, came under the judicial eye of the FTC with advertising over the radio and in other media saying, it is alleged, that tea will relieve persons whose activities induce chronic fatigue and nervousness. Also objected to is the alleged claim that drinking tea will improve health, increase vitality and restore energy and may be drunk in any quantity without injurious effects.

NOBLE DINES

Mr. Coulter

Douglas Coulter, director of broadcasts of CBS, was elected vice-president in charge of programs at a meeting of the network's board of directors Nov. 1. He has been with CBS since April 1936, joining the network after 11 years with the radio department of N. W. Ayer & Son.

Born in Baltimore, Mr. Coulter received his A.B. degree from Johns Hopkins U in 1921, did post-graduate work in geology here and abroad and taught for a while at the American University in Cairo, joining Ayer on his return to America in 1925. Five years later he was made vice-president in charge of radio at the agency.

Mr. Coulter joined CBS as assistant director of broadcasts. He was made director in the spring of 1941.

Bentley in London

Julian Bentley, news editor of WLS Chicago, arrived in Great Britain Oct. 27, a guest of the British Information Service. He will study agricultural and radio problems. George C. Biggar, of WLW Cincinnati, also is in England as a BS guest [Broadcasting, Nov. 1].

Decca Profit

Decca RECORDS reported a consolidated net profit of $679,076 for the first nine months of 1943, after provision for taxes, compared with a net of $564,992 for the like period of 1942. Earnings are equal to $1.75 per share this year, compared with $1.43 per share last year. Decca board of directors on Nov. 1 declared an extra dividend of 40 cents a share in addition to the regular quarterly dividend of 25 cents a share, both payable Dec. 14 to stockholders of record Dec. 1.

Wisner Wins Award

Harry Wismer, Blue sports commentator, last week was given the Sporting News award for the "outstanding sports announcer of the year". Presentation, which took place in New York Nov. 4 before a gathering of sports writers and radio editors and officials, was broadcast on the BLUE. Arthur Flynn, business manager of Sporting News, made the presentation.

"MIRACLE Radio Control" and "MIRACLE Aerial Loop" manufactured by Miracle Mfg. Co., Conshohocken, Pa., will not produce greatly improved reception or enable one to hear clearly both foreign and domestic broadcasts which otherwise would be unobtainable, according to a Federal Trade Commission order to cease making such representations. The "Control" has "no effect whatever upon a receiving set" says the order, and the "Aerial Loop is nothing more than a length of insulated copper wire..." and is "no more effective... than a length of ordinary copper wire."

WILLIAM H. DAYTON and WHOI

are

"Just like that!"

In war and peace the Dayton market—and it's a rich one—听众 most to the station that leads in civic service, top local shows, and the "cream" of Columbia. That's WHOI—as any Daytonian will tell you.

WHIO IS

THE DAYTON MARKET

5000 WATTS • BASIC CBS • G. P. HOLLINGBERRY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

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BROADCASTING • Broadcast Advertising
We’ve got a hook in our voice

One’s larynx, we’ll admit, is an unusual place to find a hook. Particularly a radio station’s voice box. Yet that’s where you’ll find ours. A diabolical weapon, too, if ever you saw one.

This hook in the voice of WHK pulls cutomers in off the street, extracts money from their pockets, hands them your merchandise, and sends them on their way smiling broadly. (No, Cuthbert, it does not wrap packages.)

We know all this, because we get our dope straight from Cleveland’s best-informed feedback—the merchants of our town. They use more time over WHK than over any other leading station!

No wonder WHK is retailers’ choice in Cleveland. Merchants have found out that WHK sells ... the ... goods! If today’s retail advertising doesn’t pay off tomorrow—oh oh! But, no oh-oh! Where WHK is concerned. That’s because we’re the Voice with the Hook. Try us and see.

NO WONDER

WHK

is

Retailers’ Choice in Cleveland

Represented by Paul H. Rayner Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland and WHKC, Columbus
First Listener Study in Occupied Europe Shows Our News Programs Effective

THE VOICE OF AMERICA, speeding 2,500 broadcasts a week, in 26 languages, across the Atlantic by shortwave radio, is heard and its counsel followed by the people of occupied Europe, who risk their lives to listen, declared Louis G. Cowan, chief of the Radio Program Bureau, Overseas Branch, OWI, at the second annual luncheon given by the Pulse of New York, research organization.

10% Heard Programs

Citing the first survey ever made of listening habits in enemy territory, Mr. Cowan said interviews with Italians in Catania showed that approximately 10% of the population had heard programs from America, either directly or as rebroadcast on medium waves from the BBC in England. Today American transmitters in Algiers, Tunis and Palermo are also rebroadcasting the shortwave programs to Europe. He played recordings made in Madrid and London to show the general high quality of reception of our shortwave programs, despite atmospheric conditions and Nazi jamming.

News, with a maximum of fact and a minimum of commentary, is the program preference universally expressed by refugees from Nazi-occupied countries. When a man is risking his neck to hear the truth, he is not interested in any frills, any analysis, or anything except the true facts, Mr. Cowan said.

As an example of the effectiveness of these broadcasts, Mr. Cowan told how the OWI last summer beamed to France quotations from Herman Goering's speech promising that if there is not enough food to go around the Germans will eat first. OWI followed this with advice to French farmers not to turn all of their crops over to the Nazis, but to secrete what they could and destroy as much as possible. These broadcasts were followed by a wave of sabotage, he reported, in which Nazi granaries were burned and farm machinery destroyed to prevent the conquerors from shipping the crops to Germany.

Professional Listeners

Where prohibitions against listening are strictly enforced, Mr. Cowan reported, a few professional listeners hear the broadcasts and then disseminate the news by word of mouth, handbills or underground newspapers. Sets and parts are pooled and the BBC has assisted by broadcasting detailed instructions for preserving and repairing sets and even for converting medium wave receivers to shortwave sets. To lessen the danger of continued listening, the OWI news schedules are rigorously maintained, he said, with news in English, German French and Italian broadcast at the same times every day, and broadcast slowly and clearly with a headline summary at the beginning and conclusion to counteract possible jamming by the enemy.
Canadian Advertisers Discuss Post-War Management Issues in Toronto Session

29TH ANNUAL MEETING of the Association of Canadian Advertisers at Toronto Oct. 28-29 elected R. L. Sperber, Sterling Products 1943-44 president. Postwar planning, public and personnel relations and management were topics of discussion at the session. Subjects were chosen by a poll of the members prior to the annual meeting, with postwar planning first choice, and sales management problems second.

Among those addressing the convention were Edward L. Bernays, public relations adviser to the U.S. government, who urged the postwar creation of a joint board between Canada and the United States to promote mutual understanding; E. G. Hildebrand, assistant vice-president of the Bell Telephone Co. of Canada, who spoke on "The Position of the Advertising Manager in Personnel Work"; J. C. Adams, general counsel, Central Ontario Industrial Relations Institute, whose subject was "Why Collective Bargaining"; Harry H. Rimmer, advertising manager, Canadian General Electric Co., who headed a forum on "Motion Pictures in Industry"; Arthur A. Porter, managing director of the Canadian Institute of Public Opinion, who was featured dinner speaker on "Tomorrow's Mind".

Two Listener Groups

"There is no radio advertiser today," Mr. Porter stated, "who cannot get a continuing record of the percentage of the radio audience his program receives, or who cannot make a comparison with the appeal of his show and his competitor's. The pre-testing of appeals for radio shows has developed rapidly.

In the big cities, you just don't get to know and need a good radio station like the people in a wide farm country. That's at least part of the reason why 59.5% of the 1,537,477 people in WDAY's audience are tuned to WDAY at all times. The fact that they're also the most prosperous people in North Dakota, South Dakota and Wisconsin, simply makes WDAY unbeatable. Won't you let us prove it?

WDAY

FARGO, N. D. . . . 5000 WATTS . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES
John H. Hines Jr., formerly of the Newell-Emmett Co. radio department, New York, has joined the radio staff of Kenyon & Eckhardt, New York.

Robert A. Boyer, formerly director of soybean research for Henry Ford, has been named director of soybean research and development for Drackett Products Co., to continue the company's research on soybeans. Drackett has used radio in the past for Drama and Window, and the agency is Young & Rubicam, New York.

George Kern, former time buyer at Clark & Bowles, has been promoted to a major in the Army.

Phil McHugh, Hollywood freelance, has been appointed radio director of Western Adv. Agency, Los Angeles.

Harry J. Wendlad Adv., Los Angeles agency, has moved to new offices at 250 W. Seventh St. Telephone in Sevelid 9676.

Edward Petry & Co., recently moved its San Francisco office to the Russ Bldg.

Burton Ickes, formerly with Chicago agencies, has joined the Los Angeles staff of Beaumont & Hoffman as account executive.

Charles A. Bowes, account executive of Ruthe & Ryan, Hollywood, is the father of a boy born in October.

Pelder & Ryan, New York agency, recently discontinued its Hollywood production offices.

Louise M. Ludke, production manager and spool carrier of Bisscherer, Davis & Van Norden, Los Angeles, has joined the company in Hollywood.

Mabel Ritchie has joined the executive department of Burris-Bravo Adv., Chicago. She was formerly advertising manager and fashion director of William Henry Co., Buffalo, and writer of the Nancy Dixon show for Young & Rubicam.


C. Roe Foegel, Blavat-Sample-Hummert production man, director of NBC's Ma Perkins serial, has returned to Hollywood.

Evelyn Pierce, theatrical director and manager, has joined the radio department of Compton Adv., New York, as program supervisor in daytime radio.

Mrs. Mary Hauser, formerly assistant time space and space buyer to Frank B. Avery, Arthur Mersch & Co., Chicago, has been appointed as head of the department. Avery is now merchandising manager.


**Woodley's Own Agency**

Albert Woodley, executive vice-president of Caples Co., New York, is resigning to open his own agency on Nov. 1, which he will call the Albert Woodley Co. and will be located at 561 Fifth Ave., New York. The telephone will be Murray Hill 2-8787. According to Mr. Woodley, no plans on personnel or accounts are ready for release, although he said radio would be handled.

**Groves Goes on Coast-to-Coast Mutual hook-up with WOR, Murrow Sideligh on the News.** The Grove Labs Vitamin program will be heard Monday through Friday, 1-1:15 (EWT), on KFW St. Louis, starting Nov. 8. Discussing the details are (standing); Ray Dady; V. C. F. Deutsh, general sales manager; William Wagner, president of Beaumont Labs, Grove subsidiary; Harry Goldsmith Sr., president of Grove; and Freeman Keyes, chairman of the board and president of Russell M. Seeds Co., agency handling the account.

**Swertfager Agency**

William M. Swertfager has formed an agency bearing his name, following dissolution of Swertfager & Hixon, New York, on Nov. 1. Mr. Hixon, who is scheduled for induction into the armed forces, will leave on a vacation. The new agency will continue at the original headquarters, 20 East 49th St. As Walter M. Swertfager Co., the firm will continue to handle accounts served by its predecessor.

Harry Maus, vice president and copy editor for the past eight years of the Russell M. Seeds Co., Chicago, has been given a leave of absence for the duration with the service in the Guard. Maus left Chicago Oct. 28 to begin training in Manhattan, N.Y.

Friedrich G. Marsland, formerly of Buchanan & Co., New York, has joined G. M. Basford Co., New York, as account executive.


Don Stauffer, New York vice-president in charge of radio for Ruthe & Ryan, and his assistant, Eugene Bayless, are supervising Hollywood offices for two weeks while Nate Tullus, West Coast vice-president of radio director, vacations.

**Staff Additions Named by K & E for Chicago**

Recent personnel additions to the Chicago office of Kenyon & Eckhardt include O. H. Devlin, office manager; Frances Smith, production; and W. S. Hoy, account executive. Outdoor advertising of the company is handled through a department headed by C. Earl Pritchard, Joseph Vessey, of the company's New York office, will establish a media department in Chicago, assisted by Mr. Hoyt.

Copy, art and radio work for the firm's 1944 Kellogg Co., Battle Creek, Mich., campaign will be developed jointly by the agency's New York and Chicago agencies until complete media department organization is effected in Chicago. Orders for copy and radio work will be handled by the K & E office, although lists and schedules will be compiled under the supervision of the Chicago office. In addition to advertising the firm's Chicago office will place advertising of Morton Salt Co., Chicago, effective Jan. 1, 1944.

