Every Week...

1,000 Letters for Royal Crown Cola!

Royal Crown Cola pulls that many letters each week on the AVERAGE for its "Swing Class." Just plain listener interest. That's what does it. That's W-I-T-H... the radio station all Baltimore listens to, to hear about $135 dresses from the smart Charles Street specialty shops, the last race at Pimlico and what's going on at the movies.

It's the combination of music... news... and special events leading up to sales results, that makes W-I-T-H the radio buy in Baltimore.

W-I-T-H
IN BALTIMORE

Tom Tinsley, President

REPRESENTED NATIONALLY BY HEADLEY-REED
The “Feature Foods” merchandising crew call on 1000 retailers to acquaint them with the advertising activities of “Feature Foods” sponsors. With close contacts with grocers, they are frequently able to get stores to stock “Feature Foods’ products. This graph shows the results in a new retail district with 64 stores. On their first round “Feature Foods” took orders in 45 stores, opened from 1 to 32 new outlets for each of seven “Feature Foods” products.

The “Feature Foods” merchandising staff calls regularly on retail grocers and reports to advertisers on ever-changing retail conditions. One company made 10 calls in one district where five stores stocked the product. But “Feature Foods” made 50 calls in that same district; in other words, instead of the 50% distribution the sales manager thought he had, and 5 stores not stocking the product, he had only 10% distribution with 45 stores yet to be sold!

Although selling is not the principal business of the merchandising crew, they do take orders for “Feature Foods” products. In one new district, for example, only 6 of 64 stores carried a new “Feature Foods” item. Yet almost every one of these stores carried a competing brand. The “Feature Foods” merchandising crew, on their first round of this district, took orders in 34 stores! Here’s a “plus” service that makes it worthwhile now, more than ever, for any food manufacturer to pay a little extra and buy “Feature Foods.” For the full story, ask any John Blair man.

“Feature Foods” is a big-time, network-calibre program conducted by Martha Crane and Helen Joyce, 11 to 11:30 a.m. daily except Sunday. It is a homemakers’ service broadcast patterned after big variety programs, offered on a participation basis, five days weekly. Commercial copy is written and read by Martha and Helen to be part of the program.
When you place your copy on WPEN, YOU GIVE IT THAT EFFECTIVE DIRECTION. You reach a big, faithful buying group that has been built up, and retained, through a sound program policy of providing constant entertainment, well-planned news broadcasts and outstanding public service features.

You can judge how “purchase minded” this audience is by its strong response to direct radio sales, and by the renewals and additions of national advertising accounts. That’s why we say ... buy WPEN and give your copy DIRECTION towards a steady BUYING audience.

We will be glad to furnish a list of national accounts which are now proving to their satisfaction the sales power of WPEN. We have a few choice availabilities you will want to know about, too.

5000 WATTS • 950 ON THE DIAL
KOIL is the most economical buy in OMAHA

For Outstate Nebraska - KFAB is a must!
Yes, there are 3½ million bigger-than-average purses in America’s 4th Largest Market — more than in 14 major cities combined!*

The most extensive study ever made of this important market* reveals never-before-available marketing facts... comparative ¾ hour ratings of all stations... discloses daytime and nighttime program preferences. In short, gives you the facts you need to get the most for your advertising dollar.

You owe it to your clients and yourself to see it. Write or phone today: WAAT, NEWARK 1, NEW JERSEY.

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

*Dollar for Dollar New Jersey’s Best Radio Buy”

*Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
FIVE OUT OF THE SIX "BEST KNOWN" ST. LOUIS RADIO PERSONALITIES ARE ON KWK

ALPHABETICALLY LISTED, THE FIVE ARE:
RAY DADY
DIZZY DEAN
RUSH HUGHES
JOHNNY O’HARA
ED WILSON

EDW. G. DOODY & COMPANY, RESEARCH ANALYSTS, HAVE JUST COMPILED THEIR FINDINGS IN AN INTERESTING SURVEY. They made 500 personal interviews. They asked these people to name St. Louis radio personalities. Some named one or two, others as many as ten.

Out of the personalities most often mentioned six led by a very wide margin.

FIVE OUT OF THESE SIX LEADERS ARE KWK PERSONALITIES.

1. May Kennedy McCord
   9:45 A.M. Monday through Friday
2. Ray Dady
   8:45 A.M. and at Noon Monday through Friday
3. Dizzy Dean
   Sports
4. Ed Wilson
   8:00 A.M. Monday through Saturday
   3:00 to 4:45 P.M. Monday through Saturday
5. Johnny O’Hara
   6:05 P.M. Monday through Saturday
6. Carl Hohengarten
   7:30 P.M. Tuesday and Thursday
7. Rush Hughes
   10:00 A.M. and 6:15 P.M. Monday through Saturday
8. Jean Webb
   7:30 P.M. Tuesday and Thursday
9. Buddy Heitz
   7:15 P.M. Monday, Wednesday, Friday and 7:30 P.M. Tuesday and Thursday
10. Rich Hayes
    7:30 P.M. Tuesday and Thursday
11. Jack Connors
    7:30 P.M. Tuesday and Thursday

The above numerical order does not indicate relative popularity of artists in the survey.

ST. LOUIS KWK MUTUAL
CHASE HOTEL
REPRESENTATIVE, PAUL H. RAYMER CO.
RAY DADY Goes COAST-TO-COAST!

SPONSORED BY
GROVE LABORATORIES

ANOTHER FIRST
FOR KWK

KWK is now broadcasting the FIRST, daily, commercially-sponsored, coast-to-coast, network show to originate in St. Louis . . . . . .

Mutual Network is now carrying, coast-to-coast, Ray Dady and his "Sidelights on the News." He broadcasts 1:00 P.M. EWT, Monday through Friday. This is the first origination from St. Louis of a commercially-sponsored, coast-to-coast, daily, network feature.

This national recognition for a KWK personality is further tribute to the policy of giving listeners the very best possible radio entertainment.

Ray Dady has long been considered one of the Middle West's most noted news analysts and we are happy to share him with the nation.

ST. LOUIS KWK MUTUAL
CHASE HOTEL
REPRESENTATIVE, PAUL H. RAYMER CO.
LOUIS HONIG,
Account Executive, Erwin, Wasey & Co., San Francisco

Says—"This year, our clients will invest more money in
spot broadcasting than ever before."

◆Yes, Mr. Honig, spot broadcasting has
grown so enormously and so steadily, for
so many years, that some people assume
it's now at about its maximum ultimate
peak.
◆But we'll venture a prediction—that as
time goes on, "national spot" will account
for a far greater and greater percentage
of all radio time. That's another reason
why we of F&P emphasize the kind of
service that builds for the future, regard-
less of its immediate profit or loss. And
that, perhaps, is why so many good agen-
cies and advertisers have come to think
of F&P almost as a department in their
own businesses.

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Law Geared to Post-War Radio Pondered

Paley at Senate's Inquiry; Fly Critical

VISIBLY impressed by the prospects of FM and television as post-war developments destined to broaden and to curtail that agency's inroads into programming and business practices as destructive of American private enterprise, he implored the committee to restore radio to equality to other American enterprise but give it no privileged place.

Mr. Fly, however, in his fourth appearance, which was to last only a few minutes, elected to offer heated rebuttal and lash out against the CBS president's proposal, contending he was seeking to vitiate the network regulations and restore "monopoly" in the hands of "two New York men". He shouted down practically every contention made by Mr. Paley, asserting that the CBS president wanted networks to operate as "legalized outlaws", controlling radio "from New York and Hollywood". Mr. Fly appeared at a turn last Tuesday because he is on call for a North African mission for OWI.

The old "soap opera" bugaboo and moral uplift of programs were belabored last Friday by Chairman Wheeler and Mr. Fly. Such epithets as "vile" and "rotten" were hurled in describing daytime programs. Mr. Fly called them "trash". His position, succinctly, was that the dollar sign governs radio, that forum and other high wire programs are being pushed around and that money give-away programs, which he said were rampant on smaller stations, violated the lottery law, but nothing was done about them by the Commission because it exercised no control over programs.

Before the hearings conclude, Senator Wheeler announced, the committee will hear from T. A. M. Craven, who has been at odds with Chairman Fly's practically automatic Commission majority on almost every policy consideration. The chairman also asked that Commission engineering experts testify on the allocations structure—an assignment probably to be delegated Chief Engineer E. K. Jett.

Mr. Wheeler said he also had asked NBC and CBS to have their engineering experts testify regarding allocations. It is presumed that with FM and television to be covered, and the whole question of post-war allocations in the spotlight, other key engineering figures, including Dr. E. H. Armstrong, famed developer of FM, will appear. It is hard to predict when the allocations phase will stop, once opened up, according to observers.

Trammell to Appear

Chairman Wheeler also disclosed that Niles Trammell, NBC president now in the Mediterranean area on a tour of the war theatres, will testify before the record is closed, probably two weeks hence. Among others who will be heard are Neville Miller, NAB president; Louis G. Caldwell, president of the American Federation of Labor, the "moral effects" of the Commission's findings. The chairman added that the program for the Clear Channel Broadcasting Service; approximately six independent broadcasters under the NAB banner, and a spokesman for the American Federation of Labor, which recently adopted a resolution advocating a change in the law. BLUE has not filed an appearance.

Among legislative recommendations made orally to the committee by Mr. Fly, in addition to his suggestion that the Commission should have some form of "graduated penalties less than revocation", was the suggestion that Congress consider FCC control over the transfer of less than a majority of stock of stations. He pointed out that the Commission now takes into account close personal relationships where one party puts up the money for another, but that nothing comparable to the Holding Company Act obtains in broadcasting.

The intense interest of the committee in the newspaper ownership issue was evinced again last Thursday, Chairman Fly earlier had said he would be glad to have Congressional policy on newspaper ownership, but felt the question should be "litigated". This inferred that there would be a policy ruling by the Commission. Last Thursday, questioned by Senator Brooks (R.-III.), Mr. Fly said the Commission would "decide" the newspaper issue soon. It has been pending for two years.

On Friday Horace L. Lohnes, president of the Federal Communications Bar Assn., and Herbert M. Bingham, chairman of its legislative committee, supported the White-Wheeler bill in most particulars. "Lottery" or money give-away programs were discussed. Mr. Lohnes urged an amendment of the pooling section to relieve stations of liability for slander or grant authority to censor. A client of his settled a case for $17,000 recently because of ambiguity in the statute, he said.

Witnesses today (Nov. 15) include Richard T. Frankensteen, vice-president of the United Auto-Mobile-Aircraft & Agricultural Implement Workers (CIO), and J. Frank Burke, president of KPAS Pasadena, Cal., both regarded as pro-FCC witnesses. Mr. Burke recently published "The Peoples Radio", a tabloid opposing the bill and supporting the FCC. Copies were distributed at the hearings.

Mr. Frankensteen recently complained to the FCC about refusal of WHKC Columbus to carry a speech in which he sought to attack Congress. CIO has supported the FCC and opposed the networks and stations on sale of time for controversial issues. NAB Code provisions are under CIO attack.

Strategy of Chairman Fly apparently is to sprinkle pro-FCC witnesses to break up testimony in support of new legislation. He announced Thursday that "several broadcasters" desire to appear, presumably as Commission witnesses. Obviously this is designed to offset any independent broadcaster's advocacy of new legislation.

Presenting radio's side on committee...
Two Commercial Networks, Canada-Wide, Formed by CBC

By JAMES MONTAGNES

FORMATION of the Transcanada and Dominion networks was announced by the Canadian Broadcasting Corp. Board of Governors at Ottawa on Nov. 15, to take effect on Jan. 1, 1944. Seventy of Canada's 89 broadcasting stations are now on a CBC commercial network, 18 of the Transcanada stations being in areas covered by the two networks and the other four being in areas where the CBC is not available.

The Transcanada network includes most of the stations on the present CBC National network, stretching from CBR Vancouver to CJBC Sydney, N. S. The Dominion network will operate from CJVI Victoria, B. C., to CHLT Sherbrooke, Que., for the present, and CJBC (till Nov. 15 CBT) Toronto, as its key station. Later the network may be extended to the Atlantic coast.

Advertisers' Demand

Decision to form a second commercial network was reached some time ago and was accorded demand by national advertisers for coast-to-coast network time. First user of a tentative second commercial network, was Gillette Security Radio Co. of Canada in July 1941 for fight broadcasts.

Since then the number of users of the alternative network has grown till this week it was estimated to form a definite second national network. The Dominion network will start by going on the air seven nights weekly from 8-11 p.m. (PDT). Transcanada net will continue to feed about 17 hours of network sustainer and sponsored programs across Canada.

No official data has yet been released as to the actual make-up of the two nets, but Dr. A. Frigon, CBC acting general manager, has announced that a realignment of stations on the national network is now underway.

Paley Overseas

WILLIAM S. PALEY, CBS president, has left New York for his overseas psychological service with the Office of War Information, assigned to the Mediterranean area. Paul W. Kesten, executive vice-president, is in charge.

Sarnoff-Paley Plan Rejected by AFM

Petrillo Calls It Unacceptable

Sarnoff-Paley Plan Rejected by AFM

Sarnoff-Paley Plan Rejected by AFM

WITH NO resumption last week of the Labor Board conference held Nov. 5 between presidents David Sarnoff of RCA, William S. Paley of CBS and James C. Petrillo of the American Federation of Musicians, there was no date set for any future meeting, hope had practically disappeared by the weekend that these sessions would end the recording dispute between the union and the two networks. Recording Division.

On Friday it was learned that Mr. Petrillo had notified Mr. Sarnoff that the proposal made by the company chiefs was not acceptable to the union. Details of the proposal were not revealed, but it is believed that it contemplated a joint attempt by a committee of AFM and the networks to work out the copyright legislation that would give the makers of recordings and the recording artists a continuous royalty. Use of the product beyond the point of sale. It is also understood that the company presidents stood fast on their refusal to recognize the principle of payment to the union of fees to be used for the benefit of the AFM's unemployed members, a principle which has been included in recent contracts between the AFM and a number of other broadcast and transcription companies.

Summations Prepared

Mr. Petrillo left New York Friday evening and will not return for at least a week, it was learned, and no date was set for a future meeting with Mr. Sarnoff. Mr. Paley had left earlier in the week for a special overseas assignment with the OWI which is expected to be abroad for at least six months. Meanwhile, counsel for both the companies and the union were preparing their summation arguments for presentation to the Labor Board.

Contracts panel when the hearings in New York are resumed on Wednesday (see story on page 18).

Failure of the top company and union executives to settle their recording differences strengthens industry opinion that radio may soon become involved. Contracts between NBC and CBS and the AFM locals in New York and Chicago expire in Jan. 1944, and Mr. Petrillo some months ago halted negotiations for new contracts by executive order to the locals in those cities. It is believed quite likely that when the union president would not hesitate to use the expiration of these contracts, to which he has alluded as "the biggest club a labor organization ever had," as a means to force the acceptance of his terms by their affiliate recording companies.

Page 10 • November 15, 1943

BROADCASTING • Broadcast Advertising
Radio—American or European System?

Control by Government, Even Without Ownership Is the Critical Factor

By WILLIAM S. PALEY
President, Columbia Broadcasting System

THE LAST time I appeared before your committee was in June 1941. Your committee was then holding hearings on Senator White’s resolution, investigating the network regulations which had just been promulgated by the FCC.

I think that most of you are familiar with the course of our experience since then. We tested the Commission’s right to impose such regulations in the courts. After two hearings before the court in New York and two arguments in the Supreme Court, the final result was the Supreme Court’s decision on May 10 of this year. This decision served one very wholesome purpose—it focused the issue sharply on the fundamentals. For the opinion written by Justice Frankfurter far transcended far beyond the business problems the regulations had created.

A New World

I hope you will bear with me for a few minutes while I emphasize this point. Frankfurter said: “If I seem to be going over old ground, it is because May 10, 1943, marked, for American broadcasting, the end of one world and the beginning of another. Your interest in our problem began before that date and has, happily, continued since—but to us the problem became a totally new and far graver problem on that date and the need for legislation became a different and a more urgent need in many ways.”

The Supreme Court said, in effect, that the powers of the Commission under the present law are without discernible limits; that it can do whatever it wants in regulating the business practices of broadcasters and in regulating the programs which they put on the air—so long as the FCC makes its own determination that such regulation is in the public interest.

Thus the court, in one stroke, granted the Commission unlimited authority over every aspect of this great medium of mass communication.

The concept of absolute Government dictatorialship over broadcasting, to whatever extent the Commission wishes to assert it, is plainly set forth in the opinion of Justice Frankfurter in such terms as these: “The Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic.”

I hardly need to add that the composition of that traffic in radio means the programs which go over the airways, and can mean nothing else.

We are not concerned here with material goods; but with the most precious of intangibles—with the free spread of ideas. The court’s dissenting opinion emphasized this point. It said of radio: “Because of its vast potentialities as a medium of communication, discussion and propaganda, the character and extent of government regulation should be exercised over it by the government is a matter of deep and vital concern.”

Events in Europe show that radio may readily be a weapon of authority and misrepresentation, instead of a means of entertainment and enlightenment. It may even be an instrument of oppression.

The danger that this instrument may be so abused cannot be neglected—and I am sure, will not be neglected by the Congress. For, under the court’s decision, the last safeguards against such abuse have been swept away.

The court has made clear that the main question is not one of economics. It is not a question of the network rules.

Cooperation Given

I might say right here that while our operations, during the four months since the network regulations were imposed, have not been substantially affected, this has been largely because of the independent and voluntary cooperation of stations and of advertisers, and because the great bulk of our network business in these four months was based on contracts placed before the regulations became effective. Another factor is that after we had made clear our definite intention of testing the validity of the regulations by a court action but before we actually started the suit, the FCC, in October 1941, amended certain of the regulations to make them less impractical.

We think, despite the amendments, that the regulations are unsound and destructive; but the core of the problem lies much deeper than that. The question raised by the Supreme Court decision and the question which is squarely before Congress today is simply this: Do the American people want the Government to have the power to tell them what they can hear on the air? I am firmly convinced that Congress never intended any such result.

Nor do I believe that the American people want a radio system which in all its elements is under the ultimate control of a small bureau of men with seven-year appointments. The American people want the kind of radio they have known. And this can be assured only if the condition or requirement of the program judgments of hundreds of broadcasters throughout the country.

Certainly, Government must perform the necessary role of technical supervision over frequency assignments. But any crevice or cranny through which even the best intentioned board could extend its control to the point where the field is wide enough to let through the flood of Government control over thought. We know from bitter experience how destructively this weapon of condition or requirement has been wielded by the Axis tyrannies.

A Protective Bill

The bill, introduced by Senator White and Senator Wheeler, and today before your committee, goes a very long way in giving to radio the protection it needs and should have.

The one fundamental safeguard which is paramount if we are to avoid complete Government control of radio is a straightforward prohibition against the Commission concerning itself with the program policies or business practices of radio stations.

Section 8 of the bill before you provides that the Commission shall not have the power to regulate the business of a radio station and shall impose no condition or requirement which would have the effect of conferring upon the Commission supervisory control of station programs or control of the business management of the station.

Senator White, in his explanatory remarks at the time of the introduction of the bill, pointed out that the Commission has been concerning itself more and more with the business phase of broadcasting and is charged with attempting to control both the character and source of program material. He stated that the purpose of Section 8 was to spell out in black and white what was the original as well as the present intention of Congress with respect to such matters.

A New Threat

The language of Section 8 of the bill was drafted and Senator White made his remarks to the Senate before the Supreme Court decision of May 10 and before we were aware of the degree to which radio language could be construed by the court to broaden the Commission’s powers. For this reason, while we were entirely satisfied with the language of Section 8 as it was then written, we urge that its language be strengthened in order to make sure that this time the intentions of Congress cannot be thwarted.

Any weakness in that language would, in our opinion, be disastrous. For that reason, I want to invite your most serious attention to a new threat which has developed here, before you, in the last few days. You will recall that throughout the Supreme Court decision, Justice Frankfurter dealt with business and program control as substantially a single entity. Senator White, in Section 8 and in his introductory remarks last March, likewise treated these two aspects of control as parts of a single problem, I think it had not occurred to anyone until recently to suggest that business control and program control were anything

(Continued on page 20)
Lea Group to Determine Status of Shortwave Testimony

By BILL BAILEY

AMID REPORTS that the entire personnel of the legal and investiga-
ting staffs of the House Select Committee to investigate the FCC would resign unless the inquiry de-
veloped action, Chairman Clarence F. Lea (D-Ga.) last week that the probe would be re-
sumed at 2:30 p.m. today (Nov. 15), under the direction of Chief Legal Counsel Eugene L. Gartside.

Three officials of Shortwave Research Inc., New York organization
allegedly subsidized by the Government, were to appear before the committee to continue re-
Country and promised that they would be rejected by the committee, pending the appearance of the deponents before the committee.

Within a fortnight the hearings will be resumed full force, said Rep. Lea, with Commissioner T. M. Craven of the FCC back on the stand to complete testi-
mony which was interrupted a month ago when Rep. Cox (D-Ga.) resigned as committee chairman. [BROADCASTING, Oct. 4].

Part One Completed

Mr. Lea, who as chairman of the House Interstate & Foreign Commerce Committee, has been tied up on a revision of the Civil Aeronautics Act of Oct. 27, the aviation bill has been placed on the House calendar for action this week.

"Just as soon as that is out of the way we will get back to the investigation and see it through," he said. "The shortwave testimony Monday will complete the record of the previous hearings.

The Three Shortwave Research

officers, who will be asked to read their statements and, if they are cor-
correct, sign them in the presence of the committee, are: Maryn Blumberg, president; Bert (Best) F. Wilcox, attorney-director, and David F. Seiferheld, treasurer-director. Today's hearing is expected to be brief.

Chairman Lea said he would ask the House Committee on Accounts for $75,000 early this week to com-
plete the investigation. An original $50,000 fund is about depleted, he said. The new appropriation, if granted by the House, will make $135,000 set aside for the inquiry.

Meantime reports were heard in both House office buildings and the Capitol itself that the legal and investigating staffs, which virtually have been dormant since Rep. Cox resigned as chairman, would resign to a man. It was un-
denied that the general feeling prevailed among staff members that the committee, under Rep.

Lea's guidance, has been inclined to sidetrack the FCC probe.

Chairman Lea said he had heard reports that "some members of the legal staff" planned to resign, but he declined further comment. He said no action had been taken on their resignations, but asserted that Mr. Garey would "continue for the present".

Following the resignation Nov. 5 of Hugh Reilly, counsel [BROAD-
CASTING, Nov. 8], to return to his law practice in New York, reports were heard daily that other members of the staff would follow Mr. Reilly's lead and turn in resignations. Among those said to be concerned is the attorney in the administrative law branch whose services are expected to be needed in the future are Mr. Dorsey, chief investigator and veteran Congressional probe; Robert Bar-

kin, assistant to Mr. Barger, and Fred L. Walker, assistant general counsel.

It is known that Mr. Garey's own business has suffered during his stay in Washington. He is a member of the New York firm of Garey, Desvernire & Garey.

Raymond J. Osborn, investigator, left the staff Nov. 6 to report for military duty.

KENNEDY PROMOTED TO NAVY CAPTAINY

ATTAINING the highest naval rank held by a broadcaster, John A. Kennedy, president of the West Virginia Network and owner of WCSC Charleston, WBLK Clarks-

burg, and WPAR Parkersburg, last Thursday was promoted to a captaincy in the Naval Reserve. He is serving as an assistant to Vice Adm. F. J. Horn, vice-chief of naval operations.

Captain Kennedy was commis-

sioned as a Lieutenant Commander

SYMPHONY SIGNED BY ALLIS-CHALMERS

Third advertiser to sign this year for sponsorship of a major symphony orchestra, Allis-Chalmers Mfg. Co., Milwaukee, whose agency, Compton Adv., New York, will sign a contract with the Blue Monday, the Electric Oct. 15 for the Saturday even- 

ings concerts of the Boston Sym-

phony Orchestra. Cost is said to be $600,000.

Heard sustaining for the last year, the orchestra, under the di-

rection of Serge Koussevitzky, will be sponsored in a similar fashion by General Motors Corp. in the 8:30-9:30 p.m. period, prob-

ably beginning early in December on the full network. Commercials will be limited to about 10 minutes in which the industrial equipment manufac-

turer is doing. The other two sym-

phonies presented this year are the Philadelphia Sym-

phony Orchestra on CBS by U. S. Rubber Co., and the NBC Sym-

phony sponsored by Borden's.

