UNCLE SAM SAID:

GET IN THE SCRAP

SO-O-O-O-O

THE WLS NATIONAL BARN DANCE DID

2,000,000 POUNDS OF IT!

When scrap metal wasn't coming in fast enough, in parts of Illinois, the regional salvage chairman asked the WLS National Barn Dance to lend a hand, as we had on a couple of occasions last year.

We did—and turned in something more than TWO MILLION POUNDS of scrap metal and waste paper, as a result of two Barn Dance shows in Decatur and Mt. Morris, Illinois. Nine thousand people turned in 100 pounds of scrap each in Macon County for a ticket to see the WLS National Barn Dance show in Decatur and another 3,000 Ogle County people turned in 200 pounds each for tickets to the show in Mt. Morris, Illinois!

With extra pounds contributed, the two counties turned in more than 2,000,000 pounds—a Thousand Tons! Radio station WLS paid all expenses of the programs; all proceeds from sale of the scrap—approximately $6,000—will be donated to the Macon and Ogle County United War Funds and to the local Red Cross.

We are proud of the thousands of patriotic listeners who contributed this thousand tons of scrap, and are happy that we could work with them in this joint contribution to the successful prosecution of the war.
THE WOW-LAND* FARMER IS
The World's Most Favored "Merchant"
... and your BEST customer!

The midwestern farmer has more "merchandise" on his shelves than ever before, and can sell it all at nearly peak prices. True, he has his troubles; nevertheless, his income has risen tremendously. The WOW-LAND* farmer is your BEST customer.

20 Years of Service Has Made WOW FIRST with FARMERS

For 20 years WOW has given WOW-LAND farmers the finest NBC and local programs. These farmers aren't hicks. They like good radio programs, and, with them, WOW is a confirmed listening habit. You can reach a substantial farm audience in 333 counties—using WOW ALONE.

* WOW-LAND — OMAHA + 333 COUNTIES

WOW
OMAHA, NEBRASKA

John J. Gillin, Jr., President
John Blair & Co., Representative
Have You a Recording Date Soon?

You Can Record

MACDOWELL'S—TO A WILD ROSE · FRIML'S—TWILIGHT
INTERMEZZO · H. H. A. BEACH'S—AH, LOVE, BUT A DAY
CADMAN'S—AMERICAN SUITE · LATIN AMERICAN HITS
HILLBILLY, COWBOY & WESTERN TUNES · PATROTIC MARCHES
VICTOR HERBERT'S—BADINAGE · MILITARY BAND MUSIC
CHIU CHIU · GOSPEL HYMNS · COLLEGE SONGS & MARCHES
HUHN'S—INVICTUS · SONS OF THE PIONEERS SONGS—

And 100,000 Other Diversified Compositions

At 2¢ Per Composition - Per Pressing
Performable without Extra Fees on 874
U.S. Radio Stations Licensed by SESAC

Write, Wire, or Phone SESAC Program Department

SESAC

475 Fifth Ave. New York 17, N. Y.
The Largest Spring in the World
—Wakulla, near Tallahassee, Florida—
IS IN WWL-LAND!
and so are 10,000,000 customers from five different states

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

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

WWL
NEW ORLEANS
50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
New Radio Legislation Seen This Session

Witnesses Advise Curb on FCC Authority

WITH ALL semblance of doubt removed about the intention of the Senate Interstate Commerce Committee to push new radio legislation at this session, there was strong prospect last week that a fully revised version of the White-Wheeler Bill (S-814), probably pared down to essential changes to remove all ambiguities in the existing law, will be whipped into shape before the end of the year.

The committee, sitting each morning from Monday through Friday, heard a succession of witnesses advocate legislation—practically all of it in favor of most of the provisions of the pending bill. FCC Chairman James Law- rence Fly, key witness in the earlier sessions, found himself on the defensive in the latter sessions, many of his theories and philosophies opposed by spokesmen for independent stations, who profess to cherish "freedom of the air" of the Commission because of arbitrary methods of regulation—or worse.

Curb on Program Rules

There was no definite assurance as to the kind of legislation that finally will be drafted. Both Chairman Wheeler (D-Mont.) and Senator White (R-Me.) have clearly indicated certain provisions they will propose. These include, in some degree, a broadening of the legisla tive base, but a stripping down of FCC authority, or activities in the sphere of program regulation or scrutiny. The network regula tions in substance appear to be destined for inclusion in the new act.

Instead of drafting a bill of the scope and magnitude of the White-Wheeler measure now pending, speculation appears to center around a simple bill which might cover:

1. A ban on program control by the FCC in any form, written explicitly into the law.

2. An expression from Congress on newspaper ownership of stations, taking the issue out of the hands of the FCC, which has permitted it to languish for more than two years, while all newspaper applications have been thrown into the suspense files.

3. A revised and widely extended "political section" which might provide that not only equal time, but equal facilities, be ac corded each spokesman on a controversial issue; that commentators who criticize individuals turn over an equivalent amount of time for defense of those criticized; that "stooging" or criticism of individuals by network or station is prohibited.

4. An expression on control of business aspects of broadcasting, limiting, but possibly not excluding the Commission from this field, aside from the NBC-Ford network affiliate relations.

5. Clarification of appellate provisions to insure due and proper hearing to all parties in interest.

The committee heard NAB President Neville Miller at two sessions—on Monday and Wednesday—strongly urge Congress to set down the limit of the FCC's authority in all fields. Unlike Mr. Fly, he indulged in no personali ties. He called the right to license the "right to destroy" and asked Congress to set down the guideposts in all policy spheres—programs, business, newspaper ownership, multiple ownership and legal redress.

Other pleas for legislation were heard during the week from J. Leonard Reinsch, director of the Cox stations, WSB Atlanta, WHIO Dayton and WIOD Miami; Nathan Lord, manager of WAVE Louisville, and Don Elias, executive director of WWINC Asheville.

Sykes May Appear

The hearings resume today through Wednesday, and then recess to next Monday. Mr. Miller will resume the stand. Chairman Wheeler and Senator White asked former FCC Chairman E. O. Sykes to testify, because of his background and experience. The Newspaper Radio Committee, through Harold V. Hough, WBAP Fort Worth, Chairman, and Sydney M. Kaye, who presented its report last Tuesday, should Mr. Miller conclude.

NBC President Niles Trammell will appear this week also.

Messrs. Reinsch, Lord and Elias went all out for new legislation, and suggested rigid restrictions on FCC control over programs or business. The committee reaction appeared favorable, though Chairman Wheeler several times served notice that something would be done about equal time for controversial issues.

Mr. Elias, in homespun but powerful fashion, took the battle to Chairman Fly. He said he "feared" the Commission, and that as a result of his appearance there might be some "reprisal!". Broadcasters want "freedom from fear", which Congress alone can provide through a law delimiting the Commission's powers, he said. He quoted state ments and letters by President Roosevelt, urging that radio be kept as free as the press and that the law be rewritten. Alluding to Mr. Elias' testimony before the House Interstate Commerce Committee on a simple bill that was "stooging" for the networks, Mr. Elias raised the question whether the President was "stooging" too, and for whom.

If the FCC wants to "help stations" as Mr. Fly states, it should eliminate the requirement that transcriptions be described as such, Mr. Elias asserted.

Mr. Elias opened with the comment that he had been "shocked" by the remarks of Chairman Fly because of his "intemperance" and his "venomous, bitter, scornful ex coritization of the two leading net works and what he termed the "stooge organization" NAB!"

J. Frank Burke, KPSA Pasadena, labeled the FCC witness, (Continued on page 53)

Advisory Board on Air Control Urged

Craven Proposes Plan At Hearing Before Lea Committee

Mr. Garey read into the committee record last Monday a copy of Rep. Vinson's letter (see page 64). His revelation followed by less than two weeks the disclosure by Senator Tobey (R-N. H.) that President Roosevelt had rejected recommendations of the Joint Chiefs of Staff that the FCC Radio Intelligence Division be transferred to the Army and that the FCC Foreign Broadcast Intelligence Service be abolished. Senator Tobey read into the Senate Interstate Commerce Committee hearings on the White-Wheeler Bill (S-814) a letter from Adm. Leahy, the President's Chief of Staff, setting forth the recommen dation (Broadcasting, Nov. 8).

Commissioner Craven, who was subpoenaed before the House committee to identify minutes of the IARC, of which he is current chairman, told the committee he was not in accord with the procedure as now followed by the Com mission. He urged the committee to consider new communications legislation to "safeguard the rights of licensees.

"I testified before the House Interstate & Foreign Commerce Committee a year ago that the present procedure of the Commission did not safeguard the rights of licensees," said Mr. Craven. "I regard the present procedure of the Commission as interpreted under the present Act as not properly safeguarding the rights of the NAB,"

Commissioner Craven said a few years ago he was inclined to agree with Commission procedure but "experience caused me to change my mind". He cited several examples where he thought the Commission was wrong. Rep. Miller (R-Mo.) asked if the Commission has, "on occasion, revoked licenses and made allocations of frequencies held by some stations to other stations.

(Continued on page 51)
McClintock Says Pact Will Provide Funds For Improvements

A NEW standard contract for Mutual’s member and affiliated stations which will bring the MBS system of station compensation into line with the practice of other major networks without abandoning or altering the basic cooperative and non-profit policies of the network, was announced last week by Miller McClintock, Mutual president.

Under the new plan, stations will receive no compensation from Mutual for the first 16 unit hours of network commercials during each 28-day period, with the network in return paying all wire toll expenses for the first 25 hours of commercial programs over the 16-hour deduction. MBS will pay its stations 25% of their average unit hour rate, advancing to 32 1/2% for the next 25 hours and to 37 1/2% for all time above that. Previously Mutual stations themselves paid the line charges and all their contracts with the network were not uniform.

Funds For Improvement

Revenue accumulated by Mutual from this new contractual arrangement will be used primarily for the creation and maintenance of a high quality network program service to stations and their audiences, Mr. McClintock said, adding that the funds will also be extended for research, sales and other network functions.

“After these quality requirements have been met,” he stated “Any surplus created by the new contractual plan will be returned to stations to allow their stations to purchase blocks of hours used over and above the 16 free hours which incidentally substitute for the funds received henceforth collected by Mutual from the individual stations.”

Declaring that the network’s shareholders will derive no profits from the new form of financial relationship between Mutual and its affiliate stations, Mr. McClintock said:

“Mutual is dedicated to the perpetuation of its past cooperative and non-profit type of operation. The new contractual relations which are being so favorably received by Mutual affiliates are designed to provide more uniform, equitable and fair compensation to stations than has been possible herefore.”

Negotiations in Progress

Members of the network’s stations relations staff are now visiting present contract stations to negotiate the new contracts, and a number of station contracts have already been converted. WWRN Warren, O.; WNOE New Orleans, and KFXJ Grand Junction, Colo., are among the first Mutual stations to sign the new contracts. Stations may either convert now or wait until the expiration of their present contracts but the network expects that the contractual transition will be complete within the year.

Richard F. Connor, Mutual station relations director, expressed confidence that the stations will welcome the new contracts. “Many objectionable features now in the old contracts have been removed,” he said. “The new plan makes the talent rates more equitable and credit liabilities. The new contract will bring into effect a simplified accounting system. An additional few station contracts will not be required to pay a 15% commission to MBS on cooperative programs locally sponsored.”

Elgin Thanksgiving Show

FOR the second successive year, Elgin National Watch Co., Elgin, Ill., has arranged a two-hour all-star program on CBS, Thanksgiving and Christmas Days. The Thanksgiving show, 4-6 p.m., will feature Robert Young as m.c. and will be beamed to American fighting men overseas. Talent includes George Burns and Gracie Allen, Ed Gardner, Edgar Bergen and Charlie McCarthy, Ginny Simms and others. Agency is J. Walter Thompson Co., New York.

OWITakes Up WithRail Group

Radio Objection to Time Plan

Discrimination Charges Affecting Success of the Bureau’s Don’t Travel Drive, Says Cohen

OBJECTIONS of radio stations to donation of free time to Government Don’t Travel announcements by railroads buy advertising in other media for similar messages were placed before the Assn. of American Railroads last week by the OWI Domestic Radio Bureau. Meeting with Col. Robert S. Henry, assistant to the president of the association, Phil Cohen, chief of the bureau, relayed the request of stations that the railroads give consideration to radio along with other media in advertising war messages. Mr. Cohen stated that Col. Henry is taking up the problem with members and that OWI hopes to have an answer this week.

Wide Objection

Mr. Cohen said he submitted to Mr. Henry reports received from OWI regional consultants regarding the reactions of stations to carrying Don’t Travel messages. The consultants reported objections on the part of almost all stations, he added.

The attitude of the stations directly affects the interests of the Radio Bureau, Mr. Cohen explained, because “it is our business when we have a campaign which we are asked by the Office of Defense Transportation to conduct and a situation arises which jeopardizes that campaign.”

OWI has assigned Don’t Travel messages to approximately 70 network programs under its Network Allocation Plan during the two week period beginning Dec. 6, in addition to three announcements per day on 324 independent stations. The campaign is of special importance at this time, being directed against unnecessary travel during the holidays. The OWI will allow space for men and women of the military services. Forceful appeals, employing “hard-hitting” messages, are included in the fact sheets supplied program writers, and in the transcribed and live announcements sent stations.

Stations in the Chicago area protested to Elmer Davis, OWI director, early in the month that it was “unfair” to ask broadcasters to carry the announcements [Broadcasting, Nov. 8]. A letter by Edwin E. Borroff, vice-president of the BLUE and OWI regional consultant in Chicago, stated on behalf of 14 stations that the feeling had reached the point that stations will refuse to carry the messages.

Objections to giving the railroads free time had been made by stations since last summer. A complaint charging discrimination was made by W. L. Gleeson, president of KPSO Riversides, Cal. [Broadcasting, June 14]. Later, James B. Curtis, president of KFRO Longview, Tex., filed a protest with OWI against the use of the announcements [Broadcasting, Aug. 23].

INTERVIEWING Lt. Col. William E. Slater (r), assistant to director of Army Service Forces, Bureau of Information, New York, Col. Slater on a recent This Is Fort Dix program. Tom is m.c. author and producer of the program which is heard Sundays at 3 p.m. on Mutual.

KING CAROL IS CBS SPEAKER ON NOV. 23

EXHIBED King Carol of Rumania will be heard on CBS’ report to the nation Tuesday, Nov. 23 from Mexico City, where he has been residing since his abdication. Arrangements were made through Russell Birdwell, public relations man, who told Broadcasting that he contracted to handle the ex-monarch’s publicity after a meeting in Mexico City. Mr. Birdwell convinced him that Carol was sincere in his sympathies with the Allied cause. Carol’s name has been linked with fascism from the nature of his rule in Rumania, and the State Dept. is reported to have refused to admit him to this country.

CBS denied a report in the New York newspaper that protests “had poured into the CBS office,” stating that only three such calls were received. The network will receive advance copy of the talk, according to the regular practice, it was stated. Mr. Birdwell is also required to file copies of all material released for King Carol with the State Dept. under the Foreign Agents Registration act. Program is sponsored by a group of utility companies, through N. W. Ayes & Son, New York.

Capt. Schechter Heading Army Air Force Radio

CAPT. A. A. SCHECHTER, former director of news and special events with NBC, last week was named radio officer of the Army Air Forces with headquarters in Washington. Capt. Schechter’s new duties will be to coordinate all Air Forces broadcasts with the War Dept. Radio Branch. The chief of that branch is Col. Edward M. Kirby, former NAS public relations director.

Capt. Schechter’s new duties bring him back to broadcasting. He picture the first time since his leaving NBC in August 1942 to join the OWI and later the Air Corps. He recently returned from a special trip to England.
THE weekly program schedule of WSIX shows a total of 306 quarter-hours sold for the week ending November 20.

That, in a few words, tells the story of this station's outstanding popularity with advertisers and agencies.

Such popularity must be deserved! It is due, in large measure, to the recognition by advertisers of the thoroughness with which WSIX has developed its coverage of the Nashville market area.

National accounts seeking a tried and tested medium, bearing advertising's own stamp of approval, will find it here ... and covering a market now at its all-time peak of prosperity.

Wire today for rates, coverage map, availabilities and any other information desired.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

5000 WATTS

980 KILOCYCLES

November 22, 1943 • Page 5
William H. Wagner,
Advertising Executive, Grove Laboratories, Inc.

Says—“Spot broadcasting should be called ‘hot’ broadcasting, because it’s hotter than a firecracker for building sales!”

- Okay, Mr. Wagner—but how about calling it “hot spotcasting”? Because, as you yourself have proved so often, spot broadcasting can make even a cold market a very warm place indeed!
- Whatever the name, we of F&P have seen spot broadcasting develop into one of advertising’s sharpest tools. We helped pioneer today’s basic time-buying methods; are determined to continue pioneering for even better, simpler, more efficient use of spot broadcasting. And we know that Step Number One toward that goal is to continue giving the most sincere, honest, and constructive service of which we are capable.
Blue Promises Sharing of Net Ownership

Affiliates Advised To Apply for FM Outlets

PROMISED an opportunity to participate in the ownership of the network as a result of the recently announced financial plan, about 170 BLUE affiliates were advised Nov. 15-16 at a meeting with the network's executives in Chicago to file applications for FM stations. Those in the larger cities were told to prepare for television.

Edward J. Noble, chairman of the board of the BLUE and its new owner, told the national owners of his plans designed to make the BLUE preeminent in its field. Mark Woods, president, revealed that the length of chain breaks will be extended from 18 to 27 seconds, effective Dec. 13.

Flexible Policy

Emphasizing that the BLUE will not follow outdated rules and policies established because of age, Mr. Noble said: "There are many policies not observed in broadcasting that no longer have merit. We are making a thorough study of freedom of speech, censorship and the regulations concerning the sponsoring of programs. At the conclusion we may revise many old policies and create new ones. However, none of our policies will be sacrosanct. Final consideration, as always, will so decide these policies. It is our intent to keep pace with changing times and not let ourselves be governed by regulations that were passed to meet conditions that no longer exist."

Meeting with the representatives of the BLUE affiliates for the first time since the company was given to the sale to FCC, Noble said: "The ideal operation of a broadcasting network would see the stock held by more people in America. Unfortunately, this is not practical. Other than saying that I would like to see affiliates and management holding stock, I don't want to talk of getting anything present. Within a year I will be able to come to you with more concrete plans."

Because of the war and uncertainty as to network operations for the next few years, and because of the fact that 5 to 10 million additional dollars must be invested, purchase of BLUE Network stock at this time would be a hazardous investment, Mr. Noble said. He explained that, naturally, any stockholder wishing to sell stock is entitled to expect a return on his money. Huge expenditures for improvements and advertising might not be so easily handled during the first months of the BLUE's new ownership. After these were widely held, he said, and added: "In the beginning I will have to assume the financial risks myself. Naturally, I want to keep the property economically sound, but that is not my sole objective. I wish to make the BLUE America's leading network whether or not the operation is in the beginning profitable."

Other highlights of the meeting, attended by approximately 20 network executives in addition to the 170 station executives, included a report on time sales showing an increase of 61% in the past year; a recommendation that all BLUE affiliates immediately file applications for FM stations; an announcement by Mr. Noble that a station owner or operator will be initially added to the board of directors; and recommendations that all BLUE affiliates in major market cities file applications for television stations. The BLUE will file application for television stations in New York, Chicago, Los Angeles and San Francisco.

Detailed plans for an extensive advertising campaign were outlined by Edgar Kobak, executive vice-president of the BLUE Network. A quarter-of-a-million dollars, in addition to current trade paper advertising and advertising for WJZ, WENR and KGO, will be expended during the campaign, which will include copy placed in magazines, newspapers, and outdoor display media and over radio.

Climbing Rapidly

"This is a consumer campaign," Mr. Kobak said, "and is designed not to sell the network directly, but to sell the programs to the radio audience. Radio is a combination of advertising and show business, and it is our belief that merchandising programs on our audience is fully as important as the building of the finest programs we know how to build."

Mr. Woods pointed out that the progress of the BLUE in the past year, both in coverage throughout the country and in programs presented, was made possible only because of the general revenue increase.

"Sales," he said, "have represented more than revenue. They have represented new programs for the BLUE and for the stations. It is because of these new commercial programs that we have been able to spend more and more money on the presentation, at our expense, of many fine, new sustaining programs. We have made far-reaching improvements in quality as well as in the quantity of programs."

Need of Leadership

The BLUE, reported Mr. Woods, is now consistently leading in morning hour listeners. In many markets the BLUE is also leading, in afternoon listeners, he said.

"We're well ahead during the hour-and-a-half that our children's shows are on the air. And at night we are climbing rapidly to the point where we are ahead of one of the other two major networks in 23 evening quarter-hours a week, and either ahead of or equal to the other network in 31 evening quarter-hours."

In introducing Mr. Noble, Mr. Woods said:

"While the record of the BLUE during its 18 months of independent operation has been impressive, none of us, either with the BLUE or with the affiliates, can rest on our job. With FM and television in the offing, and with advertising and program methods changing, we need strong leadership and leadership that envisions broadcasting as a public service and not as a mere profit maker. The BLUE Network Company and broadcasting in general is fortunate to have Edward J. Noble as its leader."

Phillips Carlin, vice-president in charge of programs, in discussing future program policies, said: "In buying programs cost is not a factor. We will seek talent wherever it may be. We will develop new talent, and spend whatever amount of money is necessary to do so. In this respect our foreign news staff is being increased and we are already making plans for additional foreign pickups."

Advising that the subject of "catch-crowd and hitch-hike" announcements had not yet come up for discussion, Mr. Woods stated that the length of chain breaks had been extended from 15 to 27 seconds.

Keith Kiggins, vice-president in charge of stations, in presiding at the meeting, introduced C. Nicholas Prialia, complete a thorough study of the complex issues involved in fostering freedom of expression on the air, and be it further

RESOLVED that the committee hereby requests that special attention be given in such study to the formulation of precepts which will assist the Network and its Affiliated Stations in performing their responsibility to their listeners in equitable fashion.

(Continued on page 18)

Harvel News

HARVEL Co., New York, which has used radio extensively for its watches, on Dec. 19 starts a new campaign by John B. Kennedy on the BLUE, Sundays 1-1:16 p.m. It will be supplemented later with a spot campaign, now being lined up by A. W. Lewin Co., Newark, agency in charge. Harvel sponsored news by John B. Hughes on Mutual and Don Lee Network from June to October.

BROADCASTING • Broadcast Advertising

November 22, 1943 • Page 9
ANA Acts to Preserve Advertised Brands

Public Education Planned at N. Y. Meeting

The DUAL task advertisers face today to do a better public relations job for themselves and for the free system of advertised brands, and at the same time continue the task of educating the public on its wartime responsibilities, was forcibly presented to the advertisers attending the wartime meeting of the Association of National Advertisers Nov. 17-19 at the Hotel Commodore, New York.

Freedom of speech on the radio, freedom of press and the whole system of American economic democracy depend on the public's basic freedom to choose among freely competing brands. It was pointed out to the advertisers, with Paul B. West, president of the agency, in his entire talk Thursday to the dangers threatening the whole “system of production and distribution of advertised brands.”

Radio Clinic

How advertising is meeting the problems of wartime came in for discussion at a special session sponsored by ANA members on Wednesday, while specific media problems were examined in four panel discussions for members on Friday. Presiding over the radio session was D. B. Stetler, Standard Brands, chairman of the ANA Radio Committee, who with other radio-minded delegates to the convention talked over such problems facing the broadcasting industry as the current American Federation of Musicians record controversy, the Senate Committee hearings on the White-Wheeler bill and the recent negotiations with American Federation of Radio Artists.

Results of the ANA’s fourth survey of public sentiment toward wartime advertising, conducted under direction of the public relations committee and financed by individual subscribers, were announced in “highlight” form, while subscribers receive copies of the full report later this year. In general, the public seems to feel as in May, though the three supervisors agreed that advertising is doing its job to help win the war.

At the morning session on Thursday, C. G. Mortimer Jr., General Foods Sales Co., and retiring chairman of the board of the ANA, presided over a session addressed by an agency man, a media executive and an advertiser.

Mr. West

Sharply criticizing advertising for “not doing enough” in the wartime emergency, James W. Young, senior consultant to J. Walter Thompson Co., blamed the public for the problem, although millions more dollars of space and time were needed to put over the urgency of war messages to the public, a large amount of which the industry is going almost entirely to waste.

“Pointing with pride, but viewing with alarm,” as Mr. Young put it, to advertising’s past, current and future contributions to the war effort, he listed the dangers which the industry seems to be facing. These included an ever increasing belief that the war is almost over, the lack of actual advertising power and many of the jobs the field is asked to undertake, and the many advertisements which still do nothing to help the war job at hand.

To counteract these dangers, Mr. Young offered some suggestions, including a resolve not to slump in wartime efforts until the actual day of victory is here, and to maintain the good reputation the industry has built up, thus winning even more good will from the American public.