**Knight Leaves F, C & B**

Vick Knight, for six months Hollywood vice-president in charge of radio for Foote, Cone & Belding, has resigned because of ill health. His recovery is understood to require a complete rest. Don Belding, chairman of the board of the agency, will supervise the Hollywood radio department. Bill Lawrence, formerly Hollywood representative of Pledger & Ryan, who took over as freelance producer of the CBS Jack Carson Show, sponsored by Campbell Soup Co., when Mr. Knight became ill, continues.

Betty Tyler of Chicago, formerly assistant account executive with McGinnis-Erickson, Inc., Chicago, has joined Jim Duffy Co., Chicago, as director and time buyer.

Shirley Ebner, formerly of Trans-Radio Press, Chicago, has joined the press bureau of J. Walter Thompson Co., Chicago.
A Watch ... and the Chicago Market

A watch? A steer? The Chicago market? What's the connection? Simply this...

The American people know that a watch is essential ... or back we might go to hourglass and sundial.

And American businessmen know that advertising in the right markets is essential ... particularly today ... or back they might all go to living in caves.

Chicago is one of these right markets, and WMAQ is the essential station ... in that market. There, industrial employment is up 50%; wage income has doubled; and, in a recent period, the area obtained 9,000 war contracts. Today, Chicago is one of the princely markets in the U.S.A., and WMAQ, a major NBC outlet, delivers this market to advertisers day in and day out.

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

Today, in business, as in living, essential things come first.
Here's why all eleven of these stations are essential to you:
1. They broadcast to 55% of the radio homes in the U.S.
2. They are in markets whose buying power is 34.2% higher than the country's average.
Essential? Yes, indeed. These eleven stations are as essential to American business for its sales — both now and in the post-war period — as a watch is to the promptness of America.
And WMAQ, Chicago, is a great time buy every time.

WEAF—New York
KPO—San Francisco
KYW—Philadelphia
WGY—Schenectady
WRC—Washington
WBZ-A—Boston-Springfield
KOAM—Denver
WOWO—Fort Wayne
WTAM—Cleveland
KDKA—Pittsburgh 

WMAQ—CHICAGO

NBC SPOT SALES
A SERVICE OF RADIO CORPORATION OF AMERICA
Radio, Military, School Heads to Join In Conference at Chicago, Nov. 28-30

NATIONAL RADIO figures, educators, military men, students and station managers, will participate in the seventh Annual School Broadcast Conference at the Morrison Hotel, Chicago, Nov. 28-30.

The program will feature a special meeting of the Association for Education by Radio, the National Association of Educational Broadcasters, Alpha Epsilon Rho, honorary radio fraternity, and Frequency Modulation Educational Broadcasters, George Jennings, of the conference’s executive committee, announced. Dorothy Lewis, chairman of the Radio Council on Children’s Programs of the NAB, will preside, and “The Listener’s Stake in American Radio” will be discussed. Lyman Bryan, educational director of CBS, will be coordinator of the group, including Edgar Bill, WMBD Peoria; John J. Gillin Jr., WOW Omaha; Charles W. Myers, KOIN Portland, Ore.; and William B. Quest, WMT Cedar Rapids, Iowa.

FCC Chairman James L. Fly is scheduled as guest on a special Quiz Kids broadcast on the BLUE, also on Sunday, after which America Takes to the Air will be shown, followed by discussion.

Official opening of the sessions will be on Nov. 29, with David Hefferman, assistant superintendent of Cook County schools, chairman of the discussion, “What Radio Should Mean to You.” Speakers will be Leonard Herder, assistant superintendent in charge of Elementary Schools, Chicago; Nelson Olmsted, actor-narrator heard on NBC; and William D. Boutwell, of the U. S. Office of Education.

Discuss Propaganda

Principal speaker at the afternoon session on Monday will be Edward M. Kirby, formerly public relations director of the NAB, now chief of the Radio Branch, War Department, whose topic will be “Radio Fights on All Fronts.” Judith Waller, public service director of NBC’s Central Division, will preside over the afternoon session, at which the annual School Broadcasters’ Award of Merit will be presented and announcements made of the annual radio utilization competition winners.

Panel for the Script and Production Popular Awards of Monday afternoon, will include Harriet Hester, formerly director of Schooltime on WLS Chicago; Orville J. Neuber, assistant program director, WSBM Chicago; Gordon Hawkins, manager of KYW Philadelphia; and Mary Gannan of the CBC.

Clifton Utley, formerly director of the Chicago Council on Foreign Relations and editor of the Air Edition, The Chicago Sun, will be chairman of a discussion on radio propaganda and foreign broadcasting, with Harold Ettlinger, short-wave listener, The Chicago Sun; Siegfried Wagner, short-wave listener, The Chicago Times; William Newton, Chicago manager, BBC; and Joseph Barnes, OWI, as speakers.

Col. Adamson Speaker

Chairman of the radio clinic on Tuesday morning will be Maj. Harold B. McCarty, Liaison Officer, Department and the U. S. Office of Education and president of the Association for Education by Radio. At the Association for Education by Radio luncheon Tuesday, Harold B. McCarty, director of the WHA and regional vice president of AER, will be chairman. Guest luncheon speaker will be Col. Hans Christian Adamson, USAAF, currently assigned to the Office of Education. Col. Adamson, formerly a writer for the School of the Air for the Americas, is a survivor of the Ricksha back plane forced down in the Pacific.

The executive committee for the conference under the chairmanship of Maj. Harold W. Kent, includes William Drips, BLUE Chicago; Mr. Hefferman; Elizabeth Marshall, Radio Council, WBEZ Chicago; Judith Waller; and George Jennings.

NEW YORK JOURNAL-AMERICAN is promoting daily features included in the paper with 30-second announcements on 12 New York stations. Campaign is of indetermined length, according to Sumner Collins, promotion manager of the newspaper. Stations are WNEW WMCA WHN Waab WWRL WJNY WLIJ WSBF WJZ WOR WOV and WINS.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR JULY-AUGUST

...but don’t take our word for it - Look at the Record!

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NET DEBT

Of Gratitude Paid By WTAG

In Ad Praiseing CBS

TURNABOUT in radio advertising is occurring in the ads of WTAG Worcester, Mass. [BROADCASTING, Oct. 22], in the use of two-page spreads showing the praises of its affiliated network, CBS. E. E. Hill, WTAG managing director, who conceived the idea says he feels stations should be indebted to their network, which “improves their position in the markets” and also “provides service to listeners which would otherwise be completely beyond reach.”

Some specific instances of the new network/affiliate ads are Columbia’s Philharmonic broadcasts, especially appreciated in Worcester boys were fighting. Other examples of the “tremendous advantage of our affiliation” are also brought forth by the ads, which are a pioneering step in radio advertising.

Texcel Campaign

INDUSTRIAL TAPE Corp., New York, subsidiary of Johnson & Johnson, has placed one-minute transcribed announcements with comedian Lew Lehr for its Texcel Co. Transcriptions are a part of a campaign offering listeners a free copy of a pocket-sized Scrapbook of Army-Navy Humor, which explains on the cover that “Texcel Cephophone Tape has gone to war” but that the firm hopes to see the public soon. Program is produced and placed by M. H. Hackett Co., New York, and announcements are aired 10 to 35 times weekly on 30 stations, for four or five weeks. New York outlets are WHN and WMCA.

Sealy News on Coast

SEALY MATTRESS Co., Los Angeles, formerly a consistent user of West Coast spot radio, on Nov. 21 starts the weekly-hourly Laymen’s Lisp of the News on six NBC Pacific stations (KFI KCMJ KPO KGW KOMO KHQ), Sunday, 10-11 P.M. (PWT). The contract is for 52 weeks. Firm in addition is continuing its three-weekly late afternoon program by the oldest paid sponsor, KFI Los Angeles. Alvin Wilder Adv., Los Angeles, has the account.

Falstaff Spots

FALSTAFF BREWING Corp., St. Louis, has released the fourth in a series of 21 one-minute announcements featuring “Falstaff Openshaw”, poet-comedian who gained his Texcel program on CBS with Fred Allen. The spots have been syndicated by Falstaff Beer in their territory. Harry S. Lieberman Productions, New York, prepared the announcements. Falstaff agency is Blackett-Scample-Hummert, Chicago.

Drug Shift

CONSOLIDATED Drug Trade Products, Chicago, looking to Nate Hirshfeld, president of the company, will split the advertising for some of its products between Reben & Dall and United Adv. Co. Chicago agencies, about Nov. 15.
Los Angeles Retailers rate our product—

first

—where do they rate yours?

KECA airs more retail quarter hours than all other local network stations combined. Here on their own home grounds, Los Angeles retailers have plenty of opportunity to test and prove results. Retail merchants demand fast action from their advertising. KECA... with its great responsive audience... produces it.

If your client’s budget is strictly on the limited side and you need a lot of advertising for your money, you need KECA because it delivers more listeners per dollar than any other local network station. That’s a big claim! Ask us to prove it.

KECA

LOS ANGELES

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

PEARLE C. ANTHONY, INC.

REPRESENTED NATIONALLY BY FREE & PETERS INC.
S. A. Little Oyster weeks.

Young thru weeks, Pa.

Craven Margarine), (aviation devices),

J. A. Folger Co., Kansas City (coffee),

Land O'Lakes Creamery, Minneapolis (deli),

Land O'Lakes, St. Paul (Charm Kuri),

Campbell General Foods Co., Minneapolis (Malt-O-Meal),

n D. Miller & Eラー, Fargo, N. D.,

Lundin Cooperative Fargo, N. D. (co-op shoppers),

Sherwin-Williams, Cleveland (Kem-Tone),

McKee's Robbins, Bridgeport, Conn. (Bexel),

National Savings Bank of Los Angeles (savings),

Rogers (heat control),

Club (Cuticura thru weeks, Smith & Remedy.

Kastor, Philadelphia.

Hixson-O'Donnell & Co.,

Fitzsimmons Stores, Western Auto Supply.

McDonald's, Chicago.

KFC, Los Angeles.

Raymond, Chicago.

Rogers, Chicago.

Kilgore, Waco.

Fitzsimmons Stores, Western Auto Supply.

Rogers, Chicago.

Kilgore, Waco.

Kilgore, Waco.

Bargains sale weekly, tor.

Weis, Chicago.

Chicago.

Rogers, Chicago.

Kilgore, Waco.

Bargains sale weekly, tor.

Weis, Chicago.

Chicago.

Rogers, Chicago.

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Kilgore, Waco.

Bargains sale weekly, tor.

Weis, Chicago.

Chicago.

Rogers, Chicago.

Kilgore, Waco.

TO CELEBRATE its 52nd anniversary, the Central Bank of Oakland, Oakland, Calif., sponsored a 30-minute program on KROW Oakland, relating its banking history. Special feature was the awarding of nineteen gold and diamond studded service pins to officers and employees by bank president Frank N. Belgrano, Jr.

GRACE BROTHERS, Santa Rosa, Calif. (beer), has started sponsorship of a half-hour musical program, "Grace Melody Hour," once weekly on KROW Oakland, Calif. Contract is for 52 weeks. Agency is Ralph Jewell, Oakland.

BORIS MORRIS Productions, Hollywood (Watts King operetta), Oct. 31 began sponsorship of 20 spot announcements over Chicago stations WIND WATT WCFL WHFC WEDC WSBC. Contract is for seven weeks. Agency is United Broadcasting Co., Chicago.

FITZSIMMONS STORES Ltd., Los Angeles (chain grocery store, market) on Nov. 1 started sponsoring the five-week quarter-hour afternoon commentary of Edward Jorgenson on KECA. Contract is for 52 weeks. Firm in addition sponsors a nightly quarter-hour newscast on that station. McElroy Adv. Agency, Los Angeles, has the account.


AGASH REFINING Corp., Brooklyn, on Oct. 25 started participations on Benny Goodman's program on WON New York having completed a series of Dr. Eddy's Food and Home Forum on the same station in behalf of Royal Cook Oil. Agency is Diener & Dorskind, New York.

KANSAS CITY Apparel Assn. Inc. has named David R. Mindell Agency, Kansas City, to handle its account. Plans for radio are said to be included.

FRED MULJENS Inc., New York ("4711" Toilet Products), has appointed Kelly, Nason Inc., New York, as agency.