J. W. J., Now Cleveland, With 5 kw., Joins Blue

WJW Cleveland on Nov. 14 started operating a cleared and assigned 5 kw. power of 5,000 watts on 860 kc., and today (Nov. 15) begins carrying the full BLUE program complement as that network's basic affiliate in Cleveland.

Norman Ostby of the BLUE station relations staff was in Cleveland several days prior to the opening to arrange the dedi-

cation ceremonies. BLUE officials are in the process of changing over to Chicago for the BLUE affiliates meeting Nov. 15 and 16, included Mark Woods, president; Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-

president in charge of programs; Capt. Adr. were and John H. Norton Jr., station relations manager.

Candy Firm to Sponsor WMCA Program on MBS

CLARK BROS. Chewing Gum Co., Pittsburgh, on Dec. 5 will sponsor John J. Anthony's Good Will Hour on WMCA, New York. The 60 mutual stations in the 10:15-11 p.m. period Sunday evenings. The program, a WMCA-owned show, has been presented on the BLUE for a year by Ironized Yeast Co., Atlanta. Since Oct. 10 it has been heard in the form for a full hour on WMCA saved to the BLUE 5:30-10:30 p.m. on the BLUE.

The program will be 45 minutes on the air on the WMCA. The network will shift the quarter-hour program with John Stanly, sponsored by W. L. Doug-

las Shoe Co. on 15 mutual stations in the 10:30-10:45 p.m. period, probably to Sunday morning.

TENTH ANNIVERSARY

Of Opening of NBC Studios in

Radio City a Quiet One

TENTH anniversary of the opening of the NBC studios in New York's Radio City was celebrated by the network on Armistice Day, Nov. 11, with "broadcasting as usual". No special program marked the occasion, to which only a decade of marvelous broadcasting prog-

ress, half of radio's network history, stood silent herald.

The ring back of the special in-

augural programs planned those ten years ago, when 15 pickups consecutively from foreign coun-

tries had a "Washington correspondent for engineers". NBC was operating two networks then, the Red and the Blue, both of which combined claimed a total of 88 affiliates. To-

night NBC alone has 141. News re-

ports then composed only of the air time compared with 20% today.

The quarter-hour daytime serial was unknown at the start of the decade as were the now pop-

ular quiz shows. Predecessors of the former were heard five times a week in the early even-

ing periods. And in 1935 there was the question of whether or not audi-

ences should be separated from the networks to prevent interference.

Even the method of producing programs was subject to doubt. The first original of a show in the control room was pitched against the American method of today, soon found to be superior.

NBC Radio City has played host to more than 5,000,000 people from all walks of life during the 10-

year period. Engineering principles tested in Radio City are now be-

ing used elsewhere, testimony of developments to come.

Beam Continued

FOLLOWING a successful six-

week drive in the Lake Erie and Lake Ontario regions, Lamber-

t Vitamins Co., New York, has begun a full-scale drive in the Beam through the end of the year on four of the six stations used. New schedule of five trans-

missions a week is expected to start Nov. 11 on WSYR WJAS WHAM. Agency is Lamber-

t & Peasley, New York.

Lutheran Extension

LUTHERAN LAYMEN'S League, St. Louis, has extended its con-

tract with Mutual for the Luther-

ian Hour until Oct. 15, 1944. in-

stead of April, as originally signed.

These stations are on the board to 300 stations, Sundays 1:30-2 p.m. and 4:45-5:30 p.m. Agency is Gotham Adv., New York.

Department Store Schedule

AUERBACH CO., Salt Lake City-

department store, will sponsor Larry Smith five days a week, a 15-minute news feature this Week in Review, all on KDYL Salt Lake City.

SYMPHONY SIGNED BY ALLIS-CHALMERS

Third advertiser to sign this year for sponsorship of a major sym-

phony orchestra, Allis-Chalmers Mfg. Co., Milwaukee, whose agency, Compton Adv., New York, will sign a contract with the Blue Monday, the Electric Oct. 15 for the Saturday evening concerts of the Boston Symphony Orchestra. Cost is said to be $600,000.

Heard sustaining for the last year, the orchestra, under the direction of Serge Koussevitzky, will be sponsored in a similar fashion by General Motors Corp. in the 8:30-9:30 p.m. period, probably beginning early in December on the full network. Commercials will be limited to about 10 minutes in which the industrial equipment manufacturer is doing. The other two symphonies presented this year are the Philadelphia Symphony Orchestra on CBS by U. S. Rubber Co., and the NBC Symphony sponsored by Borden's.
Again WORL demonstrates its ability to command dominating positions in some of the key daytime spots. The WORL listening habit has been established over a period of years... and continues with the same enthusiasm and intensity. Here is an independent station that is a major factor in the Boston market.

*According to the Hooper "Continuing Measurement of Radio Listening" report (May through September, 1943) of seven Boston stations.
# The Greatest Shows in Radio are on WBAL!

When you use WBAL, you are in good company — the best advertising company you could possibly find.

There are still "availabilities" for your message on this powerfully programed station.

Get in touch with WBAL or Edward Petry & Co., Inc., our national representative.

<table>
<thead>
<tr>
<th>A. M.</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>A. M.</th>
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</thead>
<tbody>
<tr>
<td>5:30</td>
<td>Star Parade</td>
<td>GITTIN' UP TIME WITH HAPPY JOHNNY</td>
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<tr>
<td>8:00</td>
<td>REV. H. B. RITTENHOUSE</td>
<td>AROUND THE BREAKFAST TABLE WITH BOB ELLIS</td>
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<td>9:00</td>
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<td>EVERYTHING GOES</td>
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<td>9:15</td>
<td>Parents and Teachers</td>
<td>MOLLIE MARTIN</td>
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<tr>
<td>9:30</td>
<td>The Melody's The Thing</td>
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<td>-</td>
<td>-</td>
<td>(Participating)</td>
<td>GROVES News 7:00 to 7:05 A.M. and 8:45 to 8:50 A.M.</td>
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<td>9:45</td>
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<tr>
<td>10:00</td>
<td>RED CROSS</td>
<td>BAB-O-CLEANER</td>
<td>-</td>
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<td>Lora Lawton</td>
<td>Camp Wheeler</td>
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<tr>
<td>10:15</td>
<td>That They Might Live</td>
<td>ROYAL BAKING POWDER</td>
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<td>The Open Door</td>
<td>NBC Quartet</td>
<td>10:15</td>
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<tr>
<td>10:30</td>
<td>News and Sunday Roundup (Participating)</td>
<td>OLD DUTCH CLEANER</td>
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<td>Helpmate</td>
<td>Family Hour</td>
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<td>10:45</td>
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<td>N B C FEATURE</td>
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<td>Music Room</td>
<td>MORRELL Pet Parade</td>
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<td>11:00</td>
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<td>DUZ</td>
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<td>Road of Life</td>
<td>GOODYEAR Ralph Dumke</td>
<td>11:00</td>
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<td>11:15</td>
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<td>CRISCO</td>
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<td>Vic and Sade</td>
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<td>11:15</td>
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<tr>
<td>11:30</td>
<td>GOSPEL TABERNACLE</td>
<td>P. &amp; G. SOAP</td>
<td>-</td>
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<td>-</td>
<td>Snow Village</td>
<td>ALUMINUM CO. Lighted Windows</td>
<td>11:30</td>
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<tr>
<td>11:45</td>
<td>Rev. G. E. Lowman</td>
<td>BAB-O-CLEANER</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>David Haram</td>
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<td>11:45</td>
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<tr>
<td>12:00</td>
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<td>ESSO MARKETERS</td>
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<td>12:05</td>
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<td>FOUR WAY Behind the News</td>
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<td>FOUR WAY Behind the News</td>
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<td>2:00</td>
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<td>FOUR WAY Behind the News</td>
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<td>FOUR WAY Behind the News</td>
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</table>

*Note: A.M. refers to the time the show starts. SUNDAY and MONDAY refer to the day of the week. Attempts have been made to keep the content clear and legible. Some abbreviations are used for the sake of space. The full names and details of the programs are provided in the actual schedule.*
<table>
<thead>
<tr>
<th>P. M.</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>P. M.</th>
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<tbody>
<tr>
<td>3:00</td>
<td>CANDY COUNCIL Rationing</td>
<td>IVORY</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Woman of America</td>
<td>Football</td>
</tr>
<tr>
<td>3:15</td>
<td>SHEAFFER PEN Upton Close</td>
<td>OXYDOL</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>Ma Perkins</td>
<td>3:15</td>
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<tr>
<td>3:30</td>
<td>This is the Army Hour</td>
<td>CAMAY</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>Pepper Young's Family</td>
<td>3:30</td>
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<tr>
<td>3:45</td>
<td></td>
<td>WHITE NAPHTHA</td>
<td>-</td>
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<td>-</td>
<td>Right to Happiness</td>
<td>3:45</td>
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<tr>
<td>4:00</td>
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<td>HALEY'S M-O</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>Back Stage Wife</td>
<td>Football</td>
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<tr>
<td>4:15</td>
<td></td>
<td>DR. LYONS</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Stella Dallas</td>
<td>4:15</td>
</tr>
<tr>
<td>4:30</td>
<td>SCHLEISNER CO.</td>
<td>PHILLIP'S CREAM</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>Lorenzo Jones</td>
<td>Football</td>
</tr>
<tr>
<td>4:45</td>
<td>Woman of the Week</td>
<td>PHILLIPS MILK OF MAGNESIA</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>Young Widder Brown</td>
<td>4:45</td>
</tr>
<tr>
<td>5:00</td>
<td>GENERAL MOTORS Symphony Orchestra</td>
<td>DIAMOND CRYSTAL SALT</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>When a Girl Marries</td>
<td>5:00</td>
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<tr>
<td>5:15</td>
<td>Symphony Orchestra</td>
<td>POST BRAN FLAKES</td>
<td>-</td>
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<td>-</td>
<td>Portia Faces Life</td>
<td>CALVARY HOUR</td>
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<tr>
<td>5:30</td>
<td></td>
<td>BENEFAX</td>
<td>-</td>
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<td>-</td>
<td>Just Plain Bill</td>
<td>Rev. Wm. Detweiler</td>
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<tr>
<td>5:45</td>
<td></td>
<td>FREEZONE</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>Front Page Farrell</td>
<td>Schutter Candy Curt Massey</td>
</tr>
<tr>
<td>6:00</td>
<td>CATHOLIC HOUR</td>
<td>ESSO MARKETERS</td>
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<td>News Reporter</td>
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<tr>
<td>6:05</td>
<td></td>
<td>NATIONAL BREWING CO.</td>
<td>-</td>
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<td>-</td>
<td>National Sports Parade</td>
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<tr>
<td>6:15</td>
<td></td>
<td>AROUND THE DINNER TABLE</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>(Participating)</td>
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<tr>
<td>6:30</td>
<td>ESSO NEWS GROVES Behind the News</td>
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<td>WILDRoot “Texas Rangers” Mon., Wed., and Fri. 6:30 P. M.</td>
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<tr>
<td>6:45</td>
<td>MANO SWARTZ Galen Promme</td>
<td>SUN OIL</td>
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<td>Lowell Thomas</td>
<td>ARUNDEL</td>
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<tr>
<td>7:00</td>
<td>JELLO Jack Benny</td>
<td>CHESTERFIELD CIGARETTES</td>
<td>-</td>
<td>-</td>
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<td>-</td>
<td>Fred Waring</td>
<td>For This We Fight</td>
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<tr>
<td>7:30</td>
<td>FITCH SHAMPOO Band Wagon</td>
<td>PARKAY</td>
<td>Great Gildersleeve</td>
<td>-</td>
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<td>Newsroom of The Air</td>
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<tr>
<td>8:00</td>
<td>CHASE AND SANBORN Charlie McCarthy</td>
<td>DU PONT</td>
<td>Cascade of America</td>
<td>-</td>
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<td>Ellery Queen</td>
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<tr>
<td>8:30</td>
<td>FLEISCHMANN’S YEAST One Man’s Family</td>
<td>FIRESTONE</td>
<td>Voice of Firestone</td>
<td>-</td>
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<td>Abie’s Irish Rose</td>
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<tr>
<td>9:00</td>
<td>DR. LYONS Manhattan Merry Go Round</td>
<td>TELEPHONE HOUR</td>
<td>MOLLE</td>
<td>Mystery Theatre</td>
<td>-</td>
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<tr>
<td>9:30</td>
<td>BAYER ASPIRIN American Album of Familiar Music</td>
<td>VICKS</td>
<td>Dr. I. Q.</td>
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<td>National Barn Dance</td>
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<tr>
<td>10:00</td>
<td>GENERAL ELECTRIC Hour of Charm</td>
<td>CARNATION MILK</td>
<td>Contended Hour</td>
<td>-</td>
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<td>Million Dollar Band</td>
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<tr>
<td>10:30</td>
<td>LORILLARD Bob Crosby</td>
<td>H. J. HEINZ</td>
<td>Information Please</td>
<td>-</td>
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<td>-</td>
<td>Can You Top This?</td>
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<tr>
<td>11:00</td>
<td>EMBROS WINE War News</td>
<td>ESSO MARKETERS</td>
<td>-</td>
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<td>11:05</td>
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<td>NATIONAL BREWING CO.</td>
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<td>National Sports Parade</td>
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<td>11:15</td>
<td>THE OPEN BIBLE</td>
<td>HAMILTON BAPTIST CHURCH</td>
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<td>-</td>
<td>-</td>
<td>The Open Bible</td>
<td>LINK AVIATION</td>
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<tr>
<td>12:00</td>
<td>ALL NITE STAR PARADE</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>7 Nights Weekly</td>
<td>FIRST CHURCH OF NAZARENE</td>
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<td>NAT’L. BREWING CO.</td>
<td>News on the Hour</td>
<td>-</td>
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<td>Time Signals On the Hour</td>
<td>11:45</td>
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<td></td>
<td>to 5:30 AM</td>
<td>BULOVA</td>
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Newscaster Gives Rep. Patman Time

Lewis Offers Spot After It Is Refused by Network

OVER DENIAL of Mutual to give him the 7:7-15 p.m. spot occupied by Fulton Lewis jr., Rep. Wright Patman (D-Tex.) was to take over the commentator's spot tonight (Nov. 15) at the invitation of Mr. Lewis.

Last Tuesday night Mr. Lewis, speaking on Government subsidies, said: "And again today, the same old misleading slogan was shouted time and again by the backers of the subsidy program. This has been used by the heads of labor unions who are promoting the subsidy rollback program; it has been used by Rep. Wright Patman of Texas, who is one of the most ardent advocates of the program; it has been used in radio oratory and shall be used at any time and in any place, and I just want to call it to your attention once again in the interest of honest, truthful fact." Mr. Lewis went on further explicating his views of the rollback subsidy proposal.

Rep. Patman on Wednesday wired Miller McClintock, MBS president: "Fulton Lewis jr. made personal attack on me in connection with subsidy proposal last night. I demand from you an early date to answer. Please advise me whether or not this time will be arranged. I am also contacting Chairman Fly of the FCC, advising him of this demand."

Mutual Refuses

On the floor of the House Wednesday Rep. Patman read his telegram, then declared: "If the time is not arranged, as suggested, I expect to appeal to the FCC for an order requiring it."

But President McClintock had other views. He wired the Texas Congressman: "Mr. Fulton Lewis jr. denies that his broadcast on the evening of Nov. 9 contained a personal attack on me in connection with the subsidy proposal. The Mutual Broadcasting System declines to acquiesce in your demand that we deliver to you the time normally used by Mr. Fulton Lewis jr. as commentator under commercial sponsorship. However, as a matter of courtesy to you the Mutual Broadcasting System will attempt to arrange a new date a time for you to speak over the network on the subject of subsidies at an hour mutually acceptable."

Meantime, on the air Wednesday night Mr. Lewis, while conceding that Mr. McClintock's rejection of the Congressman's demands was "rightly so," offered to give his entire period to Mr. Patman to speak over the Mutual network. He offered to announce it in advance and urged his listeners to listen to Mr. Patman, should the Texan accept.

Rep. Patman was inclined to re-

Joyce Predicts 60% in Video Range 5 Years After War Ends

Calls Low Price Set First Problem; Ad Tests Urged Now, When Mistakes Are Less Costly

DEVELOPMENT of an acceptable low cost radio television receiver is one of the most difficult problems of the postwar television industry, Thomas F. Joyce, manager of the radio, phonograph and television department, RCA Victor Division of RCA, told an audience attending a dinner meeting at the Advertising Club of New York last Wednesday, sponsored jointly by the American Television Society, whose president, Norman D. Waters, acted as chairman.

Inverse Ratio

Mr. Joyce said that within five years after resumption of commercial television programs, visual radio will be available to 60% of the U. S. population.

Citing a cross-section survey in 11 cities, Mr. Joyce said that when people were asked if they would consider the purchase of a commercial television receiver, 61.2% of the sample responded that they would.

When the price was set at $400, 10.3% answered yes, but that when the price was raised to $200, the percentage of affirmative answers rose to 61.3%.

Television facilities already exist in New York, Philadelphia, Albany-Schenectady, Chicago and Los Angeles, he said, of which the first three have already broadcast programs originating in the NBC studios in New York, forming the nucleus of network television. Three years after the resumption of commercial television, he predicted, "Washington, Baltimore, Hartford, Providence and Boston will also have video stations, which, with those in New York, Philadelphia and Schenectady-Albany, could be connected into a television network about 600 miles long, serving a population representing 36% of the total U. S. buying power. When the extension of this network westward, Mr. Joyce estimated that in about five years after commercial television is resumed there will be television transmitters in 157 key cities, serving 72,189,000 people, representing 61.5% of the nation's purchasing power."

Ad Experiments Urged

It may be a year, or two, or three, before television is ready to go forward on a commercial basis, he said, depending on the recommendation of the Radio Technical Planning Board, which is studying the engineering problems involved, and the action the FCC takes on those recommendations.

It is certain, he concluded, "that the general public, come after the war will take home television service just as much for granted as the present generation takes for granted the radio set."

Thomas F. Joyce, supervisor of television for Rathbun & Ryan, urged advertisers to begin experimenting immediately with television commercials, pointing out that with the present small audience "we can make the mistakes we are bound to make without paying through the nose for them. A picture may be worth a thousand words, he said, but asked what the picture is that "we are going to show week after week that replaces the thousands of words we have been using on the radio? The only way we are going to know is to experiment with television commercials until we find the answer."

Role of Movies

John Southwell, chief of the radio commercial department of BBDO, described his experiments with advertisements which prove that there is much more to producing a good commercial television program than putting a radio program before the camera and animating a magazine ad for the commercial. Robert L. Gibson, in charge of programming WRGB, the General Electric station at Albany-Schenectady, described the audience reaction to various types of telecast programs and expressed the opinion that "the broadcasting industry will play a dominant role in operating television, but the movies will play the dominant part in programming."

Allen W. Durkee, president of Allen B. DuMont Laboratories, addressed the meeting by television, speaking from the studios of W2XWW, Du Mont video station in New York, as part of a television variety show witnessed at the meeting on a number of receivers provided by Mr. DuMont.

Dugout Pup was necessary when Felix L. Ghirlando, NBC technician, handled the sound controls for a recent Army Hour broadcast which originated at the Infantry School, Fort Benning (Ga.). The broadcast involved the firing of 105 mm. howitzers as well as small arms. Mr. Ghirlando was moved up close to the impact area on Hook range to pick up the full effects of the explosions. Dugout was to prevent being hit by shell fragments.

MAINE SPUD DRIVE WILL BE EXTENDED

SPOT CAMPAIGN conducted by the State of Maine Development Commission for potatoes in conjunction with the government drive to encourage home storage of potatoes [Broadcasting, Oct. 11], is running for three months and may be extended to stations in such points as Detroit, Washington and Buffalo.

The 100-125 word announcements are placed in the 7-8:30 a.m. period. Besides Yankee Network News Service, covering 20 stations, the agency is using thrice-weekly spots on 11 other stations in terminal territories, including WOR WIZ KDKA WTMW WGBY WNYW WCKY WBSN WBFS. The War Food Administration has designated the Irish Potato as its Victory Food Selection. Agency is Brooke, Smith, French & Dorrance, New York.

DURKEE'S test campaign for its new Soyarich Flour and Soya Bits will get under way Nov. 29 in three Midwest markets and an East Coast city. Durkee Famous Foods, Elmhurst, N. Y., producer, will use three to six newscasts weekly on WCAE KSTP WGN WXYZ for 3 weeks. Agency is Dianne Jones Co., New York.

DURKEE TEST DUGOUT PICKUP was necessary when Felix L. Ghirlando, NBC technician, handled the sound controls for a recent Army Hour broadcast which originated at the Infantry School, Fort Benning (Ga.). The broadcast involved the firing of 105 mm. howitzers as well as small arms. Mr. Ghirlando was moved up close to the impact area on Hook range to pick up the full effects of the explosions. Dugout was to prevent being hit by shell fragments.
WNOXVILLE — in the spotlight

Always a good market ... today, with ever increasing TVA power attracting War Industries, WNOXVILLE is an even greater market — a multiple market! Countless thousands of highly skilled, highly paid, workers are converging into this vast moneyed market! Sell them all while they are under one roof — through the voice of WNOXVILLE!

*WNOXVILLE ... the booming trade area whose retail sales make it BIGGER than the cities of New Orleans, Atlanta, Dallas, Denver, and Memphis ... TWICE as big as Nashville ... according to SALES MANAGEMENT's 1943 "Survey of Buying Power".

Scripps Howard Radio Inc. 
Affiliated with The Knoxville News-Sentinel

WNOX
10,000 WATTS ON 990 KC.
KNOXVILLE, TENNESSEE

Broadcast Advertising November 15, 1943 • Page 17
AFM Closes Case Before WLB Panel; Hearings Resume Nov. 17

Union Counsel Offers Letters From Officials To Show Cooperation in War Effort

HENRY A. FRIEDMAN, counsel for American Federation of Musicians, completed the union's case before the special panel of the War Labor Board in a one-day session in New York last Tuesday.

Arthur S. Meyer, chairman, receded the hearing until Wednesday (Nov. 17) at 10 a.m., allowing the panel a week to study the record and prepare questions to be asked the union and the RCA Victor Division of RCA, Columbia Recording Corp., and NBC Radio Recording Division.

These companies are the remaining petitioners for relief from the union's ban, which has been in effect for 16 months ago. Six other transcription companies, who joined with NBC in bringing the case to the War Labor Board, have since signed contracts with the union and have resumed recording, along with some 20 other companies making phonograph records and transcriptions. CRC, RCA and NBC have refused to accept the contract condition requiring payment of royalties direct to the union for the benefit of AFM members, standing fast on the original position of the recording industry that the principle of taxation of an industry for the support of persons it has never employed and never will employ is contrary to public interest.

The stand of these holdout companies has been strongly endorsed by the NAB Music Steering Committee, which declared the principle as violates of the AFM was "vicious."

Offers 'Testimonials'

Mr. Friedman opened the Tuesday morning hearing by offering as evidence a batch of letters from officials of military, government and social organizations, showing that the AFM ban on recording has in no way interfered with the war effort but that the union has given its full cooperation to every war cause. Remainder of the morning was taken up by a discussion of the employer-employee status of the recording companies and the union musicians, Mr. Friedman attempting to demonstrate that the current practice is for the recording companies to pay, not the musicians directly, but the contractors who, he said, have been legally adjudged the employers of the musicians. After an extended discussion, in which the contracts currently used by the companies in arranging for instrumental recordings were introduced, the panel admitted the argument too legal for it to rule on, requesting the union to submit a brief within two weeks.

In the afternoon James Perry, assistant to the president of the Philadelphia local of AFM, and Harry Suber, treasurer of the union's New York local, testified on displacement of musicians by juke boxes and other mechanized music. Mr. Suber stated that during the eight-year period, 1935-1942, the New York local paid $5,270,000 in direct relief, admitting, however, that the relief rolls have decreased in the past year and that the membership last spring voted to drop the 3% tax for the fund.

Lid Off Commissions

COMMISSIONS earned on individual sales during 1943 may be paid salesmen by their employer, according to an announcement by Robert E. Hannegan, commissioner of Internal Revenue, provided the rate of commission and the amount of any other compensation has not been increased since Oct. 2. This extends statement of approval for similar commissions earned during Sept. and Oct., which was issued Oct. 7, by Guy T. Helvering, former commissioner. Approval does not apply to overriding commissions, which also may be paid without approval if authorized by regulations issued Sept. 4.

Spots Victory

WARTIME NECESSITY has brought the department stores of Memphis into radio. Stores are buying as many one-minute spots on WHB in Memphis as are available for "Victory Suggestions"—urging the public to carry small packages, share cars, shop during off-hours, and other public service suggestions, all without mention of merchandise.