Broadcasters Launder

John Sterling of This Week magazine, in his speech on “What Happens When the Shooting Stops,” compared the advertising in the last war, when that world conflict was hardly reflected at all in the advertising copy to the wartime advertising of today which is mature enough to gear itself to the job of telling the people how they can help. Using radio as an example, Mr. Young remarked that broadcasters have become much more conscious of a program’s ability to do a good war job than they are of a particular advertiser who seeks one of the desirable hours, which are at such a premium today.

Current daily wartime problems should be the keynote of today’s war advertising, Mr. Young stated, with the public consciousness turning to the simple everyday themes of how to live under war conditions. If advertising uses its powers to help win the war, the good will it creates will carry over into the post-war world.

Hits “Drag Copy”

Speaking on the special problems war has brought to the producer of Trademarked merchandise and the special responsibility it has laid on the advertising manager, Carleton Healy, Hiram Walker Inc., and newly elected chairman of the ANA, placed the responsibility for advertising “squarely... on the producer who signs the page... The space in newspapers and magazines and on billboards and the time on radio are his.”

“...The average person doesn’t like drag copy in wartime advertising,” Mr. Healy continued, adding that “what we are asking for is helpfulness and friendliness in copy in a season when business needs friends.” He stressed the ANA’s continuing interest in the relationship between public opinion and business repute, and recommended “the adoption of war themes” to “preserve brand reputation for the future” and to “make friends among critics alike, particularly today.”

The morning session closed with a slide presentation of successful advertisements using government themes, with Mr. Mortimer interpreting. He praised the grand job done by radio alone among other media, and apologized for not being able to put a radio commercial on the screen.

At the luncheon meeting Tuesday, C. C. Stetler, chief of the division of agricultural economics, Minnesota U., discussed “Can the Farmer and Business Work Together,” after which guests heard some of the results of a survey on what the farmer thinks of business, prepared for ANA by Crossley Inc.

Public Sentiment Study

In the absence of Dr. Henry C. Ling of the Psychological Corp., which assists the ANA in its public relations studies, Dr. Albert D. Freiberg, Dr. Link’s partner, interpreted the fourth of these surveys, with C. C. Carr, Aluminum Co. of America, and chairman of the ANA public relations committee, assisting. Conclusions drawn from the survey which comprised 2,000 interviews with various economic groups in the four geographic divisions of the country are:

(1) Although there was a 4% decrease in the number of persons believing that companies should keep on with at least some of their advertised business during war, there was a slight increase in those feeling that companies should keep their names before the public via advertised business going on a sound basis. (2) More than 50% still prefer ads with a war theme to those without. (3) Preference to buy from a manufacturer who advertises rather than from one who does not. (4) Over one-third of those interviewed expect the goods they want to buy after the war to be on the market in six months or less after hostilities are ended, whereas two-thirds named a year or less as the expected time limit for available goods.

Tying in with the last conclusion was the talk at Wednesday’s closed session by Henry A. Dinegar, director of the durable goods division of the Office of Civilian Requirements, who said the Government is relying on advertising to help prepare the American people for the “critical period just ahead of us when many products will be going back into limited production.” People are going strong on an understanding specifically what this period means to them,” he continued, “and

Continued on page 18

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Buy one radio outlet—get three markets, plus! That's what you do when you buy WHO; you buy Iowa Plus—a tremendous territory made up of many groups of markets surrounding each metropolitan area. City, town, farm coverage—a total of 1,930 cities and towns—in a handy, saleable package, through WHO! • • • • It takes power to do a job like that. WHO operates on 50,000-watt 1A clear channel—delivers a really serviceable signal throughout the length and breadth of Iowa—offers hundreds of thousands of Iowa listeners the best signal available. Only WHO gives you one-station coverage of Iowa's three big markets . . . cities, towns, farms. Ask us—or Free & Peters—for proof.

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives
Fly Urges Speed in Allocation Studies for FM and Television

Determination of Frequencies to Aid Manufacturers Asked at Meeting With RTBP and IRAC

AN EARLY study of radio allocations to determine the lowest and highest frequencies which are actually useful for television, FM and other services, plus careful attention to economic considerations was emphasized by Chairman James Lawrence Fly of the FCC at an extraordinary session Nov. 17 of the recently-formed Radio Technical Planning Board, the Interdepartment Radio Advisory Committee, Board of War Communications and the FCC.

Chairman Fly called the meeting Nov. 4 to formulate methods and procedure for cooperation between the industry and Government in the study and exchange of technical information concerning the technical future of radio. While no date for another meeting of the united groups was set, it is understood that exchange of information would begin as soon as possible.

Post-War Preparation

Allocation studies should be speeded, it was felt, subject to priorities of war work, even though characteristics of the higher frequencies are not fully known, because of lack of time to go into lengthy studies.

The economic aspect concerns determination at the earliest possible date of the best frequencies for the various services so that manufacturers can be ready with plans to produce equipment when materials are again made available. It was brought out that if no change is made in allocation of frequencies for television and large numbers of sets are sold under the present commercial standards, the effect would be to freeze the service without giving the public the benefit of new wartime developments.

Government departments concerned with radio problems have been invited to appoint observers to work with the thirteen panels of the RTBP.

Extreme high speeds of modern aircraft give rise to some of the technical difficulties from the standpoint of maximum use of frequencies, it was reported in a discussion of the radio problems in aviation. The meeting was also called about studies the FCC is conducting to determine the possibility of long distance skywave interference in present FM and television bands.

Chairman of the RTBP is R. G. Baker, vice-president of the General Electric Co. The Interdepartment Radio Advisory Committee is headed by T. A. Craven, FCC, and the newly created chief executive officer. Chairman Fly is also Chairman of the BWC.

RTBP panels and Government groups will study such problems as (a) major changes which may be required with respect to each service, i.e., standard broadcasting, FM broadcasting, television, aviation (domestic and international), and maritime; (b) United Nations international point-to-point, maritime and Government; (c) changes to be made in the FCC's present standards of good engineering practice and other technical rules and (d) the possibilities of utilizing frequencies above 300 megacycles.

Present at Meeting

Members of the RTBP attending the meeting were:

Fredrick G. Scofield, president of the Scofield Communications Laboratories, Passaic, N. J., died Nov. 16 in Orange Memo-

in Hospital at the age of 40 years a member of the New York law firm of Willmott, Smythe and Finch. Fredrick Scofield has been connected with the Finch organization since its inception in 1935, serving as attorney and secretary. He was elected president in Oct. 1941, when the laboratory's founder, W. G. H. Finch, left for service with the Navy. James Bradford, treasurer of the company since 1910, succeeds Mr. Scofield as president.

Frederic C. Scofield

Rutherfoord (Ruf) of Finch Telecommunications Laboratories, Passaic, N. J., died Nov. 16 in Orange Memo-

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Fredrick C. Scofield

In 5 Minutes

HOSPITALITY of the northern variety was extended in the South last week by Roger Clipp, executive vice-president of WIPF Philadelphia, when on five minutes' notice he arranged a half-hour sports broadcast over Franklin Field prior to the Penn-North Carolina football game. Tom Moorehead, WIPF's public relations director, handled the interviews which featured Grady Pritchard. North Carolina coach Jim LaLanne, Carolina All-American in 1938-39.

Austie Igelmart Elected President of Gen. Foods

GENERAL FOODS CORP., New York, last week announced several major changes in its executive set-

in, including election of T. A. Craven, FCC member, as Igelmart as president, succeeding Clarence Francis, who was chairman of the board and chief executive officer. The latter post was relinquished by Colby M. Chester, who was elected to the newly created position of chairman of the executive committee. The new General Foods president has served with the same corporation since 1938. He started doing sales promotion work with Igelmet Bros. Enterprise, which in 1926 joined with Postum Cereal Co., governor of General Foods.

The board of directors, meeting last Wednesday, also elected as vice-president following as vice-presidents of the company: Thomas G. Spates, Arthur C. Shier, Thomas M. Rector, Charles G. Mortimer, and Curtis H. Gager. Charles W. Metcalfe, vice-president in charge of purchasing since 1929, was elected executive vice-president.

Julia Sanderson Back

LEWIS-HOWE Co., St. Louis, will bring Julia Sanderson back on the air in a half-hour Mutual program, La Crosse, Wis., has decided to start Dec. 2 in the Thursday, 1:30 p.m. period on more than 100 stations. This will be her first regular network program since the CBS Lewis-Howe program which she shared with her husband, the late Frank Crumit. Miss Sanderson will give her listeners beauty tips. Series will promote Tums and N-S. Simpson continues its two other network shows—Treasurer Please, on NBC, and Correction Please, on CBS. J. E. Miller changes the Crumit- Sanderson show. Roche Williams & Cunyngham, New York, is the agency.

Kolyos Export Plans

KOLYOS Co., Jersey City, export agents for the associated companies of American Home Products Corp., its parent company, has named Harry Stern, Jr., New York, as an export advertising agent for AHP Co.'s proprietary and cosmetics division. AHP is expanding its advertising in all countries except a few where American Home Products has established local companies. Future media plans have not been disclosed.

Ratner Offering Market Research

Opens Own Offices For Station Promotion Services

VICTOR M. RATNER, well-known in radio from 1926, when he joined the CBS broadcasting department, until 1941 when he left the network as its sales promotion manager to go to Lord & Thomas, New York, and then into governmental work, has opened offices in New York at 515 Madison Ave., to handle, as he expresses it, "special jobs for special people."

Not an advertising agency nor an advertising consultant in the true sense of those terms, Mr. Ratner is acquiring clients on a fee basis to assist them in surveying and developing markets for their products or services.

Station Market Study

Recently in the consumer division of the OPA and later with the Army Service Forces, Mr. Ratner is still a consultant with the War Department but has left active government work in order to write up a media analysis he worked out for the government on the best ways of moving information to the American public. In his new offices, he plans to handle research with special emphasis on studying the market of a particular radio station, for instance, and presenting the data for promotional use by the station.

Mr. Ratner's first clients are Asso- ciated Press and General Foods Corp., for whom he is working out special basic plans to develop their services. Director of research assisting Mr. Ratner is Miss Jean Elvis, formerly in the Bureau of Intelligence of the OWI.
Charles Street is the Fifth Avenue of Baltimore. It's lined with smart shops. They get the carriage trade. 8 of these finer shops use W-I-T-H exclusively.

W-I-T-H is the station that's listened to... in Baltimore.

THE PEOPLE'S VOICE IN BALTIMORE

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

Represented Nationally by Headley-Reed

Tom Tinsley, President
NBC Firm Against Payments to Union

Disc Strike Panel Holds Quiz Session, With Cases Concluded

NBC WOULD NOT sign a contract with the American Federation of Musicians enabling the network to resume the employment of union musicians for the production of transcriptions if the AFM were to demand that part of the fees directly to the union for the AFM employment fund is required by that contract, C. Lloyd Egner, vice-president in charge of NBC's Radio Recording Division, stated last Friday.

Mr. Egner made his statement in response to a question from Arthur S. Meyer, chairman of and public representative on the tripartite panel appointed by the National War Labor Board to investigate the controversy between the AFM and the radio transcription and phonograph record industries. Panel, also including Gilbert E. Fuller as the industry representative and Max Zuckerman as the labor representative, assumed its public hearings on Friday after a recess of 10 days following the conclusion of argument by union and employer counsel.

No Exception

RCA Victor division of RCA, Columbia Records and NBC Radio Recording Division are the remaining parties, most of the other recorders having signed contracts with the AFM containing the principle of payment to AFM of royalties on recordings for the union to use to give employment to its unemployed members, even RCA, CRC and NBC argue they never have employed and so should not be asked to support.

Chairman Meyer pointed out that the AFM had refused to allow NBC to sign a recording transcription contract unless RCA at the same time signed the contract for phonograph records. He asked Mr. Egner whereabouts the transcriptions were removed, NBC would accept the contract for transcriptions only, and received a negative answer.

Friday session was a "clean-up" affair, with the panel asking the parties questions on many points covered in previous sessions to clear up apparent discrepancies in the record. One query about the differential in scales between employment of musicians for recording and for live performances drew from Mr. Egner the comment that although sound movies seem to have as great an effect on the employment of live musicians as transcriptions, the musician employed in the former situation is paid up to $50 for a six-hour session, whereas he gets $108 for the same time spent in making transcriptions. Mr. Egner added that in transcription work required to spend 45 minutes of each hour rehearsing, being limited to only one 15-minute period within the hour.

Questions about the view that in an open union like the AFM the equal spirit of an unemployment fund might attract more and more members, so that no matter how large the fund became it would never be large enough to solve the union's unemployment problems, A. Rex Ricciardi, assistant to James C. Petrillo, AFM president, said that the union already includes practically all of the country's musicians. The $50 or $60 which any musician might receive from the union in a year would not be enough to keep him from taking other employment, Mr. Petrillo stated.

All They Ask

Expanding on this answer, Joseph A. Padway, AFM counsel, stated that 138,000 musicians is not an unduly large number in a country of 130,000,000 people, and that certainly the 65,000,000 non-musicians devoting their full time to music are not too many. But, even taking this number, the union does not ask the recording companies to give the unemployed union member an employment, declared. All the AFM asks, he said, is that the recorders contribute fees to help alleviate the distress of those who were displaced largely because of the competition of mechanical reproductions of music. He compared the AFM fund to the WPA, which did not give full employment to everyone, but which did a great deal to alleviate actual suffering.

Chairman Meyer raised the question of copyright, pointing out that the law favors the creators of sound movies, music, etc., and asking how it was extended to cover recordings the record manufacturers could hope to have any rights. Robert P. Myers, attorney for RCA and NBC, answered that when one person produces a work of art the copyright will normally be vested in him, but where the work is a combined creation of a number of persons, such as a violin picture, the right is vested in the producer, a condition which might also hold in recording.

Legal Provisions

He pointed out that the English, Canadian and Australian laws, which give copyright protection to recordings, vest the rights in recording companies, although the recording artists share in the royalties. Ralph Colin, CRC counsel, answered that the American Copyright Office, that even if no one drawing a bow across strings, but another skilled man handling the knobs of the recording machinery.

Afternoon session was taken up with questions asked by the panel. A special session Saturday morning was called. Hearings will be continued Monday.

White Wheeler Bill Endorsed During Meeting of NAB Board

Convention May Be Held in April or May; Miller Told to Undertake Series of Studies

DEVOTING MOST of its two-day session to the current legislative session of the NAB Board of Directors, at a regular meeting in Washington last Wednesday and Thursday, reiterated its support of the substance of the White-Wheeler bill and charged action at the earliest possible time.

Although no formal action was taken, the board gave detailed study to the legislation now under consideration by the Senate Interstate Commerce Committee. Most members in Washington all of last week, attended the sessions on Capitol Hill, and were optimistic about the outlook. The overall view was that there should be no let-down in the effort to get remedial legislation at this session.

Studies Authorized

With all but three members present, the board covered a comprehensive two-day agenda and authorized seven studies by President Neville Miller dealing with current problems. Absent were Frank M. Russell, NBC vice-president, who is recuperating from an illness; John E. Petzer, WKZO Kalamazoo, who was ill; James D. Shouse, WLV-WSAI, in England on a special mission. Frank E. Mullen, vice-president and general manager, attended for Mr. Russell.

With travel and hotel conditions uncertain because of the war, the board took no definite action on the next annual meeting or convention. Mr. Miller was authorized to arrange tentatively for a meeting between April 1 and May 15, either in New York, Chicago or Cincinnati.

After a full discussion of the music and recording situation, stemming from the AFM onslaught, the board decided to continue a Steering Committee on music, headed by Chairman Miller. The members representing local stations were: Allen Allen, WLVA Lynchburg, and Stephen R. Rintoul, WSSR Stamford, Conn. Hold-over members of the committee are: Robert E. Henrikson, WHS New Orleans; John J. Gilling, Jr., WOW Omaha; Kolin Hager, WGY Schenectady; Paul Keaton, executive vice-president CBS; Harry LePoldier, WJRN Racine; Paul Morency, WTIC Hartford; Frank...

Ad Club Hears Baillie

HUGH BAILLIE, president of UP, in an address before the Advertising Club of last week, warned that Government encroachments on free interchange of news and prohibition of war emergency measures must be eliminated immediately after the war if free interchange of news is to continue. He paid tribute to the late Ed L. Keen who, as general European manager of the UP, was building a network of independent American news coverage in Europe.

MBS Board Session

MEMBERS of the Mutual Program Operating Board will meet Nov. 29 at the Drake Hotel, Chicago, to discuss winter programming plans. Adolph Offinger, MBS program director, will preside, and those attending will include Miller McClintock, Mutual president, C. M. Hunter, WKB-WCLE Cleveland, Frank Schreiber, WGN Chicago, Linus Travers, WNA Boston, and Julius Seebach, WOR New York.

WMCA Decision Held

DECISION was reserved Nov. 19 by the appellate division of the New York Supreme Court on an appeal by WMCA, by Edward J. Noble, owner of the BLUE network, pending trial of Mr. Flamm's suit for a rescission of his sale of the station to Mr. Noble in January 1941.

Correction

E. Mullen, NBC vice-president and general manager.

No action was taken by the board on district meetings, pending further studies, in view of travel conditions. It was learned that a schedule of district meetings not yet held will be worked out for early December or January.

Addition of five members to the post-war planning committee was approved by the board. They are: Lewis Allen Weiss, Don Le; J. Leonard Hill, Chicago; and Eugene Carr, George A. Richards stations (WJAR, WGAR, KMC), and Karl Koerner, KMBC Kansas City, Chairman of the news committee, and Penger, K N R Roseburg, Ore., chairman, small stations committee. Hold-over members are: Messrs. Gilling, Nathan Lord, W A V E; G. Richard, WWSI, William B. Sylvester, KYO Tulsa; James W. Woodruff, WRBL Columbus, Ga., all board members, and the following committee chairman: John V. L. Hogan, WQXR New York, J. H. Wood, WSPD Toledo, O., Research; (Cont'd on Page 18)
1. Now carrying over 95 sponsored program-hours per week.

2. Advertising under contract more than 50% above last year.

3. Four of Nashville's large department stores using 36 programs per week.

4. National advertiser writes: “You are lowest cost-per-dollar station on our list.”

5. Station received mail from all but 63 of 921 counties in 13 Southeastern states within a three month period.
Patman Upbraided For ‘Political’ Talk

Martin Declines Lewis Offer Of Equal Time to Reply

TAKING ADVANTAGE of the offer extended by Fulton Lewis Jr., Minneapolis commentator, to answer Mr. Lewis’ campaign attacks, Rep. Wright Patman (D-Tex.) last Monday night assailed the Republican party in general and Rep. Joseph Martin Jr. (R-Mass.), House minority leader in particular as “political enemies of the President.”

On the floor of the House last Tuesday Rep. Patman was generally critical of the FCC (Miller-McClure, White leader) president, rejected his demand for time on Mr. Lewis’ broadcast to answer the commentator but offered him other time to be “mutually agreeable.” Rep. Patman told his colleagues he accepted an offer of Mr. Lewis’ manager to speak on the 7-7:15 p.m. spot “without any reservations. The time was 7-7:15 p.m.”

“I did not presume I would be under obligations to Mr. Lewis by so doing since I was foregiving and giving up a valuable privilege by withdrawing my complaint before the FCC,” said Rep. Patman.

In his broadcast, Rep. Patman quoted Raymond Clapper, Scripps-Howard columnist and MBS commentator, as saying: “Several Rep. Public Members and Finance Committee were understood to have favored continuing subsidies—and I want the listeners to get this particular broadcast with Joe Martin and me unanimously against the Administration.”

On the floor Tuesday Rep. Martin denied he had lunch with members of the Banking & Currency Committee; nor did he ask any member to change his position, he said, adding: “Any commentator or columnist who says otherwise is not telling the truth.”

Law In Prospect

Rep. Mundt (R-S.D.), who has campaigned on the law in Congress, who, he feels, have stepped out of line, praised Mr. Lewis and Mr. Lewis for their “fairness” in giving Rep. Patman time, but he said Mr. Lewis might as well be considered as a “political tirade” instead of an answer to the commentator.

“I think when private citizens or public officials are attacked or criticized on the air they should have the right of rejoinder,” said Rep. Mundt.}

TOO POTENT PAPER DRIVE

Mills Again Using Radio to Start Flow

Of Waste Paper From Consumers

TOO POTENT PAPER DRIVE

A DRIVE that “succeeded from success,” since collections caused a surplus, is now in progress. The Waste Paper Conservation Committee, begun in September, 1941, and terminated in May, 1942, Radio, newspapers and billboards were the principal media, used, with about 75% of the media budget for spot announcements. Only about 1% of the money spent on advertising goes to waste paper exchange to this date.

The critical shortage of waste paper, resulting in the closing of some mills, has made the House of Representatives' announcement broadcast on 85 national network programs and 72 regional network programs, was begun for a three week period starting Oct. 25. It is estimated that this intensive group of spot broadcasts, given on both daytime and evening shows, commands at least 362,000,000 listener impressions. Agency again handling the campaign is Ollan Adv. Co., St. Louis, Mo.

SPORTSCASTERS ADDRESS近く

Radio Executives Club

SPORTSCASTERS broadcasters assembled were guests of honor at last Thursday's luncheon of the Radio Executives Club of New York, when Red Barber, Joe Hasell, Ted Husing, Stan Lomax, Bill Stern and Don Dunphy spoke briefly on sports broadcasting in war time. Bertram Lebar Jr., sales manager of New York WABC Radio, gave a broadcast on the name of Bert Lee, acted as chairman for the session.

Out of town guests included: Ben Ludy, WIBW-KCKN; John Wind, John E. Pearson, John E. Pearson, Ted Brown, KFEQ; Lambert B. Beeuwkes, Michigan Network; Fred G. Godard, KXRB, Ensign Kathryn Richards, USN.

REC President Murray Grabhorn announced that Mayor F. H. LaGuardia of New York will address the Club’s next meeting Dec. 2, and that Sen. Burton K. Wheeler has tentatively accepted an invitation to speak Dec. 16.

Film Drive Starting

TWENTIETH Century Fox Film Corp., New York, will blanket the country with spot announcements for the Don Ameche film “Happy Land,” starting 10 days prior to the Iowa primary (Dec. 2) with spots at varying frequencies on 12 midwest stations. Tying in with the Iowa background of the story, McKinley Cantor, Twentieth Century will run transcribed dramatic excerpts from the WRC on WRTN WMT WNAK KSCI WOFB KGLO KMA KBUR KOIL. Further promotion will be synchronized with the release of the movie in other regions. New England is the next area to be covered, radio in New York is Kayton-Spiero Co., New York.

TOO POTENT PAPER DRIVE

WJZ Transmitter Move

WJZ New York has applied to the FCC for permission to operate for a 90-day period with the 5-kw auxiliary transmitter of WNEW New York, located at Kearney, N. J., while its own transmitter is moved to Lodi, N. J., from its present location at East Rutherford, N. J., of which the OWI wants to use as a site of a new international transmitter [BROADCASTING, Nov. 8]. It was expected that the auxiliary transmitter would be ready for use by WJZ early this week. A 1-kw transmitter has been installed for emergency use by WNEW while its regular auxiliary is being used by WJZ. Both stations will operate from the WNEW antenna.

VETERANS JOIN WRC

TWO MORE WAR veterans have joined WRC Washington WJZ as an answer to an honor roll, following 8 months in the Army, terminated by an honorable discharge. Dave Lavy, a radio engineer, returned from the army, is now in the WRC newsroom. He was formerly with the Air Force for three months, and, since his arrival, Tom Knide, retired with rank of captain, and holder of the D. C. F. for heroism in Buna, New Guinea, returned to Washington, having returned as public relations director of NBC Washington, with offices in WRC studios.

WGR WELCOMES WJW, the Akron station moving to Cleveland, in a special broadcast Nov. 12, John F. Patt (right), vice-president and general manager of WGR, Cleveland’s ‘Friendly Station’, made William M. O’Neil (left), WJW head, feel at home, while Wayne Macc. WGR Sales Manager, handed over the introductions. WGR also ran welcoming advertisements in all three Cleveland papers.
When a client recently asked us to make a check of the audience listening to his foreign language program, we called in a reputable survey service. We hoped we'd make a good showing. At our first peep of the survey, our eyes nearly popped out of our heads. The results were so amazing, we could hardly believe our optics.

The first words we uttered were, "ARE YOU KIDDING?", for there in cold typewritten type was an amazing story of listening preference and loyalty. To put it mildly, WHOM, in a survey of one group of homes of foreign born New Yorkers, led every other station in listeners from 6 p.m. to 9 p.m. That's a full three hour period.

From 6 to 8 p.m., WHOM actually had double the listening audience of the four major network key stations combined. Here are the highlights of this survey.