SPONSORS to start advertising on the BLUE's local cooperative program "The Mystery Case," last Monday, Nov. 1, were: Jewelry Tea Co., on WISH Indianapolis; and Carey Salt Co., on KOME Tulsa, and on KYOD Denver. Another cooperative program on the BLUE, "Dick Tracy," has obtained Royal Crown Cola as sponsor on WGCM Gulf Miss., while Rans Clothing Co., has signed for Morton Apparel—Wes on WCFL Chicago, both starting Nov. 8 on a five-times weekly basis.

SEYDEL CHEMICAL Co., Jersey City, has signed a one-year contract with WMCA New York for a total of 368 announcements for Soubenon, a proprietary medicine for arthritis. Year contract will go into effect at the conclusion of a successful 13-week test campaign on the same station, started last September. Victor van der Linde Inc., New York, handles the account.

HARRY W. DRAGO II, head of the advertising department of LaMbfay Insurance Casualty Co. and American Motorists Insurance Co., Chicago, has been commissioned an ensign in the Naval Reserves.

BURDINE'S Department Store, Palm Beach, Fla., has begun sponsorship of a five-week quarter-hour fashion series on WJNO Palm Beach.


F. G. VOGT & SONS, Philadelphia (packers), has renewed sponsorship of Betty Jordan's Food Talk on KYW Philadelphia for the fifth consecutive year. The 52-week contract was placed by The Clements Co., Philadelphia.

Health aids Placing

AMERICAN HEALTH AID, Chicago, is seeking availabilities on a per-inquiry basis in expanding its spot campaign for Kelp-I-Dine, a new vegetable product promoted as an aid to reducing. Campaign, which started last August in the New York area, expanded Nov. 3 to WPEN and WDAS in Philadelphia, and will add another station in that city, as well as outlets in Bridgeport, New Haven, Hartford, Baltimore, Buffalo, and Boston. Firm is also looking for southern points. Agency is William N. Scheer, Newark.

Gumps on Air


Drug Sales up

SALES by American Home Products Corp., Jersey City, increased 44% in the first nine months of the year, over the same period last year. The firm now ranks 15th among the nation's 25 largest consumer goods companies according to J. C. Penney Co. Sales of consumer products, including deodorants, accounted for 55% of total sales.

SILENT SIGNAL

In Cincinnati

for Alms & Doepke

Alms & Doepke is one of Cincinnati's oldest department stores... has known Cincinnati and Cincinnati buying habits for over 100 years.

This famous store has renewed its contract on WSAI 16 consecutive times... increased its schedule of spot transactions... weekly basis at end of first year. Compelling proof of WSAI's EXTRA selling power.

5000 WATTS

DAY AND NIGHT

in Cincinnati

for Alms & Doepke


Spot Sales, Inc.

New York, Chicago, San Francisco

WSAI

Page 58 • November 8, 1943

BROADCASTING • Broadcast Advertising
"The Kibitzers"... FOR SALE

Listeners know them as
"Those Wacky Guys" but sponsors
know they sell!

THESE two multi-voiced comedians keep
a growing proportion of WJZ's listeners
in stitches between 8:00 and 8:30 six morn-
ings a week. Their quips, gags, and comedy
situations put them on top—in New York's
morning radio.

Their handling of commercials is unique
...and successful!

Right now, for example, their sponsors
include Resinol, Tabasco Sauce, Quaker
Oats, Rem and Rel Cough Syrups...each a
product in a highly competitive field. "The
Kibitzers" are doing a sales job on all of
them in New York, a highly competitive
market. Renewals testify to that.

We believe that "The Kibitzers" and
WJZ can pull this sort of mail for you, too:

"...and many thanks for making the com-
mercials palatable."

"...Incidentally, we especially like your
handling of the commercials. And what's
more, we buy your products. For example,
we just got..."

"...Your advertisers are smart to let you
handle the commercials in your own way.
They're terrific!"

We believe that we can sell for you. Call
or write for all the facts on "The Kibitzers,
including the low cost per participa-
tion in their program... and their salesability.

WJZ
NEW YORK
50,000
WATTS * 770
K.C.

Great New York Multiple Market

Represented by Blue Spot Sales
MERCHANDISING AND RADIO were discussed by these business executives at a meeting of 20 Dr. Pepper bottlers from Indiana, Kentucky and Ohio at Crosley Square, Cincinnati, home of WLW-WSAI. Speakers were (1 to r): Walter A. Callahan, WSAI general manager; Don C. Bryan, president; William V. Ballew, general sales manager; Ed Davidson, assistant sales manager; A. H. Caperton, assistant to the president in charge of advertising, all of the Dr. Pepper Co., Dallas; Harry Mason Smith, WLW sales manager. Dr. Pepper BLUE show Fun Valley on Sundays is aired by WSAI while WLW carries spot announcements for the firm. Tracy-Locke-Dawson, Dallas, handles account.

Craven Sees Stiffer FCC Rules

(Continued from page 18)

said. This is in spite of the fact that in most cities today there are more stations than newspapers and less capital investment is required to establish a station than a modern newspaper. He pointed to the opening of FM and other radio services in the postwar era as developments which will make it possible to expand radio's opportunities considerably. "Thus," he said, "the day need not be far removed when there will be sufficient opportunity for any number of persons with sound business judgment to establish a radio broadcasting enterprise in any community in this country.

Despite all these developments, it is difficult to visualize sufficient facilities to afford every citizen a transmitter, he said. Even if there were 100 national radio networks (against four today) the whole nation could not be accommodated because it would take 37 years to have each citizen talk only 15 minutes. That would be so if the networks operated 24 hours a day and were solely devoted to speech making.

A further danger may well be too many radio stations in a community and that the audience would be divided so greatly as to impair the value of radio as a medium for reaching the entire public. Thus, he said, while we could have an abundance of facilities, we find that the very abundance becomes a handicap rather than a solution to the problems of radio.

Freedom to Listen

The doctrine "freedom to listen" enunciated by Chairman Fly in several speeches indicates a "misconception" of present radio problems, Comdr. Craven declared. "Freedom to listen" was established centuries ago, both in America and in England. This right was already the listener when radio was discovered, he said. This doctrine, he said, cannot provide free access to the microphone because the right already exists.

Radio should have freedom equivalent to that of the press not only because of existing operations but because in the future the advent of facsimile and television will still further minimize the differences between radio broadcasting and the press, Comdr. Craven asserted.

Above all things, he continued, the public will demand "free radio". The only way this can be secured is for the public to retain "control of the dial" and "demand that its representatives in Congress refuse to delegate this power to anyone. This power, combined with free opportunity to compete, is the most effective control yet devised to correct abuses of privilege in radio.

Declaring that the final answers cannot be discovered overnight, Commissioner Craven, however, urged that "panaceas or irrational solutions which bear no real relation to the fundamentals of democracy and which do not recognize the practical realities of radio," should be discarded. "Instead, we should approach the solution of radio's problem in the atmosphere of our Constitution."

Advocating remedies, Commissioner Craven said that first, "must be agreed that radio is free in the full sense of the Bill of Rights. Another constructive contribution can be achieved through providing more opportunities to establish stations and this can be accomplished by allocating more channels to broadcasting. He predicted the events of the war will make this possible. Such an increase in facilities will nearly approach the works of "free competition," he said.

Free Speech

Legislation to insure a free radio is needed, Comdr. Craven declared, pointing out that one potential abuse is the concentration in a single Government agency of the licensing power, and the power to regulate the business affairs as well as the composition of the traffic of the licensee.

Alluding to the Supreme Court decision governing composition of the traffic and control of contractual and business relations of the licensees, Commissioner Craven said this situation should be clarified by legislation "which prohibits the FCC from regulating the composition of radio traffic or in any other way, directly or indirectly, promulgating any regulation or fixing any condition which would interfere with the right of free speech by means of radio communications."

Until recently, the existing law accorded broadcasters considerable latitude in operation, Comdr. Craven commented. But broadcasters who have been subjected to severe criticism for attempts at censorship of news commentators and for the manner in which they accord access to the microphone, this criticism has inspired action by the FCC, such as the recent decision preventing licensees from using their facilities solely as a vehicle for the dissemination of their personal views. He cited also Chairman Fly's criticism of the NAB Code on refusal of sale of time for controversial issues and, finally, the Supreme Court opinion.

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BROADCASTING • Broadcast Advertising
Here's one that wasn't "in the book"....

This is a reproduction (greatly reduced) of cover design of the big 28-page, four-color booklet delivered by KGW on Nov. 1, to every home in the Portland metropolitan area.

That's putting punch in promotion where it counts!

Distribution of this booklet was preceded by an extensive newspaper and spot announcement campaign.

Today every home in this area has a whetted interest in KGW programs and personalities.

The impact of this spectacular promotion was tremendous.

And the KGW advertiser gets the benefit in a market where individual incomes are twice as high as the national average.
Probe Shows Sentiment for New Law

Fly Devotes Testimony To Vicious Attack On Networks

(Continued from page 12)

works make up the programs. Mr. Fly asserted that the "large powerful agencies" exercise considerable control over radio.

Fly asserted that he reversed his stand of "freedom for commentators" which he advocated publicly [BROADCASTING, Oct. 18] when he told the committee that "commentators want to express their ideas across the ideas of their sponsors".

Senator Wheeler commented "there is too much tin-pan alley on the radio" and people wanted more dignified programs and music.

Mr. Fly accused the networks of abdicating their duties of management by turning the mike over to a spokesperson with an ax to grind. "Still speaking of the network regulations, Mr. Fly said: "I suppose that seldom in history have we heard more painstaking hearings and care as have those regulations." They required 70 days of hearings, spread over a period of six months, he said, and finally they were upheld by the Supreme Court.

Calls NAB 'Stooze Organization' for Networks

"Now as I've suggested, the cry comes from two sources; I might say two and a half sources. Two large networks..." (Senator Reed interrupted to remind Mr. Fly he hadn't named them and the witness named NBC and CBS). "They have been served by a stooze organization known as the National Association of Broadcasters. Whenever NBC or CBS are needled, a question is put from Neville Miller, president of the Association. And when it comes the reflex of the networks and the NAB is the same."

Senator Reed asserted: "You made a charge. What's the connection?"

"I didn't mean to make a charge," replied Mr. Fly. "Bear in mind, sir, two small networks, Mutual and the BLUE, are not members of the Association. Any time anything comes out that affects these two networks I have to squawk. The cry comes from the Association." He charged that the NAB has "been out holding district meetings and beating the bushes, getting newspaper which own radio stations to campaign against the regulations".

When Senator Hawkes asked if the BLUE and MBS had a right to join, NAB Chairman Fly replied: "Yes, they belong and resigned." (Editor's Note: NAB records show that CBS became a member of the NAB May 1, 1942, and NBC joined Aug. 1, 1942. Neither Mutual nor BLUE ever have been members. In 1940 the NAB convention voted representation of the networks on the board of directors. Consequently NBC named Frank M. Russell, Washington vice-president, to represent Red and Blue networks; Mutual designated Fred Weber, former network general manager, while CBS detailed Edward Klauber, executive vice-president, now retired. It was not until the Cleveland Convention in May 1942 that the NAB voted to accept networks as members.)

Says Nets Are Trying To Maintain Exclusivity

Mr. Fly sought to impress upon the Senate committee that the BLUE "was not sold under pressure. We held the rule in abeyance," he explained, "held it off indefinitely while NBC reorganized and looked for a good purchaser. RCA and NBC cooperated in that move."

He stressed that the networks want to operate on "exclusivity" contracts. He pointed to the World Series broadcasts, sold exclusively to Mutual but made available this year, under network rules, to 43 additional stations which are members of networks other than MBS.

Senator Wheeler asked if there has been a general agreement among networks to exchange programs. The "two big nets are staying as closely to the exclusivity contract as they can," was Mr. Fly's answer. "Another form of exclusive arrangement," he went on, "is quite troublesome," he mentioned stations in San Diego and the Rio Grande Valley of Texas which recently obtained network service but couldn't get it before because other stations in distant communities protested.

Mr. Wheeler was interested in clear channel stations. When the 1936 legislation was passed, he said, "it was the idea that there should be an equitable distribution of stations." He asked Mr. Fly how many stations New York City has. The FCC chairman was stumped, and finally got the answer as 22, through Alfred J. McCooker, WOR-Mutual executive. Mr. Fly told the committee New York has three clear channel stations owned by networks—WEAF, owned by NBC; WABC of CBS; and WJZ by BLUE. Then he added WOR as affiliated with Mutual but not network owned.