RADIO STAFF NAMED IN MARCH OF DINES

RADIO DIRECTOR of the National Foundation for Infantile Paralysis, Howard J. London, has announced the personnel for the National Radio Division of the 1944 "March of Dimes" campaign, to be held January 14-31.

The staff includes: Frank Dahm, network script writer; Ruth Thayer, copywriter, formerly with Compton Advertising, New York; George Brengel, CBS director, who will handle production; and Rhea Diamond, who was assistant publicity director of WMCA and WNEW, now to do the campaign's publicity. Secretaries are: Vera Jones, Ros Vanty, Butheda T. Pretzell, and Edna T. Boody. Robert C. Coleson, Hollywood manager for N. W. Ayer & Son will handle "March of Dimes" radio activities originating from Hollywood.

MERGING OF CBC'S TOP POSTS STUDIED

Move Is Prompted by Need For A Closer Liaison

POSSIBLE MERGING of the positions of chairman of the board and general manager of the Canadian Broadcasting Corp., as well as a complete reorganization of the CBC Board of Governors, is now being studied by the CBC, it is understood at Ottawa. Without delaying the appointment of a new general manager to replace Dr. J. S. Thompson who resigned recently to return to the presidency of St. Lawrence University.

Behind the move to create one paid head of the CBC is the belief that there should be constant liaison between the board and the management. It is claimed that the general manager is called upon repeatedly to make decisions, which involve policy and that he is, therefore, compelled to assume a responsibility beyond his authority.

Growth of CBC

The move is also in keeping with the growth of the CBC since its formation in 1936, as pointed out last week by Rene Morin, CBC chairman of the Board of Governors, and John F. Royal, NBC annual CBC budget now runs to $5,000,000, that there are 700 employees and 10 stations on a national network, and that in addition the CBC has regulatory authority over all privately-owned stations.

No recommendations have been made to the Dominion government as yet as to a new head for the CBC which is under the Jurisdiction of the Minister of National War Services. Currently the CBC chairman receives a nominal salary of $1,500 plus expenses, while the general manager's salary with living cost has been approximately $15,000.

Trammell, Royal Dine With Comdr. H. Butcher

NILES TRAMMELL, president of NBC, and John F. Royal, NBC vice-president in charge of international affairs, last week notified NBC headquarters in New York that they had been visiting in Algiers with General Dwight D. Eisenhower since Nov. 7, and would return to that city Nov. 15 after a visit to Italy. A trip to Naples was scheduled, they said, together with tours of both the American Fifth Army and British Eighth Army, and a possible stopover in Sicily en route back to North Africa.

While in Algiers, the two NBC executives were guests of the French commanding general of Comdr. Harry C. Butcher, aide to Gen. Eisenhower, and after a dinner with members of the NBC staff in North Africa, a conference was held to discuss NBC's plans for future broadcasts from the Mediterranean war zones.
Giving ever-increasing service to listeners... scaling higher peaks in entertainment... providing new speeds in news-reporting... expanding agricultural services... adding values in day-to-day programming... redoubling efforts to help government and governed to victory and security... these mark the progress of broadcasting in today's tremendous times.

Always in the vanguard of radio progress, Westinghouse is serving listeners and sponsors in a better-than-usual fashion. It's a deeply ingrained Westinghouse habit. In the primary areas alone where Westinghouse stations serve are more than 18,000,000 people. They rely on the stations of Westinghouse for faithful performance, just as advertisers rely on Westinghouse Response Ability.

WESTINGHOUSE RADIO STATIONS Inc

WOWO - WGL - WBZ - WBZA - KYW - KDKA
Radio—American or European System

Governmental Control Is Termed Critical Factor

(Continued from page 11)

but two sides of the same all-important coin.

But Chairman Fly, in his testimony before this committee last week, attempted to split one of these controls from the other. The chairman of the Commission stated that he had no desire to control programs. He wished only to control the business practices of radio.

In my opinion, gentlemen, the idea that these two things can be separated is a fallacy of the most dangerous sort. If any such idea is accepted, it could easily frustrate the basic purpose of this bill. Anyone who has operated a radio station or a radio network knows that program control is indivisible from business control. The two are one. Just let me give a few examples of this indivisibility, in terms of what has happened and what can happen.

I have already said that I believe the issues before you do not revolve around the merits of the network rules. But one of these network rules affords a clear example of what I am talking about. That is the rule which requires the CBS network to carry any local program, under the fear that other local stations with which they are competing might otherwise carry CBS programs and thus cut into our affiliate's own audience and prestige. This means that the rule tends to deprive our affiliated stations of certain local programs which they would otherwise carry. It thus constitutes a direct interference with program practices, although it pretends to deal only with business practices.

Another striking example of using so-called business controls as a direct lever for controlling program policies occurred in the BLUE network hearings, which were scarcely closed by the close of the other day. This was purely a business transaction. One group was ready to buy the BLUE network; another group was ready to sell. The Commission had jurisdiction because the licenses of three of the 150 odd stations on the network were affected. But the Commission used this occasion to probe deeply and exhaustively into the program policies and program intentions of the management.

At this two-day hearing, an overwhelming proportion of the total time was devoted to a searching inquiry into program policies.

But even questioning the management indicated the policies which it followed in connection with certain types of programs. But until the new management wrote a letter which abrogated these policies, presumably in accord with the Commission's wishes, this business transfer was not approved.

Special Pleaders

Let me cite another example of how completely business practices and program practices are intertwined and how, when a Commission moves on one, it moves on the other.

Could anything, for instance, be more clearly a business practice than the purchase and sale of time itself? But time is sold only for programs. Thus any restriction or compulsion imposed by the Commission on the sale of time becomes at once a restriction or compulsion in terms of programs.

On Oct. 7, the chairman of the Commission publicly stated, in effect, that program time should be sold to special pleaders on public issues. Such a practice would have immediate effects on programs. But on Nov. 4, before your committee, he disclaimed any desire to influence programs. I can only assume from this that the close relationship between business practices and programs is not yet clearly understood by the chairman of the Commission.

I have dealt so far with actual examples. Now let me give you a few others which could quickly follow under a new radio law. The Commission is confirmed in its power over business practices. It is only a short step from telling stations the kind of programs for which they should sell time, to telling them how much time they should sell for such programs. If the Commission succeeds in forcing the industry to sell time for special pleading, what is to prevent it from saying that 10, 20 or 50 per cent of the time should be sold for this purpose? Surely that is merely a regulation of business practices in selling time.

But can you think of anything which would more surely undermine the program structure and public acceptance of American radio? Can you imagine, for that matter, anything less democratic than thus turning over to a Commission the determination of what listeners should hear, and how much of it they should hear, rather than giving the public what it wants to hear?

Yet all this could easily be done unless the Commission is denied control of business practices.

Transparent

The whole device is transparent. Look through the window of almost any business practice in radio and you'll find program merchandising behind it. News, for instance, is program merchandise—the stuff from which important news programs are made. News services must be bought. We have contracts with the Associated Press, the United Press, the International News Service and our own special correspondents. Let the Commission control business practice and it can tell us what kind of contract we can enter into, and with whom. Thus it can control radio's access to the news, and hence the news listeners hear.

Artists, too, are the stuff of programs—actors, singers, writers and musicians. Their talents appear on the air only through business arrangements through business contracts. If the Commission could control business practices in radio, why should it not apply to talent contracts the same theories it has applied in other fields?

It often takes a million dollars worth of time and a period of two or three years to develop young and promising talents into a successful Kate Smith or Bing Crosby. No network or station could devote its time or money toward this end without the assurance that it could enjoy the fruits of its investment. Yet the Commission's philosophy applied to talent contracts would abrogate any long-term contract or even an exclusive contract with such an artist.

I have given you but three examples of what has happened and three examples of what can happen. It nets down to this. The business of broadcasting is the business of programming. If you grant to the Commission the power to regulate the business which furnishes the programs, you grant it automatically the power to control the programs themselves.

Fair Air

The next deduction which I think deserves the attention of Congress is what I have called "fairness of the air" in political discussion. Sections 9, 10 and 11 of the proposed bill is this subject.

I know that members of Congress and others have sincerely questioned whether radio broadcasting should be left entirely to the private interest. I am in favor of governmental restraint in the field of political broadcasting. This questioning has gone beyond the provisions of the existing law which now provides for the registration of candidates for public office.

I have participated in many discussions with radio broadcasters, with members of Congress and members of your committee. The result is a result, while I have not changed my opinion that legislative guarantees are not the answer in this field, I am willing to accept the compromise from the subject. This is, as I understand it, that in political broadcasting each broadcaster shall see to it that substantial equivalent time is available to public officials for the presentation of opposing points of view, and that for violations there be imposed a series of penalties such as withdrawal of the death sentence of license revocation.

I think I should point out, however, one or two unfortunate results which might flow from such a compromise. We might be able to enforce it scientifically and mathematically, in any particular case, that there has been absolute fairness in the presentation of the opposing views on any subject. Since such proof is impossible, the result will be, I fear, that many broadcasters will solve the problem of avoiding unfairness in their presentations by摒弃ing political programs. This result would amount to a great public disservice.

There is, moreover, a provision in these sections that the Commission shall make rules and regulations to insure the fairness of the air. It is precisely in this area of fairness in political discussion that legislation is most likely to beget a politically appointed agency. That is why in this area especially it is most urgent that control by the Commission be strengthened.

We urge you—do not give to the same agency which already dominates the ultimate destiny of (Continued on page 84)

FIRST MEETING of Philadelphia broadcasting women of NAB stations was called by Ruth Chilton, national president of the Assn. of Women Directors of NAB, who is also conductor of the For Women Only show at WFIL, Philadelphia. The local chapter in Philadelphia. Around the table are (1 to r): Emma Mae Roberts, sales promotion chief of WCAU; Anne Lawton, of the WCAU sales department; Betty Hurd, of the WCAU program department; Anice Lloyd, WCAU news director; Miss Chilton; Ruth Welles, KYW women’s show director; Katharine Clark, WCAU commentator; Doris Havens, WCAU producer.

Page 20 • November 15, 1943 • BROADCASTING • Broadcast Advertising
In a word, the answer is bigger! It's impossible to be more specific.

The size of a Mutual hookup depends first, of course, on the client's marketing area—Mutual being the network most flexibly adaptable to an advertiser's current needs. It also depends on the calendar—Mutual clients having a persistent habit of adding stations to their hookups, month after month and year after year.

As of this writing, here's the scoreboard for a few Mutual clients:

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>PROGRAM</th>
<th>STARTING HOOKUP</th>
<th>CURRENT HOOKUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barbasol</td>
<td>Gabriel Heatter</td>
<td>14</td>
<td>171</td>
</tr>
<tr>
<td>Kellogg</td>
<td>Superman</td>
<td>39</td>
<td>200</td>
</tr>
<tr>
<td>General Cigar</td>
<td>Raymond Clapper</td>
<td>3</td>
<td>83</td>
</tr>
<tr>
<td>Gillette</td>
<td>World Series</td>
<td>119</td>
<td>344*</td>
</tr>
<tr>
<td>Pharmaco</td>
<td>Double or Nothing</td>
<td>109</td>
<td>200</td>
</tr>
</tbody>
</table>

*Even the largest network in the world couldn't accommodate this client's needs, so we lined up a lot of additional, non-Mutual stations, including 50 in Canada.

WHATEVER THE SIZE OF THE HOOKUP, MUTUAL DELIVERS THE GOODS.

THE MUTUAL BROADCASTING SYSTEM
Wounded vets of Guadalcanal talk rehabilitation problems before a WJR microphone.

Carmen C. Blough of WPB and Jas. F. Lincoln, industrialist, debate war contract renegotiation in W GAR broadcast.
This is a free country . . . the land of free speech.

No one who stops momentarily to watch the soap box orator in the public square will question the fact. Nor will the man who pauses to consider the things that are said in his daily newspaper . . . or the subjects discussed over the air.

. . . for instance, over Radio Stations WJR and WGAR, where citizens of Michigan and Ohio are speaking their minds regularly.

Take the program called “In Our Opinion”, heard regularly every Sunday over WJR, and now nearing its 100th week. Recently, seven disabled veterans of World War II discussed problems of rehabilitation, aired their views on what returning soldiers should be entitled to upon their return.

Another program presented four Italians, all born in Italy . . . a chemist, a minister and two housewives . . . discussing Fascism. Another introduced the question of whether there are too many frills in education. Still another brought representatives of the people to discuss over-optimism on the war, food problems and women’s rights.

Consider, too, the City Club Forum, broadcast each Saturday over WGAR. Recently, it presented a debate between James F. Lincoln, president of The Lincoln Electric Company, and Carmen C. Blough, WPB representative . . . the subject being the much-discussed and controversial matter of renegotiation of war contracts.

Or, the new WGAR forum program which recently posed the problem of whose responsibility it is to see that America gets adequate housing . . . and will continue with other subjects which Americans talk over at the back fences and around the lunch tables.

Radio is doing much to help win the war. It can do still more to set the pattern for better postwar conditions by encouraging free expression.

That is why WJR and WGAR invite their audience to speak their piece.
TAKING PART in the first of a special series of news programs piped to workers in vital war industries is Charles Earley, KDKA Pittsburgh news commentator. Standing (l to r) are: Lt. T. H. Cable, of the Industrial Incentive Division, Pittsburgh area; Lt. (j.g.) Elizabeth R. Leighton, of the staff of the Inspector of Navy (l) J. E. networks, manager of KDKA; and Lt. John Hood, Naval Public Relations Dept.

stored to equality with other Amer-
ican enterprise. This would seem to require that Section 311 be eliminated.

I do not feel that I am competent to express an opinion on the pro-
cedural changes proposed by the bill, but our lawyers tell me that these also are desirable and ac-
cordingly I am in favor of them.

I personally hope that the Com-
mission will determine to leave broadcasters the widest possible liberty and the most complete free-
dom from regulation. But, if you determine that the broadcasters should be regulated and super-
vised within stated fields and with defined limitations, let the mand-
ate come from Congress. Give us a law which permits no Com-
mission with limited authority to make rules this week, revoke them next, change them at will and ex-
tend their effect to the entire field of broadcast operations.

Which System?

In short, the real question now be-
fore you is whether we are to have the American or European system of radio broadcasting. Let me add that we can have the Euro-
pean system of broadcasting with-
out Government ownership. Govern-
ment control is enough. The Ameri-
can system has proceeded on the assumption that while private en-
terprise, like democracy itself, does not always function perfectly, its advantages far and away make up for any disadvantages. And right here and now let me meet head-on a question which is bound to be raised:

What would I do about a licensee whose programs violated the law or the canons of good taste? Viola-
tion of laws entails its own pen-
alty in broadcasting as in any other field. As to bad taste or lack of good programming I answer flatly that I would much rather have two, three or a dozen stations misuse their facilities than have a single man or a single Commission tell 900 stations what they should broadcast and what the American public should hear.

I believe this is good theory. I know it is good practice. Each of these 900 stations is in active com-
petition, often with a dozen or more stations, for all or part of its audi-
ence. Each of them is thus respons-
tive to the public and is subject to the checks and balances which such competition imposes. The public's retribution upon bad broadcasting is as swift as the flick of a switch or the turn of a radio dial. Public approval is vital to each licensee. It is not vital to any Government commission endowed with unlimited powers. Is it not far better to divide program control among 900 broad-
casters, each under the discipline of competition and the constant need of public approval, than to concentrate it in the hands of one commission free from both re-
strictions?

It may seem that I am begging the question of network opera-
tions as such. It may be said that dur-
ing much of the day, four networks, supply the programs for 500 or 600 of these stations. This is true. But each of those four networks is subject to the same checks and balances and discipline which com-
petition for audience approval im-
poses. Each of them is wholly res-
ponsive to public demand. More-
ever they do not concentrate pro-
gram planning in themselves, for their programs must in turn please their affiliated stations, or suffer re-
jection.

But even if program planning were wholly transferred by the sta-
tions to the networks in those hours when they broadcast network programs, I repeat that a division of this great responsibility between four competing networks is far sounder in theory and practice than to place it all under the thumb of a single all-powerful Commission. Networks and stations must con-
stantly compete against each other for that prize and must com-
pete against all other forms of en-
tertainment and education for pub-
lic approval. With whom must the Commission compete?

The absolute power of the Com-
mission does not even need the in-
strument of written regulation to assert itself. I once mentioned "reg-
ulation by the raised eyebrow". The power which the Supreme Court's decision has assured to the Com-
mission has brought that stage to our doorstep. Thus, when the chair-
man of the Commission, or a Com-
missoner, either as an individual or in his official capacity, makes a statement that news and news analysis should be handled in a cer-
tain way, it becomes a law. It seems to me that he is realizing this: 

"In my opinion it is in the public interest that each of these things should be done."

As the Commission issues and revokes licenses, under the present basis of its own opinion of what is in the pub-
lic interest, any such expression is unmistakable notice to all broad-
casters that they conform their op-
eration or face the threat that their licenses may not be renewed.

A New Yardstick

This does not mean that I wish to see either Mr. Fly or the Com-
mmission put any "check" on it. There is something for our administrative officers to express their positions clearly and openly. What makes Mr. Fly's views harmful is neither their content nor the manner in which he views. It is only that he now has such authority that his mere expression of opinion will, in many quarters, be taken as a mandate. It has been said, "Whoever can do as he pleases, commands when he en-
treats". Certainly by re-establish-
ing the principle that the Commis-
sion cannot do as it pleases, the Commission's arguments and sug-
gestions can be received and con-
sidered on their merits. This will leave it free from the pedestal of dictation to the plat-
form of debate.

For 15 years radio has served one master—the public. Public service has always been and must be, ineluctably, the guiding principle of every successful radio operation.

Since the May 10 decision we have learned we have a second mas-
ter—the Commission. The result has been that broad-
casters can no longer devote their full attention to the service of the public. Today their energies are diluted by an increasing concern to
Mr. Hooper Visits the Piedmont Plateau

NOT so long ago (Midsummer 1943) a group of audience-measuring Hooper interviewers came to Spartanburg, sat down with a battery of telephones, and found out for us what stations people in this South Carolina city listen to.

What Hooper found

There are two stations in Spartanburg—WSPA (CBS) and WORD (Blue)—but several other signals, including two 50,000 watters, can be heard. With this choice, listeners dialed:

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WSPA</th>
<th>WORD</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-12 noon (M-F)</td>
<td>54.8%</td>
<td>36.8%</td>
<td>8.4%</td>
</tr>
<tr>
<td>12-6 p.m. (M-F)</td>
<td>49.3%</td>
<td>38.6%</td>
<td>12.2%</td>
</tr>
<tr>
<td>6-10 p.m. (Sun-Sat)</td>
<td>67.9%</td>
<td>26.9%</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

Spartanburg is the heart of the great Piedmont Plateau—for time buyers a dividend paying combination of fertile farms and humming textile mills.

WSPA covers this densely populated area (see FCC population map) like a glove. According to CBS 1943 coverage study, South Carolina’s FIRST station (WSPA established 1929) reaches 146,390 homes.

Hooper’s listening index (or any other standard measurement) will conclusively show WSPA dominating this cash-register-ringing market of the Carolinas. Your sales message will be heard when you schedule . . . .
WPB Radio Census to Show Latest Set Ownership Trends

Sample Survey of 7,000 Households Will Reveal Facts on Wartime Requirements of Consumers

The first complete and detailed wartime census of radio sets being made by the sample method in the survey of consumer requirements launched last week by the Bureau of the Census at the request of the WPB Office of Civilian Requirements.

Visiting 7,000 households to ask civilians about the availability of more than 100 types of goods and services, the Census enumerators are including four groups of searching questions on civilian radios, radio maintenance and program service. Facts on practically every currently important radio ownership question should be obtainable—either directly or by inference from the replies to the scheduled questions, which is understood will be tabulated by WPB.

Informed sources state that a quick survey is desired, so that the returns will be available in planning production of any items which may be critically needed by civilian consumers.

Future Market

The questions on radio sets constitute the high-water mark of the number of U. S. homes having radio, number of sets per home, number in use and in working order, the condition of the sets and age of the primary set. (Automobile radios are not included.) The information when tabulated should not only provide a picture of present radio ownership, but should also give an indication of the post-war market for receivers.

The enumerators will ask consumers if they have purchased a radio during the past year, either new or used. If so, why it was needed. Among reasons which may be entered are: "Old one worn out or beyond repair"; "Old one out of style"; "Wanted improved model"; "Able to afford it for the first time"; "Setting up housekeeping"; "Moved to new town or place."

Authoritative information on the trends is thought to have culminated radio tube and maintenance problem will be obtained from answers on tubes, batteries and radio repair service. The questions being used by enumerators seek to ascertain whether any of these items (tubes or batteries) have been purchased recently; whether the purchase was made for a set which is still in use, or whether it was bought by the consumer for a set which has been sold or discarded.

THE FIRST complete and detailed wartime census of radio sets being made by the sample method in the survey of consumer requirements launched last week by the Bureau of the Census at the request of the WPB Office of Civilian Requirements.

IN THE NAVY NOW is Robert Brooke, for nine years NBC Hollywood engineer. A. H. Saxton, NBC western division chief engineer, congratulates him on his commission as lieutenant (j.g.) as he reports to Bureau of Ships in San Francisco for active duty.

BLUE SALES SOAR, PROSPECTS BRIGHT

Reporting that "prospects are good for even greater progress in the months ahead," Edgar Kobak, executive vice-president of the Radio Blue, in a letter to the trade written while convalescing from a recent illness, gave time sales statistics showing the Blue's billings for the first nine months this year to be 65.5% over the same period in 1942, while the 1942 over-all wartime total topped the Blue's 1941 figure by 22.7%.

Mr. Kobak also stated that from Jan. 1 to Sept. 30, the Blue has added 367 stations giving it a total of 169 stations "with a total nighttime coverage of 23,500,000 radio homes." Since March 24, 1944, when Mr. Kobak released his last "report," the Blue has acquired 17 new sponsors for 19 programs, with seven advertisers ordering the full Blue Network. Giving a comparative picture of the total number of nighttime commercial quarter-hours per week on the Blue during the first nine months of the past four years, Mr. Kobak quoted the following figures: an average of 37 nighttime quarter hours weekly during the first months of 1940; 41 in 1941, 49 in 1942, and 70 in 1943.

MBS Billings Rise

MBS billings for October, 1945, reached a new monthly high in the network's history with the figure $1,407,787, an increase of 85.8% over the same month last year when billings totalled $775,251. Total for the first 10 months of 1943 was $10,785,264 an increase of 36.8% over the same period in 1942 when the total was $7,805,128. This year's 10-month total also exceeds the 1942 annual figure of $9,636,122, hereofore the highest figure attained by Mutual.

Sylvania Electric Products Corp. has opened its 18th manufacturing plant in Williamsport, Pa., to produce control equipment and testing equipment for the company. P. G. Pilkinson, manager of equipment, will supervise the new plant.
You Can't Cancel An Order For
630 Million Bushels
Of Iowa Corn!

IOWA's 1943 Corn Crop has been currently estimated by the United States Department of Agriculture at 630 million bushels. And, mister, that ain't hay. Translated into simple business arithmetic, this biggest of all Iowa corn crops spells extra purchasing power over and above all reasonable previous expectations. Iowa's farm income has consistently overshadowed its war contracts. Now, King Corn has given Iowa an anchor to the windward. You can't cancel an order for 630 million bushels of Iowa Corn. Its golden grist will quicken the tempo of trade in every town and village served by WMT. Alert sales managers have already set their sights on the big and booming Iowa Farm Market. Declare yourself in with a sales-building schedule on WMT.

WMT, 600 Kilocycles, Iowa's Best Frequency, gives complete and effective coverage of over 22,000,000 acres of America's richest farm land. Programmeed to please rural Iowa, WMT has a faithful following of farm folks who have more money to spend today than at any previous time in their history. Plan your own post-war prosperity now with a schedule on WMT.

MINNEAPOLIS © ST. PAUL
MINN.

WIS.

IOWA

MARSHALLTOWN

DES MOINES

CLINTON

DAVENPORT

ROCK ISLAND

BURLINGTON

OTTUMWA

WMT

5000 Watts' Day and Night - 600 K.C.

A COWLES STATION

WATERLOO

Represented by the Katz Agency
A PLAN
THAT WILL SECURE YOUR PLACE
IN RADIO BROADCASTING POST-WAR

GENERAL ELECTRIC now offers you a plan to help you chart your course in the great future of radio broadcasting.

This plan combines General Electric’s first-hand knowledge of all three fields of modern broadcasting—and our thirty years of experience in designing and building the most advanced broadcasting equipment in the world.