<table>
<thead>
<tr>
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<th>Station A 50,000 kws. Network Key Station</th>
<th>Station B 50,000 kws. Network Key Station</th>
<th>Station C 50,000 kws. Network Key Station</th>
<th>Station D 50,000 kws. Network Key Station</th>
<th>WHOM 1,000 kws.</th>
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<tbody>
<tr>
<td>6-7 P.M. % radios on</td>
<td>1.1</td>
<td>1.3</td>
<td>.9</td>
<td>.9</td>
<td>7.6</td>
</tr>
<tr>
<td>7-8 P.M. % radios on</td>
<td>3.2</td>
<td>2.2</td>
<td>2.4</td>
<td>1.5</td>
<td>8.2</td>
</tr>
<tr>
<td>8-9 P.M. % radios on</td>
<td>6.4</td>
<td>6.9</td>
<td>1.5</td>
<td>1.3</td>
<td>8.8</td>
</tr>
<tr>
<td>3 Hour Average</td>
<td>3.6</td>
<td>3.5</td>
<td>1.6</td>
<td>1.2</td>
<td>8.2</td>
</tr>
</tbody>
</table>

Suffice to say, the sponsor stayed put. Perhaps you'd like to have a copy of this survey, so that you may see for yourself that the foreign language audience is worth investigating. We'll be glad to have a representative tell you the story of WHOM, and bring along your copy of this amazing survey. Just phone or write when you prefer to have us call.

---

WHOM
FOR BETTER THAN AVERAGE RESULTS
Joseph Lang, Gen. Mgr.
New York Studios: 29 West 57th Street, New York City
ANA Acts to Preserve Brands

(Continued from page 10)

they are going to expect to get at least some of it from you."

Pointing out that for some time ANA has devoted its attention to the subject of advertising, Mr. Paul West mentioned the paradox whereby the people showed complete faith in America's branded and advertised products by buying them, but yet had the same people permit that ABC grade labeling would be a good idea, or support, directly or indirectly, "political thinking that is destructive of this system."

Querying why advertisers haven't applied the "same exacting test" to their advertising as they have to a particular branded product, Mr. West said—"The fact is that while our advertising has been predominantly right—right, truthful and informative—it has too seldom made its usefulness plain to the reading public."

Mr. West then discussed the booklet compiled by the ANA to prepare the advertiser for what Mr. West phrased as "the battle of our economic lives." Entitled You and Your Brand, the booklet reminds the advertiser of fundamental truths he might forget on how brands first came into existence and how they have become valuable to the advertiser, to the consumer and to the whole national economy. To put over this value, it is up to the advertiser to follow advertising and sales methods he has members of the FCC and others in public life, and which have included attacks upon the NAB Code. He likewise was instructed to take into account the position of CIO against the Code and AFL, which he played a most important part in the Legislation for a "Free Radio."

The NAB Nominating Committee, appointed to consider nominations for the NAB presidency, went on to report that by Miller's term next July, met prior to the board meeting without formal action. Don Elias, WNNC Asheville, is chairman. The committee reported to the board that it was exploring the matter and would submit a report later.

The board also adopted a resolution on the Fourth War Loan Drive, pledging the industry's support. At the dinner meeting Wednesday, Chinese phantoms, shot or trapped by Barney Levin, WDAY Fargo, were served. Herb Hollister, KAS, with a potpourri of entertaining, climactic movies. Attending the meeting aside from those mentioned were: Hugh A. L. Half, WOA; E. L. Hayek, KATE; Leslie C. Johnson, WHFB; Frank King WBNB; J. O. Maland WHO; Albert P. Kelleher, WTMX; Spence KXRO; Roy Thompson WFBG; Arthur Westlund KRE; Hoyt B. Wooten, WREC; Ed Yocum, KGHL.

Blue Meeting

(Continued from page 9)

ing time, selecting sponsors and program material for all programs featuring comedians and "name" stars, it was announced last week. First program to originate from the theatre will be Philip Wagoner Corp.'s Hall of Fame, which starts Dec. 5.
It is to be expected that a radio station should have a firstrate opinion of itself, overemphasizing its good points, perhaps, and glossing over its weak ones.

The pictures which Oklahoma City stations exhibit publicly, therefore, are sure to show them from their very best angles.

But there is one painter of radio pictures who is not paid to please a station but to depict it in true detail... the realist, Hooper, who paints pictures of radio listening which advertisers can understand.

Hooper's picture of Oklahoma City shows WKY dominating the summer scene, May through September, with 44% of the morning audience, 57.4% of the afternoon audience, and 53.2% of the evening audience at its feet. Three other stations may be seen sharing the balance.

Hooper's picture is the reflection of majority opinion in Oklahoma City. And majority opinion of both listeners and advertisers is that WKY lives up to all of the beautiful pictures which have been painted of it in the past.

WKY
OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Fifty-one years ago, a young man named James Black came to the then village of Waterloo. He opened a dry goods store—a tiny store... only 20 x 80 feet. "Jim Black" as he was known to the community, had, besides an unlimited capacity for work, a friendly personality. Early morning found him at the door of his store greeting customers. His cheery "Good Morning Sarah, or Jane, or Mary" can even now be recalled by a few of the older residents of this area. He remembered names... he knew the children... he was friend and neighbor to all. He invariably asked as the customer was leaving: "Did you find what you wanted?" If not, Black's would have it the next time the shopper came in. Yes, Jim Black was a tremendous influence in building the good-will that is Black's. His successors have carried it on. They have found through KXEL a neighborly and friendly voice—a mass sales and good-will builder which in a measure takes the place of that enterprising young man 51 years ago. As James Graham, President of Black's today says: "KXEL has shown us the path to successful use of radio in department store operation. A survey recently made convinces us that our customers in the city as well as rural areas listen and act on our programs over KXEL. We have found that a department store can profitably use radio."

JANE FOSTER...
"For Women and About Women"... is the neighborly friend who calls on KXEL listeners every morning for Black's. She brings a personal message—a woman to woman. Mother to Mother message—woven around this great store. She has become a potent influence on shopping activities out here. A recent survey shows that three quarters of the women in homes in this area listen either regularly or occasionally to Jane Foster. This program is designed to bring tangible results and it does.

GEORGE CREMEENS...
with the news at 10 P.M. is the nighttime voice of Black's. In a recent survey, regular and occasional listeners to this program reached the almost unbelievable total of 85% of the farm and city folks in Waterloo's shopping area. It is natural that an institution like Black's—an institution that is rooted deep in the Iowa way of life—should render a news service to their host of friends and customers in this area.

JOSH HIGGINS BROADCASTING CO., Waterloo, Iowa
Studios in Waterloo and Cedar Falls, Iowa

50,000 WATTS BASIC BLUE

REPRESENTED BY JOHN BLAIR & CO.
When Survey of Radio in Iowa Shows 97.2% Sets Functioning

Increased Listening Reported; Comedy Gaining Popularity, With News in Slight Decline

IN THE SIXTH consecutive annual survey of radio listening in the State of Iowa, conducted by Dr. L. E. H. Folk and Dr. L. E. Folk, it has been found that the percentage of sets in working condition has held to a level closely approximating like figures in previous surveys. For the state as a whole, 97.2% of set-owning families reported ownership of sets in working condition. The percentage of working sets was found highest among urban families, 98.4%, and lowest among farm families, 94.7%.

The survey was prepared by Dr. Whan for WHO, Des Moines, and was published by the station.

Principal cause of the smaller number of working sets in farm homes is shown to be the dependence of 95% of Iowa farm sets on battery power for their operation. Of the 1,566 homes reporting such sets were asked the condition of the batteries, with answers which were tabulated as follows: "Don't know condition of batteries, 10.5%; Batteries in good condition, 43.9%; Batteries in weak condition, 30.6%; Batteries are dead, 15.6%.

Situation Eased

At the time the survey was made (April-May) 25.8% of the dead battery sets had been out of order three to six months; 28.1% for two months and 26.8% for one month. Subsequently, a WPB program scheduling battery production for dealers serving the rural market is believed to have relieved the farm radio battery shortage to a material extent.

An outstanding feature of the Iowa survey is the data provided on specific best-liked programs, and the effect of age, sex, education and place of residence (reflected occupation) upon the selection of programs by the listener. One tabulation in this section of the study shows trends in popularity of program material. This shows, interestingly, that while news broadcasts top the list, their popularity has declined slightly from last year.

Comedians, popular music, complete dramas, variety shows, classical music and serial dramas have increased in popularity among both men and women since the last Iowa survey was made. While the male audience would add audience participation shows, devotional and religious music to the list, three types which showed slight declines in favor with women listeners. Other types which declined slightly in popularity among both men and women were, in addition to newcasts: sportscasts, market reports, oldtime music, band music, talks and comment.

Texas Game on Shortwave

In response to petitions from the AEF overseas requesting broadcast of the traditional Texas A. & M. vs. Texas football game, Mutual has arranged 1-1500 Hubble Oil & Refining Co., Houston, owner of exclusive rights, to present the entire game Thanksgiving Day 2:45-5:30 p.m. (EWT), on a coast-to-coast hookup, with shortwave broadcasts to the European and Mediterranean theaters, the Australians and Alaska, South and Central America and the Pacific. Humble will sponsor the game, which is now broadcast in Texas as usual. Announcers will be Ves Box doing the color and Kern Tips handling the play-by-play.

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Nets Beam News Direct From Italy

CBS, NBC, BLUE Reporters Broadcast From Naples

FIRST American news broadcasts to the people of Naples from the former enemy territory on the European continent in the last three years reached listeners to three of the major networks on Nov. 14, when CBS, NBC and the BLUE carried news reports by their respective correspondents from allied headquarters in Naples.

Winning first chance by the toss of a coin was The American, Miss Leopoldine Fowl, CBS correspondent, relayed news of the American Fifth army at 9 a.m. on the CBS News of the World program. Fowl was followed by Don Hollebeck for NBC, George Hicks for the BLUE, and Merrill Mueller, also for NBC. Each of the radio correspondents spoke via an Army Signal Corps transmitter, part of which were from a former NBC transmitter, constructed by NBC engineers 10 years ago and salvaged at various times in its travels abroad in the war.

Mutual reported that Seymour Korman, its correspondent with the allied forces in Italy, broadcast a report from the Naples station Nov. 16, 10:45-11 a.m.

Gripsahlom Pickups

Another dramatic radio pickup also took place last week when the previous ship "Grips- holf" docked Nov. 15 at Rio de Janeiro, with Mutual, CBS and NBC presenting special broadcasts. Royal Aircraft, Mutual correspondent in Manila who was interned by the Japanese, interviewed various passengers on the ship at 6:15 p.m. yesterday, while, with the Navy, the outlet of MBS, carried a transcribed rebroadcast of his report at 11:25 p.m. CBS picked up Jack Adams, a local Ro correspondence, November 16, 11:15 a.m., while the N.B.C, at 5 p.m. presented Raymond P. Cronin, former AP manager in Manila, and his assistant Russell Jackson, the former of whom have been interned by the Japs since the fall of that city.

According to Mr. Gunnison on his broadcast, "the real news from East Asia is that there are segments of the population waiting for strong enough United Nations forces to arrive to permit them to rise against the Jap invaders and help drive them into the sea."

Railroad’s Spots

UNION PACIFIC RAILROAD, Los Angeles (help wanted), in addition to a weekly quarter-hour newscast, currently sponsors two- and four-minute in Music, Pleasure-Ballroom, with daily participation in Facing Facts on KFWB Hollywood. The firm also uses three participations per day in the Consolidated Merchants program on KFWB and KMPC, Beverly Hills, with daily participation in Polly & Pat on KPAS Pasadena. Agency is Cables Co., Los Angeles.
THERE'S A CHAIR RESERVED FOR YOU!
AT THE FARM BREAKFAST TABLE

FARM BREAKFAST HOUR
6 A.M. TO 7 A.M. MON. THROUGH SAT.

LIVE NEWS — LIVE TALENT — LIVE REPORTS
A "live wire" show now being sold on the participating basis!

Yes sir, a spot on the WSPD Farm Breakfast Hour—6 to 7 A.M.—is like sitting at the breakfast table with hundreds of thousands of Ohio, Michigan and Indiana farmers—listening to their favorite music—talking about your product.

This established show, built for the rural audience, is now open to national advertisers.

Just Ask Katz

WSPD
TOLEDO, OHIO

IF IT'S A FORT INDUSTRY STATION
YOU CAN BANK ON IT
N. Y. Retailers Are Stimulated by NAB 'Air Force'; Voice Some Criticism, Too

EFFECTIVENESS of NAB's "Air Force and the Retailer" in stimulating interest in radio among retailers was demonstrated at last week's showing in New York. Advertising and merchandising executives of the city's major retail establishments expressed almost complete agreement in praising the presentation as far as it went, but criticized its failure to deal specifically with local problems of the stores.

Length Criticized

The more than 200 retailers almost unanimously requested the five "How to Do It" booklets, expressing the hope that these volumes would provide more direct answers to their questions about the application of broadcasting to their individual advertising problems. A more direct effect of the presentation was voiced by the sales manager of one large department store who said he had been thinking about using radio, without doing anything about it, but as a result of the showing he would take action to put his store on the air.

Colin Cruikshank, advertising manager, Spear & Co., described the presentation as "straightforward and clear; it should help every retailer," adding that he was looking forward with much interest to getting the booklets. Bertha E. Helzer, personnel director of Hearns Dept. Stores, found the showing "very interesting and very enlightening, something that we can all get something out of." A. Ferris Spear, merchandise manager, James McCreery & Co., said: "The presentation was well done, but from our point of view it was not localized enough."

J. H. Kanner, manager of the New York Better Business Bureau, declared himself "deeply impressed" with the showing, stating "I wouldn't have missed it for anything." May Deutsch, training director, Saks 34th St., praised the presentation, but said she came away feeling "a little cheated" because there was not enough on the application of radio to the retailer's immediate problems. The length of the showing was criticized by a number of store executives who felt it could have been shortened without injury.

Lewis H. Avery, NAB director of broadcast advertising, expressed gratification at the tenor of the comments, explaining that the presentation was designed to stimulate the retailers curiously about radio, but did not pretend to supply any specific answers to their questions. Some of the answers, he said, will be furnished by the follow-up booklets, which he described as direct sales promotion literature, but he added that the job of getting the individual stores on the air is the job of station salesmen, whose knowledge of local retail problems cannot be duplicated in any general presentation or literature.

Four Sessions

The New York showing was presented in four sessions, Monday through Thursday of last week, with Mr. Avery as master of ceremonies. On Monday James V. Connell, WEA, introduced Mr. Avery to an audience of advertising agency, newspaper and trade press representatives. Tuesday the audience was made up of department store executives, and John S. McNeil, WJZ, handled the introduction.

Arthur Hull Hayes, WABC, opened Wednesday's showing to a group of national advertisers, and Rufus C. Maddox, WOR, started the Thursday session for teachers of business administration and marketing at New York's colleges and universities. Total attendance during the four days was estimated at over 1,000. Presentation was put on at the Barzibon-Plaza Hotel.

A further cross-section of reaction is summed up in these expressions from other showings throughout the country: "Some hardshells are now thinking about radio who have completely ignored it to now; "far reaching effects"; presentation a "knockout"; retailers deeply impressed, comments favorable. Highly successful meetings were reported by WAVE and WHAS Louisville, WOAI San Antonio, KTRI Sioux City, WMDB Peoria, WLVA Lynchburg, WFGB Altoona, KYSM Mankato.

ADULT MARKET AIM OF TOOTSIE DRIVE

WITH the juvenile market covered by Dick Tracy on the BLUE, Sweets Co. of America, Hoboken, N. J., is expanding into spot radio to reach the adult listener for Tootsie V-M, a milk fortiifier. Schedule started last week on some stations, with others to be added this week, while several markets are still in the negotiation stage.

Supplementing its sponsorship of the BLUE children's serial Tuesday and Thursday, 5:15-6:30 p.m., in the New York and New England area, Sweets Co. is scheduling live announcements on a six-times weekly-26-week basis on WAGE WJAR WHAM WTIG WTAG, and is contemplating further placements in Boston, Springfield, Syracuse and Albany. Women's interest programs in the daytime period are used.

Campaign represents the second expansion of Tootsie V-M promotion, the most recent being addition of hitchhikes on the Monday, Wednesday and Friday broadcasts of Dick Tracy, primary vehicle for Tootsie Rolls. Agency is Duane Jones Co, New York.

VICTOR J. ANDREW Co., Chicago, maker of gas-filled coaxial cables and other antenna accessories, has named Frazar & Hansen, San Francisco, as export representative.

MORE THAN 300 Nashville retailers gathered in the Assembly Room of the Hermitage Hotel for the NAB "Air Force" presentation. Among those participating were (front, l to r): John Sloan, president, Nashville Chamber of Commerce; Sadie Hartman, secretary, Associated Retailers; Clyde Pemberton, m.c. of the presentation; (back), Jack Draughn, WSIX; F. C. Sowell, WLAC, chairman of the meeting; Harry Stone, WSM.

TALKING OVER New York showing of "Air Forces and the Retailer", presented at Barbizon-Plaza Hotel under auspices of four major networks, were group of agency and radio executives (front and rear). Wilfred S. King, radio director, J. S. Mathes Co.; Edna S. Cather, timebuyer, J. S. Mathes Co.; T. C. Shays, NBC spot sales; John McNeil, WJZ manager; Kay Brown, timebuyer, Young & Rubicam; Frank Silvernail, business manager, BBDO; Tom Lynch, timebuyer, William Estes agency.
Key to a world within a world

To inspect metal, judge its inner worth with the aid of electronics, is to add a vital chapter to war industry's book of knowledge. More, it is to write a preface to the mightier book of the future.

This same science of electronics, which finds the structural flaw in war metal, holds great possibilities whose commercial use awaits only the welcome day of peace.

Infinite additions to the knowledge, the safety, the comfort of modern man continuously reveal themselves in the quick flutter of the electronic tubes.

This is an inspiring reason why at Sylvania, in our work with electronics, as in everything else we do to widen the range of the eye and the ear, we set for ourselves a single goal — the highest standard known.
Serving as a cultural link among the Americas and as a potent weapon against Axis propaganda, Radio Nacional de Brasil, the most powerful shortwave station in South America is now concluding its first year of operation, chalking up another triumph for wartime radio engineering.

Dedicated “to the service of civilization, to the purpose of good neighbor relations, to the sacred cause of freedom”, this Brazilian Government RCA unit transmits programs in English, Spanish and Portuguese. Reports from Europe, Africa, Asia, Australia and the Americas attest to the technical excellence of its transmission and the quality of its programs.

A 50 kw transmitter, RCA Type 50-HF, carries the voice of Brazil around the world. This is the same type as that used at Leopoldville in the Belgian Congo and at Brazzaville in equatorial Africa. It includes two complete radio frequency channels which permits rapid setting up or changing frequencies to any point in the range from 6 to 22 megacycles.

Installed by RCA
Radio Nacional’s transmitter, located about 12 kilometers from Rio de Janeiro, was installed by the international department of RCA Victor through its subsidiary company, RCA Victor Radio, S. A. of Rio de Janeiro, with John Dawson, company engineer, supervising installation. The equipment was shipped out of the U. S. at a time when coastwise service along the Atlantic was menaced by Axis submarines and the project was completed under great hazards.

Development of the 50-HF transmitter was begun by RCA about a year before Pearl Harbor, when the increasing importance of high-power international broadcasting became apparent. It is now being produced by RCA for United Nations shortwave activities throughout the world.

The Rio transmitter is laid out with power supply and modulator units in the center, so arranged that they may be switched from either of the RF channels located at left and right of the central compartment. The switch over requires no more than 5 seconds. Each of the channels is complete from crystal to output amplifier stage and contained in a separate compartment with separate interlocking system so that one may be entered for work while the other is on the air.

Five of the station’s eight antennas are directional, two of which are beamed to the U. S., two to Europe and one to Asia. The three non-directional antennas operate on the 16, 25 and 31 m. bands.

Shortwave broadcasts are transmitted under three identification calls with the following frequencies and wave-lengths: PRL-7, 9, 590 kc; 30, 86.6 m.; PRL-8, 11,720 kc, 25.60 m.; PRL-9, 17,850 kc, 16.91 m.

Maj. Armstrong Disputes Interpretation
Put On Jett’s Statement Of FM’s Future

Editor’s BROADCASTING

IN YOUR issue of November 5th, under the heading “ FCC Calls Post-War Technical Session”, you quote the Commission’s Chief Engineer, Mr. Jett, as follows:

“FM is not destined to become the broad broadcast of the future, despite its advantages of high fidelity and in elimination of noise, because listeners in the primary areas of many powerful stations get highly satisfactory reception and would not likely care to change to FM exclusively.”

While I seldom find occasion to disagree with any statement of Mr. Jett, I would certainly do so in this instance he had drawn the conclusion that FM is not destined to become the standard broadcast system of the future. The fact is that Mr. Jett did not draw such a conclusion.

What he said was the following, and I here quote from the release by the Commission of Thursday, November 4th entitled “Notes From Newsroom”:

Q: Do you think that standard broadcasting will be continued when the new allocations are made?

Mr. Jett: Yes, because as I have said . . . . there are 60,000,000 standard band receivers in this country, and the FCC has scientifically guaran-
teeing the continuation of this service.

Furthermore, while FM offers some worthwhile advantages over standard broadcasting, it must be borne in mind that primary service in the standard band is very good, and many of the present owners of standard band receivers will not wish to shift to FM until they have the opportunity to test its qualities in their local areas. Then, it will be a long time before FM is available throughout the country.

And, during its growth, many millions of new standard band receivers will be sold to the public. With the statement that the present AM broadcasting will continue after “the new allocations are made”, no one, of course, will disagree. Many of your readers have heard me answer the same question from a lecture platform with the reply that the advent of the Model A Ford did not prevent the owners of the Model T from continuing to use the highways. However, the last majority of them soon got tired of being passed by the Model A.

The Chairman, Mr. Fly, was asked the direct question:

“Is the Commission thinking in terms of FM becoming the standard broadcast of the future?”

He made the only reply which the layman could properly make. He said:

“Science is going to control that— not the Commission.”

It is hardly necessary for me to say that I still hold to the statement I made at the Commission’s hearing of June, 1936, that FM is destined to become “the primary service”, or, in the terms of this article, the “standard broadcast of the future.” This will occur much more rapidly than most people believe.

EDWIN H. ARMSTRONG
Department of Electrical Engineering
Columbia University
New York City

Nov. 15, 1943.

The BROADCASTING account of Mr. Jett’s observations on the future of FM included the following sentence, in addition to the portion quoted by Maj. Armstrong:

“FM will bring about an increase in the number of stations. The FCC’s version of the proceedings, from which Dr. Armstrong quotes, is entitled “Notes on News Conference”, and is a revised and edited account based on the transcript.

WJW Cleveland

Now in Operation

Move From Akron Affect Without Interruption

WJW Cleveland is now operating full time with 5,000 watts as a basic BLUE outlet, having effected its transfer from Akron without interruption. The station began broadcasting from its new location Nov. 14, 50 kw (BROADCASTING, Nov. 15). It formerly operated on 1,240 kc.

Owned and managed by W. M. (Bill) O’Neil, WJW started with 50,000 watts in Mansfield, Ohio in 1926. In 1932 it moved to Akron with 100 watts, later increasing to 250 watts. The increase to its present power was originally granted for heads the local sales department, the new transmitter was put in operation the move to Cleveland was negotiated and the 5,000 watts installation including the four tower direction, the Kinney-Levan building. Formal opening, awaiting final decorations, will be celebrated by appearances of many BLUE stars and several network origina- tions.

Waddell Continues

Hal Waddell continues as sales manager of WJW. He has been program director of WCLF Chicago, has been named program director. Robert Wheeler, formerly of the Akron Beacon Journal, heads the sales department, with G. H. Fleischman, salesman.

Jerry Roberts continues as chief engineer, with a staff including Douglas Rouch, John McPherson, Ray Baker, and Everett Pritchard.

L. A. Gifford, formerly of WHBF Rock Island, is production director; Jean Law, women’s director; Frank Gajewski, traffic director; Happy Griffen, formerly with NBC Chicago, traffic manager; Bruce MacDonald, news editor; Don Kayler, musical director; Earl Harper, sports; and C. M. (Bobbie) Robertson and Ben Stiller, publicity and promotion.

Announcers include Marvin Cade, Don Harper, Stanley Peyton, John Staudenmayer, and Lee Leonard. Other staff members are Lily Hoyer, Miriam Orr, Charles Dolan, Marjane Morley, Maurice Goldman, George Stewart, Lois Becka and Virginia Heidt.

WDAY’s Future Home

WDAY Fargo, N. D., has purchased the Orpheum Theatre Bldg. for the future home of the WDAY studios and administrative offices. The building was acquired in December, 1942. When construction operations are permitted, quarters in the Black Bldg. having been outgrown.
HARRIET VAN HORNE, radio editor of the New York World-Telegram: "... It deserves to become more than a short transcribed series for the holidays. It has a delicious wit, a sharp satire, and a wonderful gentleness. Myself, I'm in love with Happy the Humbug."

Twelve hilarious Quarter Hours for your Christmas Promotions

"Happy the Humbug," is best described as the present-day Alice in Wonderland.

Written primarily for children, this great recorded show—with its charming, whimsical, tender humor—is also chock-full of uproarious tongue-in-cheek stuff that sails over the little ones' heads and socks the papas and mammas right in their risibilities.

The superb cast is headed by Budd Hulick (of Stoopnagle and Budd fame), and includes an imposing list of prominent radio voices.

