ACCOUNT EXECUTIVES, TIMEBUYERS...

Smart agencymen will read the message on pages 48-49 before one of their clients does.
When they write, they’re listening . . .

and in Midwest America, people are listening to WLS. We offered a ration book holder for a three-cent stamp. And 105,448 orders rolled in in a two-week period! We used 82 announcements; so that’s 1,300 letters per announcement! And here’s something else: more than half the 82 announcements were scheduled before 6:30 A.M., some as early as 4 o’clock in the morning!

These 105,448 orders for a WLS premium show that WLS knows how to make the audience respond—in short, that WLS GETS RESULTS! We have other evidence . . . stories about results we get for advertisers. Just ask us . . . or ask any John Blair man.
There's **Smash** in
**YANKEE'S LOCAL IMPACT!**

There's impact that counts where it will do the most good — the concentrated force of a blow aimed directly at the object — not diffused and weakened by aiming at too many places at once.

For in every one of the twenty best markets of New England, there is a Yankee Network hometown station. It gives you on-the-spot coverage of each of these urban markets and their suburban areas.

No wasted shots. Every shot goes home—to all the homes within the service area of the hometown station.

You can't miss. You take in the entire dealer set-up and consumer market throughout New England. You get the same smashing impact everywhere — and a much greater impact for New England as a whole than you can possibly get in any other way.

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

REMEMBER—

OMAHA DEPENDS ON KOIL FOR ITS FAVORITE COLUMBIA PROGRAMS

5,000 Watts 1290 kilocycles
Hugh Feltis - Gen. Mgr.

KOIL CBS in Omaha
5000 WATTS ... 1290 KILOCYCLES
REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Page 4 • November 29, 1943
Producing for VICTORY!

Even in these days of big figures a half billion dollars is a lot of money ... and when it represents expenditures for war industry within a 100-mile radius it means a market with vast buying power.

This half billion dollars includes ordnance plants, iron and steel foundries, refineries, and munition plants in the KWKH area all producing for Victory.

It's in a market that will help produce sales for you, too.

Recently published. Write for your free copy of KWKH net circulations day and night maps.

CBS 50,000 WATTS
KWKH REPRESENTED BY THE BRANHAM CO.
A SHREVEPORT TIMES STATION SHREVEPORT, LOUISIANA
NEW YORKERS have terrible memories. As a rule, they can’t remember anything that happened before 8 o’clock this morning.

WEAF, though, is now giving New Yorkers a memory course. It is launching one of the most intensive promotion campaigns ever run by a New York station. By the time it’s over, New Yorkers will never forget that “660 on your dial means WEAF, or the World’s Best Entertainment Free!”

This campaign is running in all eight Manhattan dailies, calls for over 100,000 lines of space, extends over a period of 12 weeks. It underscores WEAF not only as the entertainment station in New York, but also pushes the individual programs heard on it... in a powerful, two-way campaign to attract additional listeners for WEAF advertisers in this greatest of all markets.

This kind of high-powered, don’t-spare-the-horses promotion is typical of WEAF’s wide-awake aggressiveness in building audiences and holding them for all WEAF advertisers. That’s why it’s New York’s No. 1 Station.

WEAF

Represented by NBC SPOT SALES
Radio City, New York 20, N. Y.

This campaign follows on the heels of a 62,000-line newspaper campaign for WEAF, recently completed. Coordinated with other WEAF audience-building exploitation, it is all part of a complete promotion pattern aimed to build bigger and better audiences for WEAF advertisers.
on New York's finger...

...in one of the most intensive promotion campaigns ever run by a New York station

but 660 on your dial
GIVES YOU A WEALTH OF FREE FUN-

$6.60 won't get you very far on 52nd Street. Why, that kind of money is just peanuts in the Land of the Midnight Bums. For $6.60, you'll just about be able to pay the cab fare and the hot-check drink at the speakeasy or the swing spot on Hot Lick Lane. For there, the only limit is the sky, and $6.60 won't get you off the ground.

660 on your dial. Enough, means plenty of fun to New Yorkers in the know—and at no cost whatsoever. For 660 is WEAF, which brings you the best entertainment in town. If you're pleasure bent, turn your nose to WEAF's great shows, which will not only make you feel better, but lift your spirits to the level of a 52nd Street cover change.

For when it comes to great popular music, the bands on WEAF really "walk you"—and you the best entertainment ever... and it's all free!

Opening ad in WEAF's newspaper campaign to remind New Yorkers that "660 on your dial means WEAF, or the World's Best Entertainment Free!"
SONOVOX

GIVES YOU A TRADE-MARK IN SOUND!

THROUGHOUT the field of advertising—from the lowliest cub to the most respected “elder statesman”—everybody recognizes the value of trade-marks in print.

That concept was solidly accepted decades before anyone had even heard of radio. And now the smartest advertisers have accepted the same principle for trade-marks in sound.

Sonovox offers you the ultimate possibilities in radio trade-marks. Witness the Lifebuoy talking foghorn—the Bromo-Seltzer talking train.

Anybody can sponsor any kind of program material, and lots of advertisers have seen “their” theme-songs, etc. become identified with their artists, rather than with their products. But when you use a Sonovox trade-mark, it dramatizes and identifies your product.

How is Sonovox sold? Essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The only additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at Standard AFRA scale.

WRIGHT-SONOVOX, INC.

“Talking and Singing Sound”

FREE & PETERS, INC., Exclusive National Representatives

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*Space no longer permits a complete list of Sonovox users.

Some Typical SONOVOX PIONEERS*

- American Chicle Co. (Black Jack Gum)
- Borden and Bromberg & Harris, Inc.
- American Industries Salvage Committee (Steel Scrap Drive)
- McCann-Erickson, Inc.
- Buick Motors Division, General Motors Corp.
- Arthur Rudner, Inc.
- Chicago, Milwaukee, St. Paul & Pacific R. R.
- Roche, Williams & Cunyngham, Inc.
- Colgate-Palmolive Pet Company (Fels, Palmolive)
- Ward Wheelock Co.
- Delaware, Lackawanna & Western Coal Co.
- Ruthrauff & Ryan, Inc.
- Walt Disney Productions
- Emerson Drug Company (Bromo-Seltzer)
- Ruthrauff & Ryan, Inc.
- Christian Feigenspan Brewing Company (Feigenspan and Dobler P.O.N. Beers and Ales)
- Feltman-Curme Shoes
- Russell C. Curme Advertising Co.
- Forum Cafeterias of America
- R. J. Post-Caltho & Holden, Inc.
- Griesedieck-Western Brewery Co. (Stag Beer)
- Maxon, Inc.
- Grocery Store Products Sales Co., Inc. (Foulé’s Macaroni Products)
- Campbell-Ewald Co., Inc.
- Andrew Jergens Co. (Woodbury’s Products)
- Lenne & Mitchell, Inc.
- Lever Brothers Co. (Lifebuoy Soap)
- Ruthrauff & Ryan, Inc.
- Lyon Van & Storage Co.
- Batten, Barton, Durstine & Osborn, Inc
- National Broadcasting Company
- Naval Aviation Selection Board
- Navy Sestees (U. S. Navy, Construction Battalions)
- Office of Civilian Defense (Region Six)
- Pabst Sales Company (Pabst Beer)
- Warrick & Legler, Inc.
- Pan American Coffee Bureau
- Buchanan & Co., Inc.
- Purity Bakersies Service Corp.
- (Tastywee Bread & Gruennan Cakes)
- Quaker Oats Company
- Ruthrauff & Ryan, Inc.
- Radio Corporation of America
- Ruthrauff & Ryan, Inc.
- Radio Station KOMA, Oklahoma City
- Alvino Rey and his Orchestra (in all broadcasts)
- Shell Oil Company, Inc.
- J. Walter Thompson Co.
- Stanco, Inc. (Mistol)
- McCann-Erickson, Inc.
- U. S. Treasury Deph.
- Universal Pictures Company, Inc. ("Larceny With Music")
- Warner Brothers Pictures, Inc.
- (Thank Your Lucky Stars)
- Willards Chocolates, Ltd.
- Cockfield, Brown & Co., Ltd.
Ownership Rule Stirs Industry, Congress

Station Sales and Swaps Now Pending

By SOL TAISHOFF

IN A SUDDEN revival of its crusade against purported monopolistic tendencies in broadcasting, the FCC last week promulgated an order banning multiple ownership of standard broadcast stations in the same area.

Immediately effective as to all new grants or acquisitions, the order (No. 84-A) will affect some 40 existing multiple ownership, control or “overlapping” situations on June 1, 1944, except where there are extenuating circumstances. (See page 10.)

Action came last Tuesday without advance warning. The vote was unanimous, with all six members present. No reasons were ascribed, either in the order or in the accompanying “public notice” for the order, dusted off and slightly amended after having been pigeon-holed for two years. FCC Chairman Fly called a special meeting Tuesday afternoon and following a couple hours of consideration, the order was rushed through press channels.

Timing Questioned

Why the Commission issued the order at this time, under war conditions and with the whole subject of the Commission’s power being reviewed by two committees of Congress, caused considerable speculation in both industry and Congressional circles. The very question of multiple ownership has been raised several times during the hearings on the White-Wheeler Bill (S-514) now in progress before the Senate Interstate Commerce Committee.

It has been presumed that the White-Wheeler Bill, in revised form, would specify the Commission’s authority in dealing with so-called “monopoly” and covering the question of multiple ownership, newspaper ownership and other basic policy considerations where specific Congressional mandate is deemed necessary.

It was expected the Commission’s rule, barring Congressional intervention, would precipitate a siege of station “swaps” involving possibly a dozen outlets in primary markets as well as others in secondary areas. Negotiations for sales of stations also may become brisk, it was thought, though the stiff tax situation augurs for trades. When the original rule was announced Aug. 6, 1941 activity developed among station owners who thought they would be affected.

The revised order, which supersedes Order No. 84 adopted by the Commission Aug. 5, 1941, becomes a part of the Commission’s Rules and Regulations as Section 3.35. The original order, promulgated without an effective date, was the basis of oral arguments Oct. 6, 1941. At those arguments, representatives of a score of stations, presumed to be affected by the rule, challenged the Commission’s jurisdiction and questioned the practicability of adopting a hard and fast rule. The Commission promptly took the matter under advisement, and the action last week was the first formal word since then.

Among the puzzling aspects of the order is the disclosure that the effective date varies with the license tenures of stations. Some owners, it was pointed out, may have a year longer than others in which to divest themselves of second stations. The customary six-month period of grace is allowed in each instance, but the time does not run until action is taken on renewal of license. It is presumed this obvious discrepancy grew out of the great haste with which the order was executed, evidently to meet a suddenly established deadline.

Moreover, it was difficult to reconcile the order with recent actions of the FCC. For example, only a few weeks ago, it authorized WGAR Cleveland to shift frequency to 1220 kc, with potential power of 50,000 w. which would be expected to overlap WJR, Detroit, owned by the George A. Richards interests. Since the original order was drafted two years ago WWVA Wheeling was granted 50,000 w. which may result in overlap with WKNY Poughkeepsie, also owned by Fort Industry Co. “Working Control”

As revised, the order specified that no license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled by any person where such station renders or will render primary service to a substantial

(Continued on page 10)

OWI Administrative Post to Klauber

Former CBS Chairman Named Associate Director

EDWARD KLAUBER, former chairman of the executive committee of CBS, last Thursday was appointed associate director of OWI. Effective Dec. 1, Elmer Davis, director, announced last week. In his new post Mr. Klauber will be second in command at OWI, taking over duties formerly handled by Milton S. Eisenhower who resigned Sept. 1 to assume the presidency of Kansas State College.

As associate director, Mr. Klauber who served as CBS executive vice-president for more than a decade, will have administrative supervision of the agency’s domestic and overseas operations, including the Domestic Radio Bureau and the extensive shortwave broadcasting activities of the Overseas Branch.

Pioneered News

Responsible for many innovations in radio programming, Mr. Klauber pioneered in the field of news broadcasting. Consequently, it is expected that with his wealth of experience and background in both news and radio, he will be in a position to contribute substantially to the news operations of OWI.

Mr. Davis worked under Mr. Klauber’s executive supervision while a CBS news analyst.

“I am just trying to help, if I can”, Mr. Klauber told Broadcasting.

Mr. Klauber is the second high official from CBS to receive an OWI appointment within two months. William S. Paley, president, accepted an assignment last month in the Mediterranean theatre of operations to work with the Army’s Psychological Warfare branch. Mr. Paley was given leave by CBS to take the position, which involves the radio phases of OWI propaganda activities [Broadcasting, Oct. 11].

Mr. Klauber had been with CBS for 13 years prior to his resignation last August because of ill health. As assistant to the president, executive vice-president, executive chairman, and director, he had contributed substantially to the development of the network [Broadcasting, Aug. 9]. Paul W. Kesten was named to succeed Mr. Klauber as executive vice-president.

Prior to joining CBS, Mr. Klauber was with Metronome Inc. where he developed many well-known radio accounts. He entered agency and radio work following a distinguished career in the newspaper field which began on the old New York World in 1912. In 1916 he joined the New York Times and remained on that paper for approximately 13 years as reporter, rewrite man and city editor. He was credited with many outstanding news beats during World War I.

Mr. Klauber, 66, is a native of Louisville.
Ordinary, the order is not restricted to actual ownership of stations by the same interests in a single community, but also includes overlapping of stations in different cities where signal strength is sufficient to provide "primary service". There has been no indication of such an interpretation of the word "control" beyond the footnote definition.

In practical effect, the order (Continued on page 56)

Common Ownership of Standard Stations
In Same Community
(Some of the groups which may be affected by FCC Order No. 84-A)

Albany, N. Y.

Istetter stocklocking control owner: H. E. Istetter, (Times Union, Times-Beacon News) controls WABY and WGOO.

Day City-Saginaw, Mich.

Harley D. Peet controls WBCM, Bay City, and owns a minority of WSAG-Saginaw, across the bay.

Beaumont, Tex.

KRBC is controlled by officers and stockholders of Beaumont Enterprise and Journal. RFM is owned by the same interests.

Buffalo, N. Y.

Buffalo Broadcasting Corp. is licensee of both WGR and WKWB.

Chicago, Ill.

Gene T. Day is controlling stockholder in WBBG and minority stockholder in WGES and WATI, which he directs.

Lincoln, Neb.

KFAB and KFPO are controlled by the Sidles Co. (approximately 61%) with minority stockholders: Lincoln Star and Nebraska State Journal.

Little Rock, Ark.

KLRA and KARK are licensed to Arkansas Broadcasting Co. controlled by A. L. Chilton.

Los Angeles, Cal.

Earle C. Anthony is licensee of both KFI and KECO.

Wallops, Md.

Charles Callert is controlling stockholder of KMTR Los Angeles, and owns controlling stock in KQW Glendale, Cal., a contiguous community.

Memphis, Tenn.

The Scripps Howard newspaper interests control both WMC and WMPS.

Hoyt R. Wooten controls WBCB and Hoyt and B. D. Wooten Jr. own 55% each in WBFO.

Des Moines

Iowa Broadcasting Co. (Des Moines Register & Tribune) owns both KBOI and KRLN.
AFM Threatens Strike Against Networks

Contract Expires Before WLB Can Rule

By BRUCE ROBERTSON

THREAT of a musicians’ strike against the National War Labor Board, particularly NBC and CBS, loomed larger last week when it was learned that there is practically no chance of obtaining a National War Labor Board ruling on the refusal of the American Federation of Musicians to permit its members to work for Columbia Recording Corp., RCA Victor Division of NBC and RCA Recording Division before the expiration of network contracts with the union the end of January.

These companies have consistently refused to accept the principle of payment into a union unemployment fund contained in the new contract signed by the union and other companies. Since the AFM has refused to permit the contract to be signed by one branch of a company while another remained outside the fold, it is considered a definite possibility that the union will refuse to negotiate new network contracts with NBC and CBS as long as their recording affiliates continue to hold out against the AFM terms.

Major Change in Dispute

At the conclusion last Monday of the hearing conducted in New York by the NWLB tripartite panel on the issues involved, Panel Chairman Arthur S. Meyer said that about three weeks would be allowed for final arguments and replies, so that the report and recommendation of the panel to the NWLB will not be submitted before the end of December or the first of January, with a virtual possibility that it may be nearer to the end of January. The board will then study the voluminous record—nearby 5,000 pages of testimony and dozens of exhibits—and may hear further argument before making its decision.

Status of the recording dispute has undergone a major change since the hearing began Sept. 7, when the union was faced by seven transcription companies whose appeal to the Government for relief from the ban on recordings imposed by the AFM on Aug. 1, 1942, had resulted in the appointment of the panel to investigate the dispute. Before the end of September, the companies, having signed a contract with the union for itself and for World Broadcasting System.

Shortly thereafter the other transcription companies, with the exception of NBC, signed contracts that were changed in some respects, but which also included the principle of payment by the recording companies of fees on the sale or rental of their recordings directly to the AFM for the union’s use in supplying employment to those of its members whose employment opportunities, according to AFM claims, had been curtailed by the competition of mechanical music. To date, 22 companies making phonograph records or transcriptions have signed these contracts, the union has reported.

At the time of the Decca-World contract, RCA Victor and CRC were permitted to intervene in the proceedings and the hearing resumed with these companies and NBC’s Radio Recording Division pressing their plea for a NWLB order to the union to permit its members to return to work for them without forcing them to submit to the direct payment principle, which they maintained was completely unacceptable.

Colin Charges Subsidy

Opening the companies’ summation argument on Monday, Ralph F. Colin, CRC counsel, questioned the union’s honesty in proposing this principle and its probable future responsibility in handling the fund, charging that the union’s desire to set up this fund is not to help its unemployed members but is based purely “on internal political considerations.” Pointing out that the AFM “has made no effort to measure its unemployment problem,” Mr. Colin declared that the AFM “intends to set up a subsidy for all time for any member unable to make enough money at music”.

Commenting on union references to “shenanigans” of the companies, Mr. Colin said: “It’s a question of a word being misapplied to calling the kettle black”.

In discussing the jurisdictional aspects of the case, Mr. Colin pointed out that the NWLB had accepted jurisdiction that Federal Judge Barnes in Chicago had ruled that it was a labor dispute and that the American Federation of Labor considers the same. He cited statements made by Elmer Davis, OWI director, and the National Federation of Music Clubs-third that a supply of fresh music to maintain the morale of both the armed forces and the civilian population, to demand that the NWLB should regard the recording ban as a “substantial interference with the war effort.” He added that stations operating 24 hours a day at the request of the Government need new records to entertain their night audiences, which he said, are as much entitled to hear new music “as the rest of us.”

Mr. Colin stated that while the burden of proof was on the union to back up its claim that records had caused unemployment among AFM members it had failed to do so. He contended that the NWLB order to the union to permit its members to work for them without forcing them to submit to the direct payment principle, which they maintained was completely unacceptable.

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(Continued on page 61)

WPB FREES HOME RECORDING DISCS

RESTRICTIONS on the sale and distribution of blank recording disks and stylis (or recording needles) have been removed by action of the War Production Board last week in amending Limitation Order L-265. The discs were given an AA-1 priority with use of the MRO symbol under Preference Order 11, effective Nov. 17, while an AA-2 with the MRO symbol was authorized for use on commercial records.

These ratings can be used if necessary to obtain the discs and stylis, but since restrictions have been removed so far as individual purchasers (for home recording) are concerned, it is felt that commercial users will not have difficulty in obtaining them without ratings. Manufacture of the discs and needles and the MRO material, remain under control of Order L-265, the Radio & Radar Division of WPB points out. This order is administered by the Domestic & Foreign Branch of the Division.

Paramount Promotes

PARAMOUNT PICTURES, New York, is preparing a $400,000 campaign from February to May of next year promoting “Lady for Dark,” according to Robert M. Gilham, Paramount advertising and publicity director. Advertisements, in newspapers and magazines, and in periodicals, will be among media used, along with magazine and newspaper advertising, and on networks. The campaign period immediately following the New York and Hollywood premiere of the picture.

BROADCASTING • Broadcast Advertising

November 29, 1943 • Page 11
Equal Time Clause in Radio Law Favored

Wheeler Supports Allotment of Facilities

MOUNTING Congressional sentiment in favor of specific provision in the law guaranteeing equal time on the air for discussion of controversial issues—-attained by allotment of sustaining option-time through networks—was foreshown last week as this embattled issue aroused greater interest among members of the Senate Interstate Commerce Committee than any other.

A pet project of Chairman Wheeler (D-Mont.), the equal time issue also would be extended to commercial time of commentators, in cases where an individual is maligned or criticized. Senator Wheeler himself espoused the plan of sustaining option-time, outside of commercial options, so affiliated stations would be required to carry both sides, as scheduled by the networks. The networks or originating stations would be held responsible for clearance of material from the standpoint of libel or slander.

House Also Active

Simultaneously it became increasingly evident that legislation to spell out the jurisdiction of the FCC is a goal of the House as well as the Senate. At hearings last week before the House Select Committee to investigate the FCC, with Commissioner T. A. M. Craven the only witness, the view was expressed several times that every effort should be made to draft legislation at this session in view of the May 10 Supreme Court opinion.

A strong case was made last week before the Senate committee by spokesmen for the Newspaper Radio Committee, opposing consideration by the FCC in any form of the right of newspapers to own standard broadcast stations or go into other radio fields. Harold V. Hough, chairman; Sydney M. Kaye and Whitney N. Seymour, counsel for the group, urged that Congress itself write into the statute explicit prohibition preventing discrimination against newspapers as the owners. Their testimony followed the recommendations of Neville Miller, NAB president, and a number of independent broadcasters that Congress establish the policy in the new law, rather than leave it to the FCC.

Mr. Hough, in his testimony last Tuesday, pointed out that Chairman Fly had told the committee he thought it would be wholesome if Congress enacted a policy, but that he doubted "if you would do it." Mr. Hough said he trusted the committee would take action "and not disappoint the chairman."

The committee on Monday heard the concluding testimony of the NAB, through Presidents Miller and James W. Woodruff, WBBL Columbus, Ga., both of whom urged enactment of legislation along the lines of the White-Wheeler Bill (S-141) pending before the committee.

