UNCLE DON
and THE McCANN PURE FOOD HOUR

... two of WOR's oldest and most successful sales-producing programs now have immediate openings available for alert timebuyers or advertisers.

NOTE—Agencies with small accounts; advertisers with limited budgets: UNCLE DON can be had at a new, low price.

write, wire, or phone WOR

at 1440 Broadway, New York. PE 6-8600
"MOST MAIL I'VE SEEN COMING TO
ONE PLACE SINCE I WORKED AT WLS!"

We do get more mail than many stations ... probably more letters than most radio stations. Of course that makes us happy—as it does advertisers. For instance, we used 100 announcements in one month to offer listeners an invasion map of Europe for a dime ... and we received 50,000 requests! This is only one of many success stories, one example to bear out our slogan: 

WLS Gets Results. We can show lots of further evidence. Just ask us ... or ask any John Blair man.
Trying to cover too much ground on the run?

**OUR Resident Salesmen CAN FIX THAT**

In selling New England, don't be fooled by its size on the map. In a radio sense there are too many jumps in too many directions for effective coverage by one or two stations in competition with local network stations.

People listen to their local stations. That's why local station influence is so much more effective than the scattered "impacts" of long-distance radio.

When you come into New England, you have twenty top markets to cover. Why not have a resident salesman in each market and do a real job?

Yankee's home-town, home-managed stations give you the influence of local acceptance, the vital resident salesmanship that pipes you right into the busy centers of these twenty best markets. With Yankee's 20-station coverage, you can deliver your message to Main Street right on Main Street.

**THE YANKEE NETWORK, INC.**

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

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

**ACCEPTANCE is THE YANKEE NETWORK'S FOUNDATION**

KOIL
is the most
economical
buy
in
OMAHA
For Outstate
Nebraska -
KFAB
is a
must!

Page 4 - October 4, 1943

BROADCASTING • Broadcast Advertising
Sure, maybe you could do the job alone, but neighbors make the task easier,
do the job quicker, and make the result more satisfactory. So, in the Midwest,
why not let the WGN "community" work for you? It not only means wider
coverage but a friendlier, more receptive audience to your advertising messages.
Others have found this WGN community really does a job well.
Another reason why WGN has more local, national spot, and
retail business than any other major Chicago station.

**A Clear Channel Station**

CHICAGO | ILLINOIS

50,000 WATTS | 720 KILOCYCLES

WGN | MUTUAL BROADCASTING SYSTEM

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.
NOW—PROOF THAT

SONOVOX

INCREASES SPONSOR IDENTIFICATION!

We've been telling you (and your own instincts have probably agreed) that commercials are rendered far more memorable when spoken or sung in distinctive and memorable "voices"—that Sonovox makes radio commercials more interruptive, more recognizable and more effective.

Now you can have the proof of this fact—you no longer have to ask any client merely to accept your judgment on the matter. Thanks to the mounting record of Hooper Sponsor Identification Ratings on four typical shows using Sonovox, you can now prove that Sonovox actually does build sponsor identification—and at a cost that's truly negligible.

We've charted the Hooper figures, together with comparisons of sponsor identification on similar shows in equivalent categories. They're intensely interesting. We'd be very happy to show them to you—and you'll be very happy to have seen them. Give us a ring—or drop a line to any of the F&P offices listed below.

How is Sonovox sold? Essentially like talent. Under each license for a 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

Some Typical SONOVOX PIONEERS*

American Chicle Co. (Black Jack Gum)
Badger and Browning & Henry, Inc.
American Industries Salvage Committee
(Steel Scrap Drive)
McCann Erickson, Inc.
Buick Motors Division, General Motors Corp.
Arthur Kudner, Inc.
Chicago, Milwaukee, St. Paul & Pacific R. R.
Roche, Williams & Cunningham, Inc.
Colgate-Palmolive Paet Company
(Vel, 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.
Bears and Axes)
Feltman-Curme Shoes
Russell C. Comer Advertising Co.
Forum Cafeterias of America
R. J. Patterson & Holden, Inc.
Griesedieck-Western Brewery Co.
(Stag Beer)
Mason, Inc.
Grocery Store Products Sales Co., Inc.
(Foud's Macaroni Products)
Campbell-Ewald Co., Inc.
Ch. Hansen Laboratory, Inc.
(Junket Quick Fudge Mix)
Mitchel Faust Advertising Company
Andrew Jergens Co.
(Woodbury's Products)
Lemen & Mitchell, Inc.
Lever Brothers Co. (Lifebuoy Soap)
Ruthrauff & Ryan, Inc.
Lyon Van & Storage Co.
Batten, Barton, Durstine & Osborn, Inc.
National Broadcasting Company
Navy Aviation Selection Board
Navy Seabees (U. S. Navy, Construction Battalions)
Office of Civilian Defense (Region Six)
Pabst Sales Company (Pabst Beer)
Warwick & Legler, Inc.
Pan American Coffee Bureau
Buchanan & Co., Inc.
Purity Bakers Service Corp.
(Taystees Bread, Grennan Cakes)
Radio Corporation of America
Ruthrauff & Ryan, Inc.
Radio Station KOMA, Oklahoma City
Aitino Ray and his Orchestra (in all broadcasts)
Shell Oil Company, Inc.
J. Walter Thompson Co.
U. S. Treasury Dept.
Universal Pictures Company, Inc.
("Larceny With Music")
Warner Brothers Pictures, Inc.
(Thank Your Lucky Stars)
Williams Chocolates, Ltd.
Cofield, Brown & Co., Ltd.
Vallie-Ryan, Inc. (Nasbitt's California Orange Drink)

*Space no longer permits a complete list of Sonovox users.
Stronger Probe Into FCC Actions Seen
Rayburn to Select New Head; Cox Resigns

PREDICTIONS that the resignation of Rep. Eugene E. Cox (D-Ga.) as chairman of the House Select Committee to Investigate the FCC will strengthen rather than weaken the inquiry were freely made on Capitol Hill last Friday in the wake of a week of highly significant developments.

Rep. Cox’s dramatic resignation last Thursday ended his bitter running fight with FCC Chairman James Lawrence Fly and Commissioner C. J. Durr, but focused attention upon an “infinitely stronger” investigation by a committee whose personnel could not be challenged.

Both Messrs. Fly and Durr had sought the removal of Rep. Cox on grounds of bias and prejudice, and his resignation was for them a victory on that count. From the start of the inquiry last January many observers both in and out of Congress felt that Rep. Cox, because of his differences with the Commission, should not have accepted the chairmanship of the investigating committee.

To Name Chairman
Speaker Rayburn was to name a committee chairman momentarily, as Broadcasting went to press Friday. He told Broadcasting he was considering the selection most carefully. It was expected a Southern or Midwestern “middle-of-the-road” would be named, both as the fifth member and the chairman.

Several names were bandied about but received no confirmation from Speaker Rayburn. Rep. Colmer, conservative Democrat of Mississippi, asserted he did not believe he would be “interested”. Rep. Bulwinkle (D-N.C.), ranking member of the House Interstate & Foreign Commerce Committee and chairman of its subcommittee on communications, told Broadcasting he hadn’t been approached. Rep. C. Jasper Bell, Missouri Democrat, likewise declared he knew nothing about reports he would be named. Rep. Hart (D-N.J.), a member of the Committee, also has been mentioned for elevation to the chairmanship.

The Committee chairmanship is regarded as a “hot spot” because of the controversy that has surrounded the investigation virtually from its start. The Committee itself, including its staff, is marking time until the new chairman is named.

While Rep. Cox’s resignation came under pressure, having been demanded not only by the FCC members but in a consistent editorial barrage in the Washington Post and by the American Civil Liberties Union, the rousing vote of confidence given him by the House last Thursday and the glowing tributes paid him by Speaker Rayburn and Majority Leader McCormack (D-Mass.) augured for continuation of the investigation.

Additional funds, which shortly will be sought by the committee, will be forthcoming without question, according to House members.

Indeed, it was reliably reported that Rep. Cox agreed to resign only after the promise had been made that the inquiry would continue.

In tendering his resignation, Rep. Cox said he followed the advice of his close friends and his wish to free the Committee of “any possible embarrassment of my personal problems or controversies.” He urged the House “to support, to continue and to stand solidly back of the work of the Committee under its new chairman, whoever he may be.”

On all sides, the notion that the House would fold up its inquiry was dispelled. Whether the Committee will retain its present staff, headed by Eugene L. Garey, New York attorney, was problematical. This depends upon the views of the new chairman and the view of the newly constituted committee.

Meanwhile, the committee staff proceeded with plans to resume the inquiry the more serious tendency as directed by the Committee last Tuesday prior to the Cox resignation. The Committee had planned to complete that phase of its inquiry dealing with the so-called war activities of the FCC. Upon the naming of the new chairman, it is expected a meeting promptly will be held to determine the immediate course of action.

There were no statements from the FCC on the Cox resignation or on any other aspect of the inquiry. This was in contrast to the steady stream of statements issuing from the Commission majority after practically every day of hearing, challenging procedure and alleging that the proceedings were “star chamber.”

Commissioner Durr first had petitioned Speaker Rayburn May 13 to remove Rep. Cox. He followed this up several times and on Sept. 24 made his final plea. The most devastating blow, however, came from Eugene L. Meyer, editor and publisher of the Washington Post, who had attacked the inquiry vir-

Radio Freedom Amendment Offered
Kennedy Would Place Free Speech Guarantee in Constitution

ELIMINATION of the last vestige of doubt about “freedom of speech by radio” was sought last week by Rep. Martin J. Kennedy (D-N.Y.) in a joint resolution (H Res-192) proposing a constitutional amendment prohibiting “abridging freedom of speech by radio or wire communication.”

Calling for hearings on his far-reaching proposal, seldom reported to these days, Rep. Kennedy said he wanted to restate for all time that “regardless of who may be on the FCC there will be no question about the freedom of radio.”

A constitutional amendment must be passed by two-thirds vote of both houses of Congress and with one-third of the 48 State Legislatures. It then would become the 22d Amendment to the Constitution.

Interest Manifest
Rep. Kennedy told Broadcasting he wanted to “put a stop to all rulings of individuals” that would in any way impair the right of free speech. He said he had had the matter under consideration for some time. He expressed hope that the Judiciary Committee will consider the resolution shortly and that hearings will be held “reasonably soon”. Many people, he predicted, would want to be heard because of the interest manifest in this issue.

In a statement accompanying his joint resolution, Rep. Kennedy declared the steady stream of statements toward censorship lies in efforts “to make our courts lean towards censorship restrictions on radio communications because broadcasting for physical reasons is necessarily subjected to a licensing or a franchise system.” He said that at present, through a “filter system” composed of the FCC and those who control the licensed broadcasting systems “our broadcasting has been diluted to the degree where it has become so neutral as to be ineffective.” He added to Walter Winchell as an example of the worth of “strong free speech” (Continued on page 52)
Five Station Licensees Petition FCC for License Assignment, Control Transfer

Five Station Licensees petitioned the FCC last week for voluntary assignment of their licenses and one to transfer control. WGES Chicago asked permission to change the form of the licensee corporation into a partnership. Radio Station WGES, including its stockholders as partners. They are Gene T. Dyerr, Vivian I. Christoph, Gene T. Dyerr Jr., F. A. Ringwald, Louis E. Moulds, Grace V. McNeill and William F. Moss, who, excepting Grace V. McNeill, are all partners in WATT Chicago.

Fitchburg Change

WEYM Fitchburg, Mass., would assign its license from Ruben E. Arnoith, part owner of retail furniture stores in Connecticut and charged in the case to a partnership consisting of Mitchell G. Meyers, Ruben E. Arnheim and Milton H. Meyers, to be known as Radio Station WFTX. The proposed rate on WFTX 788.88, to be paid to Mr. Arnheim both Milton and Mitchell Meyers are attorneys. Milton Meyers will continue as manager.

Application of KLPM Minot, N.

cover recommended separation of the Foreign Broadcast Intelligence Service and the Radio Intelligence Division from the FCC along with changes in the statute to clip the FCC's authority.

The committee also had planned to recommend to the House that Chairman Fly be cited for "contempt of Congress" because of his refusal to produce documents and testimony in connection with certain activities of the Board of Warner Communications.

Rep. Miller (R-Mo.) said last Friday he hoped Speaker Rayburn would name a chairman who would

d, to assign its license to Minot Broadcasting Co., was incomplete and was returned, but it was learned that John B. Cooley, owner of KLPM, agreed to accept stock valued at $85,000 in the proposed new company in lieu of cash.

Grand Prairie Broadcast Corp. asked approval of the assignment of its license to Radio Station WOW Inc., headed by John J. Gillen Jr., for $40,000, $10,000 cash and $4,000 yearly beginning Sept. 1, 1944. (See story page 49)

Central Broadcasting Co., licensee of WHO Des Moines, requested transfer of its license to a trusteeship composed of B. J. Palmer, Mabel Palmer, Daniel Palmer and William M. Brandon. This application has also been referred to the commission.

WJZO Kalamaazoo, Mich., a corporation wholly owned by John E. Fetzer and his wife, asked permission to relinquish all stock to a partnership of themselves.

make a real investigation. A proponent of the Cox view regarding the FCC, Rep. Miller, has announced his intention, as a committee member, of offering a bill to transfer the Commission's war activities to the military establishment. He added that if the hearing "turns into a white-washing, I will resign and make my reasons public."

Rep. Magnuson (D-Wash.) a Democratic member of the committee, who along with Rep. Hart (D-N.J.) had criticized Rep. Cox's methods, declared he felt the committee "had a job to do in determining FCC policy and investigating allegations that the method of licensing is military."

Unnamed Democratic spokesmen asserted that following the Cox address Thursday the predominant sentiment favored the appointment of "a tough, strong chairman with prosecuting experience."

Most members, these sources said, are convinced that there's "something wrong" at the FCC and want to get after it.

At the Dept. of Justice it was learned that Assistant Attorney General Tom C. Clark was investigating the WALB transaction, but no determination had been reached as to whether the department would (Continued on page 57)

Pertussin Spots

SEECK & KADE Inc., New York will again use the Pertussin Singing Neighbor transcribed five-minute program featuring Bailey Axton for fall and winter campaign for Pertussin cough medicine. Program starts on 18 stations, two to three weekly, Oct. 4. Agency is Erwin, Wasey & Co., N. Y.

Urges Free Speech

DISCUSSING freedom of speech in a recent broadcast, Sydney Moseley, Mutual commentator, pointed out that its vital weapon in war is the spoken word. Therefore, it is our bounden duty to exercise the right of speech that we were given over the radio." Mr. Moseley continued that "those who argue for full freedom of speech admit that it must be subject to military security."
Marked Gain in U.S. Families

Estimated By Census Bureau

Total of 44,235,000 Families in 1960 Forecast
As Compared With 34,825,000 in 1940

The Census Bureau also expects continuing gain in the number of families, with the decline in the non-white families continuing to go on at a decreasing rate. The Bureau forecasts a total of 44,235,000 families in the United States in 1960, as compared with 34,825,000 in 1940. This gain is expected to be due to the increase in the white families, which is also expected to continue.

Demobilization in 1945-46

Year 1945 and 1946 are expected to experience a period of demobilization following the end of World War II. The number of families in the United States is expected to increase by about 10,000,000 during this period. This increase is due to the return of veterans who are expected to marry and start families.

Steel Sponsor's Serial

Steel Sponsor's Serial

Unusual wartime marriage rates are taken into account. Couples marrying early in the 1940's who have not established homes or families are expected to marry more slowly in the post-war period. The Bureau expects that the marriage rate for the remaining five years will be simply the unaltered trend of the 1930's, although the marriage rate for the preceding five-year period was higher.

Census Data:

- In 1940, the Census Bureau reported 34,825,000 families in the United States.
- By 1960, it is expected that the number of families will rise to 44,235,000.
- The increase is due to the return of veterans and the demobilization of the armed forces.

Additional Information:

- The Census Bureau also expects a continuing decrease in the non-white families.
- The Bureau forecasts a total of 44,235,000 families in 1960, as compared with 34,825,000 in 1940.
- The increase is expected to be due to the increase in the white families, which is also expected to continue.

Turn About

FOURTEEN months ago, when WABC announced that the Army was going to the air in a drive to recruit young men to serve in the Army, the announcer, to the developmental director of the station, said: "Well, we've been doing this for a year now, and we've had a lot of young men come to us. But this time, we're going to do something different. We're going to do a real recruiting drive, and we're going to do it for the first time in the history of radio." The announcer was referring to the Army's "Off the Air" campaign, which is now in its second year.

The "Off the Air" campaign is the latest in a series of efforts by the Army to recruit young men to serve in the Army. The campaign is designed to attract young men who are not interested in the military, and to make the Army more appealing to them.

The campaign is conducted through various media, including radio, television, and print media. The campaign also includes a series of special events, such as concerts, parades, and other events, which are designed to attract young men to the Army.

The campaign has been successful, and the Army has recruited thousands of young men as a result of the campaign. The Army is now looking for ways to continue the success of the campaign, and to find new ways to attract young men to the Army.
Other Disc Firms May Yield to AFM Pact

Decca-World Sign; WOR to Follow

At a meeting of the American Federation of Musicians, it was reported that the Decca-World agreement was to be settled. The contract calls for the union to be paid a royalty of ten percent on all records sold, with a minimum of $5,000 per year. The contract also includes provisions for the installment of a record plant in the United States.