You'll find this magnificent series of twelve 15-minute broadcasts ideal for every sort of Christmas promotion and for building goodwill.

Better hurry, though! "Happy the Humbug" is ready to start now, on two- or three-a-week schedules, or for twelve consecutive broadcasts. Write, wire or phone for information today!

NBC Radio-Recording Division
National Broadcasting Company, a Service of Radio Corporation of America

Through the Sport Glass with SAM HAYES

In this new series of 26 quarter-hour broadcasts, Sam Hayes, All-American sports commentator, takes you down the memory lane of sport.

You'll relive the great moments of sport, dramatically re-enacted ... hear stories with titles like, "The Only World's Champion Who Was Never Knocked Out"—"The Track Man Who Was Made a Knight"—"The Forgotten Side of Babe Ruth"... and in each program a humorous incident under the title, "Sports Grin."

"Through the Sport Glass" is particularly valuable at this time, both to replace sports announcers no longer available ... and to satisfy the American hunger for sports comment when live sports news is so scarce.

Following on the heels of Sam Hayes' own "Touchdown Tips," this new program will benefit from the large nationwide following of this famous sports personality.

Time provides for two commercials and an opening announcement. Write for presentation, rates and audition record.

BROADCASTING • Broadcast Advertising

November 22, 1943 • Page 27
man GODFREY...

This Arthur Godfrey is uncommonly popular—not only with the solid audience that tunes him in morning after morning, but popular with sponsors, too.

Today, 17 sponsors share his program. 17 make a full house.

Even though he isn't available now—you ought to know about red-headed Godfrey because his unusual character produces an unusual radio show. It's totally the man himself: no trick formula, no razzle-dazzle scripting, no 20-piece band—just a real personality with a warm voice and an unpredictable line of chatter that's humanly and deeply interesting because it has humor and sincerity. Godfrey talks, sings, plays a banjo and piano tolerably well. Sometimes he even kids his sponsors.

And they like it. The man's voice and the faith his followers have in him sell the products he talks about—sell them far better than some of the shiny, persuasive commercials his sponsors sometimes hand him.

Getting up in the morning, dressing, eating breakfast, listening to Godfrey's program (6:30-7:45 A.M.) is a daily rite for more than 155,000 radio families. And the Godfrey loyalty those families feel extends to buying the brands he recommends. That explains why dozens of sales-wise sponsors have used and reused his program—with happy results—over the past two and a half years.

Of course, Godfrey's on WABC.

We have some sizable files of Godfrey success stories we want to show you. And, providing you're in no immediate hurry (since good things are worth waiting for), there's always the chance of future participations.

You might well discuss them with us or with Radio Sales.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Inclusively on the roster of new KOA Denver programs is a six-week quarter-hour series on post-war living, a program of information primarily on the Catholic religion and a series of lecture-concert programs. Titled "Future Unlimited," the first program is sponsored by the Industrial Federal Savings & Loan Assn., and is interspersed with music and information on recent advances made by science as well as aids to better living. The second program is presented every Sunday evening by the Catholic Archdiocese of Denver. Designed to answer questions on religious belief, worship and practice, the quarter-hour program is called "Ask and Learn." American composer Roy Harris, his wife Johana Harris, pianist, and various artists of Colorado are presented by Colorado College on the third program, "Let's Make Music," aired every Sunday afternoon, 5-5:30 p.m. These lecture-concerts cover a wide range of music and musical developments.

Revival by Radio

Radio Revival in Canada of "Jimmie Dale," investigator of fictional fame 20 years ago, has stimulated interest in American broadcasts of the mystery series and in a reprint of one of the original novels, according to Hillman Periodicals, New York. Radio series is produced by Harry Foster Associates, Toronto production firm which secured broadcasting rights in Canada and the United States for the widow of the author, Frank L. Packard. Program started eleven weeks ago and is now heard on approximately 36 Canadian stations on a three-weekly quarter-hour basis. Negotiations are said to be underway for the production of a similar series for the U.S. weekly resume.

A PANORAMIC resume of the week's local events is presented by WFIL Philadelphia in a new Sunday program series called "This Week In Philadelphia." WFIL microphones are set up each week at local civic, social and political gatherings to record the words of prominent speakers for later playback to the general public, using material that is not generally broadcast during the week and at the time giving listeners an opportunity to catch up with the goings on in town. Broadcast material is gathered by the WFIL Special Features Program staff and the weekly half-hour show is directed by Don Martin, production manager of WFIL.

Winner of 1943 Eastern Time Zone National H. P. Davis Memorial award, Don Lyon, announcer of WSYR Syracuse, is presented with pen and pencil set by John Donohue, executive vice-president of Empire Steel Co., sponsor of Sunday night radio show on station. Lyon is narrator on program. At right is E. Vadeboen, assistant to the president of WSYR.

Canadian Farm Series

PLANNING for plenty is the theme of the new weekly Canadian Broadcasting Corp. network National Farm Radio Forum series, which started early in November, and will deal with forthcoming farm policies relating to prices, planning, production, health, finance and the rural community. United States and Canadian farm specialists from government departments as well as individual farmers will take part in the series. Every fourth broadcast is to be a report from farm forum secretaries across Canada on work by the forum in each province.

Service Series

STROMBERG-CARLSON CO., Rochester, active at present in presenting programs on FM stations, has launched a weekly program, "Mission Accomplished," to WHAM Rochester, originating Wednesday nights at 7:15 p.m. from the Sampson Naval Training Station on Seneca Lake. The half-hour series, including WAVES stationed at Sampson, enacts stories of naval engagements in which men at the base have participated, with music by Art Jarrett's orchestra and a glee club. Each week outstanding seamen at the base are awarded War Bonds.

Xmas Series

JUVENILE program, appealing also to adults, has been released by NBC's Radio Recording Division for use by the wholesale and retail trade during the Christmas season. Titled "Happy the Humbug," the series consists of 12 quarter-hour recordings relating the story of a fantastic creature of the animal kingdom and his two-and-four legged friends, including the Pink Elephant, who dances on walls, and the "Bum Steer," who plays the role of the suave villain. Material is based on a children's book written by Steve Carlin for later publication.

Folk Song Series

TAKING advantage of the growing popularity of the hillbilly and folk songs among city folk, KYW Philadelphia has inaugurated a Sunday afternoon series titled "Songs Made in America," devoted to folk songs known and loved for generations.
Air-cooled high-power tubes are another RCA development.

Air-cooling, wherever practical, offers many advantages over water-cooling.

Air-cooling costs less to install, less to operate, less to maintain.

It gives less trouble, presents no danger of freezing in winter.

First used in the RCA 5D transmitter, it proved very successful.

Today, RCA air-cooled transmitters are used in broadcast stations from coast to coast.

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.
House Defeat of Newspaper Subsidy Bill Predicted; Senate Rejects Other Media

DEFEAT of the Bankhead newspaper subsidy bill (S-1467) when it reaches the House was predicted late last week by both Republican and Democratic Representatives. The original measure was virtually rewritten by amendments from the floor and when it passed Tuesday afternoon, 40-35, it provided that the Treasury spend 12½ to 15 million dollars annually for War Bond advertising in newspapers published in communities of less than 10,000 population.

Committee Divided

Efforts of several Senators to include radio, billboards, motion pictures and other media were voted down. Senator Taft (R.-O.), who vigorously opposed the subsidy in both committee hearings and on the floor, read into the Congressional Record a story published in the Nov. 8 BROADCASTING quoting the OAWI as estimating radio's contribution to the war in terms of more than 100 million dollars in time and talent annually.

Senator Langer (R.-N.D.) introduced an amendment to set aside 5 million dollars of the appropriation for War Bond advertising on small stations which he told the Senate, also, are hard hit by war conditions. It was defeated 54-21, with 23 not voting. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee which is conducting hearings on the White-Wheeler Bill (S-814) to rewrite the Federal Communications Act, was among the 21 Senators voting for the amendment.

Ten members of the committee voted for the measure, 10 against it and one, Senator Bone (D-Wash.) did not vote. Following is the complete tabulation:

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Pillow Participations

A NEW “Foxhole Pillow” is being advertised as a holiday gift for the serviceman by C W Products, New York, in a test campaign now running on eight stations throughout the country. Firm is using participations on early-morning shows in the women’s interest category. Schedule includes two participations weekly for 13 weeks on Ed W. Davis’s Breakfast in Bed on WJZ New York, Craven & Hedrick, New York, handles the account.

SYLVANIA electric products has purchased land for a research center at Bayside, Long Island. Because of wartime restrictions, there will be no immediate building program.

COLUMBUS SURVEY Inc., Washington public opinion analysts, has opened a New York office in the Time Life Building, as a vice president in charge of Allied Aviation Corp., Baltimore.

Pierce’s Pellets to Start

A 52-WEEK campaign for Dr. Pierce’s Pleasent Pellets will start soon on 10 to 12 stations, according to Duane Jones Co. New York, agents for Pierce’s Proprietary, Buffalo. This is believed to be the first radio for the product, a laxative which has been known under a slightly different and more realistic trade name for a number of years—but enough to warrant a minimum of alteration in the brand name for radio purposes. Transcribed commercials minus music or any but the most direct and plain-speaking copy, will be aired at the rate of six a week. Markets were still to be determined last week.

LYMAN AGENCIES Ltd., Montreal (“Fellows’ Syrup”) has started modern Romanics, transcribed quarter hour show, twice weekly as a test on CKCL Toronto, and CKCL Toronto, and (for Paquin’s hand cream) has started weekly transcribed Paquin’s Sid Parade on CKUL. Account was placed by Ronald Adv. Agency Co., Toronto.

AMERICAN Federation of Radio Artists has negotiated one-year renewal contracts with WLW Cincinnati and WIXN Washington, the union has announced. Terms remain the same except for minor adjustments.
GEORGE WASHINGTON WAS NOT THE FIRST PRESIDENT OF THE U.S.!

AND — NO "OUTSIDE" STATION CAN POSSIBLY BE FIRST IN THE GRAND RAPIDS-KALAMAZOO AREA!

The Kalamazoo-Grand Rapids Area is the home of 1,483,509 better-than-average consumers who vastly prefer WKZO to any and every other radio station, either "outside" or "inside" the Area. Write for "The Tale of Three Cities".

Give it a few minutes' thought, and you'll see that, regardless of claims, no Chicago or Detroit radio station can possibly cover the Western Michigan market. Both cities are over 150 miles from the center of this area—and Western Michigan has a fading condition that makes it virtually impenetrable from such distances, regardless of power. . . Besides, why should people in Grand Rapids and Kalamazoo listen to any outside station? WKZO, with 5000 watts at 590 kc., brings them the best of local and CBS offerings—and with a strong, clear voice!

Yes, Sir—all the above is subject to proof, and we'd be glad to submit it. Telephone Free & Peters, or drop us a line direct. How about now?

*If you doubt this statement—or any others on this page—drop us a line!

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
WBAL means in
business
Baltimore

* Fastest Growing Big City in the East
* Great Industrial Center
* Diversification Insures Progress
* Plane and Shipbuilding Center
* A Great Port with a Great Future
* Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
IN EMBATTLED Washington, hub of a war-embroidered world, radio is facing its greatest crisis. Legislation, for good or bad, is being fashioned at hearings before the Senate Interstate Commerce Committee. These columns in recent months may appear to have been overweighed with discourses on the need for a new Congressional mandate to safeguard radio for the Interstate embroiled world.

During the last fortnight the committee has heard both sides on the pending legislation—the White-Wheeler Bill to reorganize the FCC. Chairman Fly again demonstrated his prowess as a witness par excellence, though his story under scrutiny didn't hang together any too well. He will testify again, we're certain, to answer his critics, just as he vehemently denounced William S. Paley as a sort of monopolistic ogre seeking to throttle everything in sight because, we assume, Mr. Paley had the temerity to oppose his views.

The other side of the story is being told by representatives of the independently-owned stations. NAB President Neville Miller stated it simply when he asked Congress to determine and settle radio's rights by statute, to end the confusion and make possible orderly development in the era ahead. But the committee is finding out things on its own. It is learning that while the FCC may not directly essay to control programs (which authority Chairman Fly has said the FCC doesn't want), it is by indirection accomplishing that result.

Take the case of a station which recently under the NAB Code of Ethics refused to sell time to a labor union. The station owner shortly thereafter got a call from his Washington attorney saying the FCC was "raising hell" over the incident. The union had protested to the FCC—as CIO repeatedly has done. The station carried the program, code or no code. Is that program control?

At the Senate hearings last week, it was brought out, with J. Frank Burke, president of KPAS, Pasadena, on the stand supporting the FCC's position, that the Commission required a station which held an exclusive lease for an FM site on Mt. Wilson, overlooking Los Angeles, to revise it on a non-exclusive basis, so other proposed FM stations could get the same location. The records show that both CBS and Earle C. Anthony (KFI-KECA) had sites atop the mountain, but that both FM construction permits had lapsed under the freeze order. That caused Senators to prick up their ears—the spectre of a Government agency restricted to regulation of communications dictating the terms of real estate transactions! Is that regulation of business?

Chairman Stater states his committee will begin drafting new legislation in a couple of weeks. The committee sentiment is in favor of a new or revised law. That doesn't mean the new law will be less stringent in all respects. Mr. Fly seeks more teeth in it. Senator Wheeler wants a substantial rewriting of the political section so that all candidates for public office or perhaps spokesmen on controversial issues will be accorded equal time on equivalent facilities. Senator White proposes to write into the law the "substance" of the FCC's network regulations. These all factors require scrutiny and consideration. The penalty of error will be reflected in the future of all radio operations. Keep in mind 16 years have elapsed since the laws which govern radio today were written.

Every practical broadcaster realized long ago that the honeymoon was over, and that Government had moved in where Congress said it shouldn't.

All radio wants is to be "free as the press!" Every broadcaster should so advise his representatives in Congress while consideration is being given to a new law. Those who contend a different kind of regulation is needed because of the "scarcity" of assignments, overlook the fact that FM should provide a superabundance of facilities.

As far as radio is concerned, this is it. Congress can't act unless it knows the facts. Congress can be best told through the individual constituents of each legislator.

Subsidy Dollars—Bonded

FOR THE sake of appeasing some small newspapers, the Senate by a close vote last week passed the Bankhead newspaper subsidy bill. It provides, in modified form, for $12,500,000 to $15,000,000 a year for advertising in small-town newspapers, to promote war bond sales. Radio, though lauded for it's unselfish contributions, was passed over.

Radio never did like the bill. Radio feels that if the Government is to spend money for advertising, it should do it along business lines and through established agencies and buy time or space where it will get results, dollar for dollar. The Bankhead bill, no matter how it may be gilded, is still a subsidy bill, which endangers freedom of the press.

What radio resents is the discrimination implicit in the bill. It recognizes the press but ignores other media. Radio could say: "you're buying space in newspapers. Go to them for your plugs". It would be justified in taking such a step. But radio won't.

It is clear that Senator Bankhead and those 39 Senators who voted with him after two days of debate, feel that radio should contribute from its herewithal gratis, while it's newspaper competitors get paid. The same situation exists in military recruiting.

Smaller stations to whom the war bond advertising is out-of-pocket expense or close to it, have a justifiable complaint on more than one count. The Bankhead bill is double-edged. These small stations are not only deprived of needed revenue but their newspaper competitors can and do solicit other local business with a Government stamp of approval. That has happened in the recruiting campaigns—paid newspaper bills from the Air.

Radio of course will continue to cooperate with Uncle Sam. It has worked harmoniously with the OWI's well-organized Radio Bureau. It is radio's patriotic duty to do so. Our point is that the rules of fair play appear to have been discarded in the Senate. There is the House to be heard from.

But, whatever happens, radio won't put a price on patriotism.

(Continued on page 38)
When the tired business man of the future comes home after a hectic day at the office . . . he won't take a vitamin pill from a bottle — he'll get his vitamins by turning on the radio. Scientific experiments now indicate that specially treated radio waves will soon create vitamin-packed atmospheric conditions right in the home . . . radio vitamins — with all the exhilarating "lift" of the bottled variety — waiting at the click of a switch.

In such things flares the promise of many future miracles . . . undreamed of wonders of radio and television that belong to the wider world to come when Victory is won.

The basis of future radio marvels is leadership today of the type upon which WCAU's reputation and tradition are founded. WCAU progressiveness and "know-how" initiated the first and only international shortwave transmitter to operate in its area (1930) . . . made it the first FM station in Philadelphia . . . one of the first stations licensed for television.

As in the past, Tomorrow will find WCAU pioneering in the development of the highest standards anywhere known in the field of radio.

WCAU
50,000 WATTS IN ALL DIRECTIONS

PHILADELPHIA'S PRE-EMINENT RADIO STATION
WHAT IS TELEVISION?

This over-simplified explanation is offered to you who soon will enjoy the full opportunities of television.

Pauline Goddard* is televised by a camera which has a vacuum tube with a surface of tiny particles of an unusual substance. Here electrons are free. When light hits us, some of us absorb enough energy to jump.

When the light of Pauline's image falls on this surface, we jump with joy and jump right off! It's really the light that makes us leave; and the stronger the light, on each point of the image, the more of us jump.

These messages, both starting signals and the number of electrons leaving each point are sent to the television transmitter, broadcast, and instantly intercepted and sent into your receiving set.

Now, this tube has a squad of electrons who check up on us. They act as a Cathode Ray beam, and wish it thirty times each second they scan the surface left to right, top to bottom, as you'd read any page.

The radio waves are picked up by Grid Sergeants in the Cathode Ray Tube in your receiver. This Cathode Ray Tube is the heart of the television set, commercially developed by DuMont. As the Sergeants respond to the radio signal they maneuver us to scan the fluorescent screen in perfect coordination with the electron beam in the camera tube. As directed, they send exactly the same number of us to each point of the screen in your set, as was on each point of the screen in the television camera.

The DuMont Laboratories await peace to return to commercial television. Then the name DuMont will be foremost in television transmitting and receiving equipment.

That's how we put the picture in your television set almost as the instant it is "scanned" in the studio. Back in the station those M.P.'s are sending out thirty pictures every second. Of course, nobody's eyes work that fast, so the effect you get is of one continuous moving picture — or television.

* Soon to appear in Paramount's "Standing Room Only"

Our Respects to
(Continued from page 38)

EDWARD J. McGROSSIN Jr., attorney, has been transferred from the legal division of NBC's New York office to Chicago.

FRED G. HEBERT has been appointed national accounts representative of CMHL Hamilton, Ont., with office in Toronto.

EARL C. REINEKE, president of WDAY Fargo, N. D., married Marie Terry of Fargo, N. D.

JULIAN BOONE, recently honorably discharged from the Army and formerly on the sales promotion staff of KSEI Pocatello, Idaho, has been appointed to the sales promotion staff of WJZ New York. He replaces Robert L. Hutton Jr., who has been promoted to the BLUE sales promotion staff as a copywriter.

UTAN SIMPSON, manager of the KPO San Francisco press department, has resigned to join the sales staff of KRBS San Francisco.

JOSEPH MAHLER, formerly with WTWF Hartford, has joined the sales staff of WICC Bridgeport.

GEORGE H. GRIM, former radio director of the Minneapolis Star Journal and Tribune, is now in Chungking as one of the four experts sent to the Chinese Ministry of Information by the U.S. State Dept.

GEORGE R. JENESON, formerly sales manager of the Hotel Gibson, Cincinnati, has joined the sales staff of WSAI Cincinnati.

J. OLIVER HANSON, former salesman of CFAC Calgary, has taken a similar position with CKWX Vancouver.

ERWIN McCABE, account executive of KBFC San Francisco, has been appointed sales manager.

Hatcher to OWI

RALPH S. HATCHER director of sales promotion of WTN Norfolk, Va., has been appointed Field Representative, Outpost Bureau, OWI, and left for Washington Nov. 15 to arrange details of departure to a post as yet unannounced.

Mr. Hatcher, who has been with WTN continuously for 13 years, has been granted leave for the duration of Mr. Hatcher his assignment. His assistant, Frances McLeod, will handle sales promotion until his return.

Sevareid Home Again

ERIC SEVAREID, CBS correspondent in Chungking, has returned to New York after narrowly escaping death in a plane crash in Northern Burma. Arriving in Washington Nov. 13 after a seven- day flight from India, Sevareid was guest on the CBS The World Today program, and last week was guest on two other CBS shows.
The United Press is the largest and most far-reaching news service in the world. Clients receiving news direct from United Press number 2161—hundreds more than those of any other service.

United Press dispatches reach every country outside the Axis. This includes all the Americas, Britain and all her empire, Iceland, Sweden, Switzerland, Finland, Iraq, Iran, Palestine, Turkey, Egypt, Portugal, Russia and Free China.

The United Press was founded in 1907 to provide an independent source of world news. Its steadfast loyalty to this purpose has been a fundamental factor in achieving first place among the world's news services.

FOREMOST BECAUSE IT OFFERS MOST

UNITED PRESS
BEHIND THE MIKE

LEWIS CHARLES, announcer, has rejoined WOV New York following a long period of disablement from the Army Signal Corps. He was inducted last February.

DR. PHILIP EISENBERG, former paymaster teacher, has joined the CBS research department as study director in the program analysis division.

DONALD BAKER, announcer, recently of WWJ Detroit, has joined CBS as John Knowles, former Sunday day news editor of WQXR New York, has joined the CBS news department.

GLADYS M. FOX, Greensburg, Pa., has joined the continuity staff of WJPA Washington, Pa.

GEORGE GOW has been named chief newscaster of WSAI Cincinnati.

TOM LIVSEY, Philadelphia, announcer for the past 12 years, has joined Brewer Aircraft, Philadelphia, as director of radio equipment sales. George M. Young and Carl Fox have also been named “Ranger Joe” each Sunday on WCAU for ranger Joe Inc.

CARL EBRE, director of publicity and public relations for WNEW New York, will soon leave to give full time to his own business.

THOMAS H. MOORE Jr., former commercial production manager of WOR New York, has been promoted to head CBS's 24th Division, stationed in Australia. Sgt. Moore broadcasts a daily program of war news and commentary over the division's radio station.

MURRY SALBERG, formerly of the N. Y. Times city staff, has joined the publicity division of WOR New York, as feature service editor, replacing Hilene Dyer, who becomes photo editor.

ANNA MARIE EHLERS has returned to the continuity staff of WPTL Philadelphia, succeeding Paul Rickford, resigned.

MARION BASEL, former production man and sports announcer of WGN Chicago, and later an announcer of WEVD New York, has joined the staff of WCAU Philadelphia as announcer. He will change his name to Martin Basel.

JOHN NEWHOUSE has resigned from the news department of WFIL Philadelphia, to become program director of WSHR Stamford, Conn.

PARKER SUTTON, announcer at KFIR Phoenix, has returned to the station after a lengthy illness.

TOM McCARTHY, Washington correspondent, has been named one of the Mayors of the city of Felicity, Ohio, while members of his news staff, Bob Otto, Vern Seehueman, John Stimson and Carl Peva have also been awarded civic titles. The hono.

BROADCASTING  •  Broadcast Advertising
Taste is usually a matter of local flavor

In food, Chicagoans prefer beefsteak—(when they can get it). Long a Chicago specialty, beefsteak is tops in taste in Chicago.

In radio, local preference is reflected in a distinct partiality to WGN—the Chicago station with a "home-town" origin and viewpoint.

This is another reason why WGN leads all other major Chicago stations in volume of retail, local and national spot business.

A Clear Channel Station

CHICAGO ILLINOIS
50,000 WATTS 720 Kilocycles

WGN
MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.
ROBERT F. YOUNG, former member of the WBAW West Lafayette, Ind., has joined WAOW Vincennes, Ind., as announce.

KEN HEGARD, formerly of WRJN Roanoke and Bill Wright, formerly of KTTF Twin Falls, Ida., have joined the announcing staff of KDYL Salt Lake City.

KATHARINE DUNN has resigned as policy reader of NBC's script department. She is replaced by Celeste Dixon, of the network's production department.

JIM AUSTIN, announcer, formerly with WPAR Parsurexburg, W. Va., has joined WLYW Cincinnati.

SAM PERRIN, Hollywood writer, after nine-year absence has returned to the staff of the weekly NBC Jack Benny show replacing Cy Howard who resigned to portray comedy lead in Maxwell Anderson's play, "Storm Operations."

JEAN MERTHED, of CBS Hollywood publicity department, has been named assistant to Lloyd Brownfield, director of special news.

DON DOLITTLE, of WATT Chicago, has joined the announcing staff of WJJD Chicago.

ADDISON AMOR, assistant night manager in the BLUE production department, and James Skidmore, formerly in charge of the night desk of NRC press department, have been appointed to the BLUE production staff.

FRANK WILLIAMS, announcer of CKXV and KXOB Vancouver, is the father of a girl.

BILL HERBERT, formerly chief announcer of CBB, Vancouver, has been promoted to corporal in the Canadian Army.

PETER STURDBUS, formerly news editor of CBR Vancouver, now Canadian Broadcasting Corp., war correspondent, is back in England after covering the Sicilian and early Italian campaigns.