Last Wednesday, Art J. Mosby, owner of KGVO Missoula, Mont., CBS outlet, testified in favor of his plan of network affiliation for all major networks, under which 45 minutes of each hour of the day would be allocated to the network with which the station is affiliated, while the remaining 15 minutes would be used for other programs, including competing networks delayed broadcasts by transcription, national spot or state hookups.

Glade, Sykes Slated

He also supported in general practically all of the views and philosophy of Subcommittee Chairman Wheeler during the last three weeks of hearings.

After the Mosby testimony, Chairman Wheeler recessed the hearings until Monday, Nov. 29.

Indications were that the hearings would run at least another fortnight in elapsed time. Witnesses tentatively scheduled for today (Nov. 29) include Earl J. Glade, vice-president of KSL Salt Lake City, chairman of the NAB Code Committee when the code was drawn up and mayor-elect of Salt Lake City; and Judge E. O. Sykes, former chairman whose last week was named legislative counsel of the Newspaper Radio Committee. Judge Sykes will testify on certain aspects of the bill as an individual. He also said he would have some comments to make for the Newspaper Radio Committee.

There will be no hearing Tuesday, Nov. 30, but on Wednesday Leonard DeCaux, public relations director of CIO, and Fred Weber, managing director of WDSU New Orleans and former general manager of MBS

Niles Trammell, NBC president just returned from a war zone tour, is scheduled to testify Thursday. Mr. Trammell's schedule has not been completed.

Other witnesses scheduled to testify include Commissioner Craven and, tentatively, Commissioner Ray C. Wakefield; FCC Chief Engineer E. K. Jett, and possibly another appearance by FCC Chairman James Lawrence Fly.

Chairman Wheeler asked if the BLUE network would have a witness, and was told of Mr. DeCaux's response. So far as known Mutual will not appear, although Louis G. Caldwell, Mutual general counsel, previously had been tentatively scheduled.

Others to Appear

Definitely scheduled to testify, at Chairman Wheeler's request and in connection with the potentialities of FM and other new radio services are: Dr. Edwin H. Armstrong, FM inventor; C. M. Jansky Jr., consulting radio engineer; John V. L. Hogan, consulting engineer and operator of WQXR New York; A. Enari Cullum Jr., consulting engineer now with Harvard U.

Mr. DeCaux is expected to support legislation to provide time for labor organizations to present sale of time for controversial issues; a representative of the American Federation of Labor, which recently adopted a resolution favoring new legislation and in effect opposing the stand of CIO; and a spokesman for the Civil Liberties Union which probably .

(Continued on page 50)

Allocation Trouble Is Laid to Congress

Craven Advises Quick Action to Amend 1934 Law

By BILL BAILEY

VIRTUALLY ASSURED of $60,000 immediately to continue its investigation, and buttressed by an assertion of Chairman Lea (D-Cal.) that new communications legislation is imperative in view of the Frankfurter decision, the House Select Committee to investigate the FCC displayed keen interest last week when Commissioner T. A. M. Craven of the FCC laid Government confusion over frequency allocations on the doorstep of Congress.

Chairman Lea said the House Committee on Accounts had cut his requested $78,000 to $50,000, with the proviso that it would consider additional funds if needed. The House is expected to act this week on the appropriation, which would make $110,000 available for investigation thus far.

'Time For Action'—Lea

After an all-day session Wednesday, following a morning meeting Tuesday, the committee recessed until 2 p.m. Tuesday, Nov. 30, when Commissioner Craven resumes the stand.

When Commissioner Craven returned to the May 10 decision at the hearing Wednesday afternoon both Chairman Lea and Rep. Miller (R-Ila.) requested that both the majority opinion by Justice Frankfurter and the dissent by Justice Murphy be included in the record "for study" by the committee. In view of the Supreme Court decision it's time for Congress to take some action," Rep. Lea said, following Wednesday's hearings.

"We must adopt such legislation as will define the powers of the FCC and the rights of broadcasters. I believe we should think in terms of immediate remedial legislation."

During the hearings he asked Commissioner Craven to submit in writing "your recommendations for legislation."

During Tuesday's hearing, in which General Counsel Eugene L. Carey read into the record minutes of the Interdepartment Radio Advisory Committee tending to disclose disagreements between the policies and wishes of FCC Chairman Fly and the other 12 Government departments represented, Rep. Magnuson (D-Wash.) complained about the apparent confusion among committee members as to IRAIC's status.

Caused by Act of 1934

"I interpret a lot of confusion," he said. "That is a situation in all Government departments."

Mr. Carey interposed: "That confusion was caused by the chairman of the IRAIC. It was not he who initiated the position of any members of IRAIC."

And Commissioner Craven tossed the verbal bombshell which apparently resulted in keen interest on the part of committee members when he declared:

"That was caused by the Communications Act of 1934. That is the fault of the confusion. That is why I would like to see it straightened out."

Augmenting his testimony of the previous week, when he urged legislation authorizing the tax, he told the committee that IRAIC was an overall super-advisory committee (Broadcasting, Nov. 22), Mr. Craven told the committee that in his opinion "the Commission has asserted as much power as it could under the Act of 1934."

"I think it's highly desirable in the interest of freedom of speech and freedom from fear of the Commission that Congress change and clarify the law," the Commissioner.

(Continued on page 58)
Some National Accounts
Now On W-I-T-H

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

If it's sports, Baltimore wants to listen to...it's 12:30 on your dial. W-I-T-H brought Baltimore baseball last summer. Now it's pro football. And it's 2 hours a day all year around for the latest race results!

And remember: This is the same station that carries 8 of the smartest Charles Street shops...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
Press-Radio Names Sykes as Counsel
Ex-FCC Chairman to Handle Legislation for Group

APPOINTMENT of Judge E. O. Sykes, former chairman of the Federal Radio Commission and of the FCC, as legislative counsel of the Newspaper Radio Committee, was announced last week by Harold V. Hough, Chairman.

A member of the original Radio Commission of 1927, Judge Sykes served as its chairman for several years. He also served as chairman of the FCC up on its creation in 1934. He died in 1939 voluntarily to enter private practice of law. Even prior to the announcement of Judge Sykes’ appointment, Chairman Wheeler (R-Mont.) and Senator White (R-Me.) co-authors of the White-Wheeler Bill, had asked Judge Sykes to testify on the new Bill because of his wealth of experience in radio regulation.

Legislative Needs
Chairman Hough said that as much as proposed legislation was being considered by the Senate Committee, Judge Sykes had been retained by the newspaper group so that any legislation suggested would be applicable to the entire industry. He added his committee did not wish to advocate laws which might not be considered as partial to their group.

“We merely want to live under the same laws as the rest of the broadcasters,” he said, adding that Judge Sykes past experience “will be helpful.”

Legal counsel of the Newspaper Committee remain unchanged. They include Whitney N. Seymour of New York, Sydney M. Kaye of New York, and A. L. Herman of Ft. Worth.

DECREASE, GAIN, IN FCC EMPLOYEES

A NET INCREASE of 101 FCC employees from April to September 1943, but a gain of 14 from June to September, is shown in a report released last Monday by the Truman Joint Committee on Reduction of Nonessential Federal Expenditures. In April this FCC had 2,296 employees, the report shows. The number was reduced to a low point of 2,181 in June, following the first Truman report which recommended a slash of 300,000 federal employees. In September, however, FCC had listed 2,195 employees, a gain of 14.

Largest decrease from June to September was 159,968, effected by the War Department. When General Eisenhowers headquarters confirmed the story, however, it developed that newsreels of the government since it happened but had withheld it, the Congressional probe swung the other way.

The Senate Military Affairs Committee now has asked Secretaries of War Stimson for a full report. Similar action by the House Military Affairs Committee was anticipated.

John H. Wainman

JOHN H. WAINMAN, 45, music teacher, and former director of broadcast conditions for NBC, died Nov. 22 at Herkimer, N. Y. Mr. Wainman appeared in several musical comedies under the name of John DeWitt and sang with the NBC in 1932. He sang on a morning devotion program for five years before becoming director of auditions.

School Spots

NEWSPAPER INSTITUTE, New York, which is teaming with radio news programs to promote its correspondence courses, has added KGO San Francisco and KFEL Denver, to its spot schedule, through Rose-Martin Inc., New York.

No Pressure, NBC Says, On CIO Talk

CANCELED PAID DAILY TIME

Instead of ‘Round Table’

FOLLOWING the protest by Owen B. Micke, president of the American Dairy Assn., Chicago, that NBC, for political reasons, had cancelled the Assn.’s regular ‘Voice of the Farmer’ program on Nov. 21 to carry a speech by R. J. Thomas, president of the United Auto Workers, CIO, Frank E. Mullen, vice-president and general manager of NBC, issued a statement last week denying that “there had been any Government coercion to force the network to give Thomas the Norman service.”

Meantime Rep. Lea (D-Cal.), chairman of the House Select Committee on the FCC, said his group had been requested to investigate the program substitution in conjunction with the overall inquiry. It was learned that subpoenas probably will be issued for Mr. Thomas and Mr. Mullen. Carriage of NBC’s program by WCBS Washington, NBC station, already has been questioned by the Lea investigating staff.

CANCELED COMMERCIAL

According to NBC, Mr. Thomas requested a quarter-hour period Friday, Saturday, or Sunday, and “a network electronic switch to the commercial program rather than the Chicago Round Table broadcast, a popular sustaining program.” The NBC statement also pointed out that Mr. Thomas had appeared recently before the Senate Interstate Commerce Committee, complaining that “now with the program being heard all over the air ‘even though his union has a regularly scheduled broadcast on this same network.’

Mr. Richard’s protest, which appeared in 22nd newspapers, said in part: “This same radio time taken away in this fashion and given to the CIO, which is not in harmony with the farmers’ viewpoint is shocking.”

* * *

Radio and press used by dairy farmers to acquaint the public with their industry is proving successful, Owen M. Richards, general manager of the American Dairy Assn., Chicago, reported last week.

The objectives of the advertising program, conducted by the Association are the holding of public preference for dairy products, guarding against competitive substitutes and seeking to gain better understanding in the industry’s problems and to promote research. Agency handling the campaign is Campbell-Mithun, Chicago.

Wellard in Italy

JAMES WELLARD, foreign correspondent of the Chicago Times, has joined Mutual’s staff attached to Allied Force Headquarters in Italy. He alternates with Seymour Rose in broadcasting front line dispatches from Naples.
PICTURE OF A LAZY LIFE...
In the Clutches of War Work!

“... used to put in here on vacation cruises now and then. No excitement. Never went ashore except to check gear and maybe pick up some fresh lobsters. Just a nice, relaxing town and harbor, that’s all. But boy, you ought to see it now! This is one of those boom towns you hear about.”

You may know about this place, but do you know about all the others? The whole country is teeming with boom areas. And it’s our job to keep you in pace with these rapid changes. It’s our job to know where they are, what new markets they offer, and how best they can be reached.

Proof of the pudding, that we have “know how” ... that we know what to do with the information we get, is that we’ve had an enviable average billing gain of 42% for every year we’ve been in business. For ten years without a hitch!

Back the attack with War Bonds and Stamps

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD
FCC Informally Favors New CBS Affiliate Form

THE FCC last week advised CBS in an informal opinion that its new affiliate contract form "appears on its face to comply with the current network regulations." Two weeks ago CBS had submitted to the FCC England, a new affiliate agreement, as a substitute of the contract which the FCC criticized in a letter to CBS Oct. 15, calling attention to alleged infractions of network regulations in at least three particulars and threatening affiliates that their licenses might be renewed without jeopardy [BROADCASTING, Nov. 1].

The new contract, according to CBS, will simplify the handling of the clauses held to be in conflict with the network regulations and will eliminate all riders and "saving" clauses. The position raised by a CBS circular letter to affiliates June 8 dealing withoppel time and criticized by the FCC in its Oct. 26 letter, as apparently contrary to that portion of the 1947 Act covering the subject, is still being studied by CBS.

PORK A-PLENTY this winter will garnish the table of textile worker Bob Gore (r), Spartanburg, S. C., because he took the advice of WSPA farm service director Cliff Gray (l). Speaking at his Piedmont Farm Hour, the govern-

PTM Plea Denied
PETITION of WGST Atlanta, li-
censed to the Georgia School of Law, Augusta, Ga., to the FCC to the effect that it was unable to continue its programming because of its application for renewal of license was denied by the FCC last week, with Commissioner

Union Pacific Buys NBC Coast-to-Coast
Weekly Half-hour Is First
R.R. Net Time Since 30's
UNION PACIFIC Railroad, Oma-
ha, beginning Jan. 8 will sponsor a half-hour variety program, Sat-
days, 5 P.M., over NBC coast-to-

soldiers Request News From Home
Exchange With BBC Arranged By Trammell and Royal
MORE NEWS from home than he is getting now is what the American soldier wants, Niles Trammell, NBC president, and John F. Royal, vice-
president of communications, announced last week, reported last week on their return from a six-weeks visit to England, North Africa, Sicily and Italy.

"We have several plans to dis-
cuss with Government officials to get more news home to our troops," Mr. Trammell stated. Declining to get into details of the con-

WSMA Hits Express Publicity Attempt
RAILWAY EXPRESS has been added as a list of transportation agencies which can be promoted by pro-

WB Sounding Awakened
DELISS B. GURNEY, 73, father of Senator Chan Gurney (R.-D.), and a pioneer Yankton businessman, died in failing health last month after a long period of failing health. He was founder and for many years president of the Gurney Seed Co., for over 30 years he spoke daily over WNAX Yankton when the station was owned by his company.

DELLS AND B. GURNEY, 73, father of Senator Chan Gurney (R.-D.), and a pioneer Yankton businessman, died in failing health last month after a long period of failing health. He was founder and for many years president of the Gurney Seed Co., for over 30 years he spoke daily over WNAX Yankton when the station was owned by his company.

WB Loring Awakened
DECISION by WB in a dispute between WMAL Washington and AFRA over question of extra fees for long distance services was being awaited last week. In testimony Nov. 18 before Royal Commission, hearing Dr. Ray Miller, NAB Director of Labor Re-

Albany Probe
INQUIRIES to determine the cause of a 90-second interruption of a network program on WOKO Al-

Lillian Selb of the New York sales staff of John K. Pearson Co., station representative, on Dec. 1 joins Fox Post, 993 3rd Ave., New York as timebuyer. Miss Selb was formerly New York manager of Foreman Co. and before that with J. Stirling Get-

Taylor M.C. on 'Fame'
DEBBES TAYLOR, music commenta-
tor on the CBS broadcasts of the New York Philharmonic Symphony since 1939, will be narrator and a per-

Peter Fox on BLUE
PETER FOX Brewing Co., Chi-

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DEBBES TAYLOR, music commenta-
tor on the CBS broadcasts of the New York Philharmonic Symphony since 1939, will be narrator and a per-
Boston leads the nation with $200,000,000 in the Hollywood Bond Cavalcade.

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<tr>
<th>ROUTE</th>
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<td>LOS ANGELES</td>
<td>(Welcome Home Reception)</td>
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GRAND TOTAL ...... $1,079,586,819

Worl leads in Boston as an independent.

This little budget went to the "920 Club".
KGNF Transfer Adds to NBC Net

Wow President Promises Listeners Fine Service
WITH CONSENT of the FCC last week to voluntary assignment of the license of KGNF from the Great Plains Broadcasting Co. to Radio Station WOW Inc., Omaha, for $40,000, listeners in North Platte and far western Nebraska are to have NBC network service, according to John J. Gillin Jr., president of WOW. Application for the transfer was filed with the FCC last September.

The Commission at the same time granted application for a construction permit to change the frequency from 1420 to 1240 kc, increase power from 1 kw daytime to 250 w unlimited and make changes in the transmitting equipment. KGNF, which has operated herefore only from downtown, is to operate on a 16-18 hour schedule, seven days a week, Mr. Gillin said.

‘Best Little Station’
KGNF was established in 1930, and has been operated since then by the Great Plains Broadcasting Co., of which W. I. LeBarron was president and Mrs. LeBarron general manager. It is expected that the coverage area of the station will be extended by the changes in wavelength. KGNF is heard in the area within a 75-mile radius of North Platte.

KGNF became interested in the North Platte station when Mr. and Mrs. LeBarron intended they wanted to retire from the radio business. “We expect to give the people of North Platte and western Nebraska the finest radio program service we can possibly get. In addition to NBC network programs, KGNF will present many fine transcribed national and some of the best possible local features,” Mr. Gillin said. No expense will be spared to make KGNF “the best little station in the country,” said Mr. Gillin.

Suffolk Transfer

The Sunday afternoon musical program, ‘Best Little Station,’ is to have as its highlight actor and commentator, Mr. Gillin, of the Lehigh Broadcasting Co.

LEHIGH Asks FCC

OK OF STOCK SALE

LEHIGH VALLEY BROADCASTING Co., licensees of WCA-WSAN Allentown, Pa., applied to the FCC last week for approval of the sale of 496 shares of stock owned by the Allentown, Pa., station to Royal W. Weiler (50), J. Calvin Shumberger Sr. (160), David A. Miller (15), W. L. Weiler (115), Samuel W. Miller (50), Donald P. Miller (50), and Miller Associates (22). This comprises 496 shares (77.14%), which are prorated substantially according to the percentage of stock owned by these four members of the group in the Call Publishing Co. B. Bryan Musselman, a clergyman, retains 174 shares (22.86%) and the Call Co. one share of Lehigh stock not involved in the transfer.
Mr. Shumberger is vice-president and editor of the Call Publishing Co., Royal W. Weiler is president and general manager, David Miller is vice-president and managing editor. All three are officers and directors of the Lehigh Broadcasting Co.

Johnny’s Corner

If you have a corner on the word “corner" you should not miss meeting Mr. Butcher, who has resigned as radio director of Ward Wheelock Co., New York, effective Dec. 1. He has not announced his next assignment.

GILLETTE WINTER SNEAKER RAZOR CO.
Boston, has added 11 CBS stations to the group carrying each of the new Gillette Winter Sneaker Razer. By Dec. 15 the group will probably have sold 1 million units, an increase of 50% over the previous winter.

Mr. Butcher

Mr. Butcher

Salute to Bakers

AS A SALUTE to the baking industry of America, Standard Brands, New York, on Dec. 21 is sponsoring a special edition of the Christmas variety program on CBS, featuring such stars of radio and television as Dagmar, G. A. Meche, Bob Burns, Dorothy Lamour and others not yet lined up. It will be broadcast nationally on CBS network, 10-11 p.m. (EWT), the show will be entitled ‘The Bakers of America Present,’ and will be promoted extensively by local bakeries around the theme of ‘Fleischman’s new bread is basic.’ Agency in charge is Weiler Weekly Advertising Co., New York.

WKST Control Changes

WKST New Castle, Pa., last week applied to the FCC for the acquisition of control by Wanda E. Townsend and S. W. Townsend through transfer of 80 shares (38%) of stock from doses owned by Wanda E. Townsend, wife of S. W. Townsend, president and managing editor of the station, for $4,500. The transfer gives Mr. and Mrs. Townsend a combined total of 52%. The application stated that they will continue to withdraw from the business in order to devote full time to a job as secretary and counselor with the Firestone Tire & Rubber Co.

Among Those attending the annual football luncheon of the San Francisco Quarterback Club were (1 to r): Lt. Spike Nelson, co-chairman of the Moraga Air Devils (Navy Pre-Flight School at Moraga, Cal.); Harold R. Deal, sales and promotions manager of Tide Water Associated Oil Co., now in its 18th year of football sponsorship; Lt. Bill Kern, coach of the Pre-Fighters at Del Monte, Cal.

Gillette Adds

Gillette Safety Razor Co., Boston, has added 11 CBS stations to the group carrying each of the new Gillette Winter Sneaker Razer. By Dec. 15 the group will probably have sold 1 million units, an increase of 50% over the previous winter.

Joint Sponsors

AMERICAN AIRCRAFT Institute, Chicago, and Fred Harvey Co., Inc., New York, on Nov. 23 began joint sponsorship of a one-hour musical program titled Something Old, Something New, featuring Don Norman, Mondays through Thursdays on WAAF Chicago. Contracts are for 13 weeks. Agency for American Aircraft is Raymond Hutchins, Chicago. Agency for Fred Harvey Restaurants is George Hartman Co., Chicago.

Biggar From Britain

GEORGE C. BIGGAR, program di- rector of WLW Cincinnati, in Eng- land as guest of the British Informa- tion Service, will be heard on four shortwave pickups from the BBC in London, transcribed for WLW’s Everybody’s Farm Hour program. Broadcasts were scheduled Nov. 24, Dec. 4, 6 9.

Utility Series

COMMONWEALTH EDISON Co., Chicago, on Nov. 23 began sponsorship of a quarter-hour transmitted series, Dick Tracy, on WEIR Chi- cago, Tuesdays. Contract is for six weeks. Agency is Foote, Cone & Belding, Chicago.

EDMUND B. (Tiny) RUPFNER, most recent vice-president in charge of the Hollywood office of Rovnall & Bryan, on Dec. 6 joins WABC New York as director of daytime programs succeeding Ray Nelson, who has re- signed to enter commercial radio.

Butcher Resigns

BLAYNE R. BUTCHER has re- signed as radio director of Ward Wheelock Co., New York, effective Dec. 1. He has not announced his next assignment.

Suffolk Transfer

The Sunday afternoon musical program, ‘Best Little Station,’ is to have as its highlight actor and commentator, Mr. Gillin, of the Lehigh Broadcasting Co.

WAGE Sale Granted

SENTINEL BROADCASTING Corp., licensee of WAGE Syracuse, was last week granted permission by the FCC to assign its license to WAGE Inc., a new corporation whose organization, it was stated in the application, was for the purpose of strengthening the financial status of the station in anticipation of future television developments [BROADCASTING, Oct. 26]. The new organization retains the same officers and directors now serving Sentinel.

Prudential Change

FOLLOWING withdrawal after the Nov. 21 broadcast of Deems Taylor as commentator on ‘Family Hour’ on CBS, the Prudential Insurance Co. of America, New York, has started Jose Ferrer as highbrow commentator and answerer on the Sunday afternoon musical show, and Reed Kennedy, baritone, as featured singer. Agency is Benton & Bowles, New York.

Pudding Participations

"They Tell Me I'm a Typical-Looking NEBRASKA FARMER

—and that you'll be seeing me often in these KFAB ads. And that's all right with me, because I figure you and I have a lot in common and ought to get acquainted. You're my customer and I'm your customer.