Decca would have a virtual monopoly of the market for phonograph records and transcriptions that in recent years has been of approximately $25 million. The contract is for an initial term of four years, with a renewal clause for another three.

By BRUCE ROBERTSON

contract on page 55

WOR to Follow

The contract is scheduled to go into effect January 1.

Irvin S. Stack, who has been president of the American Federation of Musicians, said that the Decca-World agreement was the first of its kind in the industry. However, he added, it is not the last. The union is continuing to negotiate with other companies, and it is expected that other agreements will be reached in the near future.

The new contract calls for the union to be paid a royalty of ten percent on all records sold, with a minimum of $5,000 per year. The contract also includes provisions for the installment of a record plant in the United States.

By BRUCE ROBERTSON

reasons for the Decca-World agreement were outlined by John E. F. Madden, who has been president of the American Federation of Musicians. He said that the agreement was the result of a long campaign by the union to improve the working conditions of its members.

The agreement calls for the union to be paid a royalty of ten percent on all records sold, with a minimum of $5,000 per year. The contract also includes provisions for the installment of a record plant in the United States.

By BRUCE ROBERTSON

The agreement was the result of a long campaign by the union to improve the working conditions of its members.

The Decca-World agreement calls for the union to be paid a royalty of ten percent on all records sold, with a minimum of $5,000 per year. The contract also includes provisions for the installment of a record plant in the United States.

By BRUCE ROBERTSON

The agreement was the result of a long campaign by the union to improve the working conditions of its members.

The Decca-World agreement calls for the union to be paid a royalty of ten percent on all records sold, with a minimum of $5,000 per year. The contract also includes provisions for the installment of a record plant in the United States.

By BRUCE ROBERTSON

The agreement was the result of a long campaign by the union to improve the working conditions of its members.
*AURICULAR BINOCULARS,* we pretty nearly said

Here's what we're getting at: 50,000-watt KDKA is like a pair of field-glasses for the ears! It brings distant places into clear focus. You stand at a KDKA mike in Pittsburgh and throw your voice into the whole of Allegheny County, and into 72 tri-state counties which embrace 60 towns of 10,000 population or more. With many automobiles "grounded" at present, people are shopping closer to their homes, as you know. Let KDKA bring them into focus... and into camp!

*WESTINGHOUSE RADIO STATIONS Inc*

WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES
**White Replies to Charge That CBS Policies**

**Colored News**

**INTENSE debate over CBS policy against editorializing in radio newscasts was continued last week on the air, in the press, and at meetings of newsmen of both press and radio.**

In the thick of the controversy was Walter Winchell, who has vigorously attacked the CBS editorializing rule. The New York Daily News, which printed a 24 newspaper column was devoted to "censorship," with liberal quotation of a rebuttal letter addressed to him by Paul White, CBS director of newscasts, and author of the disputed regulation.

White to Winchell

Mr. White told Winchell that "there are three points not thus far mentioned in your column, which we think your readers should have in order to understand the full issue of the Five Points." Those points were that CBS, "while keeping opinion out of news broadcasting as such, invites the freest expression of opinion elsewhere in its broadcasting scheduling"; that CBS policies do not preclude straight news reporting on "controversial subjects" in the news, an example being a recent reporting on the possible succession of fathers of the congregation; finally, that Winchell has not told his readers "the simple physical fact that lies behind the policy of non-partisan news broadcasting"—the definite limitation in the number of radio wave lengths.

Dropping his newspaper attack until Wednesday, Winchell, with other prominent commentators, again dug into the subject at the regular Overseas Press Club luncheon in New York, where Drew Pearson, BLUE commentator, was scheduled to give an off-the-record talk.

When the meeting got under way, however, Johannes Steel, commentator, took up the Pearson's proposal to the speakers with the comment that the conference was "on-the-record", the result being a frank exchange by Pearson, Winchell, Cecil Brown, who resigned from CBS [Broadcasting, Sept. 27], William L. Shirer, of CBS, and H. V. Kaltenborn of NBC.

**Coloring Charged**

Bombshell by Winchell was his presentation of excerpts from a report by a former CBS re-write man (not named), in which specific examples of "coloring of news" by CBS were cited, together with explanation the writer's immediate superior was alleged to have given when questioned on the deletions.

One of these examples was that in May 1942, a reference was made by a news writer to the fact that the House Committee had not yet taken up the President's proposal for the $25,000 income limitation to bring a billion dollars into the Treasury. The explanation for deleting this, Winchell said, was "You don't have to keep on mentioning that $25,000-a-year story. After all, you ought to realize that it's a repetition throughout it will attract the people upstairs who pay your salary."

White's Reply

In answer to this and similar examples used by Winchell at the luncheon, Mr. White on Sept. 29 issued a statement naming the writer as Joseph Q. Riznik, who had written White a letter attacking the news judgment of "his then immediate superior, Robert S. Wood, and accusing Wood of directing that a series of quotations which would tend to indicate journalistic bias on the part of Mr. Wood.

"Actually, I have examined the scripts about which Mr. Riznik complains, item by item," Mr. White's statement continues, "and have found that if the disputed material had not been excised, Mr. Riznik would have placed it to the credit of his own personal belief. Declaring that he felt it "only fair" to give Mr. Wood's statement equality with an example of Mr. Riznik's charges, Mr. White included Mr. Wood's attitude in the statement.

In part, Wood told White: "Mr. Riznik's complaints of Columbus attitude are absurd. I have always edited CBS news copy with the idea of achieving as great a degree of objectivity as possible. Neither you nor any other executive of the company has ever at any time indicated to me in any way that I should edit copy to favor any point of view or to please any of our sponsors."

Winchell added that a complete file of the correspondence has been placed in the hands of James Lawrence Fly, chairman of the FCC.

Kaltenborn 'Extemporizes'

Drew Pearson in his talk at the Club luncheon, classified censorship in four ways: regular authorized censorship by the Office of Censorship; indirect government censorship, amounting to Gestapo or political pressure; censorship by big companies, and censorship by networks, agencies and "holding companies."

Cecil Brown, giving an example of "how the new CBS policy works", pointed out how a CBS commentator recently was obliged to quote from various sources rather than give his opinion of the news in question. William L. Shirer remarked that the CBS policy was not new, and defended the way in which the broadcast mentioned by Brown was handled.

Speaking impromptu, Kaltenborn concluded the discussion by saying that he didn't mind "pressing" his points, but that he had been subjected to CBS pressures for 10 years. He solved it, he said, by extemporizing, a habit he recommended to other commentators.

On the People's Platform broadcast over CBS, Mr. White detailed the background for CBS news policy, and said, "Actually, what CBS is trying to do is to eliminate the din of camouflaged propaganda which opinionated reporters and analysts would otherwise instigate."

Vandercout argued that the inference that CBS is "competent to judge what is fact and what is opinion," is a basic fallacy.

Taking a similar position, Mr. Ernst said radio had created a new climate, "the right to listen." His opinion was that CBS is mistaking in differentiating its treatment of news analysts, newscasters, reporters, forumists and even every man of time to sponsors. "It is all one great editorial problem," he said, adding that it was an easier job to convey totality, a fair picture to the audience, that to "put upon total dullness or total objectivity by each and every analyst."

Mr. Kaye took a middle ground saying: "We certainly hope that a network has two duties in relation to news. First and primarily, it has the duty of presenting all of the news as accurately and as fairly and as dispassionately and as completely as is humanly possible. And then it has the duty of permitting time on the air for the free expression of viewpoint on the great controversial subjects that come before us."

**New N. Y. FM Outlet**

FOLLOWING six months of experimental operation, W39NY, New York City FM Station, last week received its FCC license to begin full-time frequency broadcasting. W39NY will operate continuously from 5 to 10 p.m. daily. In addition to music from the New York music centers, W39NY will carry a number of music and public service programs at its sister station, WNYC.

**Dr. Baker to Head War Plan Group**

**Radio Future Outlined At RTPB New York Meet**

Dr. W. R. G. BAKER, vice-president of General Electric Co., was elected chairman of the Radio Technical Planning Board, at the first meeting of the group, at the Roosevelt Hotel, New York. Nine organizations were represented at the meeting, which adopted a plan of organization and procedure to carry out the RTPB objectives of formulating plans for the technical future of the radio industry and services and to advise Government, industry and the public with its recommendations, limited to engineering considerations.

Five organizations: American Radio Relay League, FM Broadcasters Inc., Institute of Radio Engineers, NAB and Radio Manufacturers Assn., have become contributing sponsors by agreeing to contribute $1,000 each to the RTPB during its first year of operation. American Institute of Electrical Engineers, Aeronautical Radio Inc. and International Assn. of Broadcasters have expressed intentions of joining this group as soon as authority can be secured from their organizations, while National Independent Broadcasters, contributing, non-voting member, agree to cooperate.

Dr. Baker was elected chairman for one year, term set for all officers, by a three-to-two vote after a heated debate in which the faction between IRE and RAB, which threatened to kill the RTPB before it was born, cropped up again. Dr. Baker, with APRL and IRE, favoring RAB, which were supporting Haraden Pratt of Federal Telephone & Radio Corp. Following his election, however, all parties agreed to drop their former disagreements and to work together.

Other officers, vice-chairman, secretary and treasurer, will be elected at a subsequent meeting. The vote was unanimous, this privilege being restricted to representatives of the contributing sponsors who constitute the administrative committee of the RTPB. Work of the organization will be carried on by research panels, working under RTPB supervision and with their chairman members of the RTPB.

BERNARD H. PELZER, Jr., formerly assistant to KDKA, radio supervisor of Benton & Bowles, New York, has joined Abbott & Kinbshill Co., New York, as radio director.

**Publisher's Note:** Portions of this publication have been reprinted with permission from the October 4, 1943 edition of Broadcasting. All rights reserved.
STATION WHN NEW YORK

Announces The Appointment
Of
WILLIAM G. RAMBEAU

National Representative
For All Territories
Outside The Eastern Seaboard
Effective Immediately

The Baseball Season Ends . . .

"CONNIE DESMOND BANDSTAND"

takes over

3:00-5:00 P.M., Monday Thru Saturday

Here’s a two-hour recorded musical program to “inherit” the huge pre-built WHN afternoon audience. It picks up where baseball leaves off, and builds from there.

Heading this show is Connie Desmond who is as well versed in popular music as he is in sports. Connie’s breezy style in the Brooklyn Dodger broadcasts won for him a large loyal following.

"Connie Desmond Bandstand” is sold on a participating basis in fifteen-minute periods, also five-minute news strips, Monday thru Saturday.

8 bands and 2 vocalists are heard daily, and on Saturday, Connie runs a Football Score Board.

STATION WHN 50,000 WATTS
NEW YORK
1050 KC
3 Stations Claim Net Rules Violated

Request FCC to Investigate Blue, MBS Discrimination

THREE more stations appealed to the FCC last week to investigate alleged violations of network regulations. WMGA Moultrie, Ga., on the heels of a similar complaint two weeks ago by WORD Spartan- tburg, S. C., wrote the Commission that Mutual refused to allow it to carry the World Series at no cost to the network because of a protest to MBS by WALB Atlanta, 35 miles distant. Mutual announced in any event that WALB, however, that WMGA would take the series off the WALB line.

General's Views

The Commission, it is understood, is proceeding with a routine investigation of all stations regardless of network affiliation [BROADCASTING, Sept. 27]. Maj. Gen. D. S. Wilson, Commanding Officer of Camp Croft, S. C., wrote WORD Spartanburg when it was agreed two weeks ago that WORD would be allowed to carry the Series, "I am very glad to hear that the World Series broadcast over one of our own stations in Spartanburg which will ensure a good reception."

It is understood that Senator McGarrand's (D-Ariz.) has also complained to the FCC about World Series coverage in Arizona and the Southwest. The Commission sent Senator McFarland a copy of its rules on World Series coverage which has been forwarded to Judge Landis.

Trip By Trammell

PRELIMINARY plans for a business trip to London, Africa and the Far East by Niles Trammell, president of NBC, and John P. Royal, NBC vice-president in charge of international relations, were announced last week, although no departure date nor details have been settled. Purpose of the tour will be to re-establish NBC contacts in countries currently free by the Allies from Axis domination and line up facilities for future use by NBC foreign correspondents.

Fitzpatrick Signals

FITZPATRICK BROS., Chicago (WBBM) have started on Sept. 26 a schedule of seven time signals weekly, 13 weeks on WMAQ Chicago. Company is currently sponsoring a similar schedule on WBBM Chicago. Agency is Arthur Meyerhoff & Co., Chicago.

LAUNCHING a new full CBS network program with a pen-fleurish are (seated, 1 to r): Dudley Faust, CBS network salesman in Chicago, and Addison Lewis of Addison Lewis Associates, Minneapolis. Standing are: Walter Preston, WBBM-CBS program director; Danny O'Neil, singer; Donald Roberts, CBS Midwest sales manager. Sponsor of the program which features O'Neil with the Great Lakes Naval Station choir, is Minneapolis-Honeywell Regulator Co., Minneapolis.

FALSE LAUDS Role Radio Is Performing In Military and Civilian Activities

RADIO'S ROLE in World War II is described as "probably the greatest and fastest exchange of intelligence the world has ever known," in an OWI report on United States Communications in the War.

"In addition to performing much wartime research in its laboratories," the report says, "the radio industry has contributed much time and talent to the broadcasting of Government war messages—about $140,000,000 worth during 1942.

Foreign Programs

"Broadcasting stations and radio programs are responsible in large part—for public understanding and acceptance of such measures as gasoline rationing, point rationing and the Victory tax, and for the success of such campaigns as those for the use of V-mail, the purchase of War Bonds, recruitment of glider pilots, student nurses, etc. Every station in the country has been making much time and 9 and 12 announcements of war messages a day, from material furnished by various government agencies, through the Office of War Information, which acts in a coordinating capacity."

And these war effort programs reached not only the average American listener, but also the 25,000,000 foreign language listeners through the 170 domestic foreign language stations, broadcasting in 30 different tongues. Three groups are now supervising these stations, the FBI, which checks on all persons engaged in such broadcasts; the Office of Censorship through its "Code of War-Time Practices"; and the FCC which supervises operation of licensed stations for the public interest, according to OWI's release.

Quite different is the foreign language field when it broadcasts over shortwave, playing an integral part in psychological warfare. The OWI and the Coordinator of Inter-American Affairs have jointly leased, for the duration, 14 of the country's privately-owned occupied areas, neutral countries, the United Nations and Allied occupied areas." The message is carried round the clock in more than 40 languages and dialects. It was recently estimated by a London intelligence source familiar with the underground that at least half of the underground understood OWI news and features are taken from United States broadcasts. The OWI says that these broadcasts were highly instrumental in bringing about the downfall of the pro-Vichy governors of French Guiana and Martinique, and tremendously important in the African invasion landings.

MBS, BBC Ready For World Series

To Be Shortwaved to Troops, Gillette Sponsors on MBS

GIVING COVERAGE to a major U. S. sports event for the first time, the BBC and MBS have made arrangements to overseas a complete summary of the World Series baseball games. Don Dunphy, sports announcer, will handle the intra-by-inning resumés together with interviews and leading players immediately after each game.

Broadcasts will be heard on the BBC General Overseas Service and the Forces Network at 5:15 p.m., starting Oct. 5. Because of the difference in time, the Dunphy broadcasts will be repeated via transcription the following day at 10:45 a.m. (EWT) on the BBC Service for forces in the Far East.

Gillette Sponsors

Mutual will broadcast the games in this country under sponsorship of Ben Cooper, Jr., Chicago, Ill. Bob Elson, USN, former sportscaster of WGN Chicago, will alternate with Red Barber in the play-by-play description of the games. Fred Corum handling color highlights. Mel Allen, former Mutual sportscaster, now an Army private, has been slated to handle the games with Bob Elson and Corum, but was unable to secure permission from the War Dept. through his commanding officer at a Texas camp, where he was stationed.

In a special series of World Series "previews", Mutual is broadcasting interviews with ball players of the St. Louis Cardinals and the New York Yankees and with presidents of the National and American Leagues. The last of three such programs, all of which are sustaining, will be heard Monday night by J. P. Spang, president of Ford, Ford National League president; Will Harridge, American League President; and Will Spratt, owner of baseball, and the managers of the Cardinals and the Yankees. Mazon Inc., New York, handles the Gillette account.

Stokowski's Book

"RADIO has enriched the cultural life of almost everyone by making the music of many lands and many periods available all over the civilized world," says the opening chapter of "Music For All Of Us", by Leopold Stokowski, noted conductor, and Philadelphia Orchestra, which was published last week by Simon & Schuster, New York ($2.50).

Dog Foods Promoted

SPRATT'S PATENT Ltd., New-
ark, N. J., placed a series of spot announcements on WJJD WJR WQXR WABC to promote its dog foods. Announcements were one a day on each station for 13 weeks. Agency is Paris & Peart, New York.
Measuring and test instruments are essential to the operation and maintenance of broadcast stations.

This necessity is not only recognized but enforced by the FCC rule requiring every station to have a

**Frequency monitor, and a Modulation monitor.**

Every station with a directional antenna should have a

**Phase monitor.**

Actually, for good operation and proper maintenance, every station should have, in addition to the above-named instruments, an

**Audio oscillator, and a Distortion meter.**

Realizing that properly designed instruments are an essential part of good broadcast station equipment, RCA has developed a complete line of such instruments. For television broadcast stations a special line of RCA instruments is available.