In RADIO BROADCASTING POST-WAR, the brochure which accompanies the plan, you will find an analysis of trends in AM and FM and the effect they will have on the future of broadcasting... and your station. It is a post-war planning guide that you will find invaluable.

The G-E EQUIPMENT-RESERVATION PLAN will enable you to complete your post-war plans now. It will enable you to establish a post-war priority on equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production.

Study the plan thoroughly, and decide your future course. If your decision calls for new equipment, use the G-E EQUIPMENT-RESERVATION PLAN to establish your post-war priority...now. Your reservation will be cancellable without loss to you if your plans change.

We have mailed a copy of RADIO BROADCASTING POST-WAR and the G-E EQUIPMENT-RESERVATION PLAN to every broadcaster in the United States. If for any reason you have not received your copy, write or wire at once...

Electronics Department, General Electric Company, Schenectady, New York.

GENERAL ELECTRIC

AM
The General Electric

EQUIPMENT-RESERVATION PLAN

For post-war priorities on FM and AM broadcasting equipment

Purpose of the Plan: Recent extensive surveys show that many broadcasters have definite plans for setting up new stations after the war or for replacing obsolete transmitters in their present stations. The G.E Equipment-Reservation Plan enables these forward-looking broadcasters to make a definite reservation for equipment to be built and delivered as soon as conditions permit.

How the Plan Works: To obtain a post-war priority on the equipment you want, you need take only the following simple steps:

1. Estimate the power of the transmitter you will need.
2. Fill in the equipment-reservation form enclosed with this folder and mail it to us as soon as possible.
3. Pay in your name registered United States War Bonds in the amount required under the plan and deposit them with us within 30 days of the date of your reservation.

You Retain Title to Bonds: All income from the War Bonds that you deposit with us goes to you and title to the bonds remains with you.

Your Reservation Is Not an Order for Equipment: Under the Equipment-Reservation Plan you merely reserve equipment—you do not sign a contract to buy. Under the terms of the plan, you can place your order for equipment at any time up to 90 days following the date when the production and sale of commercial transmitters is authorized. To maintain your reserved position you must enter into a mutually satisfactory sales contract within this 90-day period. When the contract is signed, your War Bonds will be returned as it is not the desire to have buyer cash the bonds as partial equipment payment.

How Priorities Will Be Assigned: Upon receipt of your Equipment-Reservation form, a priority will be assigned to you for the type—FM or AM—and rating of transmitter described on the reservation form. The same priority will apply to antennas and other equipment that you reserve. Your priority will be assigned on the basis of the time your reservation form is mailed as shown by the postmark on the envelope.

Your Dollars Do Double Duty Under the Equipment-Reservation Plan: By participating in the Equipment-Reservation Plan you not only support the war effort, but you also help us plan an orderly transition from wartime to peacetime manufacture. This means earlier delivery of the transmitter you need for your post-war broadcasting.

GENERAL ELECTRIC
Here's the Answer to that $64 Question:

★ MAXIMUM COVERAGE — WITH 50,000 WATTS

You want the biggest potential market for your money and WENR delivers it. Covers 111 of 170 cities over 10,000 population in Illinois, Indiana, Michigan and Wisconsin. Covers more of these cities than any other Chicago station.

★ AN OUTSTANDING SALES PRODUCER

One advertiser received 700% more returns than expected. Another, Feltman & Curme, offered a Battle Set premium with each pair of children's shoes purchased. In three short weeks they gave away not only their initial stock of 2,000 sets, but also 20,000 additional premiums. For a high-priced specialty item usually sold by highly-trained house-to-house salesmen, WENR produced inquiries at 1/6 to 1/12 their average inquiry cost.

★ AT LOWEST COST PER 1000 FAMILIES

Not only does WENR offer you maximum coverage and productive programs, but also gives the LOWEST cost per thousand families to start with. No wonder the number of advertisers using WENR since 1942 has DOUBLED!

---

**Local Sponsorship of Don't Travel Campaign Spots Approved by OWI**

RAILROADS, whose indifference to radio while buying other media for war messages has aroused protest by stations all over the country, will be in line for paid sponsorship of OWI Don't Travel spots. But airline companies are also in the running for this phase of the overall Don't Travel campaign, which seeks effective action against the development of a jam of non-essential holiday travel. Aim of the OWI transcriptions is to keep the public at home for Christmas so that service men and essential war travelers will be accommodated. Added to the war bond transcriptions for the week, the travel schedule will give independent stations a total of 42 55-second spots which may be sold to local sponsors for broadcast during the week of Dec. 6.

Aside from the Don't Travel schedule, the list of the week's campaigns is much the same as for the preceding week of Nov. 29. Only exceptions are the deletion of WAVE Recruiting and Mail Early for Christmas spots which, like other OWI campaigns, may be brought back later, although the Mail Early drive is considered complete for this year. The week obviously will see the end of the “Tax Return” spots, as they are directed to farmers, whose income tax reports are due Dec. 15.

Acquired by AMP

Radio Transcription Co. Ltd., Hollywood, founded a dozen years ago by the late C. C. Pyle, has been acquired by Associated Mutual Distributors. Spot Sales, the exclusive sales representative for AMP's library service, Associated Radio Services (Broadcasting, Sept. 6), will handle all sales for the 2,700 quarter-hour programs in the Transco repertoire. Spot Sales has taken over the RTCA headquarters at Hollywood Blvd. and Cosmo St. as its Hollywood office, with Grace Gibson as manager. John Livingston, West Coast district manager of Spot Sales, is moving from San Francisco to Hollywood.

**WSAM Stock Transfer**

APPLICATION was filed last week by WSAM Saginaw, Mich., for acquisition of control of Saginaw Broadcasting Corp., licensee, by Milton L. Greenbaum, president, through transfer of 50 shares of stock from his deceased father, Adolph G. Greenbaum. Application is being held by the FCC for further information, as no formal acknowledgment of the proposed transfer had been drawn up and 53 shares of stock were claimed involved instead of the 50 shares registered with the FCC. Adolph Greenbaum's 25% of total stock would give Milton Greenbaum a total of 65%.

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**Chicago Blue Meeting Planned to Meet Noble **

SCHEDULE of events for members of BLUE network stations will meet the President of the Network, Edward J. Noble, Nov. 15-16 in Chicago, includes a luncheon meeting at the Palmer House, dinner at 6 p.m. Tuesday night will be held at the Racquet Club, 1861 N. Dearborn St., Chicago. Reservations from 157 representatives of 107 BLUE stations had been received last week by E. R. Borroff, vice-president of the BLUE Chicago.

FM1 Meeting Postponed

**PRECEDEENCE of the FCC conference in Washington Nov. 17 has caused Walter J. Dann, president of RTFB of Chicago, to postpone the FM1 Chicago meeting, scheduled for the same date, to 10:30 a.m. Dec. 8 at the Drake Hotel, Chicago. The informal FCC conference has been called by FCC Chairman James Lawrence Fly for all members of RTFB to confer with FCC and IRAC members to discuss organization and procedure matters on FM and television.
Can you see the entire picture? Who is it? Just for fun jot it down on your memo pad and check with the answer in next issue!

Buying Time...

IS ONLY HALF THE PICTURE

The important thing is buying the RIGHT time on the RIGHT station! If you have something to sell, these are the important features to look for when you buy radio time:

1. Complete coverage of the selected area
2. A lucrative market
3. A receptive audience
4. Economical rates

You get them ALL—and then some, when you buy Station WCBM, Baltimore's Blue Network Outlet! Expert programming is attracting and making regular listeners of a great percentage of Baltimore's daily increasing population.

It's easy to SELL when you buy

WCBM

The BALTIMORE BLUE NETWORK OUTLET

JOHN ELMER, President
GEO. H. ROEDER, Gen. Mgr.

FREE & PETERS, INC. National Rep.
OWI Names New Regional Officers

Control Centers in 18 Cities Operating, Says Hymes

JERRY A. DEANE, former program director and production manager of WEBC Duluth, has been appointed director of regional station relations for OWI. Mr. Hymes, station relations chief of the Radio Bureau, announced last week that Mr. Deane succeeds Mr. J. T. Ward, manager of WAPI Birmingham. Mr. Outler will serve OWI in Alabama, Florida, and Georgia.

H. W. Slavick, manager of WMC Memphis, replaces Mr. J. T. Ward, manager of WLAC Nashville, as consultant for Arkansas, Mississippi, and Tennessee.

Both Mr. Holt and Mr. Ward have been OWI consultants for more than a year. Mr. Hymes explained, and resigned because of the pressure of other business.

Centers Established

Mr. Hymes reported that voluntary control centers, which act as liaison between stations and OWI regional offices, have been established in 18 cities. Regional consultants are making efforts to set up additional centers, the objective being to have centers in all cities having three or more stations, except where regional offices are located.

The voluntary centers are operating successfully, Mr. Hymes stated, and are performing valuable work in the OWI recruitment program with OWI regional offices. The centers are handling radio functions formerly handled by OWI field offices which were closed when appropriations for the Domestic Branch were sharply reduced. [BROADCASTING, Aug. 16, July 12].

Voluntary centers and station representatives in charge are:

Spokane—Wallace B. McLean, KFFW.
Seattle—Robert E. Price, KBCS.
Pocatello, Idaho—R. K. Price, KOYOU.
Boise—R. E. Price, KBOI.
Salt Lake City—R. L. Price, KSL.
Albuquerque—Harold H. Pfeiffer, KFW.
Hartford, Conn. (WCF)-Russell H. Pfeiffer, KFWB.
Park City, Utah—R. E. Pfeiffer, KDS.
Syracuse—Robert G. Scull, WFRL.
Tampa, Fla.—J. H. Scull, WFRL.
Atlanta—J. H. Scull, WAB.
Buffalo—Edward Twomey, WHAN.
Cincinnati—Dr. J. H. Scull, WDDH.
Columbus—C. L. Twomey, WAB.
Memphis—C. L. Twomey, WSFX.
Little Rock, Ark.—A. O. C. Twomey, WDR.
Cleveland—A. H. Twomey, WAK.
Rochester—Arlo Scull, WBB.
Portland, Ore.—J. H. Scull, WKB.
Oklahoma City—J. H. Scull, WKB.
New Orleans—J. H. Scull, WKB.
Charlotte—J. H. Scull, WKB.
St. Louis—J. H. Scull, WKB.
St. Louis—J. H. Scull, WKB.

Regional Station Relations Chiefs expected to attend are: Robert H. Holms, D.C.; John H. Holmes, N.Y.; and James H. Holmes, Boston.

Regional stations are:

Baltimore—George H. Shafter, WOSU.
Boston—R. G. Shafter, WOB.
Chicago—R. G. Shafter, WGN.
Cleveland—R. G. Shafter, WAK.
Denver—R. G. Shafter, WCC.
Detroit—R. G. Shafter, WJR.
Hartford—R. G. Shafter, WBD.
Milwaukee—R. G. Shafter, WAC.
Minneapolis—R. G. Shafter, WGB.
Newark, N.J.—R. G. Shafter, WSB.
New York—R. G. Shafter, WBG.
Philadelphia—R. G. Shafter, WES.
Pittsburgh—R. G. Shafter, WSB.
San Francisco—R. G. Shafter, WSC.
Seattle—R. G. Shafter, WSB.
St. Louis—Robert H. Holms, KTVI.
Syracuse—R. G. Shafter, WSB.
Washington, D.C.—R. G. Shafter, WBG.

WPTF

with 50,000 Watts in RALEIGH is NORTH CAROLINA'S No. 1 SALES MAN.

BROADCASTING • Broadcast Advertising

FREE & PETERS, INC. National Representatives

Page 32 • November 15, 1943
The Fight Can Be Won

THE CASE for a free radio can be won at this session of Congress, unless all signs go askew. The brilliant and courageous testimony of CBS William S. Paley, asking only that Congress write the rules of the game and not leave them to a political commission, did more than merely make an impression. It even elicited from Chairman Wheeler of the Committee the unexpected comment that the FCC has "abused" its power.

FCC Chairman James Lawrence Fly himself, evidently reconciled to the view that Congress is of a mind to act, has reversed his previous unalterable opposition to legislation. He now favors legislative expressions in certain fields. But that doesn't mean he wants to relinquish any powers, actual or implied, which the FCC may acquire from the Supreme Court "control of the composition of the traffic" opinion.

Mr. Fly is on the record against any regulation of program policies by the FCC. While we could recite, chapter and verse, recent actions or expressions of the FCC geared directly to programs, it is consoling to know that all thought of program regulation has been banished from the mind of the Commission.

But Mr. Fly wants to control, in some measure, business practices of stations. Evidently Mr. Wheeler does too, because he has repeatedly cited the Interstate Commerce Commission's regulation of the railroads. What neither mentioned, however, is the fact that railroads are common carriers, whereas radio stations are not. All comers can't be accommodated.

Mr. Paley brought out clearly and cogently that programs and business are inextricably intertwined. Programs are the business of radio. They constitute radio's stock-in-trade. The FCC intent, therefore, would appear to be that while the front-door of program censorship would be closed to it, the back door of business regulation would be wide open. So there would be program control, if Mr. Fly's expressed views prevail.

There was another revelation of great significance by Chairman Fly. He would leave to Congress the decision whether newspapers are qualified as operators of stations. Thus the newspaper-ownership fight can be won, too, because the palpable inequity and unfairness of any arbitrary rule against it obviously can be decided only one way by Congress. For more than two years the FCC has had the newspaper issue bottled up, evidently desiring to time its action. It has always been our view that Congress and Congress alone should decide that issue, for it is one of legislative policy—not susceptible of interpretation by an administrative agency.

Several times mention was made of "intimidation" and "blackmail" of stations by the FCC. Evidently everyone is aware of that save the FCC majority itself. Mr. Paley called it "regulation by the raised eyebrow". That isn't stretching it too far.

Perhaps this isn't the time for enactment of an integrated law, going the full length of the pending White-Wheeler Bill. Perhaps such legislation should await the war's end, so that the new vistas of mass communications—of FM and television—can be construed legislatively. It will mean licensing of the press as well as radio, because there will be visual transmission through the ether.

But it is the time to settle the issue of a free radio. That requires a mandate against control of programs by a Government agency (which of course embraces business control). It requires treatment of radio on an equality with the press.

That mandate must come from Congress.

Unsung Hero

RADIO'S unsung heroes have always been its engineers. Most of them are publicity-shy. They think of their work more as hobby and avocation. Usually they dabble about after-hours to overcome operating bugs, rigging up contrivances that would put a Jules Verne or a Rube Goldberg to shame. And the bunny hams, technicians by choice rather than vocation, are responsible for much of the ultra-high frequency development.

It wasn't much of a surprise, therefore, when the British Admiral, Sir Andrew Browne Cunningham, credited Morrie Pierce, chief engineer of the Psychological Warfare Branch, Allied Forces, North Italy. Since last May, with having played an important part in bringing about the surrender of the Italian Fleet a couple of months ago. Morrie is a practical engineer (he's now on leave as the chief engineer of WGAR Cleveland). He figured the best way to get the message of surrender to the Italian Fleet was to put the news on the international distress frequency of 500 kc but he didn't have a transmitter tuned to 500 kc. So he made one, retuning a transmitter from 1100 to 500 kc.

Morrie Pierce is a civilian performing wartime service. If they hand out medals to civilians in this war, Morrie certainly deserves one. Though he probably wouldn't care for it, he shouldn't remain an unsung hero.

Radio's Awards

ENTRIES now are open for radio's two main awards of merit—the Peabody and duPont awards, with closing dates in December. Both have been labelled radio's counterpart of the Pulitzer Awards in the sphere of journalism.

Both sets of awards are designed to perpetuate the names of illustrious Americans. Both happened to get off to rather poor starts largely due to inexperience and perhaps inept direction, which may have added in some ill feeling on the part of those who felt their nominations were not given proper consideration. This was because the "rules of the game" perhaps were not clearly set forth.

Our observation is that these discrepancies now have been rectified, and that machinery has been established whereby full and impartial consideration will be given all nominations. The announcements of the respective groups, outlining the scope and nature of the awards and the closing dates, appear to resolve all questions heretofore raised.

Our Respects To—

PAUL MERRICK HOLLISTER

IT'S a year now since Paul Merrick Hollister came to CBS as vice-president in charge of advertising and sales promotion.

And it's several weeks since under his direction, was launched the largest, most ambitious campaign of program promotion any network ever commenced—breaking in every CBS "station city" in continental United States, using as media radio, newspapers, transportation advertising, posters and direct mail.

It's nearly 15 years since Hollister first got mixed up in radio, doing odd jobs on the Detroit-Water Kent account, then at BBDO. There he was responsible for continuity in the first Raleigh cigarette program in which Al Shirley, as Raleigh, actually climbed into Uights, double, sword and beard to m.c. each program. Bill (William Merrigan) Daly led the band, the Revelers sang, and Phil Ohman and Victor Arden beat the grand pianos.

"My first errors of commission in the field of radio lyric writing," confesses Hollister, "were the words for the Raleigh theme song (in collaboration with Joe Alger, now of LIE magazine) and words for a sequence of Ferde Grofe's Mississippi Suite. New words have since been substituted for mine as the standard choral lyric, but they are no worse."

It was Hollister who worked with Tom Harrington in 1931 for two hours in a CBS studio to perfect a sound-effect to simulate a charger galloping over a wooden bridge. They found that when Harrington galloped his hands on his (Harrington's) chest, close to the mike, it sounded more like the horse than the horse. Harrington thereafter had to stand by and play horse once a week, but he tired of it, and eventually became head of radio for Young & Rubicam.

In 1932, Hollister was named an executive vice-president of Macy's department store, taking on responsibility for the radio projects of Macy's and a directorate in station WOR. "My first official act, or blunder," he says, "was to chase off the air an enormously popular minstrel show which the store had been sponsoring and to replace it with a glamorous and costly 'turkey.' That was followed by experiments with every known form of entertainment except card tricks and adagio dancers. There were Heywood Broun, Alex Woollcott, Bob Littell, Martha Manning, a series of name bands, a boy's club, a consumer quiz. (Continued on page 38)
Thanks a lot -- to CBS programs -- the World's Finest Radio Shows!
DOING the REAL JOB
HAS HUN
Sold Out
FROM 6 TO 11 P.M.

L.B. P.
CINC
FIFTY THOUS

CBS WORLD NEWS
ASSOCIATED PRESS
UNITED P
How to Move Moscow Three Thousand Miles...in Six Seconds

7:21:00 P. M., Eastern War Time. In two minutes, on the NBC “News of the World Roundup,” a voice will say, “This is Moscow...”

In the control room at Radio City in New York, a man casually exchanges a few words with Moscow in a test conversation. The air crackles with a harsh, unpleasant sound.

7:21:15. The man turns to a teletype machine linked to NBC’s short-wave listening post in San Francisco. He types out: “Moscow reception poor. Any better in San Fran?”

7:21:32. The answer from San Francisco: “Moscow clear as a bell.”

7:22:50. The signal is given to reverse the relays between New York and San Francisco.

7:22:56. The reverse is completed.

7:23:00. A voice says: “This is Moscow...” and millions of Americans hear a clear, firsthand news report from the Russian capital.

In six seconds, unknown to the listener, Moscow was moved three thousand miles from east to west... from New York to San Francisco.

At NBC, smooth-running perfectionism like that is part and parcel of every program, every broadcast, every activity carried on by America’s oldest and most popular network.

For the nation’s biggest advertisers, who are clients of NBC, it has meant more dependable and more progressive service throughout; it has put the best in network broadcasting at their full disposal.

For the listener, it has meant more entertaining and interesting programs, wider in scope, richer in their service and satisfaction.

... These are some of the things that make NBC “The Network Most People Listen to Most.”

—The National Broadcasting Company

America’s No. 1 Network — A SERVICE OF RADIO CORPORATION OF AMERICA
THE KEYSTONE BROADCASTING SYSTEM

takes pleasure in announcing

that you can now extend your

live network programs

on transcriptions

into the vital secondary markets of the country

over the facilities

of its 200 affiliated stations

from Coast to Coast

at

economical per capita cost

equal to (and in many cases less than)

metropolitan, mass coverage per capita costs.

R.S.V.P.

You are cordially invited

to examine the K.B.S. group rates

for timely, effective penetration into

America's booming small towns and

their rich rural and farming environs.

"THIS IS THE KEYSTONE BROADCASTING SYSTEM"
Our Respects to
(Continued from page 36)
and so on.
"I learned a great deal at the
expense of the store and the audi-
ence and ultimately found out how
to sell goods and good will on the
air. Since that time, incidentally, I
have written more than 726,403
commercials for an oil company.
It's safe to say therefore that my
radio experience is long, arduous,
and varied."

An indefatigable worker, Holli-
ter brought to CBS a rich back-
ground of experience in ad writing
and promotion. After attending
public schools in Grand Rapids,
where he was born Nov. 12, 1890,
and Middlesex and Harvard, he
put in two years as a newspaper
reporter on the Grand Rapids
News, and then started writing
copy and handling accounts in the
H. K. McCann Co. in New York.

After three years there, he be-
came one of the 13 charter mem-
ers of the Barton & Durstine
agency. He was with this organ-
ization for thirteen years (in Bos-
ton and in New York), serving as
a vice-president and director. There
followed eight years at Macy's,
where he was responsible for the
advertising, sales promotion, pub-
lic relations, and publicity. He
shepherded the store's counter-
attacks on price-fixing and its cru-
sade in the interest of consumer
quality. He later became a vice-
president at J. Stirling Getchell
Inc., the post which he resigned
shortly before coming to Columbia.

Advertising Pioneer
Hollister is the author of several
books to which he ascribes the
word, "quiescent," and is a well-
known writer on subjects related
to his profession. As a seasoned
writer and ad-maker, Hollister's
knowledge of the trade goes back to its
early days. He has had a hand in
evolving certain of radio's progress-
ive forms and knows selling from
both sides of the retail counter.

As a creative advertising man,
Hollister is regarded as one of the
leaders in the field. "Some piece in
a drawer" Hollister admits, "I
think I have some Harvard Adver-
sising Awards."

He is married to Carol Irwin,
Young & Rubicam's account rep-
resentative on the General Foods
cereals and former head of day-
time radio in that agency. He be-
longs to the Players and the Har-
vard Club in New York. His hobb
is collecting old trade cards.

Fly Letter Calls
POST-WAR SESSION
ACTING on the plan for a joint
Government-industry study and
survey of the various radio and
television allocation requirements
of the future as announced Nov. 4
at a news conference, Chairman
James Lawrence Fly of the FCC
sent the following letter to mem-
ers of the RTPB calling a meet-
ing Nov. 17 to make plans for stud-
ies and organization of commit-
tees [Broadcasting, Nov. 8].

Now that the Radio Technical
Planning Board has been organized
and will soon be ready to initiate
studies with respect to the technical
future of the radio industry, the
Commission believes that a confer-
ence of government and industry
representatives is in order. Such a
conference would ad-


spot Sales, Inc., National Representatives
Member Station, The Blue Network and
Mutual Broadcasting System
5,000 WATTS 980 KC

Page 38 • November 15, 1943

Symphony Rights
FIRST AMERICAN rights to
performance of Dmitri Shostakovich's
"Eighth Symphony" have been ac-
quired by CBS for $10,000, probably
the largest sum in history ever paid
for first rights to a symphony. The
symphony will be performed in the
near future on one of the Sunday
afternoon concerts by the New York
Philharmonic-Symphony. The con-
certs are sponsored on CBS by U. S.
Rubber Co., New York.

First in Prestige!
First in Audience!
First for Advertisers!

Portland, Oregon
CBS Affiliate
FREE & PETERS • National Representatives

Broadcast Advertising
FOR years transmitter designers mounted equipment parts on horizontal shelves.

With this construction only those parts near the edge of the shelf were easily accessible.

RCA engineers asked themselves: "Why not have all the parts where they would be easily accessible?"

In other words, why not arrange the parts and circuits on vertical panels—instead of on horizontal shelves?

This simple device revolutionized transmitter mechanical design.

In addition to increasing accessibility, this arrangement simplified and speeded up assembly, and provided better cooling.

Development of this "vertical chassis" construction is one reason why RCA equipment leads in America's broadcasting stations today.

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.
Shouse in London

NEWS of the arrival in London of James D. Shouse, vice-president of the Crosley Corp, in charge of broadcasting operations, was received last week by WLW officials. Mr. Shouse is expected to remain in the British capital for several weeks to confer with BBC officials. He is expected to undertake a special mission for OWI while abroad (Broadcasting, Nov. 5).