I'm one of the thousands of farmers in the KFAB area who are busy raising grains and meats and food products that are later shipped to you. And, if you're in business, you probably have something to do with supplying us with some of the many products we need.

I guess it is because we are doing business together that KFAB wants us to get acquainted.

They tell me that in the next ad you will see me as a business man. Believe me, farming is a business...a mighty good business these days.

Later you will meet my family and you'll understand why I'm so proud of them and so anxious to give them all the good things of life. Now, thanks to good crops and good prices, I'm in a position to buy the things we need and want. So, if you have something to sell, just remember that we will be listening to KFAB. It's a habit we have all had since that friendly neighbor came into our homes 20 years ago."

"The BIG Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
780 KC-10,000 WATTS
BASIC COLUMBIA
Represented by EDWARD PETRY COMPANY
OWI Spots Under Sponsorship Policy
To Be Transcribed 50 Seconds Long

BECAUSE of the six-to-seven-week interval required for preparation and recording of OWI war messages, it will not be possible to put the announcements on a fully sponsored basis this week, beginning the week of Jan. 17, according to William F. Fairbanks, chief of the Allocations Division of the OWI Domestic Radio Bureau.

As announced in Broadcasting last week, it was decided at a meeting with OWI regional station relations in Washington Nov. 19 to record all station announcements 50 seconds long and make them available for sale to local sponsors beginning Jan. 15. Since the week actually begins on Monday the 17th, it is planned to record all of the messages on the new basis for broadcast beginning that date. Other factors which interfere with any earlier change are the need to make sure that messages have already been written and that recordings are cut for two weeks at a time.

Easy Solution

The decision to permit local sponsorship of announcements is seen as a simple solution for several perplexing problems. The burden of selling is placed entirely on the station and there is no longer any need for OWI to decide whether or not a campaign ought to be sponsored. That question will now be decided by radio salesmanship, which must reach the advertiser who is interested in sponsoring war information material on a given subject. This puts radio on much the same basis as the press and gives the war message material is concerned.

Mr. Fairbanks pointed out some stations will prefer not to sell the announcements and will carry them entirely as a contribution to the war effort; others will sell them as a step toward giving the messages better time position, while in many instances sponsorship by local concerns will be sought as contributing to the effectiveness of a given campaign.

Got the News

UTILIZING a middle-local-announcements break in Carey Longmire's NBC war commentary, Mr. Peterson, news editor of WIS Columbia, S. C., gave station listeners a local bulletin involving the arrest of a policeman who killed a South Carolina longmire is sponsored on WIS by Mr. Robertson, Mondays, Wednesdays and Fridays, but local story broke on another day during first part of Longmire's newscast and Peterson took advantage of unexpected development break. Otherwise listeners wouldn't have gotten the story for several hours.

Only one new campaign appears in the OWI Packet table for the week of Dec. 20. This is the appeal for coal miners. Three thousand strong, able-bodied men, preferably with coal mining experience, are needed immediately to man coal mines in Colorado, Utah, Wyoming, Washington, and Montana. The announcements will tell men to report immediately to their nearest U. S. Employment Service Office for these vital, well-paid war jobs.

The Save Critical Resources campaign, added late last week to the schedule for Dec. 13, and to be repeated the week of Dec. 20, is an emergency drive on the Network Plan, aimed at fuel conservation. Fact Sheet No. 182, based on material supplied by the War Production Board, points out that America is moving into a serious fuel shortage. All fuels—coal, oil and gas—are short, and the national requirements are interdependent. What seems to have called for the emergency action is the news that coal mining announcements are the "hard fact that we do not have enough coal to go around." It is said that if every man now employed in the nation's mines were to work every day the mines could operate there would still be a shortage of coal to meet total requirements during 1944. During the week of Oct. 18-24, the Solid Fuels Administration diverted the production of 1,800 mines to retail yards for emergency domestic heating use. It may not be possible to do this should the need arise again.

Two Angles

Thus, radio war messages for the week of Dec. 20, will attack the fuel problem from two angles—recruiting of mine labor, and consumer conservation of coal and other fuels interchangeable with coal.

No announcements are scheduled on the Network Plan for Christmas Day, inasmuch as so many network programs are specially written for the holiday.

OWI PACKET, WEEK DEC. 20

CATCHING UP on current radio events, Lt. Peter Roebeck, formerly of CBS Hollywood transcription department, chatted with Ben Paley (left), supervisor of CBS West Coast production operations, during his recent furlough. An AAF bombardier, Lt. Roebeck has received the Order of the Purple Heart and Distinguished Flying Cross with two clusters. His Flying Fortress was shot down over the Mediterranean, by a German-manned, captured P-38. Lt. Roebeck spent 60 hours in the water before being rescued.

Sealtest Cast Stays

REJECTING an offer of American Tobacco Co., (Luckies) to head a new network variety show, Joan Davis, comedian, will continue to be starred on the week's NBC Jeans-Jack Haley program sponsored by Sealtest Inc. New 52-week contract negotiated with the agency, McKee & Albright, is said to give Miss Davis full control over all elements of her show, with an escalable salary increase. The reported offer by American Tobacco Co. was $15,000 per week and a non-cancelable 65-week contract.

RALPH HACKBUSH, vice-president of Stromberg-Carlson Telephone Mfg. Co. of Canada Ltd., Toronto, has returned to the company after being on loan to the radio division of the wartime government-owned Research Enterprises Ltd. Toronto. He has been appointed managing director of the Canadian Stromberg Co., and recently was elected vice-president of the Institute of Radio Engineers.

Mr. Robertson also announced that effective Dec. 1, Dale Robertson, general manager of WARM Scranton, joins WTBO as station and commercial manager. Mr. Robertson has managed the Scranton station since April 1941. He formerly served with WIBM Mich., and also has managed WIBX Utica, WBAX Wilkes-Barre, and KGGM Albuquerque.

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PERSONAL LOG

WGY Chart Leads Listeners To Good Programs

FULLER ENJOYMENT from your radio is the plan behind the vigorous promotion campaign WGY Schenectady has stepped up in newspapers and on the air, for the Calendar for Good Listening. The 16-week program will run for every day in the week, to be filled out by the listener, with spaces for music, movies, TV, and radio programs as well as those regularly scheduled.

In addition, the booklet features a WGY program listing and pictures and articles about WGY entertainers. The series of ads to acquaint the public with the Calendar stresses radio's role in gas-rationed times, as the richest source of entertainment. Calendars are available to listeners who write a card to WGY, the NBC G-E station.

Humphrey to N. Y.

H. B. HUMPHREY Co. Boston, has set up New York offices at 424 Madison Ave. with Frank S. Christian, advertising executive, in charge. Telephone number is Plaza 3-8000. In addition to handling spots for all Humphrey accounts, the new branch does all the agency's placements for General Aircraft Corp., manufacturer of the "Skyfarer" plane. New York office handles very little radio at present. Boston office now handles Christian Science Monitor radio activities.

‘Mrs. Miniver’ Series

MRS. MINIVER, the M-G-M picture, becomes a radio series Dec. 5 produced by CBS in collaboration with Henry Souvaine, Inc., who has acquired radio rights from M-G-M and Jan Struther, author of the book. Providing as a complete episode each week, the series will be heard Fridays, 11:30 p.m. to midnight, and will deal with experiences of the Minivers in the United States.

WTBO, in Cumberland, To Join NBC on Jan. 1

WTBO CUMBERLAND, Md., will become an NBC outlet Jan. 1, according to an announcement last week by Mrs. Aurelia S. Becker, president and general manager. The station last month was authorized by the FCC to operate full time on 1450 kHz. With 200 watts, after having operated day and time on 290 kc. for several years. Mr. Robertson also announced that effective Dec. 1, Dale Robertson, general manager of WARM Scranton, joins WTBO as station and commercial manager. Mr. Robertson has managed the Scranton station since April 1941. He formerly served with WIBM Mich., and also has managed WIBX Utica, WBAX Wilkes-Barre, and KGGM Albuquerque.
From October 8, 1942 to October 8, 1943 (First 12 months of 50,000-Watts Operation) Uncle Sam's faithful mail carriers delivered 675,788 pieces of listener mail to our studios. Of this impressive total 95.7% was of the much desired commercial variety.

Proof of Coverage
218,264 pieces of this mail came from Pennsylvania; 216,610 from Ohio; 157,422 from West Virginia; 18,854 from Virginia and 12,114 pieces from Maryland. These represent our 123-County primary area states. 52,524 pieces were received from 42 other states and Canada.

We have a certified breakdown of our tremendous listener response which can be had for the asking. It proves one of the most responsive buying audiences in America.
WMC Grants 40-Hour Week For Detroit Radio Employees

Only Engineers Excepted in Critical Labor Area Decision by Michigan Office

BROADCASTERS of Detroit, a critical labor area, have been given permission to continue employees, except technicians, on a 40-hour week, under an opinion by the Michigan State office of the War Manpower Commission. The decision is viewed with interest by 70 other critical labor areas.

The broadcasters’ petition, filed by Raymond J. Meurer, general counsel for King-Trendle Broadcasting Corp. (WXYZ and Michigan Radio Network), also was in behalf of stations WJR, WJW, WBK and WJHB Detroit, along with CKLW Windsor-Detroit, the latter a Canadian station which maintains studio in Detroit.

Engineers Interchangeable

After receiving the petition, the WMC granted the broadcasters’ request to maintain the 40-hour schedule, except for technicians who are employed under contract with the IBEW on a 44-hour basis. The Commission ruled that technicians should operate on a 48-hour week because these jobs are interchangeable, but it held that this condition “does not apply to other radio broadcasting jobs”.

The petition listed working schedules and various classifications of WXYZ employees. The schedules, the petition concluded, “should demonstrate that petitioner has made the fullest possible utilization of the services of all employees in its various departments consistent with peak-load requirements of the station and their respective work at all times”. Technicians only have been on a schedule in excess of 40 hours, it was set forth, the 44-hour schedule for this class of employees effecting “the fullest possible utilization of their services consistent with the peak-load factor and which also permits petitioners to handle emergency situations”.

A foreword to the petition called attention to the importance of the time element in radio broadcasting operations, stating that the over-present factor of split-second precision timing is therefore pertinent to a marked degree in making a determination of its manpower requirements.

Citing Congressional testimony to prove its contention that “no industry has been more highly regulated by Government authority than radio broadcasting industry”, the petition asserted that “overlapping jurisdictions of Government might well place the industry in a position of being unable to fulfill the requirements for which it was ordained, namely, public service.”

The petition listed the following station personnel as having unlimited hours: director of operato-

tions, general manager, general counsel, sales manager, promotion and publicity manager, merchandising manager, station manager, studio production manager. All other personnel were listed as working 40 hours or under union jurisdiction and not subject to scheduling.

Under a classification embracing the traffic and operations department, in which the employees average 44 hours, the petition stated that these activities are of a highly specialized task which is not interchangeable.

It was stated that hours and duties of sales department representatives do not permit a given schedule of operations, that these employees are paid on a commission basis and are not subject to the Fair Labor Standards Act.

The petition listed five employees of the accounting department, each having separate and distinct duties, scheduled on a 40-hour basis. None of these positions, it was stated, is interchangeable.

The petition declared that actors, announcers, singers and sound effects employees are subject to the jurisdiction of AFTRA. The nature of their work are not subject to scheduling on a 48-hour basis. The same applied to musicians, arrangements and copyists as well as librarians under the jurisdiction of AFM.

Writers and special events announcers and news commentators, together with the transcription librarians, because of their work, are not subject to scheduling on a 48-hour basis, the petition stated.

Study Video Clarity

RESULTS of a field survey of the three television transmitters in the New York territory will be given by Allen B. Du Mont, president, and Thomas T. Goldsmith Jr., of the Allen B. Du Mont Labs, at a joint meeting Dec. 1 in New York of the IRE and the Radio Club of America. Du Mont extensively with the multi-path problem in television broadcasting which causes multiple pattern in the received pictures, the findings show that the lower frequency channels resemble the multi-path interference in a metropolitan territory such as New York City.

AFRA Elects

NEW YORK local of AFRA has elected 22 to be members of the Local Board for the coming year. Of this number, one is a representative for sound effects men who may be given full membership. Actors elected are Bill Adams, John deCorsi, Eric Dressler, Carl Eastman, House Jameson, Jay Jostyn, Anne Seymour and Ned St. John. Announcers elected are Milton J. Cross, Ben Grauer, Hugo James, George A. Putnam, and Ken Robinson. Directors and officers elected are Crane Calhoun, Phil Duey, Travis Johnson, Jack Keating, Felix Knight, Evelyn MacDowell and Alex McKee. Representative elected for the sound effects men is M. C. Brackhusen.

News Listening Down

TOTAL LISTENING in the New York area in October rose 15.3% over the average of 1942, and gained 3.7% over the first nine months of 1943, but news program audiences decreased for the first time since Pearl Harbor, according to the October newsletter of The Pulse of New York. Development is interpreted as evidence that news interest has reached the saturation point. The report discloses that launching of “Operation War Bond” by the Armed Forces of war”, with the accompanying element of suspense, draws larger listening interest than allied victories, defeats, and concluded campaigns.

WCHS’ Wish

PERSEVERANCE, thy name is Charleston. The West Virginia city wants an airport—goodly so, since No. 3, WCHS, an airport station of the West Virginia Network has doggedly repeated with each signal发出 its name—‘Is Charleston—the only city of its size in America without an airport.” Station director Howard L. Chernoff says the announcement will be discontinuing—when Charleston gets the airport.

Opper Joins Blue

BY ARRANGEMENT with the Chinese Government, the BLUE is now using the Chinese official receiving post in Ventura, Calif., as a relay point for all BLUE broadcasts picked up from Chungking. Frederick B. Opper, editor of the recently revived Shanghau Evening Post & Mercury in Free China, has been appointed BLUE foreign correspondent, and is to be heard from Chungking on the Sunday World Journal. Impressed by the Chinese on Pearl Harbor day, Mr. Opper was returned on the exchange ship Gripeholm in August and is back in the States. He is to set up a local edition of his newspaper. He left for China in July of this year.

DAVID LEAVES FCC FOR DUTY IN NAVY

NATHAN DAVID, assistant counsel without portfolio of the FCC, was to report for duty Nov. 27 to the Navy in Washington. No successor has been named to his FCC post. He volunteered for induction. Mr. David was appointed to the law department of the FCC in January, 1941, and in July 1941 was made chief of the litigation section. From August of that year until early in 1942 he was radio liaison officer for Col. William J. Donovan, Coordinator of Information. Returning to the FCC, Mr. David became head of the war problems division in the law department, and in October 1942 he was made assistant general counsel.

Mr. David

Mr. David was a graduate magazine writer of 1934, and of the Harvard Law School in 1937. He served two years on the Harvard Law Review, the second year as case editor. Following his graduation he joined the Boston law firm of Burns & Brandon, specializing in war involved the Securities & Exchange, Public Utilities Holding Company, Fair Labor Standards, and Labor Relations acts and motor vehicles regulations. Mr. David was born at Somerville, Mass., Aug. 1, 1913. He is married and has two children.

RADIO AWARD for 1943, given by Hillman Periodicals’ Women’s Group to a program “outstanding in its contribution to the stimulation of intelligent interest in good music and its novel presentation of material,” goes to Salute to Youth, NBC series sponsored by Goodyear Tire & Rubber Co. Mary Rollins, editor-in-chief of the women’s group of Hillman magazines, presents the plaque to Raymond Paige, musical conductor of the program. Looking on (left to right) are Nadine Connon, Metropolitan Opera star; Alan Ward of Arthur Kudner Inc, New York, who directs the show; Ben Larson, producer, general manager of WWDC Washington, and Quentin Reynolds, featured as “front line reporter.”

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'IN JUST 10 DAYS, FOLKS'

42,758 wrote for WNAX tower picture
51,467 wrote for WNAX program schedule

AND HERE'S WHAT IT ADDS UP TO:

Each letter represents a personal interest in programs scheduled by the Big Aggie station, WNAX.

So the figures add up to something far beyond a new record in WNAX mail. More important, they reflect the keen neighborly interest that folks in Minnesota, Iowa, Nebraska, North Dakota and South Dakota take in WNAX.

For years, WNAX has been top farm station on the Columbia network, serving a market of four million people, of whom 82% live on farms.

Now, with "America's Tallest Radio Tower" and a five-fold increase in night-power, engineers estimate that WNAX is heard by 25% to 40% more families than ever before ... families living in an area whose tremendous production (and income) will continue undiminished in postwar years ... families to whom WNAX is a friend in whose words and whose advertisers they believe.

COUNTY BY COUNTY MAIL MAPS ARE AVAILABLE. WRITE FOR YOURS TODAY

570 on the dial

WNAX

The Billion Dollar Market

SIOUX CITY • YANKTON

A Cowles Station • Affiliated with Columbia • Represented by the Katz Agency
**Marching & Promotion**

**House Organ for Clients—Comic Strip Basis**

**Weather Service Ads**

ONE-MINUTE weather report is worth publicising according to Dr. Leonard C. L. G. Allen, who runs an ad in the Sunday section of the Times, News and Journal American to draw attention to the housewife, key person in the purchasing of fuel oil for the home, to the service on WHN New York. The copy reads: "Special feature and promotion of a 4-week Nov. 8-Dec. 4 test on WHN. Paragon has taken the thermometer and weather predicts the weather Monday through Saturday in the 7:30 a.m. period following a new program."

**Of Feminine Interest**

TIPS on recipes, beauty care and other subjects of feminine interest are contributed by the BLUE’s feminine talent to a mimeographed sheet titled "Blue Belles," which the network sends to women's page editors.

**Label Promotion**

KGW Portland, Ore., has distributed 108,600 listener promotion booklets to homes in the Portland area. Printed in color, the 24-page booklet contains pictures of stars heard on the station and special program and local program material and also includes a brief history of KGW's 21 years of service. Distribution was preceded by newspaper promotion and spot announcements.

**Wrigley Promotion**

SCHOOL PARTIES of high school and collegiate students are being organized by Wm. Wrigley Jr., Co., Toronto, through advertising in student publications, to attend the Wrigley Air Band broadcasts Friday evenings on CFRB Toronto. Prebroadcast activities are listed in the promotion.

**For Studio Audiences**

EVERYONE attending audience programs at WWL New Orleans is now presented with a booklet, WWL Program Notes and Personalities, which contains bits of news about the staff, photographs, and stories of the personalities in radio. Program notes and listings are also included.

**ERIK BARNOW, assistant manager of NBC's script division, has begun a weekly series of shortwave broadcasts from Holland for the Office of War Information. Mr. Barnow's talks are also rebroadcast to Holland by the BBC.**
The University with 130,000,000 Students

A definite cultural factor in the lives of 130,000,000 people, NBC has enough ex-professors and instructors on its staff to stock a good medium-sized university.

For instance, the director of our Public Service Department is a former president of one of the world's greatest universities. Our director of the Music Division taught at a great musical institute. Our director of News and Special Events was managing director of a great press service. Our vice-president in charge of International Relations has visited and/or lived in 54 countries. So it goes down the line—men and women who have lived with and mastered their subjects.

In all, there are 682 pieces of sheepskin hanging around NBC—286 of them honorary degrees!

This is the "faculty" of NBC. This is the caliber of the people who guide its work, create its policies, shape its future.

A highly trained, imaginative personnel, a body of experienced experts, a group of people—from president to office boy—who are devoted to the task of making broadcasting better, richer, more adult and more effective throughout—these are among the things that make NBC "The Network Most People Listen to Most."

—The National Broadcasting Company
America's No. 1 Network—A SERVICE OF RADIO CORPORATION OF AMERICA
New Disc Contract Described as First In History Providing Direct Payment

AN INSIGHT into the long-range thinking of the American Federation of Musicians regarding the future of its relationships with the recording industry, and the principle of certain new labor organizations, was a report of AFM President James C. Petrillo, to his membership in the union paper, The International Musician, beginning in the November issue.

The "Pioneers"

Describing the new contract as "the first in the history of labor-employer relationship wherein an employer gives money direct to a labor organisation to provide employment for members of that organization," Mr. Petrillo states: "You, the members of the AFM, are the pioneers in this battle. Perhaps you and I will never reap the full benefits in the few years ahead, but certainly we are paving the way for the next generation in the music business, so they will not have to work and fight in competition with a machine that destroys their livelihood."

Reporting Decca estimates that if all record and transcription companies sign the contract the AFM will derive a postwar income of 3 million dollars annually in royalties, Mr. Petrillo continues: "But supposing we find that when the war is over it will be only two million or as low as one million dollars a year - the fight which was carried on by your officers was to establish a principle and that principle has been established and a concrete foundation laid for the future."

"Keep in mind that this money, which is to be paid to the Federation, will be paid from the profits of the companies because the Office of Price Administration in Washington will not permit any of these companies to increase the sale price of the records. If these companies were permitted to increase the price of records anywhere from five to ten cents each, then the Federation would probably receive in the neighborhood of from 15 to 20 million dollars a year."

"ASCAP has been fighting since 1909, when they were successful in getting a law passed in Congress to get royalties on their music. Up to this date their entire income from theatres, hotels, radio stations, etc., is approximately 5 million dollars per year. They had a 24-year start on us. We certainly should be happy about our agreement."

They're 'Permanent'

An editorial in the same issue underlines Mr. Petrillo's statement as follows: "This is perhaps the first instance in the history of labor of an industry evolving a sense of responsibility toward the individuals from whom it must draw its living source of supply."

"For, make no mistake, this is not a case of an employer (i.e., the recording companies) feeling it advisable to recompense a class of workers who have been displaced by a mechanical contrivance, pension off, as it were, some surplus hand workers till their death relieves him of the problem. These payments are to be a permanent dispensation for musicians, not as a group outmoded by modern machinery but as one made, through an extension of its scope, even more effective."

Beck Changes Plan

A. S. BECK SHOES, New York, has reduced its commercials from 60 to 30 seconds. Beck also placed them on a 100-time weekly basis on WMCA and WNEW New York, through the agency of Fenton, New York. Shoe store retains the musical jingle but eliminates descriptive reference to a survey, the basis of the jingle theme, that the A. S. Beck shoe is a favorite on Fifth Avenue. Original plan to use spot radio in other areas (BROADCASTING, Aug. 30), has been put aside due to limited merchandise. Beck has 65-70 stores in Greater New York area, and some 40 in other cities.