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.
Baltimore's "Parade of Stars" . . .

In advertising as in entertainment you will find the foremost local and national "stars" represented in this WBAL schedule.

With the many excellent announcement campaigns, the list represents the greatest "Who's Who" of local and national business it has ever been the privilege of WBAL to serve.

All because, to a greater extent than ever before, advertisers know "the brands that sell—are those advertised on WBAL."

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., INC.

<table>
<thead>
<tr>
<th>A.M.</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
<th>A.M.</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:30</td>
<td></td>
<td>GITTIN' UP TIME WITH HAPPY JOHNNY  - - - - - - - - - (Participating)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5:30</td>
</tr>
<tr>
<td>5:30</td>
<td></td>
<td>DeKALB HYBRID CORN SEED  - - - - - - - - - 6:15 to 6:30 A.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5:30</td>
</tr>
<tr>
<td>6:30</td>
<td></td>
<td>AROUND THE BREAKFAST TABLE WITH BOB ELLIS  - - - - - - - (Participating)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6:30</td>
</tr>
<tr>
<td>6:30</td>
<td></td>
<td>ESSO NEWS REPORTER 7:30 to 7:35 A.M., AUNT JEMIMA, Thur., Fri. and Sat. 7:45 to 7:50 A.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6:30</td>
</tr>
<tr>
<td>8:00</td>
<td>REV. H. B. RITTENHOUSE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8:00</td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td>MANO SWARTZ &quot;Stories Behind the Headlines&quot; 8:00 to 8:15 A.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>8:00</td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td>GROVES NEWS 7:00 to 7:05 A.M. and 8:45 to 8:50 A.M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9:00</td>
</tr>
<tr>
<td>9:00</td>
<td></td>
<td></td>
<td>EVERYTHING GOES  - - - - - - - - - - - - - - NBC Sustaining</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td></td>
<td>Commando Mary</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9:15</td>
</tr>
<tr>
<td>9:30</td>
<td></td>
<td>The Melody's The Thing</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9:30</td>
</tr>
<tr>
<td>9:45</td>
<td></td>
<td>MOLLIE MARTIN  - - - - - - - (Participating)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>9:45</td>
</tr>
<tr>
<td>10:00</td>
<td></td>
<td>RED CROSS That They Might Live</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10:00</td>
</tr>
<tr>
<td>10:15</td>
<td></td>
<td>ROYAL BAKING POWDER  - - - - - - - - - - The Open Door</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>10:15</td>
</tr>
<tr>
<td>11:00</td>
<td></td>
<td>News and SUNDAY ROUNDUP (Participating)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11:00</td>
</tr>
<tr>
<td>11:15</td>
<td></td>
<td>N B C FEATURE  - - - - - - - - - - - - - - Music Room</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11:15</td>
</tr>
<tr>
<td>11:30</td>
<td></td>
<td>GOSSIP TABERNACLE Rev. G. E. Lowman</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11:30</td>
</tr>
<tr>
<td>11:45</td>
<td></td>
<td>BAB-O-CLEANSE - - - - - - - - - - - - - - David Harum</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11:45</td>
</tr>
<tr>
<td>Noon</td>
<td></td>
<td>ESSO MARKETERS  - - - - - - - - - - - - - - News Reporter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Noon</td>
</tr>
<tr>
<td>12:05</td>
<td></td>
<td>Behind the News</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12:05</td>
</tr>
<tr>
<td>12:15</td>
<td></td>
<td>FOUR WAY BEHIND THE NEWS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12:15</td>
</tr>
<tr>
<td>12:30</td>
<td></td>
<td>MUSICAL EXPRESS  - - - - - - - - - - - - - - Participating</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12:30</td>
</tr>
<tr>
<td>12:45</td>
<td></td>
<td>MIRTH AND MADNESS  - - - - - - - - - - NBC Sustaining</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>12:45</td>
</tr>
<tr>
<td>1:00</td>
<td></td>
<td>DR. N. F. SPECTOR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1:00</td>
</tr>
<tr>
<td>1:00</td>
<td></td>
<td>NEWS and BEHIND THE NEWS  - - - - - - - - (Participating)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1:00</td>
</tr>
<tr>
<td>1:15</td>
<td></td>
<td>Health and Harmony</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1:15</td>
</tr>
<tr>
<td>1:30</td>
<td></td>
<td>BOB ELLIS PRESENTS  - - - - - - - (Participating)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1:30</td>
</tr>
<tr>
<td>1:45</td>
<td></td>
<td>LISTEN MOTORISTS STAY OUT OF COURT</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1:45</td>
</tr>
<tr>
<td>2:00</td>
<td></td>
<td>BALTIMORE NEWS POST  - - - - - - - - Alexander Gifford</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2:00</td>
</tr>
<tr>
<td>2:15</td>
<td></td>
<td>WHEATIES  - - - - - - - - - - Guiding Light</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2:15</td>
</tr>
<tr>
<td>2:30</td>
<td></td>
<td>KITCHEN TESTED FLOUR  - - - - - - - - Lonely Women</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2:30</td>
</tr>
<tr>
<td>2:45</td>
<td></td>
<td>WESTING-HOUSE John Charles Thomas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2:45</td>
</tr>
<tr>
<td>2:45</td>
<td></td>
<td>CHEERIOATS  - - - - - - - - - - Light of the World</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2:45</td>
</tr>
<tr>
<td>2:45</td>
<td></td>
<td>SOFT-AS-SILK  - - - - - - - - - - - - - - - - Hymns of All Churches</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>2:45</td>
</tr>
<tr>
<td>P. M.</td>
<td>SUNDAY</td>
<td>MONDAY</td>
<td>TUESDAY</td>
<td>WEDNESDAY</td>
<td>THURSDAY</td>
<td>FRIDAY</td>
<td>SATURDAY</td>
<td>P. M.</td>
</tr>
<tr>
<td>------</td>
<td>--------</td>
<td>--------</td>
<td>---------</td>
<td>-----------</td>
<td>----------</td>
<td>--------</td>
<td>----------</td>
<td>------</td>
</tr>
<tr>
<td>3:00</td>
<td>CANDY COUNCIL Rationing</td>
<td>IVORY - - - - - - - - - - Woman of America</td>
<td></td>
<td></td>
<td>Football</td>
<td></td>
<td>3:00</td>
<td></td>
</tr>
<tr>
<td>3:15</td>
<td>SHEAFFER PEN Upton Close</td>
<td>OXYDOL - - - - - - - - - - Ma Perkins</td>
<td></td>
<td></td>
<td>Football</td>
<td></td>
<td>3:15</td>
<td></td>
</tr>
<tr>
<td>3:30</td>
<td>This is the Army Hour</td>
<td>CAMAY - - - - - - - - - - Pepper Young's Family</td>
<td></td>
<td></td>
<td>Football</td>
<td></td>
<td>3:30</td>
<td></td>
</tr>
<tr>
<td>3:45</td>
<td></td>
<td>WHITE NAPHTHA - - - - - - Right to Happiness</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>3:45</td>
<td></td>
</tr>
<tr>
<td>4:00</td>
<td></td>
<td>HALEY'S M-O - - - - - - Back Stage Wife</td>
<td></td>
<td></td>
<td>Football</td>
<td></td>
<td>4:00</td>
<td></td>
</tr>
<tr>
<td>4:15</td>
<td></td>
<td>DR. LYONS - - - - - - Stella Dallas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4:15</td>
<td></td>
</tr>
<tr>
<td>4:30</td>
<td>SCHLEISNER CO. Woman of the Week</td>
<td>PHILLIP'S CREAM - - - - - - Lorenzo Jones</td>
<td></td>
<td></td>
<td>Football</td>
<td></td>
<td>4:30</td>
<td></td>
</tr>
<tr>
<td>4:45</td>
<td></td>
<td>PHILLIPS MILK OF MAGNESIA - - - - - - Young Widder Brown</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>4:45</td>
<td></td>
</tr>
<tr>
<td>5:00</td>
<td>GENERAL MOTORS Symphony Orchestra</td>
<td>DIAMOND CRYSTAL SALT - - - - - - When a Girl Marries</td>
<td></td>
<td></td>
<td>GLORY</td>
<td></td>
<td>5:00</td>
<td></td>
</tr>
<tr>
<td>5:15</td>
<td></td>
<td>POST BRAN FLAKES - - - - - - Portia Faces Life</td>
<td></td>
<td></td>
<td>CALVARY HOUR Rev. Wm. Detwiler</td>
<td></td>
<td>5:15</td>
<td></td>
</tr>
<tr>
<td>5:30</td>
<td></td>
<td>BENEFAX - - - - - - Just Plain Bill</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5:30</td>
<td></td>
</tr>
<tr>
<td>5:45</td>
<td></td>
<td>FREEZONE - - - - - - Front Page Farrell</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>5:45</td>
<td></td>
</tr>
<tr>
<td>6:00</td>
<td>CATHOLIC HOUR</td>
<td>ESSO MARKETERS - - - - - - - - - - - - News Reporter</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6:00</td>
<td></td>
</tr>
<tr>
<td>6:05</td>
<td></td>
<td>NATIONAL BREWING CO.</td>
<td></td>
<td></td>
<td>NATIONAL SPORTS PARADE</td>
<td></td>
<td>6:05</td>
<td></td>
</tr>
<tr>
<td>6:15</td>
<td></td>
<td>AROUND THE DINNER TABLE - - - - - - (Participating) MANO SWARTZ &quot;Songs of Romance&quot; 6:40 P. M.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6:15</td>
<td></td>
</tr>
<tr>
<td>6:30</td>
<td>ESSE NEWS GROVES Behind the News</td>
<td>SUN OIL - - - - - - - - - - Lovell Thomas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6:30</td>
<td></td>
</tr>
<tr>
<td>6:45</td>
<td>MANO SWARTZ Galen Fromme</td>
<td>CHESTERFIELD CIGARETTES - - - - - - Fred Waring</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>6:45</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>JELLO Jack Benny</td>
<td>PARKAY Great Gildersleeve</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7:00</td>
<td></td>
</tr>
<tr>
<td>7:30</td>
<td>FITCH SHAMPOO Band Wagon</td>
<td>CHASE AND SANBORN Charlie McCarthy</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>7:30</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td></td>
<td>DU PONT Carolcade of America</td>
<td></td>
<td></td>
<td>DRENE Abie's Irish Rose</td>
<td></td>
<td>8:00</td>
<td></td>
</tr>
<tr>
<td>8:30</td>
<td>ROYAL DESSERT One Man's Family</td>
<td>FIRESTONE Voice of Firestone</td>
<td></td>
<td></td>
<td>LUCKY STRIKE All Time Hit Parade</td>
<td></td>
<td>8:30</td>
<td></td>
</tr>
<tr>
<td>9:00</td>
<td>DR. LYONS Manhattan Merry Go Round</td>
<td>TELEPHONE HOUR</td>
<td></td>
<td></td>
<td>IVORY Truth or Consequences</td>
<td></td>
<td>9:00</td>
<td></td>
</tr>
<tr>
<td>9:30</td>
<td>BAYER ASPIRIN American Album of Familiar Music</td>
<td>MOLLE Mystery Theatre</td>
<td></td>
<td></td>
<td>ALKA SELTZER National Barn Dance</td>
<td></td>
<td>9:30</td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>GENERAL ELECTRIC Hour of Charm</td>
<td>VICKS Dr. I. Q.</td>
<td></td>
<td></td>
<td>BUGLER TOBACCO People Are Funny</td>
<td></td>
<td>10:00</td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>LORILLARD Bob Crosby</td>
<td>CARNATION MILK Contended Hour</td>
<td></td>
<td></td>
<td>COLGATE Can You Top This?</td>
<td></td>
<td>10:30</td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>EMBROS WINE War News</td>
<td>CARDBOARD SALT - - - - - - - - News Reporter</td>
<td></td>
<td></td>
<td>COLGATE Million Dollar Band</td>
<td></td>
<td>11:00</td>
<td></td>
</tr>
<tr>
<td>11:05</td>
<td></td>
<td>NATIONAL BREWING CO.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11:05</td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td>THE OPEN BIBLE</td>
<td>HAMILTON BAPTIST CHURCH - - - - The Open Bible</td>
<td></td>
<td></td>
<td>FIRST CHURCH OF NAZARENE</td>
<td></td>
<td>11:15</td>
<td></td>
</tr>
<tr>
<td>11:45</td>
<td>to 5:30 AM</td>
<td>ALL NITE STAR PARADE - - - - - - - - - - - - 7 Nights Weekly</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>11:45</td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td></td>
<td>National Brewing Co. - - - - - - News on the Hour</td>
<td></td>
<td></td>
<td>BULOVA - - - - Time Signals On the Hour</td>
<td></td>
<td>to 5:30 AM</td>
<td></td>
</tr>
</tbody>
</table>
DEEP SLEEP of Pvt. Harvey Thompson, making him oblivious to the activities of the group, is attributed to Dr. Ralph Slater (left), psychologist, who hypnotized him and several others over a closed circuit broadcast at WOL Washington. Mutual outlet. Staff member Vicki Coome looks on. William B. Dalph, general manager, is planning a program built around hypnosis, of which Dr. Slater's demonstration was a preview.

BLACKSTONE AGENCY EXPANDS IN N. Y.

IN A REORGANIZATION and expansion of its radio department, Blackstone Co., New York, has appointed Mr. Cuthbert, a veteran of the new post of radio director. Production manager of WTAG Worcester division, Mr. Cuthbert, who was also with WLS and WCFL Chicago.

Agency has built up part of its staff to 29 W. 57th St. to accommodate increased radio activities, and has appointed account executives to handle radio only. Specializing in five-minute programs, the agency has set out to demonstrate what can be done in a small amount of time with showmanship. Ads are being run in New York papers, one calling attention to a major network station program running at a cost of $99.50 per week. Plan is to draw into radio the advertisers who would normally hesitate because of the cost—agencey experience shows that once the step has been taken, the account gradually increases its use of radio. An example was an advertiser who started off spending $60 a week and ended up, before wartime limitations, with $25,000 a year.

NBC STATION GROUP HAS FALL MEETING

FALL MEETING of the NBC stations planning and advisory committee, held in New York Sept. 22 and 30, consisted chiefly of general discussions of 1944 plans for commercial programs and features, program development and promotion, NBC stated. James D. Shouse, WLW Cincinnati, presided. He cited the changing capacity of the group, with Niles Trammell, president of NBC. Other members of the committee are: Robert E. Whiteley, WABC New York; E. Ashby, vice-president and general manager, WLW Cincinnati; W. H. Delavan, general manager, WOR New York; Henry L. Hoag, vice-president, in charge of sales of WOR New York; E. Zimmerman, vice-president in charge of programs; Charles B. Brown, director of promotion and advertising; James R. Spalding, public service counselor; John F. Royal, vice-president in charge of in-station sales, WOR New York; and Frank M. Russell, vice-president in charge of NBC's Washington office.

Dr. Legear Medicine Co. Places Spot Contracts

DR. L. D. LEGEAR MEDICINE Co., St. Louis (livestock and poultry dealer), has placed 26-week contracts for a varying schedule of one-minute transmitted announcements and 10 and 15-minute live programs on 119 stations. Most of the contracts start on Oct. 1. The agency is Simmonds, Chicago. Phil W. Tobias and Lee Hammett are account executives. Stations to be used are: WCTF, WIRI, WIBC, WJR, WJFT, WJIB, WJIX, WLV, WMM, WJWJ, WPT, WOIT, WOR, WPK, WQOC, WQW, WABN, WABJ, WORF, WORH, WORJ.

FCC DENIES WFTL INTERVENTION PLEA

THE FCC last denied the request of Stephen A. Vetter, WFTL general manager, to intervene in the hearing of the proposed transfer of the Ft. Lauderdale, Fla., station from Ralph A. Cuthbert, owner, to WLS Estates, Inc., for $275,000. Mr. Vetter claimed that the transfer would violate a contract between himself and Mr. Horton, and Carl T. Hoffman, Miami attorney who, Mr. Vetter is reported in a Miami newspaper, will take the case to an interest in WFTL through financing operations for new equipment.

The Commission took the position that although Mr. Vetter has a legal contractual claim, the matter is one for which relief should be sought in a civil court rather than as an intervenor in the FCC action. Mr. Vetter, who has been in August in a Miami Circuit court to enroll the sale of WFTL. The FCC agreed, however, that Mr. Vetter's testimony in regard to the proposed transfer would be useful, and indicated that it would call him as a witness if the applicant did not. Mr. Vetter told the Commission that under the terms of his contract he believes he has become part owner of WFTL.

Air School Series

INDUSTRIAL TRAINING Institute, Chicago (aircraft training), on Sept. 12 started sponsorship of a Sunday morning quarter-hour transmitted musical program on WLS Chicago. The contract is for 13 weeks. This in addition to a six-weekly quarter-hour musical show and a Sunday half-hour musical program heard currently on WABP Chicago. The account is handled by Roche, Williams & Cunnyngham, Chicago.

PULS of New York Inc., New York, will publish a monthly newsletter interpreting the changing trends in local radio listening, starting Oct. 15.

LA TIMES-KMPC NEWS SPOT TIE-UP

IN A DEAL worked out by Robert O. Benson, vice-president of KMPC Beverly Hills, Cal., the Los Angeles Times has made a direct tie-in with radio on a seven-day-a-week basis. Under the terms, the Times on Sept. 20 started sponsoring a series of ten news periods, five minutes, on stations with spots on the even hour starting at 6 a.m. Odd hour five-minute spots are available in all local spots. On several spots with the Times receiving credit for supplying news.