DON E. GILMAN, BLUE Western division vice-president, currently is attending the Chicago meeting of network affiliate stations.

BEN EDSON, new to radio, has joined KMPD Beverly Hills as account executive.

WHITNEY CLEMENT, of the KSFO San Francisco sales staff, married Margaret Masterson on Oct. 26.

NATHAN W. BRANDON, commercial manager of WSAV Savannah, Ga., on leave, now a lieutenant in the Air Transport Command, married Martha Curniff of St. Louis on Oct. 20.

MAJ. W. C. BORRETT, managing director of CHNS Halifax, is now broadcasting his Tales Told Under the Old Town Clock on the Maritime Network of the Canadian Broadcasting Corp. Maj. Borrett's broadcasts under this title on CHNS for some years have been published in book form.

DOUGLAS COULTER has been named vice-president in charge of programs of CBS New York.

HENRY JAFFE, attorney for the American Federation of Radio Artists, will report for duty with the Army at Camp Upton, New York, on Nov. 29.

WAYNE N. KENWORTHY, former commercial manager of KFTI Twin Falls, Ida., has been appointed assistant to Jennings Pierce, NBC Western division public service and guest relations director. He succeeds Robert Hendricks who joins the Army on Nov. 23.

MARTIN GUNTHER, business manager of WHEB Portsmouth, N. H., has entered the armed service.

JOE WRIGHT, sales manager of WRLA Lyndhurst, Va., was inducted into the Army Nov. 15.

This is the first of a series highlighting the cities of the lush KFYR area here in the Great Northwest. Individually, these cities are unimportant markets but, taken together, they form a tremendous market which the alert advertiser cannot afford to overlook.

Listening figures are based on a recent survey by Commercial Service Company of Bismarck. A cross-section of listeners was asked, "What is your favorite daytime station? ... favorite nighttime station?" The percentage of those replying in favor of KFYR proves that KFYR is dominant in the Northwest.

Drips Back at NBC

WILLIAM E. DRRPS, NBC director of agriculture for seven years prior to joining the BLUE in 1941, has resumed his former position at NBC. Mr. Drips was with NBC Nov. 1, with headquarters in Chicago. He was also director of agriculture while with the BLUE.

ROBERT A. WHITE, recently in the public relations office at Fort Dix and previously in the Army, has joined the sales staff of WLVA New York, as account executive. Prior to going into the Army, he was merchandising manager of Sweeney & Co., Chicago advertising agency.

JOSEPH B. S. DRADEA, former station representative, has been promoted to a sergeant in the Air Service Command, Patterson Field, Ohio. He has been named physical instructor for a squadron of 7000.

HOWARD OAY, commercial manager of KPRO Riverside, Cal., has resigned.

AL HUGGINS, Timmins, Ont., new to radio, has joined the commercial department of CKGR Timmins.

BURL ELY, after 15 years with International News Service, has left that organization to join Press Association Inc., as assistant to Oliver Gramling, assistant general manager.

NAB Manual Combines Radio and Retail Figures

A 261-PAGE compilation of useful information for marketing executives employing radio has been published by the Research Committee of the NAB under title of Radio Market Data Handbook. The volume provides, in convenient form, data gathered in the 1940 Census, and is an extended version of the figures which first appeared in the Sept. 7, 1942 special market data issue of Broadcasting.

In large part, the Handbook consists of the 1940 population Census by counties, accompanied by the county figures of the 1939 Retail Trade Census showing number of retail stores and sales volume in the four groups of Food, General Merchandise, Apparel and Drug trade outlets. On the adjoining pages are the corresponding county figures on radio families, broken down into the population by classes.

A chart showing growth of radio sets in use is a feature of the opening pages of the book. The chart runs from 1922 to 1943, with curves on total families, total sets, radio families, "other" sets and auto sets.

The Handbook is priced at $1.50 per copy, and may be ordered direct from the NAB, at 1760 N St., N. W., Washington, D. C.

PARAMOUNT PICTURES, New York, has purchased film rights to The National Barn Dance for a movie of the same name scheduled to go into production this month. The cast is drawn from Chicago for Hollywood Nov. 14.
There are two ways to find out what a rich, profitable market the Pacific Coast is. You can guess... like Mr. Freeble in the illustration, or you can look it up in a book. The book* says: There are more than 3½ million families on the Pacific Coast, with over $13,000,000,000 to spend. A little lightning work with a pencil will show you that's $3,714 per family. And, gentle reader, that ain't hay!

You can try reaching these eager spenders with the long range, super-extra-high wattage stations. But it's our experience that this method isn't any more certain than Mr. Freeble and his bean guessing. Long range broadcasting is unreliable on the Pacific Coast. Watts aren't moles, they can't penetrate our big mountains no matter how powerful they are.

The other way to reach the Pacific Coast market— all the market—is to buy the network** with enough stations to give you local primary coverage. Local primary coverage is simply this: 9 out of every 10 homes on the Pacific Coast are within 25 miles of a Don Lee station. And as they say in the cigarette business, "No other brand can make that statement!" So, if you want to reach all the market... buy Don Lee.

*The book is Sales Management Annual, 1943
**The network is Don Lee
JUNE AULICK, of the CBS press information department, is the author of an article on the technique of producing amateur theatricals, in the December issue of Good Housekeeping.

ROBERT WHITE, producer-director-writer in the radio and film fields for the past ten years, has joined the BLUE production staff as producer-director.

JOE SEIFERT has received a citation from members of the Coast Guard at Manhattan Barracks, for entertainment furnished by the WJZ Victory Troop, of which he is director.

D. GORDON GRAHAM, director of program activities of WABC New York, is the father of a boy born Oct. 30.

R. D. AMOS has been appointed director of promotion of CKOC Hamilton to succeed Lloyd Westmoreland who recently joined the Royal Canadian Air Force.

MICHAEL ROY, member of the BLUE Central Division announcing staff and for the past year announcer on the Coca-Cola Spotlight Band program, has been transferred to the eastern division of the network.

VERNON WHITE, who was seriously injured in an auto accident some time ago, has recovered and is now back at his job as announcer at KSPO San Francisco.

WALTER R. CARLE, for two years manager of KINY Juneau, Alaska, has been appointed morning news editor of KMBC Beverly Hills, Calif.

AL SACK, Hollywood musical conductor and arranger, has been appointed BLUE Western division musical director replacing Lou Brine. Latter recently resigned to devote full time to his network and RCA Victor assignments.

ANN HUNTER, news commentator at WAIT Chicago, was recently married to Pvt. Emanuel Rappaport of the Army.

Dennis Overseas

FUTURE preparation of KMBC Kansas City war effort projects will profit from the trip of Gene W. Dennis, KMBC coordinator of war activities, overseas to visit active battle fronts. Mr. Dennis will also obtain material on Kansas City men for creation of locally produced programs. He left late in October and is expected to spend several weeks in the Algiers theatre. KMBC has carried at least six overseas programs a month in the last two years.

JILL STEPHENS, former director of publicity and special features of WNCR New York, and recently engaged in programming for W2XWV, DuMont television station in New York, has joined Time Life magazine as promotion manager.

ROBBIE MATHEWS, announcer of CJOR Vancouver, is the father of a boy.

WALLY PETERS, former announcer of CJOR Vancouver, has graduated from flying school and is now a pilot officer in the Royal Canadian Air Force.

KEN BENNETT, announcer of KFKECA Los Angeles, has been inducted into the service.

ALLAN STRATTON has joined the announcing staff of WAAT Newark, N. J. He had previously worked for the station in 1936.

MARTHA ANN HEATH, former announcer on the staff of WDLP Pamela, Cal., is now back in the radio field as announcer of WCBI Columbus, Miss.

BERNARD HERRMANN, CBS composer and arranger, has been named symphonic conductor of the network.

HENRY J. TAYLOR, BLUE commentator, has received a 2½ months' leave of absence to gather firsthand material in Europe. Replacing him is George E. Reed.

RALPH C. HATCHER has resigned from WTAR Norfolk effective Nov. 10, to accept a foreign assignment with OWI.

HAL GILMAN, program director of WSLB Ogdenburg, New York, reports to the Army Nov. 26.

MARTHA DUNSON, of Atlanta, has joined WGT Charlotte, N. C., in charge of the UP press room. She succeeds David Brinkley.

BOD ERICKSON, formerly with John W. Lovetin Inc., New York, has joined NBC as a program director, assigned to Everything Goes. Before joining the Lovetin agency, Mr. Erickson was assistant radio head of the Lucky Strike account at Foote, Cone & Belding, New York, and had previously been at CBS.

CHARLES MILLER has joined the production department of WHO Des Moines. He formerly was program director of KFAB Lincoln, Neb., and WING Dayton, Ohio.

ED LETSON, former chief announcer of KSY Salt Lake City, has left for the West Coast to take a position as pilot instructor.

ALLEN FRANKLIN, recently released from the Signal Corps, has joined the staff of WJHP Jackson, Calif. He was previously program director at KXOK St. Louis and KVOO Tulsa. He also was an actor-sportswriter on WLW Cincinnati.

HARRY BECHTEL, former feature announcer and announcer in Hollywood and more recently with the special service division, radio section of the War Department, has joined KFRC San Francisco as announcer.

YVONNE DALE, former continuity writer and program director of KHUB Watsonville, Calif., has joined the continuty staff of KLX Oakland.
BACK IN APRIL
WE THOUGHT THIS WAS A RECORD

BUT... LOOK
WHAT HAPPENED IN SEPTEMBER

SURE, RADIO SALES ARE UP . . . BUT LOOK

It's a fact. When we looked at our sales figures for last April, we rubbed our eyes. It was hard to believe. We thought that it was one sales record that couldn't be beaten.

But look what happened in September! We reached a new high in sales. And we are mighty proud of that 51% increase because we know that it is an outstanding radio sales record.

It all goes to prove that a lot of listeners and a lot of radio-wise advertisers think WFBR is a great radio station. In fact, it is the station for you in Baltimore . . . if you want to concentrate your radio efforts on the sixth largest city in the country.

WFBR
RADIO STATION BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
Hill, Porter Are Added To NBC Foreign Staff

NBC last week announced the addition to its staff of foreign correspondents of two news analysts and reporters, both former members of the BLUE—Max Hill and Roy Porter. Mr. Hill, assigned to Turkey and the Middle East, was manager of the AP office in Tokyo at the time of Pearl Harbor, subsequently suffered 17 months in a prison camp. He is author of the book Exchange Ship.

Roy Porter will cover the war in Burma, China and India for NBC. At one time with the Los Angeles Herald, Porter has worked for AP, United Press and INS. In 1937, he covered the Spanish Civil War and Nazi occupation of the Sudeten. He is author of Uncensored France.

ED STUDEYNE, formerly with WFMJ Youngstown, Ohio, has joined the announcing staff of WOL Washington.

JIM DOWNEY, former farm director and announcer for WCW Davenport, Ia., now an aviation editor at Seymour Johnson Field, Goldsboro, N. C., is now producing Cadet Hour, weekly half-hour show originating at WGBR Goldsboro and fed to the Tobacco Network.

JACK PEVERA, former announcer at WKWQ Wheeling, W. Va., has joined the announcing staff of WJLS Beckley, W. Va.

ZELDA ZINN, formerly announcer at KTSB San Antonio, Tex., has joined KFOR Colorado Springs as program director, succeeding Maxine Cooper. Bette Ann Burke is now traffic manager. Calvia Fredericks, recently discharged from the Army, has returned as assistant announcer and special events man.

FRANK ACOUSTA and Maynard Stitt, former NBC news writers, are now Marine correspondents, at the WACO offices awaiting assignments. Acoosta has recently returned from 10 months service in Iceland and Scotland. Stitt has just completed boot training at Parris Island.

McGrath Joins WCKY

CHARLES F. McGrath has succeeded John E. McPean as director of publicity and newswriter for WCKY Cincinnati, L. B. Wilson, who made the announcement last week. Mr. McGrath recently left duty in the Navy as a lieutenant (j.g.) at the Naval Air Station, Quonset Point, R. I., Mr. McGrath was a reporter for the Cincinnati Post before being transferred to the Kentuckian Post. He is a native of Covington, Ky., where he served as sports editor and assistant city editor.

ROBERT L. KENNETT, New York manager of CBS program relations division, is conferring with West Coast stations on programming problems.

GERRY COLSON has joined the program department of KQV Denver.

HELEN MARIE BRENNAN has joined the staff of KFYA St. Louis.

LYN WILLIAMS, Army Air Corps Reserve, has resigned from the announcing staff of WFW New Orleans and will go to Randolph Field, Tex., as an instructor in aviation.

BRUCE MacDONALD, for the past year and a half news editor-in-chief and announcer of WIND Gary, is now news editor of WJW Cleveland.

EDNA S. FEE, formerly with the Holland Adv. Co., Cincinnati, has joined the continuity department of WLM-WSAI Cincinnati.

CLAIR WEIDENAA, announcer and production manager of WOVO-WGJ Fort Wayne, has left for the Navy.

JACK NORWINE, formerly of KARK Little Rock, Ark., has joined the announcing staff of KKWK St. Louis.

JAY POIVY, formerly of WHEB Portsmouth, N. H., has joined the announcing staff of WCHS Portland, Me.

JOHN KEOUGH, formerly sports and special events director at KORS San Francisco and more recently with KFAR Fairbanks, Alaska, has joined the announcing staff of WCHS Portland, Me.

LT. (jg) HOWARD M. PAUL, former member of the continuity-publicity staff of WTMJ Milwaukee and former public relations officer at Navy Pier, Chicago, has been named publicity director for the Chicago Area Service men's League, sports circuit composed of sporting goods and Navy stations in the Chicago district.

RON RAWSON has joined the announcing staff of KMOL St. Louis. He is formerly of KSD and KOKK St. Louis.

RICHARD E. STOCHLASS, E. RICHARD, associate professor of the University of Minnesota, has written an article titled "Food Will Win the Peace" for the November issue of the Survey Graphic.

PAUL HUGS, newscaster of KTBV Phoenix, Ariz., is the father of a baby girl.

PAUL GRIFFEN, member of the program staff of KTBV Phoenix, Ariz., is the father of a girl.

V. L. BOWE, former announcer of KJH Hollywood, has joined KFWB Los Angeles in a similar capacity.

HARRY VON ZELL has been assigned as announcer of the CBS Silver Theatre, replacing Henry Charles.

ED STANTON, formerly with KFQD Anchorage, Alaska, and KFBB Sacramento, Calif., has joined KERO San Francisco as announcer.

This picture will help you to get even greater results from your WIBW sales messages. It shows farm boys and girls learning from experience how to judge the facts...to disregard "flash" and high pressure...to select that which will be of greatest benefit. Trained in this manner from childhood, our listeners appreciate simple facts...honestly stated...which enable them to arrive at their own decision concerning your product.

Once they've made their decision, they'll be your staunchest friends...your steadiest customers. We know, because that's the way they've felt about WIBW since 1924.
RAINFRO IN THE SKY

There is good news in the work of American laboratories. It is a reason for confidence in the war and a promise for the future.

Little is said about our scientists because they labor behind locked doors and their work is secret. But the topside of the German and Japanese armies and navies know about them. Things they do turn up at the front and make life harder for our enemies.

After the war, from these same scientists and their laboratories, will come the things that make jobs, comforts, conveniences and luxuries for the American people. They hold out prospects for good use of the opportunities victory will bring.

The Bell Telephone Laboratories, with some seven thousand workers, are among the many research groups that are devoted to winning the war.

When that is done, Bell System scientists will be back on their old job of making your telephone service, and your human contacts over the distances, easier and better than ever.

BELL TELEPHONE SYSTEM

*HELP THE WAR BY MAKING ONLY VITAL CALLS TO WAR-BUSY CENTERS. THAT'S MORE AND MORE ESSENTIAL EVERY DAY.*
“SWANDERFUL!” says Gracie Allen and George Burns, Jimmie Cash and Bill Goodwin all agree. It’s even better than that (if anything really could be) for Lever Brothers, but it wasn’t a simple job. The completion of this successful distribution story required the combined marketing skill and background of both manufacturer and its agency Young and Rubicam.

BURNS AND ALLEN arrived for the national push, after the preliminaries. Lever Brothers through Young and Rubicam, had developed each market individually with spot radio, outdoor and display advertising and a huge sampling campaign designed to introduce the product and to stock the dealers’ shelves. You’ll find the story in Printers’ Ink.

PRINTERS’ INK began reporting this saga when Swan was just a cygnet. It followed the “sudsin’ whizz” just as it follows all important selling programs, analyzing the marketing and distribution trends, so that all advertising, marketing and sales management people might profit. To reach these people, the men and women who build, approve and spend the nation’s advertising budget, it is profitable to use the magazine they read, to keep informed.

FOR EXAMPLE:
At Lever Brothers, Printers’ Ink has sixteen subscriptions and at Young and Rubicam, Printers’ Ink has twenty-one subscriptions.

PRINTERS’ INK
THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES
205 EAST 42nd STREET, NEW YORK 17, N. Y.

Page 46 • November 15, 1943

GAMES EXCLUSIVE,
MBS ANSWERS EDIT
EDITOR, BROADCASTING:
In the Nov. 8 BROADCASTING, I noticed an editorial titled “Off Side.” In this editorial the Networks were gently, but firmly, warned against duplicating in the broadcasting of college football games. That football broadcasts should not be duplicated I am in the heartiest accord, but what disappointed me was that you did not realize that duplication is the very thing that the Mutual Network is trying to get away from.

For the past seven weeks, I have been doing a play-by-play description of college football on Mutual, and to date have handled but one game for another network at the same time. That was an accident. The fact, however, that the Mutual games are exclusive is not mere chance, but the result of careful planning.

Each Monday, Tom Slater, Mutual’s Director of Special Features, attends a luncheon in New York with other Network heads, where it is decided what games will be broadcast, and by whom. Tom stays completely out of the picture until each rival network has decided which game it will broadcast, and then he and I go to work to choose the most outstanding game that remains uncovered. This is a policy, and, as often as possible, Mutual, Tom Slater, and I will continue to give our listeners exclusive football broadcasts.

RUSSELL HODGES
Mutual’s Sportscaster
WOL Washington
Nov. 9

New Coast Schedule
42 PRODUCTs Inc., Los Angeles, on Nov. 5 began sponsorship of Will Williamson’s What’s the Name of That Song, quiz program on the full Don Lee Pacific Coast Network and transmit to its four stations in Arizona. Show originates at KFRC San Francisco, Fridays, 9-10, 5-Contract for 52 weeks. Agency is Hillman, Shane & Breyer, Los Angeles.


No Penny Pinchers
Winston-Salem wage earners are well paid, are sure of their jobs and spend freely. A campaign on WAIR will convince you that these good people like the good programming of this good station.

Winston-Salem, North Carolina
VIDEO NEWSPAPER IS COMPLETE SHOW

ADAPTABILITY of television to dramatic news presentation was demonstrated Nov. 5, by General Electric Co. on WRGB, G-E station in Schenectady, before a group of editors and publishers.

Page by page, a television edition of the Albany Times-Union, was projected before the cameras, followed by enactment of features on each page. From page one to the comic page—e'en want ads and a department store advertisement—were dramatized.

The show demonstrated that television presentation of news will supplement rather than supplant the local newspaper, a view expressed by many of the newspapermen present. George O. Williams, managing editor of the Times-Union who supervised preparation of the material used in the demonstration, said that "the technical requirements of television with respect to coverage of news are so precise and exacting that they never, in my opinion, can supplant newspaper coverage."

The group inspected the WRGB transmitting plant and relay station in the Helderburg mountains, where pictures from the NBC station in New York were picked up, and O. B. Hanson, NBC vice president of engineering, was addressing the tour from the studios of WBTV in New York. Dr. W. R. G. Baker, G-E vice president in charge of the electronics department, and Robert S. Peare, G-E director of publicity, spoke briefly to the newspapermen at a dinner which preceded the show.

New Glass Format

OWENS ILLINOIS GLASS Co., Toledo, which recently appointed J. Walter Thompson Co., New York, has changed the format of its five-weekly institutional series on CBS, re-titling it Home Front Matinee. Effective Nov. 8 the 4:45 p.m. series, heard on the full CBS network, became entirely musical with Allen Ross' orchestra, and Alfred Drake, star of "Oklahoma" as m.c. every day except Thursday when a guest m.c. takes over.

New Eversharp Series

EVERSHARP Inc. executives are considering a new variety program for release on BLUE stations submitted by The Biow Co. and titled Eversharp's Listeners Digest. The series would present a digest of the best weekly radio fare. Permanent cast would include Robert Benchley as m.c., Billy Artz's orchestra and Ken Niles, announcer. Eversharp sponsors the weekly CBS Take It or Leave It with Phil Baker.

WIBC Change

INDIANA Broadcasting Corp., licensee of WIBC Indianapolis, asked the FCC last week to approve a change in ownership structure through which the corporation, owned by H. G. Wall, Margaret B. Wall and Thelma M. Lohnes, would assign its license to a partnership composed of the same individuals.

NEWSPAPER

11-1-45

TO ALL TIME EYES:

Gentlemen:

IT'S A LIE. Who ever read that KGNC was sold out truly did a lot of miss quotes. Cause, we have 3 quarter hour strips between 6 in the morn and 10:30 at night avelable. We believe this will cumber favorably with stations like WLN, WEA, WMAQ and the other big shots.

Don't want to crow but we got awl the best ones on our station from Bing Crosby to Bob Hope, etc. And these Penshale people just catchingly wrl awl those NBC shows.

Why not wire or rite us for those 3 quarter hour strips?

It's first cum first served with us.

Humorously speakin' tho, we share don't "Have Time On Our Hands."

Pee Ess-

Aint let none of the sales force go. Why? Well, we turned ten loose on helpin' with the merchandize, as there was too much workOUT for the merchandizer, as there was too much to sell. They are doing a great work and it makes it possible for us to offer our advertisers the greatest cooperation of this kind ever available to man kind.
In Kansas City

Radio Advertisers

MEM Co., New York, has named John W. Lovelton Inc., New York, to handle advertising for its toilet products. On Nov. 10 the firm entered radio for the first time with 13-week test on WQXR New York, running a one-minute transcribed announcement weekly.

WALTER J. FITZPATRICK, an executive in the grocery products division of Borden Co., New York, has been named director of sales of this division, replacing Arthur M. Ramadell, also Borden vice-president, resigned. Sam Thompson, who has been with Borden since 1928, and who has also served in the grocery products division, has been appointed assistant sales director and general sales manager of the division.

BLOOMINGDALE'S New York, has replaced Women and the War on WQXR New York with Such is Life, a humorous and philosophical commentary by Angelinas Dougherty, the department store's fashion director. Program continues on a three-weekly quarter-hour basis in the 9 a.m. period. Business placed direct.

N. SPALLENGER & Co., Philadelphia department store, has scheduled radio for the first time on a regular basis in signing a 52-week contract with KYW Philadelphia for a daily transcribed serial. The 52-week contract was placed by Seeberger & H. Hagen Inc., Philadelphia agency.

PETER DOELGER BREWING Co., New York, has named J. M. Mathes Inc., New York, to handle its advertising. Spot radio has been used in the campaign.

JOHN EICHLER BREWING Co., New York, is sponsoring for second consecutive year the home games of the New York Rangers in the National Hockey League. Broadcasts are exclusively on WHN New York, weekdays at 9:50 p.m. and Sundays at 10 p.m. Agency for Eichler beer is Gear-Marston Inc., New York.

C. M. LEWIS, vice-president and general manager of Brown & Williams Tobacco Corp., has returned to his Louisville, Ky., headquarters following inspection of the firm's Hollywood-originating network programs.

ELIZABETH ARDEN of Canada Limited Toronto, (cosmetics) on Nov. 15 starts transcribed announcements for local dealer sponsorship on about 25 Canadian stations. Account was placed by Ronalds Adv. Agency Ltd., Toronto.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits illustrated with pictographs for quick and easy reading. You can get a copy free by writing to

CENTRAL BROADCASTING CO.
912 Walnut St., Des Moines, Iowa

STAMBAUGH - THOMPSON Co., Youngstown, Ohio, hardware department store, has renewed sponsorship of its News at Noon program on WBNX. Program is heard five-times weekly.

DETROIT CORP., Detroit, manufacturer of radio and electronic products, has named Zimmer & Beker Inc., Detroit, to handle national advertising for the concern.

BLACK AND WHITE Department Store, Memphis, Tenn., now sponsors on WHQB the Saturday night Down on the Farm hillbilly program. Commercials are aimed to explain reasons for drop in quality of merchandise and service because of war.