Ford Show Signed

TED BATES Inc., New York, has signed a contract with "Senator" Art Ford, for four more years of the comedian's radio production Can You Top This? Program still had two years to run as of last October; it is now assured for the next six years, subject to 15-week cancellation clause. Series is sponsored on NBC by Colegate-Palmolive-Peet Co., Jersey City, and on WOR New York by Kirkman's Soap Division of C-P-P. Both accounts are through Ted Bates Inc., New York.

Illegal Station Closed

CLOSING of illegal station, WDRS Boone, N. C., was announced by J. B. Meyers, monitoring officer in charge of the Raleigh, N. C., office of the FCC. The station, broadcasting on 790 kc, was operated by Kermit Irvin Dacus, who pleaded nolo contendere to the charge of operating a radio station without a license. He was fined $300 and placed on probation for three years. The station was operated on a commercial basis, carrying local advertising, according to Mr. Meyers.

SUBJECT of the fourth annual Health Education Conference of the New York Academy of Medicine, to be held in New York Dec. 14, will be "Radio in Health Education," according to an announcement last week by Dr. Iago Galdston, executive secretary of the academy's medical information bureau.

KENNETH THOMSON, executive secretary, Screen Actors Guild, has resigned effective Dec. 31, 1945, to join the William Morris Agency, talent management organization.
THE BIRTHPLACE OF AVIATION

WING

The Merchandise Mover
There are two important claims which a “top” radio station must be able to make...

1. It must be the advertising choice of local retailers and accepted by national manufacturers.

2. It must have a vast number of regular listeners in its immediate trading area.

WING enjoys both of these attributes in the greater Miami Valley market... in addition to responsive audience, retailers endorse it whole-heartedly as the low cost "message medium" with multiple effectiveness.

WING

is referred to as "the station that sells merchandise", so—don't just consider WING as merely another advertising medium... but decide that for prompt sales response... you must have...

*Figures compiled by the Dayton Chamber of Commerce.

Yes, Dayton has plenty... plenty of opportunity for those who recognize the importance of the tremendous population increase, the constantly expanding market of higher salaried wage earners and the continuing need to house, clothe, feed and furnish the families of the Miami Valley with essential as well as luxury wants.

BUSINESS CONTINUES TO SHOW BIG GAINS
FOR FIRST 9 MONTHS OF 1943 OVER 1942*

<table>
<thead>
<tr>
<th>Category</th>
<th>1943 Value</th>
<th>1942 Value</th>
<th>Percentage</th>
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<tr>
<td>Bank Debit ($1,256,863,578)</td>
<td>UP 26%</td>
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<tr>
<td>Bank Deposits ($163,889,685)</td>
<td>UP 2.4%</td>
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<tr>
<td>Bank Clearings ($196,209,771)</td>
<td>UP 15%</td>
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<tr>
<td>Department Store Sales</td>
<td>UP 15.6%</td>
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<tr>
<td>Industrial Power Consumption</td>
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<tr>
<td>Postal Receipts</td>
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<tr>
<td>Sales Tax Collections</td>
<td>UP 3.7%</td>
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<tr>
<td>Long Distance Phone Calls</td>
<td>UP 37.9%</td>
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BASIC BLUE—5,000 WATTS

WING

RONALD B. WOODWARD, EXECUTIVE VICE-PRESIDENT

Bonus: WIZE, Springfield, Ohio, is a bonus when WING is purchased on a national spot basis by adding 30% of the time cost on WING.
Throng in Dallas
Shown NAB's Film
NAB Retail Film Draws 250;
Repeat Shows Asked
MORE THAN 250 outstanding
Dallas retailers and agency repre-
sentatives formed the largest audi-
cence to see and hear the NAB "Air
Force" film in the Southwest, with
R. C. Dolbin, secretary of the Dal-
las Retail Merchants Assn. as
chairman of the arrangements
committee. Other committee mem-
bers were Milton J. Pandres, ad-
vertising manager, Tiche-Goettinger
Co.; Mrs. Thelma Gaines, presi-
dent, Dallas Adv. League; and
Harold McEwen, merchandise man-
ager, A. Harris & Co., KGKO spon-
sored the showing.

Results of the showing in Ta-
coma, Washington, according to
KMO, were "amazing", "a total
success", with more than 200 busi-
ness men and women in attendance.
Early promotion and split-second
timing in presentation of the pro-
gram were credited with adding to
the good impression on visitors.

The four-day presentation in
New York has already brought re-
quests from several department
stores, a large industrial firm and
motion picture producers for special repeat showings of "Air
Force", according to James V. Mc-
Connell, WAF, local chairman,
and Lewis Avery, NAB director of
broadcast advertising.

Press Takes Notice
The Saturday, Nov. 20 issue of
Editor & Publisher, carries a com-
mandatory review by T. S. Irvin,
promotion columnist, who writes:
"Radio has set an example of co-
operation, of working together to-
ward a single goal, which the
newspaper industry cannot laugh
off." The newspaper boys have been
taking the stores for granted, he
continues, adding: "When an af-
fecionate stranger comes along,
he'll at least get a hearing."

In an editorial on the exhibit in
the same issue, E & P calls upon all
newspapers to review and overhaul
their print relations. "It is sort of
late for some to start who have been
highhanded with their local
merchants," but most newspapers
can "resell" themselves again and
again, it concludes.

FRANK E. TALBOT, long-time manage-
of KGKO, was present.

Join Michigan Net
THREE MICHIGAN stations—
WDDB Escanaba, WDMJ Mar-
quette, and WKBZ Muskegon—be-
come affiliated with the BLUE as
members of the Michigan Network
today (Nov. 29), bringing the total
for the statewide network to ten,
and making a total of 174 affili-
ates for the BLUE. Owned by
Delta Broadcasting Co., WDDB
operates full time with 250 watts
on 1490 kc. WDMJ, property of
Lake Superior Broadcasting Co.,
operates full time with 250 watts
on 1340 kc. Gordon H. Brozek is
manager of both stations. Ash-
backer Radio Corp. owns WKBZ,
which operates full time with 250
watts on 1490 kc.

Storms Stop Pick-Ups
MAGNETIC STORMS developing
over the Atlantic Nov. 21 gave both
NBC and CBS trouble with some
of their overseas pick-up programs,
with the atmospheric disturbance
seriously affecting NBC's Army
Hour, 3:30-4 p.m., and the CBS
half-hour program at 2:30 p.m.,
Admiral Radio's World News To-
day. The later show was unable to
tune in Algiers, London, Cairo,
Moscow or Stockholm. CBS also had
trouble picking up Edward R. Mur-
dow from London at 11 p.m., and
NBC's Upton Close could not carry
out plans to report from Italy at 3:15 p.m.

Sale of KEVE Asked
KEVE Everett, Wash., last week
filed with the FCC an application
for voluntary transfer of control
of its license corporation, Cascade
Broadcasting Corp., from Dr. J. R.
Binyon and L. E. Walgren to A. W.
Talbot. Action involves transfer of
125 shares of common stock at a
total price of $27,500 (Binyon and
Walgren each hold 62½ shares).
Mr. Talbot, late purchaser of
KGEZ, subject to FCC approval
(BROADCASTING, Nov. 22), is owner
of KEVE-Cascade, which he pur-
chased last May.

NEED for a limited number of gradu-
ate engineers who have had at least
two years experience in electronics
since graduation and who are not
over 40 years of age has been an-
ounced by the Marine Corps. Those
having these qualifications and who
are interested in obtaining a commis-
sion in the Marine Corps should con-
tact this branch of the service.

UNIVERSAL MICROPHONE Co.,
Inglewood, Calif., has added a division
for production of the new Army Sig-
nal Corps lip microphone.
Can you see the entire picture? Who is it? Just for fun, jot it down on your memo pad and check with the answer next time!
Answer to preceding ad:
THOMAS EDISON

Buying Time

IS ONLY HALFW E THE PICTURE

You've got to buy the RIGHT time on the RIGHT station, for a successful campaign!

If you're considering the Baltimore market, WCBM is the RIGHT STATION. Here's why:

WCBM, BALTIMORE'S Blue Network Outlet offers you:

1. Complete Baltimore coverage
2. A profitable market
3. Distinctive programming and a receptive audience
4. Economical rates

It's a perfect selling picture ... the reason so many of our advertisers find IT'S EASY TO SELL WHEN YOU BUY WCBM!

JOHN ELMER,
President

GEO. H. ROEDER,
Gen. Mgr.

FREE & PETERS, INC. National Representatives
How to Concentrate on a Million

From Nashville, center of a trade area of over a million listeners, WSIX broadcasts to a big, loyal listening audience that's ready to hear what you, Mr. National Advertiser, have to say.

Carrying the featured programs of both Mutual and Blue networks, this station has the power and frequency to deliver its signal effectively to this entire territory.

If you want to concentrate your radio efforts in this booming Nashville area, and at a coverage cost that will show bigger profits, we will be glad to show you what WSIX can do.

Spot Sales, Inc., National Representatives

Member Station, The Blue Network and Mutual Broadcasting System

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RADIO SAVED MINNESOTA PEA CROP

Appeals by Air Brought Over 8,000 Harvesters;
No Other Media Used

APPEALS by radio are credited with saving Minnesota's 1943 pea crop, the OWI Domestic Radio Bureau has been informed. More than 8,000 men, women, boys and girls from cities, towns, and Indian Reservations responded to pleas, made exclusively by radio, for help to harvest the crop which matured earlier than usual because of excessively hot.

When the emergency developed late last June, said a report from Hayle C. Cavanor, OWI regional station relations chief in Minneapolis, the immediate requirement from the War Manpower Commission was for 500 men to aid farmers and processors. Announcement were sent immediately to 12 radio stations covering areas in which canning factories are located.

Need for Help Grew

"The stations ran the announcements as often as every 30 minutes," Mr. Cavanor reported. "Within 36 hours, 8,000 men and boys over 16 had been recruited but WMC then reported that the canning factories had underestimated their need and that 5,000 to 6,000 were needed.

Another 6,000 men and boys had been recruited, it was apparent that women and girls over 16 would have to be used to reach a total of 9,000, which was the figure finally decided upon." New announcements, stressing the need and calling for women and girls went out.

"Radio stations became so interested in the situation," the report continued, "that those located outside the Twin Cities telephoned the radio division long distance every day to ask 'How are we doing?' and to give bulletins such as 'We have just sent 360 Indians from the Blue Earth Reservations down to the canning factory at Le Sueur in school buses' or '25 business and professional men in this town have closed up shop for three days and are out picking peas.'"

At the end of the second week, the report stated, 1,000 Jamaica Negroes, scheduled to come into Minnesota for the normal canning season, arrived. With those previously recruited, the needs were largely met.

"Due to the rush of the emergency," the report concluded, "the regional WMC office did not send any stories to the press. Radio did the job so fast it made its heads spin and they needed no further publicity.

S-B Xmas Special

STANDARD BRANDS Inc., New York (institutional), will sponsor a special 60-minute Christmas variety show on CBS stations, Tuesday, Dec. 21, 10-11 p.m. (EWT). Program will be shortwaved to the AEF. Talent line-up currently includes Don Ameche, Edgar Bergen, Bob Burns, Spike Jones and his City Slickers, Dorothy Lamour, Jose Iturbi and the Dudley Chambers Choral group. Many men will write the show, with Earl Ebi as producer for J. Walter Thompson Co., agency.

Planters News

PLANTERS NUT & Chocolate Co., Wilkes-Barre, Pa. (peanut butter), in October and November began sponsorship of quarter-hour news programs Tuesdays and Thursdays on WBBM Chicago, Monday through Saturday on WHAM Rochester, and a quarter-hour musical program Monday through Saturday on KDKA Pittsburgh. Contracts are for 52 weeks. Agency is Goodkind, Joice & Morgan, Chicago.

POST WAR opportunity for 5,000,000 salesmen was predicted by Lee McCanne, secretary and assistant general manager of the Stromberg-Carlson Co., at a recent luncheon meeting of the Sales Executive Club in New York. Mr. McCanne presented four major principles which should guide selling to become most effective in the postwar period and he also outlined the sales course being provided for the Rochester war workers as it was prepared by the sales managers of some of the nation's largest sales corporations.
ITALIAN LANGUAGE BROADCASTS
BY WOV PLAY VITAL WAR ROLE

Wartime broadcasting presents a special challenge to WOV, New York—which signs itself WOV—for Victory. Its service to the public is twofold, for it broadcasts in English from 5:45 A.M. to 8 A.M.—in Italian from 8 A.M. to 6 P.M.—in English from 6 P.M. to midnight.

With the largest Italian-speaking audience in the world—not excepting Rome—one of the principal functions of Control Room is to keep Italian-Americans fully and accurately informed of the news in their own tongue, explain and clarify international events, help to weld this foreign-born segment of America into a unified, patriotic whole.

When Sicily was invaded, special news bulletins and features were flashed over WOV stressing the fact that this was no conquest but liberation for the Italian people and a great step toward peace.

Let's talk about YOU!
If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York 7, N. Y. If suitable, we will use it in one of this series of War-Grams.

Like shooting ducks
Just as you must “lead” a duck—aim ahead of him in order to hit him—so an anti-aircraft gun must be aimed not at the plane but at a point far ahead of its observed position. The electrical Gun Director—of Western Electric's many war products—instantly and continuously aims the guns with unequally accuracy, puts enemy planes on the spot!

DE boat named for KLZ engineer
Ensign Thomas A. McClelland, U.S.N.R.—who was chief engineer of station KLZ in Denver when he volunteered for active duty with the Navy in 1941—lost his life at Pearl Harbor. Radio's first casualty in World War II, Ensign McClelland was awarded the Purple Heart posthumously. To honor his memory, a new Destroyer Escort, to be christened soon, will be given his name.

$10,000 for one pair of Nylons?
Yes! Believe it or not—that was the War Bond bid that won the precious hose auctioned off by WINX, Washington, during the Third War Loan. All over the country, stations pitched into this Drive with both vim and ingenuity—contributing well over two million dollars worth of time and talent, according to an estimate by the OWI, which does not take into account the many programs arranged and cleared locally.

Almost certainly the greatest single bond selling job of all was done by Kate Smith, who took part in all CBS programs from 8 A.M. to 1 A.M. the following morning—rolled up an amazing total of $30,407,550!

In Worcester, Mass., WTAG sponsored the Armada of War Heroes and Screen Stars on September 14—arranged a luncheon and rallies—raised over $5,000,000.

In Anderson, S. C., WAIM had to move its "outdoor rally" indoors because of heavy rain. But the enthusiasm of buyers wasn't dampened. Witness bond sales of $1,625,000.

KVOR, Colorado Springs, put on a radio auction including everything from a suit of clothes to 12 quarts of champagne—netted $250,475.

In Hammond, Indiana, WJOB turned over an entire day to War Bond sales to the tune of $465,475.

Not only during Drives, but all the time, buy all the War Bonds you can!

KFEL picks slogan
A contest to put the call letters of KFEL, Denver, into the war effort was won by the slogan: "Keep Faith—Enjoy Liberty!"

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...rare treasure here!

But only to those who know

Ambergris... just a waxy lump on a tropic beach. But in the hands of experts ambergris yields rich profits... it is a vital ingredient of rare and costly perfumes.

Not unlike spot radio advertising, which also can yield rich profits in the hands of those who've studied all of its potentialities.

This company is equipped to give you expert, professional advice with your radio campaign. Let us help you uncover some of the hidden treasures of spot broadcasting.

PAUL H. RAYMER COMPANY • RADIO STATION REPRESENTATIVES
NEW YORK • DETROIT • CHICAGO • SAN FRANCISCO • LOS ANGELES
The Law & The War

WHATEVER the scope of the legislation that will emerge from the Senate Committee hearings on the White-Wheeler Bill, it is a surefire bet that the majority wants the political section broadened to guarantee equal time for discussion of controversial issues. They are talking, privately, in terms of "priorities" for such programs, or possibly "sustaining option-time" to be given networks by their affiliates for clearance on specific public issues. And there is the insistence that commentators who slander or slur or "tell falsehoods" be required to turn over their time for answer.

This constitutes only a part of the thinking of Chairman Wheeler of the committee. Senator White (R-Me.) co-author of the bill, seems to think along the same line. The question, of course, arises as to who would administer such program controls. Senator Wheeler insists it can't be left to the "whim" of station owners. Broadcasters dread the thought that it might be given the FCC, which then would have the broadest sort of program control.

Senator White, whose record on labor issues he has made during the hearings, would like to see responsibility for programs placed at the source, as it is in the music copyright field. The network in the case of regular channel programs, or the originating station on tailor-made hookups, would be responsible for libel or slander. Moreover, it's apparent he would want all commentaries labeled, whether news, interpretation or editorial.

All this is ticklish business. With Senator Wheeler it now has become a cause celebre. Senator Hawkes (R-N.H.), a new and powerful member of the committee, fails to see how such powers of balance can be given an agency like the FCC. We're in agreement.

We should like to see some voluntary system whereby stations would agree to allot to their networks a specified block of sustaining time for public discussions or forums. True, such time probably will rate considerably lower than those soap operas about which so many of our regisitors and legislators are prone to rant. But there is justifiable complaint on those rare occasions when stations carry only one side of a public discussion or when some so-called commentator appears to go beserk. In the latter instance there isn't anything involved that a hard-bitten news editor couldn't care with a blue-pencil, as on newspaper desks.

There's one other approach. Senator Wheeler and his colleagues, intrigued by the prospects of FM, television, facsimile and other new services, will hear engineering testimony. Such men as Craven, Jett, Armstrong, Jansky and Hogan are scheduled to appear. We believe they will bring out of it with the White-Wheeler Bill, the day may not be distant when sufficient frequencies will be available for every community in the country.

The need for regulation always has been premised upon the scarcity of frequencies. If frequencies of equal value in the ultra-highs are available to accommodate FM for all qualified applicants, the need would be only for a "licensing" agency, to maintain technical order, and not for a "regulatory" authority. A station could be started as easily as a newspaper (and there's some question even today about which is more difficult).

Competition then would take care of things. Network, program, business and other regulations could be forgotten in the Communications Act. The laws of the land of general application could be invoked where there are transgressions. There would be a complete metamorphosis of radio.

Thus, whatever Congress essays to do about a new law, we trust it won't attempt a full-scale revision of the act. The law should be left sufficiently flexible to accommodate these impending changes. Once victory is won, the secrets of radio's war role will be known and the future can be appraised.

Big Business

FEW IN RADIO would ever feel that what's happened in their dealings with one Czar James C. Petrillo has been a side-show. Yet, that's the way it looks now.

Unless the White House intervenes, or one side or the other capitulates, there will be a musicians' strike affecting NBC and CBS and their affiliates by Feb. 1. Other networks may be drawn in too.

It has been building up to that for weeks. Hearings concluded last week before the tripartite War Labor Board panel in New York on the refusal of AFM to permit recording for Columbia Recording (CBS) and RCA Victor (sister organization of NBC). It is evident that no ruling will come from the War Labor Board in Washington prior to expiration of the network contracts Jan. 31.

Obviously, pressure is put on the heat, Jimmy some months ago notified his locals in New York, Chicago and Los Angeles, not to negotiate new network contracts. He has served notice, informally, that his new demands will be made known before Christmas.

The RCA and CBS recording companies have refused to accept the "private WPA" principle enunciated by Petrillo, and accepted under duress by other recording firms. AFM won't sign with one branch of a company while another remains outside. Thus, it's clear that Jimmy isn't disposed to deal with NBC or CBS as long as their affiliates hold out.

But Jimmy now is probably dictated to make too much difference. It's a safe conclusion that AFM will ask the networks to increase staff quotas—made-work of the worst form. It's equally safe that he will demand that networks boycott stations which the union labels "unfair" because they haven't hired established qualified musicians when they play or not. And, of course, Jimmy already has served notice he wants private payment of relief to the union direct from all concerned—relief for the allegedly unemployed for whom radio isn't and never was responsible.

Any one of these demands would be repugnant to American ideals. Combined they constitute a kind of tyranny unheard of except from the likes of Jimmy Petrillo.

Maybe this time, the powers that be will step in, to avoid a strike that would disrupt wartime morale. Or maybe Congress, which at long last appears to be getting impatient about unions and dictators, what with the political tides running as they are, will see fit to make unions subject to the same statutes as industry. They're "big business" now too, you know.

Our Respects to...

Thomas Alfred McClelland
March 13, 1925
December 7, 1941

LAST SUNDAY, Nov. 28—a week before the anniversary of Pearl Harbor—the Destroyer Escort USS McClelland slid down the ways at San Pedro. It's the first warship to be named for a radio man, and that man was radio's first casualty of World War II. He was at Pearl Harbor on Dec. 7, 1941, and d'ed a hero's death.

The christening of the McClelland is symbolic of radio's contribution of manpower to this war. Some 40 of radio's sons have made the big sacrifice for their country since this nation was plunged into the conflict.

Tom McClelland's widow, who christened that trim ship at San Pedro, and her two children, had reason to be proud. Ringing in their ears were the words of commendation from Tom's superior, for his heroic performance that night of Dec. 7. He had been awarded the Purple Heart posthumously. Proud, too, were his old colleagues and associates at KLZ Denver where he served long and faithfully as chief engineer, until the war clouds beckoned.

Tom was part of the war through his own design. It wasn't by accident that he was aboard the USS West Virginia on the morning of Dec. 7 when Jap bombs struck the ship on both sides. And it was in the order that characterized Tom's life that he should be at his battle-station in charge of the radio division when water rapidly filled his compartment and he set about to rescue the wounded and unconscious men who were working with him.

With no thought for his own safety he evacuated all of them to a position of relatively less danger and was himself overcome by fumes from an enemy bomb. His comrades carried him on deck but he died on his way to the Naval hospital. To quote the words of Frank Knox, Secretary of the Navy, in a letter to Mrs. McClelland, he died "upholding the finest traditions of the Navy, in the defense of his country!"