Major news flashes, crediting the newspaper, are also given. Times also sponsors the weekly quarter-hour transmitted A.P. feature, "Witness News," on all 12 stations. KMPC has set up a special news department with Virgil Smith as head of the rewrite staff. Robert O'Connor, WFTL advertising man of WABC Dallas, has been added as newscaster, with others including William R. Iverson, WFTL's general manager, and John Dehner. KMPC is using an extensive promotional campaign. Times is jointly sponsor of civic and war effort campaigns.

WNAX Announces More Post-War Service Plans

FURTHERING their post-war plans of more service to listeners and advertisers, WNAX, York, S. D. announces the acquisition of Charles M. Barber, as newscaster, and Roy E. Zimmerman as former CBS war correspondent will be heard nightly at 10 o'clock.

Since the dedication of the WFTL tower, America's tallest, the station has gone on further into long-range planning, by announcing the Gardner Cowles Jr., owner of all the boys and girls in each of the five states — Iowa, Minnesota, Nebraska, North and South Dakota, and the Midwest farm boys and girls with an agricultural education. The scholarships, to Yankton College, amount to $60,000. Cowles, owner, told of the scholarships at the Radio Tower dedication ceremonies.

MET MANAGER MAY BECOME CBC HEAD

EDWARD JOHNSON, general manager of Metropolitan, A.A. Radio Co., New York, is "understood to be the unanimous choice" as successor to Thomas G. Spencer, recently general manager of the Canadian Broadcasting Corp., states the Ottawa Evening Journal of Sept. 27. The move, which "learned to" a day that Mr. Johnson's name was placed before the board of governors, is of great importance to the man who should be the new general manager of the Canadian been extended to him, but the government, which would not be opposed to returning to Canada. Widely experienced in American and Canadian stations, and a highly successful business man who has succeeded in putting the Metropolitan on a paying basis, Mr. Johnson would meet the parliamentary radio committee's requirement that the general manager be a Canadian.
Through a series of design and construction developments tending to prolong normal operating life, we have increased the length of actual service that is being derived from each AMPEREX tube. Basically, our facilities are of laboratory type. And any measure of our war production, computed solely on the number of tubes manufactured, would not be a true indication of our total effort.

We, at AMPEREX, have kept pace with numerical production increases being registered throughout the nation. But we are infinitely more proud of our attainments in building longer life into our transmitting and rectifying tube designs. Each AMPEREX radio tube is bringing extra hours of performance to equipment at the front.
MORGENTHAU PRAISES RADIO

LAUDING radio's effort in the Third War Loan, the following letter was sent by Secretary of the Treasury Morgenthau on Sept. 28 to Donald D. Stauffer, chief of the Domestic Radio Bureau of the OWI:

"From network and local programs I have heard here in Washington and from the field. I know that the entire radio industry is doing a splendid job for the Third War Loan."

"It is too early to predict how effective the War Bond appeals have been. There is still a tremendous job ahead before we reach the $16,000,000,000 goal. But I know we can count on the continued, splendid support of the radio industry."

"Please extend the Government's thanks to everyone who has helped bring the 'Back the Attack' story to the nation's radio listeners."

Treasury Reslants Radio Drive As Individual Bond Buyers Lag

Wires All Stations to Place Extra Effort On Stimulation of Private Purchasers

WHEN it became evident early last week that the Third War Loan was being outpaced by cash contributions and associations and discouragingly under-supported by individuals—who by Sept. 25 had purchased only 56% of their quota of Bonds—the War Finance Division of the Treasury Dept. telegraphed all stations again specifically seeking the aid of the medium in an effort to arouse the generally war oblivious American individual to the vital importance of purchasing extra War Bonds. Included in the telegram and effort was a call by the OWI to WJZ, which four announcements especially directed to the individual Bond buyer which the stations might use directly or as a pattern for other announcements.

Jeep Delivery

In connection with NBC's Bond Day, affiliate WSB Atlanta, Ga., inaugurated a "Jiffy Jeep Delivery" campaign of Bond supplies for War Bond buyers. The day over $55,000 in cash sales and pledges were made by the station and the Bonds were delivered by Army Jeeps. S. W. Stauffen, manager of KDYL Salt Lake City, instigated the use of Jeeps for bond delivery by stations in the Salt Lake City area. The 336th consecutive Corn Belt Belt Hour program aired Sept. 25 from the originating studios of WHO Des Moines was devoted to Third War Loan promotion and sales. The program was sponsored by one South Dakota station (WOC KSO KMA WNAX WMF AM WBU WMB KGB KITR KSCI WKSU KGLO KJFB). Regular Saturday programs such as the creation of Herb Planteau, war correspondent and WHO farm editor.

WTAG Worcester, Mass., sponsored the Armada of War Heroes and Screen Stars in Worcester on Sept. 14. Special rallies were held during the day and over $5,000,000 in Bond purchases were accounted for, $1,669,260 at a special luncheon alone. On Sept. 26, Walter T. Newkirk, N. J., to aid bond sales broadcast intermittently from Kres-ge's Department Store, Newark, featuring leading business men and an automobile and up to $10,000 in War Savings Bonds. WHIO Dayton, Ohio, on CBS Bond Day featured in the WHO lobby display of war equipment made in Dayton. Various opera stars aided the station in taking phone pledges for Bonds. KPRO Riverside, Cal., backed the A. F. of L. bond drive which sold enough bonds to purchase a four-month membership in the "Spirit of Labor". Special programs and announcements were used in the drive.

Bank Series

Open air bond rally held by WAIM Anderson, S. C., in conjunction with CBS Bond Day wasn't rained out despite the 2.25 inches of rain that fell that day. Rally was moved into the station's studios and the ensuing auction brought $3,500. Radio auction of KVOR Colorado Springs included everything from a suit of clothes to 12 quarts of champagne, donated by local merchants, and raised $209,575 in Bonds.

Central Bank, Oakland, Cal., sponsored during the month of September a daily quarter-hour remote broadcast from its lobby on KROW. Series was pilot for a coordinated campaign developed by station executives and those of Emil Reinhardt Adv., Oakland accrediting the station's account. Titled "Bell of Freedom", daily man-on-the-street interview type program was built around a liberty bell theme with slogan of "Keep the bell off of your freedom tree". Featuring a local reporter and the Oakland Newspaper and other promotion tied in with the series.

Cedric Foster, news commentator heard over WNAC Boston and the Yankee Network, made two addresses at Randolph-Macon College, Lynchburg, Va., on Sept. 25, under the auspices of the Lynchburg War Loan Committee. WATAR Norfolk, Va., acted as key station for a special Bond program broadcast Sept. 27 over a three-station hookup with WRVA Richmond and WGH Newport News. Talent from the three stations and a present part on the program which included an address by Governor Colgate W. Darden, The FM Playhouse of WJZ Schenectady, N. Y., on Sept. 24 held a special bond carnival and admission to the program was through purchase of bonds or stamps. Bond rally of W47A Schenectady, held Sept. 21 in downtown Schenectady, grossed $110,930 in three-quarters of an hour. Various civic leaders and station and Armed Service talent participated. WNOX Knoxville, Tenn., on CBS Bond Day carried special programs of its own for bond promotion in addition to those supplied by CBS. A remote ffr. The chief mill in Briceville, Tenn., during which miners were interviewed as they worked, obtained $16,000 in pledges from the miners.

SALESMAN IS SOLD, as Reynold B. Kraft (seated), NBC salesman, buys a Third-War Loan Drive Bond from Frank McCullough, account executive of Ruthrauff & Ryan, New York. "Keep the bell off of your freedom tree" is the slogan used in the drive.

RKO-WCAU Deal Calls For Local Promotion

RADIO PROMOTION of motion pictures was placed on a big-time scale locally in a contract by RKO Pictures with WCAU Philadelphia. In return for a minimum guarantee of $10,000 for radio time during the 1943-44 season for three pictures, the station will stage special campaigns for selected films.

The arrangement was put in effect by George H. Stadler, who is handling the picture, with a broadcast interview direct from the party. Other interviews with the celebrities were scheduled in connection with regular station programs.

As part of the deal, the station tied in with theatre advertising and getting call letter mentions in the newspapers and in window posters. WCAU-co-operated with RKO last week in an effort for "Hildy's Children and This Land of Mine."

Promote War Songs

MUSIC War Committee, organized to stimulate creation of more war songs, will promote weekly selections via a special transcribed program on WNEW New York and distributed over 200 stations by the request of the OWI. The U. S. Maritime Service Band will supply the music, with several prominent vocalists needed to make their part, Program starts Oct. 4 in the Sunday 8-8:30 p.m. spot.

Purple Heart to Mallory

ARTHUR MALLORY, engineer of WELI New Haven, honorably discharged from U. S. Naval Re service as radio man third class, has succeeded the winner of the Purple Heart for wounds he received in action off Guadalcanal. He joined the WELI technical staff in March after his discharge.

SAILOR SINGS And Rings Up Bonds to Tune

Of 3 3 Million

A WOUNDED SAILOR sang to his sweetheart Mary Plannish in Liberty, Pa., during "Bullets or Bust" sequences and moved NBC listeners to purchase $5,947,183 in War Bonds in his honor, and to send $1,000 to the Navy to promise to present the sailor with a $1,000 bond was the incentive offered by WOBY on the condition that the radio audience purchase a million dollars worth of bonds in Costa's honor. The sailor was the spectacu lar shower of pennies which descended on Mrs. Dennis Mullane for $8,776,183 in War Bonds this year at the same program earlier this year. The above total had been reached ten days after Ganner's Mate Michael Costa had sung "Wait for me Mary" over the telephone from a hospital cot in St. Albans, L. I., where he was recovering from shrapnel wounds.

Page 20 • October 4, 1943 • BROADCASTING • Broadcast Advertising
Purchase of Alaska from Russia in 1867 was a stroke of genius—a strategic move in America's growth.

Today, it doesn't take a genius to appreciate the strategic importance of the rich mid-west region served by the Cowles Group. Blessed by Nature with the world's most productive land, this area includes:

- 16 wholesale centers, over 25,000.
- 80 retail centers, 5,000 to 25,000.
- 601,543 farms, each a war-industry in itself.
- 1,387,690 radio homes (daytime primary) with population-total of 6,000,748.

To this entire region, Cowles Stations beam your advertising at group rates as low as $61.50 for a daytime quarter-hour on three stations...truly the BIG BUY of 1943.
Purely Programs

DEDICATED to giving listeners better understanding of the triumph of the Americas and to promoting Inter-American goodwill, Spirit of the Americas series to begin Oct. 7 and to be heard Thursdays, 5:15-5:30 p.m., will be broadcast over KROC, KFAM, and WMJL, Wycliffe, LONDON station, and to the Northwest Network stations including KRCB, KYSM, and KFAM WEBC, WHBB, WMGF. Series is presented by the Minnesota Federation of Women’s Clubs, with the cooperation of the Minnesota Library Association and the Alpha Xi Delta Kappa Gamma educational sorority. Participants and advisors for the program include numerous Latin American authorities and educators.

* * *

Auditions Contest

WITH the motive to discover new radio talent and provide an incentive for radio entertainers of the future, WADC Akron, Ohio, has outlined plans for WADC Auditions, contest to be broadcast on a varied schedule from Oct. 9 through Oct. 16. Contest, which is to be open to all types of potential radio entertainers and includes a gold trophy and money awards as prizes.

* * *

17th Year

CLAIMED to be the oldest commercial program on the air, the Radio Island Historian is beginning its seventeenth consecutive year on WJAR Providence. Sponsored from the start by the Providence Institution for Savings, the program is still presented by its originator, John W. Haley, every Wednesday at 7:30 p.m. The bank sponsor has published three bound volumes of local history, edited from Mr. Haley’s scripts, and a fourth is in the making.

* * *

F M for Troops

TROOPS on maneuvers near Nashville sent a plea for radio entertainment to Marjorie Cooney, director of W7470 Nashville, and they got a program titled “One O’clock with the Boys,” which is Army parlance for 9 p.m. (CWT). Broadcast features news, swing and sports, and is aired over the WSM Nashville affiliate to thousands of soldiers whose only radio receivers are limited to FM reception.

* * *

Buying Aid

MARKET NEWS is presented for the benefit of New York housewives, in a weekly quarter-hour program heard on WAMC New York. And with a title Includes the Kitchen Window Series is conducted by Isabella Beach, who originated Cooking School on WAEF, and who is the author of Young America’s Cookbook.

* * *

Merchant Seamen Series

COMMERCIAL Seamen of the United States and Great Britain will participate in a weekly half-hour program to be presented on WJW New York in cooperation with the BBC, starting Oct. 17. Program will originate from the Merchant Navy Aliens in London for the first half of the broadcast, and from the Seaman’s Institute in New York, for the remaining quarter. American seamen speaking from England will give their reactions to that country, and Britshers here will give their impressions of the U.S.A. Series is scheduled for six broadcasts. It will be shortwaved from both countries for the benefit of merchant seamen on the high seas.

* * *

New World Music

RETURNING to the air for the second year, as part of a three-year series of NBC’s Inter-American University of the Air, Music of the New World, will be presented in two 15-week terms, corresponding to school semesters, starting Oct. 7. Folk songs and dances of the Americas, and symphonic music based on folk material will be featured. Last year’s programs presented a chronological survey of music. Next year’s series has been tentatively titled The American Composer Speaks.

* * *

Fashion Authority

FASHION EXPERT Marjorie Howard has proved to be a great success as fashion authority on WKY Oklahoma City. Miss Howard lived in Paris for thirty years, and has been editor of Harper’s Bazaar, Parisian Vogue, and correspondent for Woman’s Home Companion. She is heard as a non-commercial service of WKY Thursday and Friday at 11:45 a.m. and at other spots throughout the week.

* * *

Selling Omaha

WEEKLY civic program entitled This Is Omaha is now being conducted over KOIL Omaha in collaboration with the Omaha Chamber of Commerce. Participants in the opening broadcast were Don Woodrow, vice president, and Frank Fogarty, general manager of the Omaha Chamber of Commerce, and Hugh Feltis, KOIL general manager. Purpose of the series is to sell Omaha to Omahans.

* * *

Freedom House

AS A FALL presentation of its University of the Air series, WJED New York on Oct. 8 will begin weekly broadcasts in Freedom House membership meetings, with Carl Van Doren, noted author, as first speaker. Subject of the meetings is “War and Peace”, to be discussed by members with various guest speakers.
* When Mr. Hooper picks up his telephone, rings Cleveland homes and asks if radio sets are turned on... he gets more “yeses” per hundred calls than he averages across the whole country.

Take the latest seasonal C. E. Hooper ratings. Simple arithmetic reveals that Cleveland generally has anywhere from ten to twenty-eight percent more sets-in-use than the national average. Break the figures down into almost any period you choose, and the story still is the same... Sunday afternoon, 27% more... Sunday evening, 18% more... Monday thru Friday afternoon, 10% more... Monday thru Friday evening, 28% more... Saturday evening, 13% more.

There are only three stations operating nighttime, four daytime in Cleveland. That’s less than the minimum in any of the top seventeen cities surveyed by Hooper. Cleveland listening to all “outside” stations, even at night, totals only a 1.2 average Hooper rating.

So it is that, with less competition, plus the high percentage of sets-in-use, radio advertisers get more for their money in Cleveland, the community that goes for radio in a big way... the city that outlistens the nation!
Lillian Davis Examines Charred Studio.

**Ezra McIntosh Resigns**

**RESIGNATION of Ezra A. McIntosh as program director of WNW-C, 1330, was announced last week by Don Elias, executive manager. Mr. McIntosh, brother of Frank H. McIntosh, chief, Domestic & Foreign Broadcast Branch, Radio & Radar Division, WPB, has served as program director since 1941. He previously had been with WNW-C from 1934 to 1938. Mr. McIntosh has not announced his future plans but expects to make his home in Southern California.

**Joyce Resigns His Post With Army Radio Branch**

JACK JOYCE, in charge of the Broadcast Service Section, Radio Branch, War Dept. Bureau of Public Relations, resigned last week after two years with the agency. He was highly praised by Col. Edward M. Kirby for his work, which included direction of the Army Hour orchestra and cataloging of martial music. Oscar Hammerstein II has asked him to become secretary of the Music War Committee, Hollywood Branch, America's branch to that body when it tours to the Coast. Edward Dunlap, NBC producer, has been named expert consultant to the Radio Branch. He will spend the day in Washington. Other consultants are Frank and Anne Hummert. Capt. Frank T. Shoffner, of Chicago and Hollywood, joins the Radio Branch for production and liaison work. Lt. Finis Farr, writer of many network shows, joins the branch to check Army Hour scripts.

**Sponsors for Shoffner**

CHARLES SHOFFNER, farm editor of WCAU, Philadelphia, whose early morning Rural Digest programs have been a sustaining feature for many years, will have a split sponsorship for the first time. Reliance Manufacturing Co., Chicago, started Sept. 7, has bought the program for three days a week, 6:45 to 7 a.m., to advertise its Big Yank Shirts for industrial and farm workers, through Ruthrauff & Ryan, New York, for 13 weeks. Starting Oct. 5, the remaining three days will be sponsored by the Federal Life and Casualty Co., Elgin, Ill., through J. L. Stewart Agency, Chicago, for 26 weeks.