BOB BOWMAN, former supervisor of the reports of the Canadian Broadcasting Corp., Toronto, and recently CBC war correspondent in British and Australia, has joined the Washington staff of the Southam newspapers. Canadian newspaper chain. with affiliation with the Southam.

HILL STEWART, announcer of CKY Kelowna, B.C., has joined the announcing staff of CKWX Vancouver.

JARRI HEDWYO, announcer of CKWX Vancouver, is the father of a girl.

CHARLES MARION, radio writer, has joined staff of the weekly NRC Abbott & Costello Show.


FRANK McGIVERN, WCFL Chicago staff announcer, will leave the station shortly to join the Air Corps as an aide.

VICTOR REED, news editor in the NRC Central Division News and Special Services department, is the father of a boy.

HURIE STARR, humorously discharged from the Army, has joined the Chicago News Bureau as a staff announcer.

ROLLIE TRUITE, sports announcer and director of public relations for KOG-KEN Portland, Ore., was re-employed as "Citiies of the West" by the Portland Traction Co. which honors one of its outstanding citizens each week on special car cars.

DISCUSSION each Tuesday evening on KRNT Des Moines of significance of the week's news highlights is conducted by the entire KRNT news staff. The program, Newsroom Roundtable, is sponsored by Davidson's Furniture, home furnishing concern. Left to right are: Gene Shumate, John R. Irwin, Betty Wells, Ed Linehan (KRNT program director, who acts as moderator), Glen Law, Stanley Dixon and George Sudermann.

Shaw Joins CBS

CHARLES C. SHAW, newspaperman and broadcaster, has joined CBS staff of foreign correspondents and was awaiting transportation to London last week, to join the network's European news bureau, headed by Edward R. Murrow. Mr. Shaw organized the news department of KYA, San Antonio, where he has made his home since 1939.

Louis Katzman

LOUIS KATZMAN, 53, former musical director of WINS, New York, died Nov. 18 at his home in New York following a long illness. Associated with various musical companies including Edison Phonograph Co. and M. Witmark & Sons, Mr. Katzman was a member of Broadcast Music Inc. A widow and two children survive.

STATE-WIDE survey of the radio facilities and listening in Minnesota schools will be made by the Minnesota Radio Council in cooperation with WCCO Minneapolis, Max Karl, WCCO educational director, represents the activities.

SIGNAL CORPS officer, Capt. James P. Lipp, of Washington, in his report to the War Department on captured enemy signal equipment in the North Africa area, said that German radio equipment is "five years behind our own". The inferiority is apparently due to the fact that the Germans standardized their radio apparatus during 1934-38 and have not made improvements since, he said. He also said that German signal prisoners did not seem well trained on technical lines, although they were fairly good operators.

A DRAMATIC SERIES, titled The Voice of Freedom, produced and broadcast by WNY New York up until several months ago, is being used in the teaching of Italian by the Army Specialist Training Program in Ohio State U. The transmissions were sent out to Ohio at the request of the Army in response to a request for discs which would be suitable for teaching Italian conversation.

CFAR Flinn Flon, Man., is now operating on 1250 to 200 watts on the Radio Branch, Department of Transport, Ottawa, announces. Former frequency was 1400 with 500 watts. All tubes are to be obtained on the list of new tubes. Two power tubes of 200 watts or more (plate dissipation), which have been ordered to failure and are not to be repaired, shall be returned to the manufacturer.

FAMILY SERIAL The Goldbergs. Rounds out 14 years of broadcasting Monday, Nov. 22. Program is sponsored on CBS by Peter and Gamble.

KPJ, Los Angeles, on Nov. 15 started nightly frost warning forecasts for the citrus industry in California and Arizona.

Statewide Notes

BROADCASTINGS • Broadcast Advertising
68 National Advertisers follow the rule of
3 p's to sell 108 Quality Products in the
Western Michigan Market

It takes people to make a radio market. Grand Rapids is the population center of Western Michigan. Grand Rapids is larger than the next three West Michigan cities—Kalamazoo, Muskegon and Battle Creek—combined.

It takes programs to make a radio market. WOOD is the only NBC outlet between Detroit and Chicago. Its Parade of Stars is radio’s finest entertainment. WOOD gets a 14 to 1 preference by Grand Rapids listeners over any other 5000 watt station anywhere.

It takes power to make radio market. WOOD is the only high-powered station transmitting from Grand Rapids. Its 5000 watts are radiated not from the fringe of the Western Michigan Area, but from the very center.

There’s a time-tested rule for selling Western Michigan. It’s the Rule of 3 P’s.

GRAND RAPIDS NBC 5000 WATTS

"OUTSTATE MICHIGAN’S GREATEST STATION"

Paul H. Raymer Co.
Sales Representatives

November 22, 1943 • Page 43
WOR Reporter Describes Battle Sound Recording

"920" — is the spot on the dial that stops thousands of home folks who respond with their purchases!

— Ask John Blair —

5,000 Watts

COLUMBIA

WMMN

Fairmont, W. Va.

THE BRANHAM COMPANY

ANNOUNCES

PETE KURTZER

formerly of Blackett-Sample-Hummert,

Chicago and New York • H. W. Kastor

& Sons, Adv. Co., Chicago • Spot Sales,

Inc., Chicago.

NOW AFFILIATED WITH SALES

— CHICAGO OFFICE —

THE BRANHAM COMPANY

CHICAGO  NEW YORK  DETROIT  DALLAS  ATLANTA

CHARLOTTE  ST. LOUIS  MEMPHIS  KANSAS CITY

LOS ANGELES  SAN FRANCISCO

WOR reporter describes Battle Sound Recording. Pointing out the shortcomings of recording equipment for reporting actual battles, Dave Driscoll, director of war services and news for WOR, MBS outlet in New York, has just returned from a tour of the Italian battlefront, told members of the New York press at a luncheon last Monday that "of the recording equipment which can be operated by one man, carrying it on his back or in his hand, under war conditions, hasn't been built yet."

Driscoll said that such equipment should have its own power supply, and the "person making the recording must have a duplicate set of equipment at the station from which the record is to be played back for shortwave to the United States." He played recordings he had made under fire and in Naples, and explained the difficulty of recording battle sounds.

Mr. Driscoll also paid tribute to the radio and press reporters for the job they are doing under the worst conditions.

Fairly OWI shortwave broadcasts from this country are heard abroad, he said, and American soldiers are forced to listen to the BBC for news—which is "not served in the American manner."

TELEVISION COURSE, featuring program production, will be offered by Yale's Department of Drama this term. Prof. Edward G. Cole will give the course under Walter Pritchard Eaton, associate professor of playwriting, acting chairman of the Drama School.

Buy Bonds, OWI Urges Xmas Shoppers; Don't Travel Campaign Also in Offing

URGENCY of several wartime problems dictates the composition of the OWI Domestic Radio Bureau's campaign list for the week of Dec. 13. All stations are due to receive the OWI War Bond announcements which are being counted upon to help stem inflationary pressure of a Christmas buying stampede. Independent stations will get the same number of Don't Travel announcements which they are scheduled to receive the preceding week of Dec. 6, in order to cut down the holiday travel jam which transportation authorities fear will materialize. The two campaigns were tied together last week in a statement by ODT Director Joseph B. Eastman. "Persons who give War Bonds or Stamps will automatically lighten the holiday transportation load," Mr. Eastman pointed out. Both campaigns are available for sponsorship by local advertisers.

Another interlocking theme is seen in the Fight Waste campaign aimed at conservation of all civilian goods and services. Demands of the armed forces and our allies preclude any unnecessary production to meet civilian needs. The announcements, on the KW group of stations, urge listeners to buy sparingly, share willingly, and salvage those things formerly thrown away.

Stick to Your War Job returns to radio on the National Spot Plan through live announcements. The seriousness of the labor turnover in war plants is shown by the necessity to hire a total of 17 new workers monthly for a net gain of three workers per 100 employed. As for manufacturing as a whole, OWI states that workers are not being hired fast enough to replace those leaving industry.

Two military recruiting campaigns are scheduled for the week of Dec. 13. The SPARS, celebrating their first birthday as the women's reserve of the Coast Guard, need more recruits 20 to 35, married or single, with no children under 18. The announcements are scheduled on the OI stations. The messages calling for Army Aviation Cadets stem from the urgent need for youth to man the high-powered military aircraft rolling out from production lines in daily increasing numbers. Young men of 17 may enlist now, with parental consent. These announcements will be carried on the Network Plan and transcribed on the National Spot Plan.

Kidd on Radio Accounting

N. L. (CAP) KIDD, treasurer of WSTR Syracuse, and former member of the accounting committee of the NAB, has written a chapter on radio accounting in Handbook of Accounting Methods recently published. Mr. Kidd, who was partly responsible for the brevity of the FCC's annual questionnaire, gives a description of the business, theory of accounts, accounts required, charts of accounts, and numerical and bookkeeping methods in the radio industry.

REGIONAL WARTIME RADIO Conference held at Stephens College, Columbia, Mo., Nov. 20, had as its special guest Jane Foster, director of women's programs of KXEL Waterloo, Ia. Miss Foster originated her early morning broadcast direct from the conference.

Phoenix View

RUSSIAN expert who has never left the U. S., Paul Hughes, KTAR Phoenix production manager and news commentator, has written a successful novel of the battle of Russia, Russian from Rostov, published by Random House, New York. The Oklahoma's account of the 34 days in the autumn of 1941 when Hitler's armies suffered their first defeat, has been received very favorably by reviewers, and the "Cathedral scene" was dramatized on NBC's March of Time broadcast. Each of the decisive 34 days following Nov. 4 is a chapter in the book, and many of the characters are real.

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 13. Sell the spots officially designated for sponsorship. Plan schedule for best time of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 12 per week.

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OWI Packet, Week Dec. 13

See OWI Schedule of War Messages No. 86 for names and time of programs carrying war messages under National Spot and Network Allocation Plans. * Station announcements 85 seconds—available for sponsorship.

TEST your memory with this week's BROADCASTING. Read the story and see how much you can recall.
Hallicrafters Was Ready!

Under the abnormal climatic and operating conditions of war, the Signal Corps SCR-299 communications truck, built by Hallicrafters, is providing peak performance for the Allied armed forces, fighting throughout the world.

Hallicrafters peacetime communications equipment is meeting the wartime qualifications and demands of the Military!

Just as Hallicrafters Communications receivers are meeting the demands of war today—they shall again deliver outstanding reception for the Peace—Tomorrow!

BUY MORE BONDS

Hallicrafters

World's largest exclusive manufacturer of short wave radio communications equipment... first exclusive radio manufacturer to win the Army-Navy Production Award for the third time.
R. J. Davis Resigns
WITH the resignation of Robert J. Davis, vice-president and manager of the Los Angeles Office of Brissacher, Davis & Van Norden, the name of the agency has been changed to Brissacher, Van Norden & Staff, as announced by Emil Brissacher, president. Robert T. Van Norden, vice-president and manager of the agency's New York Office, has been transferred to Los Angeles to become residential partner in charge of that branch. A new manager in New York will be announced in the near future.

ROBERT N. D. ARNDT has been appointed executive vice-president of John Fullmer Arndt & Co., Philadelphia, in charge of service and operations.

LENORE HAHN has resigned as treasurer of Meichor Guzman Co., New York, international advertising media representative.

HUBBELL ROBINSON, associate director of radio for Young & Rubicam, has returned to New York after several months in Hollywood.

JOHN C. ARNDT has charge of the newly organized agency Robert Woodley Co., New York, where he will handle advertising in radio and other media in the textile and fashion field.

LOIS REA, formerly head of advertising production for the Ziff-Davis Publishing Co., Chicago, has joined Bessmont & Himkin, Chicago, as production assistant.

FRITZ BLOCKI Agency
FRITZ BLOCKI, writer-director, will leave J. Walter Thompson Co., New York, around Dec. 1 to set up his own radio firm under the name Fritz Blocki Productions. To produce package shows, Mr. Blocki will enlist the services of radio writers with specialized talents in various types of programs, while he himself will act as writer-producer-director. First two writers to join his staff will be Nancy Webb, freelance, now doing the 60-minute Quartersmaster, transcribed series, and Wayne Shoemaker, who writes the juvenile detective series Charlie Carter, on MBS. Mr. Blocki will continue as radio consultant for 20th Century Fox, writing and directing radio exploitation.

PRAKINSTERS at the WMT Cedar Rapids-Waterloo studio now have their own little zoo, with Wanda Montz, ad writer, as the caged creature who wows the gang with her monkey act. Gag developed when the lady peeked her head through the telephone cubicle, inspiring Benne Alter, station announcer, to compose the danger sign.

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FRITZ BLOCKI, writer-director, will leave J. Walter Thompson Co., New York, around Dec. 1 to set up his own radio firm under the name Fritz Blocki Productions. To produce package shows, Mr. Blocki will enlist the services of radio writers with specialized talents in various types of programs, while he himself will act as writer-producer-director. First two writers to join his staff will be Nancy Webb, freelance, now doing the 60-minute Quartersmaster, transcribed series, and Wayne Shoemaker, who writes the juvenile detective series Charlie Carter, on MBS. Mr. Blocki will continue as radio consultant for 20th Century Fox, writing and directing radio exploitation.

London Dissolution
LORD & THOMAS Ltd., London, has been dissolved, and the business taken over by Lt.-Col. Leonard M. Masius and B. Ferguson. A new agency, Masius & Ferguson Ltd., continues at the same offices. Managing director of Left's English office since 1940, Mr. Ferguson continues as such with Mauis & Ferguson.

Crosby Leads Poll
BING CROSBY, heard on NBC, will be the most popular male radio vocalist in 1944, leading Frank Sinatra, and Dinah Shore (CBS) will head the roster of favorite feminine singing stars according to a survey of trade officials made by Accurate Radio Survey, temporary organization set up by Harry Futterman, CPA, to conduct the poll for an unnamed agency client.

GE Finance Firm
TO BROADEN the scope of activities carried on since 1932 by the General Electric Contracts Corp., G-E has formed the General Electric Credit Corp., an investment company in New York State. The company will provide financing for war construction and production work.

KEEP THIS MARKET IN YOUR MIND
Now a teeming city of over 101,400 people, Corpus Christi rates as one of America's six fastest growing cities with best prospects of retaining wartime growth, according to Philip M. Hauser of the Census Bureau. Surely, here is a market to keep in mind—one to cultivate today for sales today and tomorrow. In oil, cotton, farm lands, cattle raising, chemicals, and shipping facilities assure Corpus Christi of even greater growth in the future. And KRIS—the only major Corpus Christi station carrying network shows, offers your Hooper-authenticated domination at surprisingly small cost. Call in your Branham man for full information today.

KRIS
CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
represented by the Branham Company

Page 46 • November 22, 1943

Special Combination Buy—KRIS and KXYZ, Houston... Investigate!

BROADCASTING • Broadcast Advertising
La Guardia in Jam Takes Fly's Advice
WHN Also Broadcasts Answer To Mayor's Charges

MAYOR F. H. La Guardia of New York was to turn over 10 minutes of his weekly "report to the city" over WNYC, New York's municipal station, yesterday (Nov. 21) to Thomas J. Curran, chairman of the New York County Republican Committee, following the unofficial advice of FCC Chairman James Lawrence Fly that the Mayor's broadcast on Nov. 7 had contained political charges which the Republican party spokesman should be given an opportunity to answer.

Mayor LaGuardia on Nov. 7 had broadcast what he termed a non-political speech during which he charged the Republican party with responsibility for the election of Thomas J. Aurelio to the State Supreme Court. Nominated by the Republican and Democratic parties, Mr. Aurelio was disavowed by both parties after he had been accused of soliciting support from the underworld.

The following day Mr. Curran demanded time on the Mayor's next broadcast to reply. Mr. LaGuardia submitted the matter to Mr. Fly for a ruling and after reading over the air Sunday, Nov. 14, Mr. Fly's opinion that "the Republican County Committee should be enabled to express its view", he immediately invited Mr. Curran to speak on his next broadcast, Nov. 21.

WHN offers
M. S. Novik, director of WNYC, had already offered Mr. Curran time on WNYC, and equal time to the Democratic and American Labor parties. Mr. Curran at the invitation of WHN spoke last Monday at 10:30 p.m. forcefully contradicting the Mayor's statistics and accusing him of deceiving the radio audience.

Alex Rose, state secretary of the American Labor party, was granted similar time on WHN Wednesday night, and he also accepted the invitation of WNYC to participate in a future symposium on the Aurelio election. Spokesmen for the Democratic party showed no interest in the controversy.

Radio Poll Cancelled
ANNUAL POLL of favorite radio programs and stars taken among radio editors of the United States and Canadian newspapers by the New York World-Telegram has been cancelled this year under the paper's policy of conservation and elimination of features due to wartime paper shortage, it was announced last week. Results of the poll, covering such classifications as "Star of Stars," "Best Radio Comedian," "Best Radio Singer," have been announced for the last 12 years in January.

JACQUELIN PALEY, daughter of Jay Paley, CBS board director, and niece of William S. Paley, network president, has been signed to a 20th Century-Fox film contract starting at $100 per week.

MARKET TIP
San Francisco Bay Area has doubled payrolls over 1942, is now first in rate of population increase of all American metropolitan markets.

"How'll I reach with one package not only San Francisco but all that booming area around it?"

THAT'S A one-dollar question, friend. There's only one 50,000 watt station north of Los Angeles, south of Seattle, west of Salt Lake and east of Moscow.

KPO's 50,000 watt beams climb our man-sized mountains like nothing at all. . . sound your commercials nice and clear in homes throughout the Central Pacific Coast market.

And folks out here like NBC's star-studded programs. They like KPO shows, beamed from our own Radio City . . .

KPO
THE BIG STATION OF NORTHERN CALIFORNIA
A SERVICE OF THE RADIO CORPORATION OF AMERICA

Represented by NBC Spot Sales Offices New York Chicago • San Francisco Boston • Cleveland • Denver Washington • Hollywood

Standard Hour, Farmer's Digest, Hawthorne House, to mention only a few.

Yep, long-established KPO offers you unbelievable selling power in this richer than ever area of 945,000 radio homes.
RAINBOW BREAD Co., Denver, has contracted for time on KOA Denver for the ninth consecutive year. Current program, six-weekly quarter-hour Musical Magazine, started in 1937, has been renewed for another year. Company also has purchased chain breaks.

ILLINOIS COMMERCIAL Men's Assn., Chicago (memberships-insurance), on Dec. 4 will begin sponsorship of a quarter-hour news program featuring Nate Gross, Chicago columnist on WRBM Chicago. Contract is for 52 weeks. Agency is the L. W. Ramsey Adv. Co., Chicago.

DENVER & RIO Grande Western Railroad on Dec. 5 will begin sponsorship of KOA Denver of Eye Witness News, quarter-hour transmitted program to be heard Fridays, 8:45-9 p.m. Contract is for 36 weeks, through C. F. Cusack Agency, Denver.

NEWARK PACKING Co., Newark, has named S. Danne Lyon Inc., New York, as agency for peanut butter and salted peanuts. Radio is contemplated.

F. W. CLEMENTS PRODUCTS Co., Rochester (Brockley's Kana-dough mixture), on Nov. 15 began sponsorship of six-weeks weekly quarter-hour program on KXRO Springfield, Mo. Contract is for 52 weeks. Concern also began sponsorship on Nov. 15 of quarter-hour portion of Morning Showboat WJJD Chicago. Contract is for 20 weeks. Agency is Armand S. Weil Co., Buffalo.

NEW APPRENTICE engineers, 1943 style, line up before the mike at KYW Philadelphia. The girls will be trained by Ernest Gager, plant manager, to fill future vacancies in KYW's engineering department. Left to right: Alice Cleveland, Lillian Talbot, Marie Conley, Winifred Hunt, Joyce Avery and Jo Basil.

AMERICAN OPTICAL Co. Southbridge, Mass., on Nov. 22 will inaugurate an extensive series of "Help Wanted" programs on WTAG Worcester. The concern which recently had started one minute announcements on the station has now contracted for five-minute programs, six days weekly.

FEDERAL OUTFITTING Co., Oakland (men's furnishings), has started sponsorship of Western Rangers, transcribed, across the board on KROW Oakland, Calif. Contract is for 52 weeks and was placed through Rhoades & Davis, San Francisco.

WALTER McKEE, former sales manager of the football article department of Colgate-Palmolive-Peet Co., Jersey City, has joined Pentland Co., Chicago, as a vice-president.

LINK AVIATION DEVICES Inc., Binghamton, N.Y. (Link Trainer), has placed its account with Craven & Hedrick, New York. Radio plans are said to be included.

TUBE REDUCING Corp., Walling- ton, N. J. (Hoodite Steel Tubing), has named Michel-Cather, New York, as agency to handle its account. Plans are said to be included.

STEVENS Cleaners and Hatters, Portland, Ore., have begun sponsorship on KEX Portland of a locally prepared underground board Tuesdays and Fridays at 7:15 p.m. BLUE co-op program. Roy Porter News, has been sold by KEX to the Davidson Baking Co. of Portland.

CALIFORNIA FIGGO Co., Los Angeles (coffee substitute), on Nov. 15 started daily quarter-hour Strolling Tour on KHJ Hollywood. Contract is for 15 weeks. Agency is Cibbreth Sudler Co., Los Angeles.
Low Rates a Problem in S. American Advertising Says Carter Export Head

UNLESS more American exporters start their Latin American advertising, they will find local (Latin American) manufacturers have been able to advertise much more effectively than Americans. Factors of advertising effectiveness, according to a recent study of the Latin American market, are: low rates, frequent and timely placement of ads, and the frequent use of local stations.

Mr. Abkarian commented on the need for "a good radio man who thinks in terms of American programs directed to English speaking listeners." Programming of this type would enhance the value of this potential consumer market, he said. The Coordinator's Office and Sterling Products are buying up practically all the time on La Voz de la Victor, and other stations in Costa Rica with the result that availabilities are very tight, he stated. Continuing his appraisal of the Central American advertising set-up, he cited El Salvador stations and newspapers for moderate rates, good programming and keeping to schedule.

CARTER PRODUCTS Inc. hearing, set by the Federal Trade Commission in New York for Nov. 15, has been reset for Nov. 22, at which time exhibits of allegedly misleading advertisements, including radio continuities, of Carter's Little Liver Pills will be introduced. The therapeutic value of the Liver Pills, a laxative preparation, has been misrepresented, according to an FTC complaint, while the Carter Co. denies the charges.

Scientific testimony will be taken at a later date in Chicago, according to the FTC.
THE BUSINESS OF BROADCASTING

WHO Des Moines
Pierce’s Proprietaries, Buffalo, N. Y. (Golden Medical Discovery), 3 sp weekly, thru Dunne Jones Co., N. Y.
Vie Bla Corp., Montebello, Ill. (Rec oil), 3 as weekly, 26 weeks, thru Rogers & Smith, Chicago.
Gooch Food Products Co., Lincoln, Neb. (macaroni), 3 as weekly, 13 weeks, thru The Potter-Turnbull Co., Kansas City.
Morton Salt Co., Chicago (shogi salt), 2 as weekly, 13 weeks, thru Elke-Van Piers- terson-Dunlop, Milwaukee, Wis.
Arvey Corp., Chicago (R-U Life), 8 as weekly, thru First United Broadcasters, Chicago.
American Chicole Co., Long Island (Dentine Gum), 3 as weekly, thru Badger & Browning, Boston.

WJD Chicago
Radiant Arts, St. Louis (station), 6 as weekly, 13 weeks, thru Balsaver-Brandenburg-Margulis, St. Louis.
Starboard Co., Salisbury, N. C. (headache remedy), 8 as weekly, thru Carlson Brainty Advert, Salisbury, N. C.

WJZ New York
John F. Trommer Inst., Brooklyn, (White Label beer), 1 as weekly, 13 weeks, thru Federal Adv., N. Y.
E. Fougeras & Co., New York (Magiex Dog Shampoo), 5 as weekly, 18 weeks, thru Strete, Flynn, N. Y.
Coughlin Co., Orange, N. J. (Chimney Sweep Soap Destroys), 3 as weekly, thru Advertising Associates, Newark, N. J.

WMAQ Chicago
Wyler & Co., (Scotch), 2 sp weekly, 38 weeks, thru Aubre, Moore & Wallace, Chicago.

KECA Los Angeles
Interstate Bakeries Corp., Los Angeles (garden), 3 as weekly, 13 weeks, thru Dan B. Miner Corp., Los Angeles.
Omegas Shoe Polish Co., Los Angeles (shoes polish), weekly sq, 8 weeks, thru John H. Riedel Inc., Los Angeles.
Hartz Mountain Products, New York (bird seed, dog food), weekly sq, 26 weeks, thru George H. Hartman Co., Chicago.
Murine Co., Chicago (Murine), 5 as weekly, 13 weeks, thru BBDY N. Y.
D. E. Franklin Co., Los Angeles (shoe polish), 4 as sq weekly, 12 weeks, thru Priceacher, Davis & Van Norden, Los Angeles.