Another letter, from Comdr. R. H. Hillen

(Continued on page 36)

This is a reproduction of a photo of Ensign McClelland taken Nov. 20, 1941 in Honolulu to be sent as a Christmas present to Mrs. McClelland. Remembering that he had mentioned having had it taken in a recent letter, Mrs. McClelland wrote to KGMB Honolulu. Members of the KOMI engineering staff conducted a search among Honolulu photography shops and located the picture.
Practically every action involved in driving your car is a habit. You don't really think about it. You do it automatically.

The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare.

The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a constant and attentive audience . . . an audience possessing a buying income that is 50% greater than the average for the entire United States.

Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Network
Represented by WEED & COMPANY, New York, Boston, Chicago, Dallas, San Francisco and Hollywood
HELP! HELP!

If it’s “HELP WANTED” by a War Plant in your area — we can do a job!

60 Transcribed 5 Minute Programs Titled

“To Whom It May Concern”

Now Sponsored by
Bethlehem Steel Company WJZ New York
U. S. Rubber Company WPRO Providence
U. S. Aluminum Company WICC-WNAB Bridgeport
Carnegie Illinois Steel Co. WCAE Pittsburgh
Continental Aviation Co. WBKZ Muskegon

ONE SPONSOR REPORTS 2 TO 1 RADIO RESULTS OVER NEWSPAPERS

“To Whom It May Concern”

programs vividly describe the extreme sacrifices being made by our American boys on the fighting fronts. The stories mix dynamic fact and sentiment so powerfully, they are bound to hit the American Arm Chair Brigade right between the eyes. The brilliant writing and dramatic narrating in this series pack a punch no listener can escape.

And then—the question—

“What are you doing to help win the war?”

These programs produce results. They do send manpower to war jobs!

Send $3.00 deposit for audition disc.

EXCLUSIVE RIGHTS GRANTED

Our Respects to

(Continued from page 34)

Koetter, said: “He performed his duties courageously and unfailingly, and the end came to him when he was doing his utmost to assist his fellow-men. His shipmates on the West Virginia knew him as a particularly cheerful, industrious, and altogether pleasant companion, with whom it was a pleasure and a joy to be associated.

Tom McClelland now lies in the Red Hills Naval Cemetery near Pearl Harbor. In his memory, his widow, Mrs. Lovellmae Leffler McClelland, sponsored the launching of the destroyer escort last Sunday. In memorial, too, the Kansas City Assn. of High School Women has awarded three scholarships.

Thomas Alfred McClelland was born in Kansas City, Mo., on March 13, 1905. From the time he was 13, radio was his consuming passion. On the third floor of their home he spent hours with one of the first crystal sets built, and operated a spark-gap transmitter, with all the verve of the early “ham” era.

The lure for radio was so great that Tom often played hookey from school. He disliked studying subjects not of his choosing. When he graduated from high school, his mother gave her consent for him to enlist in the Navy. In 1924 he was in the Navy Radio School. Honorably discharged in 1928 with the status of radioman first class, he became chief engineer of WDAF Kansas City. There he remained seven years.

In 1935, Tom joined KLZ as chief engineer. They still talk about the fire which gutted the studios and office and threatened the Sherry Savoy Hotel in August, 1936. Tom calmly went about the business of covering precious equipment and kept the station on the air although firemen were overcome by the smoke and had to be carried out.

They still talk, too, about the Colorado Roosevelt Forest fire in ’38. Tom and Fred Fleming, then news editor of KLZ, went into the roaring blaze wheeling a large mobile truck. For a time they were cut off and a back wind could have eaten the truck and the men in one mouthful, but the controls of the radio unit functioned, for word had to reach the outside. They did the job.

Nor do the KLZ old-timers forget the arduous hours Tom spent helping to plan and build the new KLZ transmitter in 1936. It was his pride. Tom was a typical station engineer, hard-working, modest and devoted. His mother died in May 1941. His two sisters are Mrs. Beverly Dille and Mrs. Betty Sue Garrett, of Kansas City, both of whose husbands are now in foreign service. There are two children, Jane, now 14, and Susan, 9.

Those who worked with Tom remember him for his ready cooperation, his quiet efficiency, his quick wit and his even temper. Then his courage and sane judgment. They remember that when he saw the gathering war clouds, he promptly went into the Naval Reserve in late 1939 and was commissioned an ensign. He was president of the Naval Reserve of Denver in 1940, and in April, 1941, took leave from KLZ to attend postgraduate school at Annapolis. He shipped to Pearl Harbor on Sept. 11, the Honolulu he loved and knew during his first hitch in the Navy.

Last Message

A Christmas card mailed to his family from Honolulu at 11 a.m. on Dec. 7, 1941 said in part: “I am scheduled to replace Mr. Lawrence about Jan. 1st. He had been teaching radio for one hour a day aboard ship, and this promotion would have made him chief radio officer of the West Virginia.

But it was willed otherwise, and Tom McClelland, who preferred the simple, the unassuming, the real; who played the piano well by ear; who liked tennis, fishing and horse-back riding with Jane; who found his first joy at home, died with as little fanfare as he had lived.

Tom McClelland occupies a permanent place in radio’s lore.

As a radioman, he died, so Democracy could live.

YOUR PROGRAM MAKES NEWS when it’s on WROK

The Breakfast Club with Don McNeill, sponsored by Kellogg’s and Swift and Company, is one of the many BLUE network programs which we're promoting to the limit. We make good use of the effective promotion kits from BLUE's Bert Hauser to build and maintain the audience for your show.

DON McNEILL

ROCKFORD WROK ILLINOIS

Owned by Rockford Consolidated Newspapers

National Representatives: HEADLEY-REED

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MORE THAN JUST A **Good Neighbor!**

A **GOOD MARKET**

Modern Mexico

A market of 20,000,000 people covered by two networks headed by XEW (NBC) and XEQ (CBS).

Modern Mexico

New land of opportunity. Coverage assured by our 70 stations ready to serve you.

Modern Mexico

Offering a closer contact with the American advertiser in this land of romance, beauty and business!

Modern Mexico

Offers a rich field to progressive American advertisers—particularly those with a thought to the future—those who are making plans now for the new era in advertising that will come with Victory. There is no better time than now to enter the Mexican market—and no better selection than Mexico's greatest network. We invite your inquiries.

**RADIO PROGRAMAS DE MEXICO**

Largest Latin American Broadcasting System

P.O. Box 1324, MEXICO, D.F.—EMILIO AZCARRAGA, Pres.; CLEMENTE SERNA MARTINEZ, V.-Pres., Gen. Mgr.

**BROADCASTING • Broadcast Advertising**

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DAVID H. SIMMONS, who recently received a medical discharge from the Naval Reserve, has joined the sales staff of KFO San Francisco. Prior to his enlistment, he was associated with KDYI, Salt Lake City and KSDO Sioux Falls, S. D.

EDGAR E. HINKLE, formerly sales promotion and merchandising manager of WMBD Peoria, Ill., has joined WSGN Birmingham in the same capacity.

RAY RODES, account executive of KFRC San Francisco, is the father of a girl born Nov. 9.

GERALD J. MOREY, general manager of WNLC New London, Conn., is the father of a 6 lb. 12 oz. girl born Nov. 9.

DON MACKAY has been appointed manager of CJCI Calgary succeeding J. E. Gerke.

JAMES T. BUCKLEY, chairman of the executive committee of the Philco Corp., has been elected a director of the Federal Reserve Bank of Philadelphia for a three year term beginning Jan. 1, 1944.

EARL W. BOLTER, secretary-treasurer of Don Lee Inc. and the Don Lee Broadcasting System, Los Angeles, has been elected a member of the Controllers Institute of America.

WAYNE W. CRJBB, station director of WHBL Sheboygan, Wis., has been appointed assistant manager of KOMO Hannibal, Mo.

ELMER F. GRAEF, of Mutual's sales service department, has been named assistant sales service supervisor to George Chambers.

New Video System

TELEVISION system employing radically new principals* of operation will be announced today (Monday, Nov. 29) at a meeting for press and technical men at the Yale Club, New York, by Dr. Palmer H. Craig, inventor in the electronics field, who is professor of electrical engineering and head of war research laboratories at Florida U. While no details were to be given before the formal announcement, it was stated that the new invention, known as the Craig System of Television, would simplify the problem of getting television over wide areas with comparatively few stations. Victor van der Merk, New York, has been appointed to handle advertising and publicity.

HILLBILLY program Grand Ole Opry celebrated its 18th anniversary on the air Nov. 27. Now heard on NBC under sponsorship of Purnia Mills, St. Louis, the folk music originated in 1925 on WSM Nashville.

**Personal Notes**

CLARENCE L. MENSER, NBC vice-president in charge of programs, will address the Public Relations Clinic of the U.S. Savings & Loan League in Chicago, Dec. 1, on "Radio is Connection With the Home".

GEORGE ARNOT, new to radio, has been appointed commercial manager of CKX Brandon, Man.

RALPH F. BOWDEN, salesman of Stovin & Wright, station representatives, Toronto, has joined the Royal Canadian Navy as petty officer.

In Informal

WITHOUT OFFICERS, dues, rules of order, or formal speeches, women broadcasters of Detroit now gather once a month to try out their wares on each other, to exchange ideas, relevant or irrelevant, about their affairs. In the group are Edythe Fern Malrose, WXYZ; Betty Roberts, WJBK; Fran Harris, WWJ; Ruth F. Crane (Mrs. Page), WJR; Miriam Lane, WLAB; Mary Morgan, and Myrtle Labbitt, CKLW.

GILBERT McCLELLAND, formerly assistant to Emmonds Carlson, head of NBC's central division promotion, has joined the Chicago promotion staff of Mutual Network to work on promotion and presentation.

RAY NELSON resigns as director of daytime program and news shows of television of WOR New York Dec. 5.

G. B. DRISCOLL, formerly of WBBZ, has joined the program director of WTAD Quincy, Ill., has resumed his family name of Bottoff and henceforth will be known as W. Gerald Bottoff.

DICK WIORA, formerly chief announcer and news editor of KRIZ Ottawa, Ill., has joined the announcing staff of WOC Davenport, Iowa.

JACK RICHARDSON has resigned as Hollywood manager of NBC Western division radio-recording division. Walter B. Davison of the network's New York radio-recording division has been shifted to Hollywood as temporary manager, taking over Richardson's former assignment.

FREDDIE MARTIN takes over as musical director of the weekly CBS Jack Carson Show Dec. 15, replacing Charles Dr. J. M. COOPERSMITH, director of the music library of WOR and head of the copyright division of Mutual, has accepted an invitation from the Dominican Republic to make a four-months tour of its musical resources. Dr. Coopersmith will leave Dec. 1 via clipper for Trujillo City, capital of the Republic to begin his work.

ROBERT LEWIS, WTOP Washington, D. C., is the father of a girl.

ROB SHIELD, production chief of KDKA Pittsburgh, has been inducted into the Army and will report Dec. 3.

MAJ. DICK DIEBRECKER, Canadian Army, and Lt. Andy McDermott, Royal Canadian Air Force, have been named to handle the armed forces sections of the NBC news coverages, which are now in Britain to develop feature reports for the armed services shows from Britain to Canada.

Sgt. FLETCHER MARKLE, Royal Canadian Air Force radio liaison public relations branch, has gone overseas to furnish on-the-spot broadcasts to Canada.

JACK RYAN has joined the announcing staff of WNLC New London, Conn.

**Mutual's Only Outlet**

in

The Youngstown-Warren
and Niles Area

"The Nation's 34th Market"

is

**WRN-WARREN**

BURN-SMITH—National Representatives

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A major development in simplifying modern broadcast transmitters first became available when RCA introduced transmitters operated directly from alternating current.

This improvement completely eliminated the use of motor-generators in the station set-up.

In their place RCA pioneered the use of high-efficiency mercury vapor rectifier tubes and of A.C. operated filaments.

Stations were benefited by lower first cost, lower operating expense, less maintenance, and less time lost.

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.
“Spots” Before Your Eyes?

Buy KMO Tacoma

Put your spots before BUYERS—in prospect-rich Tacoma. Remember that the Tacoma market demands complete, concentrated LOCAL spot coverage—a fact proven by many a local Tacoma-Seattle advertiser* who buys KMO, Tacoma, in addition to his Seattle radio schedules. You’ve got to sell and tell Tacoma LOCALLY—and that means on KMO, dominant radio voice in the Lower Puget Sound area.

*Names and data on request.

Tacoma is more than a “lumber town” now! Forest products are still important, yes—but low power rates have brought Tacoma a growing Electro-Chemical and Electro-Metallurgical industry. That means bigger payrolls, today—tomorrow—always! No no true the “Plus-Value’ of McChord Field and Ft. Lewis—both just a few miles south of Tacoma.

WASHINGTON'S NUMBER TWO MARKET!

KMO
Carl E. Haymond, Owner

TACOMA, WASHINGTON'S ONLY NETWORK STATION

5000 Watts
Mutual—Don Lee

Represented by
Joseph H. McGillvra, Inc.

And for Central Washington—Buy KIT, Yakima

MARIE H. HOULAHAN, director of publicity for WERE Boston, has been named chairman of the radio committee for the New England Women’s Press Assn.

BILL DILLNER has left WEDC Chicago to join the announcing staff of WDSU New Orleans.

STEVE ROBERTSON, announcer of KOA Denver, entered the Merchant Marines on Nov. 20.

BROTHERS Don and John French have joined the staff of KSYM Mankato, Minn. Paul Santee, formerly of WODY Minneapolis, has joined the announcing staff.

LT. JIM McVEIGH of the Air Corps, former San Francisco commentator and m.c., is currently on duty in Washington, D. C.

DOROTHY MCDONALD, formerly with the continuity staff of WGDY Cleveland, has joined the continuity staff of WAIT Chicago.

DON NORMAN, formerly staff announcer at WATP Chicago, has joined the announcing staff of WAAF Chicago. Ed Humphries, formerly staff announcer at WIND Chicago, will replace Don Norman at WAIT.

ROBERT HENDRICKS, assistant director of guest relations and public service in NBC’s western division, Hollywood, recently returned for Army duty the week of Nov. 15.

FRANCES PLAISTED, new to radio, has joined KJH Hollywood news staff as editorial assistant to Harrison Wood, commentator.

WILLIAM S. BAILEY, new to radio, has joined KTHS Hot Springs, Ark., as apprentice announcer.

LOUISE LANDIS, who resigned early this year as head of the KPOO San Francisco press department to direct the new division of the Standard Oil Company’s public relations department, has returned to her former post, replacing Stan Simpson, who has joined the staff of KJBS San Francisco.

CHARLES A. LEWIS, with KMTV Los Angeles for seven years, has joined KSAL Salina, Kans.

MRS. BOB ADAMSON, former traffic manager of KSAL Salina, Kans., is the mother of a girl.

JOHN BARLETT, formerly of WINX Washington, has joined WBON Birmingham as production manager. Additions to the announcing staff include: Loel Passe, formerly of WLAB Sheffield, Ala.; Larry Keith, formerly of WDAK Columbus, Ga.; and Bob Jacobson, formerly of WEHD Tuscaloosa, Ala.

JIM LISTER has joined KSRO Santa Rosa, Cal., as newscaster and Valley-Jo program supervisor. He was formerly with WCLO Janesville, Wis.

FRANK ALLEN, formerly of WIBW Topeka and WIBB Kanas City, has joined the announcing staff of WWL New Orleans.

HEN KIRK, formerly of WBMB Chicago, has joined the announcing staff of WBNS Pittsburgh.

TOM DOWNING, former announcer of WSB Atlanta, has returned to the station after having served with the armed forces for over a year.

HELENA RUTAN has joined KPIRO Riverside, Cal., as traffic manager. She was formerly with KGW-KEX Portland.

ROLAND TRENCHARD has been appointed to the newly created position of director of commercial programs for WATT Newark. He will retain supervision of the public relations department, adding two new members to the staff, Mary Lincon, former newspaperwoman, and Janice Grandy, who will act as liaison between the station and New Jersey educational activities.

Pryor to Washington

DON PRYOR, CBS news reporter in New York and former editor of the CBS news bureau and short-wave listening station in San Francisco, has been assigned to the network’s Washington news staff to handle news programs and round-ups. Mr. Pryor recently completed a coast-to-coast assignment for CBS to study the average American’s reaction to the war and to postwar problems.

Gunn Joins WGN

BUCKINGHAM GUNN, radio director of J. Walter Thompson Co., Chicago, since 1933, joins WGN Chicago as program director on Dec. 6, replacing Kenneth W. MacGregor who will become a producer with the William Esty Co., N. Y.

MARGARET BRENNAH, formerly copywriter of T. F. Conroy Inc., San Antonio, has joined CBS as an assistant in the program promotion department. She has served as commercial writer of KQV Phoenix and as copywriter of J. M. Mathes Inc., New York. Network’s research department has acquired the services of Dr. Joseph Wilson, Jackson, qualitative research analyst. Thomas Flynn has returned to CBS press information after receiving a honorary doctorate degree from the Army. CBS assistant director of education programs, Leon Levine, has been appointed to the health education advisory committee of the New York City Department of Health. Norman Paul has resigned from CBS press information to take a writing assignment on Flats with Dana, CBS comedy-variety program.

RICHARD C. FERNALD, most recently a public relations director for Bell Aircraft Corp., has joined the CBS press information staff replacing Carrollton Palmer, now in the Army. HAL BLOCK, script writer, has returned to this country from England where he has been working on a special assignment with the BBC.

HAROLD (Hal) HUGHES, program director of KOIL Omaha, has been appointed assistant manager of the station.

Voice of the Mississippi Gulf Coast

Blue Network

Gulfport, Biloxi, Miss.

Prosperity Spot of the Deep South! Mississippi’s No. 2 Market! Tremendous Payroll! Thousands of Smart Buyers with Money to Spend!

“Adams says we just bombed Berlin again…”

TWICE each weekday, within the 139 counties of WCCO’s primary area, more people tune to Cedric Adams than to any other newscaster.

Hooper says that Adams’ midday broadcast—from 12:30 to 12:45—has a rating of 17.6.

His last nighttime rating, during his 10 o’clock quarter hour, hit a whopping 25.4.

This is earned popularity. To his regular following of hundreds of thousands of Northwest families, Cedric Adams is an old and reliable friend. Year after year, he delivers straightfoeward, succinct, “natural” reporting of the news—with a rare and happy overtone of friendliness, warmth, and humor.

In his 13 newscasting years, Adams has never been without a sponsor. He is not available for sponsorship today. But you can put your name on the waiting list, in case.

His success is a good example of WCCO’s keen understanding of the listening likes and needs of the people we serve—and of our determination at all times to be Good Neighbor to the Northwest. That determination has won a dominant share of Northwest audiences—not only for Cedric Adams, but for dozens of other WCCO programs tailored with equal skill to the special audience—which is a whale of a market for goods and services.

A few of those WCCO-originations have a “for sale” tag on them. They’re smart buys. Ask us—or Radio Sales—and we’ll tell you more about them.

Good Neighbor to the Northwest
ONE REASON FOLKS LISTEN TO WAGA is LEW CHILDRE, the "Boy from Alabam,'" one of the South's favorite hillbilly stars. He must be popular to have not one, or two—but FOUR sponsored quarter-hours daily—and such sponsors as Menthomulsion, Pepsi-Cola, Dozier Laboratories and Tenderflake Flour. Programs that PRODUCE make WAGA a better buy in the Atlanta market.

OTHER REASONS WHY FOLKS LISTEN TO WAGA PETE CASSEL "King of the Hillbillies" THE SUNSHINE BOYS "The South's Favorite Songs" JOHN HARRINGTON "Atlanta's Outstanding Newscaster"

GAYO SO Hotel, Memphis, has purchased a weekly quarter-hour on WKBQ Memphis to advertise its cuisine. Program is titled Hospitality Time and presents menu oddities of foreign lands with appropriate music. GOLDEN West Brewing Co., San Francisco, effective Nov. 12 no longer has its advertising placed with the San Francisco office of Erwin, Wasey & Co., which has resigned the account.

PETROL Corp., Los Angeles (PDC gasoline, oil), on Nov. 18 started using a total of 21 live and transcribed spot announcements daily on KECA KHJ. Contracts are for 12 weeks. Firm also sponsors the weekly 30-minute amateur program, Opportunity PDQ, on KXN-AM. Agency is Raymond R. Morgan Co., Hollywood.

SUNFLOW VITAMIN Co., Chicago, has signed for the first quarter-hour Hill-Country Serenade, Monday through Friday hillbilly program started on WOV New York Nov. 22. Half-hour starting 9:30 P.M., it features transcriptions and records of hillbilly and western songs, dances and hymns with Lanman Cameron, hillbilly tune-caller, previously heard on WLW WOAI, as m.c. Sunway agency is Sorensen & Co., Chicago.

HOUSEHOLD CHEMIST Inc., New York, has appointed Bentley & Fenton, New York, as their agency. Radio plans are said to be included.

BROADCASTING • Broadcast Advertising
SHOWS
MEAN
AUDIENCE!
JOHN FREEDOM
THE SOUTHERNAIRES
THAT'S A GOOD ONE
THE PARKER FAMILY
LET'S LEARN SPANISH
METROPOLITAN AUDITIONS
DUNNINGER-MASTER MIND READER
ALL ON—

WINN LOUISVILLE with
WINN
Your
BLUE NETWORK STATION
in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

WINN LOUISVILLE with
WINN
Your
BLUE NETWORK STATION
in
LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

Bumper Crop of New Businesses Show Deep Faith in Miami's Future

They believe the winter will produce one of Miami's biggest vacation seasons. Shops closed for a year or more are reopening. Money, the shopkeepers find, is spent freely. Populations increase steadily. New families, many with men in the service, are here, even when war ends.

First on New York's Dial...570

ABC

NBC

610 KC

5,000 WATTS

WIOD Covers This New Rich Market
As Completely As Miami's Magic Sun

America's Leading Independent Station

BROADCASTING • Broadcast Advertising
Tentative Line Up Places 45 Stations On One New Canada Net, 25 on Other

By JAMES MONTAGNES

TENTATIVE lineup of the newly formed Trans-Canada and Dominion networks to be operated by Canadian Broadcasting Corp. from Jan. 1, 1944, [Broadcasting, Nov. 15] places 45 stations on the Trans-Canada net and 25 stations on the Dominion chain. No official release showing the actual lineup of stations has been issued yet by the CBC.