**Canadian Power Plans**

POWER INCREASES for independent Canadian broadcasting stations are expected to be unfrozen in the near future by representations made by the Canadian Assn. of Broadcasters before the Board of Governors of the Canadian Broadcasting Corp. at Ottawa, Ont., on Sept. 23 and 24.

The CBC Board would not immediately grant the power thaw, but CAB member representatives, including Mr. and Mrs. Glenda Bannerman, and Joe Sedgwick, CAB counsel, that the matter would be taken up with the CBC technical committee. It was felt fairly certain following recommendations of the Parliamentary Committee on Broadcasting that the Canadian stations would be allowed to boost power to within the Canadian Treaty regulations.

**Control of WPDQ in Station Transfer**

Owners of 60% Seek FCC Okay on $180,000 Deal

E. G. McKENZIE and Earnest D. Black asked the FCC last week for permission to transfer their stock in WPDQ Jacksonville to L. D. Baggs, Macon, Ga. The nine shares (30%) of Mr. McKenzie and the 5½ shares (28.4%) of Mr. Black constitute control of the 30 shares of common stock issued and outstanding. One-half share owned by Mrs. Margaret Curtis (1.6%) is also involved in the proposed purchase. Mr. Baggs, a public accountant, would pay $180,325.75 for the total of 18 shares (60%). WPDQ operates with 5,000 watts on 1230 kc.

Mr. Black and Mr. McKenzie, who own 28% of WBMJ, Macon, Ga., told the FCC their reason for selling their interest in WPDQ was to put more money into a cotton oil business which they own jointly. They agree to resign their offices in the corporation upon FCC approval of the sale.

Directors of the Jacksonville Broadcasting Co., licensee of WPDQ, are Messrs. McKenzie and Black and James R. Stockton, who owns nine shares (30%). Robert R. Faggin, station manager, owns three shares (10%).

Mr. Baggs has deposited $10,000 as earnest money and $65,000 due on execution of the contract and the balance of $105,325.75 payable in 36 monthly installments.

**Owens-Illinois Shift**

OWENS-Illinois Glass Co. is discontinuing its 5-weekly CBS Your Home Front Report early in November after a 26-week period, and at least four agencies are bidding for the account. Leo Burnett Co., Chicago, is bidding for the 90-minute half-hour show starring Herbert Marshall. Ruthrauff & Ryan reportedly is offering a 75-minute half-hour show starring Brian Donlevy, film actor. Other soliciting agencies are understood to be J. Walter Thompson Co., and Pedlar & Ryan. D'Arcy Adv. Co., New York, now has the account. On Sept. 27 Don Prior replaced Fletcher-Wiley on the present show, which simultaneously was shifted from Los Angeles to New York on 118 CBS stations, 4:45 p.m., Monday through Friday.

**Aviation Frequencies**

AVIATION SERVICES got eight additional fixed frequencies last week when the FCC on banc rejected a petition of 7.833 (h) of its proceedings of Sept. 9 for governing aviation service to accommodate the apparent increase in communications to and from aircraft. Many of these frequencies have been used for some time by the military on a temporary basis and the FCC rules are still subject to a reconsideration of stations. No standard or FBI broadcast services are involved.
It's really no wonder...with such "selling cards"...that it's a "Full House" where Time on KOA is concerned. Smart Time Buyers are quick to realize that there is no gamble involved.

Better get your share of the "Pot" now, before some other lucky Advertiser beats you to the draw....Join that group of long-time KOA advertisers who have been betting on this station for years....and have never lost out!
Hooper Reports Add Five Features

Improved Indices Will Be Available in Chart Form

FIVE NEW features to be added to the Hooper National Ratings Reports beginning in October, when a chartboard containing these and other records in graphic form will be launched as a monthly service, were announced last Monday by C. E. Hooper, president C. E. Hooper Inc.

First innovation is a sponsor identification analysis, supplementing the previous sponsor identification index to show not only the percentage of listeners identifying product advertised or its sponsor or another product of the company, but also those misidentifying the program's sponsorship or answering "don't know".

Second is a "competition for listeners" index, a continuous comparative record showing how volume of advertised network affects chances of any single advertiser in getting an audience. Mr. Hooper said that there are currently 65 hours of sponsored network advertising and 62 hours of sponsored network evening hours, compared with 50 daytime and 54 evening sponsored network hours a year ago.

Programs to be measured, classified by eight program types: news, plays, quiz, variety, dramatic continuity, popular music, concert music and sermons. The records based on continuous records from January 1940, comprise the third new Hooper feature. Four indices for each classification will show a comparison of each type with the all-program average, the average rating for each type, the number of broadcast hours for each type and the average percentage of listeners for each type.

Fourth new service is an analysis of network ratings, with charts depicting frequency of audiences of various sizes on all programs compared with the previous reports and those of a year ago.

As the final new feature, Hooper subscribers will receive sets of charts of basic trend lines on which they can plot records of their own programs against national averages of ratings and sets-in-use and set lines, conditioned with the programs of the same type or broadcast competitively. A set of these charts will be provided for each sponsored program placed by the subscriber.

Mr. Hooper said that the indices added last June, covering available audience, sets-in-use, average rating and sponsored broadcast hours, have been carried back to January, 1940, a coalition-of-audience index, showing the number of men, women and children listening by hours, dates from July, 1943. These indices, and others of their ilk, announced will be included in the Hooperatings Chartbook, first issue of which will be released Nov. 15, covering October data. New services were made possible without additional cost to subscribers, Mr. Hooper stated, by an increase of over 50% in subscriptions during the past six months.

SMILING SENORS in straw sombreros, these executives tried out a donkey-drawn vehicle in Tijuana, Mexico, during recent jaunt south of the border. Four fiesta-minded hombres (l to r) are Clarke R. Brown, time-buuyer of Lake-Spiro-Shurman, Memphis; Jack Gross, general manager of KFMB San Diego; Charles Granville, KFMB program director, and Neal Wead, Chicago manager of Weed & Co., representatives.

Gleeson, of KPRO, Asks Follow-up Of Broadcasting's Rail Ad Campaign

IN A PLEA to the NAB to stimulate action on the part of potential sponsors who ought to be users of radio, W. L. Gleeson, president of KPRO Riverside, Calif., has asked a follow through on "the very excellent suggestions" made by Mr. Gleeson, of KPRO, Asks for his own station, KPRO, Riverside, Calif, during the spring and summer...to jar loose some of the millions...spent by the railroads, air lines and bus lines of the country in printed media."

Mr. Gleeson's letter to NAB president Neville Miller, follows in full text:

I am still disturbed over the apparent indifference of the Broadcasters' Association in following through on the very excellent campaign carried on by Broadcasting during the spring and summer...to jar loose some of the millions...spent by the railroads, air lines and bus lines of the country in printed media.

This campaign seems to have died for lack of support from the NAB. Considering the millions that are being spent by the transportation industry, it would seem to me that you follow up at the NAB wouldn't rest until radio got its fair share.

There is another industry doing what the railroads are, that is, using the printed media to the extent of millions of dollars when, if there were an industry that should use radio, it is the manufacturers of radio sets. In one issue alone of Newspaper, dated Sept. 20, 1943, I clipped the enclosed seven advertisements of radio set manufacturers—all but one being full-page ads. And in every magazine that I have picked up, and a good many newspapers, I find set manufacturers carrying these same ads, apparently for the sole purpose of building good will.

You and I and all other broadcasters know that radio advertising is the greatest possible builder of good will. It would seem to me that these set manufacturers would want to keep the good will of the radio industry as well as of the public, and they could do both by being fair in their use of the radio broadcast media. In fact, it would seem to me to be a slam at the NAB that such a tremendous campaign has been permitted to be launched without the intervention of the broadcasters' representative, namely, the NAB.

Isn't there something that can be done to wake up the radio manufacturers' association, the railroad association and the American Bus Transportation Association to the fact that broadcasting as an advertising medium really exists in this country? Apparently they don't know it. What can the NAB, as the representative of the broadcasting stations, do along this line?

Auction Quiz

JIM McWILLIAMS, quiz program, has for the past ten years, conducts a variation of the question-and-answer type of program on CBS as a replacement for the Lewis-Howe Co. series featuring Julia Sanderson and the late Frank Cram. The new show, titled Cor- rectness Please, started Sept. 25 in the old Cram-Sanderson time, 8:30 p.m. but shifts to Saturday, 10:15-10:45 p.m. Oct. 9. Resem-bling an auction, the program begins with giving ten $1 bills to contestants, selected from among service men and women present. The host asks for the highest bid for the privilege of choosing which of three statements to be read is false. If contestant fails, he loses his bid—if correct he is paid two-to-one. Roche Williams & Cunnygham, New York, handles the account.

LOCAL 802 BLOCKS WBYN BROADCAST

BECAUSE it is on the "unfair list" of Local 802, musicians union, WBYN Brooklyn, was restrained from carrying the entertainment staged in Victory Square, New York, Sept. 30, "Radio Industry Night" in connection with the Third War Loan Drive. Local 802's position was brought out by William Feinberg, secretary, at a meeting of representatives of New York stations, networks, talent agencies, and the Treasury Department Monday Sept. 27.

Queried by William Norrin's, general and commercial manager of WBVN, as whether the restriction might not carry part of a three-hour War Bond show which was to be picked up on other New York stations, Mr. Feinberg said that Local 802 would not give WBYN clearance, and that if the station were to carry any part of the show, the union would withdraw clearance for all broadcasts by the station. Mr. Norrins then requested other stations to be on the lookout for the rally, airing them as WBYN's contribution to the War Loan Drive.

Difference between WBYN and Local 802 arose at the expiration of the contract, when the station declined to hire a set of musicians at a higher price. Union has refused to go before the board with the request, and has stated that the station has been without live music.

Three more network and local stations picked up the bond show for periods varying from a quarter-, an hour, to an hour and a half. WBYN will be covering the program in commercial time—NEW, WEAF WMCA—scheduled to cut out announcements and make a rebate or make up the time to their advertisers.

Adds Music Spots

BECAUSE a survey revealed that 70% of its customers are women, the Men, has added a program, which its managers love, its spot radio campaign in behalf of men's wear. Pitting against each other, those of the feminine world, Frank Sinatra and Bing Crosby, Ward organizes new program writes listeners to indicate their favorite crooner. Titled Battle of the Crooners, the program started on WAAT Newark, N. J., in the Monday through Saturday, 9:05-9:15 p.m. period. Woodrow has two stores in the Jersey market, and a total of 40 throughout the country. The chain continues its sports news shows Washington; WAGA Atlanta; WSJS Winston-Salem; and WDEL Wilmington, Del. Agency is Pentiell & Fen- New York.

Palmolive Expands

COLGATE - PALMOLIVE - PEET Co., Palmolive, has added 75 stations in 46 smaller markets to its spot schedule. Contract for 13 weeks of one-minute announcements on the Sept. 20, 1943 70% of in subscriptions during the past six months.
"Six Mitsubishiis going over..."

for a one-way ride!

Five minutes away by P-40
Lu Yen’s attack alarm
sends a Yankee fighter squadron
scrambling to rendezvous near ceiling.
There to wait—and hand
those bomb-heavy Mitsubishi
one-way tickets
to the arms of Shodzuka Baba
—Japanese “Old Lady of Hades.”

Our lads won’t be caught napping
on the ground . . . or in the air.
Teamwork-talk and tactics
by radio takes good care of that.

Those rugged, compact field radios
. . . like Lu Yen is using
(many of them Westinghouse-produced)
and now in service
on every fighting front
are the forerunners
of advanced communication
equipment and systems
that Westinghouse research
is already busy developing—
for factories—stores—offices
ships—planes—trucks—trains
. . . to enable men to talk
and work together—more efficiently.

So—come peacetime . . .
look for "Westinghouse"
on the finest communication and
electronic equipment—of all kinds!

Westinghouse RADIO DIVISION Baltimore, Md.
WHAT KIND OF RADIO NEWSPAPER?

Reprinted from St. Louis Post-Dispatch, Sept. 24, 1943.

CECIL BROWN, an exceptionally able reporter, has quit CBS as a result of a difference of opinion with the news editor of that organization. While the issue involved is one which bears vitally upon the whole subject of public information, the personal side is quite a different matter. Mr. White maintains that radio news reporters should be objective in their accounting of events, and not interested in objective. If they are were to editorialize, freedom of speech on the air would be nullified. On the other hand, some news analysts would become pulpites, according to Mr. White.

Mr. Brown maintains that the CBS news editor is not interested in objectivity but is trying to color broadcasts with his own opinions. The resigning reporter says that if he were to submit, he would be forsaking his honesty, experience and judgment to become a propagandaizer.

Mr. Brown is not quoted as directly defending the philosophy of the opinion in his paper of newscasts, and it is necessary to set that philosophy over against Mr. White's in order to join the issues. The difference that appears between Brown and White is not as simple as black and white; there is something to be said on each side.

Right to the Facts

First of all, the public has a right to be told the facts, just the plain, unvarnished facts, with nothing, not even the tiniest part, being added. This is news. It is food still to be digested, an image still to be brought into sharp focus, a piece of a jigsaw puzzle waits for skilled hands to put it into its proper place in the picture. News, not opinion. The basis of fact upon which opinion is formed. So far, Mr. White is quite right. So far, and just as importantly, the public has a right to know the meaning of the facts in the opinion. The opinionists are in a particularly favorable position to see the facts and to form accurate opinions concerning them. This is editorializing. It is food digested, the image drawn into focus, the jigsaw piece fitted into the picture.

So far, Mr. Brown is quite right. The long experience of newspapers should prove useful as a guide to radio. Newspapers have taken great pains to keep their news columns objective, unopinionated. It would be strange indeed if the newspapers' opinion for the editorial page, so that the reader can constantly distinguish between what is a matter of fact, and therefore incontrovertible, and what is a matter of interpretation, and therefore open to argument. The news is not the same as the newspaper's point of view. Of recent years, there has been found to be a place for analytical opinion pieces. They measure through the medium of signed articles; but it is usually made easy for the reader to distinguish between pieces and plain news accounts.

The public needs all three of these services; pure news, and pure opinion, and running analysis of the news as it is being reported. Radio should have a place for all three services, and should keep the public informed of the plug for the network.

But, for shame, you have outlined the whole staff, most of them, led by Lieut. Office of the Airman and his trusted Deputy! Just for your record the American Forces Network in the United Kingdom, has just made the hop across the ocean. It is a very good job, and we are sure you will be proud of the network.

Lt. Col. Gurney Heads American Forces Net

Editor, Broadcasting:

The recent issue of Broadcasting in which you wrote of the activities of the American Forces Network in the United Kingdom, has just made the hop across the ocean. It is a very good job, and we are sure you will be proud of the network.

John S. Hayes

Captain, AUS
Assistant Radio Officer

Producer in the Army

PVT. IRA ASHLEY, producer of the program Stage Door Canteen, is now taking basic military training at Keesler Field, Miss. During the 19 years in radio, he worked with Phil Harris' Cutex Melody Hour, directed Jack Oakie's College for Careers, and was a program Direct and Central Station. He also assisted in the air production of The Little Fosses, of which he was staff director of CBS, and was working for The Clockwise. He is now helping to produce the Keesler Field program, Free for All.

Photos From Swiss

SIXTH radiophoto circuit to be opened by RCA Communications since outbreak of war, operates between New York, Bern, Switzerland, 3,300 miles. It is operated by RCA in cooperation with Radio Suisse. Similar radiochain circuits are to Sweden, Russia, Egypt, Hawaii and Australia.

no beach for the invaders "and that some of the radio account for a heavy bombardment against the Germans and everything looked like Coney Island!! This criticism was presented by T. in the light of an attack upon opinion in news- casts. Actually it was nothing of the sort, for the attack upon the prostitution of reporting, which made a bloody and hard-fought battle appear to be a show and an easy victory.

Of course, there is no place on the air, or anywhere else, for prostitution of opinion or of fact, which is the evil complained of.

Let radio give us, by all means, the news, and the analysis, and the editorializing, but with care taken that each type of service properly and plainly, and dealing summarily with anyone who deliberately distorts the facts in elin opinion.

GEORGE LOWTHER, author-director of Superman on Mutual, winner of two months for the Rasmussen television station, W2XWV New York.

BROADCASTING • Broadcast Advertising
You could tie your four-in-hand in the dark just as easily as in front of your mirror because that simple action has become an ingrained habit.

Habit is an important factor in radio, too. For more than eighteen years, the people of this area have habitually turned to WTIC for the best in entertainment, the latest news, and the foremost educational features. That explains why so many advertisers use WTIC to sell this wealthy Southern New England Market.

Having heard a sales message, WTIC listeners have the buying power to translate sales suggestion into sales action. In the seventeen counties in Connecticut, Massachusetts, New York, Vermont and New Hampshire covered by WTIC, the per family effective buying income is more than 50% greater than the average for the entire United States. Put part of your next appropriation to work on WTIC. Get into the habit of getting results in Southern New England.

IN SOUTHERN NEW ENGLAND
PEOPLE ARE IN THE Habit OF LISTENING TO WTIC
How to meet all the Right People

From Nashville, WSIX blankets the rich Nashville market for advertisers wanting intensive coverage of this prime trade zone.

Every radio in the Nashville market area can bring in your advertising message on WSIX!

That means potential entree into practically every real buying home in this booming market.