New York doesn't need any 50,000-watt stations to cover the metropolitan area. Mr. Fly asserted, but added, under questioning: "If they are going to cover the rural areas they need it (power). They do have a substantial rural coverage."

Senator Reed said he had sent out questionnaires to broadcasters in Kansas, asking their opinions of new legislation. Most of them, he said, favored it.

HANGING ON EVERY WORD of Chairman Fly as the Senate Interstate Commerce Committee hearings opened, were these proponents of new legislation (1 to r): Robert T. Bartley, newly-appointed NAB Director of War Activities; Herbert M. Bloom, attorney and chairman of the legislative committee, Federal Communications Bar Association, NAB president Neville Miller and Karl A. Smith, Washington attorney and legislative counsel for the trade association.

"The NAB has used a lot of propaganda," was Mr. Fly's answer. "No one has gone around to explain to stations how the regulations help them. They've done an effective job."

"Done a nice job for whom?" asked Senator Shipstead. "In their own interests," said Mr. Fly, then added: "The upshot of it is they (the NAB) mislead a lot of people including their representatives. It's pretty ominous to have that kind of a machine."

Small Stations Not Molested, Reed's View

"May I suggest that my own experience is not in line with your thoughts?" said Senator Reed. Mr. Fly said that the small stations had been "going along很好地 to their own business. I think by and large," he said, "the small stations have been left alone." Minutes later, however, when Senator Reed said the majority of small broadcasters in Kansas favored new legislation, Mr. Fly reversed his opinion with: "I think the work of these people (NAB) has gotten to them (small broadcasters)."

Senator Gurney said that while he had received no letters from broadcasters in South Dakota, probably because he hadn't sought their opinions, "I'm just wondering if the stations don't feel that they are held down by the Commission and are afraid of reprisals."

"I don't think that's true," said Mr. Fly. "I think the stations are not highly exercised about the matter."

"I know of course if the bill becomes law, it would change the operations of the Commission," Senator Gurney continued. "What function of the Commission could not be carried on? In what way would this bill be detrimental?"

"By restoring the industry back to monopolistic practices," said the Commission chairman.

Have Never Exercised Program Control, Says Fly

"Do you feel that a Government agency should control what goes out over the air?" demanded Senator Gurney.

"Have never exercised a negative or affirmative control over any programs," was Mr. Fly's answer. "Under that guise these interests (the networks) are going to step in here and use it to reassert radio to monopolistic practices."

Senator Reed read from a letter of a broadcaster in Kansas in which the Kansan pointed out that he had new network transmitter equipment to replace his 13-year-old transmitter which was likely to go dead at any moment, but couldn't replace a "worn-out tube without the Commission's consent."

Normally that would be no problem, Mr. Fly explained, because of the war the WPB has restricted materials.

"Under our rules if that is essential to the continuity of business we can approve it. If it is not essential to the continuity of business we can't do it," the FCC chairman said.

Senator Gurney wanted to know why Mr. Fly objects to the White-Wheeler Bill. Again Mr. Fly said: "We don't want to go back to monopolistic practices. Specifically the proposed legislation would set up a "dog-in-the-manger" type of procedure, he said. He opposed the declaratory judgment provision on the ground that it would "get the whole thing bottled up. The upshot of it is you're laying a pretty effective foundation for "dog-in-the-manger" type of administrative procedure."

Gurney Sees No Monopoly Danger

Senator Reed interjected: "You know, Mr. Fly, I'm a newspaper publisher and I'm concerned about this radio advertising."

"I think the newspapers should be concerned," the FCC administrator confided. "With the newspaper shortage advertisers are being squeezed in space and they might move out to radio. It could
work out to the detriment of the press and a windfall to radio.

Mr. Fly said if the present Communications Act were amended under terms of the White-Wheeler Bill it would mean that "the general control of stations would go back to New York". He added, "that is, all but the BLUE would go back."

"When you say monopoly, it just doesn't sit with me," said Senator Gurney. "When I was a station operator years ago my dealings with CBS were open and above-board. No effort was made on the part of CBS to tell me how to run my business. It seems unnecessary to me . . . ."

Mr. Fly interrupted to say he didn't want to repeat his seven-day testimony before the House Interstate & Foreign Commerce Committee during hearings on the Sanders Bill, but he didn't get to finish. Senator Wheeler adjourned the hearing until Thursday.

Chairman Backs Down
On European Trips

Challenged Thursday by Senator Gurney, Chairman Fly backed down on his previous statement which linked current trips abroad by NBC and CBS presidents with large profits he contended the networks were making. The South Dakota pointed out that the network heads were going abroad to line up broadcasts for this country and to carry out special missions for the OWI.

"If I didn't have more pressing business here," replied Mr. Fly, "I'd be over there straightening out some of our affairs. I think it's all right . . . . I withdraw that criticism."

When Mr. Fly couldn't tell Senator Gurney how many NAB members the various network affiliates included, Senator Hawkes supplied the answer based on inquiries he had made. Quoting statistics, he said of 159 BLUE affiliates, 113 are members of NAB while Mutual has 209 stations with 130 holding membership in NAB. CBS has 107 NAB members and NBC 108, he said.

Senator Gurney, referring to Mr. Fly's previous testimony that were it not for the FCC regulations the "big networks" would engage in "monopolistic practices", demanded: "Is it not a fact that radio is controlled by the laws of the land, just as any other business?"

"I think this is a very poor time to bring that up, sir," retorted Mr. Fly. "The Department of Justice recently dismissed the anti-trust charges against the big networks because of our network regulations."

"I think it's an opportune time to bring it up," replied Senator Gurney. He pointed out that the White-Wheeler measure provides that the FCC can't make regulations or attempt to enforce laws such as the anti-trust act, a function of the criminal courts.

"If you want to relieve the big networks of operating under the anti-trust laws, then repeal the Sherman Act," said Mr. Fly. "I don't know whether you want to relieve them and go back to monopolistic practices."

Senator Wheeler interrupted: "If we're going to have regulations of the networks, we've got to have some regulation of business practices. The law originally intended that the Commission regulate the radio industry, but it's contended your regulations went too far. The Supreme Court decision now turns over to the Commission all regulatory powers. Some place between the two there must be a happy medium."

Fly Says Net Contracts
Restricted Business of Station

"There has not been any attempt to regulate the business of radio stations," said Chairman Fly. "The thing that was done was to lift the restraint placed on them by the New York network heads."

Under the FCC regulations, he averred, stations are given "exclusive control".

Then Mr. Fly read from a contract dated 1933 between CBS and WNAX Yankton, S. D., formerly owned by Senator Gurney. He stressed what he termed the exclusivity clause. When, as he finished reading that portion of the 10-year-old contract he admitted the pact was dated 1933, Senator Gurney said: "I left the station in 1932!"

"I'm not blaming you," said the FCC head. "I'm simply showing the restraint placed upon the station by the network." Before Senator Gurney could complete his questioning, Senator Wheeler interposed with: "If it had not been for that contract, the people of South Dakota couldn't have had those programs!"

Senator Gurney then pointed out that the contract between WNAX and CBS, originally made in 1927, has been renewed consistently and that relations between the station and CBS have been good.

Senator White, explaining that because he was co-author of the bill he had not intended to interrogate witnesses nor take any part THE Complete Mail Study about to be released by KMA is now made available to the entire industry. Original plans were to limit distribution strictly to agency men and company advertising managers. But so many requests came from radio station men that Earl May, KMA president, has announced today that all who want copies may now have them.

This study is made from the 493,479 pieces of commercial mail received by the station from April, 1942 through March, 1943. Such questions as—

"Who writes to radio station—men or women?"

"What kinds of offers are most successful—contests, premiums, free samples, etc.?"

"How large a mail sample does it take to determine station coverage?"

—are answered for the first time!

Because of current restrictions, copies of the printed study will be mailed only on request. So, if you want one—write, right now—to the KMA Research Director. If you don't beat the order to the printer, you'll be too late!
in the hearings, other than to listen, became indignant.
"I can't keep still in the face of your statement that this pending bill would repeal the anti-trust laws," he told Mr. Fly. "The policies of the anti-trust laws are written into the Federal Communications Act," replied Mr. Fly.

**White Amendment Would Incorporate FCC Regulations**

"What is the language in S-814 that bears on your regulations?" demanded Senator White. "Do you assert the right to have supervisory control over station programs?"

"Absolutely not, sir," Mr. Fly answered. "The Commission has never suggested either directly or indirectly that any particular program be put on the air or taken off. It has no intention of moving into censorship."

"What's your objection if you don't control programs?" persisted Senator White.

"The main objection is this bill would repeal the network regulation which they could return to monopolistic practices," was the reply.

Reading from the proposed measure which defines the FCC powers, Senator White declared: "There is no purpose to tear up your regulations," and Mr. Fly replied: "That relieves me, sir."

If I have anything to do with the writing of this bill," said Senator Wheeler, "I think we ought to get together on the meaning of the Act." Senator White announced he had worked on some amendments which he hadn't as yet proposed. One would incorporate into the law the substance of FCC regulations. Mr. Fly said he was "glad networks are under the misapprehension that this bill would repeal the regulations."

**Fly Says No Station Was Shut Down For Content**

Senator Wheeler then read a prepared question: "How many stations have been put out of business by the Commission?"

"You mean or program content?" asked Mr. Fly. When Senator Wheeler replied in the affirmative Mr. Fly said:

"No station under my term of office has been put out of business because of program content." He mentioned that three stations were denied licenses under the old Federal Radio Commission. Mr. Fly suggested that a penalty less severe than license revocation should be imposed in certain cases. Frequently the Commission "tries to get things straightened out" to avoid revoking a license, he explained.

Senator White said that when the 1934 Act was written "we made an effort to agree on suspension or penalties but there was so much confusion we came to no agreement."

Senator Gurney questioned the FCC chairman closely on procedure involving applications for frequency changes or increased power. He tended to bring out that the

A DASH OF MAKEUP applied by Edyth Fern Melrose, heard as the "Lady of Charm" on the Bonne Belle Cosmetics Inc., series on WCKY Cincinnati, adds to beam-countenance of station president, L. B. Wilson. Mrs. Melrose and Olive Kackley, WCKY commentator and local voice on firm's program, addressed cosmetic girls of Greater Cincinnati at a station reception and cocktail party in Mrs. Melrose's honor.

Commission, despite Mr. Fly's testimony that it exercised no control over program content, did base its decisions on the kind of service and programs the station had been giving. Mr. Fly discounted that theory.

Mr. Fly said he didn't know of "any case" where program content swayed the Commission. "I don't know of any case where we have set down hearings on that alone," he added, then went into a discussion of the competition for wave lengths. He explained that stations file logs "merely to show that they have conformed to regulations in that respect."

So in that way the FCC does, so to speak, control the kind of programs on the air," insisted Senator Gurney.

"That is not right, sir," Mr. Fly replied. "The Commission never suggests it directly or indirectly."

"At every hearing I've been to before the Radio Commission, I would have said three-fourths of the time by the examiner is taken up showing what programs had been and would be broadcast," commented the senator.

"They show what kind of public service job they've done," said Mr. Fly. "In the kind of case you mention the Commission does not consider programs at all. There is no such thing as one station being in better favor than another, nor groups of 100 stations being in better favor than other groups."

**Fly Says He Would Recommend 3-Year License**

"Have you ever given consideration as to why these stations shouldn't have continuing licenses, instead of two years?" asked Senator Hawkes. Mr. Fly said the Commission had considered issuing licenses for three years under the law. Senator Wheeler suggested that "long-term licenses" might tend to build up the value of radio properties to the detriment of the public service.

Senator White recalled that he recommended a license duration of five years but "when we were passing the 1927 Act we knew a little but there was an awful lot we didn't know and it was the intent to leave the regulations somewhat flexible."

"There are many and varying significant uses of radio," said Mr. Fly. He told of high-frequency exploitation and said "we are not able to develop them as fast as scientists find them."

"We're going to have to review the whole radio spectrum," he added. "That means in the near future on a national basis we'll have to lay down a new plan of allocation of frequencies and we're going to have to have pretty good control. That must be fitted into the national picture and then the international picture."