The Trans-Canada net, now known as the CBC National Network, will cover from coast to coast with the following stations: CBR Vancouver, CFJC Kamloops, CKV Kelowna, CJAB Trail, CKLN Nelson, CBK Watrous, CKY Winnipeg, CKCK Regina, CJCA Edmonton, CFAC Calgary, CJOC Lethbridge, CBLI Toronto, CBO Ottawa, CKWS Kingston, CFCH North Bay, CJKL Kirkland Lake, CKGB Timmins, CKSO Sudbury, CKPR Fort William, CKLW Windsor, CKOC Hamilton, CGBI Owen Sound, CKFU Montreal, CBM Montreal, CBV Quebec, CBJ Chicoutimi, CHNC New Carlisle, CJBR Rimouski, CHGB Ste. Anne de la Pocatiere, CKCV Quebec, CKYD Val d'Or, CKRN, Rouyn, CHAD Amos, CBA Sackville, CHNS Halifax, CJCB Sydney, CFCY Charlottetown, CKCW Moncton, CHSJ Saint John, CKNB Fredericton, CJLS Yarmouth, CJFX Antigonish, CHGS Summerside, CKNB Campbellton.

Dominion Network

The Dominion net lineup consists, from east to west, of CHLT Sherbrooke, CFCE Montreal, CKCO Ottawa, CHOV Pembroke, CFPC Brockville, CJBC Toronto, CHEX Peterboro, CHML Hamilton, CKTB St. Catharines, CFPL London, CFPC Chatham, CICJ Chalk River, Marie, CJRL Kenora, CKCR Winnipeg, CKX Brandon, CJGX Yorkton, CKRM Regina, CHAB Moose Jaw, CFQC Saskatoon, CKBI Prince Albert, CFCN Calgary, CFRN Edmonton, CHWK Chilliwick, CJOR Vancouver and CJVI Victoria.

In western Canada three stations formerly on the CBC National Net —CHAB, CFQC and CKBI have moved to the Dominion net, denoting full commercialization of the CBC 50 kw CKB, which like CBA on the east coast, was not used commercially at first and is listed only at a nominal rate on the current rate card.

The original announcement of the formation of the two nets said 19 Canadian stations would not be on either net, either because of lack of line facilities or because their area was covered by other stations. Included are the CBS outlets CFRB and CKAC at Toronto and Montreal, and the Mutual outlet CKCL Toronto. These as well as stations with line facilities and not on either network can take sustaining CBC programs carried on either net because of programs of national importance, and it is expected will be booked in for commercial broadcasts if the advertiser desires the duplicate coverage, as at present on some sponsored programs.

No rate cards have been issued yet for either commercial network, but are expected shortly since operations start on Jan. 1. The Dominion net will carry about 17 hours daily of sustaining and commercial programs, and the Dominion net will operate between 8 and 11 p.m. EDT and at other periods when necessary, for the present.

Demoted

BRITISH HUMOR—or call it what you will—prompted this item appearing in the “Personal Pals about Press People” of the London-published World Press News of Oct. 28: “Two National Broadcasting Company of America staff men, Miles Trammell and John Royal, have arrived in Britain from the States.” Coupla like men, no doubt.

Mystery Series on 22

NEW mystery series produced by Frederic W. Ziv, titled Manhunt, is now heard on the following stations: WHF WGL WRAK WOKK WSAN WFBG WRRE WBB WDBL WWDJ WAT KGW WAKR WGN WIRE WKEN WWRN. Series consists of 78 quarter-hour episodes, each a complete mystery, and is recorded open end for local or regional sponsorship.

CONCERTS of the Cleveland Symphony Orchestra, heard on Mutual Sundays, 9-10 p.m., are now available to the entire 36-station Radio MI network in Mexico.

Trans-Canada net will carry about 17 hours daily of sustaining and commercial programs, and the Dominion net will operate between 8 and 11 p.m. EDT and at other periods when necessary, for the present.

BUILD ON ROCK

Your house, founded on the rock of sales and service, cannot fall. But both sales and service are mighty difficult to supply these days. So, hard-headed businessmen are building a supplementary foundation against the future—based on the established fact of past solidarity and the rosy promise of the future.

Advertising your name is what counts now—what will pay dividends later. And, to make sure your message reaches the largest possible number of listeners, broadcast it, in Canada, over CFRB. This station covers the biggest share of Canada’s richest market. That’s why so many top-flight advertisers broadcast over CFRB. And they do! In a key area, fed by three stations, CFRB broadcasts half the leading sponsored programmes. Make yours one of them.

LAST CALL

for 1944 YEARBOOK advertising copy. Final forms are about to close, so please rush copy today.

If you have not yet reserved space in BROADCASTING’S YEARBOOK, please wire collect immediately. Regular rates and sizes prevail.

One time rate: Page $230; half page $130; quarter page $72. Yearbook insertion may apply against regular schedule and earn frequency discounts.
THE Business of Broadcasting

STATION ACCOUNTS

<table>
<thead>
<tr>
<th>Station</th>
<th>Service</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFCF Montreal</td>
<td>Associated Textiles of Canada, Montreal, 10 weeks, thru Young &amp; Rubicam, Toronto.</td>
</tr>
<tr>
<td>YMCA San Francisco</td>
<td>Western Book &amp; Tract Co., Oakland, Calif., 2 to weekly, 52 weeks, thru Allied Advertisers, San Francisco.</td>
</tr>
<tr>
<td>WRC Chicago</td>
<td>Geo. H. Seeger Co., Chicago (employment), 9 to weekly, thru Young &amp; Rubicam, Chicago.</td>
</tr>
<tr>
<td>KECA Los Angeles</td>
<td>Weaver Jackson Co., Los Angeles (beauty shop), 3 to weekly, 52 weeks, thru E. Yarnell Adv., Los Angeles.</td>
</tr>
<tr>
<td>KDKW Pasadena</td>
<td>National Soap Co., Los Angeles (industrial soap), 5 to weekly, 10 weeks; 42 weeks, thru First United Adv., Los Angeles.</td>
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RADIO IS PRAISED IN WAC RECRUITING

RECRUITING for the various women's military services has had considerable success this year, thanks in large part to the OWI radio campaign during the period of Sept. 27 to Oct. 17 "contributed greatly to the increase in numbers now enlisting in the WAC's in the radio field." Col. Ralph Hendry expressed appreciation through the broadcast "to all who have had a part in writing and presenting the programs, to the program sponsors, and to the stations for all that was done to aid in this recruiting drive."

S. O. Coast Special

STANDARD OIL Co. of California, San Francisco (institutional), in a protest to salute to the OWI enlisting drive, has allotted $6,000 employees now in the armed services, who will sponsor a 60-minute variety program approximating the OWI 100 NBC stations on Dec. 25 only, Saturday, 12 noon-1 p.m. (EWT). Program will also be shortwaved to the AFR. Actor, Joan Stone, who has been signed as m.c. Talent line-up includes Frances Langford, Harold Armbuster orchestra and Howard Chandler's choir. BBDO is agency.

Vultee 52 Weeks

FOLLOWING a two month test with six 15-minute weekly Consolidated Vultee Aircraft Corp. has signed for 52 weeks on KGB San Francisco (Western Macaroni) for an hour. By OWI. Program has been a dramatized adventure series, titled The Voice of the Liberator. New contract adds six weeks. It was scheduled with an added 30 minutes Sunday night for a musical program using employe talent. Paul Terry is producer-director for Barnes Chase Co., agency.

NBC Sport Discs

RECREATING famous sports events, and featuring Sam Hayes, West Coast newscaster as narrator. NBC: Hollywood radio recording division, has started cutting a new series of 20 quarter-hour library transcription titles titled Thru the Sports Glass. Frank Barton is announcer for the series. "Harry S. has handling production."

THE NEWS ROUND-UP on Mutual by The Christian Science Monitor, Monday through Friday, 8:30-9:45 p.m. has been local sponsored since Nov. 1, when it was made available for co-operative sale. Advertisers are: War Effort, Inc., on WGBI Buffalo; Kerr Department Stores, on KOY-C, on KGME, and Reynolds Mayonnaise Products, on WLOL Minneapolis. Program is titled The Voice of Mutual.

DAILY RECORDINGS of the American youth, the music being made by KIRO Seattle for KFAR Fairbanks, Alaska. Kenneth Teed, KIRO's educational director says they will be rebroadcast for schools and adult listeners in the territory.
Power to do the job!

Giant General Shermans have irresistible power, because they are constructed with adequate power to do the job designed for them. Crashing over practically any obstacles, they are magnificent examples of our modern equipment in waging this global war.

WDOD, too, is equipped to do the job in Chattanooga with adequate power to cover this rich, productive territory.

Speaking of Hooper!

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.
SUPPOSE WE SAY IT LIKE A PRIMER...

What is the man doing?
The man is thinking
What is the man thinking about?
The man is thinking about WOR and the New York market

He looks worried
He is worried. You see, he’s been spreading client money over war-active cities from coast to coast, but forgetting that one of America’s greatest boomtowns is right where his agency’s located — New York.

Is this news?

It seems so. WOR finds that New York just hasn’t been talking about itself. WOR finds, for instance, that a lot of agency-men and advertisers don’t know that $550,023,000 worth of things to wear were sold in New York in 1942 . . . or 200% more than was sold in the next highest ranking city, Chicago.

New Yorkers are well-heeled, yes? They have $2,000,000,000 more to spend for the things you make today than they did in 1941.

They say people haven’t been moving into New York. Peculiar. WOR has found that 200,000 people have moved into New York during the past year.

Do New Yorkers eat well?

Well, New York ranked first among all American cities in food sales in 1942. Food was bought to the tune of $1,000,-687,000 worth, to be exact. Probably will be much greater than that in 1943, considering the way population’s grown.

How’s the job situation?

Manufacturing has jumped so greatly in the past year that unemployment is off 80%. Probably the greatest gain made by any city in so short a time.

\[
\text{our address is} \quad \text{WOR} \quad \text{that power-full station}
\]

\[
\text{at 1440 Broadway, in New York}
\]

\[\text{NOTE: In war or out of it, stable, increasingly prosperous New York is a natural radio market. Concentrated within its colorful metropolis and attractive, densely-populated suburbs are 3,782,500 radios. Any advertiser whose problem is getting more sales today, or protecting his brand in a competitive post-war market, should seriously consider the pleasantly quick way that power-full WOR can do more for less in New York. We can prove this statement very interestingly with sponsor-approved, wartime success stories. Ask to see them.}\]
Equal Time Clause Favored
(Continued from page 18)

will be against any circumvention of the FCC's effort to get broader possible authority.

Senators who attend the hearings last week included Wheeler, Clarke (D-La.), Tunnell (D-Del.), McFarland (D-Ariz.), Tobey (R-N.H.), Reed (R-Kans.), Gurney (R-S.D.), Hawkes (R-N.J.), Moore (R-Okl.). Senator White, co-author of the measure, was absent and was out of town part of the time.

Only Wheeler At
Monday Session

Chairman Wheeler was the only committee member attending Monday's session, which heard Mr. Woodruff and Mr. Miller.

"I am convinced of the need for Congress to consider the problems of our industry and to pass such new legislation as will tell me more clearly than at present what my rights are and what my duties are under the law," said Mr. Woodruff.

Mr. Wheeler, operating as an individual broadcaster, operating three 250-watt stations. "If this bill or any other measure fails to provide adequate protection, it will write, tell me when, and under what circumstances I have the right to be heard before the Commission and, if necessary, the courts; the extent to which I am to remain as the judge of what is being said about my station; and the limits of the controls which the Commission is able to exercise over my operations, then I am 100% in favor of it."

Mr. Woodruff recommended some penalty "short of revocation," declaring that "some of the fear and uncertainty" of broadcasters "is due to their knowledge that any violation of a rule or regulation, regardless of how innocent or minor it may be, could result in the loss of a station's license or an expensive and lengthy hearing before the Commission on an application for renewal of license."

While Mr. Woodruff didn't offer a solution, he opposed suspension of operation because "that would penalize the listening public." He urged clarification of the section of the proposed measure governing "equal rights" of all political parties to time on the air.

Woodruff Sees 'Endless Cycle' Answering Commentators

"Why didn't the NAB clear up some of these things?" demanded Senator Wheeler. "That's what you wouldn't have to come to Congress or wait until the Supreme Court takes a whack at you and then come here." That touched off the debate which has featured virtually every session of the hearing, namely: The right of a person "attacked" by a commentator to reply. Mr. Woodruff contended the law should not force any broadcaster to initiate a broadcast on a controversial subject, but should a station air such a program, then the opposition should not be afforded equal time.

Senator Wheeler also asked Mr. Woodruff a question which he had posed on previous occasions: "Do you think you should be responsible for programs originating in Hollywood and New York?" In cases of "slander or libel" Mr. Woodruff said he thought a network affiliate should not be held liable, inasmuch as generally a station doesn't know what's to be said on network programs. "I definitely feel that's the network's responsibility," he asserted.

When Senator Wheeler brought up his proposal that public officers attacked by commentators should have the commentator's time to reply, Mr. Woodruff said: "I see in that an endless cycle, eventually excluding commentators from the air. The only time there should be some identification differentiating between opinion and fact. An amendment where commentators are required to label opinion and facts should be the answer. It would keep commentators from going off the deep end. I'm heartily in accord with a curb on this polling snowball which is growing."

House Committee
Testimony Introduced

When Mr. Miller took the stand he read into the record a transcript of testimony taken last Aug. 10 before the House Select Committee to investigate the FCC in which Robert Richards, assistant to J. Harold Ryan, Assistant Director of Censorship in charge of the Broadcast Division, testified. That testimony had to do with a conversation Mr. Richards said he had with Sidney Spear, then of the FCC.

Mr. Richards told the House committee that when Lee Falk, then of OWI, found a foreign language announcer he felt should be taken off the air, Mr. Falk would suggest it to the station manager. If nothing happened the broadcaster would discover he was having trouble getting his license renewed before the FCC. Then he'd fire the individual in question and his license would be renewed.

As Mr. Miller read the Richards testimony, Charles R. Denny, FCC general counsel, gave to Edward Jarrett, committee clerk, a copy of the Congressional Record dated Nov. 2, 1943. Mr. Jarrett handed the copy to Senator Wheeler. When Mr. Miller concluded, Senator Wheeler said:

"I have been handed a speech, under Extension of Remarks by Congressman Coffee of Washington." He read the speech, part of it aloud. The Representative, a Democrat, brought out that Mr. Spear left the Commission eight days after the alleged conversation with Mr. Richards, that he was inducted in the Army, and that he had written a denial of the conversation. When the Congressman referred to the purported activities of Messrs. Spear and Falk, Mr. Wheeler, who represents two Government agencies said Senator Wheeler had a different term for it, however.

"I think it amounts to a lot more than cooperation between two agencies," he declared. "It certainly shouldn't be for the Commission to say they ought to fire him unless he's guilty of some sub-

... and
81 Newspapers, too!

Rural Minnesota sees as well as hears what Harry Aslepf, KSTP's Farm Service Director, has to say. No— we're not televising yet, but, in addition to broadcasting 18 popular programs weekly, Harry writes a by-lined column, "On the Minnesota Farm Front." And despite space limitations, 81 papers publish Harry's column each week, winning hosts of new friends and keeping old ones sold on KSTP and its Farm Service Director—the northwest's outstanding radio agriculturalist.

This is just one more way in which KSTP is constantly cultivating and enlarging its important rural audience. Other features of our current promotional campaign are:

1. Big ads in The Farmer (Minnesota circulation, 147,000).
2. Full-page ads in Land O'Lakes News, reaching 65,000 Minnesota farmers.
3. Audience-building ads in 344 rural newspapers.
4. Personal appearances of KSTP's Barn Dance group in Minnesota towns.
5. "Around Radio Row" (radio news-gossip column) published weekly by 70 country newspapers.

Sales-wise promotion like this adds an important plus to KSTP's effective and economical coverage of the rich Twin Cities Market. Let KSTP do the big selling job for you in Minnesota.

50,000 WATTS... Clear Channel

Exclusive NBC Affiliate for the Twin Cities

KSTP
MINNEAPOLIS...ST. PAUL

Represented nationally by Edward Petry & Company

Page 50 • November 29, 1943
Voice communications on every front...

Whether by radio or land wire telephone, a voice command gets the job done with clarity and speed.

UNIVERSAL microphones are playing a vital part in voice communications of all the Armed Forces... being the first instrument through which a command is given. Care must be taken that the electronic patterns of the voice are held true for the many electrical circuits through which they must later pass. UNIVERSAL microphones with their precise workmanship are carrying the message through in all forms of voice communication whether from a tank, ship or aeroplane. UNIVERSAL products meet all U. S. Army Signal Corps Laboratory tests. Standardization of parts, inspection, and workmanship of high order combined with the best of material, make UNIVERSAL'S microphones and accessories outstanding in every application.

U. S. Army Signal Corps and U. S. Navy plugs and jacks are offered as voice communication components to manufacturers of transmitters and sound equipment for the Armed Forces. Catalog No. 830 contains complete details.

UNIVERSAL MICROPHONE CO. LTD.
INGLEWOOD, CALIFORNIA
Tunnell vs. Tobey

PARTISAN politics burst in to the open during the Senate Interstate Commerce Committee hearings last Tuesday when Senator Tunnell (D-Del.), an Administration adherent, tangled verbally with Senator Tobey (R-N.H.), an Administration critic. Out of a clear sky, with Harold V. Hough, chairman of the Newspaper-Radio Committee on the stand, Mr. Tunnell turned to his New Hampshire colleague with the comment, "You have been trying to play politics during these hearings." (He presumably had reference to Mr. Tobey's interrogation of Chairman Fly on the recommended transfer of Radio Intelligence Division to the military and the abolition of Foreign Broadcast Monitoring Service of FCC.) Senator Tobey protested it was "unfair" to attack a colleague at a public hearing, but Mr. Tunnell said, "You have madeinating remarks about me." Mr. Tobey disclaimed this, and Mr. Hough picked up his testimony where he left off.

give the people he attacks an opportunity to answer or we've got to stop them.

Senator Wheeler read into the record a letter from Norman Thomas, perennial Socialist candidate for president, in which Mr. Thomas urged that the law provide a certain portion of time be set aside for public forums on a sustaining basis, that program emphasis be placed on balance, that radio be obliged to sell time to cooperatives, farm unions and labor organizations "the same as corporations," that controversial issues be handled strictly on sustaining time and that responsible speakers not be required to submit to "station censorship."

Newspaper Ownership Issue Wins Avid Interest

Avid interest was shown by the committee in opening testimony last Tuesday on the newspaper ownership issue. The overall contention of spokesmen for the Newspaper Radio Committee was that Congress should take the whole question out of the FCC's hands and write into the law provisions clearly preventing discrimination against newspapers of any other class on the basis of business or profession. The manner in which newspapers have been handicapped not only in recovering their lot, but in pioneering new fields as FM and television was emphasized by Messrs. Hough, Kaye, Seymour and Sykes, all appearing as newspaper committee witnesses.

Chairman Wheeler said several times this week that provision should be made in the law to guarantee equal discussion for all sides of controversial issues, and to guarantee against projection of newspaper editorial opinions on the air. He said that commentators repeatedly indulged in editorial criticism and, oftentimes, in "falsehood" and that people slandered in such instances should be given the same time to reply to the same audience.

Mr. Hough said he was general manager of WHB Fort Worth, KTBC Fort Worth (Dallas) and principal stockholder in KTOO Oklahoma City. He also is treasurer and director of the Star Telegram Publications. He explained that the committee is made up of 140 newspapers representing stations of all classes and that it was formed when Order 79 was
issue by the FCC over two and one-half years ago.

In advocating action by Congress, Mr. Hough said that no one disagrees that clarifying the law as to newspapers is a problem, and that it is subject matter for action by Congress. Chairman Fly and every other witness agreed on that, he pointed out. Moreover, Mr. Hough contended that the present "freezing" of newspaper applications by throwing them into a "freezer" as described as the "agony file" has discriminated against newspapers and retarded progress. The crux of Mr. Hough's argument was that it is "a bad thing for a Commission to exercise for two years and eight months a right which they themselves say is so doubtful that about two years after the hearings they cannot make a decision. He pointed out.

Mr. Hough said that as the record now stands, there are 169 majority newspaper-owners stations operated in the same towns where the papers are printed—out of a total of 801 stations at the date when the hearings started, and about 900 stations today exclusive of non-standard broadcast stations.

Says Commission Should Not Rule on Own Powers

Agreeing that the whole issue of newspaper ownership had been greatly exaggerated, Mr. Hough contended that the report of the statement of Chairman Fly that a decision would be forthcoming shortly. He said it has been almost two years since hearings before the Commission were stopped, but not closed. Only the other day, he said, Mr. Fly testified that the matter would be disposed of "at an early date". The whole question now becomes acute as to future construction, Mr. Hough declared. While broadcast allocations are frozen he said some day "there is going to be thaw. Some feel that is in the air now," he said. "Certainly the day will come when the war is over and victory is insured, and this will be the hour when radio equipment will again become available." The building of non-FM station requires thousands of dollars of capital and long planning, both engineering and financial. Thus, he said, newspaper stations may find themselves behind the rest of the time they

VICE-PRESIDENT Henry A. Wallace (left) greeted Chairman James Lawrence Fly (center) of the FCC at the banquet held Nov. 22 by the National Lawyers' Guild [BROADCASTING, Nov. 22]. At right is Justice Henry W. Edgerton of the District of Columbia Court of Appeals.

win their legal victory. That, he added is why action by Congress is now imperative.

Mr. Hough insisted he did not think the FCC ought to rule on its own powers. Answering senatorial questions, he said that while newspapers may be biased editorially, this is not reflected in their station status. Senator Wheeler recalled the testimony of J. Frank Burke, KPAS Pasadena, who admitted that he "editorialized" on the air. Mr. Hough questioned Mr. Burke's status as a newspaperman, and subsequently Mr. Kaye said he thought that Mr. Burke's qualifications as a newspaperman "itself constituted a controversial question". If newspapers editorialized, Mr. Hough declared, that would be a question for the Commission to handle. Thereupon Mr. Wheeler raised the whole issue of the FCC's power to rule on the present status authority would have to be vested somewhere.