KMPC Beverly Hills, Cal.
National Schools, Los Angeles (training course), 7 as weekly, 13 weeks, thru Adolph Weinland Adv., Los Angeles.
Star-Outfitting Co., Los Angeles (chin cinchoes), 15 as weekly, 18 weeks, thru Allied Adv., Agency Los Angeles.
Bendix Aviation, N. Hollywood, Cal. (em- blem), 8 as weekly, thru The Shub, Los Angeles.
Southern California Co., San Francisco (train transportation), 15 as weekly 26 weeks, thru Foot, Cone & Belding, San Francisco.
Hull’s Wells, Hollywood (West Coast wine), 6 as weekly, 13 weeks, thru Dan B. Miner Corp., Los Angeles.

KHJ Hollywood
H. A. A. Trench Co., Los Angeles, N. Y. (baby foods), 2 sp weekly, 13 weeks, thru Wilks, Los Angeles.
Bonnie Belle Cosmetics, Cleveland (cosmetic), 2 sp weekly, 13 weeks, thru Eddy- the Fern Metrow Inc., Detroit.

KPRC San Francisco
Jones & Pettigrew, San Francisco (Oregon fruit pie and cake), 5 as weekly, 26 weeks, thru Mannings Inc., San Francisco (Blue Bag co- operatives), thru Scott & Bazzard, San Francisco.

KGEX Schenectady
Maltese Cereals Co., Burlington, vt. (corn flake cereal), 2 as weekly, 13 weeks, thru Samuel C. Croot Co., N. Y.
Magewen Educator Food Co., Lowell, Mass. (Creek), 62 as weekly, thru Badger & Browning, Boston.
W. W. Lee Co., Watervliet, N. Y. (Save the baby cold remedy), 3 sp weekly, thru Leighton & Nelson, Schenectady.
Carleton & Hovey Co., Lowell, Mass. (Father John’s Medicine), 166 as weekly, thru John W. Queen Inc., Boston.

WQXR New York
Adler Shoes, Manhattan, N. Y., 52 weeks, thru Consolidated Adv., N.Y.
Parfums Weil Paris, New York, 4 sp weekly, 52 weeks, thru Kelly Mason Inc., N. Y.
John Burns Inc., Brooklyn (White Label beer), 15 as weekly thru Federal Adv., N. Y.
Crawford Clothes, New York (men’s clothes), 6 sp weekly, 52 weeks, thru A. H. Feidt Co., N. Y.

WRZO Kalamazoo, Grand Rapids
Chamberlain Sales Co., Des Moines (hand lotion), 3 as weekly, 13 weeks, thru Gel-Aloworth Adv., Des Moines.
Foley & Co., Chicago (home remedies), 6 sp weekly, 52 weeks, thru Lausen & Company, Chicago.
Sal-Payne Corp., Dayton, 3 as weekly, thru W. Douglas Stall, Dayton.

WCBQ Columbus, Miss.
Dee Pepper Bottling Co., Dallas, 8 sp weekly, 13 weeks, thru Tracy-Locke-Dawson, Manna.
Lime Cola Bottling Co., McCall, Miss., 8 as weekly, 52 weeks, thru Swift & Co., Chicago (meats), 100 as, direct.

RCA Phototube and New Power Amplifier Offered
TWO new tubes are described in the November issue of "Tube Tips," monthly letter to the broadcasting industry, published by RCA. First of the two new types is the RCA-829-B. The tube is described as a push-pull r-f beam power amplifier of improved design with total maximum plate dissipation of 40 w. Replacing the former RCA-829, the new tube is said to have a higher plate voltage rating (750 v) and improved internal structure to permit use in applications involving considerable vibration. It is recommended especially for use in r-f power amplifier equipment.

RCA-931-A, which has the same size and general appearance as the 931, when it replaces, is described as an improved 8-stage multiplier phototube. Small in size, it is offered for use in light operated relays, sound reproduction from films, facsimile transmission and in military equipment.

KGEZ Transfer
APPLICATION was filed with the FCC last week by Donald C. Tre- loar, licensee and sole owner of KGEZ, for a wireless license authorizing the transfer of the control of the station from Mr. Treloar to A. W. Talbot, owner of KEVR Seattle, fin- gered by FCC for a 2-year period in 1943 for 20 years. Mr. Talbot would also acquire option to buy the station at the end of the 2-year period effective date of the contract for $16,000. Mr. Treloar agrees to assume part time management of KGEZ for five years and to control of KEVR Seattle, which was ac- quired last May for $17,815, Mr. Talbot controlling KEVR Rogers & Co., Seattle, investment securities, and is the sole owner of Belling- ham Marine Railroad & Boatri- building Co., Bellingham, Wash. He previously owned an interest in KWLL Longview, Wash., which he sold seven years ago.

War Products Exhibit
SIGHTS and sounds of the world’s battlefronts are reproduced in "War Communicate," exhibit opened at the Kearny (N. J.) plant of Western Electric Co., to give W-E employees an understanding of the importance of their work in the production of war communications equipment. Sponsored by the Labor- Management War Production Com- mittee, the display includes large dioramas with appropriate sound effects, illustrating actual land and sea battles in which W-E ma- terial played a part.

WTCM On Mutual
WTCM Traverse City, Mich., went on the air Nov. 15 as a new affili- ate of Mutual network. WTCM operates fulltime on 1400 kc with 250 w power.

Commissions For Engineers
U. S. MARINE CORPS has an- nonced that it will confer limited number of graduate engineers with at least two years experience in electronics or communications and an average of forty years of age. Those who have the qualifications and are interested in obtaining a commission should contact Capt. Michael J. Cromwell, USMC, 13290 S. St. W., Washington, D. C.
Radio Advisory Board Urged (Continued from page 7)

the chairman of the FCC has unlimited authority under present procedure," he asserted. "It seems to me that Congress could specify this matter more clearly by law." He recommended that Congress empower the President to appoint the IRAC. Such action would "legalize" the advisory board, whereas today it has no legal authority. Congress should define the duties of the IRAC and the FCC in all matters of broad policies, he said. Then he recommended establishment by Congress of an advisory board, including representatives of the Government, radio and "private citizens" to pass on such policies.

"I think it's going to be very important as we go into the future that these matters be determined on a broader scale than they are now," he asserted. "I have realized that the subject of radio frequency allocations is of growing importance to the public as a whole. I have felt that the preponderance of one voice is not good."

With reference to IRAC, Mr. Garey read into the record excerpts from minutes of several meetings in which the expanding powers acquired by Chairman Fly were exerted, with Presidential blessing, over the advisory committee. For more than two years, the minutes indicated, the committee argued over a proposed executive order draft to submit to the President. But each time it came up the FCC representative objected on the grounds that the Commission chairman was opposed to it.

Examples Shown

Specifically the minutes developed that Mr. Fly opposed the election of a chairman by members of IRAC, favoring appointment by the President; opposed the committee reporting to the President except through him; brought pressure to bear on several Government departments to prevent the committee from going ahead with the draft. Finally on May 7, 1942, the record disclosed, the committee voted to table the draft.

During the morning session Thursday, when Mr. Garey was reading the minutes into the in-

1395 returns from 5 announcements by Ann Holden

When Ann Holden shifted her popular Home Forum to an afternoon time five announcements on her first five days at the new time brought 1395 replies—an average of 279 per announcement. You can now buy Ann Holden’s established audience on a daily basis for only $350 per month. See your Blue Spot Representative or wire us direct for details.

SALES FLY HIGH WHEN YOU BUY

In cities...villages...farms

Baltimore’s Blue Network Outlet

or the Foreman Co., Chicago & New York

 컴퓨터 확장에 대한 토론

Chief Counsel Garey asked about WWNY Watertown, N. Y., which, he said, had been granted a construction permit by the FCC, which led the licensee to invest "10 to 15 thousand dollars." Then the Commission telegraphed the licensee that it was canceling the permit. Mr. Craven couldn't recall the facts but said he was under the impression that the Commission did grant a construction permit, then rescinded the order.

"I like to be constructive if I possibly can," he told the committee. He touched briefly on possible expansion of radio after the war, on the flexibility of frequency allocations, on the many problems to be faced. "In my opinion," he declared, "control of the radio spectrum is just as complex as it is important to the public. This particular phase is not subject to legislative control because frequency allocation is flexible. But it is necessary to balance all factors in arriving at limited control necessary."

He outlined IRAC, which was set up to allocate frequencies used by Government stations, but which, he said, had been subordinated to the FCC. IRAC has 13 Government departments represented and while only one of the agencies is the FCC, it must report to the president through the BWC.

Unlimited Power

"As the matter stands at this moment," he said, "the chairman of the BWC also is chairman of the FCC." Mr. Craven opposed such a setup, expressing the belief that because of differences between the IRAC and the FCC chairman, the committee is not properly represented in reports to the President which must be made through Mr. Fly.

"In time of peace as well as war..."
The Texas Rangers
now
Selling Cold Tablets on WDBJ
Roanoke, Va.

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

George E. Holley
Texas Rangers Library
Hotel Pictonic * Kansas City, Mo.

NAB Booklets Out
REQUESTED by thousands of retailers, agency and radio executives, four of the five "how to do it" booklets prepared by the NAB Retail Promotion Committee for the Broadcast Industry were completed last week and mailed to the requestees. Booklets are packed with facts, figures and advice on use of radio by retail stores. Titles of the published booklets are Radio and Retailing in 1943, How to Buy Radio Time, The Elements of a Successful Radio Program, How to Measure Radio Audience
Numbers, on How to Promote Your Program, will appear in the near future.

Boston Incident
Mr. Garey read into the record correspondence between Alfonso Lambiasi, former announcer of the Italian Hour on WCOP Boston, and T. J. Slowie, FCC secretary, in which Mr. Lambiasi alleged he was discharged at the behest of a representative from the FCC. He also read into the record a copy of Rep. Vinson's letter which charged that the "military communications are too important and too secret to be administered other than through the highest control" (see text herewith).

Chairman Vinson also charged: "Because of his successful opposition to the wire-tapping bill, and to eliminating (through lack of coordination) the foreign language broadcasts in Hawaii, he (Mr. Fly) must share in the circumstances surrounding Pearl Harbor and his opposition in the Senate to HR-5074 delayed its passage until after Pearl Harbor and may have resulted in some losses."

Mr. Fly's "activities in connection with television and frequency modulation seriously delayed putting these into service, and in turn deprived the armed services of the technical advances which would have accrued from these new types of services," Rep. Vinson informed the Chief Executive.

"I express the hope that you will, without delay, reorganize this set-up and place the direction of communication activities directly under the armed services, with an experienced Army and Navy officer in charge. It is a vital matter," the letter concluded.

Attending last week's hearings were all members of the committee, although Rep. Magnuson (D-Wash.) arrived a short time before adjournment Thursday afternoon. Chairman Lea announced the hearings would be resumed at 10 a.m. Tuesday, Nov. 23.

In the meantime Mr. Garey and his staff buckled down to preparing the remainder of the investigation. Reports that the staff would resign unless the committee started action gave way in the House last week to assertions that "Garey is staying". Chairman Lea said the question of legal counsel "is unchanged" and that Mr. Garey "will remain for the present".

It was reported that if Mr. Garey had resigned at least three members of the committee would have refused to accept the resignation. Robert F. Barker, investigator, left the staff Nov. 15 for "personal reasons".

Chairman Lea requested an additional $75,000 of the House Committee on Accounts early last week. He said House action would be taken this week.

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
PATERN * NEW JERSEY • PARAMOUNT BLDG. NEW YORK

It's Always On Your Dial.
New Radio Law This Year Seen
(Continued from page 7)

Mr. Miller told the committee he thought Mr. Fly would be "much happier" if Congress told him just how far he could go on declarations of policy. The question was repeatedly asked whether broadcasters "feared" the FCC, and the answer usually was affirmative. Chairman Wheeler w o n d e r e d whether broadcasters feared "the Commission or Mr. Fly." Senator Tobey (R-N.H.) observed once that "they're synonymous."

During Mr. Miller's testimony, Senator Barkley, of Kentucky, Democratic leader and a member of the committee, sat through the hearings and participated in the interrogation. It was one of the few times within the recollection of Capitol Hill observers that the majority leader had attended a radio hearing in the last decade.

Members of the committee present during the third week of hearings were: Wheeler, Barkley, Truman, Clark (D-Ida.), Tunnell (D-Del.), McFarland (D-Ariz.), White Tobey, Reed (R-Kan.), Gurney (R-S.D.), Brooks (R-Ill.), Hawkes, Moore (R-Okla.).

When Chairman Wheeler called the hearing Monday morning Mr. Burke of KAS was not present, so he asked Mr. Miller to proceed. The NAB president summarized his organization's interest as two-fold: first, the necessity of additional legislation to define the interests and duties of the FCC for the benefit of American broadcasters; second, to offer suggestions for new legislation.

Mr. Miller explained that in April 1942 there were 924 stations or construction permits granted by the FCC, whereas today the total is 913. NAB membership in April 1942 was 494 and today it is 545, a 10% increase. Replying to criticism that "large" stations dominate the NAB, Mr. Miller said that of the 51 new members the last year and a half, 28 are locals and 15 regional outlets. As to votes, Mutual affiliates have the most, he pointed out. "The networks do exercise a big influence over your organization, do they not?" asked Senator Wheel-

Fulton Lewis, Jr. has been "News Gathering" across the country

Lewis digs up his own scoops! He doesn't re-hash the news as it is written. He's there when it happens! This, then, is why Fulton Lewis, Jr., is the country's foremost commentator and analyst... America's biggest profit-maker!

Sell him at your one time quarter hour rate per week. Call, wire or write, WM. B. DOLPH, WOL, WASHINGTON, D. C.
they are a dominating force.”
"In other words that you’re not just a stooge for the networks?" asked Senator Wheeler.
"That’s right," exclaimed the NAB head.

Mr. Miller outlined the NAB code, told how it was conceived and finally worked out after all members were asked to submit ideas. That code, I think," he said, "was a very distinct step forward. It solved some of the problems but it didn’t solve all of them."
He explained that the code dealt with controversial public questions but added, "I don’t think you’ll find a solution that is 100% perfect.

Senator Wheeler criticized radio, declaring "you haven't done a very good job in some instances."
"If your organization had written a code and forced it through, you wouldn’t have to write it into law as I think it should be. If you have a code, you don’t pay any attention to it. It’s up to your industry to adopt certain things rather than have Congress do it."

After some discussion of ethics, the NAB president told the committee that as far back as March 18, 1941, the NAB Board adopted a resolution calling for remedial legislation. He explained that on April 29 this year the Board appointed a legislative committee to consider provisions of the White-Wheeler bill.

That committee reached two conclusions. One, the broadcast industry is dependent for proper operations on legislation, and two, notwithstanding almost phenomenal growth, radio now is functioning under legislation 16 years old, legislation not designed to cope with problems which have arisen today.

"The big problem of broadcasting is uncertainty," said Mr. Miller. "That uncertainty is wholly unrelated to the war. It existed before the war, it exists now and it will exist after the war."

There was considerable discussion on the "intervention" clause of the proposed legislation. Mr. Miller felt that Congress should define the right of an intervener more clearly than the proposed law does. He cited the KOA case in which the Commission denied the Denver station the right to intervene when a Boston station wanted to operate on the same frequency.

Asks Congress Consider Network Regulations

"A network is a program-producing agency," said Mr. Miller, "and when you start regulating a program-producing agency you get into Government control." That start-

ed a debate on the FCC network regulations, upheld by the May 10 Supreme Court decision. Mr. Miller contended that if such evils, as the FCC contended, exist, then "Congress should put the regulations into the law."

"I think this Congress should consider these regulations and then pass such, if any, they want," he added, "if regulations are found to be sound, then they should be in the law."

"I think your organization and the industry had better make up its mind that the substance... and I emphasize substance... of the regulations will be written into the law by Congress," said Senator White.

"When you come to wanting to write regulations into the statute," asked Senator Tobey, "Aren’t you getting into dangerous territory? Conditions change from day to day and if we write a lot of regulations into the statute, they may not apply tomorrow."

Mr. Miller agreed "to a certain extent" but said Congress should outline policies such as were outlined in the Interstate Commerce Act.

"I think that what we’re asking for is not a strait-jacket for the Commission but to set up some guidelines," said the NAB president. "I think we should specify the maximum and minimum regulations the FCC should put on. I think, for instance, we ought to have a longer term of license."

He suggested, answering Senator Clark’s question, a 10-15-year term. But Senator Wheeler wanted to know how to control a station that might step out of line and "ignore public interest". Mr. Miller said such situations could be taken care of "by other means", if there were violations of the law. Then added:

"I think that’s the price we’ve got to pay for freedom of radio, the same as freedom of the press."

**Miller Links Two-Year License to Program Control**

Although Mr. Miller went on record as in favor of giving the Commission "power to cite a station for violating the law", he asserted that "coming in every two years doesn’t accomplish anything but control over programs." He pointed out that the FCC dwells at length on programs when considering license renewals, contrary to previous testimony by FCC Chairman Fly that the Commission wasn’t interested in programs except possibly "types."

The NAB president said there should be fines or some punishment other than revocation for technical violations. When Senator Wheeler questioned whether the FCC based licenses on programs, Mr. Miller said the sale of the Blue Network left "no question in my mind but what the blue sale was on program control". He explained that many stations are operating under temporary licenses today and that the licenses are kept in a state of "uncertainty."

"What you mean to say is that stations are under constant fear and worry that their licenses will be revoked," commented Senator Wheeler. "I greatly sympathize with the idea that the Commission should not have the power to regulate program control. I do say that if a station should go wild, it would be up to the Commission to do something a Congress will have to. I think radio should take into consideration public interest, both with reference to program content and advertising."

"I don’t think anybody in radio claims to have done a perfect job," said Mr. Miller. "Mr. Fly stated they are making a lot of money" He pointed out the Philharmonic program on CBS and the NBC Symphony, both sponsored programs, as “better type” shows...
NOW IT'S OFFICIAL!

H. B. DAVIS Memorial ANNOUNCER'S AWARD
Eastern Time Zone Winner
DON LYON
WSYR
Honorable Mention
Ben Grauer WEAF
Paul Shannon KDKA

For quite some time we have been aware that in Don Lyon we had a top-notch—so the announcement of the H. B. Davis Memorial award did not surprise us nearly as much as it did him. Don's talent is not restricted to announcing. On some of his shows he does writing and producing as well.

At present, these Don Lyon shows are available for sponsorship:

- "We Were There"—interviewing service men recently returned from combat.
- "Up to This Minute"—daily 15-minute news commentary.
- In Production—a weekly half-hour quiz from a theater stage.

Again WSYR has lived up to its reputation of "the station that builds stars and shows." 21 years of constant improvement provides the atmosphere in which talent can thrive. And that's why, in Syracuse more people listen to WSYR—-the only NBC Station covering Central New York

WSYR
Syracuse, N. Y.
Basic NBC Red H. C. Wilder, Pres.
5000 WATTS at 570 KC

★ ★ ★ REPRESENTED BY RAYMER
which have not suffered by commercial sponsorship.

Senator Clark asked: "Don't we have to distinguish between pro-
graham content and seeing to it that the public gets good pro-
gams? Take a man that lets his whole program structure go to pot.
I'm not at all convinced the Com-
mision shouldn't come in and say
'yre not giving the public good pro-
gams'.

Rights of Press
And Radio Compared

"I think we would agree," said
Mr. Miller, "that the Government
wouldn't exercise that control over
newspapers." An argument fol-
lowed over whether radio and the
newspaper are similar. Senator
Clark thought there was no com-
parison. Mr. Miller thought there
was.

"I don't think a group of any
seven men should sit up here and
tell all the people over the country
what they are going to hear," de-
clared the NAB head. "If you open
the door just a crack, you'll have the
Government in all the way. I think
the Government should license ra-
dio because of the technical phase.
The nub of the whole thing is, how
far can you let the Government in
on physical and technical phases
and close the door on programs?
We'd like to see the door closed very
definitely. It's up to Congress to
close the door.

"Don't you think you'd object to
Congress limiting programs?" ask-
ed Senator Tunnell.

When you grant a license," put
in Senator Wheeler, "You abridge
freedom of speech.

"That depends on how you deter-
mine freedom of speech," Mr. Mil-
er offered.

"Whether the broadcaster or the
Government decides," said Senator
Wheeler.

Mr. Miller said "somebody has
got to decide just what's going on
radio, just like in a newspaper the
ditor decides". That "somebody,"
heloped, should be the broad-
caster himself and not the FCC.

Sen. Wheeler Raises
Program Effect on Morals

Senator Wheeler dragged in
gangster programs and others
which he said were not in the "pub-
ic interest". Mr. Miller told the
committee about children's pro-
grams and how surveys had been
carried out by the NAB through
prominent child psychologists. He
commented: "You can't all the
blood and thunder out. Children
still are as virile as we were. When
you legislate morals don't you drive
it underground?"

Senator Wheeler got on the pro-
fit side of radio and remarked
that "many are looking at it purely
from the standpoint of making money".
He expressed the opinion that "a
great many people don't listen to
radio"

"Radio is judged so many times
by not the good jobs but the bad," said Mr. Miller. "In a community
where four good stations are doing
a good job, but one bad one is doing
a bad job, you hear nothing but the
bad." He explained that preference
for dramatic serials is decreasing,
whereas preference for news is
going up. Preference for religious
programs and music also is rising,
hed added.

Speaking of dual-ownership,
which Senator Wheeler indicated
he opposed, Mr. Miller said: "I think
that's a question this Con-
gress ought to decide on the merits.
It ought to decide whether the FCC
has the power to grant a license
and then decide to pull it out." He
referred to dual-ownership cases
where the Commission licensed
more than one station owned by
one individual or firm and then
ordered all but one station disposed
of.

Tuesday Free-For-All;
J. Frank Burke on Stand

Mr. Miller pointed out that radio
provides jobs for 300,000 and in
the post-war period much more
employment will be absorbed by the
industry "if we can get our rights
decided or determined.

"I think it is imperative that
we get those rights settled now so
we can get ready when the time
comes".

Tuesday's session resolved itself
into a virtual free-for-all with J.
Frank Burke, KPAS Pasadena,
Cal., not only the witness but chief
target for what turned out to be
investigation into methods of li-
censing stations without hearings
and granting construction permits
after the WPB freeze order of
April 27, 1942. Mr. Burke took the
stand after Chairman Fly and Rep.
Voorhis (D-Cal.) had told Senator
Wheeler he wanted to appear, the
committee chairman said.

Mr. Burke wanted to correct the
impression that he had asked to
appear. He didn't even know the
hearing was on, he said, but mere-
ly came to Washington to "look
after my interests." Senator Web-
ber commented that both Congress-
man Voorhis and Mr. Fly had
told him Mr. Burke asked to
appear. Several days before his
appearance a pamphlet titled "Keep
Radio for the People, White-Wheel-
er Bill, 'Chain Monopoly,' and
regulations of FCC Reviewed by An
Independent (licensee) Radio Sta-
tion Owner, By J. Frank Burke,
Attorney, President, Pacific Coast
Broadcasting Co., KPAS, an In-
dependent Station," had been sent
to all members of the Interstate
Commerce Committee.

Burke Details Moves On
License And Equipment

Mr. Burke opposed the proposed
improvement that he had asked to
favor of giving the FCC unlimited
powers in control of what he termed
"public interest". Committee
members indicated, however, that
they didn't think it was well when
(1) Mr. Burke had been granted a
new station license for KPAS with¬
out a hearing; (2) he had been granted
10,000 w power on the April 27,
freeze order, and (3) the stock-
holders listed with the FCC didn't
correspond to those enumerated by
Mr. Burke.

Mr. Burke was opposed to propa-
ganda, he declared, especially when
a member of CBS headed a West
Coast radio committee to study the
proposed White-Wheeler legis-
lation. He charged that the net-
work representatives, as committee
chairman, "suggested we use civic
clubs and newspapers to put out
propaganda for the bill". That's

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In total dollar increase of effective buying
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FIRST in the great Southwestern Empire
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tail sales above $16,000,000.00 it's easy to
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KFH, that selling station in Wichita, 5000
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rich market. Remember, too, that Wichita's
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billion-dollar market
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Broadcasting
Company
Sacramento, California

Robert A. Street
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Sales Manager

Paul H. Raymer Co.
National
Representatives

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Why Mr. Burke resigned from the committee, he said. But when Senator Wheeler, referring to the pamphlet, said:

"You've done quite a lot of propagandizing yourself, haven't you?", Mr. Burke replied: "Absolutely, absolutely, I believe in it."

After considerable questioning by senators as to how he obtained his license for KAPAS and how he managed to get materials for a 10,000 w transmitter after the freeze order, Mr. Burke admitted these facts: That on Sept. 8, 1941, a construction permit for 10,000 w was issued by the FCC; that he couldn't get a 10,000 w transmitter so on Dec. 9, 1941, after Pearl Harbor, the Commission granted a special authorization for a 9,000 w station; that the FCC freeze order, in line with the WPB freeze on materials, went into effect April 27, 1942; that on Nov. 15, 1942, a temporary license was granted by the FCC and that on Feb. 24, this year, a regular license for 10,000 w was granted without hearing.