"I would be perfectly willing to recommend to the Commission today that we extend the maximum of license to three years. I believe

**FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The BeeLine**

McClatchy Broadcasting Company
Sacramento, California

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is The BeeLine

Robert J. STREET
National Sales Manager
Paul H. RAUSCH CO.
National Representatives

Bakersfield - Kern
Sacramento - KBK
Stockton - KG
Fresno - KMJ

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Broadcast Advertising
HONORARY CHAIRMAN of the Hartford, Conn., showing of the NAB retail promotion presentation "Air Force and the Retailer" was Edward N. Allen, president of the Retail Dry Goods Assn. and head of Sage-Allen & Co., Hartford. Snapped at a reception after the showing were (1 to r): M. F. (Chick) Allison, sales promotion manager of WLW, Cincinnati, Mr. Allen; William F. Malo, commercial manager, WTIC; Paul W. Morency, general manager, WTIC, and chairman of the NAB National Retail Promotion Committee, which is sponsoring the nationwide showing.

it would tend to greater stability.

Senator Wheeler then read an- other prepared question to the ef- fect that some members of the Commission have suggested that certain commentators be put on the ether and others be taken off.

Wheeler Raises Issue Of Editorialising

"I have never directly or indirectly suggested it," said Mr. Fly. "I would say that there's utterly nothing of the sort from the Commission. Frankly I'll tell you I don't approve of the lines taken by some commentators, but I think this is a problem of re- sponsibility of management.

Senator Wheeler said he noticed that CBS President Paley issued an order that radio commentators should not editorialize on the air. "You have criticized it," then the senator spoke extemporaneously and criticized certain commenta- tors who, he said, "colored the news" under a Washington dateline.

Mr. Fly admitted "I did discuss the stated policy of CBS at times in somewhat critical terms. It's my opinion that CBS is doing a top-notch job of reporting the news. The only divergence I might have there is, they have announced a stated public policy which is not

KOZY

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KANSAS CITY

BROADCASTING • Broadcast Advertising

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be agitation for Government radio, if that continues."

Senator McFarland wanted to know if certain communities might not be able to get good programs, and Mr. Fly rejoined "The monopoly rules give to stations the right to buy any programs. If I think, to the credit of the networks, I've got to point out that they have added large numbers of stations and they're continuing to add. Perhaps I'm a little too didactic but I think they will come to the realization they have an obligation and will move to remote areas.

Senator Wheeler and Mr. Fly sang the praises of Lowell Thomas and decried the fact that he was on only a limited number of stations. Senator Wheeler thought Mr. Thomas should be made available to other stations. Senator Gurney explained it was purely a problem of economics, that "time on the air for every station is bread and butter."

Senator Austin asked what elements were involved in costs of expanding networks. Mr. Fly said "Line charges. We got the long line charges reduced about 50% a year ago. Senator Wheeler, however, commented he thought he had something to do with the reductions. Following a few more remarks, when we got to line charges in handling network work shows, Chairman Fly got in the last word Thursday when he said:"

"I dare say 99% of the stations, without losing a cent, could arrange to carry Lowell Thomas."

Fly Agrees 'in Principle'

To Changes in Law

Considerable discussion of various provisions of the White-Wheeler Bill was resumed at the Friday's hearings, with Chairman Fly changing over from opposition to new legislation to passive action.

Mr. Fly found himself agreeing "in principle" with much of the proposed new law. With reference to a proviso governing political broadcasts, the FCC Chairman indicated he thought along the same lines as the co-authors of the bill, but he offered several suggestions for added definitions. He specifically mentioned political broadcasts and public questions.

Fly thought it is vastly more important that both sides be equally presented in any public question," commented Senator White, "than it is to confuse it to candidates."

"I've been impressed by the generosity of the networks, the treatment they have accorded me and my opponents," remarked Senator Tobey.

"I want to compliment the networks on another," put in Mr. Fly. "A few weeks ago I wanted to make a speech. We put our headquarters to see whether networks could carry it. The first three we presented it to turned it down. The fourth network indicated it would make the arrangements and did. There was no coercion at all and no move to cancel commercial programs for my speech. I think that's a healthy condition."

It was CBS, one of the "big" networks which the chairman previously criticized liberally that carried his speech on "Freedom to Listen."

"If you can trade with the chairman of the committee you can trade with me," said Senator White with reference to some provisions which Mr. Fly offered to help."

"I think we can trade out on that, sir, was the FCC head's reply."

Senator Wheeler said he had heard that smaller advertisers "can't buy time because the larger ones have it bought". "That's an economic trend," said Mr. Fly. "I think the inevitable result is, with the networks becoming more and more important in our society, a trend that way. The big corporation is here to stay. The upshot of it all is that the people who can put the dough on the barrel head."

"While we've been giving lip-service to the idea that public interest, the tendency during the war has been to build up corporations and wipe out small businessmen," said Senator Wheeler.

"The application of broadcasting tends to increase that," Mr. Fly remarked. He expressed the opinion that the FCC network regulations were responsible for "restoring to local stations the right to carry local business."

Fly Would Relieve

Stations from Liability

On censorship of programs by either Government or management, there was considerable debate between Mr. Fly and committee members. Section 395 of the bill, as legislation would put the responsibility of determining whether program material was subversive slanderous or libelous on the broadcaster.

"I'm wondering if it wouldn't be well to relieve a station of all liability in libel or slander," Mr. Fly suggested. "There is a danger in giving to a station the power to accept or reject material," said Senator White. "You've either got to give radio the responsibility or face trouble. I've never heard of a federal statute on libel."

After more argument on the responsibility of the broadcaster, the FCC chairman said: "The limit of my suggestions is to relieve the licensee but not in any sense to relieve the speaker. I have here, sir, the making of a memorandum to that effect."

"If you relieve a station of all liability, what protection do you have?" asked Senator McFarland.

"You'd be surprised to see the programs and speeches being rejected under the guise of liability," replied Mr. Fly.

Mr. Fly found that another new section, requiring political speakers to file with a licensee information as to the speaker, his subject and affiliations, in advance of a broadcast, "very desirable and commented: "That falls in with the principle of branding sponsorship."

Another proposal, which would afford the right of the opposition to time equal to that given any public officer other than the President, also met with Mr. Fly's approval "in principle."

Senator Wheeler didn't think a President should have the right to speak unchallenged."

"I think all members of the committee would be glad to have you put in writing your suggestions," Senator Wheeler told Mr. Fly."

"Then when we get into executive session we can give your suggestions or suggestions from anybody else, a consideration. We'd like to have them in writing so we can understand them."

"I wonder if it wouldn't be a wholesome idea, either by regulation or legislation, to require that a log be kept showing all requests for time, the speaker, his subject, backers, and disposition made of the request?" asked Mr. Fly. That statement was made by Senator White while the House was in session. It would entail "more reports."

"You need not make any requirements that a log be made at a specific time. Let the station keep them. These are not extensive. Of the total time, it may be important. I would prefer in general they not be filed with the commission but kept at the station in case we needed them."

No Stipulation Asked

In BLUE Sale, Fly Says

Senator Wheeler brought up the BLUE network sale, saying he had heard reports that the Commission required the purchaser to file a statement of policy before approving the sale. That Mr. Fly categorically denied, although he said a letter was filed with the FCC purchaser, "whether or not its policy would be uniform or discriminatory."

Senator Tobey demanded: "He (Mr. Noble) had to agree to a stipulation, didn't he?" When Mr. Fly replied he had not, the senator asked: "There was no limitation or stipulation at all?"

"No sir, the stipulation was not made, but it would have been considered."

"The only thing that was filed by Mr. Noble was a letter—it's public and could be put in the record—I think it's awfully important. I personally told Mr. Noble and his counsel that as far as I was
Southern Pacific Adds Railroad Drama Series

RE-ENFORCING the West Coast labor recruiting campaign, Southern Pacific Co., San Francisco on Nov. 10 will add to its spot announcements, a 15-minute serial, Tule Line, on 4 Mutual-Dolan Pacific and Arizona stations, Wednesday, 8-9 p.m. (Central Standard Time) for 3 weeks, with Foote, Cone & Belding, San Francisco as agency. Station list, includes KJH-FPCR KFRC-KFRE-KFPL-KFJ-KFJ-KFOY KKOY KTVK-KSUN. Written and directed by Walt Langworth, series will dramatize railroad's part in the war.

Substantiating his letter to broadcasting (July 9), F. Q. Tredway, general advertising manager of the firm, stated "the Southern Pacific Co. has used radio in the past and is utilizing it again to attack a specific problem." Commercials on the weekly half-hour series are required to labor recruiting, Mr. Tredway stated, adding that the industry faces a serious manpower shortage. Spot announcement schedule, which started Oct. 26, uses 30 stations in the Pacific Coast area. The serial was sponsored by a $10,000 grant, given by the War Manpower Administration.

Flamm's WICA Sale Brought Up By Sen. Tobey

"When (Donald) Flamm sold WICA to Mr. Noble, there was some pressure put on, was there not?" continued Senator Tobey.

"I don't know," said Mr. Fly. "I testified before a Congressional committee when it was pending, sir. He admitted he discussed the sale with the WICA but did not make it clear what was the agreement." It was later learned that the WICA will be handled by the Senate, as counsel for Mr. Flamm, and with Phillip Handelman, who now represents Mr. Flamm.

"Colonel Brown came to me and said Mr. Flamm was in talks with the Commission," explained Mr. Fly. "I told him that no one in the Commission could get his license. I told him to tell Flamm so. Presumably he did for it was shortly afterwards that he sold the station.

"Was the former general counsel of FCC (Wm. J. Dempsey) instrumental in that sale?" asked Senator Tobey.

"Yes, he represented Mr. Noble," replied Mr. Fly.

Senator Tobey said he had heard that "Jim Fly is 95% of the FCC." "That's not true," said the chairman. "Never have I directed Mr. Fly directly or indirectly. I have not requested any commissioner to vote with me, and I never asked him to vote with me."

At Senator Gurney's request, Mr. Fly placed in the record a copy of Mr. Noble's letter setting forth the proposed BLU Plan. He also placed in the record a copy of the FCC decision [Broadcasting, Oct. 18].

Senator Clark asked the present status of newspaper ownership of stations and the hearings entered into a lengthy discussion.

"The rule has been pronounced on that," said Mr. Fly. "Hearings have been held. I think we shall have to dispose of the matter at an early date." He expressed the opinion that it was an appropriate subject for legislation.

"I would not myself say that a matter as fundamental as that should rest with the Commission," remarked Senator White. Further arguments were presented while Senator Tobey read a letter from Adm. Leahy, the president's chief of staff, to the Secretaries of the War and Navy Departments protesting against the FCC continuing itself with activity in military matters. Chairman Fly remarked:

"That letter was classified as secret among the Army and Navy but it was made public by counsel for the Cox Committee." Transfer to Army

Rejected After Investigation

When Senator Tobey said he had been informed that President Roosevelt had rejected the recommendations of the Joint Chief's of Staff for transfer of the FCC's Radio Intelligence Division to the Army and abolition of the Federal Broadcast Intelligence Service, Chairman Fly asserted this action was taken only after a lengthy investigation into the question. He denied that there had been any prior investigation by the Joint Chiefs of Staff but that afterward the Office of the Chief Signal Officer of the Army made an "actual survey" and that on each topic covered, the report was "excellent." Mr. Fly said he felt the Secretaries of War and Navy were "ignorant of the facts" when they signed the recommendation of the Joint Chiefs of Staff. In an inquiry made through the Bureau of the Budget, every Government department praised the Commission's war activities, he declared. The recommendation, he charged, "originated in one department only" and he said that it was not the Army.

Reverting to newspaper ownership, Senator White inquired whether Mr. Fly felt that anyone under present law would deny to a newspaper or repressive of a newspaper a station license. Parrying the question, Mr. Fly said he did not know just what the construction would be but agreed that there was an element of "comity" which might well be "subject to litigation." In the ensuing cross-fire, Chairman Fly said he thought Congress ought to determine the issue but expressed doubt that it would be well to get into it because the provision as "very unfortunate," since it would preclude the Commission from doing anything not specifically specified in the Act. It might mean, he said, that the Commission would have to have a specific authorization from Congress in many instances.