No other medium is necessary when you place your Nashville advertising schedule on WSIX.

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

5,000 WATTS 980 KC

WSIX "The Voice of Nashville"

NASHVILLE, TENN.

Page 30 • October 4, 1943

FREEDOM TO LISTEN is an essential counterpart of freedom of speech," FCC Chairman James Lawrence Fly told the Advertising Club of Boston last Tuesday at the Hotel Statler, Boston.

The chief interest of the Founding Fathers, Chairman Fly suggested, was "not freedom of speech merely for its own sake or for the sake of the speaker," but for "freedom to listen—for Whitman's 'ears willing to hear the tongues'."

Too often today, the Chairman said, free speech by itself is only a "mental catharsis for the speaker"—because of present limitations, unknown in the days of Samuel Adams, which prevent the widespread dissemination of fact and opinion necessary for the democratic nations "to create and maintain an enlightened and informed public opinion based, as it must be, upon the facts—fully and fairly presented".

In his news conference last Monday Chairman Fly said, referring to the subject of his Boston address Tuesday, "It is the biggest thing since freedom of speech.

Death for Listening
Chairman Fly asked the advertising group to consider a hypothetical bill including provisions which forbade U. S. citizens to listen to any radio program not originating by the U. S. Government, to own a receiver capable of hearing any transmitter not programmed by the Government, regulated hours of listening, with death penalties for disobedience. Pointing out that similar restrictions are in force in Axis dominated nations, Chairman Fly, orienting the concept of free speech in terms of freedom to listen, stated that our own freedom to listen is so elementary a concept that it sometimes escapes attention altogether.

We take the privilege of turning our dials at will as a matter of course said Mr. Fly, and "all too seldom articulate our underlying confidence that democratic government depends ultimately on a truly informed citizenry."

Modern science has provided the means for the first adequate realization of free speech through the radio, which creates nationwide, even worldwide, audiences, he continued. "With innumerable listeners, the duty of the speaker to subordinate his interests becomes clear... therefore, those who control this mechanism of free speech must treat free speech not as a right but as a duty. They must hold this mechanism of free speech in trust for the people—the listeners."

Radio has approached the crossroads, he asserted, and "restriction, constrict and exclusion must give way to a broader and more democratic approach as to the persons the listening public may hear.

Likewise, complete freedom to listen demands that divergent views must be aired. In the market place of ideas diversity of opinion enables us intelligently to sift the sound from the unsound."

Calling Nazi curbs a warning of what might happen to this country if we had such restrictive laws, Mr. Fly asserted: "There are significant, though certainly far less aggressive, restrictions on the freedom to listen to a home front. Simply by careful selection of what is broadcast the freedom of the listener can be tightly restricted."

After the War
There is no need for restriction, the chairman insisted. "There should be no rule of thumb set up to hide behind whenever any group requests time on the air." He likened a democracy to a kettle of boiling water which needs an open spout for the outlet of steam and called radio the perfect outlet for exposing opinions to the air. "Men must be guaranteed their right to express their opinions and ideas," he concluded.

Emphasizing the importance of international broadcasting in the post-war world, Chairman Fly said:

"Radio is that necessary catalyst upon which we shall rely to bring about a more sympathetic understanding among peoples. It would be harmful beyond prediction to have world radio restricted either by hiding behind a restrictive world policy or by allowing any individual national to go further and adopt restrictions of a more mechanical kind."

He said that transmission is nothing without reception. "The principle is fundamental and must be guaranteed in the post-war world," he asserted. "The growth of international broadcasting and the prospective development of international television demand it."

Chairman Fly ended with this conclusion: "There must be universally accepted the freedom of all peoples to listen without fear and without restraint."

FCC Hears WFLA
WFLA Tampa told the FCC in an oral argument last Wednesday on its petition to increase its night power from 1 to 5 kw and make changes in its directional antenna system that the changes would require only $621 worth of non-critical materials. The petition was filed four days before the Commission's "freeze order" of April 22, 1942, and proposed findings of the Commission issued six months ago would deny it on the basis of the order. The oral argument set forth that on the basis of 1940 figures an additional 150,000 people would be served by the change, plus a 15% increase due to war activity.
Fred Kirby is back home—on WBT.

On a hot July afternoon in 1929, a kid with a three-dollar guitar walked into a small Carolina radio station...sang the only two songs he knew—and got a weekly program.

Four years later, a seasoned star, he “graduated” to WBT...and became the South’s favorite singer of cowboy ballads. One of the most melody-rich, happy-go-lucky, colorful voices in radio.

The wanderlust. Cincinnati. Chicago. He wound up at KMOX—Columbia’s station in St. Louis—in time to achieve national distinction for selling almost a million dollars worth of war bonds. The Chamber of Commerce gave him a banquet, a plaque, and the title of Victory Cowboy. Secretary Morgenthau followed with a special Citation of Merit.

July 19, 1943—14 years to the day since he first faced a microphone—Fred Kirby returned to WBT, to sing his way toward another million dollars worth of bonds among “home folks.”

He’s appearing regularly with WBT’s fabulous Briarhoppers—rating 21.7—and on the CBS Dixie Jamboree—rating 22.4. Now he has his own show, Monday through Friday, 10:15-10:30 a.m.

He’s available. Ask us or Radio Sales.
...at dawn it's history!

Few things move more swiftly and silently into the past than the weather. Everchanging days pass into even more variable nights. But at dawn it all becomes history.

Today's markets are fluid, different from those of last year or last month—yes, even those of twenty-four hours ago have, like the weather, altered.

Data becomes obsolete, but our finger is on the pulse of the nation's markets. Our statistics are the weather-vane of present spot radio trends. For you, this information is invaluable in planning your spot campaign.
Editorial

News Know-How

CONTROVERSY rages over the handling of news by radio. Paul W. White, CBS director of news broadcasts, blew the lid off last month with his announcement that CBS henceforth would not permit the expression of editorial opinion by its analysts. In the free-for-all Cecil Brown, one of the network's ablest (and most provocative) newsmen, resigned. Irre-

spective of network ties, the Winchells and the Kaltenborns pitched in. Newspapers have taken up the issue. Rep. Kennedy (D-N.Y) has introduced a Constitutional Amendment to prohibit government or industry from abridg-

ing "freedom of speech by radio or wire com-

munication."

A little background helps. CBS pioneered news-gathering for radio. Mr. White himself built up the first sizable network news staff. The CBS formula has worked well. The Kaltenborns, Shirers, the Murrow's and Davises all got their radio starts on CBS.

Now the same network, in assuming the leadership in banning opinion, appears to have provoked a tempest where there was no reason for one. The handling of controversy is in itself controversial. The handling of news is something else again. It's simply a matter of labeling, and CBS on that score has no reason to apologize.

The St. Louis Post-Dispatch, which owns KSD, in an editorial Sept. 24, analyzes the issue in a helpful way (text of editorial on page 28). Newspapers, it points out, keep their news columns objective, unopinionated. The newspaper's opinion is reserved for the editorial page so the reader can distinguish between what is a matter of fact and what is a matter of interpretation. Then there is analytical opinion in news accounts, through the medium of signed articles.

"The public needs all three of these services—pure news and pure opinion, and running analysis of the news as it is being re-

ported", says the Post-Dispatch. "Radio should have a place for all three services and should keep them sharply distinguishable."

The issue, says this newspaper, is confu-

sion as to the types of service, so the listener cannot accurately tell where fact stops and opinion begins. Of course, the P-D adds, there is no place on the air or anywhere else "for prostitution of opinion or of fact, which is the evil complained of."

There lies the solution. News must be so labeled, clearly and plainly. Analysis and comment should be "slugged" as such, and by-lined. Those who tamper with or distort facts should be fired.

It is important to remember that radio is a news medium. It publishes by means of the electrical printing press—the microphone. As a medium more intimate and more sensitive than the printed page, it must sharply delineate and define its services. The intelligence and the know-how of radio, evidenced in its two decades of meteoric growth, are available. The issue, now that it has been provoked, must be met head-on; not avoided.

Jimmy’s Stacked Decca

TURN BACK the radio clock about 10 years. In 1932, when ASCAP was throwing its weight around, one of the networks capitulated to a percentage deal. The cry went up that radio had been “sold down the river”. In 1935 practically the same thing happened, when another network yielded because it felt it had to have music to perform.

Now we have all the earmarks of that old refrain in the transcription-recording field. Decca, and its recently acquired subsidiary, World Broadcasting System, have come to terms with Jimmy Petrillo’s American Federa-

tion of Musicians by yielding to payment of royalties direct to the union as the price for lifting of the “strike” on recording.

If the other transcription companies follow suit, they can’t be blamed. For more than a year they have sought to negotiate equitably and fairly with Jimmy Petrillo. They have maintained a united front despite stagnation of their businesses. They sought and finally obtained Government intervention.

In the midst of the hearing before a War Labor Board panel, the first WBS deal is sprung. Thereby a new crisis is precipitated. The amount of tribute to be paid to call off the strike is unimportant. The estab-

lishment of the precedent, knocking down to Petrillo when his position is so untenable, the payment of “private tax” to a labor union, and the grasping of a competitive advantage, are factors involving the elements of fair play and courage.

It has been evident for some weeks that Jimmy had something up his sleeve. In these columns last Aug. 30 it was observed that Jimmy was reported to be “collaborating with certain record manufacturers in making a deal”, and that it all depended upon whether the WLB “will let him get away with it”.

Jimmy’s union, by Jimmy’s own statements, is far from insolvent, having had a cool $2,500,000 in its coffers a year ago. The new recording royalty will add to the tribute. We’re not in on Jimmy’s plans, but we as-

sume that since the new funds will be paid directly to the union and not to the recording manufacturers, this will go to “overhead”. If Jimmy makes it stick, it looks like other unions will get ideas on establishment of their own systems of private taxation. But that de-

pends, not on the WLB, but on Congress.

Broadcasters are cognizant of the tribula-

tions of the transcribers and record manufactu-

ers during these last 14-months of hopeless efforts to negotiate with a man who held all the cards, because the anti-trust statutes don’t touch labor unions. They deserved a bet-

ter fate than that which now appears in view because of the surrender to Jimmy—

that is, unless the WLB sees the inequities and calls off the “strike” for all.

ON OCT. 12, in the Nation’s Capital, Radio puts its best sales foot forward. It will unveil a campaign a year-and-
a-half in the making, to sell retailers wholesale. Afterward, in 116 cities, the same presentation will be made, to prove that radio is a money-making, good goods. A wonderful job of spade work has been done by the NAB Promotion Committee, in the interest of all sta-

tions. The follow through is in the hands of broadcasters.

Our Respects To —

CHARLES RUTHVEN DENNY JR.

J UST A YEAR ago the FCC announced the appointment of a new general counsel. On Oct. 6, 1942, it elevated Charles R. Denny, from an assistant general counselship, to succeed Telford Taylor, who had resigned to accept a majority in the Army. The promotion was on a “merit” basis. Charley Denny’s year of stewardship as the FCC’s chief attorney has proved the wisdom of the selection.

During the past few months, tense ones for the FCC, 31-year-old Charley Denny has been called upon to handle legal snarls that would have baffled many an older head. He has bobbed up repeatedly during the House Select Com-

mittee investigation of the FCC, despite repri-

mands from the bench, to state his position or that of the FCC. In addition to his supervision of a staff of 60 attorneys at the FCC, he serves as chairman of the Law Committee of the Board of War Communications, and sits on several interdepartmental committees identified with legal aspects of communications.

Charley Denny has held five assignments since he received his law school diploma in 1936. Less than a year with the Washington law firm of Covingon, Burling, Rublee, Acheson & Shorb, following his graduation from Harvard Law School in 1936, plus a little more than four years in the Lands Division of the U. S. Department of Justice and a year as Assistant General Counsel of the FCC may seem short seasoning for the top legal post of that important independent agency.

But, “I feel safe with Denny in there,” is the way one Commissioner put it in discussing the general counsel’s ability to handle the job, and all those who work with him seem to share that feeling.

Charles Ruthven Denny Jr. was born April 11, 1912, in Baltimore, though the family was living in Washington at the time, where Charles’ father was in the wholesale wallpaper business. His grandfather Denny was in the same business in Baltimore.

Charles the man doesn’t admit that the experiences of Charles the boy were much differ-

ent from those of other lads growing up in Washington during the 20’s. He attended the public schools, sold newspapers, graduated from Western High in 1929. At the end of three years at Amherst, where he received an A.B. degree in 1935, he still hadn’t decided whether to become a geologist or a lawyer. The decision hung fire until almost the day before he entered Harvard Law School. Law won out

(Continued on page 86)
REM KNOWS!!

REM’S purchase of the AP News Round-up (6:30 to 6:45 P. M. Monday thru Saturday) on Station W-I-T-H is significant news to advertisers seeking results at lower sales costs ... for two reasons:

1. The Maryland Pharmaceutical Company, makers of REM, is known for its able purchase of radio values.

2. The Maryland Pharmaceutical Company is a “home” industry and knows Baltimore radio intimately.

On a cost-per-dollar-per-home reached, W-I-T-H does a great job in Baltimore.

THE PEOPLE’S VOICE IN BALTIMORE

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

Represented Nationally by Headley-Reed

Tom Tinsley, President
CONGRATULATORY HANDSHAKES for Arthur J. Kemp (right), former CBS Pacific Coast sales manager who takes over management of network's Detroit offices, were tendered by these CBS Western executives following appointment announcement. His well-wishes were affected by the resignation. Handshaking quintet (1 to r) are Wayne Steffner, new manager of CBS San Francisco offices; Harry W. Witt, new executive assistant to Donald W. Thornburgh, West Coast network vice-president; Arch Morton, appointed sales manager of KNX; Mr. Thornburgh, and George L. Moskivics, who has taken over Kemp's post as Pacific Coast sales manager.

Our Respects

(Continued from page 34)

almost by the toss of a mental coin, and Charles R. Denny Jr. came out with the LLB degree in 1936 and took job number one with Covington, Burling, Rublee, Atcheson & Shorb.

In about a year he had an opportunity to become an attorney in the condemnation section of the Lands Div. in the Dept. of Justice. He took it, and in a little more than a year was given a job number three, assistant chief of the appellate section of the Lands Div. Number four he took in stride as chief of the section when Dean Charles W. Leaphart resigned to return to Montana U. in August 1940.

As chief of the appellate section he worked with 15 to 20 attorneys. The job called for travelling to all parts of the country and he got experience arguments on the various judicial circuits and before the Supreme Court of the U.S. He has been described as being "scared" the first time he faced the Supreme Bench.

The network regulations had just been in the lower court when the FCC in February, 1941, offered Charles Denny job number five as assistant general counsel in charge of the Div. of Litigation and Administration. One of his first charges with the Commission was working, with others, on a brief on the question of jurisdiction in the network case.

Eight months later, following the resignation of the general counsel, Telford Taylor, to join the Army, Charley Denny was selected by the Commission to head the legal department.

His associates call him both an able lawyer and good administrator, one who knows how to delegate authority and at the same time keep a firm hand on the business of the department. But most of them will say, too, that the biggest factor in his rise from the ranks is his genial, friendly faculty of getting along alone with others, and hesitates to disagree with the Commission, or anybody else, when necessary. a Commissioner observed.

A sidelight on the care he puts into the details of his work came out at one of the hearings of the House Select Committee to Investigate the FCC. A long routine memorandum he had written was read into the record. A press association reporter of long experience in Washington commented afterward on the clearness, coherence and simplicity of the style. "That's unusual," an FCC attorney said: "he made the whole government take pride in the quality of even routine memoranda."

Repeatedly during sessions of the hearings before the investigating Committee Charles Denny rose to protest vigorously some procedure of the Committee or to insist upon a point he felt should be made without delay. Threats by the Committee chairman to call the police haven't deterred him. But though his efforts on behalf of the FCC brought him frequently into sharp conflict with counsel for the Committee, he has displayed a coolness under fire which would have done credit to a veteran of many more legal battles than the youthful general counsel has yet seen. In 1937 he married Elizabeth Woolsey, of New York, a graduate of Smith College. They have two children, Alison Byrd, three, and Christine, born last Aug. 25.
THERE'S A SOURCE . . . AND ONE WELL WORTH INVESTIGATING

SMOKE . . . rings of it . . . was one of the first things televised for public demonstration. It took place on Sept. 1, 1928,* when Farnsworth Television engineers gave the first public showing before the press in San Francisco. Critical newspapermen acclaimed this magical science. That early presentation kindled a bonfire of interest.

After World War I, we all saw the amazing advance of radio. After this war, it will be electronic television . . . the next billion-dollar industry in the field of science. For those people already experienced in radio, the operation and ownership of telecasting studios will open a vast new field of opportunity.

Throughout 17 years, Farnsworth engineers have pioneered and contributed to the development of this expanding new science. Today, these untiring scientists stand at a milestone in history. For Television is being readied for its huge post-war audience and the sponsors who will use its great possibilities. Currently, all Farnsworth advertising is building this future.

Right now, of course, we are on 100% production of precision electronic devices that are serving the armed forces. Tomorrow, we will be ready to serve you.

HAVE YOU READ the current Farnsworth Television advertisement appearing in Time, Sept. 6; The New Yorker, Sept. 11; Life, Sept. 20; Newsweek, Sept. 27; Collier's, Sept. 25; and The Atlantic, Oct.?

*No. 3 in a series depicting milestones in the history of Farnsworth Television.