Agrees on Commission Control of 'Equal Time'

Mr. Hough proposed that these matters should be handled by the industry and that steps long in that regard and Mr. Hough agreed. Senator Wheeler, however, insisted that some things have to be written into the law to require that both sides are presented.

Questioned by Senator Tunnell, Mr. Hough later said he thought the Commission should control the allocation of equal time on the air. He said that the industry could not be expected to exercise the power to enforce any equal time provision and that the only way it could be accomplished be to write the provision into the law. He alluded to the Drew Pearson statement regarding the reprimand of Gen. Patton and the subsequent denial from the military authorities. He said someone certainly should go on the air, using Pearson's time so as to reach the same audience with the denial. Senator Gurney, however, raised the question whether anyone had made a request for the time. Senator McFarland said he thought matters of that kind "always got twisted themselves", since he had noted newspaper stories that Gen. Patton was reported to have used to the enlisted man in question.

Opposing any plan to give the FCC authority over allocation of time, Senator Hawkes said that any such law could be such to exercise in an arbitrary manner and that he could not understand how language could be written to avoid such a development.

Insisting that allocation of time could not be left to the "whim of a station owner," Senator Hawkes said that the present status is heading toward a Fascist dictatorship. Steps must be taken to prevent

Anne Haney and Louise Holloway get action.

Every weekday morning (9:00-9:15) they present WAPIS Musical Notebook.

It's a woman's program from start to finish—bright, amusing, sensible talk about things women want to hear, plus their favorite (and requested) recordings. Anne Haney, one of Birmingham's best-known newspaper women, writes the script. Louise Holloway, a young lady with an unusual quota of microphone charm, does the broadcasting.

Unpretentious, human, sparkling—Musical Notebook gets action.

A little while ago 2,280 of its listeners wrote for sample packages of a sponsor's breakfast food.

Musical Notebook has produced action for many a participating sponsor—selling furs, drugs, groceries, cosmetics and other products to Alabama women. And it's still producing.

Right now, there's time available on this popular show—either for 3 to 6 days a week, or on a participating basis.

Ask us or Radio Sales.

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

McClatchy Broadcasting Company
Sacramento, California

BROADCASTING • Broadcast Advertising
November 29, 1943 • Page 53
Proposed Change

Here is how the Newspaper Radio Committee would do it, Mr. Mosby declared. Bill H.R. 3248 should be amended to eliminate discrimination against newspaper-owned stations forever.

Insert after the word “shown”, Line 10, Page 56, Section 109, “neither the Commission deny or withhold any rights, privileges, benefits or licenses, or those exact, enforce or demand any penalties, denials, prohibitions or conditions, because any applicant or other person has been, is, or shall be engaged or interested in any lawful business or occupation.”

Asks For Discrimination On Lawful Occupation

Declaring that newspaper stations are ready to be measured by the same yardstick and are ready to live up to the same rules and render the same public service required of anybody else, Mr. Hough said the one thing newspaper stations don’t want “is to be segregated into a special class along with those newspapers and discriminated against as a group, as a group, and told that they, as a group are unfit to engage in radio.” Mr. Hough noted that Congress wrote a law which will be so clear “that no man can ever again doubt that every station should be judged on its individual merits and that no man should be discriminated against because of race, creed or lawful occupation.”

Mr. Kaye, second witness for the Newspaper Committee, reviewed the proceedings before the FCC, pointed out that more than 3,500 pages of testimony, two-thirds introduced by Commission counsel, and more than 400 exhibits, 90% introduced by the Commission, had been put in the record. He said he had heard no claim from any source that the thousands of pages of evidence tend in the slightest to show that stations associated with newspapers fall short in any way from the highest standards of public service.

Alluding to the discussion on equal time for controversial issues, Mr. Kaye said that the making of what is called a rule newspaper. The complete answer to the newspaper situation. He assumed the rule would limit general application, and therefore affect all licensees. The newspapers, he promised, would work in the foreground in adding by such a rule, which would eliminate all semblance of editorializing on the air in behalf of special interests.

Referring to the 74 communities in which there is one newspaper and one radio station, Mr. Hough said, “No concern should be felt about such operation.” He pointed out that there are already stations in these areas and that the reason the newspapers operated the radio stations were purely economic. There is not one of these communities in which qualified persons could not obtain frequencies for several other stations, Mr. Kaye said. If the newspapers had not pioneered in establishing the stations, the newspapers would have local broadcasting station at all.

Holds ‘Editorializing’ Is Falacious Argument

Fundamentally, Mr. Kaye contended, the entire stand of the Commission is based upon an inherent fallacy. Ownership of a station by a newspaper, he added, does not demonstrate that a publisher will editorialize through the station. The newspaper is a separate entity, and today, the station is owned by any person other than a newspaper means that it is necessarily a sounding board for the views of the owner. The Commission investigation, he declared, disclosed discrimination such as editorializing.

Pointing out radio now faces a period of rapid expansion, Mr. Kaye cited FM and television as examples as standing on the threshold of the near future. One of these, facsimile, he declared, is a type of broadcasting which results in a printed newspaper issuing from the radio receiver. Newspapermen should not be debarred from engaging in it.

For the newspapermen in the field of radio, the present situation is as incapacitating, and in the end will prove as fatal as summary execution itself,” he said.

Mr. Kaye referred to the recent statement of Commissioner T. A. M. Craven, pointing out that in many cities there are more radio stations than newspapers and that less capital investment is required to establish a radio station than a modern newspaper. The sub- stance of Commissioner Craven’s statement was that the radio developments of the future would need not be far removed when there will be sufficient opportunities for a number of stations to establish broadcasting enterprises in any community.

Mosby Outlines His Affiliation Plan

Newspapers were in the forefront pioneering the present system. The need for this action is a necessary in pioneering the fields of the future, said Mr. Kaye. If they are not going to be barred permanently, they need the clear go ahead signal now, Mr. Kaye said, and that relief can come only from Congress.

The need for Congressional action is not only admitted and it is urgent.” Mr. Mosby concluded, “The discrimination which exists has already done harm which cannot be measured.”

Mr. Mosby also witnessed the appearance Wednesday, outlined to the Committee his plan of network affiliation for all major networks, whereby stations would have a firm option on the last half hour of each hour, the last hour for transcription programs, regional, transcription, or competing networks. Originally submitted several months ago, Mr. Mosby said the reason to his plan from stations indicated that a 15-minute segment would be ample both day and night for non-network programs.

Suggesting use of off-line recordings of network programs so that similar periods could be used in all time zones for the same programs, Mr. Mosby said his plan had the blessing of many broadcasters and even of Chairman Fly. But he pointed out Mr. Fly held it was a matter over which the FCC has no jurisdiction and one that would have to be resolved by the networks themselves.

Under his plan, as revised, Mr. Mosby said the parent networks would have a firm option on affiliated stations’ time during the first three-quarters of every hour, 18 hours a day. While this would eliminate one-hour shows, he held that two present day half-hour programs could be condensed to fit the 45-minute period. His option plan, Mr. Mosby said, would permit a more equitable distribution of facilities than the present block system and for the planning of programs by both network and affiliate without conflict.

Urges No Announcement Of Transcriptions As Such

The Montanan strongly urged elimination by the FCC of the requirement that the transcriptions be announced as such. He said the quality of transcription programs on half of network programs, because of the limitations of the lines and that there was no longer

ACCESS (Ky.)
AINT OPEN TO US!

Nope, WAVE probably doesn’t have a friend to its name in Access (Ky.) We reckon we miss a couple dozen people that way! But one thing we don’t miss is our Louisville Trading Area, with the Louisville Trader Stadium, 33,600 people and 424,077 radio homes! We ain’t lockin’ the other way when these people go buyin’ the $75.5% of all the State’s merchandise, either. We help ’em! Like to get in here yourself—with no extra charge for Access?

LOUISVILLE’S WAVE

5000 WATTS . . . 910 K.C. . . . B.B.C.
FREE & PETERS, INC.
National Representatives
any valid reason for continuing the disclaimer announcement. By transcribing network programs off-the-line for “delayed broadcasts”, he said, good service could be given listeners in all time zones at the same time. His plan, Mr. Mosby asserted in replying to Senator Wheeler, would leave stations free to take transcribed programs from other networks. By allocating a section of each hour to each affiliate, the networks would open the way for guaranteed time in prime periods for non-network programs and enable stations to provide better local service without “kicking around” local features.

Declaring that the plan had been approved and praised “highly” by many stations, because of its simplicity and equity, Mr. Mosby read into the record a series of commendatory letters from broadcasters. Those in the western time zones particularly endorsed the plan. Several letters said that the plan was “too simple” and “too logical” to get anywhere.

When Senator Clark asked what the network would do about the 15-minute breaks for regular network programs, Mr. Mosby said they would have to feed their own stations, and that the program services also would be available to any station which desired them from the network line or to whom they might be sold. He admitted that the plan was complicated by the variation in time zones.

Says Every Station Ouces
Time for Community

Urging the option plan be “placed in the law”, Mr. Mosby said that there should be an obligation on the part of every station to devote at least 25 per cent of its time for community service or non-network services.

Mr. Mosby said he felt the FCC time option rule benefited stations in the East more than those in the West. The plan was “developed down East”, he said, and therefore Eastern needs were taken into account. He believed the FCC rules were “all right” but did not feel that the networks should be “cut off at the pockets”.

Responding to questions of Chairman Wheeler, Mr. Mosby said he thought networks should be required to have licenses and assume responsibilities for origination of programs. He urged some other penalty less than revocation called them simply a “delayed version”, and saw no reason why the FCC should require the transcription announcement. This feeling, he asserted, is general among non-network operators. Moreover, he said that it would improve the business of most of the stations in the West, which do not receive full commercial network schedules.

Mr. Mosby finally suggested that there should be perhaps an hour a week on the networks devoted to controversial issues or to government and that each local station might follow up with a 15-minute discussion of the local angles of the same question. Such a development, he said, would be healthy.

Seymour Pleads For
Fundamental Freedoms

Mr. Seymour, appearing as counsel for the Newspaper Radio Committee, was the last witness on Wednesday prior to recess until Monday. He made a powerful plea for Congress to make explicit in the statute a prohibition against FCC discrimination as to classes of licenses. He branded the newspaper divorcement proceedings as striking directly at freedom of the press, and at the fundamental freedoms guaranteed in the Bill of Rights which heretofore have never been violated.

In a learned dissertation, Mr. Seymour, member of the firm of Judge Thomas D. Scudder, originally chief counsel of the committee and now on the New York Supreme Court, discussed the dangers to free speech and freedom of the press involved in the Commission's

FREE SPEECH
Supported by Resolution
Of Grange for Query

RESOLUTION drawn up at the Nov. 17 convention of the National Grange in Grand Rapids, Mich., favors a congressional investigation of radio to aid in the preparation of any legislative action which may be necessary to prevent undue governmental regulation, believed by the Grange to be a threat to free speech and press. Following is full resolution:

"Whereas it is an established policy of The Grange to support free speech and free press and whereas The Grange believes that these facilities should be operated with a minimum of governmental regulation and supervision, therefore be it resolved that the National Grange ask for a fair and impartial investigation by Congress of the entire radio set-up as a background of any congressional action that it may be necessary to maintain competition and to prevent the unwarranted restraint of free speech either by the use of federal regulation or through the conduct of private or publicly operated radio stations."

of licenses, and suggested a fine varying with the ability of stations to pay. Stations should have recourse to the courts in their local communities, since many of them cannot afford to come down to Washington for hearings.

Mr. Mosby agreed with Senator Wheeler that a “malignant” person should be given an opportunity to answer a commentator on the latter’s own time. He said he thought this should be only in cases of individuals, rather than on issues.

Senator Wheeler interposed that he wanted to clear up the record in connection with his comments the preceding day regarding The New York Daily News’ broadcast on General Patton. Originally, he said, he had seen news dispatches that General Eisenhower had stated that there was nothing to the story, but that now it had been confirmed "and more too". He said he wanted to make this statement in fairness to the commentator.

Apropos transcriptions, Mr. Mosby said that they are “just as canned” as network programs. He
proposed action. He held that the Commission proposed to do not only beyond any existing power of the Commission but beyond any which could be committed to it, and that it would be a dangerous experiment upon an invasion of rights guaranteed by the first amendment to the Constitution.

The Commission's proposed action, Mr. Seymour declared, is based upon an "entirely novel theory" of the duty of the Commission and the government which had never before been advanced or supported by anyone in government. This theory is that the government, through the agency charged with the duty of providing media for expression as to many groups or interests as possible, and to perform that duty they ought to limit those who now have one medium for reaching the public from requiring additional media.

Calling this move the first step in "tampering with our liberties", Mr. Seymour said that the contention seems to be that, since newspapers already have one medium for reaching the public, then groups should be allowed the opportunity of reaching the public through radio and that newspapers as a group should be denied that opportunity.

Says 'Reconstruction' of Freedoms is Forbidden

The First Amendment, Mr. Seymour argued, forbids any reconstruction of the great freedoms and the veterans of a new war of constitutional liberties should be "stopped in the blue-print stage". Pointing out the dangers of the Commission's move, Mr. Seymour said that the necessary implication is that the Commission would be free to say anything having a radio license and thus a forum for speech, that he acquire other media of communications at the peril of losing his access to the air. The Commission might say to Republicans and Democrats that they have access to media of expression so that broadcast licenses ought to be granted to Communists and other groups who do not have the same opportunity. Similarly, the large infantile groups of Jehovah's Witnesses, for example, have to give way to such groups as the Jehovah's Witnesses, who do not possess the same opportunities to reach large congregations.

Under the First Amendment, the government is not a "wet nurse" to those who seek to exercise their rights of expression. They must make and find their own opportunities without interference by government, he said.

While the Commission might answer that it has no intention of pressuring the theory, Mr. Seymour observed that a former mayor of New York once said, "Good men in good times should not set precedents for bad men in bad times." He urged that Congress stop the departure from historic principle now in an "explicit prohibition, before we even find out by bitter experience how far the present or future members of the Commission propose to press the new theory."

If the Commission has this power, Mr. Seymour said, there is no reason why some other agency may not take or be given authority directly over the press, regulating all of its activities. And such power could not be limited to the newspaper press but would reach all publishers. Such an "economic sanction" can "strangle the press economically as effectively as more direct burdens", he said.

The End of the Rainbow

Let WAIR guide you to that creative pot of gold. Winston-Salem workers are well paid, sure of their jobs, ready as well when you are the right medium. In this great market, the right medium —

WAIR
Winston-Salem, North Carolina

FCC Ownership Rule

(Continued from page 10)

becomes effective midnight May 31 in cases where multiple ownership exists. Thereafter, it provides that the Commission may extend the licenses of stations involved in any particular case to determine the applicability of the regulation or to permit "orderly disposition of properties."

In its public notice, the Commission said that it had made, in an early hearing to secure a determination of the applicability of the regulation to them, the principal departure from the original order. The Commission will designate for hearing the applications of all stations considered to be affected by the regulation, regardless of expiration dates.

"At the hearing," said the public notice, "a full opportunity will be afforded for showing that a multiple ownership station as stated in the regulation does not exist, or that if such a situation does exist, public interest, convenience or necessity will nevertheless be served by a grant."

Since issuance of the proposed order in 1941, several deals have been consummated through sales. Most of the situations remain unchanged, however. Since then the Commission had been seeking to knock out multiple ownership stations through suspension or refusal to grant improvements facilities unless sister stations construed as falling outside the purview of multiple ownership, were sold. The BLUE Network purchase by Edward J. Noble is a case in point. He was obliged to sell WMCA before he could acquire the network in view of its ownership of WJZ.

Moving Problems

Were not for the wartime freeze, it is presumed a number of multiple owners would seek to move their secondary outlets from existing markets as a means of compliance. Since critical manpower and probably some critical materials would be entailed, it is doubted whether such moves would be possible now. Moreover, physical moves are difficult because of the generally crowded spectrum in major markets and the competitive aspect.

Among the obvious multiple ownership situations cleared up since the original order were the sale by the Buffalo Evening News of WEBS while retaining WBEN. Yankee Network removed WAJN from Boston to Worcester, retaining WNAC. Arde Bulova, watch manufacturer, had sought to dispose of WOV New York because of its majority ownership of WNEW. The Government blocked that, however, because of the value attached to WOV's Italian language broadcasts and the desire to retain the station under proved ownership.

The rootiest of the multiple ownership problems was cleared up through the sale of the BLUE Network. RCA-NBC had a difficult situation with NBC's ownership (before separation of the networks) of WEAF and WJZ in New York, WMAQ and WENR in Chicago, and KPO and KGO in San Francisco.

Not Clarified

The FCC has not published a list of the stations, which, in its judgment, fall within the scope of the duplicating service rule. Unofficially, it is estimated that a minimum of 40 such situations appear to exist, involving possibly 90 odd stations. Under the order as adopted, the "border line cases" presumably will be governed by formal hearing notices to the stations. Likewise, the Commission has not interpreted the word "control" beyond saying that it is not limited to majority stock ownership. It has been stated that because of the variables involved, the Commission would not attempt to establish the exact limits on duplicating service.

While the original order was promulgated two years ago, many station proprietors were bewildered
because of the failure to provide data upon which to determine the manner in which the regulation would affect operations. The only answer then was that any doubt should be resolved in favor of the Commission. Since then there has been no clarification whatever.

While the records appear to reveal about 35 cases of multiple ownership, the number of "overlapping" situations or those involving less than majority interest is uncertain. Also there are matters involving day and night variations, availability of other stations, and the number of outlets in the particular market, where monopoly by no stretch would be involved. There are several cases where one station operates in a market with substantial power, whereas a second station owned by the same interests operates in an adjacent market with less power. The question there would be whether the rule is applicable since the overlap might occur only one way.

NAB President Neville Miller did not comment on the new order upon receipt of its release, observing that "the Commission should determine policy at this time in view of the hearings now being held before the Senate Commerce Committee.

The public announcement by the FCC of its action follows:

The Commission today (Nov. 29) adopted Order 84-A which promulgates Regulation 3315 setting forth the Commission's policy with respect to the multiple ownership of standard broadcast stations. This policy has been adopted after extensive consideration of the problem raised by concentration of control over standard broadcast stations serving substantially the same area.

The regulation is effective immediately with respect to all applications for construction permit, or for assignment of license or transfer of control. With respect to existing stations, the regulation is to take effect midnight May 31, 1944, precisely as is the case where the regulation may apply. Applications for construction permit, or for assignment or license or transfer of control now on file or hereafter filed which may result in a situation of multiple ownership as stated in the regulation will be designated for hearing.

As to existing stations, no action will be taken which may apply. As midnight May 31, 1944, except where individual licenses request an early hearing, the Commission will order a hearing to determine the occurrence of the regulation and the result of such hearing. The Commission will call for the filing of any applications for any new assignments.

Any determination that the regulation is applicable in a particular case, however, will not be operated on until the current license is expired.

At the hearings a full opportunity will be given to show that a multiple ownership situation as stated in the regulations stands or that if such a situation does exist, public interest, convenience, or necessity will not be served by a grant.

Joining CBC Board

F. J. Crawford, 49, Toronto stockbroker, was appointed to the Board of Governors of the Canadian Broadcasting Corp., it was announced at Ottawa, on Nov. 22 by the Director of the Board, General J. R. LaFlache, who replaces the late L. N. Nathanson, former vice-chairman of the Board. Mr. Crawford is a former director, vice-chairman, and president of the Toronto Stock Exchange, and is head of his own brokerage firm, F. J. Crawford & Co., Toronto. The appointment leaves only two vacancies on the CBC board. Appointment are made by the federal government by order in council.

Congratulating to Nate Gross (1) of Chicago Herald-American, are being handled by Walter Preston, WBBM-CBS Chicago program director, (r), on the radio news column which Mr. Gross will start on WBBM beginning Dec. 4, under 52-week sponsorship of Illinois Commercial Men's Assn. through L. W. Ramsey Adv. Co., Chicago. Center man in the trio is Ed Furman, WBBM salesman.

Fly Is Guest Speaker At 'Quiz Kids' Program

Dorothy Lewis, director of the listeners activities committee of the National Association of Radio Operators (NAB), was chairman last Sunday (Nov. 28), at a meeting of the School Broadcasters Conference at the Morrison Hotel, Chicago. A quiz session on "The American System of Broadcasting" was held, with two of the "Quiz Kids" querying a panel including Miller McCloskey, CBS president; John Gill, VEB; Earl Glade, KSL; William Parton, WMT; Mark Haas, WJR; and E. R. Corro, vice-president of the Blue's central division.

Following the quiz, the regular broadcast on the Blue's "Quiz Kids" program, was presented from the conference, with James L. Fly, chairman of the FCC, as guest speaker. Two films on "The Air" and "Pilots' Wives" were also shown entitled "America Takes the Air" and "Pleasure Time."

KWKW Assignment Asked

Southern California Broadcasting Co., licensees of KWKW, Pasadena, last week asked the FCC to approve voluntary assignment of the license to S. Paul Buhlig, E. T. Foley and Ed ward Earl, a partnership doing business as Southern California Broadcast Corp., for $8,000 plus a decrease in indebtedness of the station. The three are officers and directors of the present licensee. Each partner has contributed $10 and agreed to put up amounts giving them the following interest in the new company: Mr. Neal, 35.5%; Mr. Earl, 18.25%; Mr. Foley, 25.9%. Mr. Neal, president of KWKW, has sinceJune 1943, been President of the Douglas Aircraft Corp. in a special capacity. Mr. Foley is president of Investment Operations Corp., and Mr. Buhlig is an executive employed by Mr. Foley as investment advisor. Mr. Earl is owner and operator of Wild Rose Ranch, Corona, Cal. (orange groves).

Maj. Isaac Brimberg

Maj. Isaac Brimberg, 40, U.S. Army Signal Corps, on leave from his post as chief engineer of WNYC, New York's municipal station, died suddenly Nov. 24 at Brooklyn Field Hospital, New York, N.Y. Surviving are his mother, Mrs. Catherine Brimberg; to three brothers; and to two sisters.

Yankee Net Meeting

YANKEE NETWORK station managers, meeting at the Hotel Kenmore, Boston, on Nov. 23, discussed all promotional and merchandising activities of the network for the coming months. John Shepard 3rd, chairman and general manager, presided, and in his report, executive vice-president, as one of the chief speakers.