Senator White pointed out that if the Commission should decide as a matter of policy that a newspaper can't have a license because it is a newspaper, then the Commission might proceed to hold that a department store or an insurance company could not qualify. Mr. Fly, however, insisted that the newspaper case would not control other cases since the newspaper question involves concentration of control in the handing of public opinion.

"If Congress wants to spell that out in the statute, then I would be relieved of a difficult problem," he said. Senator White observed that he always thought there must ultimately be faced the question whether radio licenses would be issued to people not primarily in the radio business, or where the station would be "the tail to the kite".

"I don't believe the Commission has the authority to say that a newspaper, just because it is a newspaper, can't hold a radio license," the Maine legislator said.

Chairman Wheeler interposed that he thought there was some question of whether it is good policy to have the only station in a city owned by the only newspaper. Thereby, one organization would "control" the publicity in the community, he said.

Senator White insisted that the question of whether these two great means of mass approach should be kept competitive was a matter for Congress, and Senator Wheeler asserted that he found no one who would have to say whether a particular community should have its public thought dominated by a particular entity. He said he thought it was impossible to write such provisions in the statute and that some latitude should have to be left to the Commission.

Mr. Fly agreed that the proper way to determine such issues would be the public interest yardstick and that the matter should be handled on "case to case" basis. Therefore, the committee recessed until Tuesday with Mr. Fly still the witness.

Burke's Paper

MEMBERS of the Senate Inter-State Commerce Committee were circumscribed last week with copies of an eight-page six column paper titled The People's Radio, and published in Pasadena, Cal., and reprinted with stories, editorials and abstracts of addresses opposing the radio bill. Whoever has carried a box identifying it as being published by KPAS Pasadena, an independent station, J. Frank Burke Sr., owner-operators who declared that an attorney, by-lined the lead story, headed "Radio Bill Threatens Free Speech".
Volume Response depends on

Your AIM

For 22 years, WDVZ has Aimed its messages exclusively to average people . . . factory and farm folks who make up more than 70% of the buying market. Having learned how to hit the heart-strings of these "salty" folks, the result has been VOLUME RESPONSE. For example, 220,113 listener letters were received in one year . . . $8,043 in orders from 30 quarter-hour programs. Many other "eye-opening" examples will be sent on request.

You can send your message to WDVZ's responsive listeners at very reasonable rates. WRITE

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

Elias Asks 4-A Members to Help Win Radio's Magna Charta From Congress

ADVERTISING'S aid in directing the attention of Congress to the grave need for new and specific radio legislation, was sought at the annual meeting of the eastern division of the 4 A's, held at the Waldorf Astoria, New York, on Friday, Nov. 5. The spokesman for a radio Magna Charta was Donald S. Elias, executive director of WWNC Asheville, N. C., vice-president of the Asheville Citizens-Times, and a director of NAB.

Mr. Elias gave advertisers the credit for the superiority of American radio over that of any other country on the globe. He painted a vivid contrast between radio here and abroad, and today and yesterday—before it was accepted and patronized as an advertising medium. He asked for advertising's help in the fight for a free radio "because you need strong, free media. A hamstrung, intimidated radio is of no use to the American people".

Speakers and Subjects

Members of the New York, New England, Atlantic and Pittsburgh chapters of the 4 A's attending the afternoon session heard a foreword by Philip W. Lennen, chairman of the New York Council, which was hosted at the meeting. He was introduced by John D. Cunningham, Newell-Emmett Co.

Speakers at the session, in addition to Mr. Elias, included Henry J. Taylor, BLUE commentator and author, on "Advertising's Job in the Future Economy"; Matthew Woll of the AFL, on "How Does Labor Consider Advertising in its War Planning"; and Ray Moley, on "Advertising—the Voice of Management in the Coming Economy".

At the evening session, presided over by Ray Virden, of Levensen & Mitchell, chairman of the program committee, members took part in a presentation of It Pays to be Ignorant, program sponsored by Piel Bros., Brooklyn, on WOR. The featured speaker was A. C. Hill Jr., vice-chairman of the Office of Civilian Requirements, WBP, whose topic was, "What is the present and Near Future Outlook for the Production of Civilization Goods." Special guests were representatives of all the armed services who have seen action against the enemy, including Lt. John Mason Brown, U.S.N., former drama critic of the N. Y. World-Telegram, who talked on the invasion of Sicily.

That Congress and only Congress can act to preserve free broadcasting in the United States, was the key thought of the message brought by Mr. Elias. "Broadcasting will never be truly free," he said, "until every action shows that as long as it observes certain specific regulations, its license will not be in jeopardy. The broadcasting industry must have one of the four freedoms set out in the Atlantic charter—"freedom from fear"—if America is to have freedom of speech."

Some Restraints Needed

Mr. Elias, who is a member of the NAB legislative committee, said that the need for a new radio law has been appreciated for years, and has now been underscored by the Franklin committee of the Supreme Court, by which "confusion has been further confounded."

"Some restriotions on a free program freedom are required by public interest," he continued, "Stations should not, of course, be permitted to broadcast programs that offend against great public policy or preach religious bigotry or racial intolerance. In the handling of controversial issues, the stations should treat all groups or factions or parties with the strictest impartiality."

"But these restriotions," Mr. Elias continued, "should be laid down by Congress in the most precise language. They should not be left to the capricious determination of changing bureaucrats. They should be defined with such clarity that the Supreme Court of the United States will not divide in interpreting them. They should be so specific that they will not invite bureaucratic usurpation. Above all, they should be so clear that every broadcaster in the land will know his rights and responsibilities."

Pointing out that Congress, because it represents the people, knows that the great power of censorship really lies with the listeners, Mr. Elias said that broadcasters cannot and will not trifle with public good-will and the standards that the audience imposes. These standards, he said, that were imposed by national welfare, he declared, constitute the only censorship that could ever be as oblique, to which the American people want American radio subjected.

"I think that this is a distinctly American people feel they've got to have a free radio. They know that a free radio is a bulwark against encroachment upon our liberties. And they know that radio is an indispensable factor in creating a safe, serene and prosperous America after the war."

"Your stake in free radio is your stake in free enterprise in a free America," he concluded.

RCA Gross Up

RCA's total gross income from all sources in the first nine months of 1943 amounted to $218,240,901, as compared with $136,477,537 for the same period in 1942. In 1942, an increase of $81,763,364, according to David Sarnoff, president. Net Income was $7,120,502 for the first nine months of 1943 as against $6,999,127 in 1942, an increase of $435,398.

ONLY LICENSED WOMAN sea captain in America, and Denver's "Wavel" star, Captain Mary Parker Covese (left) appeared as guest of Lora Price, di-rector of Denver Home Forum, on a recent Forum broad-cast. Captain Mary, now 72, de-cided to obtain a captain's license in the Merchant Marine when she was 67 years of age. She has made important contributions to the war effort by teaching navigation to young men accepted for training as naval officers.

Auditions for S-W

OPERATIC aspirants for the Metropolitan Opera Auditions of the Air will have their first chance at tryouts in Chicago Nov. 11-13. Local winners will be in-vited to New York to compete over the air with other auditionists in the semi-finals and finals. Maes-tro Wilfrid Pelletier, conductor at the Metropolitan for the past 20 years, conductor of the auditions, orchestra and head of the auditions committee, will supervise the regional event in Chicago. The program returns to the air for the Sherwin-Williams Co., Cleve-land (paints), Nov. 28, and will be heard over the BLUE each Sunday, 4:30-5:30 p.m.

Buitoni to Expand

BIUTO NI PRODUCTS, Brooklyn, has added a six-times weekly quar-ter-hour program of music and drama on WOV New York to its spot schedule for spaghetti and other products, which will expand its advertising in other markets, including Los Ange-les, San Francisco, Pittsburgh, and other cities. Buitoni, as soon as supplies can be replenished. Buitoni's schedule includes: WHOM WEBR WGBS WCTB WCN WXYB WHEC WGES WJLB WHAT WIBX WMEX. Agency is Carlo Vinti Adv., New York.

News Series Open

BARRING certain types of adver-tisers such as beer, cigarettes and proprietary drugs, The Christian Science Monitor has approved local spot-grants of its Monday through Friday 6:30-6:45 news period, on Mutual, effective Nov. 1. When first announced last September, the program was said to be available for local sponsorship (BROADCASTING, Sept. 13). Mutual reported two accounts had indicated intention to sponsor the series, now titled The World's Front Page.

MILTON M. MENDELSON, for-merly head of the agency bearing his name, has been appointed executive vice-president of the Frank R. Steel Associates, Chicago.
WGAR Is Granted Change to 1220
FCC Action Paves Way for 50,000 w Operation

Way was paved for 50,000 w operation by WGAR Cleveland by the FCC last Wednesday when it granted the station's application to change its frequency from 1480 to 1220 kc, with an increase in night power from 1,000 to 5,000 w. The frequency, which has been sought by several applicants, is available for 50,000 w in the United States. WGAR originally sought the night power, but the wartime conditions necessitated a revision.

At the same time the Commission, meeting in executive session immediately following oral arguments, made decisions in two other cases. It denied the application of WADC Akron for a construction permit to install new transmitting equipment and a directional antenna for both day and night use, change its transmitter location and shift its operating assignment from 1350 to 1220 kc with 50 kw, unlimited, using a directional antenna. It is understood that it is likely WBHC will seek a rehearing.

WBHC Canton, O., was granted a construction permit to make changes in transmitting equipment, install a directional antenna for night use and change frequency from 1230 to 1220 kc with 15 kw, unlimited, using a directional antenna. It is understood that it is likely WBHC will seek a rehearing.

Conditions Improved

The WGAR grant, the Commission said, is subject to the conditions that (1) applicant shall take whatever steps are necessary to improve the signal of WGAR over the Cleveland business district to comply with the Commission's rules when materials and equipment are available; and (2) that applicant shall submit any plans that the proposed radiating system is capable of producing a minimum effective field of 175 millivolts per meter at one mile for 1 kw power, or 260 millivolts per meter for 5 kw power.

Equipment for the change, according to the record, is already on hand except a small amount of cement and plaster for reconditioning a farm house to be used for a transmitting building. Two 1220 crystals required are on hand; copper wire for a ground system has been salvaged from a previous ground system of the old WJR Detroit, and wire for transmission lines is on hand. Present towers and 5 kw transmitters will be used at the new location. Cost of relocating the towers and technical equipment will be about $5,000, according to WGAR.

The 1220 kc channel, a Mexican 1-A frequency, originally was specified for use in the United States as a Class 11 station in the Michigan area, but when that failed to develop, WGAR sought the frequency.

The FCC's proposed findings [BROADCASTING, Sept. 122] state

BOMBED AREA in London, St. Paul's Cathedral in the background, is inspected by (1 to r) Niles Trammell, president of NBC, Lloyd Stratton, president of the AP of Great Britain and John F. Royal, NBC vice-president in charge of international relations. The NBC executives are in London for the 170th anniversary of St. Paul's Cathedral. They are planning reopening of NBC offices in occupied countries, and arranging arrangements to bring listeners reports of international meetings of news value from abroad.

DON'T TRAVEL PLAN AROUSES PROTESTS

USE OF OWI “Don't Travel” announcements has been virtually discontinued in the Chicago area pending an answer to a protest filed with the FCC, Davis in behalf of 14 stations. At the same time, it became known in Washington last week that OWI has scheduled a series of the announcements over independent stations, which will be 65 seconds long and available for sponsorship, beginning the week of Dec. 6.

The letter of protest, over the signature of Edwin R. Boroff, vice-president of the BLUE, OWI consultant in Chicago, said that it was “the unanimous opinion” of the stations that it was “unfair” to ask the radio industry to use the free announcements.

“Railroads have been and still are notoriously newspaper and magazine advertisers and ignore the feeling to a great extent, and therefore these people feel that railroads should look to the advertising medium that has been receiving their money for free support of their war effort theme,” Mr. Boroff wrote, adding that the feeling is so strong that stations will refuse to carry the announcements. He said there was no question of support that the stations have been giving to the war effort.

that standing alone the application of WHBC would fall within the purview of the freeze policy, but that since the WHBC and WGAR requests are interrelated in that each is contingent upon the other "it becomes necessary to consider the overall benefits which would accrue to the public from the granting of both applications".