CHURNO FOOD PRODUCTS, Hollywood (butter substitute), placing direct, in a test campaign on Oct. 25 started using daily participations weekly in Kitchen College on KFWB Los Angeles. Contract is for 13 weeks.

FOND HOUSEHOLD CLEANER, Los Angeles, new to radio, is in a test campaign on Nov. 8 started for four weeks using daily participation in Polly & Pat on KPAS Pasadena. Agency is Raymond R. Morgan Co., Hollywood.

CLEVELAND GRAPHITE BRONZE Co. has begun sponsorship on WHK Cleveland of a daily news commentary by Sheehan Carter.

GENERAL FOODS CORP., New York, has appointed Benton & Bowles, New York, to handle all advertising for Gaines Dog Food, beginning in 1944.

EMPIROR DEPT. STORE, Jack-

son, Miss., has signed for weekly sponsorship of the Chicago Rangers Hockey Club, Chicago.

NORTHEAST AIRLINES, Boston, has appointed M. H. Hackett Co., New York, to handle its advertising.

WONDER BAKERY Ltd., Toronto (Peter Pan bread) has expanded its transcribed Peter Pan Adventures, which started recently twice weekly on CFRB Toronto, to a number of other Ontario stations. Account was placed by J. J. Gibbons Ltd., Toronto.

W. K. BUCKLEY Ltd., Toronto, (cough syrup) has started half-hourly weekly variety broadcast, La Tourbillon de la Gage on CKAC Montreal from the stage of the Chateau Theatre. Account was placed by Walsh Adv. Co. Ltd., Toronto.

CHICAGO DAILY NEWS-Blackhawk Hockey Club, Chicago, on Nov. 4 began sponsorship of play-by-play and resume of hockey games played by the Chicago Blackhawk on WIND Chicago, for their 1943-44 schedule of 25 Chicago contests. Place direct.

ALLEN B. WISLELY Distributing Co., Chicago (Olivoil Soap), on Nov. 7 began sponsorship of Song Source, a weekly series of transcribed music five minutes each Sunday on WGN Chicago. Contract is for 52 weeks. Account is George H. Hartman Co., Chicago.

Ohioans spoke their piece on whose job it is to see that America gets

ADEQUATE HOUSING

See Pages 22-23
After the War

FIVE years after the war, predicts a chart by the Electronics departments of GE, the ratio of standard broadcast stations to FM stations will be 750 to 600. There are now approximately 900 AM to 53 FM stations.

LOUIS (Studs) TERKEL, honorably discharged from the army with a Sergeant’s rating, has joined Arthur Meyerhoff & Co., Chicago, as a script writer.

HOLLY SHIVELY, formerly director of sales and research for John Blair & Co., Chicago, and previously director of radio for Lord & Thomas, has joined Rethrauf & Ryan, Chicago, as radio copy chief, replacing Catherine Haynie, who has joined Blackett-Sample-Hummert, Chicago.

GEORGE C. HOSKINS, Chicago, effective Jan. 1, 1944, will open offices for Central America at Panama 50, General Peraza, 3d & F Streets, Havana, Cuba, with R. M. Whitsett as representative, and will establish an office at Pino 3601 Buenos Aires, Argentina, for South America, with L. H. Lindbeck as representative.

HERSCHEL DEUTSCH has resigned from the Joseph Katz Co., to become executive radio director for Grey Adv. Co.

WILLIAM A. FRICKE, former assistant secretary of the American Assn. of Advertising Agencies, has joined McCann-Erickson, New York, as space buyer.


JAMES J. COCHRAN, formerly executive director of the USAR Air Force, has joined the creative staff of Blackett-Sample-Hummert, New York, as executive director and art director of the new San Francisco office.

JULES CLYDE GERDING, formerly with Roche,Williams & Company, has been named executive vice-president of Jones & Brinkley, New York, succeeding J. W. Brown.

EDITH IVEY, formerly of Hillman-Shane-Breyer Inc., and Lucy Baras have been appointed account executives of John H. Riordan Co., Los Angeles.

IRWIN ALLEN has been appointed radio director of Eugene E. Rouse & Co., Los Angeles agency.

HELEN F. BOND, formerly space buyer, radio director, and talent buyer of Cowan & Dengler, New York, has joined the media department of Buchanan & Co., New York.

SHERMAN S. M. LURIE, radio time buyer of H. C. Morris & Co., New York, has entered the Army.

(Continued on page 51)

WILLIAM R. MATHEWS, formerly vice-president of the advertising department of Bailey & Collins Printing Co., New York, has joined Philip J. Mann Co., Los Angeles agency, in a similar capacity.

He succeeds Ray Clanton, now in the Coast Guard.

EDITH IVEY, formerly of Hillman-Shane-Breyer Inc., and Lucy Baras have been appointed account executives of John H. Riordan Co., Los Angeles.

IRWIN ALLEN has been appointed radio director of Eugene E. Rouse & Co., Los Angeles agency.

(Continued on page 51)
McCANN-ERICKSON
STUDIES AIR COPY

McCANN-ERICKSON is making a study of radio copy, some results of which will be released to the industry, according to Marion Harper Jr., head of the agency's copy research division.

Method is that used in studying newspapers and magazines, media upon which the division has concentrated since its organization five years ago. The study will attempt to isolate specific success elements from the standpoint of audience enjoyment and sales.

Mr. Harper and Dr. Herta Herzog have joined the research staff which is expanding its work. Dr. Zelizer is assistant director of the Institute of Psychological Research at Vienna U. and since his arrival in the country has served with the Office of Radio Research, Columbia U.; the Market Research Co. of America; Rutgers U., and with Benton & Bowles, as research consultant.

Dr. Herzog, wife of Dr. Paul Lazarsfeld, director of the Office of Radio Research, has worked in that branch of Columbia and has served as research consultant for DuPont.

Chicago FM Outlet

MOODY BIBLE Institute, Chicago, dedicated its new FM station, WDLW, in ceremonies early this month. Dr. Will H. Houghton, president of Moody's Institutes, and Dean H. Coleman Crumley, vice-president and station manager, presided. WDLW, one of the first stations in Chicago area, after operating for some time on an experimental basis is now on a regular schedule from 11 a.m. to 6:15 p.m. weekdays. It begins its Sunday broadcasting at 8 a.m. Now known as WDLW, the new station plans to become a 50,000-watt station after the war.

Federal Speakers Listed

At Stephens Air Session

SECOND annual Wartime Regional Radio Conference at Stephens College, sponsored by the Asn., for Education by Radio, Nov. 19-21, will include speakers representing all networks, and major Government agencies concerned in postwar radio problems.

Some of the speakers scheduled by Sherman P. Lawton, director of radio for education by Radio at Stephens, are Maj. R. P. Foster, British Army Staff, Washington, and member of the Joint Liaison Committee; Edward Tomlinson, BLUE Network expert on Latin American affairs; Willard D. Engdahl, assistant to Neville Miller, president of the NAB; Robert L. Shayan, research analyst in postwar radio research, Maj. Harold W. Kent, War Dept.; Mme. Wellington Koo, wife of the Chinese ambassador to Great Britain.

Several local broadcasters will originate from the conference, including Mr. Tomlinson's Saturday evening commentary; the Westminster Broadcasting Syndicate; Mutual; and programs by Nancy Grey WTMJ-865W Milwaukee, and John K. Wexler, director of women's programs, KXL Waterloo, Ia.
Law Geared to Post-War Urged

(Continued from page 3)

MAURICE BARRETT, of WIN
New York, joins Harry S. Goodman
Radio Productions, New York, Nov.
22.

WALTER B. MARTIN, formerly
with Ruthrauff & Ryan, Chicago,
and Paul V. Fitgibbon, formerly
with Schipper Assoc., Detroit, have
joined the copy staff of Gardner Adv.,
St. Louis.

HENRY FLARSHEIM, former
manager of the Chicago branch of
the Al Paul Lefton Co., Philadelphia,
has joined the Phil Gordon Agency,
Chicago, as vice-president and account
executive.

LOYD COULTER, vice-president
in charge of radio of McCann-Erick-
son, New York, is on a tour of branch
offices, and plans to return to New
York Nov. 26.

GERTRUDE P. GENTZEL, of the
radio department of McCann-Erick-
son, has been named assistant time-
buyer.

GRANT CHAMBERLAIN, of the
Vogue magazine Chicago office, has
been named head of the new office
of Abbott Kimball Inc., opened last
week in the New Hampshire Bldg., Chi-
cago. Kimball will handle fashion maga-
zine and other national advertising
for Marshall Field & Co. and other retail
toys.

CHESTER GERLACH, formerly an
assistant director at CBS, has joined
BBDO, New York, to direct the
CBS Squibb program under the su-
pervision of Dave White.

ROBERT I. FREIS, formerly adver-
sising manager of Orange-Crush Com-
pany, has joined the publicity and
merchandising department of Blackett-
Sample-Hammett, Chicago.

ARTHUR MEARES, formerly of
Shieffelin & Co., New York (liquors,
furniture polish), has joined Com-
ton Adv., New York, to do merchan-
dising and sales promotion work on
American Home Products.

JOHN GORDON, program super-
visor in the radio department of Com-
ton Adv., New York, is on the West
coast for seven weeks.

GERTRUDE BLAIR, formerly food
consultant and copy writer of Charles
W. Hoyt Co., New York, has joined Pub-

ERNEST W. EVERSZ, copywriter,
had left the J. Walter Thompson Co.,
Chicago, to join Henri, Hurst & Mc-
Donald, Chicago.

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 PATERSON, NEW JERSEY • PARAMOUNT BLDG. • NEW YORK

50,000 WATTS

Clear Channel

Exclusive NBC Affiliate for the Twin Cities.

Represented nationally by
Edward J. Petry and Company

JUST ONE OF THE
HOME-TOWN BOYS

Minnesota farmers and townfolk look
to their home-town newspapers for the
intimate, vital news of friends and rela-
tions, of local events, and world activ-
ties.

These are the newspapers that are readrom cover to cover and back again, that
play a tremendously important part in
shaping public opinion and forming the
ultimate destinies of America. (Surveys
show that country newspapers have the
highest readership of printed advertising.)

By advertising regularly in 344 of these
local papers throughout the state, KSTP
is maintaining local contact with its host
of rural friends, thus adding greatly to the
plus-value you get when you sell via this
powerful, popular station.

This local promotion is just one reason
for KSTP popularity with the Minnesota
farmers. Here are other features of our
continuous audience-building promotion:

1. Big ads in The Farmer (Minnesota
farm circulation 147,900)

2. Full-page ads in Land O'Lakes News,
reaching 65,000 Minnesota farmers

3. Personal appearances of KSTP's Barn
Dance Group in Minnesota counties

4. "On the Minnesota Farm Front" (col-
umn by Harry Asplund, KSTP's Farm
Service Director) carried weekly by
81 country papers

5. "Around Radio Row" (radio news-
and-gossip column) published weekly
by 70 country newspapers

Today KSTP is not only a "local sta-
tion" in the rich Twin City market but
also in almost every small town and rural
village in prosperous Minnesota. Every-
where, KSTP is rapidly becoming just
one of the home-town boys!

JUST ONE OF THE
HOME-TOWN BOYS
control of a small bureau of men with seven-year appointments.

Senator Wheeler (D-Mont.) interrupted to ask how many stations have lost their licenses because of program content. When Mr. Paley answered "two or three" and Senator Wheeler asked if he thought the Commission was wrong, the CBS president said:

"The Commission was wrong in asserting that power but I think it was a good thing that those stations went off the air. I'd rather have two or three or maybe 15 stations go wrong than to have one Commission control all 900--in some cases one man."

"Then you think they were wrong in revoking the licenses?" asked Senator Wheeler.

"I think," said Mr. Paley, "it's dangerous to have a Commission with that authority." Senator Hawkes (R-N. J.), who has taken an active interest in the hearings, asked Mr. Paley:

"Don't you think the policy should be suspension or some penalty other than cancelation of license?" Mr. Paley said he thought it should be, but added: "Just as soon as the authority is given to anyone, it's awfully hard to control that authority."

Some discussion followed, by Senators Tunnell (D-Del.) and Shipstead (R-Minn.) regarding whether the Supreme Court granted the Commission authority or interpreted the law to mean that such authority should be granted. Senator Shipstead remarked:

"Of course the Supreme Court is not exactly infallible." Discussion as to the FCC's self-appointed powers to enforce the Anti-Trust laws as the Commission interprets them, brought from Senator Brooks this query:

"Is it your thought that radio stations be brought under the same control as newspapers--or ethics?" Mr. Paley held that radio, as any other business, should be governed by the laws of the land. Senator Ellision D. (Cotton Ed) Smith (D-S. C.) injected some humor into the hearings when he said: "I thought you said radio is liable for criticizing the opinion of the court." Senator Wheeler promptly asked: "If they were I'd be in jail!"

Wheeler Sees Distinction Between Business, Programs

Resuming his prepared statement, Mr. Paley said S. 814 "goes a very long way in giving to radio the protection it needs and should have". He urged, however, that the language of Section 8, which prohibits FCC control of programs, be strengthened. "I want to invite your most serious attention to a new threat which has developed here, before you, in the last few days," he went on, recalling that Chairman Fly had distinguished between programs and business practices.

"The Chairman of the Commission stated he had no desire to control programs," said Mr. Paley. "He wished only to control the business practices of radio."

"I think there's a distinction between the contents of programs and business practices--a vast difference," interposed Senator Wheeler.

"I can't see where business practice wouldn't affect program practice," replied Mr. Paley. Senator Wheeler said "one involves free speech, the other possibly doesn't."

"What you want to be able to say is, 'You can only take our programs!,'" Senator Wheeler continued. The Senator expounded his previously expressed views, that a non-network station should be able to take a network program if it so desired.

Mr. Paley brought up the World Series broadcasts, which Mutual has aired exclusively for several years. "For years we have regarded baseball as a national sport," he said, "one which should be available to all four networks. When Mutual bought the series exclusively a few years ago we went to them and offered to carry the games sustaining and carry a courtesy plug for the sponsor. Mutual turned us down."

"If your policy was carried out all the people in the country couldn't hear the World Series," remarked Senator Wheeler. "We didn't have the power to tell Judge Landis he couldn't sell that program exclusively. You have exclusive programs on your chain. The people ought to have the right to get those programs if they want them."

Wheeler Indicates Views On Commission's Powers

"If restraints are desirable," said Mr. Paley, "then put them in the law. Don't leave it to the whim of the Commission."

"Now you're talking my language," answered Senator Wheeler, and Mr. Paley was permitted to resume his prepared statement. He touched on the Blue network sale, pointing out that the majority of FCC hearings had to do with programing. He told of the BLUE's program policies and asserted: "But until the new management wrote a letter which abrogated these policies, presumably in accord with the Commission's wishes, this business transfer was not approved."

Senator Wheeler interrupted Mr. Paley to say that he had received communications from small businessmen complaining that they couldn't buy radio time because it was taken by big business. He asked Mr. Paley:

"Supposing you say to one busi-
ness, you can't have time, you're a competitor of one of our sponsors?"

"Couldn't the FTC or Dept. of Justice take care of that?" res-ponded Mr. Paley. Senator Wheeler said: "I doubt it."

"Certainly if the Commission has the authority to tell us to whom we must sell time, . . ." began Mr. Paley but he was interrupted by Senator Wheeler's assertion: "I don't think the Commission should have that right."

Senator Walz (R-MN) inter-jected: "Either the Commission should have authority over the sale of time or that should be lodged with the licensee. Personally I have felt that broadcasters should have that power."

Mr. Paley resumed his statement pertaining to the BLUE sale and again Senator Wheeler inter-rupted to say:

"What I understand from hear-say, the Commission questioned the BLUE as to whether or not they shouldn't sell time to labor organi-zations."

"I don't think it was restricted to labor organizations," said Mr. Paley. Again taking up his pre pared statement, Mr. Paley said: "Look through the window of almost any broadcast practice in radio and you'll find program merchan-dise behind it. News, for instance, is program merchandise—the stuff from which important news programs are made."

"Does the CBS allow non-CBS stations to run CBS programs when they are not carried by the CBS station in a certain community?" asked Senator Wheeler, reading from a prepared question. Mr. Paley explained each individual case must be studied. Reading further the committee chairman asked: "Has CBS ever denied non-CBS stations programs?"

Paley Stresses Danger Of Political Control

"Under the network rules we can't," responded Mr. Paley. Then Senator Wheeler commented, "I think so far as the regulation is correct, it should be written into the law."

Speaking on "fairness of the air" as set forth in another section of the proposed bill, Mr. Paley sug-gested that many broadcasters "will solve the problem of avoiding unfairness by simply not broad-casting political programs. This re-sult would amount to a great pub-lic disservice," he added.

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**All Prayers**

**FIRST COPIES of the book** "Minute of Prayers," con-taining the 366 prayers of all faiths used on Mutual's daily program during the past year, were presented to Chaplain William R. Arnold, chief of Army chaplains, and Chaplain Robert D. Statler, chief of Navy chap-lains, at the Hotel Statler, Washington. Publication of the prayer book ($1 per copy) marks the first time that prayers of Catholics, Protestants, Jews and Chris-tian Scientists have been printed in one volume. All proceeds will be donated to the United Service Organiza-tion.

"There is, moreover, a provision in these sections that the Commis-sion shall make rules and regula-tions to insure the fairness of the air. It is precisely in this area of political discussion that temptation is most likely to beset a politically ap-pointed agency. That is why in this area especially it is most urgent that control by the Commis-sion be avoided."

"The reason Mr. Hitler, Mr. Stalin and Mr. Mussolini have re-mained in power is because they controlled what the people heard," commented Senator Wheeler for the second time during the hear-ings.

"In Germany," said Mr. Paley, "the radio is government-con-trolled."

Senator Wheeler was disturbed, however, over the fact that when a political speaker goes on the air over a network only "10 or 15" sta-tions carry him, whereas every sta-tion carries the President. He re-peated the fact that President Roosevelt, the OWI and the attor-ney general were given all stations while he made a speech only a few stations carried it.

"I think you've put your finger on the only weakness in our opera-tions," said Mr. Paley. "When the networks offer speakers to affiliated stations, we are never able to say what stations will take them."

Speaking of equal time on con-troversial issues, the CBS head said one speaker may cover three issues whereas the person who takes the other side may answer only one of the issues. Senator Wheeler questioned advisabil-ity of granting to individuals "something that belongs to the pub-lic and let the chain and participat-ing stations say what should go on the air."

"By and large it has worked out pretty well," replied Mr. Paley. "I agree with you," said Senator

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**COMPLETE STUDY of RADIO MAIL NOW AVAILABLE**

The most extensive study of ra-dio mail ever made is now available to the entire industry, Earl May, KMA president, has announced.

Original plans were to limit dis-tribution to agency men and com-pany advertising managers. But so many requests have been com-ing from radio station men that all who want a copy may now have one, Mr. May said. This study is based on the 496,479 pieces of commercial mail received by the station from April, 1942 through March, 1943. Dozens of such important ques-tions as the following are an-swered:

- "How large a mail sample does it take to determine station cov-erage?"
- "Who writes to radio stations—men or women?"
- "What kinds of offers are most successful— contests, premiums, free samples, etc.?"

Because of current paper restric-tions, copies of the printed study will be mailed only on request. "So, if anybody wants one," said Mr. May, "he'd better write, right now—to the KMA Research Direc-tor. If requests don't beat our order to the printer, they will be too late!"

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**KMA Blue Network**

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND SHENANDOAH, IA.
Wheeler, "but they might abuse that power. If it's vested in the Commission they should use good common sense."

Senator Smith, who had moved from the end of the long committee table to the side beside Senator Wheeler, exclaimed: "Good God Almighty, good common sense—where do you get that?" The hearing was plunged into laughter.

"I still believe that the best, the safest control will be found in competition," said Mr. Paley. "Radio's stock in trade is good will. My answer to your question (addressing Senator Wheeler) is, if you're not prepared to trust the checks and balances I just spoke of, I hope you don't go to the other extreme and give a Government agency that power. The middle ground, if there is any, should be put in clear language."

Smith Sees Road Back to Supreme Court

When Mr. Paley objected to section 10 which he termed "a back door" for the FCC to enforce its regulations, and urged that the courts, not the Commission, decide on alleged law violations, Senator Smith wanted to know:

"Are you satisfied with the opinion of the Supreme Court?" When Mr. Paley answered in the negative, Senator Smith demanded:

"Then what in the name of God do you want to go back there for?"

Time Personnel Spots

TIME Inc., New York, on Nov. 10 started an eight-week help wanted campaign, using 15 one-minute announcements weekly on 10 Chicago stations, to secure personnel. Young & Rubicam, New York, is agency.

"I don't see how we're going to get around the Constitution and get around the Supreme Court," interjected Senator Tunnell. "We could pass a law but the Supreme Court would interpret it."

"I have read the Supreme Court opinion," said Senator Smith, "and the dissent of Judge Murphy. If you can get two widely separated opinions as that, there's no hope for us."

Mr. Paley suggested that if radio is deemed guilty of unfair practices the Commission should bring suit in the courts. Senator Wheeler felt, he said, that if a case goes to the courts, it will be delayed (Chairman Fly previously had made a similar statement) and "You've got to give it to the Commission," he added with reference to "fairness" interpretation.

"Then you are going to have a radio situation that blends into the wishes of the Communications Commission," commented President Paley.

"Isn't there this to be said," asked Senator Brooks (R-Ill.). "When you go to court, the court

r
c
as a body to judge all the evidence, not as judge and prosecutor combined?"

"I'm recommending that the decision of life and death be given the Commission," said Mr. Paley.

"After all," put in Senator Wheeler, "you've got to have some faith in your Government. We all criticize, in fact I have criticized. But in a democratic republic you've got to have faith."

"I think this freedom is such a precious one that you've got to protect it," said Mr. Paley. "The FCC should not enforce the anti-trust law," said Senator Wheeler. "If there is a violation it should be referred to the Dept. of Justice."

'Advertiser Control' Leads To Commentator Question

Recalling testimony of Mr. Fly the previous week that advertisers and networks or stations control programs, Senator Wheeler asked: "Who controls programs today, the advertisers?"

"No sir," replied Mr. Paley emphatically. "We feel responsible for everything that goes over the air."

"I think you ought to cut out that peanut and soap operas," said Senator Wheeler. "That's my own view but a lot of people don't like them."

Mr. Paley explained that CBS rules limit commercials on evening programs to 10% of the time and on daytime shows to 15%. He also told Senator Wheeler that advertisers don't spend money unless it brings results and indicated that results come from pleased listeners. Senator Hawkes interposed with:

"What you have been saying means to me that the free enterprise system should be applied to your industry the same as all others."

"That's exactly right," said Mr. Paley. Senator Hawkes continued:

"Then in your opinion regulations should be defined by law?"

When the witness answered affirmatively, Senator Hawkes said: "I'm in hearty sympathy with those things."

Senator Wheeler wanted to know who employs commentators. Chairman Fly had testified that advertisers employed them and that networks had no control over them.

"We don't call them commen-
The Only
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFNJ
Youngstown, O.

Indigo Opus
SELECTED "on the basis of their absolute ignorance of the theatre," members of the cast of the Deep Indigo Stock Co.'s forthcoming "Ho Ain't Done Right By Our Nell" were announced last week. The stock company is the "illegitimate child" of the BLUES Athletic Assn. and its first effort will be given Dec. 3. Murray B. Grabhorn, manager of spot sales, will be "associate producer."

angle, Mr. Fly said, "the broadcaster has more of a duty than a right" to see that freedom of speech is protected on the air. Senator Wheeler posed the hypothetical question, in case three applicants file for the same frequency in one city and all three have equal qualifications financially and otherwise, "don't you have to take into consideration which is going to be able to do the best service?"

"I would imagine the Commission would give some attention to the general types of programs, to the general quality of programs," said Mr. Fly. Senator Brooks asked if one of the applicants were a newspaper, what action the Commission would take. To that question Mr. Fly said:

"I would assume if it were a 50-50 choice, the Commission might well choose the other applicant." He admitted that although the FCC has studied the newspaper ownership problem but has made no ruling, the Commission has not granted a license to a newspaper to operate a station since the study has been made.

Senator Brooks inquired about the FCC's interest in foreign language stations. Mr. Fly testified that no license had been revoked but that "some of the personnel" had been investigated by the FCC "in cooperation with the Office of Censorship." "That is no longer an acute problem," he said. When Senator Brooks referred to Mr. Paley's suggestion that alleged violations on the part of broadcasters should be called to the attention of the

THE
WAY
THEY
LISTEN

THIS
IS
THE
WAY
THEY
LISTEN

IN THE
HUDSON CIRCLE
According to Crosley

MORNING

A

B

WGY

52.5

10.6

19.0

14.7

18.7

10.6

EVENING

A

WGY

54.3

17.3

WGY

56.0

18.7

10.6

FRC is attracting thou-

sands of new listeners to WAGA — for the information, suggestions and entertainment designed specifically for the needs and tastes of Georgia farmers. Get in touch with WAGA or Headley-Reed for all the interesting details.