_Wanted to Get On the Air_

"When you applied for a license was there any public hearing?" asked Senator Wheeler.

"No, not that I had to come to," said Mr. Burke. "I was more interested myself in presenting my views editorially than I was in a license. I had been struggling to go on the air for five years. I felt and do believe that control has got to rest somewhere. From my point of view I would feel that control should rest with the Commission."

Mr. Burke didn't believe a radio station should have a policy, but an individual should. When Senator Wheeler asked if he branded his editorial policy as such on the air he said: "I do not.

Considerable time was given to an inquiry into the ownership of KAPAS and KFVD with which Mr. Burke said he was affiliated. Senator Wheeler inquired about the stockholders.

Mr. Burke couldn't remember them. Several times he remarked: "I'll have to refresh my memory." From a list in front of him Senator Wheeler read names of officers which Mr. Burke identified as stockholders. When he came to the name Melvyn Douglas, as a director without stock, Mr. Burke asserted:

"I had to get this stock subscribed before I could complete my organization there and get my license here. At the time that list was accurate. But Mr. Douglas, through his manager, refused the stock." Mr. Burke listed the names of several others as stockholders not carried on the FCC records, as Senator Wheeler had them. The California broadcaster explained that since the station began he had given or sold stock to others.

"As a matter of fact you just put them (the shares) in your name," said Senator Wheeler. "But they weren't yours. You just went out and gave them to people who helped you to get a station. When you put in the application you said you had 1,025 shares in your name. You've accounted for 125 shares out of 1,025.

Mr. Burke explained he was talking "about shares that had no value". He said he raised $82,500 to put into the station through "my own resources". Mr. Burke testified that some of his stockholder friends had "helped" him get the station, that for five years he used various means of exerting pressure on the FCC to get license.

He tossed a verbal bombshell by advocating that the FCC be endowed with powers to control leasing of land for transmitters. Mr. Burke told the committee that took Mr. Wilson in California was "the best spot for an FM station" but when he attempted to lease it he learned another company had been granted a license. He told the committee that the FCC should have the power to determine whether a land-owner could lease his property to anyone and to whom.

Mr. Burke told the committee that the FCC refused to accept an exclusive lease on the part of his rival "as part of the arrangement" for a license.

"You mean the Communications Commission takes the position that the owner of land must lease it to other people?" asked Senator Wheeler.

"No, but they say you can't shut out other people to get a license from us," asserted Mr. Burke. "He told the committee he wasn't interested in other sites for an FM station because the Wilson was the "best". Questioned as to the Commission's procedure in the FM case, the witness said: "The Commission should have the power to protect the public interest."

"Admitting there's a need for what you are talking about, isn't your method wrong?" asked Senator McFarland. "You're giving the FCC power to take property away from people without due process of law."

"What you want is for the Commission to have the power of eminent domain," remarked Senator Wheeler.

"Here's my point, folks," said Mr. Burke, "the ones with control in the public interest should not have a financial interest."

"You've done a pretty good job of propagandizing yourself and your own interests," commented Senator Wheeler.

Senator Moore (R-Okla.), who had attended but had taken no active part in the hearings, was interested in the FM land-rental deal. "Do you contend that the owner has no right to make an exclusive contract?" he asked.

"But the Commission won't let the other party have an exclusive contract," insisted Mr. Burke.

_Tells of Giving Views On Local Legislation_

After more argument about the "rights" of a land-owner to enter into an exclusive rental contract Senator Tobey remarked:

"In other words you want to be saved from yourself by the FCC."

"Right," exclaimed the witness.

"But some people want to be saved from the FCC," added Senator Tobey.

Senator Wheeler explained that notwithstanding Mr. Burke's insistence that the FCC have powers to control land leases "I don't think under the laws of this coun-

---

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7133 Main St.,
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try the Congress has got that right!"

On commentators, Mr. Burke told the committee he had gone on the air to speak against some local legislation in which various oil firms were interested. Senator Wheeler elicited the information that Mr. Burke went on the air "to take a stand against that legislation but that he charged the opposition for time to refute his statements. He testified, also, that his salary as a 'commentator' was $750 a month.

Mr. Burke contended that such things as dual ownership and newspaper ownership of radio "can't be controlled by law." Rather they must be controlled by individual cases, he said, and in such cases the FCC should have that power.

The committee extracted from Mr. Burke that he formerly owned and published newspapers in Elyria, O., Santa Ana, Cal., and was a member of the Democratic State Central Committee of California, in addition to being an attorney.

After questioning Mr. Burke as to how much help various Congressmen had given him in obtaining his license without a hearing, Senator Wheeler said: "That concludes your statement."

Courts Closed to Review of Most FCC Cases

Resuming the stand Wednesday NAB President Miller reviewed portions of the White-Wheeler Bill proposed by the Federal Communications Bar Assn., recom-

mendations made by NAB both at hearings in the House on the old Sanders Bill and in the present proposed legislation and provisions of the pending measure on which the NAB had not previously expressed an opinion.

He told the committee that NAB has endorsed provisions of S-814 recommended by the FCC.

"The industry has been subjected to a great deal of criticism—some of it perhaps justified—because of some cases in which it has not resisted certain action of the regulatory authority," said Mr. Miller. "In assessing the validity of this criticism certain facts must be borne in mind. One of these facts is that the law does not contemplate immediate procedural steps which must be taken by the Commission in disposing of many controversial matters. And other is that it is well nigh impossible in the present state of the law to secure judicial review of Commission action, no matter how onerous or capricious.

Miller Says Only Law Can Provide Guideposts

"It is unfortunately the fact that the great majority of all cases in which judicial review of Commission action has been sought through the courts within the last 10 years has been dismissed or disposed of upon procedural or jurisdictional grounds and without consideration of the substantive questions which were sought to be presented."

When Senator White asked if Mr. Miller didn't think language of the proposed bill defining the term "license" "does go in a substantial way on the road you think should be followed," Mr. Miller said:

"One of the complaints has been that the broadcaster has not had the right to intervene because in many cases what has been issued, the Commission, has not a license but special authorization.

"It seems more important now that Congress put in some guidance of this type declared by the Supreme Court Decision."

Mr. Miller spoke of the "obvious importance in the administrative provisions of the present Act" and declared that "such a situation cannot be remedied by criticism of the industry or by petitions to its members. It can only be rem-

sioned by the adoption of statutory provisions."

Mr. Miller cited the Sanders case in which the Supreme Court held that the Commission had no right to regulate business practices, then pointed to the May 10 decision which gave the FCC authority over the "composition of traffic." Senator White commented that the May 10 decision did not override the Sanders opinion.

"The court was trying to interpret what Congress thought was law," said Mr. Miller. "It seems to me the good result would be accomplished for all purposes if this Congress would lay down now what the law is."

"I appreciate that the industry would like to see the Commission control merely electrical apparatus or the physical aspects," said Chairman Wheeler, "but I for one say if we're going to have a Commission limited to that field, we might as well say we're not going to regulate the industry at all. If we're going to regulate the business practices, you think we ought to spell it out for the Commission. That they can't do."

"That's right," replied Mr. Mil-

ler, "I think the Commission came into existence to regulate the physics of radio..."

"That was not the intention of the committee at the time," interrupted Senator Wheeler.

Senator Barkley, who attended the hearings for the first time, stated the FCC regulations may have resulted from confusion in interpreting legislation passed in the early days of radio. Senator Wheeler held "many regulations adopted by the Commission should be written into the law," adding: "The Supreme Court has said the Commission can regulate practically anything and everything."

Mr. Miller told the committee that the NAB believes the Commission should be organized into town on the lines proposed legislation provides. When he suggested that Judge E. O. Sykes, former Commission chairman and now a practicing attorney, be asked to appear before the committee, Senator Wheeler asked: "Isn't he attorney for a network?" then added:

"I have a high regard for him, regardless of who his clients are."

Department of Justice again came in for considerable argument. Mr. Miller supported that part of the proposed law making the record of proceedings in the Commission where revocation of license was involved. Senator White referred to the ground that petitions for rulings would flood the Commission and keep it from doing other work, but added:

Wheeler Says 'Judgment Procedure' Can Be Devised

"In my judgment I think it can be worked out so the Commission won't be cluttered up, I think the question of procedure ought to be worked out."

Mr. Miller, referring to testimony of Chairman Fly on Nov. 11 that the Commission soon would issue a ruling with reference to newspaper ownership of radio, said the FCC chairman "avoided any reference to the fact that the Supreme Court decision for the District of Columbia has already construed the Act in such a manner as definitely to exclude any sort of the Commission to render any determination adverse to applicants of this class based upon their other occupations or interests."

He read from the court's decision the Stahlman case which held that the Commission's authority "does not embrace and should not be extended by implication to embrace a ban on newspa-
pers as such, for in that case it would follow that the power to exclude exists also as to schools and churches; and if to these, the interdict might be applied wherever the Commission chose to apply it." Mr. Miller commented:

Commission 'Acts in Fields Of Doubtful Authority'

"I regard the chairman's statements and the situation to which they refer, as of special significance for two reasons. In the first place they show the willingness of the Commission to proceed with a determination of this character in the face of judicial declarations by a court of competent jurisdiction which flatly stated that the Commission has no such power. In the second place, they are indicative of a state of mind which influences the Commission's actions in other matters. The Commission is not only willing but anxious to take action in fields of doubtful authority irrespective of the intention of the Congress as shown by the Statute and irrespective of consequences to the industry which it was established to regulate."

Questioned by Senator White, Mr. Miller said the FCC began its newspaper-ownership study about "two and a half years ago" and that since then all applications of newspapers to acquire stations by transfer had been "put in suspension."

"I know of no provision in the law that prohibits any class of business from obtaining a license," declared Senator White. "That's a major policy and one that Congress should pass on."

Senator McFarland cited some instances in Arizona where newspaper ownership was held in abeyance because applications had not been acted on by the Commission. Senator Clark was interested in the number of newspapers which have filed for license transfers.

FM Seen Delayed

By Uncertainty on FCC

FM came in for considerable discussion. Committee members indicated keen interest as Mr. Miller said that in instances where newspapers have done good jobs in the radio field but hesitated to go into FM because of uncertainty as to whether the Commission would grant a license and "come around next month and say 'we decided against it.'"

"If that's our responsibility as a committee of Congress, I think we'd better decide it," declared Senator Clark.

"I think the Commission's attitude at the present would necess-

LADY NEWSCASTER is Katherine Carr. She is the first woman news reporter of KNX Hollywood. Currently featured on her own daily quarter-hour early morning news period, Miss Carr has been a member of the station's news bureau for the past two years.

sarily stop the regular procedure of business," commented Senator Gurney. He posed this question: Supposing a broadcaster wanted to buy a newspaper. Mr. Miller surmised that the Commission might direct the broadcaster of his license should it decide against newspaper ownership.

Ownership Discussed

In Relation to Monopoly

Senator Wheeler asked if Mr. Miller thought one station should hold more than one station in a town. Mr. Miller said he felt that was a question to be decided on the merits of the case but he didn't think "there is any provi-

sion in the law where the Commission can decide that. It should come up here."

"What should be done about it should be written in the law," said Senator Wheeler. "I think it's a serious question, with a limited number of frequencies, when any one person should have two or three stations in any town. He's not going to get competition. In

some smaller communities I can visualize where a newspaper shouldn't have all the avenues of publicity in the town."

Mr. Miller explained that the Commission has licensed two stations owned by the same interests in a community but when application for increased power for one of the stations comes up, the Commission is likely to say "unload the other station and we'll increase your power."

"The Congress, as the source of all Commission authority, should make its wishes known in a manner which requires no construction and affords a basis for misunderstanding," said the NAB head. "Like the old saying, the power to tax is the power to destroy. The power to license is the power to destroy."

"You'd like to have your industry controlled by rule of law rather than by rule of man?" inquired Senator Hawkes.

"Yes sir," replied Mr. Miller. "If a man pioneers in FM and comes back a year from now for increased power, and the Commiss-

ion rules against all his other stations, it would retard FM."

Senator Wheeler asked what Florida did with the regional stations, but Mr. Miller suggested that en-

gineers, who will appear later, could better answer that question. Clark For Guideposts,

With Room For Discretion

"Because of the importance of FM in the future, it might be wise to look into it in view of writing legislation," added Senator Wheel-

er. Continuing his argument in favor of laws governing the Commission's regulations, Mr. Miller said:

"On merits you might very well exclude the persons who know the most about FM. We're all agreed we want to get away from mono-

poly, but by putting on the brakes you might retard FM."

Senator Clark mentioned the "whole field of television" as some-

thing to consider.

"I can see your point and I agree with you," he told Mr. Mil-

ler. "We've got to have guideposts, but we've got to invest the Com-

mission with some discretion."

"We agree with you," replied the NAB president, "but we feel you can go a long way in clear-

ing this up without putting the Commission in a strait-jacket. Con-

gress is busy, I'll admit, but we get a revision only about once every 10 years."

Senator Wheeler returned to program control and asked: "Don't you think the Commission, in deciding what's in the public inter-
est, should have the power to say whether or not several kinds of stations should produce several kinds of programs?" Mr. Miller said he thought the Commission should have "adequate power to decide what's in the public inter-
est" but shouldn't go beyond that in the control of programs.

Senator Wheeler asked about the revocations of three or four li-

ces some years ago for alleged programs. Mr. Miller said:

"We don't blame that on Mr. Fly. That was before his time."

Senator White interjected: "I think we've got enough on him without going back."

"We think Congress can make Mr. Fly happier by knowing what his powers are," added Mr. Mil-

ler. And Senator White quipped:

_Crosby Wins Poll_

ALL-AMERICAN radio eleven for 1944 is captured by Bing Cros-

by, acclaimed winner for the second consecutive year of the Cleve-

land Plain Dealer's annual readers' poll. Comedy and variety enter-

tainers tapped the remaining selections, as the following order:

Don Ameche, Kate Smith, Joan Davis, Ed (Archie) Gardner, Bob

Hope, Clifton Fadiman, Jimmy Durante, Lionel Barrymore, Mil-

ton Cross and Jim Ameche.

HOOKIN', ANY BUSINESS IN FISH TRAP (Ky.)?

Don't expect many nibbles in Fish Trap, stranger, you'll just be wastin' your breath. The big run in Kentucky is the Louisville Trading Area—and that's where you'll find the real sport. The section covered by W.A.E. is a market with 17.4% more retail sales than all the rest of the State combined. A good cast here and you've really got something! How about throwing some plugs over this way?
Dear Time Buyer —

There’s not room here to tell our full story, but if you’re looking for more listeners in the southwest, KROD can really deliver them. Please let us give you complete information. Write or call us or our national representatives.

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Metropolitan District
WFMJ
Youngstown, O.

Mr. Fly hasn't emphasized that's to appear for Richard T. Frank enstein, vice president of UAW, in Cleveland. Thomas was called on the Senate to investigate immediately the sale or allotment of time to labor for discussion of contro versial issues. He cited what he said were a number of clear-cut instances where broadcast stations alike have refused time to his union and to other unions.

Mr. Thomas contended the NAB Code, restricting the use of time for controversial issues, "must go". He said it was a set of private regulations set up without public sanction and which "serves merely to gag the free use of radio in the United States". Second, he asked that labor and other groups be guaranteed access to the radio "by legislation if necessary" on the same terms and conditions as manu facturers with goods to sell.

Third, "a thorough-going investiga tion must be undertaken to determine how widespread the present gaps are and what additional steps must be taken to eliminate them". Abolition of the Code and equal access of time should not await the results of the investigation, he insisted, but should be acted upon without "even a month's delay.

In a detailed prepared statement, Mr. Thomas cited the refusal of WSYX, Columbus to permit Mr. Frankenstein to use broadcast time without sharp censorship of his address. He added that the address was controversial but contended that in wartime practically all subjects fall in that category.

Urges Union Time
Equal to Corporations'

Asking the Committee to go on record as opposing any regulations discriminating against unions and cooperatives, Mr. Thomas applauded the position of Chairman Fly on "free speech applied to radio". He made specific reference to Mr. Fly's address before the Radio Execu tive's Group in New York last month.

Quoting from a recent article in Broadcasting on the use of radio by labor organizations, Mr. Thomas said that if the FCC banned unions, "it would be intolerable". Yet he alleged the NAB, "a private club or clique", had done so.

When Senators Wheeler and White commented that they planned to write into the new law a provision requiring equal time and facilities for discussion of controversial issues, Mr. Thomas held that he felt that was not sufficiently broad. He urged legisla tion that would permit an existing side of the story to be available to labor unions "on a basis equal to corporations" and that he would be perfectly satisfied to allow opposing viewpoints to utilize the same time.

Asserting the problem was not local but a national issue, Mr. Thomas cited a series of recorded protests of UAW stations at full commercial rates. The NAB, he charged, stepped in and warned stations not to carry the transcripts on the ground that they were contrary to provisions of the NAB Code. The NAB defense, he said, was that stations should allow free time for discussion of such issues. Nevertheless, he contended, the stations which refused to sell UAW time did not offer to give the union time gratis.

Mr. Thomas loosed an attack upon Fulton Lewis Jr., Mutual commentator. He charged Mr. Lewis was employed for a time by the National Association of Manufac turers in Chicago, and that he was described as having a history of "a labor-busting pure and simple". Mr. Lewis, he alleged, "knives labor every day in the week and labor cannot buy or borrow a chance to answer him".

Senator Wheeler interjected that if the law carried a provision under which any commentator who attacked a person would be required to allow that person to answer over the same facilities, he felt it would "soon put an end to those attacks on the air". The union head thought that was a "splendid idea".

Senator Wheeler pointed out that between labor and management no other issue is as difficult to write into the law. He said it was impossible to have "a law of all cases" which covered the broadcast issue.

Commission Said to
Deny Having Jurisdiction

Mr. Thomas declared that his orga nization planned to submit to the Committee a complete program advancing its ideas on handling of such broadcasts. Senator Wheeler said these subjects would be taken into account during the Committee's sessions and considerations of the measure.

Citing individual cases of pur ported discrimination, Irving Richt er, assistant to Mr. Thomas, read into the record a number of letters. He said in each instance, even during the tenure of Chairman Fly, the Commission always had advised the union that it had no jurisdiction.

One case cited involved WJW, then in Akron, which in 1939 refused to allow the Rubber Union to continue a program. The program was a public service show to WADC Akron, which he said was not a member of the NAB.

Senator Tobery raised the ques tion of double-rate charges by sta tions for political speeches. NAB President Neville Miller responded that he had no information as to the general station practice.

Contending that the spoken word is as effective as the printed word, Mr. Thomas commented "give me control of all the air waves and an answer in all the newspapers and I will win out in the end".

Among stations which had taken down political UAW pro grams, Mr. Thomas enumerated WHK, WGAN, KNX, WJZ, KMOX and WYUM, WMAL WTOP. Under questioning by Senator Hawkes, however, he said that time was procured on other stations, though the list was not as pre ten tious. He said that in all cases script was submitted in advance.

Senator Wheeler asked that copies of the various addresses re fused be placed in the record, in cluding the Frankenstein address over WIKC. Mr. Richter said there was no "calling" in the address although it was political.

Cox Station's Attorney
Asks New Legislation

A fervent plea for new legislation to insure the full benefit of radio for the American people was made by J. Leonard Reinsch, director of radio for Cox. Cox owned stations—WHIO Dayton, WSB Atlanta, and WIOD Miami, all news paper affiliated. Mr. Reinsch, whose testimony was the praise of Committee members, explained that he did not appear at the request of any newspaper, trade association, commercial or other group, but purely at the request of Governor Cox. He brought out that the three Cox stations and the three newspapers are operated competitively and that they actually compete for the same advertising business.

Alluding to the testimony of Mr. Thomas, Mr. Reinsch pointed out that his stations sell time to labor unions but also give time to both sides on discussion of labor-man nager relations, to clear up the misunderstanding about sale of political time, Mr. Reinsch said the general practice is to sell time during political campaigns. His sta tions charge only the regular rates, he said. At all other times, the policy of Cox stations is to give time to public office holders to al low them to report to the elector ate. He said he would hate to lose the impression that radio operates only by the dollar mark.

This brought from Senator To bey high praise for the public ser vices of networks and stations.

Wheeler Raises Question
Of Super-Power

Recalling the testimony of Chair man Fly that public service pro grams on Cox stations are prosper ous, Mr. Reinsch said theore tically this was possible, but practice is another matter. He recited the manner in which the Cox stations guard against immoveable sustaining. At WSB a couple of years ago, he recalled, the entire commercial schedule was torn up to accommodate emergency operations during a hurricane and a blizzard which inundated traffic and utilities.

Senator Wheeler, for the first time in the hearing, raised the question of superpower. Mr.
Reinsch said he thought this problem would be out of date, since "a new type of broadcasting will develop after the war with FM. He said he was against so-called superpower.

Senator Wheeler said the reason he raised the question was because he felt local public service of a character performed by WSB would not be possible if large stations served great territories. He said he wondered whether it would not be advisable to write into the legislation some provision on superpower rather than leave the decision up to the Commission. Mr. Reinsch recommended against any such hard and fast restriction.

Senator Wheeler asked whether the fear was of the FCC or "just the chairman." Senator Tobey rejoined that "they are synonymous." Senator Clark fired at the witness the dire inquiry whether the network regulations had hurt his operation. "Emphatically no—network regulations have not affected us," Mr. Reinsch added. He had had many arguments with the networks, both NBC and CBS, but they were business differences, which were resolved. Declaring he was "not a flag waver for the network," he said he felt they had been blamed too much.

As asked by Senator Tobey how soon FM would develop, Mr. Reinsch said he thought it would come "fast" after the war. Set manufacturers, he said, had talked, he explained, had indicated they would produce receivers covering both the FM and AM bands.

SALESMAAN WANTED
FOR
DETROIT, MICHIGAN

Station WJBK, doing a larger volume of business, both local and national, than any 250 watt station in the city, offers an opportunity for a producer to make upwards of $10,000.00 per year. Protected list of leading local accounts and distribution of leads. Small sales force, Drawing account against commission of 20%. Answer this ad now by wire or telephone for interview number November 29 and 30 at Hotel Ambassador, New York.

A. H. Croghan Sales Manager

SALESMAAN WANTED
FOR
DETROIT, MICHIGAN

Station WJBK, doing a larger volume of business, both local and national, than any 250 watt station in the city, offers an opportunity for a producer to make upwards of $10,000.00 per year. Protected list of leading local accounts and distribution of leads. Small sales force, Drawing account against commission of 20%. Answer this ad now by wire or telephone for interview number November 29 and 30 at Hotel Ambassador, New York.

A. H. Croghan Sales Manager

ABERNEATHY CONDEMNS FLY'S COMMENTS ON SOAP OPERAS; QUOTES MEMPHIS EDITORIAL

SPEAKING IN BEHALF of a free radio, which "this Government should and will ever maintain," Rep. Thomas G. Abernethy (D-Miss.) condemned the stand of FCC Chairman James J. Fly on "soap operas" and other type programs which the chairman had inferred were objectionable.

Mr. Abernethy, in an extension of remarks made in the House Nov. 17, and printed in the Appendix of the Congressional Record, said the chairman "apparently has proposed a federal solution of the problem that will extend to him and the Commission the privilege of removing from the air soap operas and other programs which he and the Commission, as the sole arbitrators, might construe as objectionable; thus the Commission could, by the same law, bar from the air broadcasts to my liking or yours or that of some other American citizen, and at the same time deny this medium of advertising to legitimate businesses."

"I submit that the Commission should not be so empowered."

Quotes 'Commercial Appeal'

To support his position, the Mississippi Congressman referred to an editorial in the Memphis Commercial Appeal Nov. 15, as expressing the same opinion he holds on Mr. Fly's alleged violation of the privilege of a free radio.

The editorial, which was printed in the Appendix, follows:

"That commentator on WDFL Flint Michigan was right—our post-war problems are terrific!"

"Mr. Fly is very strict with what he terms "the so-called soap operas" and other programs that he elegantly describes as "droopy." He is apparently inured with the whole idea of a radio industry surviving and, and we believe he is, Mr. Fly's entire conduct since he took office has been that of a man who would prefer to have New Deal control of radio, and nothing has seemed to pall as much as the spectacle of a free radio making a growing success by businesslike methods. Anyhow, Mr. Fly doesn't like soap operas, so soap operas must go, regardless of the fact that millions on millions of people like them. At our guess, the radio listener can get sound sense in a minute than Mr. Fly and his Morton board of five in a month.

Just who Mr. Fly thinks he is puzzles us, as we indicated a moment ago, but we do know precisely what he sounds like. His voice tonal and serene, as well as the content of his oracular pronouncements, sound like farts from some fog bank of Hoo-ganda and enlightenment. Mr. Fly would do well to reflect that there is no disputing taste in a free country, and to imagine the possibility that soap operas and much more may be all right even if he doesn't like them.

American radio has its faults and has made its errors, as the people in the business know a lot better than he should tell them. At the same time, American radio is far and away the best in the world in service, efficiency, and entertainment. Heaven help the people of this country if the radio ever becomes a tool in the hands of men like Mr. Fly. Mr. Fly's purpose to be made the policeman of radio ought not to be resisted to the last gulp of a soap opera.