WGST Asks Renewal

WGST Atlanta, whose ownership and management policies have been under investigation by the FCC since 1940, filed a petition last week asking the Commission to grant without a hearing its application for renewal of license. The station had been given a 90-day extension of its license last March during which the Georgia School of Technology was to divest itself of a management contract with former radio commissioner and ex-CBS vice-president Sam Pickens and Clarence H. Calhoun, Atlanta attorney, operating as Southern Broadcasting Stations Inc. Basis of the petition is a decision by WGST of Paragraph 6 of the agreement with Southern Broadcasting covering acquisition of the university of technical equipment and facilities which specified that the FCC majority found it to be in such fashion as to provide as large net billings as possible. It is understood that the FCC majority would not have felt this placed upon the school the necessity of accepting programs indiscriminately in order to earn the necessary return [BROADCASTING, Aug. 23, June 28].

New FTC Sampling

CLEARING up the question of forthcoming calls for samplings of commercial continuities, P. Gad B. Morehouse, director of Radio and Periodical Division, Federal Trade Commission, explained last week that the new schedule, started July 1, 1943, which calls for samples from individual broadcasters twice yearly, will cause the 18-day sampling periods in most cases to fall in different calendar periods than in previous years. Selections of stations have also been realigned, said Mr. Morehouse, with consideration given to transmittal power, geographic location, population centers, etc. in arranging the staggered groups.

Dubonnet Moves

DUBONNET Corp., Philadelphia, subsidiary of Schenley Import Corp., sponsor of the Xavie Duget program on the BLUE Saturdays 11-11:30 a.m., will shift to Mutual following the Nov. 27 broadcast. Failure to find suitable nighttime period on the BLUE is the reason for the switch to MBS where the program will be heard Wednesday 8:30-9 p.m., effective Dec. 1. Agency is Wm. H. Weintraub & Co., New York.

Swift Spots

SWIFT & Co., Chicago (Allsweet Oleomargarine), in November starts a half-hour participation of home economics program five nights weekly on WOR, renewing participation on WLW KMOX WBZA WTC WCSS WIBC KFD KPO. Contracts are for 13 weeks. Agency is J. Walter Thompson Co., Chicago.

WTJS to Join Blue

WTJS, Jackson, Tenn., on Nov. 1, or as soon as wire facilities are available, joins the Blue Network bringing the total to 170 Blue affiliates. Owned by Sun Publishing Co., WTJS operates on 1000 w 1390 kc fulltime.
NAB Rejects Record Fee Plan

(Continued from page 18)

before your panel tomorrow morning.

Mr. Padway objected to the tele-
gram as not a procedure of
good faith. Pointing out that the
two record companies did not seek
to intervene in the proceedings un-
til the Decca contract with the
union had been signed, he charged
them with seeking “not to make
people listen to the industry, but to
upset the Decca contract.”

Chairman Meyer said it would
be “most unusual” for the WLB to
hear at any instance of a consent
case, explaining that in consent
cases, where the parties have
reached a voluntary agree-
ment, the Board “is not concerned
with the social desirability of the
contract, as it would be in a dis-
pute case.” Technically, he said the
panel has reported to the WLB
that the agreements already sig-
"That WFDF Flint Michigan
singer ain’t no musical instru-
ment, see!"
ords are sold for use in juke boxes. Sales to radio stations would not change the percentage, he said, as there are only 900 stations while the juke boxes are estimated at 400,000.

Mr. Colin opened the Thursday morning hearing, by stating that no answer would be made at that time to Mr. Petrillo's "colorful and eloquent plea", that "insofar as he quoted anything said by Mr. Sarnoff and Mr. Paley we wish to record a denial completely."

After a lengthy discussion of the method of employing musicians for recording work through contractors to determine the status of the employer-employee relationship, the situation had concluded with Mr. Padway expressing "complete confusion", the recording companies agreed to furnish the panel with a detailed descriptive statement of the situation.

In the afternoon, the company representatives, headed by Mr. Sarnoff and Mr. Paley, met with Mr. Petrillo and his associates and the WLB panel in a closed conference, at which the company representatives reported on the NAB's refusal to join with them and the AFM in a drive for legislation that would give the recording companies and the musicians control of the use of recordings. If such legislation were secured, the broadcasters, juke box operators and other commercial users of records would have to secure licenses from the union or the manufacturers or both for the right to use recordings.

Meeting with Mr. Petrillo did not indicate any change in the disagreement over the justification of the union's demand for direct payment of royalties for recorded performances, with Mr. Paley concurring: "So far," Mr. Sarnoff stated, "Neither side has yielded what it feels its position to be."

Resuming his argument Friday morning, Mr. Padway declared that the problem of the displacement of live musicians by recordings is not new, but was discussed with the broadcasters as long ago as 1938; citing the "plan of settlement" then agreed to by the broadcasters and the union.

Mr. Padway referred to the "white man case" in which a court decision awarding control of commercial uses of records to the manufacturers was followed by RCA's establishing rates for the broadcasting of Victor records, which were not put into effect because of an adverse decision by a higher court. Mr. Colin replied, "The record companies have never claimed that someone, including the record companies, should have control over the use of their records."

TAKING OATH of office during ceremonies aired on WHO Des Moines, Joe Grimes becomes the new state Treasurer of Iowa. Left to right are: Gov. Bourke B. Hickenlooper; Grimes; John Mulroney, Chief Justice of the Iowa Supreme Court; Bobby Griffin of WHO. Event was broadcast by Governor Hickenlooper as part of one of the Governor's regular WHO programs on alternate Saturday mornings.

WHEB Transfer Asked

WHEB Inc., Portsmouth, N. H., wholly owned by R. G. LeTourneau, applied for the FCC last week for transfer of control of its license to Charles M. Dale, Portsmouth attorney and mayor of the city, through sale of 100% of its stock (750 shares) for $60,000, $10,000 down and $50,000 upon FCC approval. He is a director of the New Hampshire National Bank, the Atlantic Terminal Corp., and Motor Mart, all of Portsmouth. Mr. LeTourneau stated he was returning from broadcasting in order to devote all his time to war production.

Pierce Aids Coup

FIRST FM station to join a network as a full-fledged affiliate, WBA, Schenectady, on Nov. 7 will become affiliated with the Mutual network. The FM outlet has been carrying Mutual programs on an experimental basis up to 12 hours a day since its inception July 17, 1941. Owned by the Capital Broadcasting Co., WBA (formerly W4TA) operates full time, 6 hours a day with 1,000 w on 44.4 kc, with a primary coverage of 5,000 FM homes in Schenectady, Albany and Troy.

Glass Firm to J-W-T

OWENS-ILLINOIS GLASS Co., East Liverpool, Ohio, announced that J. W. T. Glass Co., New York, to handle its advertising, following recent resignation of the account by D'Arcy Adv. Co., St. Louis. Thompson takes over the account Nov. 8, although it is understood that D'Arcy will probably supervise the company's radio program on CBS, heard five weekly times, 4-4:25 p.m.

Atlantic's Pair

ATLANTIC REFINING Co., Philadelphia, extended its coverage of football Nov. 6 on WOR New York, to "double-header" proportions, using five continuous hours. Agency is N. W. Ayer & Son.

Awards Dropped

THE Annual Advertising Awards contest conducted since 1938 by the magazine Advertising & Selling, will not be held this year.

JAMES CONNOLLY, radio manager of the New York office of the Paramount Co., is the father of an 8 lb. girl, his second, born last week.

S P O T L I G H T

IDAHO'S RICH FARMLAND WITH KTFI

TWIN FALLS, IDAHO

—PULSE OF THE MAGIC VALLEY—

WDRC

CONNECTICUT'S PIONEER BROADCASTER

TO THE POINT!

Getting right to the point, here's why: WDRC is first choice in Hartford, for your spot announcement schedule—you get all 3 on WDRC-covering programs, rates: Basic CBS, Hartford.

CONNECT IN CONNECTICUT

SALESMSHIP

Every WIB program and sales message is so planned that each listener feels it is directed to him alone.

WIB The Voice of Kansas in TOPEKA

BROADCASTING • Broadcast Advertising

November 8, 1943 • Page 71
Actions of the
FEDERAL COMMUNICATIONS
COMMISSION
OCTOBER 30 TO NOVEMBER 5 INCLUSIVE

Decisions...

Tokyo Broadcasting Co., Inc., New York—Denies application for
license renewal for new station on 1300 kc. (1907).

November 2

KROV Sacramento—Granted voluntary assign. license from Royal Miller, Marlon Miller, L. H. Penner, Glenn X. Penner, Will Thompson Jr., partnership d-b-a Royal Miller Radio. License of KROV, to same group except Will Thompson Jr., whose interest has been purchased for $2,854 by Marlon Miller (51%) and Glenn X. Penner (49%).

KQGV Great Bend, Kan.—Granted as-


sell

for

New Business

Curtis Publishing Co., Philadelphia (institutional) on Wed., Nov. 10 on WJZ, Baltimore, Md., sponsoring Saturday Evening Post Hour from 8:30-9 p.m., for all stations. On Sun., Nov. 15, sponsoring Sunday Evening Post Hour.

Safeway Stores, Oakland, Calif. (food products), on Nov. 20, granting $350 to Relief Drive, Safeway Stores, Indianapolis, Ind., for all Safeway stores.

Good Year Tire & Rubber Co. to start Nov. 13; will be heard on 9 NBC stations instead of on CBS as previously reported (Broadcasting, Nov. 1). On Mon., 1:30 p.m., to the Lord, Callie, in "Ladie's Pollen," Agency is N. W. Ager & Son, New York.


Sealy Mattress Co., Los Angeles (mattresses), on Sat., Nov. 1, granting $400 to American Legion's Views of the News on 6 NBC Pacific stations (KFI KRM KPO KGU KOMO KKBQ), Sun., 10-11:15 a.m. (PWT). Agency: Alvin Wilcox Adv., Los Angeles.


Network Accounts

All time Eastern Wartime unless indicated

Network Changes

Quaker Oats Co., Chicago (Aunt Jemima Pancake Flour), Nov. 6 shifts Aunt Jemima from 38 CBS stations, Sun., 9:30-10:30 a.m., to CBS stations Sat., 10:30-11:45 a.m., adding ten minutes. Agency is Sherman K. Ellis Co., Chicago.

General Mills, Minneapolis (Sofasilk and Gold Medal Flour), on Nov. 4 replaces Hymns of All Churches with Betty Crocker's Melodies of Home on 29 NBC stations. Thurs., 10:45-11 p.m., continuing of the former Mon., Tues., and Wed., same time and stations, is Blackett-Sample-Hummert, Chicago.

Gen. Mills Series

General Mills, Minneapolis (Sofasilk Flour), on Nov. 4 began sponsorship of Melodies of Home, weekly quarter-hour home economics and musical program featuring Betty Crocker and Gene Baker, tenor, and the Hymns of All Churches choir directed by Fred Lackey, on NBC Thursdays, 2:45-3 p.m. Mrs. Crocker will continue in her regular Friday series; Hymns of All Churches will continue its first time Tuesday, Wednesday series. Agency is Knox-Reeves, Minneapolis.
Excellent Operator—Man - Wife Combination

ANNOUNCER-ENGINEER

BROADCASTING ANNOUNCER-ENGINEER - First tion and one to CASTING.

network station experience experienced BROADCASTING.

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Count words for box address, forms one week preceding issue. Send Box replies to BROADCASTING Magazine, National Press Building, Washington 4, D. C.

PAYABLE IN ADVANCE

Help Wanted

Announcer-Engineer—(Any License) with sales and engineering experience on CBS station. If you want to spend a winter in Florida, working under ideal conditions, write Ray Jansky, JANSKY & GODLEY, 606, Washington, D. C., giving draft status and salary expected.

Young Women—Experienced Copy Writer handling advertising for general line of accounts. Prefer one with some sales ability. Permanent position in attractive community. Write WESP Baraboo, Wis., stating qualifications and salary expected.

Married-Couple—If you can fill above positions here is the ideal set-up. Positions permanent. Man will consider a couple who wishes to spend winter season in Florida. Write WESP, Baraboo, Wis.

Draft Deferred-Licensed first class, or third class operators. Rocky Mountain 5 kw. network station. Box 566, BROADCASTING.

Operator—First and second class license. Good pay, no war boom. Reasonable living costs. Permanent position and advancement. Draft exempt, 5,000 watts CBS, WKEE, Kennes, New Haven, Conn.


Announcer—Permanent position with 5 kw regional station. Salary deferred. Experienced man. Box 499, BROADCASTING.