Neville Miller, U.S. president, has been appointed chairman of the National Radio Division of the National Foundation for Infantile Paralysis, the organization which sponsors the celebration of the President's birthday. Mr. Miller filled the same position in the past campaign.
Allocation Troubles
(Continued from page 18)

added. "I feel it's necessary for Congress to set forth the procedure which will influence the radio spectrum. I feel that the greatest brains of the nation should be called upon to guide the future of communications, particularly radio."

Commissioner Craven made it plain that the confusion in IRAC, in his opinion, was due not to personnel but "so much to the law. ""The Commission, in my opinion, has taken advantage of the law," he added.

"Do you feel if the law were substantially altered the question of personalities wouldn't enter into it?" asked Rep. Magnuson.

"There is no animosity for any personal member of the committee," said Mr. Craven, "but the department represented in IRAC do feel that the Commission has asserted control when it shouldn't."

"Time For Action"—Craven

"Do you feel that much of this confusion can be cleared up by present amendments to the Act?" continued Rep. Magnuson.

"I want to make one point clear," said Commissioner Craven. "The recent decision of the Supreme Court has interpreted the law in such a way that the Commission has almost unlimited powers. I think the time now has arrived for Congress to take action on it." The phrase "public interest, convenience and necessity" was discussed at great length. Commissioner Craven, answering a direct question from Mr. Garey, told the committee he did not know the meaning of "public interest."

'It's like due process,' he remarked. 'You'll see what powers the Supreme Court says the Commission has under the term 'public interest, convenience and necessity.' I believe the minority opinion of Mr. Justice Murphy expresses my view as to what should be done," Mr. Craven was frank to admit, answering Rep. Miller, that he had never heard any member of the Commission define "public interest, convenience and necessity."

'Cessation of Gradualism' Mr. Garey asked Commissioner Craven if he had observed a tendency on the part of the FCC to adopt the Communistic technique of "cessation of gradualism." Mr. Craven said he had held that the "Communist has erred in not coming to Congress to seek power. I have thought in the past that the Commission has, through the broad phase of 'public interest, convenience and necessity,' taken upon itself legislative powers," he asserted. "I believe that such an attitude on the part of the Commission shows a trend toward the adoption of Communistic gradualism. That's where a group imposes its own dogma on the people without coming to Congress. I have felt that the Commission has been using methods of cessation of gradualism." Mr. Craven quoted from both the Supreme Court majority dissenting opinions, contrasting and interpreting citations placed on the law. "There is a difference of opinion as to the Commission's power," he said.

"While I hold, in my opinion, that the Commission has practiced cessation of gradualism, the Commission was upheld by the Supreme Court."

"Unlimited Control' Seen

Rep. Miller, inquiring about the FCC network regulations, asked if they provide any method of disbursing any parties for losses sustained through the promulgation of those rules. Mr. Craven answered two or three instances in which, he said, he felt, the FCC exercised control over "composition of traffic" in granting licenses. He mentioned specifically the Blue Network sale. He cited another instance in which a station's renewal was conditioned on the grounds of program content. In that case the station, it developed, broadcast a dramatization of the Pulitzer prize play "Beyond the Horizon" and "the Commission had taken the station off the air because of the flood of protests" against the Commission's questioning the right of the station to broadcast the play, which alleged too much "profane" language, he asserted.

"I think the time has come," Mr. Craven said, "when Congress must say the FCC cannot control the composition of traffic. That's the most dangerous thing we can have in the Government today. I feel that the regulation by aspects begins in the unlimited power which the Supreme Court gave the Commission. We have unlimited control over the composition of traffic."

Hits Temporary Licenses

Mr. Craven said he opposed temporary licenses. He urged Congress consider licensing stations for a minimum of five years or even 10 years to promote the stability of radio. He referred to temporary licenses as the "most direct club any Government agency could hold over the expression of free opinion in this country." When Rep. Miller asked if the "radio industry fears the Commission," Mr. Craven replied, emphatically: "Yes."

Both Chairman Lea and Rep. Miller asked many questions on the temporary licenses and about the Commission's alleged control over licensees through program content. Mr. Craven said, however, that the temporary license was unfair to the broadcaster who might need some funds and couldn't get them because of the uncertainty of his license. He also said, replying to Rep. Miller, that a temporary license would tend to keep a broadcaster from getting necessary business.

"While I have been an engineer all my life I have been short-sighted, too," said the Commissioner. "I believe the developments made through the war should change our thinking. We have looked at the radio spectrum as limited. I think we can get sufficient channels in the future to afford all the competition we need."

Committee members attending last week's hearings included Rep. Hart (D-N.J.) in addition to Chairman Lea and Reps. Miller and Magnuson.

Blocked Alaska Stations

How FCC Chairman Flye is alleged to have exerted his efforts to deny entertainment by radio to soldiers in Alaskan outposts, despite plans of the War Dept. for building soldier-morale, was brought out in testimony before the committee Tuesday when Mr. Garey read into the record more minutes of the IRAC.

"The fact that on Nov. 18, 1942, gave the War Dept. approval by telephone to install eight low-powered stations in various Alaskan outposts. At a later date, however, Mr. Craven, as the FCC representative, was obliged to withdraw the FCC support of the Army transmitters 'under instructions from the Chairman,' he was quoted as telling his colleagues on the committee.

Made part of the House committee record was a memorandum dated Nov. 21, 1942, and directed to Commissioner Craven by Chairman Flye in which the chairman
wrote: "Although it is the understanding that the committee is authorized to handle day-by-day normal governmental frequencies applications on an interim basis, pending approval by the Board of War Communications and executive orders prepared by the committee, it seems to me that whenever the committee requested to approve a new service or an appreciable expansion of any governmental communication facilities, it would be advisable for such matters to be brought to the attention of the Board and Commission before, rather than after, committee approval."

Felt Action Wrong

Mr. Craven testified that while he was obliged "under orders from the Chairman" to withdraw the Commission's vote approving the Army frequencies, he felt, personally, that such action was wrong. He added that while, in his opinion, the Chairman's action would have been supported by a majority of the commission, the question was never laid before the Commission to his knowledge; neither was it put before the BW.

Questioned by Mr. Garey as to the IRAC's action after the fly memo was presented, Commissioner Craven said "all departments except the FCC were in favor" of the grant to the IRAC and "that it be referred to BW for instructions, but my motion failed for want of a second". Mr. Garey, in reading minutes of the IRAC meetings, emphasized that Mr. Craven said "he had a duty to perform on behalf of the chairman of BW and FCC". In cross-examination counsel brought out Mr. Craven acted under instructions from the FCC chairman.

Rep. Magnuson questioned Mr. Craven as to the functions of IRAC with regard to determining policy for other departments. When Mr. Craven told him IRAC's responsibility was the allocation of frequencies, Mr. Magnuson asked: "Would that FCC have nothing to say about it?"

"I'd say they shouldn't have anything to say," replied Mr. Craven. "I think the general feeling of both Republicans and Democrats is the Government should not have radio stations to broadcast direct to the public. I think the attitude of Congress is that the Government should not broadcast direct to the public at large."

Again Mr. Craven urged that Congress authorize the President to establish a non-partisan advisory board to consult with the IRAC and FCC on questions in which controversy arises [Broadcasting, Nov. 22].

Mr. Magnuson engaged in considerable questioning and discussion with both Mr. Craven and Counsel Garey. He wanted to know what members of IRAC were qualified to pass on frequencies, other than the FCC representative. Mr. Craven told him "all but the State Dept. representatives are engineers."

As Mr. Garey read more minutes of IRAC meetings in which committee members argued their stance, Mr. Magnuson criticized IRAC for "wasting a lot of time and paper" holding meetings to argue about its status when it should have been taken up with the President.

Mr. Craven explained that IRAC members wanted to settle their own problems before going to the President, although he made it plain he was not an executive order made it mandatory that it report to the President through the BW and not direct. Mr. Garey interposed:

"We had Mr. Fly acting in the dual capacity of chairman of the FCC and the BW, seeking to reach out for more power." More discussion over confusion in Government took place, with Mr. Garey charging that Mr. Fly created the confusion of IRAC, Mr. Craven blaming the Communications Act of 1934 as the "found of all confusion." Congressman Magnuson commented:

"That's the situation in all Government departments. That seems to be a state of confusion."

Delayed Two Months

The IRAC minutes indicated that the War Dept. request was delayed two months because of Chairman Fly's insistence that action be withheld except through the BW. Mr. Garey read a memorandum from Mr. Fly, instructing the IRAC to submit to the BW future applications before IRAC took action. The general counsel had presented the memo merely to be included in the record but Charles R. Denny, FCC general counsel, asked that Mr. Garey read it.

Mr. Garey testified that he learned "only yesterday" that the purpose of the Commission in opposing the War Dept. statement in Alaska was to permit OWI personnel to operate them, rather than soldiers. A letter from Brig. Gen. Frank C. Spire, then acting OWI Division Officer, addressed to Mr. Fly Feb. 26, 1943, outlined the purposes of the Alaskan stations. A memorandum to the President from Secretary Stimson Jan. 5, protesting FCC's insistence that OWI personnel operate the stations, was also included in the record.

OWI Chicago Plan

OFFICIALS of the OWI Domestic Radio Bureau will meet with network, station and agency representatives at a conference in Chicago on Dec. 1. The meeting will be similar to one held in New York on Oct. 28 at which will be bringing vital war information to the public was discussed [Broadcasting, Nov. 1]. Phil E. Fly, head of the Bureau, and William M. Spire, deputy chief, will attend the Chicago meeting. John D. Hymes, chief of the station relations division, and Jack Mullen, chief of the production and editorial division, will also attend.

To Manage GJBC

SPENCE CALDWELL has been appointed manager of GJBC Toronto, key station of the new Canadian Broadcasting Corp. Dominion network. He comes from eastern Canada from CKWX Vancouver, where he has been commercial manager. As a teen-aged youth he sold crystal sets in Winnipeg department stores. Later he became western representative of Rogers-Majestic-Des Forest-Croscraft Toronto. In 1933, after a business trip to England, he was made western representative of the Canadian Marconi Co.

Actions of the
FEDERAL COMMUNICATIONS COMMISSION
NOVEMBER 20 TO NOVEMBER 26 INCLUSIVE

Decisions . . .

KDKR Sedalia, Mo.—Voluntary assignment of 200000110 license from Albert S. & Robert A. Droh- lich d-b Drohlich Bros. to Milton J. Hinlein, WGST Atlanta, Ga.—License renewal hearing (Nov. 29).

Tentative Calendar

Network Accounts

All Time Eastern Time unless indicated

New Business

ANACIN Co., Jersey City (headache pow- der), on Dec. 3 starts Broadway Calling on 47 CBS stations, Fri., 1:30-8 p.m., Agen- cy: Hackett-Sample-Humment, N. Y.

NATIONAL Small Business Men’s Assn., Chicago, on Dec. 5 starts Fat Freedom Sing on more than 100 Mutual stations, Sun., 4-5 p.m. (PWT), Agency: Morse Interna- tional, N. Y.

Network Changes

PUREX Corp., Los Angeles (bleaching so- dition), on Dec. 3 replaces Roots Center on 14 Mutual-Don Lee stations, Mon., Wed., Thurs., Fri., 9-11 a.m. (PWT), WJS, 2, 6 Mixer, on Don Lee stations, Sun., 9-11 a.m. (PWT), Agency: Fowle, Cone & Bel- ing, Los Angeles.

WESTERN SUGAR REFINERY, San Francisco (Sea Island sugar), on Dec. 5 shifts I Was There on 8 CBS stations, from Mon., 9-10 a.m. (PWT), Agency: J. Weller Thompson Co., San Francisco.

ART MILLER, announcer of CKWX Vancouver, has joined the engineer- ing department of the station.

BILL COLLINS has joined the engineer- ing staff of WFIL Philadelphia.

GEORGE HOOPER, engineer of WIBG Philadelphia, has been pro- moted to transmitter supervisor.

FRED MOORE has returned to the engineering staff of WFIL Phila- delphia.

GERGE NEUNER, transmitter engi- neer of WIOD Miami, Fla., has join- ed the armed forces. He is replaced by David S. Teer.

DOB WELLS has joined the engineer- ing staff of WNLC New London, Conn.

ILLYTH NOSSEL, transmitter engi- neer of WLIB Brooklyn, reported for induction Nov. 25.

ROMA WINE CO., Lodi, Calif., on Dec. 2 replaces Roma Show with Suspender on 81 CBS stations, Thurs., 8-10 p.m., and shifts West Coast transmitted repeat on Dec. 6 from 8-10 p.m. (PWT), to Mon., 9-10 p.m. (PWT), Agency: The Bow Co., N. Y.

NELSON DOUGLAS Co., Los Angeles (inventions), on Nov. 22 shifted and expanded Busy Money on 2 Don Lee Cal- stations (KHJ KGB) from Tues., Thurs., 7:30-8 p.m. (PWT), to Mon. thru Fri., 4:15-5:30 p.m. (PWT), Agency: Barton A. Stephens Adv., Los Angeles.

PET MILK Bakers Corp., St. Louis, on Nov. 27 shifts Mary Lee Taylor from 71 CBS stations, Tues. and Thurs., 11-11:30 a.m., to Sat., 10:30-11 a.m. (rebreast a 2 p.m., adding 8 Pacific coast stations, making a total of 70 CBS stations. Agency: Gardner Adv., St. Louis.

“Good Engineering is Good Business”
WANTED—Production Man for Regional Network. Must have experience in this field. Box 657, BROADCASTING.

Assistant—WANTED—Plum adlib versatile personality announcer with continuity and production ability. KTFF, Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo and draft status. Reference transcription. Box 668, BROADCASTING.


DO YOU NEED A MANAGER OR COMMERCIAL MANAGER?—10 years experience in newspaper—9 in radio with extensive background in local and national sales and promotion. Successful record as sales manager, station manager and business manager of weekly. Over draft age 35, married. Writing $6000. Box 669, BROADCASTING.

 Wanted—Announcer—permanent position with excellent future for right man. Write full details to Manager, WFDF Flint, Michigan.

WANTED—Operator with first class license, capable of news and general announcing network station. Send details to Manager, WFDF, Pocatello, Idaho.

PROGRAM DIRECTOR—must have executive ability and be capable of taking over day to day operation of studio. Knowledge of music and news and ability to announce absolutely necessary. Permanent position with good future. Write WCLO, Janesville, Wisconsin.

EXPERIENCED RADIO SALESMAN—Who can build sales for station now producing and beautifully geared for more: NBC and Blue network with best news service, music and programming, in non-competitive radio market in non-defense farming community assuring post war stability. Real deal for a producer. Give experience, draft status, etc. KTFF, Twin Falls, Idaho.

Radio Engineer Wanted—First, second, or third class license—steady position—good wages—give full particulars—apply Chief Engineer, Box 111—McComb, Miss.

WANTED—Announcer with some experience. Advise age, draft status, salary expected and details in first letter. Write Box 562, BROADCASTING.

WANTED—First or Second Class Operator. Announcing ability desirable but not essential. Give certificate details. Starting Salary First Letter. Write Box 563, BROADCASTING.

Texas Forest Local Station—Joining CBS network approximately January 1st. has opening for two announcers, Salary, Excellent living conditions, especially interested good morning shift man. Send details and draft and marital status, expect to start salary, transcription availability. Box 664, BROADCASTING. Do you want an announcing job with a future? Base pay $60.00 for forty hours plus talent fees. WIBB Butler, Pennsylvania.
Local and International Radio Stressed at Stephens Meeting

Speakers Indicate Post-War Changes Are Expected To Remedy IIs From Lack of Local Emphasis

MORE than 400 leaders in educational, commercial and governmental broadcasting from 13 states and two foreign governments were represented at the Regional Radio Conference at Stephens College, held Nov. 19-21.

Highlighting the parade was Maj. Ralph P. Yen, Chinese diplomatic corps and Maj. Ralph P. Forster of the British Embassy in Washington.

Local Radio Stressed

Speaking at the annual conference dinner, Mr. Egolf told radio educators that failure to recognize the importance of local radio and its contribution to education and services and influences the masses and promises to enlighten the peoples of the entire world.

(1) A system of national and international communications which, by means of local transmitters, studios and equipment, provides news, entertainment and education designed for those who are not reached by other two services and augments this service through national and international hookups in a matter compatible with local interest.

(2) A system of local communications which, by means of local transmitters, studios and equipment, provides news, entertainment and education designed for those who are not reached by other services and augments this service through national and international hookups in a matter compatible with local interest.

Mr. Egolf said that local radio is the only medium that can provide an adequate service to the needs of the people.

More Competition

"After the war there probably will be a re-allocate of the whole spectrum band by the FCC; and the space for standard broadcasting will be opened up to hold new stations. This will mean to the operator new frequency, more power, more time. It also will mean more competition, which will force him to bid for the attention of listeners with the short, bit possible schedule." To the educator it means a great opening of doors for the kind of program he would like to do—but it also means a challenge. For chain broadcasting, it also means more breathing space."

Mr. Egolf said FM broadcasting could make room for 6,000 stations with limited range and no overlapping, as against 940 stations today. He said that FM has the green light in the post-war world.

Miss Yen predicted global broadcasting as the force that will cement the post-war world. Differences in languages will be solved, she said, by the adoption of two basic languages in the two world tongues most universally spoken. They should be called, she said, "The Pacific language and the Atlantic language." Broadcasting his Saturday night news commentary on Latin America from the conference banquet, Mr. Tomlinson said: "I believe the Cordell Hull way in conducting international relations is at least as practicable and effective as any other way. For today the Americans present a solidarity and a collaboration unequalled in the history of the world." War "Advertised"

The Northwestern Reviewing Stand was broadcast over Mutual on Sunday, with Clarence A. Peters, speech department of Northwestern U., as moderator. Discussing "Our War Propaganda," Bower Ay, department of speech, Missouri U., said that we should not deceive the Germans with propaganda, but rather teach them the same thing that is fighting the greatest land army in the world—Russia, the greatest sea power in the world—Great Britain, and the greatest industrial power in the world—the United States. Mr. Ay also said that war has been advertised in the same way as soap and cigarettes. There has been no mention of war to the American people—no elementary facts of geography and history, he said.

Panel discussions were held daily. Maj. Harold K. Kent, president of the Association for Education by Radio, and Education liaison for the War Department, said that an international governmental body, based on the elements of all the world nations will be necessary in the post-war world, and he continued that "radio should be concerned in developing the construction of this international body and explore all the implications that it can contribute."

In discussing service broadcasts Maj. Kent called for a high order of program material as insurance against tuning out. He mentioned three objectives of service broadcasts. First, to assure the home front people of the care of the service men; second, to make every one realize this is a great problem that is national one, and third, to convince the soldier that he has worthy allies.

Also speaking on service broadcasts, C. G. Renier, of KMOX St. Louis, told listeners that if operations do not want any government subsidy for producing service programs.

Television Education

Judith Waller of NBC said she felt stations should use those programs which only the Government can provide, but should refrain from editorializing and should develop the stations' own policies and ideas.

Speaking on television for the future, Condr. William G. Eddy of the Ninth Naval District at Great Lakes said that after the war television will be applied to education. Commander Eddy, former director of television for Paramount Pictures, further stated that the Navy's accelerated program has found it necessary to utilize visual education. Visual education will be a great factor in the post-war education, he said. Continuing further, the commander said that schools will tune in the best lectures of specialists and education leaders through television.

James to FCC Post

ERVIN (Red) JAMES, assistant to Commissioner Clifford J. Durr, was last week appointed as secretary of the FCC. Mr. James, a graduate of the George Washington U. Law School and a member of the District of Columbia and Alabama bars, has been with the Commission since December 1941. Before that he was office manager in the Employment Division of the Federal Works Projects Administration. Before coming to Washington, Mr. James was with the Alabama Relief Administration in Montgomery and had worked with Western Union Telegraph Co. in Montgomery and Chicago. Mr. James is married and lives in Alexandria, Va.

Young & Rubicam Quits As Westinghouse Agency

YOUNG & RUBICAM, New York, last week announced its resignation of the Westinghouse Electric & Mfg. Co., account, effective March 1, 1944. The agency has handled the Westinghouse electrical and mechanical account, and it is understood, will continue to supervise the Sunday afternoon Westinghouse program on NBC until that date.

It was also reported that a portion of the Goodyear Tire & Rubber Company account and some of General Electric Co.'s business, has been slated to go to Y & R soon. The agency stated that for Goodyear a dramatic radio program featuring famous starring names was already under consideration, but gave no details on G-E plans.

Maj. Kent Honored

MAJ. HAROLD W. KENT, Radio Council director, Chicago Public Schools, on leave as liaison officer with the War Dept. to the Office of Education, Washington, in Nov. 29, was to be given the Fourth Annual Award by the Westinghouse. Merit presented each year by the executive committee of the School Broadcast Conference for "outstanding and meritorious service in educational radio". JOHN WHITMORE, former assistant director of war news and service of WOR, New York, in Nov. 29, joins the Mutual program staff as manager of the news division.
More people on WTW than on any other radio station in the world. More advertisers spend more money to sell more merchandise to.

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Rubber Rafts ... Gas Masks

- The largest rubber manufacturing plant between Akron and the Pacific coast, which even before the war was producing $14,000,000 worth of rubber products a year, is today turning out a deluge of essential war materials.

This is just one of the many industrial activities of the Denver area which the war has emphasized and enlarged. Today others of this area's pre-war industries are building ships, bombs, and a long list of war materials, and, in addition, huge, new plants have been built and are in operation.

The Colorado vacation playground of other years is producing and delivering munitions, minerals, and agricultural products in quantities never before equaled. The Denver area is today one of the country's top markets both in activity and mass of buying.

FARM PRODUCTS

Colorado set new highs in wheat and potato production this year ... led the nation in onions and bromo-corn ... raised record crops of sugar beets, beans, barley, eye, and peaches. One third of the country's winter-fattened sheep and lambs go to market from Colorado farms.

MINERALS

Colorado's vast storehouse of strategic minerals ... tungsten, molybdenum, vanadium, manganese, and scores of others ... is being drawn upon at the greatest rate in history.

SALES

Retail sales in Colorado for the first 9 months of this year were 18% ahead of the same period in 1942 at which time it was showing a gain of five times the national average. Denver is delivering sales today as it never has before.