EVEN IF YOU'VE NEVER BEEN ON A GEORGIAN FARM

Channing Cope's new YELLOW RIVER FARM PROGRAM is important to you because, as Georgia's most comprehensive feature for Atlanta-market farmers, this daily program (11:30-11:45 A.M., Monday through Saturday) is attracting thousands of new listeners to WAGA — for the information, suggestions and entertainment designed specifically for the needs and tastes of Georgia farmers. Get in touch with WAGA or Headley-Reed for all the interesting details.

WAGA
ATLANTA

5000 WATTS
DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY
Labors Takes the Air

Mr. Fly back and "have him tell you how Cecil Brown's spot was filled". When Senator Wheeler asked: "How was it filled?" Mr. Fly replied: "I don't know, sir." Senator Wheeler asked: "Who put Jay Franklin on the air?" Mr. Fly didn't know but volunteered that he'd find out. Then he offered to provide the committee with information about several commentators but said "I'd rather do that off the record in executive session."

Mr. Fly felt the "networks"

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is...
WITH CBS PRESIDENT William S. Paley on the stand, these members of the Senate Interstate Commerce Committee listened intently last Tuesday to a fervent plea for new radio legislation. At long table are (1 to r) Senators Brooks (R-Mo.); Clark (D-Ia.); Hawkes, (R-A.;); Chairman Wheeler, (D-Mo.); Smith (D-Md.); Tunnell, (R-Del.); Gregory, (R-S.D.); Truman, (D-Mo.); Shipstead (R-Minn.),

committee members' names be filed for the record.

Mr. Bingham had a 17-page prepared statement, but when he referred to the old Sanders bill (HR-8497), which died in committee and later was supplanted by the Holmes bill, still in committee, Senator Wheeler told him the Senate group was "not interested in comparisons between the House Sanders bill and this." Mr. Bingham's case then was presented more or less ad lib.

On the whole, the association favors the proposed White-Wheeler bill, he said, stressing, however, that the term "licensure" should be defined as separate from "special authorization." He contended the FCC, under the present law, authorized to issue licenses, has made considerable use of "special authorizations." Considerable argument over intervention brought out that the Commission decides whether an individual or station is entitled to intervene. Pointing to the KOA Denver case in which the Colorado station sought to intervene when the Commission was asked to license a station in Boston on KOA's frequency, Mr. Bingham said the Commission voted 3-2 against intervention and in subsequent court appeals, ending in the Supreme Court, 17 individuals wrote 10 opinions, 5 in favor of KOA's participation and 5 against it. Mr. Bingham read from an opinion of Mr. Justice Frankfurter (author of the May 16 decision granting the FCC unlimited control over "composition of traffic" in radio), in which the Supreme Court justice said: "We think it is up to the Congress to decide who shall be entitled to a hearing."

Senator Reed termed many cases of intervention as "nuisances." While Mr. Bingham agreed that "nuisances" had come up from time to time; on the other hand intervenors with definite interests had been denied the right by the FCC to be heard, he said.

The association favors that section of the proposed bill which organizes the FCC into two divisions, with the chairman acting as executive officer. Senator Wheeler thought the chairman of the Commission ought to be at least permitted to sit on both divisions. He's going to be held responsible," he said.

"I never felt that in this proposal," said Senator White, "we have relegated the chairman to an unimportant spot."

On the declaratory rulings section, which makes it mandatory on the part of the Commission to issue such rulings concerning the rights, status and other legal relations on petition of a licensee, Senator Wheeler objected on the grounds that "the Commission would be doing nothing else." Mr. Bingham cited two examples where declaratory judgments might help. In one instance, he said, a broadcaster may have a program that borders on lottery. Unless the FCC issues a declaratory ruling the only way that broadcaster has of knowing whether he violates a rule or law is to put on the program and then wait for the Commission to bring him in for a violation.

Senator Wheeler said: "If I were thinking of a program I wasn't sure about, I'd go to the Attorney General and get an opinion." Nobody pointed out, however, that the Attorney General cannot give opinions other than to Government executives.

"I and all of them have done very fine work," he added, "I don't think it's 100% perfect. I don't think the Commission has been 100% perfect. What we are trying to do is improve the law so that the Commission can improve." Mr. Lohes, speaking also as an individual, urged the section defining the rights of political candidates on the air to be adopted "so it will take the broadcasters off the spot before the next campaign. I think a station ought to be entitled to protect itself from slander and libel. Unless it is corrected, a lot of stations are not going to carry political speeches," he asserted.

Radio Goes Turf

TWO BUCKS on Jack Benny's nose! Bunn one may hear the sportsman give such information to his favorite bookie, for the New York Morning Telegraph, a racing sheet, on page 1 last Friday played the Senate Interstate Commerce Committee hearings on the White-Wheeler Bill (S-814) under the lead banner which screamed: "Seven Vie Today in Liberator 'Cap'". Below in col. 3 the sportsman read this headline: "FCC Ruling is Due--Fly Radio Ownership by Newspapers Will Be Subject."

Put YOUR HAT in 4 RINGS at Once!

Four rings combine to give you greater primary coverage of the rich South Texas area that any other station or group. All 2 stations with local programs, good merchandising departments working closely with wholesalers and retailers in each locality, good local coverage of the entire territory at exceedingly low cost to you.

Write, Phone or Wire Collect for Market Information, Rates, Primary and Secondary Coverage and Merchandising Plans

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

Voice Communication Components

Plugs PL-54 and PL-55

Universal high quality plugs, jacks and switch assemblies have been made available to prime and sub-contractors for earliest quantity deliveries. Catalog No. 830 contains complete details.

Universal Microphone Co. Ltd.
INGLEWOOD, CALIFORNIA

WRNN to Mutual
WRNN, Warren, O., with the celebration of its second birthday Nov 11, became an affiliate of Mutual, bringing the networks total number of outlets to 212. Owned by J. Marion O'Hara, the station operates on 1400 kc., 250 watts.
Military Electronic Production Soars, Civilian Tube Deliveries Up, Says WPB

MILITARY requirements for electronics equipment are "mounting steadily", Ray C. Ellis, director of the WPB Radio & Radar Division, told a conference of 50 field service men of the Division last week. From a volume of $250 million per year, electronics production has risen to $250 million per month, and the program for next year calls for an increase to over $300 million per month, Mr. Ellis said. To a large degree, the stepping up of production has been accomplished through a decentralization policy, he declared, adding that the Division has been operating on a decentralization program since last January.

"Today our main purpose is to produce military equipment, but along with this effort we are also giving consideration to supplying civilians with the equipment which is allowed the home front for the necessary utilization of its radio sets," said Mr. Ellis.

Civilian Tubes Up

During the meetings it was revealed that October production of receiver tubes allotted to civilians totaled 1,600,000 tubes, a quantity which Frank H. McIntosh, who heads the Domestic & Foreign Branch of the Division, said was more than had been delivered to distributors in any month since last spring. At the same time, he stated that the assortment of types left much to be desired, in that the quantities of certain badly needed types were inadequate.

Frank S. Horning, chief of the Field Service Branch, described the magnitude of the electronics production program, with its more than 1,000 direct contributors of electronic components and 8,000 manufacturers of non-electronic parts, all of which must be made according to close specifications and flow steadily to the 181 prime contractors who build the finished equipment.

Mr. Horning said that the value of direct contact with manufacturers through the regional offices had been recognized for many months, and to "give you an idea of the work load we can report that in 1942 the volume was approximately 13% telephone and telegraphic equipment, 70% straight radio and 17% other military electronics. As we near the close of 1943, telephone and telegraphic requirements are being reduced to 8%, straight radio to 50%, with the phenomenal demand for other military electronics jumping to 42%.

Methods Changed

Showing how war has influenced production methods, Sidney K. Wolf, assistant director for production, said that three new "tools" are being employed today which were not in use a year ago. These are standardization of components, better control of inventories and closer liaison with ANEPA (Army and Navy Electronics Production Agency).

Standardization has reduced meter types from 22,000 to 1,800, Mr. Wolf said, and added that variety of other components had been reduced correspondingly, thereby adding as much as 25% to production in some plants. Redistribution of excess inventories and salvaging of excess components resulting from contract cancellations will be achieved by the inventory control program. Speedier handling of rated orders is being achieved by location of a score of military officials of ANEPA in quarters adjoining the Radio & Radar Division instead of at the Pentagon Bldg. In Arlington, Va.

Discussing manpower problems, Harold Sharpe, assistant director for Labor, said that there are now 600,000 persons engaged in the electronics production industry.

Adam Spot Drive

SUPPLEMENTING its BLUE broadcasts of top boxing bouts, Adam Hat Stores, New York, this week completes launching of a nation-wide spot campaign in markets where its 2,000 dealers are located. The drive got under way Nov. 1, with final placements going into effect Nov. 15, the schedule consisting of 30-second transcribed announcements aired 10-50 times weekly on 44 stations. Wherever possible spots have been secured near broadcasts appealing to male listeners. Badger, Browning & Hershey, New York, is handling Adam Hats' spot radio.
Advancing advance work by stations credited for results

FINE ADVANCE work by sponsoring stations is resulting in continued enthusiastic reception of the NAB's "Air Force" retail promotion unit. Numerous requests for the "How to Do It" booklets indicate the active interest of retailers. While two more booklets ready for mailing by Nov. 16, only the "How to Promote Your Radio Program" remains to be prepared.

Seattle stations reported 600 attendance, with this comment from G. G. Woodridge, president of MacDougall-Southwick, Seattle department store, reflecting the retailer's reaction: "Mr. Wright (m.c. Frank Park Wright)...is definitely right". Chattanooga stations reported 165, with a leading department store executive calling the facts revealed "most amazing and unbelievable".

Praise From Press

The Rock Island-Moline-East Moline meeting reported 236 and "even our friends from the newspapers who attended were outspoken in praise". WBRK Knoxville had 35, and an executive formerly cold toward radio requested he be contacted immediately. Kalamazoo reported 95 attending. Grand Rapids' 65 were disappointed when the sound equipment failed in the middle of the presentation. Plans for a future showing are contemplated. Peoria reported 150, "reception excellent"; Davenport, 158.

Macon, Ga., 114, "much praise expressed"; WDBJ, WSLS Roanoke; 60; 125 booklets requested; WBOW Terre Haute, 136; WCAE Philadelphia, 75; WWNC WISE Asheville, N. C., 125; WSPA, WORD Spartanburg, S. C., wrote "more value in relationship with retail merchants than anything done...Bristol, Tenn. 70. Many were enthusiastic about their investments in radio". WFDF Flint, "200 attended including important General Motors officials"; Ft. Wayne, 96, "good reactions"; WAAAT Newark, "presentation will have far reaching effects".

New York showing is scheduled for Nov. 15-18 at the Barbizon Plaza Hotel, with 2,600 invited. Monday showing will be for representatives of retail trade publica-

REVERSING USUAL ORDER, radio station and agency people were the guests of the advertiser at a party given by Dr. Raymond Shane, head of the Shane Diagnostic Foundation of Bakersfield, Sacramento, Stockton, Oakland and San Francisco. Seated at table (1 to r): Ewing C. Kelly, head of Kelly Advertising Agency, San Francisco; Mrs. Kelly; Philip G. Lasky, vice-president, KROW Oakland; Mrs. Lasky; Leo Ricketts, manager, KFBK Sacramento; Mr. Ricketts; Mrs. Raymond Shane; Dr. Shane; Herman Bullock; Mrs. Gene Brown; Gene Brown, office manager, Shane Foundation; Leslie Gillen; Mrs. Don Pederson; Don Pederson, manager, KYA San Francisco; Mrs. Kelso Norman; Kelso Norman, head of Kelso Norman Advertising Agency, San Francisco; Mrs. William Clements.

Flamm Asks Permission

To Intervene on WMCA

DONALD FLAMM, former owner of WMCA New York, through his attorneys, Handelman & Ives, New York, last Wednesday filed a petition with the FCC asking to intervene in the sale of WMCA by Edward J. Noble, new owner of the BLUE Network, to Nathan Straus, New York philanthropist and industrialist, on the ground that the sale would put it out of the power of Mr. Noble to comply with a possible order of the New York Supreme Court rescinding the sale of the station.

Mr. Noble bought WMCA from Mr. Flamm in January 1941, and Mr. Flamm brought suit for rescission last August, charging fraud and coercion. "Broadcasting," Aug. 16). The petition also stated that Mr. Flamm wished to present evidence showing the proposed transfer would not be in the public interest and that no decision on it should be made by the FCC until the New York Supreme Court rules on the rescission suit.

KPRO to Blue

KPRO Riverside, Cal., on Nov. 15 was to become affiliated with the Blue Network as a supplementary station to the Pacific Coast group, bringing the total of Blue outlets to 171. Owned by the Broadcasting Corp. of America, KPRO operates fulltime on 1000 watts, 1440 kc. Network evening hour rate is $60.

HILLMAN-SHANE-BREYER, Los Angeles agency, continues to service Beneficial Casualty Insurance Co., Los Angeles, placing all media. Ivan Hill, Mr. Chicago, is placing radio in that city and midwest markets.

CY HOWARD, who left WBBM Chicago to join Jack Benny's writing staff, will take a leave of absence to play a lead role in Maxwell Anderson's Storm Operations. He will continue to write for Benny.

Michigan people spoke their peace on wartime

FOOD PROBLEMS

See Pages 22-23

BROADCASTING • Broadcast Advertising November 15, 1943 • Page 59
Better War Loan Plans in Process
More Sponsorable Programs Recommended to Treasury

BETTER HANDLING of radio participation in the coming Fourth War Loan Drive got off to an early start last Thursday as a committee of industry men met with representatives of the Treasury Dept. in Washington. The Fourth Loan campaign is scheduled to begin early in 1944.

In view of the feeling of many broadcasters that radio deserves more equitable coverage than most other media, warranted by the job done in past drives—namely the Third Loan—and that radio's potential assistance can be greatly increased, the committee discussed certain recommendations with the Treasury men. These included better timing of bond days and bond information and program releases, and more programs for sponsorship, with sales portfolios describing the programs.

The Committee

Taking part in the meeting were: Irving G. Abellof, program director of WRVA Richmond; Stanton P. Butler, general manager of WMMN Fairmont, W. Va.; Edward C. Obriot, program director of WFIL Philadelphia (representing John E. Surrick, commercial manager); Willard D. Egolf, assistant to the president, Arthur Stringer, director of promotion, Lewis H. Averly, director of broadcast advertising of the NAB; and Vincent F. Callahan, director of advertising, press and radio, and Emerson Waldman, director of the radio section, of the War Finance Division, Treasury Dept.

IRE-RMA Meeting

ANNUAL joint meeting of the RMA and IRE was held in Rochester, N. Y., Nov. 8-9, with more than 300 radio engineers attending the two days of discussion at which Dr. W. R. G. Baker gave a detailed report on activities of the RTPB, of which he is chairman. Of particular interest to broadcasters were papers on "Demountable versus Sealed Tubes", by I. E. Mouroundoff, of Western Electric & Mfg. Co.; "Twenty-Eight Volt Operation of Electron Tubes", by Walter M. Jones, Sylvanian Electric Products; "Message of RMA Director of Engineering", by Dr. Baker.

Join 20 Year Club

EDGAR KOBAX, executive vice-president of the BLUE, is among five radio veterans to be admitted recently to membership in the Twenty Year Club headed by Harry Kaltenborn, NBC commentator. Other new members are: Everett C. Class, director of agriculture, NBC Central Division; C. F. Butler, NBC engineer in Chicago; Wilfred A. Wood, chief engineer and treasurer, WMBC, Richmond, and Kenneth M. Hance, vice-president and treasurer, KSTP, St. Paul.

ANCHOR Glass on CBS

ANCHOR Hocking Glass Corp., Lancaster, Ohio, producers of glass containers and figures, through its newly appointed agency, William H. Weintraub & Co., New York, will enter network radio for the first time as sponsor of CBS-built program Corliss Archer. Revolving around the antics of a 15-year-old high school girl, program is slated for 5-5:30 p.m. period, Saturdays, on CBS, Jan. 8 is the tentative starting date, but lineup of stations has not yet been announced.

Anacin, Kolynos Shift Programs to Half-hour

ANACIN Co., Jersey City, and Kolynos Co., New Haven, sponsors respectively of the three-weekly quarter-hour programs Easy Aces and Mr. Keen, Tire Tracker of Lost Persons on CBS, are playing both shows on a half-hour basis, and Anacin is starting a new program effective the first week in December.

On Dec. 1 Easy Aces will be shifted from Wednesday, Thursday and Friday, 7:30-7:45 p.m. to Wednesday only, 7:30-8 p.m., while the following day Mr. Keen, heard the same three days 7:45-8 p.m., will shift to Thursdays only, 7:30-8 p.m. on Dec. 2. Anacin will start a new popular music program, as yet untitled, in the 7:30-8 p.m. period Fridays, Agency for both companies is Blackett-Sample-Hummer, New York.

Promote Programs Hollister Urges

FAILURE to promote a good radio program with good exploitation is "criminal and inefficient," said Paul Hollister, CBS vice-president in charge of advertising and sales promotion, told a meeting of the New York chapter of the American Marketing Assn. last Thursday. Promotion will not make a bad program good, he said, but it will accelerate the assembly of aajuice audience for a good program series.

Citing the difference between printed advertising, which places the advertiser under no obligation to entertain or divert the reader, and radio, which requires the advertiser to provide entertainment and has set up restrictions on length of commercials for the protection of the listeners, Mr. Hollister discussed the unique relationship radio builds up between listener and program and product. "A vote for Jack Benny is a vote for Grape-Nuts," he declared. "A vote for Burns & Allen is a vote for Swan, a vote for Fred Allen is a vote for Texaco. Keeping the stars' names constantly before the public in every possible way is merely common sense."

GE Promotions

E. H. FRITSCHEL has been named manager of transmitting tubes and H. J. Mandernach sales manager of receiving tubes in the tube division of GE's Electronics Dept. Both are in Schenectady. Mr. Fritschel joined GE as a student engineer on the test course and after working on installation of radio transmitting equipment in Uruguay he did development work at Schenectady until his transfer to the Radio (now Electronics) Dept. Mr. Mandernach, formerly sales manager of the replacement tube section of the GE Electronics Dept. at Bridgeport, joined GE in 1938 and became district radio representative in Chicago, where he remained until his transfer to Bridgeport.
Peanor KWBU Rep.  
HOMER HOGAN & Co., Chicago, national representative for KWBU Corpus Christi, has announced an appointment of John E. Pearson Co., Chicago and New York, to handle all eastern advertising contacts for the new $5,000-watt Texas station. Although KWBU is not scheduled to go on the air until late November or early December, a promotion has been launched by Mr. Hogan and his associates. Offices of Homer Hogan & Co. in Chicago are located in the Wrigley Bldg. The Pearson Co. offices in New York are in the Postum Building, 250 Park Avenue.

WHBU Transfer Asked  
ROY E. BLOSSOM and L. M. KENNET, joint owners of WHBU Anderson, Ind., last week asked the FCC to approve sale of 499 shares by Mr. Blossom and 1 share by Mrs. Blossom to Mr. Kennett for $10,000 cash. The sale would give Mr. Kennett sole control of the Anderson Broadcasting Corp., licensee. Mrs. Kennett owns one share of the total of 1,000. Mr. Blossom gave ill health as his reason for retiring from the business.

Lanteen Placing  
LANTEEN MEDICAL LABS., Chicago (VI-teen vitamins), efective Nov. 15 will place its advertising through McCann-Erickson Adv., Chicago. Contract for six weeks calls for 16 spot announcements weekly in Midwest and New England markets.

A 50,000 watt audience at a 250 watt rate  
but don't take our word for it—look at the chart!  
CL. HOOKER for July 1943  
MORNING INDEX  
Nov. 12 thru Fri.  
06.00 - 12.00 A.M.  
13.7 26.4 30.5 50.6  
A  B C  
AFTERNOON INDEX  
Nov. 12 thru Fri.  
12.00 - 6.00 P.M.  
34.4 28.1 23.5 12.1  
A  B C  
EVENING INDEX  
Nov. 12 thru Fri.  
6.00 - 10.00 P.M.  
34.5 35.8 8.3  
A  B C

Turn About  
WEEK AND A DAY after the Dayton presentation of "Air Force and the Retailer" to the equipment and the largest studio of WHIO were being used for a newspaper presentation, with charts and transcribed copy telling how cheap and effective is newspaper advertising. Present at the show, Nov. 4, were executives of agencies, three Dayton paper station WING and, of course, WHIO. Dayton radio men were glad to give the press its turn in showing off "Air Force" having been so well-attended on the preceding Wednesday.

ANA PLANS SESSION  
IN N. Y. NOV. 17-19  
ASSN. OF NATIONAL Advertisers will hold a war conference Nov. 17-19 in New York at the Commodore Hotel, with the Wednesday and Friday sessions closed to all but ANA members. The first day will be devoted to case histories showing how advertisers are meeting current wartime problems, as well as to a discussion of the paper situation, while the final day will feature roundtable groups discussing all advertising media, including radio.

A symposium on war theme advertising followed by sessions on what farmers and the public think of business and advertising will fill the Thursday morning meeting. Featured speaker at the annual dinner Nov. 18 will be Secretary of The Treasury Henry Morgenthau, who will talk about wartime advertising.

J-W-T Hollywood Changes  
TO ACCOMMODATE expanding Hollywood operations, J. Walter Thompson Co., has taken additional space at 1549 N. Vine St., formerly occupied by South Music Co., now located 6250 Hollywood Blvd. Al Rinker, who recently joined the agency's New York staff, has been transferred to Hollywood and assigned producer of the weekly CBS California Carry On, sponsored by Bank of America. Sheldon Stark, New York writer, has also joined the agency's Hollywood staff. Daniel Dancer, vice-president in charge of West Coast radio, has been elected to the agency's board of directors.

Timlin Named  
JOE TIMLIN, director of radio for the Brannan Co., Chicago, radio and newspaper representatives, will join Schwartz-Ger & Scott Adv., Chicago, Nov. 15 as director of radio service. Prior to his association with the Brannan Co., he was radio director for J. Walter Thompson Co., Chicago.

GARDNER NURSERY Co., Osage, Ia., has stipulated with the Federal Trade Commission to cease representing that 60 cents or any other specified amount of money is the maximum assessment made to cover shipping or delivery expenses when charges are assessed before delivery of the advertised article.

Soap Operas Probed  
(Continued from page 8)  
"The broadcaster," Mr. Fly answered. The moral decline of children, as reported by the FBI, according to Senator Wheeler, the "hushing motion" of "soap opera," as defined by Mr. Fly, "some vile, some rotten" drama that "goes into homes with children," and the general quality of programs were taken over the goals by Senator Wheeler and Mr. Fly. The FCC chairman wasn't all critical, however. Said he:

"I think the programs on the air around noon Sunday and Sunday evening alone justify the system of American broadcasting. I don't say that to detract from other statements I've made here... That's a matter of leadership rather than the means of following. I don't think you can legislate it. I don't think you can regulate it."

Rochester Meeting  
ANNUAL Rochester Fall Meeting of the Radio Manufacturers Assn. and the Institute of Radio Engineers was held in Rochester last Monday and Tuesday. Maj. James L. Heinz, Army Signal Corps, addressed the general session Monday evening. Remainder of the two-day meeting was devoted to technical papers and panel discussions.

The People  
SPEAK THEIR PIECE!  
See Pages 22-23

 broadcasting • Broadcast Advertising  
November 15, 1943 • Page 61
AA-1 Rumored

THAT a change in the priority rating for broadcasting equipment is imminent was freely discussed in Washington radio circles last week. The change, which would raise the rating from AA-2 to AA-1, is reported to have been approved by higher authorities in the WPB, although no announcement has been forthcoming from the Radio & Radar Division, or from its Domestic & Foreign Branch, which administers Order P-183. A revised version of this order was issued Oct. 8, embodying the AA-2 rating which first became effective July 10. Before that date, broadcast producers had used the same rating as the radio communications industry-AA-2X. The change then adopted raised communications to AA-1, and gave broadcasting AA-2.