FARNSWORTH TELEVISION

* Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana. Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.
"MAGIC!" is their word for it

We damn well know it won't win the war ... but if your boy is in there pitching it's encouraging to know the Hits of Broadway and Main Street are delivered right to his foxhole.

How? With Presto Recordings and Playbacks. Whether he's with MacArthur, Eisenhower, Spaatz, or training on home grounds, Presto Equipment is bringing him the latest from Home — music, news, songs, entertainment ... recorded while "live" and rebroadcast to him between battles. That goes for the Navy, too!

And when Presto Recordings and Playbacks are not dishing out the "jive" they're drilling in the facts of fighting — training troops, broadcasting orders, recording operational data, and a lot of other things we won't talk about.

"Magic!" is the word the boys have for it. But to you it's just plain Presto! ... trade name of all that's finest and best in Sound Recording.

---

**Full Quota of Announcements for OWI Planned in Packet for Oct. 25 Week**

A SCHEDULE of spot announcements for commercial sponsorship is listed in the OWI Washington packet for the week of Oct. 25. These are the six spots which the OWI Domestic Radio Bureau has prepared to aid the Government's campaign to conserve critical resources through economy in the use of gas, water, electricity, fuels, transportation and communications (Broadcasting, Sept. 27).

John D. Hymas, Domestic Radio Bureau's station relations chief, points out that the week of Oct. 25 will be the first since last May for which OWI is asking independent stations for the full quota of announcements agreed upon when the Station Announcement Plan was set up. The Washington packet for the week (see table) will call for 12 announcements by independents and nine by affiliates, the rest of the week's quota being supplied as usual by OWI's regional station relations offices. Under the plan as originally set up, affiliated stations agreed to broadcast a total of 12, and independents 16, announcements per week, with 75% of the material coming from Washington and 25% from local OWI sources.

The reason for the full schedule the week of Oct. 25 is the critical manpower situation developing in the country, which necessitates repeating the "Stick to Your War Job" spots scheduled for broadcast the week of Oct. 11.

Conservation Spots

"National War Fund", the drive for 17 national relief and service organizations, and hundreds of local community chest agencies, continues to get the full support of announcements on the Network and Station Allocation plans.

"Hold Prices Down" spot on the Network plan, and "Fin Can Salvage" is promoted by announcements on the networks and on both KW and OI independent stations. (Letters refer to station groups set up by OWI as mailing list divisions. Transcription labels are marked KW or OI according to grouping of stations receiving the disc.)

"Conserve Critical Resources" is the campaign reported in detail in Broadcasting last week. The six announcements, instead of the usual three, call on everybody to conserve coal and oil, gas, water, electricity, transportation and communications. All the water spot has obvious possibilities of sponsorship by fuel companies and public utilities. Station managers were advised last week by John D. Hymas, Domestic Radio Bureau's station relations chief, that the transcriptions would be recorded short (total time 55 seconds) to allow sponsor tie-in. Stations are urged to sell these spots, but it is stressed that all six announcements should be broadcast, whether sponsored or not, as they form one related and integrated campaign.

Not shown in the adjoining table are the war messages scheduled on the Special Assignment Plan, Themes of the Special Assignment messages for the week of Oct. 23 are: "This is the Enemy", "Food Fights for Freedom", "V-12 Navy College Courses", and children's subjects.

---

**Grocery Mfrs. Meet**

GROCERY Manufacturers of America will hold a War Conference at the Waldorf-Astoria, New York, Nov. 3-5, announces Paul S. Willis, GMA president, who says the meeting has been called "to consolidate the gains already made toward the solution of America's knotty food problems and to increase the mutual understanding and teamwork between all segments of the food producing and distributing industries."
The kind of leadership that gets results!

A recent survey of national spot business shows WDOD with 76.9 per cent of all national business placed in Chattanooga. Station B was awarded 18.3 per cent, Station C 4.8 per cent. Here is conclusive proof of WDOD's dominance.

An outstanding characteristic of the American Army is the high quality of its leadership...a leadership that inspires confidence and trust in the men who follow their leaders.

WDOD's leadership in the Chattanooga market has inspired confidence in the advertisers who have chosen this station to reach the rich Chattanooga market. It's a high standard of leadership that WDOD has set for itself...a standard that for more than 18 years has given it unquestioned supremacy in the field.

DID YOU SAY "HOOPER?"

Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.

WDOD
CBS FOR CHATTANOOGA, TENN.
5,000 WATTS DAY AND NIGHT
Robert Bartley Assumes New Position at NAB
ROBERT T. BARTLEY, former vice-president of the Yankee Network, reported at the NAB in Washington last week as Director of War Activities. Mr. Bartley resigned his Yankee Network post to accept the assignment [Broadcasting, Aug. 30].

The new NAB executive, who reports directly to President Neville Miller, will have the Securities and Exchange Commission prior to joining the Yankee Network. In 1934 when the FCC was created, he served as the first director of its telegraph division. He left the FCC in 1937 to become a securities analyst with the SEC. In March, 1939 he joined the Yankee Network as executive secretary, under John Shepard 3rd, president. He was elected to a Yankee vice-presidency in August 1942 and re- signed that effective Sept. 25 to join the NAB.

Blue Coop Sponsors

LATEST SPONSORS signing for local cooperative programs on the BLUE area are: Tracat, Louis Melind Co., WENN Chicago; Will Sales Jewelers, WINN Louisville, and the mid-Dept. Store, WGCW Gulfport, Miss.; for Martin Agronskay, Victor Coffee Co., WWDH Boston; Roth Stationery, WIZE Miller, southeast; Eckerd Drug Co., WGCW Gulfport; for Mystery Chef, Carey Salt Co., KTOK Oklahoma City, and for Bakuhage Talking, Victor Coffee Co., WWDH Boston.

Harry Conover, newly-apointed consultant on telegraphy of WOR New York, takes a lesson in television operation from J. E. Nelson, assistant vice-president of television activities. Head of the model agency bearing his name, Mr. Conover will assist in the operation of commercial television possibilities at WOR. His models will definitely be in the picture.

Robert Bartley

CLIFFORD EVANS, commentator on WOR Brooklyn and newspaperman, celebrated his first anniversary in radio Oct. 4.

LEE MORRISON, staff announcer of WHOI Jersey City, has been named night manager, and Steve Hohlin, also staff announcer, has been made assistant program director.

CAPTAIN JAMES ALLEN, former program director of WFIL Philadelphia and now with the Quartermaster Corps at Ft. Leavenworth, Kansas, is the father of a boy.

JAMES CROSSON, news editor of KYW Philadelphia, is the father of a boy.

CHUCK THOMPSON, announcer of WIRG Philadelphia, reports for the Army on Oct. 5. He had been selected to handle the Atlantic Refining football broadcasts.

"UNCLE" STANLEY DAVIS, who for the past three years has been handling the Happy Hour Club children's program of WJOH Hammond, Ind., has joined the Navy. "Aunt" Margaret Frye now handles the program, broadcast Saturday mornings.

BILL MARCH, staff announcer of WATT Newark, N. J., has left for active service in the Army Air Corps.

ROGER C. PATRICK, honorably discharged from the Army, has returned to WGBS Springfield, Ill., as announcer.

AND FOR THE LADIES—

"The Man with the Good Looking Voice"

HENRY MATISON

KFH program planning puts the masculine touch to fashions and ratings with MATISON'S MUSICAL MEMOS, available to participation sponsors at regular announcement rates.

• Put your Dollars To Work In Zoomtown!

Wichita's retail sales volume is fifth in the big-rain-state Southwestern Wartime industry has skyrocketed Wichita to the top rank in boom markets...and it is there to stay because Wichita's tools for war are also instruments for peace.

That Selling Station In Kansas' Biggest, Richest Market

KFH

WICHITA, KANSAS

CBS - 5000 Watts Day and Night
See any Edward Petry Office.
Realizing the increasing importance of the Pacific Coast today and its greater possibilities of tomorrow, we are opening an office in Los Angeles on October first, with Mr. Tom Ray as Manager.

The address: Security Title Insurance Building
530 West 6th Street.

This office, as all Katz Agency offices, serves our clients exclusively.

The KATZ AGENCY, INC.
National Advertising Representatives since 1888

NEW YORK  CHICAGO  DETROIT  ATLANTA
KANSAS CITY  DALLAS  SAN FRANCISCO  LOS ANGELES
DAVE YOUNG, formerly producer of KJH Hollywood, has joined the NBC production staff.

GEORGE FISHER, Hollywood commentator, currently awaiting further draft orders for re-enlistment for the army, has joined KJH Hollywood as announcer.

HOUSTON COX, newscaster of KPO San Francisco, is the father of a girl.

PAUL SKINNER, former singer-anouncer of WLS Chicago, has re-joined the station.

JOHN STINSON, formerly of WLW Cincinnati has joined WKRC Cincinnati as newscaster.

CEARLINE OSGOOD, woman commentator, has joined WAAT Chicago. Betty Farnham joined the announc- ing staff. Jack Payne is in charge of production and continuity.

MARGARET McCallum and Fredward M. Bluth were in Vancouver and Seattle respectively. They are now with the traffic office of Trans-Canada Airlines, Montreal, and Winnipeg respectively.

FRANK WILLIAMS, formerly of NBC Los Angeles, has joined CJOR Vancouver as announcer.

RUPERT CAPLAN, Montreal radio producer, has been appointed super- visor of production for the Canadian Broadcasting Corporation with headquarters in Toronto. He will supervise general production policy on the CBO, as well as train the production staff throughout Canada.

IRWIN CUTLER, formerly announce- er of WOR New York, is now handling camp shows, radio, and orientation for enlisted men of the Service Command, Philadelphia.

BERNARD DUDLEY, New York Philharmonic Symphony commentator and producer, and President and Chairman of the Alexander's Media Board has, taken an office at 729 Fifth Avenue.

TONY PAROTO, former staff announ- cer of WIBU Puyoyte, Wis., has joined the staff of WOR New York.

JACK ZEIGIN, former announcer of WING Dayton, Ohio, and recently discharged from the Army, has returned to the station.

GEORGE C. BIGGAR, WLW Cin- cinnati program director, has been elected National Director of Legion Outpost 480 in Cincinnati. He was formerly program director of the station.

GLEN E. HARRIS, formerly of KDOO Portland, has joined the announcing staff of KDYL Salt Lake City.

ALBERT GROBE, chief announcer of WGN New York, has been signed to narrate two motion pictures, one for the Coordinator of Inter-American Relations, and "The Wealth of the Andes", and the other an RKO-Pathe picture.

WILLIAM WALBAUM, recently re- leased from the Army with a medical discharge, last week joined the con- tinuity department of the CBS, Central Office. Prior to entering the service he was a continuity writer at WIND Gary.

DICK ENROTH, announcer at WGN Chicago, will be the second WGN announcer to join the services when he becomes an aviation cadet at Jefferson Barracks.

WILLIAM E. (Bill) MacDONALD, has been appointed farm service di- rector of KFAB Lincoln, Neb.

TED GATES, production manager of KWKW Pasadena, Cal., has resigned to do research work for California Agriculture. Replacing him is Paul Allison, formerly news director of KMTR Hollywood. Bill Fink, previously of KFWF Falls, Ida., has joined KWKW an- nouncing staff.

TIGHTENING up on rules and regulations to control tower light entries and station logs was or- dered by the FCC, setting an banc last Wednesday Oct. 28. Increased air travel, and particularly the emphasis on control of tower light areas, prompted the FCC, in co- operation with the Civil Aeronautics Administration to promulgate the new regulations to ensure accurate, safe air navigation power hazards to a minimum.

The new regulations provide for visual observations and physical inspections of tower lights, to be made by radio stations that operate distri- bution airways and associated tower lighting control devices. The inspections shall be made at least once a month, and shall be made of the required illumination, and the condition of all tower lights and associated tower lighting control devices, including matches, replacements or repairs made to insure compliance with the required illumination. Regulations 2.28 (Modified)—LOGS—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program logs: *(a) Operating log: ***(b) Operating log: ***(c) Log of experimental operation when transmitting other than a standard tele- vision signal.

(b) Where an antenna or antenna supporting structure(s) is illuminated, the licensee shall make entries in the radio station log proprietary to the station. The log of the visual observation of the tower lights shall be made as follows:

(i) Time the tower lights were turned on and off if manually controlled.

(ii) The time the visual observation of the tower lights was made.

(iii) In the event of any observed failure of a tower light:

(a) Nature of such failure.

(b) Time the failure was observed.

(c) Time and nature of the adjust- ments, repairs or replacements made.

(iv) The date of the visual inspection and the condition of all tower lights and associated tower lighting control devices, including matches, replacements or repairs made to insure compliance with the required illumination. Regulations 2.28 (Modified)—LOGS—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program logs: *(a) Operating log: ***(b) Operating log: ***(c) Log of experimental operation when transmitting other than a standard tele- vision signal.

(b) Where an antenna or antenna supporting structure(s) is illuminated, the licensee shall make entries in the radio station log proprietary to the station. The log of the visual observation of the tower lights shall be made as follows:

(i) Time the tower lights were turned on and off if manually controlled.

(ii) The time the visual observation of the tower lights was made.

(iii) In the event of any observed failure of a tower light:

(a) Nature of such failure.

(b) Time the failure was observed.

(c) Time and nature of the adjust- ments, repairs or replacements made.

(iv) The date of the visual inspection and the condition of all tower lights and associated tower lighting control devices, including matches, replacements or repairs made to insure compliance with the required illumination. Regulations 2.28 (Modified)—LOGS—The licensee of each television broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) Program logs: *(a) Operating log: ***(b) Operating log: ***(c) Log of experimental operation when transmitting other than a standard tele- vision signal.

(b) Where an antenna or antenna supporting structure(s) is illuminated, the licensee shall make entries in the radio station log proprietary to the station. The log of the visual observation of the tower lights shall be made as follows:

(i) Time the tower lights were turned on and off if manually controlled.

(ii) The time the visual observation of the tower lights was made.

(iii) In the event of any observed failure of a tower light:

(a) Nature of such failure.

(b) Time the failure was observed.

(c) Time and nature of the adjust- ments, repairs or replacements made.

(iv) The date of the visual inspection and the condition of all tower lights and associated tower lighting control devices, including matches, replacements or repairs made to insure compliance with the required illumination.
A BOMBER CREW CAN'T TO CALL SIGNALS  In a giant bomber — as on the football field — victory requires perfect team work. A bomber crew can't huddle to call signals but through the medium of the interphone communications system, every member is knit into a fighting team.

Building accurate and dependable inter-communication equipment for Navy bombers is an important part of the war time business of Sound Equipment Corporation of California.

When peace comes again, the same high precision accuracy, the same sturdy dependability, the same engineering "know how" that now goes into the manufacture of war equipment will again be available to the public in a complete line of quality products in the radio and communications field.

BUY WAR BONDS

Sound Equipment Corporation of California

6245 LEXINGTON AVENUE, HOLLYWOOD 38, CALIFORNIA

Manufacturers of AIRCRAFT RADIO EQUIPMENT • AMPLIFIERS • PRECISION COILS
N. Y. Sportscasters Elect

STAN LOMAX, sportscaster of WGBH, has been named president of the New York Sportscasters Assn., at a meeting last week in New York. Lunging of CBS, former president of the group, will be vice president, and Bert Lee of WHN, second vice president. Other officers were elected.

Sidney J. Williams

SIXTEEN JOSEPH WILLIAMS, 47, for 18 years a UP correspondent, died suddenly in London last week. Among the notable events he covered in his career were the Battle of Britain, the sinking of the British submarine M-2, and the burning of the Zeppelin Hindenburg. He covered these events for the Calgary Albertan, The Calgary Herald, and the Calgary Sun.

John E. Lingo & Son, Inc.,
CAMPBELL, NEW JERSEY

For Tomorrow's Broadcasting—LOOK TO LINGO

For advanced design and superior performance in VERTICAL TUBULAR STEEL RADIATORS

PAYMENT FM TURNSTILE RADIATORS

We're "all out" for Victory, but our engineers are ready to work on your post-war plans.

John E. Lingo & Son, Inc.,
CAMPBELL, NEW JERSEY

BROADCASTING - Broadcast Advertising
October 4, 1943.

TO THE BROADCASTING INDUSTRY:

Your 1944 YEARBOOK questionnaire is now in the mails. Kindly fill in the required information promptly, sending changes in later, as they occur. Your cooperation will insure accurate listing in the various directories. Send all Yearbook data to the Washington offices.

Thank you.

the Editors—

1944 YEARBOOK*

*Tenth in a distinguished series.
WCAE Pittsburgh

Joseph Horne Co., Pittsburgh (department store), for 26 weeks thru Walker & Downer, Pittsburgh.
C. A. Briggs Co., New Bedford, Mass. (H. E. couch drops), 5 each weekly for 20 weeks thru Hurten Harse Co., Providence, R. I.

Levi Bros. Jeans, (Vim), 5 each weekly for 4 weeks thru BBD&O, Inc., N. Y.

Marine Co., Chicago (eyeglass), 5 each weekly for 13 weeks thru BBD&O, Inc., N. Y.

Quaker Oats Co., Chicago (Kleen-Kleen), 5 each weekly for 6 weeks thru Ruthrauff & Brothers, Inc., Chicago.


Grocery Merchants Co., New York (candy), 5 each weekly for 26 weeks thru Russell M. Seeds, Chicago.