Excellent Opportunity—For combination announcer-third class engineer with CBS station in South. State experience, draft status and salary desired. Address first letter. Box 496, BROADCASTING.

JACK WELCH—Sports Announcer. Important you write Box 469, BROADCASTING.

Announcer-Writer—Permanent position for experienced dramatic writer. Must spend 56 hours to start. A real opportunity. Send samples on CBS form. Excellent work will be given to Manager, WDFD, Flint, Michigan.

Station Executives—One Kw station middle west has opening for man who has experience in producing announcing writing, and primarily selling. State qualifications and references. Box 494, BROADCASTING.

Experienced Announcer—Wanted by Blue network station in deep south. Give full details in first letter. Box 408, BROADCASTING.

ATTENTION SMALL STATION AN- NOUNCERS: Here is the opportunity to advance in radio. Need man of all-around ability who can work alone. M. C. Draft exempt. Send all details, snapshot and references. Box 492, BROADCASTING.

DO YOU WANT TO STEP UP FROM a small station? Then the heavier responsibility of a full time SALESMAN real opportunity with one of Indiana's leading network stations and one of finest of regional stations in country. Must be experienced in all details—desired salary and snapshot—first application. Box 491, BROADCASTING.

Engineer-Operator—For leading Alaskan Broadcaster station. Single man, must copy Progs, have amateur ability. Modern living quarters furnished. Reply via air-mail, enclose prop quest, wages, references. August G. Hibbert, KEAR, Fairbanks, Alaska.

ANNOUNCER—Leading Midwest NBC af- filiate has openings for two qualified an- nouncers. Give full details and previous experience. Write Box 488, BROADCASTING.

Situations Wanted (Cont'd)

Manager-Commercial Manager—Now Man- ager of network affiliate. 5 years radio, 5 years newspaper. National sales repre- sentative 5 years. Desire permanent con- nection with progressive organisation. Box 506, BROADCASTING.

MANAGER OR COMMERCIAL MANAGER—Thoroughly Experienced in every phase of 1 Kw station operation. Extensive background in programing, Copy, promotion, and sales. Box 507, BROADCASTING.

Draft Deferred Announcer-Respondible, varied experience regional midwest sta- tion. Minimum $120 per week. Prefer- ably Washington, D. C. or Baltimore. Box 508, BROADCASTING.

ANNOUNCER—21 years old. Single. Draft exempt. NBC trained in Chicago and ex- perience in Detroit midwest location. Box 509, BROADCASTING.

Chief Engineer—Now employed by large metropolitan station. Extensive broadcast experience 550 to 50,000 watts, also international broadcast UHF etc. Details upon request. Box 502, BROADCAST- ING.

ANNOUNCER—Woman , five years experience, exp. also in directing wom- en’s programs, acting, musical and traf- fic direction, and script-writing, wishes position with promising future. Trans- portable. Box 561, BROADCASTING.

15 Years Experience —Newscaster—an- nouncer, is looking for position not too many miles in the Midwest. Box 497, BROADCASTING.

Need A Good Man—Fifteen years’ experi- ence as manager, program director, news, musical, advertising, radio unique situation. College graduated, must have liberal arts education. Box 565, BROADCASTING.

Station Manager or Commercial Manager—Twelve years experience NBC and CBS stations. Familiar with all phases of sta- tion operation. Stable, reliable, married. Past draft age. Box 493, BROADCASTING.

Experienced Hammond Operator—Desires permanent position with good midwest sta- tion. Married. 4-Y. Box 478, BROADCASTING.

HELPFUL SERVICES

Friend of the New Member

Help Wanted (Cont'd)

Situations Wanted (Cont'd)


Young Woman—Desires training and ex- perience as announcer in small mid- western station. Box 479, BROADCAST- ING.

Wanted to Buy

Wanted to Buy—Regional or local station Midwest or Southwest. Box 496, BROADCASTING.

Wanted To Buy—Complete 6 kw trans- mitter, including antenna tuning unit. Average type and price of this transmitter. Box 497, BROADCASTING.

Attention Owners of Stations—Yes, we are your listener. Willing to buy your station. Willing to purchase any station now. Box 498, BROADCASTING.

Wanted—One or two sixteen-inch dual speed, weighted turn tables, without cabi- nets. With or without pickups. WRR, Knoxville, Tennessee—Attention—Mr. J. W. Horton.

Wanted To Buy—Professional recording equipment, 2 Dual speed tables com- plete with amplifiers. RCA, Fairchild, or Presto preferably. Bay Flacks, WLAV, Grand Rapids, Mich.

SPECIAL

INTERVIEWING SERVICE

ADV. AGE, EXP. & STATIONS

RADIO PRODUCERS

DISC JOCKEYS

ANNOUNCERS

NEWSCASTERS

SCRIP WRITERS

WRITERS OF "COM"—PROMOTION—PUBLICITY

LICENSED OPERATORS

TIME SALEMEN

F R A N K M C G R A N N

POSITION SECURING BUREAU, INC. (Agency)
331 Madison Ave., New York, N. Y. 2-6494

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

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

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

Nostrand Bldg., Dil. 1203
Washington, D. C.

HECTOR R. SKIFTER

CONSULTING RADIO ENGINEERS

FIELD INTENSITY SURVEYS STATION LOCATION SURVEYS CUSTOM BUILDING EQUIPMENT

SAINT PAUL, MINNESOTA

Radio Engineering Consultants


Radio Engineering Consultants Frequency Monitoring

— Evening Star Building, Washington, D. C.
— 321 E. Gregory Boulevard, Kansas City, Mo.

RING & CLARK

Consulting Radio Engineers

WASHINGDON, D. C.

— 620 15th St., N. W.
— Republic 2347

November 8, 1943
GE Offers War Bond Equipment Plan

Post-War Project Told At Lunch Meeting
In New York

SPECIFIC postwar plans in the broadcast equipment field—including War Berth arrangement effective immediately and providing for the purchase of G-E postwar AM, FM, or television equipment—were announced last Wednesday by the General Electric Co., Schenectady, at a luncheon in New York.

Dr. W. R. G. Baker, G-E vice-president in charge of the electronics department; W. R. Dake, in charge of broadcast transmitter sales; and Paul L. Chamberlain, head of transmitter division sales, were speakers.

Three Main Steps

Three steps are involved in the reservation plan, Mr. Chamberlain explained: (1) Indication of the type equipment desired, (2) details supplied on an equipment reservation form being mailed to the industry, and (3) deposit of bonds with G-E in the amount stipulated for the equipment desired. As an example, a 10 kw FM transmitter can be reserved for approximately $1,200 in War Bonds. The title to the bonds remains with the broadcaster as well as accrued interest.

The reservation, Mr. Chamberlain said, is not an order or contract, but it gives the customer a priority position. It provides that a satisfactory contract is to be negotiated within 90 days after G-E is again permitted to produce commercial transmitters. If, however, a satisfactory contract cannot be negotiated within that time, the bonds are returned to the customer and that priority voided.

Pointing out that G-E is now producing a million dollar's worth of the radio equipment a day, Mr. Chamberlain said that the reservation plan will help G-E prepare for an orderly transition from wartime to peacetime manufacture. He revealed that G-E has plans for incorporating all phases of the broadcast industry into its post-war service. "If the customer desires it, G-E Realty Corp. will purchase the land, and in cooperation with a firm of architects, will supervise construction of studio and transmitter buildings; G-E will take charge of wiring and substation equipment, of the lighting, and air conditioning, supply microphone and speech amplifier equipment, station-to-transmitter relay equipment, the transmitter. General Electric Electric Contract Corp. will finance the whole transaction and will train operators and program personnel, if desired."

Analyzing the economic trends of AM and FM broadcasting, Mr. David, who is specializing in FM transmitter sales, predicted that FM will eventually supplant all local, many regional, and some highpowered AM stations and that within five years after the end of the war, there will be 500 FM stations, 750 AM stations, 100 television stations, and 50 international shortwave stations in operation.

Wireless FM networks are inevitable, Mr. David said, at the same time solving the small station's network service problem. Of the approximately 400 local stations on the air, half are losing money, and of that 500, approximately 170 are not network affiliated. FM network service would help these locals, it was said.

Dr. Baker, who opened the meeting, said there are two problems that the broadcast equipment manufacturer must solve—(1) Review and agreement of frequency allocation and system standards, and (2) Transfer of those details into transmitting and receiving equipment for mass entertainment and reception. He cited the television standard difficulties in the latter part of 1939, the establishment of the National Television Standards Committee, made up of 140 engineers. The NTSC made unanimous recommendations to the FCC which practically all of the requests. The Radio Technical Planning Board, of which Dr. Baker is chairman, was formed to coordinate the postwar planning of all the services that the electronics industry will offer to the people. "Both plans are an orderly approach to solve problems. There should be no confusion or delay in setting up postwar standards and systems, thus making it possible to utilize technical advances."

DISCUSSING G-E'S PLANS for the manufacture of post-war AM, FM and television equipment, at a press luncheon in New York, Nov. 5, was this trio of spokes who outlined G-E's program: (1) W. R. David, in charge of broadcast transmitter sales; (2) Dr. W. G. Baker, G-E vice-president in charge of electronics; Paul L. Chamberlain, head of transmitter sales.

NAB Presentation Continued Success

Favorable Comments Reported From Nationwide Showing

INCREASED requests for the "How to Do It" booklets along with continued expressions of approval of the presentation marked last week's reports of NAB's "Air Force and the Retailer." The printer has delivered two of the five booklets, but the rest are expected this week.

Some criticisms of the length of the showing and its lack of specific application to local problems were noted, but, as NAB officials have pointed out, the latter problem is expected to be met when local salesmen take advantage of information in the "How to Do It" set. Typical comments, however, were as follows:

WHIO, WING Dayton, 210 attended, "definite stimulation"; KITU, Columbus, "happy with reactions"; KMRY Denver, "terrific job . . . happy . . . though not NAB members"; KDAL Duluth, 190 attended from Duluth and surrounding area; "pleasing pleasure"; WHBQ Memphis, "consider best investment of its kind we have ever made".

Other Showings

Lew Avery wired from Cleveland that a group of 400 were enthusiastic over the show, and from Chicago that one agency man said, "I wish I had brought all of our clients." He was introduced in Chicago by William T. White, sales manager of the Wieboldt Stores. KARK Little Rock wrote "favorable reaction"; KVOE Santa Ana, Cal., "pride of the job", 100 sets of booklets requested; WHIT New Brunswick, "excellent production"; WSPA-WTPA-WLAF Spartanburg, 120 attended, all wanted booklets; WLOK Lima, O., select party saw show in Toledo, "excellent investment on part of WLOK".

WTAG, WAAB, WORC Worcester, Mass., 150 attended. A retailer said "it shows me there definitely is a place in radio for better stores"; WDBF Danville; WPBM Indianapolis, WGBF-WEOA Evansville; WBOW Terre Haute, 136 attended; "only one walked out" (claimed he had a previous engagement). Prof. C. H. Sandage, of the graduate business school of Harvard, who helped in research for the presentation, wrote "It should give retailers a new appreciation of the possibilities, which radio holds for many types of advertisers." He also suggested the NAB make available on a loan basis after the war the slides and records of the show for use in college business courses.
After Sunset on Sunday

Sketches
Over HERE—a Knock at the Door means a Neighbor Calling

In Axis countries, that knock might be the Gestapo—and death, if you had been listening to American news from Algiers or British news from London or the underground radio.

In America, no one cares if you listen to enemy stations—their propaganda is often good for a hearty laugh. But for unbiased war news, we tune to our own stations. We know that we will hear every important news break that won't help the enemy.

Radio has done much to make Americans the best informed people on earth. Through the ingenuity and skill of American radio manufacturers, fine-quality sets have been brought within the reach of everyone.

While today American radio makers are devoted solely to the cause of Allied Victory, important new techniques developed under stress of war will bring you finer radios and other electronic products when the war is won.

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

PIONEERS IN THE FIELD OF RADIO-ELECTRONIC RESEARCH, RCA Laboratories are proud of the privilege of serving America's great radio industry in its united war against the Axis. When the day of Victory comes, RCA, through basic research, will continue to work hand in hand with American manufacturers for better and more useful radio equipment in our peacetime world.

RCA Laboratories
A SERVICE OF RADIO CORPORATION OF AMERICA