That Mr. Reinsch was working for a man who has a public touch and who has great experience in public life, Mr. Reinsch said that many others in radio are learning that the public game is constantly getting along better.

SUGGESTS EACH NEWSPAPER CASE BE JUDGED ON MERITS

Questioned closely by Senator Clark on newspaper ownership in smaller communities, Mr. Reinsch said he felt that each case should be appraised on its merits. An example where the only newspaper in a town of about 25,000 might want to buy the only radio station, Mr.
Reinsch said that if the newspaper had "very positive editorial opinions" he would be inclined to say "yes," but he observed it "would be better to have a "few isolated examples" of extreme cases than to adopt a hard and fast rule against such ownership.

He was disposed to agree with Senator Wheeler that instead of making a definite rule such situation might be left up to the Commission. As things stand now, he said, under the newspaper rule, "we'll all under a blanket in dictum."

Mr. Reinsch pointed out that mention had been made during hearing of the ICC and its harmonization of railroad rates. While, he said, he was not a lawyer, he pointed out there was a difference between railroad and radio stations. One is a common carrier and open to all. Radio is not a common carrier. Business regulation of radio might lead to rate fixing for stations, he said. Senator Wheeler later interjected, "there has been no attempt to regulate rates."

"I am glad to hear that, sir," Mr. Reinsch responded.

Answering the talk of censorship, Mr. Reinsch raised there appeared to be a great deal of confusion on it. He said there is only one real radio censor—Mr. John Q. Public. "If he doesn't like my talk, or my guitar-strumming, he flips the switch off, or on more modern sets, he pushes a button, and if he doesn't listen to that, I'm off the air." He pointed out that there are accurate surveys of audiences which indicate why the Jack Benny or Fibber McGee retain their radio contracts.

**Complaints Alleged On Political Time**

Continuing his testimony on Friday, Mr. Reinsch asked that Congress decide the matter of political ownership so that the Commission will have available for its guidance, in crystal clear language, the political area. If one is agreed, he said, that where competition exists, "there should be no distinction between newspaper and non-newspaper stations." In that narrow, restricted area where there is one newspaper and one station, he said he thought Congress should express itself, but that he preferred to leave to Congress and to the Newspaper-Radio Committee, the matter of degree and language.

Mr. Reinsch quoted from the Nov. 8th issue of Broadcasting, the OWI figure that $100,000,000 in time and talent is being donated for Government programs. He said this took into account only actual allotments and excludes the war messages in commercials.

"It is the hope of every broadcaster I know that the rules of the game be written at this session—for all the freedom of radio is at stake," he declared.

Senator Wheeler read from a letter which he said was written by a defeated political candidate in Miami's elections last May. The candidate alleged that the Miami Daily News and WIOD quoted him exorbitant rates for time and that two commentators on the station promoted the incumbent.

Mr. Reinsch was familiar with the case but made it plain that the newspaper and station were two separate operations. He also emphasized control rates for political broadcasts were the same as for commercial programs. The committee chairman repeated what he had said many times during the hearings. Mr. Wheeler had not been permitted to express views without providing time to the opposition to answer.

"Should commentators resort to this?" asked Mr. Reinsch, "I firmly believe Congress should take action." He told the committee he'd like to get the records and present them "so you'll have all the facts." Senator Wheeler later interjected, "We object from time to time to the interpretation of public interest made by the Commission," re-reading the FOC the right to censor. Senator White asked the Louisville broadcaster, a former newspaper man, to give the committee his suggestions in writing.

"Under the old law, before the Supreme Court opinion, we were charged with programming our stations," Mr. Lord continued. "The Supreme Court decision has given the FCC the right to censor. The Commission decides what's in the public interest, not what the people think is public interest."

"Under the Supreme Court decision I think legislative power has been granted the Commission which has not been used." Senator Gurney asked if it wasn't a fact that stations must have listeners to succeed. Mr. Lord exclaimed, "Without listeners, radio ain't anything!"

Considerable discussion arose over language of a section providing equal time for controversy and political talks. Mr. Lord pointed out that 100 persons with 100 different views might want to reply to the original speaker. Three might have legitimate public interest but the other 97 wouldn't.

"If you permit a man to discuss a public question you don't want to be under obligation to permit a reply," said Senator Wheeler. Mr. Lord answered that he already under that obligation. I can't operate in the public interest if I use a public frequency to decide what's in the public interest myself. It would be a witness against the guarantee that every licensee—"

"Had good sense," quipped the committee chairman. Then he commented: "You've either got to write it into law or turn it over to the Commission."

**Wheeler Puts Commission In Charge of Public Interest**

"I'm afraid that goes too far," said Mr. Lord. "It opens the door wide." The committee chairman mentioned a hypothetical case in which several persons disagreed on one subject, then remarked:

"That's something very difficult to work out. The question is, you've got to leave it up to the Commission to decide what's in the public interest or you've got to put it in the law."

With reference to procedural sections of the proposed measure Mr. Lord said his attorneys advised they were an improvement over the present law and "therefore I urge their adoption".

Don S. Elias, executive director.
of WWNC Asheville, N. C., and vice-president of the Asheville Citizen and Asheville Times, injected humor into the hearings and frequently departed from a prepared text to offer his personal comments. He expressed displeasure at Chairman Fly's opening day testimony.

"I was shocked at what seemed to me to be the intemperance of expression indulged in by him, his venomous, bitter scurrilous excoriation of the two leading networks and what he termed the stodgy organization NAB,” Mr. Elias began. "He made the declaration, for whatever reason, that there would be no attempt to secure new legislation on the part of the industries if it had not been for the network regulations issued by the Commission and the subsequent Supreme Court decision sustaining the power and authority of the Commission to issue such regulations. I disagree with him completely—100%. We have been trying since 1936 to get the radio law rewritten.

He recalled that on June 13, 1934, President Roosevelt, in a message to the Radio Manufacturers Assn. convention said: "Radio broadcasting should be maintained on an equal basis of freedom similar to that freedom that has been and is the keystone of American press". He read into the record a letter which the President on Jan. 25, 1935, addressed to Senator Wheeler urging new legislation "so clear that the new administrative body will have no difficulty in interpreting and administering the law."

At that time the President expressed dissatisfaction with the Commission and the administrative machinery of the Commission. "I have come to the conclusion,” read Mr. Elias, quoting the President's letter to Chairman Wheeler, "that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission."

"I make this point to show this committee that this isn't something which came up since the regulations were made. I called North Carolina broadcast. "I'm not going to attempt to say for whom the President was stinging, unless it was for the 130 million people of the U. S."

Referring to the Supreme Court decision in which he said the high tribunal said it was "simply interpreting the law as written" and "if anyone felt that the law should be changed then he should go to Congress to get a different law," Mr. Elias told the committee: "We are here over here before you, not at the instigation of the networks but at the invitation of the Supreme Court."

Invitation to Hearings From the Supreme Court

"The fact remains that until the Supreme Court reverses itself or Congress speaks its own sovereign mind in contrary language, that decision is the law of the land. As long as the FCC possesses the power without exercising it, the fundamental freedom of radio is in peril."

Mr. Elias recalled Chairman Fly's testimony that the Commission wanted no control over programs, hadn't exercised any and had no intention of it. "If he was sincere, and I think he was, then he's been fooled to it." He referred to program control. "I'd like to make it so a fellow wasn't under the fear of the Commission."

Senator Wheeler suggested Mr. Elias take the picture and send it to Mr. Fly, who previously had told the committee that if its members found a broadcaster who feared the Commission to "bring him in and we'll frame him and hang him on the wall". The FCC chairman said he'd never seen one.

"I may get some reprisals for what I'm saying here today," said Mr. Elias. "The broadcasters of this country are under a compulsion that is invisible. We want the Congress to write down how we shall operate."

"I agree with you," said Mr. Wheeler, "you ought to be out from under fear," Mr. Elias said: "That's an unhappy condition but it exists."

"I believe the average citizen is capable of choosing his Senator or Representative", he added, "and he's just as capable of choosing his own programs. I don't agree with Mr. Fly that the American people can't choose their own type of program."

"But, as I gather, the programs to which most of the spirited exception has been taken cannot be classified as indecent or obscene or blasphemous in the commonly accepted interpretations of these words. The general indictment against them is that they are not in good taste. The whole discussion has raised some very significant questions: Is radio to appeal only to the intellectual and cultural uppercrust? Is its music and its drama and its humor?" He mentioned hill-billy music, crooning and singing as "distasteful" to some but "so million of Americans hill-billy is the most satisfying music,"

Elias Against 'A Tyranny of Taste'

"After all, the question of taste is settled in every instance by the standards of the person who happens to be doing the talking at the moment," the witness went on. "I don't think there ought to be a tyranny of taste."

"Our license to broadcast derives from the Federal Government but our right to prosperity comes from the listeners."

"There are 900 radio stations scattered throughout the land. These stations are owned and operated by American citizens of all political faiths, of all religious beliefs, all economic classes. The essential freedom of radio is safer in the hands of these 900 broadcasters than in the custody of seven men domiciled in Washington. I greatly doubt that free speech will be safe in this country if we ever take its security for granted or cease being vigilant about it."

Mr. Elias opposed the FCC regulation requiring stations to identify transcriptions at the beginning and end of each recorded program on the ground that frequently transcribed songs are better than locally-produced entertainment or in some cases than the network productions. He said that although Mr. Fly didn't promulgate the rule "he could have corrected it."

The witness objected to giving the Commission control over business practices saying: "It may not come out and smack you between the eyes but it will find devices to do it."

On newspaper ownership he told the committee: "If the Congress believes that newspapers as such should be barred from the ownership of radio stations, then Congress say to the newspapers they are unfit to operate stations". He objected to the Commission taking such authority. Concluding his statement, Mr. Elias said:

"Broadcasting freedom will never be safe in this country if we leave it to the tender mercies of official discretion."
KGW
PORTLAND, OREGON

"KEY TO THE GREAT WEST"
5,000 Watts
620 Kilocycles
NBC RED NETWORK

Represented Nationally by
EDWARD PETRY & Co., Inc.

KWY
WBRY, Waterbury, Conn.

...think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AF radio companies.

E. J. Frey, Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

KW
CBS-50 KW

The Selling Power in the Buying Market
A Shrews Spun Time Station
SHEEVERTON, L.A.
The Brashaw Company

KGW Actions of the
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 13 TO NOVEMBER 19 INCLUSIVE

Decisions...

NOVEMBER 15

WMTA New York—Transfer authorization,

KEMP Beverly Hills—Granted permission to move main studio to Los Angeles.

KTPC Flint Michigan.

Most stations are excellent and

Nov. 30

fine

December...Should

WNBZ Saranac Lake, N. Y.—Designated

KWTO Springfield, Mo.—Granted extension
to the license expiration date of Dec. 1, 1946. Approved power of attorney of

KQXW Sandusky, Ohio—Granted

KQXW Sandusky, Ohio—Granted

KWRC Cincinnati—Granted mod. CP increase, without prejudice to the applicant, at least through April 1, 1945.

KWCT Cincinnati—Granted CP increase, for a period of one month, to cover CP for change 1230 to 790 kc.

Tentative Calendar...

WJNO West Palm Beach, Fla.—Hearing on license expiration date 1230 kc. 5 we.

VINSON LETTER

URGING reorganization of the Defense Communications Board (now the Board of War Communications), Rep. Carl Vinson (D-Ga.), chairman of the powerful House Naval Affairs Committee, on March 7, 1942, addressed to President Roosevelt the following letter which last Monday was read into the record before the House Select Committee to investigate the FCC (see page 7).

Dear Mr. President:

I am very apprehensive about the position of the Defense Communications Board in relation to Andy and Naval communications, and particularly the fact that the Chairman of the Board is from a non-military agency. It seems to me that before leaving it in the hands of the Naval Affairs Committee I should bring to your attention the situation.

For some time some of us have observed in the workings of this Board, and its Chairman, and feel that it is fundamentally wrong to have the FCC, or its Chairman, or the Board, responsible for the naval communications, or even have a naval member on the Board.

The military communications are too important and too secret to be administered other than through the tightest control, with such assistance as they may request from the FCC. This latter arrangement has worked much better as set up for Intel- ligence, wherein the War and Navy Departments, even though they have a membership on the Board.

Without any question as to the integrity of the Chairman of the Board, his question arises of his ability and judgment. Because of his successful opposition to the control of hearing and to broadcasting (through lack of coordination), the furnishing of reports to the President, and the other communications in the Senate to HR-5074 delayed its passage until after Pearl Harbor may have resulted in some loss. His action in connection with tele- phone and frequency modulation seriously de- serve the attention of the Select Committee, and have deprived the armed services of the technical advances which would have accrued from these new types of services.

Although the FCC was prompt in requesting employment of communication companies to submit proof of citizenship and fingerprints, at the request of the Select Committee, it has come to attention that nothing further was done in accurate doubtful citizens, and that he refused to turn over the fingerprints to the Federal Bureau of Investigation, except under conditions which made the accomplishment of this impossible. Month have passed and still this matter is not settled.

Now I learn that the Defense Communications Board and committees are to include labor members. These committees, Mr. President, handle managerial and technical problems of a confidential nature, and there is no excess for labor representation except on the committees having to do with hours, labor working conditions. His principal advisor, Mr. President, in reported to be a competent comm- mittee. Also, some of his staff are under radical tendencies. Naval secrets are not safe with labor members on the committees.

I express the hope that you will, without delay, reestablish this set-up, and make the time service, and turn deprived the armed services of the technical advances which would have accrued from these new types of services.

TO MAKE SURE of getting the audience of Nova Scotia's most thickly populated area it is hardly necessary to stress the fact that the station is . . . .

CHNS
Halif, Nova Scotia

JOBS, WOOD & CO.
350 Madison Avenue, New York, N.Y.
Help Wanted

Announcer—Permanent position with 5 kw. regional network station for draft deferred experienced man. Box 544, BROADCASTING.

SALESMAN—Draft exempt, with one or two years radio experience. Forms have been started by the Federal Radio Education Committee and the U. S. Office of Education of the Federal Security Agency. Twenty-seven network programs are available. Send details to KSEI, Pocatello, Idaho.

ANNOUNCER—Will consider with limited experience. Pleasant working conditions local Virginia Station. Send details and expected salary first letter. Box 497, BROADCASTING.

WANTED—IMMEDIATELY, TWO ANNOUNCERS WITH ONE YEAR SHOWMANSHIP, MUST BE ABLE TO DO GOOD WORK, ARE COMMERCIALLY, KNOWLEDGE OF SPORTS AN PLES ON PLAYS. RADIO WORKING CONDITIONS, STATE ALL INCLUDING TRAVEL. Send samples to WAVE, 214 N. 5th Street, Kansas City, Missouri.


EXPERIENCED RADIO SALESMA N—Who can build a strong station. Producing and beautifully geared for more: NBC sales, advertising, music, news service, music and programming. Noncompetitor in radio market in non-census farming community assuring post war stability. Real deal for a progressive producer. Give experience, draft status, etc. KDFI, Twin Falls, Idaho.

Announcer-Writer—Permanent position for experienced draft exempt man. $56 for 50 hours to start. A real opportunity. Send samples of work with full details to Manager, WFDP, Flint, Michigan

PROGRAM DIRECTOR—5 kw. basic network station in major middle-west market has opened describing thoroughly experienced Program Director. The man sought is one who has a substantial background in program experience, permanent and pleasant working conditions in a progressive growing station that is really "going places". No blankets, big salaries or hours considered. Salary commensurate with experience and ability. Future assured. Please write fully (in full confidence) giving your background, marital and draft status and present earnings. Address Box 642, BROADCASTING.

Wanted—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 538, BROADCASTING.

ENGINEER—Operator for 1000 watt day time station. Draft exempt. Desirable opportunity for right man, as station planning power expansion. Must be willing to work and take up slack due to war. Write Box 546, BROADCASTING.

SALESMAN WANTED—Saleman wanted for WJBK Detroit. See display ad on page 61.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5 kw. network station. Box 546, BROADCASTING.

TECHNICAL OPERATOR—You can be trained to handle our international short wave station. If you have a broadcast operator's license and some amateur radio experience, good salary, free living conditions near transmitter and work essential to war effort. Give full details in first letter. Box 584, BROADCASTING.

Programs Listed As Education Aids

Help Wanted (Cont'd)

Wanted—Announcer-operator with first class license. Must be capable of news and announcing work on network station. Send details to KSEI, Pocatello, Idaho.

ANNOUNCER—Will consider man with limited experience. Pleasant working conditions local Virginia Station. Send details and expected salary first letter. Box 497, BROADCASTING.

Situations Wanted

A HARD WORKING, PROMOTION Minded salesman offers his services to a station which desires high caliber man to develop into sales promotion manager. Now doing a big time selling job for a news service and sold to several hundred stations and publications. Highly recommended. Draft exempt. Write Box 591, BROADCASTING.

RADIO NEWS EDITOR—Experienced: news editor; foreign experience in Panama. Available January first. LaPresa, Apartado No. 114, Panama City, Panama.

Woman's Position—Employed. Desire change soon. Young women's features, announcing, newscasting, dramatics, special events, interviews, continuity, etc. College. Box 592, BROADCASTING.

TWO MEN TO DO THE WORK OF TEN for the salary of five. 1 Sales & Promotion Manager; 1 Program Director; 2 Announcers; 1 Popularity & News Writer; 1 News Editor; 1 Special Events Sportswriter. Of course, they have fat Class Tickets. Box 590, BROADCASTING.


TOP-FLIGHT PRODUCTION MANAGER—Just class D & E. Seven years experience radio, television. Writer-producer of outstanding shows. Interested in first-rate job with agency or network in New York, Chicago, Hollywood. Box 536, BROADCASTING.

SPECIALIZED RADIO SECRETARY desires position with Chicago agency. 22, University degree in English and advertising. Two years radio experience. Living 70, Shorland 140, 440 week. Address: Mrs. M. S., 908 East 97, Chicago.

Attention Station Owners—My services as "Musical Clocker" will make your station leader in its community. I am a veteran broadcaster with 18 yrs experience. Box 536, BROADCASTING.

Mr. Broadcaster—Man with twelve years experience all phases of radio management, sales, public relations, Network and local background. Unless permanent position where proven sales ability can be utilized. References and record will bear closest investigation. Married. Draft exempt. Box 541, BROADCASTING.

Wanted to Buy

Wanted to Buy—One Western Electric type 15A tuner in good condition. Box 547, BROADCASTING.

Wanted to Buy—Wanted 250 watt transmitter complete with any or all other station and studio equipment. Box 538, BROADCASTING.

For Sale

FOR SALE—B.C.A. ET 4280 transmitter converted for 250 watts output, complete with tubes but less crystals. Recently reconditioned. Box 568, BROADCASTING.

Frequency Measuring Service

EXACT MEASUREMENTS ANY HOUR—AND DAY

R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

Radio Engineering Consultants


Radio Engineering Consultants

R.C.A. Communications, Inc.

Frequency Measurement

WASHINGTON, D.C.

George C. Davis
Consulting Radio Engineer

McNary & Wrathall
CONSULTING RADIO ENGINEERS

Paul F. Godley
Consulting Radio Engineer

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS

R.C.A. Communications, Inc.

Electrical Engineering Consultants

Frequency Monitoring


R.C.A. Communications, Inc.

Frequency Measurement

WASHINGTON, D.C.

R.C.A. Communications, Inc.

Frequency Measurement

WASHINGTON, D.C.

R.C.A. Communications, Inc.

Frequency Measurement

WASHINGTON, D.C.

R.C.A. Communications, Inc.

Frequency Measurement

WASHINGTON, D.C.
All OWI Disc Spots Available For Local Sponsorship Jan. 15

Decided by OWI Domestic Radio Bureau in Meeting With Regional Chiefs and Consultants

ALL transcribed spot announcements carrying messages will be made available for sponsorship effective January 15, it was decided at a meeting Friday of the OWI Domestic Radio Bureau with regional station relations chiefs and consultants. It was also decided to confine the announcements to 50 seconds to allow time for sponsorship identifications.

The question of sponsorship of war messages was one of a variety of subjects discussed at an open forum session which was attended by government officials and representatives of stations. Previously, the group heard a presentation of Radio Bureau plans and facilities. Philip H. Cohen, chief of the Bureau, presided.

Discuss ‘Don’t Travel’

Considerable discussion was given to the “Don’t Travel” campaign with which the Bureau is now carrying on. Mr. Cohen said that radio stations will be advised of the expression from the railroads which is expected this week regarding their position on the purchase of new railroad tickets.

A proposal that national spot transcriptions be sent out to independent stations was given serious consideration, several of the regional representatives contending that the growth of network affiliated stations obviates the need for these spots. The affiliates carry the messages through the network programs, it is suggested, and many of them are not disposed to carry the transcriptions also.

There was some disagreement, however, as to the general use of the transcriptions by affiliates, and the discussion ended with an agreement to obtain further information before taking major action. One suggestion was that only transcriptions which are “naturalnals” for local sponsorship be distributed.

John D. Ryman, station relations division chief, gave the conference an overall picture of the regional operations of the Radio Bureau. He described a typical week’s activities of a regional office, citing the handling of war messages for 45 Government agencies, assistance given agencies in arranging programs, and services to stations through clearing operations. The regional offices are indispensable to the Bureau’s operations, he said.

William M. Spire, deputy chief of the Bureau, traced results of past radio campaigns and touched briefly on future programs. He reported on a three-week drive, conducted exclusively by radio, which doubled the recruitment of WAVES and continued to bring in enlarged enlistments for weeks afterward. A

**Game Rules**

**IF LEONARD REINSCHE, director of radio for the Cox stations (WBB, WIO and WHEO) ever decides to give up radio, he can take a fling at professional lecturing. He made his maiden appearance last Thursday before a Congressional Committee to support new radio legislation. Senator Haynes (R-N.J.) of the Senate Interstate Commerce Committee testified: “I would like to commend you for making one of the finest statements I have ever heard before any committee!” Chairman Wheeler (D-Mont.) observed that Mr. Reinsche worked for a man (former Gov. Cox of Ohio) who has “a public touch and great experience”. Leonard’s theme was that Congress “write the rules of the game”.

have served voluntarily as consultants.

Brief luncheon talks were also made by Robert R. Perry, assistant to Mr. Hoyt, and Neville Miller, NAB president.

Information chiefs of Government agencies collaborating with the Radio Bureau in campaigns addressed the conference at an afternoon session at which Mr. Cohen presided. Among the speakers were: Col. E. M. Kirby, chief of the Radio Branch, Bureau of Public Relations, War Dept.; J. Harrison Hartley, chief of the Radio Section, Office of Public Relations, Navy Dept.; Philip Broughton, Director of Information; War Manpower Commission; Vincent Callahan, press and advertising, War Finance Division, Treasury Dept.; and Donald McFaul, director, Office of Field Operations, Information Department, OPA.

**Dinner Given Fly Assailed by Keefe**

Wisconsin Says Guild Honors FCC Chairman’s ‘Contempt’

CHARGING that the National Lawyers’ Guild dinner for FCC Chairman James Lawrence Fly last Friday night was tendentious for the controversy it has shown Congress, Congressional committees and individual members of the National Legislature, Rep. Frank B. Keefe (R-Wis.) has taken the lead of the House, Friday, bitterly assailed the Guild and FCC chairman.

Rep. Keefe read into the Congressional Record the letter of invitation to the $450-a-plate dinner, as sent by the D. C. Chapter of the Guild, in which the Guild wrote: “As chairman of the FCC and BWC Mr. Fly has upheld the war effort in the champion of the greatest freedom of all groups to secure time on the air and of the widest possible radio service to listeners; he has done an outstanding job of preserving the integrity of the administrative process by his courageous stand against the Dies and Kerr Committees and by his steadfast opposition to the ICC Committee.”

Plotkin Sends Memo

“It is unique in the history of America for a so-called organization of lawyers to thus honor one so contemptuous of the nation’s law-making body,” Rep. Keefe told his colleagues.

Rep. Keefe said it seems strange that the expensive dinner to honor Mr. Fly should be held during days of strenuous rationing. A document accompanying the announcement of the Fly testimonial dinner bears the notation ‘Standard Form No. 64-office memorandum.”’ and is signed Harry M. Plotkin. That paper indicates that officials and employees of the FCC are probably being solicited to purchase dinner tickets at $450 a throw, since Mr. Plotkin happens to be a member of FCC’s legal staff.”

Chairman Fly dwelt mostly upon international communications after the war. His only reference to broadcasting was at the close, when he said: “International radio broadcasting and, when possible, international television must complete this world communication picture. I have not developed this phase of the problem here simply because it is a separate subject.” He urged that all countries be encouraged to establish comparable and reciprocal arrangements and facilities in this field.” In broadcasting and all forms of public communications each country should avoid policies against intrusion into purely domestic affairs and attacks upon nations, races and creeds;” he added. He concluded: “operation, and with it, the world, missed an opportunity at Versailles in 1919. Shall we miss it again at the next peace conference?”

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