SARNOFF FORECASTS TO END OF CENTURY

"WHEN this war era, we shall be on the threshold of a new era of radio—an era in which man will see as well as hear, distant events," David Sarnoff, president of RCA, told the Lancaster Chapter of the American Assn. for the Advancement of Science, in an address Nov. 11 on "Industrial Science Looks Ahead.

Predicting that "the fourth two decades" of this century may "introduce international television with pictures in color," Mr. Sar- noff continued that "it is even possible that in the final two decades, we may complete the century with power transmission by radio, and its use in the operation of vehicles, automobiles, ships and railroads and airplanes."

FCC Refuses CIO Plea for Censorship Hearing

CIO PETITION asking the FCC for an informal hearing on charges of censorship and operation contrary to public interest by WHKC Columbus, O., filed about three months ago, was denied last week. WHKC had deleted last August, from a speech by Richard T. Frank- ensteen, vice-president of the UAW (United Automobile Workers), criticism of Senator Robert A. Taft (R-Ohio) and Rep. Vorys (R-Ohio) [BROADCASTING, Sept. 27].

While no comment was forthcoming from the Commission, it was learned at Mr. Frankensteen's office that the UAW considers that the FCC has made clear its views on discrimination by radio stations against labor unions in the record of the hearings on transfer of the Blue Network last September, and in subsequent speech by Chairman Fly and Commissioner C. J. Durr.

Radio Saves Lives

PROMPT WARNING by KSTP of a violent storm in the Minneapolis-St. Paul area last week-end is believed responsible for the safety of many lives in the blizzard which caused a shutdown of business offices, stores and schools. Little loss of life is reported, although last week-end's storm was worse than the 1940 Armistice day storm.

RALLYING ROUND for post-broadcast party when the weekly Gracie Fields Victory Show resumed on Mutual stations in October was that of the American Tobacco & Cigar Co. (Pall Mall) sponsors the five-week quarter-hour series. Party-minded folks are (l to r): Henry Omerle, New York vice-president and account executive of Ruthrauff & Ryerson; Mrs. Lewis Allen Weiss, wife of the vice-president and general manager of Don Lee Broadcasting System, Hollywood; Gracie Fields; Mr. Weiss; Murray Bolan, agency producer.

Benny's Don Lee Repeat

GENERAL FOODS Corp., following an agreement worked out with American Federation of Musicians, on Nov. 7 started sponsoring a transcribed repeat broadcast of the NBC Jack Benny Show on 34 Don Lee Pacific stations, Sunday, 8:30-9 p.m. (PWT). Live show is released on NBC stations, Sunday 7:30-8 p.m. (EWT). With Young & Rubicam handling negotiations, AFX ban against network transc- mined broadcasts was relaxed when agency agreed to pay weekly $36 per musician and $72 for Phil Harris, musical director. A former transcribed West Coast repeat had been discontinued when AFX ban was invoked. BLUE was unable to clear time. World Broadcasting System is cutting the series.

IRE Elects Officers

HUBERT M. TURNER, of New Haven, has been elected president of the IRE, succeeding Mr. Lynde P. Wheeler, Chief of the Technical Information Div. of the FCC, Washington, the board of directors announced last week. Mr. Turner is Associate Professor of Electrical Engineering at Yale U. Ralph A. Hackbusch, vice-president in charge of radio for Research Enterprise Ltd., Leaside, Ont., was elected vice-president for the ensuing three-year terms were Raymond F. Guy, radio facilities engineer of NBC New York; Lawrence C. F. Horle, New York, consulting engi- ner and authority on television; William C. White, engineer of the GE electronics laboratory, Schenectady.

ROBERT HURLEIGH, Chicago manager of PA, signed a contract Nov. 15 and joins OBS Chicago as a commentator, effective Nov. 22.

Krank's News

CONSOLIDATED ROYAL Chemical Co., Chicago (Krank's shave cream), on Nov. 7 began sponsor- ship of a weekly quarter-hour news program featuring Robert F. Hurl- leigh, central division manager of Press Assn., on WBBM Chicago. Contract is for 26 weeks. Agency is Arthur Meyerhoff & Co., Chica- go.

DR. MELCHIOR PALYI, economist, has joined WIND Chicago as com- mentator.

KEEP UP WITH THE SHIFTING MARKETS WITH RADIO

WEED AND COMPANY

NEW YORK • BOSTON • CHICAGO

DEtroit • San Francisco • HOLLYWOOD

BROADCASTING • Broadcast Advertising
TO EASE the demands made on local radio stations by public service groups, and to permit community organizations to use radio effectively through better planning, talent development and script writing, the Community Council in Winston-Salem, N. C., will sponsor a local experimental radio project, under the direction of Charlotte Dempster, originator of the Apartments on Parade programs on WQXR New York. The local Junior League will finance the project. As radio consultant for the Council, Miss Dempster will work with the two local stations, WAIR and WSJS, and more than 30 community groups to develop a more effective use of radio by Council organizations such as the Red Cross, Boy Scouts and the Chamber of Commerce, as well as by war agencies such as the Civilian Defense Volunteer Office. Plan of action calls for a preliminary study of available talent and material and community needs, followed by training of talent before final airing of programs.

**Merchandising & Promotion**

**Promotion Exchange—Taysee Hay—Coon Hunt Merchandising Evidence—Teasers**

**Commentator Promotion**

STANDARD OIL Co., of California, is sponsoring the Layman’s hunting program. Nov. 1 of Lowell Thomas on the Pacific Coast BLUE five nights weekly, Mondays thru Fridays, 9:30-10:15 p.m. (PWT), is following up its initial broadcast with an intensive campaign for the commentator. Large and medium sized ads are being used in papers in all of the larger western cities for the next two months. These announcements are being made weekly in approximately 350 smaller western newspapers for the same period; daily stations and chain breaks on the BLUE during November and December; tie-ups in movie houses using Fox-Metrotone News; broadads to dealers; announcements during the weekly Standard Symphony programs; and folders to stockholders.

**Promotion Exchange**

WMCA New York will receive extensive promotion in 1,200 independent drug stores in the New York area under an exchange deal made with Fair Trade Merchandising Associates, New York. Under the arrangement, a 52-week affair, which goes into effect Jan. 1, WMCA will turn over to the drug trade organization 100K of Kay's Youthshop heard Saturday, 11:03 a.m. to 12 noon, in exchange for WMCA program promotion in the FTMA member stores. As centers for distribution of tickets to radio broadcasts, the stores will also serve for recruiting of child talent for the program. Fair Merchandising will use the program as an institutional show.

**Regional Campaign**

EXPENSIVE newspaper and subway and railroad poster campaign began last week of Nov. 5 and continuing throughout the month is being conducted by the Yankee Network for its latest morning programs: Yankee Topman which begins at 9 a.m. on WNAX Boston and the Yankee Network Monday through Saturday, 9:11:15 a.m. Newspaper campaign includes insertions in 10 New England papers.

**Taysee Hay**

BALES of hay now adorn the tops of Taysee bread delivery trucks in the Indianapolis area and the drivers are attired in the “latest” straw hats and bandanas—all in tune with the Jamboree program which Taysee is sponsoring on WIBC Indianapolis. Posters on the trucks, banners in stores selling the bread and street car cards call attention to the program and station.

**Car Cards**

CFCF Montreal is promoting its current sponsored programs locally by means of nearly 500 car cards distributed to Montreal streetcar drivers. Each card has space to feature two programs.

**WLW Coon Hunt**

WLW CINCINNATI Coon Hunting Contest, open to all sportsmen in Ohio during the season from Nov. 16 to Jan. 15, has been announced. Purpose of the contest is to increase interest in one of America’s fine game animals and to aid the Ohio Division of Conservation to secure information regarding the movement of state released coons. Each raccoon is marked with a tag and prizes are awarded weekly with a grand prize at the end of the season.

**Hudson Circle Findings**

STORY of the round the clock Crosley Inc. survey of the WGY Schenectady market has been released by WGY in a brochure titled “Exploring with Crosley.” This “account of the statistical discovery of the Hudson circle” contains complete factual evidence and full statistical information on the Crosley findings in the area of eastern and central New York and western New England.

**Merchandising Evidence**

NAME of person at each account receiving the monthly merchandising evidence packet from WNAK Yankton, S. D., is printed on the cover of each packet. Following the presentation each month of the WNAK-tru, which contains news of programs and doings at WNAX, the packet includes tear sheets of newspaper promotion and other publicity, as well as copies of free announcements made as a merchandising service in behalf of sponsored shows.

**CBS Pamphlet**

IN POCKET-SIZE pamphlet, “Listen,” CBS has reprinted brief items which have appeared in Columbia Editions in The New Yorker, Atlantic Monthly and Harper’s Magazine. Material includes anecdotes and statistical reports on CBS and the broadcasting industry in general, written primarily for the layman. Booklet attempts to point up the human and diverting side of radio.

**Handbooks**

VOLUME THREE of Music of the New World handbooks describing the 19 programs which form Part One of the second year of the NBC series, has just been issued by Gilbert Chase, the book is titled Folksways in Music, name of the three-year course offered on NBC Inter-American University of the Air.

**Kansas City Teasers**

SERIES of teaser and display advertisements in Kansas City newspapers was used by KOZY Kansas City FM stations to announce the shift from the old K49KC call letters.
December 8
UAW-CIO—Denied hearing on alleged censorship and operation contrary to public interest by WHRC Columbus, O.

December 9
W. J. Harpeis, J. C. Realwall, Plainview, Tex.—Granted petition to restate and grant application for new station on 1460 kc, 250 w, unlimited conditions. WJAX Jacksonville, Fla.—Designated for broadcasting application for new FM station on 880 kc for auxiliary purposes only.

December 10
WJCA and WJCB, Radio, Pottsville, Pa.—Denied petition for restatement of application for new station on 880 kc, 250 w D.

WLQ Minneapolis—Granted authority to identify WLQ with both, Paul and Minneapolis in station identification.

Network November
WTMC, Fla.— Granted license to cover CP for change in equipment, power increase.

Network License
WQRT Atlanta—Granted continuance of hearing to Nov. 29 re application for license renewal.

G-E Names Crossland
H. A. CROSSLAND has been named manager of sales of the receiver division of the General Electric Co.'s electronics department, I. J. KAAR, division manager announced, Mr. Crossland joined G-E in 1942 and has held several positions with the company, including manager of tube sales, manager of television and radio sales, regional manager for the western region of the receiver division, and most recently was in charge of certain military contracts for the electronics department.

Turner IRE President

HUBERT M. TURNER, associate professor of electrical engineering at Yale U., was elected president of the Institute of Radio Engineers, succeeding Dr. Lynde P. Wheeler of the FTC. The board announced the election as vice-president of Ralph A. Hackbusch, vice-president in charge of the radio for Research Enterprises, Ltd., Ont. Directors elected for three-year terms are: Raymond F. Guy, NBC radio facilities engineer; Lawrence C. F. Harbo, New York consulting engineer and authority on television; and William C. White, engineer of General Electric Co.'s electronics laboratories, Schenectady.
Help Wanted

ANNOUNCER-SALESMAN — Permanent position for experienced well-qualified draft- and deferred announcer who also seeks opportunity in home-end of radio. Basic salary plus commissions on strict list of active local accounts. Send full details, photograph, and snapshot. Box 524, BROADCASTING.

Draft-Drafted—Licensed first, second, or third class operators. Rocky Mountain 5 kw, network station. Box 525, BROADCASTING.

50,000 Watt Clear Channel—who has opening in department. 150 per cent professional news men with newspaper standards and experience. Must be able to write and broadcast news copy from least written wire, and rapidly adaptable to such a combination. Splendid chance for training and advancement with one of middle west’s best-equipped radio news rooms. Write Jack Eshley, News Editor, Station WNO, Des Moines, Iowa.

Station Executive—One kw station middle west has opening for man who has experience in producing, announcing, writing, and primarily selling. State qualifications and references. Box 526, BROADCASTING.

ANNOUNCER—Regional network affiliate in pleasant suburban city where reasonable living accommodations are available. $45 for forty hours a week, and RR ticket for right man. Send qualifications, draft status, references, data available, photograph and recording. Will return latter. Box 527, BROADCASTING.

ANNOUNCER—Leading Midwest NBC affiliate has openings for two qualified announcers. Give full details of previous experience. Write Box 528, BROADCASTING.

ATTENTION SMALL STATION ANNOUNCERS—Here is your opportunity to advance in radio. Need man of all-round ability in news and announcing. M.C. Draft exempt. Send all details, attached desired salary, first application. Box 529, BROADCASTING.

DO YOU WANT TO STEP UP FROM a small station? We offer heavy-producing time SALEM man real opportunity with one of industry’s largest known organizations and one of the finest regional stations in country. Be draft exempt. Send all details—desired salary and application—first application. Box 530, BROADCASTING.

Engineer-Operator—For leading Alaska broadcast station. Simultaneously must have ability to serve as personnel manager, etc. Modern living quarters furnished. Reply by mail. Experience possible. Box 531, BROADCASTING.

ANNOUNCER—Permanent draft position for experienced art producer. $600 for thirty hours a week, real commercial work. Send samples of your work with full details to Manager, WDFP, Flint, Mich., Michigan.

ANNOUNCER—Fluent ad-lib versatile personality announcer with continuity and production ability. KTFL, Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft status, references, transcription.

ANNOUNCER—Permanent position with 5 kw, regional, super-power station for draft deferred, experienced man. Box 532, BROADCASTING.

Wanted—Announcer with first class license. Must be capable of news and general announcing network station. Send details to KAY, Fostoria, Ohio.

Help Wanted

ANNOUNCER-NEWS MAN WANTED—New England based radio network looking for major market needs announcer, control board operator for twenty-five hours per week with ability to answer certain local market announcements. All replies will be answered. Box 517, BROADCASTING.

First or Second Class Radio Engineer—Union scale; middle west, no "boom towns." Box 518, BROADCASTING.

SALEM-MAN—Two years radio sales experience, $60.00 weekly guarantee to start. Permanent position with excellent future for right man. Write full details to Manager, WDFP, Flint, Michigan.

Wanted Farm Editor—For network regional station in nations number one agricultural section of the country for right man. Send full details, draft status, salary, etc. Box 519, BROADCASTING.

Wanted Experienced Deferred Announcer—With or without ticket. Send all information, application and references. Box wanted for 40 hour week and available date to WDC, Elizabeth City, N.C.

ANNOUNCER—All round experienced man to fill vacancy in congenial Staff. Wire number and salary, desired. Blue-Mutual—WBR Knoxville, Tenn.

WANTED AT ONCE!

YOUR 1944 YEARBOOK QUESTIONNAIRE.

If you haven’t yet sent the required information for your listing, please hurry it along. Printer is waiting. Send all questionnaires, corrections and changes to:

Yearbook Dept., Broadcasting Magazine, National Press Building, Washington 4, D. C.

Situations Wanted

ANNOUNCER—Three-in-one man for your staff as experience as announcer, actor or composer on several name network programs and commercial spot pictures. Capable of Program Director or Production post but must have some announcing or feature news, 4-6, $100 weekly. Box 520, BROADCASTING.

Wanted—309 feet copper ground wire. Address replies to Max F. Staley, KSDO-RELO, Sioux Falls, South Dakota.

Wanted—$925 Waat transmitter, Arizona. Monitoring and Studio Equipment. Consider All or Part. Box 510, BROADCASTING.

McNARY & WRAITHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. - Dl. 1205
Washington, D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
Mo 2-7859

HENRY R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

RING & CLARK
Consulting Radio Engineers
WASHINGtON, D. C.

BROADCAST REPAIR SERVICE COMPANY
Specialists in The Repair Of Reproducing and Recording Equipment
334 Arcade Bldg., St. Louis, Mo.

Please Return Promptly the 1944 Yearbook Questionnaires

November 15, 1943 • Page 65
Legislation, Other Vital Issues
On NAB Board Session Agenda

Post-war Planning Activities and Dispute Over
Controversial Problems Also Slated

WITH THE NAB membership at an all-time high of 566, the NAB board of directors meets in Washington Nov. 17 to consider an all-day agenda, with emphasis on the current legislative situation. It is expected the hearings before the Senate Interstate Commerce Committee of the White-Wheeler Bill (S-814) will be in progress at the time, since Chairman Wheeler (D.-Mont.) has announced his intention of keeping the record open until Niles Trammell, NAB president now in the war theatre, returns from Europe a fortnight hence.

While the legislative situation will be the board’s main topic, the whole music situation stemming from the AFM Czar James Caesar Petrillo’s recording strike will be canvassed. Post-war planning activities also will figure particularly in the light of the scheduled Nov. 17 meeting called by the FCC on technical planning relating to FM and television.

Agenda Wide in Scope

The agenda for the two-day meeting planned by President Nevidlicht Nordberg is extensive and includes phases of radio trade and policy activity. The current dispute over controversial issues also is slated for detailed consideration, in the light of the FCC’s direct attack on the NAB Code of Ethics in the recent decision approving sale of the BLUE Network to Edward J. Noble. This, in the view of Washington observers, invaded directly the field of program regulation, one of the burning issues currently being considered by the Senate committee.

At least two members of the NAB’s 26-man board will be absent. James D. Shouse, WLW-WSAI, is in Europe at the invitation of the British Broadcasting Corp. Frank M. Russell, NBC Washington vice-president, is in a Washington hospital recuperating from pneumonia. Other members of the board expected to attend are: Don S. Elias, WNNC; John E. Fetzer, WKZO; John J. Gillin Jr., WOW; Kolin Hager, WGY; Hugh A. L. Half, WOAI; E. L. Hayek, WIB; Howard Kans, WBBF; Paul W. Kesten CBS executive-vice-president; Frank Kinger, WMNR; Barney Lavin, WDAY; Nathan LaFet, WOR; O. M. Land, WHO; Paul W. Morency, WTIC; G. Richard Shafiro, WIS; Calvin J. Smith, KFAC; Harry R. Spence, KWJO; Roy Thompson, WPRO; and Arthur Westlund, KRE; James W. Woodruff Jr., WRBL; Hoyt Wooten, WREC; Ed Yocum, KGHJ.

The NAB membership report reveals a total of 542 station members, 19 associate members, 2 FM members and 2 networks (NBC and CBS) for an aggregate of 566. This compared to the previous high of 522 in 1941 and 508 last year. Since June 3 a total of 26 new members have been added while one member was dropped for non-payment of dues.

Considering industry memberships on the basis of ownership or operation of more than one station, it is estimated that parties or corporations which own 700 of the 911 commercial stations are represented in the membership. It also is estimated that NAB membership does 90% of the dollar volume of the industry’s business.

Contrary to inferences regarding NAB membership given the Senate committee during the testimony of FCC Chairman James Lawrence Fly, the membership breakdown revealed that network affiliated stations constitute the bulk of the association’s members. Mutual, with 209 affiliates has 130 NAB members or 62.2%; BLUE with 169 affiliates has 115 members or 71.1%; NBC with 137 affiliates has 86 members or 63.6%; CBS with 133 affiliates has 107 members or 80.5%. There are 332 non-affiliates, of which 123 or 38% are NAB members.

FDR on Forum

THE FOUR major networks will broadcast the speech by President Roosevelt Nov. 17 delivered to the closing session of the New York Herald-Tribune 12th annual forum on current problems, held Nov. 16-17 at the Waldorf-Astoria, New York.

N RDGA to Meet
NATIONAL Retail Dry Goods Assn. will hold a “Victory and Postwar Conference” Jan. 10-14, 1944, at the Hotel Pennsylvania, New York, it was announced last week by Lew Hahn, general manager of the association. Edward N. Allen, president of the NRDA, will make the opening address and will be toastmaster at the annual dinner Jan. 13.

BUTCHER CREDITS
STAFF FOR COUP

EDITOR BROADCASTING:
Yesterday I happened to be in the P.R.O.’s office and was given a copy of Broadcasting for Sept. 13. In this issue you emphasize the recognition given radio when the military armistice with Italy was announced.

I think the story is well justified by the facts but I notice a paragraph indicating that I might have been responsible for the arrangement. Actually I was not. It was the result of normal staff planning which in my mind makes the recognition much more substantial than if I or any other former broadcaster had devised the plans.

COMDR. Harry C. BUTCHER
Allied Force Headquarters
Oct. 30, 1943

Cost Ratings Up

AVERAGE RATINGS for Pacific evening programs for the September-October period are 19% above the preceding month, and 4% over a year ago, according to the C. H. Howard “Face Program Ratings Report”, covering the first two months of fall. The number of evening sets-in-use is up 3.5 over the last report and up 0.7 over a year ago.

WLIS Brooklyn, following the expiration of its contract with Local 108 of the American Federation of Musicians (A.F. of M.) in September, has been extending its agreement with the union on a week-to-week basis, pending final negotiations.

Donald Shaw Gets Sales Post at Blue

Leaving CIAA; Will Manage Commercial Program Sales

DONALD S. SHAW, manager of the New York radio division of the Coordinator of Inter-American Affairs, on Nov. 15 joins the BLUE Network in the newly-created position of commercial program sales manager. His appointment marks another step in the gradual development of the BLUE’s commercial program department created in September 1942, according to Edgar Kobak, BLUE executive vice-president.

Mr. Shaw will specialize in selling programs built by the network, and will supervise program sales, working with G. P. Seager, network sales manager. In the same department is Melvin P. Womboldt, commercial program supervisor, whose special duties are to work with agencies and clients on current commercial shows and to develop new shows for sale.

Joined NBC in 1939

Active in the agency field since 1920, Mr. Shaw first entered radio in 1930 when he joined NBC and for three years was Eastern sales manager. In 1938 he returned to the agency business as assistant to the president of McCann-Erickson, New York, where he had charge of all radio activities. Before joining the CIAA, he was vice-president and general manager of WMCA New York. Earlier in his career he was partner in the advertising agency of Cleveland & Shaw, sales promotion manager of the Vacuum Oil Co., and merchandise manager of Hunter Mfg. & Commission Co.

Succeeding Mr. Shaw as head of the New York radio division of the CIAA is Wilfrid S. Roberts, who retains his position as program director for the radio division, according to Don Francisco, assistant coordinator and director of the radio division. Prior to joining the CIAA a year and a half ago, Mr. Roberts was production manager of NBC.

MGM Withdraws Morgan

ACTING on a provision in its film agreement with Frank Morgan, MGM has served notice on Benton & Bowles Inc. that the comedian would be withdrawn from the weekly NBC Maxwell House Coffee Time in six weeks. A real glitch in no reason for the withdrawal, film studio is packaging a half-hour variety show with MGM talent, to be offered for sponsorship up at a cost of about $15,000 weekly. Besides Morgan, proposed program will include Robert Young, also of MGM, with Phil Rapp as writer-director, a name orchestra and singer.

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Broadcasting • Broadcast Advertising

"We had to get a young home director... Mrs. Primpuss couldn't get meat from the butcher!"
— and when you do, you'll find why KMBC is first in the hearts of America!

It's the old principle of giving the customers what they want, when they want it. Rural thousands, 49% of the population in the "Heart of America," prefer KMBC because this is the one station with a program service tailor-made for their needs. Only KMBC maintains a farm department of two full-time farm experts. Only KMBC has a complete livestock farm, operated in behalf of its listeners. Only KMBC has the exclusive right to broadcast official market reports direct from America's largest livestock building. It's like adding two and two together. The answer is obvious. As for that urban 51% of the population, authentic surveys are the evidence of proof that KMBC is first with most of the listeners—most of the time.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
Landing Ships for the Navy!  
Sea Barges for the U.S. Army!

From the "Shipyards of the Rockies" now come amphibious landing craft and 300-ton sea barges, or floating piers. This dry-land branch of the Mare Island navy yard began fifteen months ago to fabricate steel hulls for destroyer escorts. The parts are shipped overland for assembly on the Pacific coast.

This is just one of the startling developments of Denver area industry in wartime. The 1000th Flying Fortress just recently rolled from Denver's huge modification plant. A small-arms ammunition plant today employs more workers than were employed in manufacturing in the entire state before the war.

Colorado's playground days are a thing of the past. Today the Denver area is hard at work delivering materials of war.

Meat, Vegetables, Cereals

A third of all winter-fattened sheep and lambs in the U.S. come from Colorado farms. This state was the largest shipping center in the U.S. for fresh vegetables last season. Its 1943 wheat crop set a new high record.

Coal, Minerals

Coal and minerals are pouring from Colorado mines in record quantities to make bullets, machines of war and even medicines for Allied armies. This state is one of the nation's greatest mineral storehouses.

Pay Rolls, Sales

Last year Denver ranked seventh among all cities in the U.S. in effective buying income. Denver today is bigger and more prosperous than ever... a better market for your product than ever.