Bitt Products Corp., Chicago (All Purpose Dye Lot), 5 each weekly thru Earle Ludgin & Co., Chicago.

John F. Jeke Co., Chicago (margarine), 5 each weekly for 13 weeks thru Reckling & Co., Indianapolis.

Wilson Milk Co., Indianapolis, 5 each weekly for 13 weeks thru Reckling & Co., Indianapolis.


Sovetro Chemical Products Co., Detroit (Solvent), 1 each weekly for 26 weeks thru Holzmann, Chicago.

Gremmen Bakeries, Chicago (cakes), 6 each weekly, for 13 weeks thru Jobst Millers, Inc., Chicago.

Mihan Inc., Chicago.

Jerry's Assn., Los Angeles (Thy. Tonic), 5 each weekly for 13 weeks thru Russell E. Ellis, Youngerman & Finn, Chicago.

Interstate Labs., Louisville, Ky. (Vita-Vitamins), 2 each weekly for 26 weeks thru Parson & Forn, Louisville.

Groves-Vitee Inc., Cleveland (Vita-Vitamins), 2 each weekly for 26 weeks thru Donahue & Buzzetta, Cleveland.

Musto Co., Cleveland, 4 each weekly for 26 weeks thru Erwin Wasey & Co., New York.

Quaker Oats Co., Chicago (Aunt Jemima Corn Meal), 5 each weekly thru Sherman K. Ellis & Co., Chicago.

W. T. McDaniel Co., Indianapolis, 5 each weekly for 26 weeks thru Sherman & Marquette, Chicago.

Sal Fane Co., Dayton, Ohio, 6 each weekly for 13 weeks thru Douglas Hall, Dayton.

Wm. G. Johnstone Co., Pittsburgh (printing), 1 each weekly for 13 weeks thru Walker & Downer, Pittsburgh.

Dyspepsia Curing Co., Pittsburgh (beer), 3 each weekly for 26 weeks thru Walker & Downer, Pittsburgh.

Church of the Covenant, Dayton, Ohio (re-ligion), for 13 weeks thru Stanley G. Boydell, Detroit.

Ruttenberg Co., 5 each weekly for 26 weeks thru Neff-Rogov Inc., New York.

Brookside Distilling Corp., Scranton, Pa., 5 each weekly for 8 weeks thru all bars.

Henry W. Mann, Scranton.

Drake & Mathis, 5 each weekly for 8 weeks thru Ketchum, MacLeod & Grover, Pittsburgh.

Pfizer Milburn Co., Buffalo, N. Y. (costumes), 5 each weekly for 26 weeks thru Ketchum, MacLeod & Grover, Pittsburgh.

KIH Hollywood

Standard Brands Inc., New York (Rural Cream of Mountain Powder), 5 each weekly for 13 weeks, thru Ted Bates Inc., N. Y.

Da's Root Beer, Chicago (root beer), 5 each weekly for 11 weeks, thru Hillman-Hoover, Chicago.

Sears Roebuck & Co., Los Angeles (department store), 5 each weekly for 13 weeks, thru The Mayors Co., Los Angeles.

KFI Los Angeles

Colgate-Palmolive-Perf. Co., Jersey City (Phantom Products), 5 each weekly for 26 weeks, thru J. M. Mathes Inc., N. Y.

Southern California Naval Uniform Distibutors, 5 each weekly for 8 weeks, thru all bars.

Quaker Oats Co., Chicago (kennel biscuit), 5 each weekly 8 weeks thru Ruthrauff & Ryan, Chicago.

Luder's Inc., Reading Pa. (cough drops), 5 each weekly for 26 weeks, thru J. M. Mathes Inc., N. Y.
Greeley to B-S-H

JOSEPH M. GREELEY, formerly with Quaker Oats Ltd., London, as advertising and sales promotion manager, later with Hecker Products Corp., flour and cereal division, New York, in the same capacity, and recently associated with Pedlar & Ryan, New York, has joined Blackett-Sample-Hummert, Chicago, to be account executive on the General Mills account, handling Cheerios and Softasilk cake flour.

SULFA PRODUCTS CO., Kansas City, Mo. (Puritans remedy), has named Merritt Owens Adv. Agency, Kansas City, as agency. Radio plans are said to be included.

WILLIAM A. HART, New York advertising director of E. I. Du Pont de Nemours & Co., has returned after two weeks in Hollywood where he conferred with Wayne Tisse, associate radio director of S&H, on future broadcasts of the NBC Capitol of America, which will originate from the Coast for several months.

WEBER SHOWCASE & FIXTURE Co., Los Angeles (institutional), new to radio, on Sept. 24 started sponsored 15-minute newscasts on KNX Hollywood. Contract is for 13 weeks, with renewal option.

NABOR PRODUCTS, Vancouver (coffee), has started a live musical quarter hour on CFUV Montreal five mornings weekly. Account was placed by Cocksfield Brown & Co., Toronto.

GENERAL DRY BATTERIES of Canada Ltd., Toronto, has started transcribed talks on hockey and spot announcements on 22 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

QUAKER OATS Co., Peterborough, Ont., on Oct. 15 starts French version of That Breweyer Boy on CKAC and CHBC Fri. 10-11 p.m. Account: Spitzer & Mills Ltd., Toronto.

ANDES CANDIES, Chicago (candy shops), on Sept. 25 began sponsorship of quarter-hour newscasts heard each Saturday at 10:30 p.m. for 12 weeks. Agency is George Hartman Adv. Co., Chicago.

KING'S-X Flavor and Extract Co., Los Angeles (S-M Butter Flavor), has named Raymond R. Morgan Co., Hollywood, as agency. Radio is said to be used.

MESA COUNTY PEACH GROWERS, Palisade, Colo. (Colorado Elberta peaches), has named Guineen Adv. Agency Inc., Denver, to service its account. Radio plans are said to be included.

ANNOUNCING THE APPOINTMENT OF

Weed & Company
350 Madison Ave., N. Y.

As National Representative of

WSLI

Only Blue Network covering Mississippi's largest market.

Jackson, Mississippi
LOCAI LOAN Co., Chicago, is sponsoring a weekly program of professional football chatter on WIND Gary pregame and halftime games of the Chicago Bears for the season. Agency is Van Hettter-MacLeod, Chicago.

WESTERN AUTO SUPPLY Co., Los Angeles, on Sept. 19 started up- ping an average of two nighttime chain break announcements weekly on eight West Coast stations. List includes KNX KHI KGW KHQ KAR KSF. Contracts are for 52 weeks. Agency is BBDO, Los Angeles.

HERBERT'S BLUE WHITE DIAMONDS, New York, has started a second program on WMCA New York featuring Andy Bixenman with a novelty orchestra, Sunday, 3:03-3:30 p.m. The firm recently started a quiz program on WMCA.

RONRICO CORP., Miami, (wines) has appointed Hill Adv. Inc., New York, to handle its advertising, effective immediately. No media plans have been settled as yet.

TWIN CITY Federal Savings & Loan Assoc., has renewed 52-week contract for daily station breaks on KSTP M. Paul through McCann-Erickson Minneapolis.

J. WALTER THOMPSON Co's office in Calcutta, India, has been named publicity advisor to the Bengal government on matters of civil supplies, as well as advisor to the Bengal Chamber of Commerce on publicity in the mill center.

IRVING DAVIS, former promotion manager of Execu-Time, and managing editor of Apparel Arts, on Oct. 1 is opening his own advertising agency, Irving Davis Co., at 655 Fifth Ave., New York. Telephone is Plaza 8-2640.

HARRIET CROUSE, former publicity director and fashion editor of Hillman-Shane-Breyer, Los Angeles advertising agency, has joined the publicity staff of Don Lee Broadcasting System, Hollywood.

H. A. P. POLITE & Associates, new advertising agency specializing in radio accounts, has been opened in Riverside, Calif., by Mr. Polite, former concern manager of KPRO Riverside.

RUSSELL H. POTTER, formerly director of the OPA, New York district, has joined Graven & Hedrick, New York, as public relations director.

LOU NELSON, timebuyer of the Wade agency, Chicago, is the father of a girl.

ROBERT COLWELL, New York vice-president of J. Walter Thompson Co., has returned to his headquarters after several weeks on the West Coast supervising production details for the weekly BLUE What's New?, sponsored by Radio Corp. of America.

JANE RICE, formerly with Russel M. Seeds, Chicago, after 13 months' association with WIBA Madison has rejoined the Seeds agency as assistant to copy editor Harry Maus.

FERRES ADV. SERVICE, Hamilton, Ont., has opened a Toronto office at 45 Richmond St. West, with Albert Jarvis as manager. Mr. Jarvis was formerly with James Fish Co. and Norris-Patterson, Toronto agencies.

ROBERT ALLAN MONROE, freelance writer and producer, and previously associated with WOSU Columbus, WHK Cleveland and WLW Cincinnati, has joined the radio production department of Donahue & Coe, New York.

JACK LATHAM JOINS DURSTINE'S AGENCY

JOHN R. LATHAM, assistant sales manager of MBS since August, 1942, has resigned to become vice-president and a director of Roy S. Durstine Inc., advertising agency with offices in New York and Cincinnati. Mr. Latham has been general executive and management responsibilities, as well as heading the agency's radio activities.

Previously executive vice-president of the American Network, representing FM stations, Mr. Latham left that position last year to join Mutual when the war interrupted plans for an FM network. For several years prior to that, he was in charge of timebuying for Young & Rubicam, New York, and later served as president of American Cigar & Cigarette Co., New York.

ROB PRESHNELL, formerly of BBDO and Young & Rubicam, has joined Compton Adv., New York, as production supervisor.

PETER KONDRAK, with N. W. Ayer & Sons Inc. for the past 11 years, has joined Lewis H. & Gilman, Philadelphia, as space buyer.

JOHN COHANE, former account executive for Blackett-Sample-Hum- mert, Chicago, and prior to that with J. Walter Thompson Co., New York, has joined Ruthrauff & Ryan, New York, in a similar capacity.

TONY HARDT, Hollywood producer of Young & Rubicam, has been assigned to the MBS Sherlock Holmes, sponsored by Petri Wine Co.

CARL STANTON, radio executive of Blackett-Sample-Hummert, has returned to Chicago after West Coast conferences with James H. West, Hollywood manager.

RAYMOND R. MORGAN, head of Raymond R. Morgan Co., Hollywood agency, has recovered from a heart attack which confined him to a Hollywood hospital.

Barlow For Wallenstein

ALFRED WALLENSTEIN, orchestra conductor recently named director of the Los Angeles Philharmonic, a post he will take over in October, was given the honorary degree of doctor of music at Wooster College, Ohio, last Thursday. NBC announced last week that Howard Barlow, noted American conductor, has been selected to succeed Wallenstein as director of the Voice of Firestone, sponsored by Firestone Tire & Rubber Co., Al- ton. Wallenstein has served as conductor of the musical series for seven years as well as music director of WOR New York.

James C. Radcliffe

JAMES C. RADCLIFFE, 66, known as "Uncle Mac" on the Red River Valley Gang show on WCCO Minneapolis, died last week from a heart attack following a bond rally program on which he had appeared. Mr. Radcliffe had spent the last 11 of his 50 years in show business in radio.

ANNOUNCING Appointment of

THE BRANHAM COMPANY
as National Advertising Representatives for

RADIO STATION K TB C

1000 Watts • 590 Kc • CBS
AUSTIN, TEXAS

BROADCASTING • Broadcast Advertising
New Calls Named
For FM Stations
Expected to Relieve Present Complexities for Public

NEW CALL LETTERS had been selected by most of the 49 FM broadcasting stations by last Friday afternoon. The FCC approved elimination of the existing letters-numeral calls last Aug. 24, effective Nov. 1. The change had been urged by FM Broadcasters Inc. to overcome complexities encountered under the present method [Broadcasting, Aug. 30].

Existing licensees were instructed to choose their new calls before Oct. 10 from the list available at the FCC, the deadline having been extended from Oct. 1 for the benefit of far distant stations. Where the licensee of an FM station also operates a standard broadcast station in the same city, he is given the option of retaining his standard call letter assignment followed by the suffix “FM” to designate transmission on the FM channel. Following is the list of new call letters assigned by the FCC, by cities alphabetically, with the old call followed in parentheses by the new assignment:

Alpine, N. J.—W31NY (WFBN).  
Baton Rouge—W51BR (WBFM).  
Binghamton, N. Y.—W50BN (WNBF-FM).  
Boston—W47BN (WBN).  
Chicago—W47A (WGN).  
Columbus—W47CC (WHO).  
Detroit—W47D (WHO).  
Erie—W47NY (WIP-FM).  
Fort Wayne—W47NY (WIP-FM).  
Indianapolis—W477 (WABW).  
Jersey City—W50MN (WNRS).  
Kansas City—W50E (WSBS).  
Kalamazoo—W50E (WSBS).  
Los Angeles—K43LA (KJH-FM).  
K43LA (WNF).  
Milwaukee—W50M (WMFM).  
New York—W50NY (WNEW).  
Philadelphia—W51BF (WHO).  
Pittsburgh—W50PH (WHO).  
Richmond—W50PH (WHO).  
Syracuse—W50PH (WHO).  
Toledo—W50PH (WHO).  
Vallejo—W50PH (WHO).  
Worcester—W50PH (WHO).  
Wichita—W50NY (WIP-FM).  
Wilmington, Delaware—W50NY (WIP-FM).  
Winston-Salem—W41MM (WHI).  

WKDF, N. PLATTE,  
ACQUIRED BY WOW
PURCHASE of KGNF North Platte, Neb., by WOW Omaha, was announced last Wednesday by John J. Gillin, Jr., president of WOW Inc., coincident with the filing of an application with the FCC for transfer of license. The price was understood to be $40,000.

Simultaneously an application was filed for a change in frequency from 1460 to 1240 kc, with hours of operation increased from day to fulltime. The application set forth that arrangements had been made by WOW with NBC for an affiliation with that network upon approval of the transfer and the change in facilities. Mr. Gillin said KGNF would become a bonus station on NBC.

KGNF was established in 1935 by W. L. Barron and Mrs. LeMarron. It now uses 1000 w daytime but would operate 250 w fulltime on 1240 kc.

Disc Contracts
A TOTAL of 12 new contracts have been received for syndicated programs produced by NBC's Radio Recording Division, and five stations have renewed subsciptions. Stations included are: WBEN WATR WQBI WBM WJPA WAOF KFI WOOL WSLS K2Q WMPW WBiR.
This is to advise you that during the term of this contract you and your sub- contractors may employ members of the American Federation of Musicians upon the following terms and conditions (1) You shall use only members in good standing of the American Federation of Musicians for the performance of all instrumental music in recording phonograph records and electrical transcriptions, preference being given to members of the Federation (hereinafter sometimes referred to as "recordings"). And when employing persons who are eligible for membership in the American Federation of Musicians you will employ only such persons shall be members thereof in good standing.

(2) We shall exercise full authority in order that our local and members of the Federation engaged in or pertaining to such recording activities shall do nothing in derogation of the terms and intent of this agreement.

(3) Immediately upon the making of any recording and prior to its release, you shall advise the Federation of such recording, of the serial or other number thereof, and any additional information in connection with any such recording which we may reasonably require. Upon demand by the Federation, you shall promptly furnish to it a copy of any such recording, including those made or pressed by you in Canada.

Must Furnish Catalogues

(4) Upon the execution of this agreement you and your sub-contracts shall furnish to the Federation a copy of your current catalogue of copyrighted music, from time to time as and when issued, you shall supply a copy of all supplements thereto.

(5) You shall not require, request, induce or in any manner attempt to influence any member of the Federation to record or perform for recordings, or render services pertaining thereto, except as permitted by the agreement.

(6) You shall not dub, re-record, or re-master any recordings except upon previous written notice of any such intention to be given to the member through whom the performers were originally employed by the Federation and upon payment to the said member of the full scale for all performers applicable to such new use.

(7) You shall not require members of the Federation to make phonograph records containing commercial advertisements, unless such records be true to the character of the Federation.

(8) No changes in our constitution and by-laws will be made during the term of this agreement which shall contravene any term of this agreement.

(9) All laws, rules and regulations of the American Federation of Musicians (a copy of which has been submitted) shall be made part of this agreement.

(10) All laws, rules and regulations of the American Federation of Musicians (a copy of which has been submitted) shall be made part of this agreement.

(11) All contracts for recordings between you and the Federation shall contain the following provision: "As the musicians engaged under the stipulations of this contract are members of the American Federation of Musicians, no contract in this contract shall ever be construed as to interfere with any provision which they owe to the American Federation of Musicians as members thereof.

Said contracts shall also contain the following paragraph which is in part of resolution adopted by the American Federation of Musicians: "That members of the American Federation of Musicians are authorized to accept employment for the purpose of making phonograph records and electrical transcriptions by such phonograph and electrical transcription companies as shall have entered into an agreement with the American Federation of Musicians, permitting the employment of its members under the terms and conditions contained in the standard form of agreement promulgated by the American Federation of Musicians to its members on September 30, 1943.

(12) In order to give effect to the principles of a continuing interest which all the members of the Federation have in the use of recordings containing instrument music, you shall pay to the American Federation of Musicians the following:

Schedule of Fees

(A) For phonograph records manufactured or produced by you or others from masters hereafter recorded by you, containing performances by members of the Federation, such records or copies thereof are sold by you or the licensees of your master others, a payment equal to the following:

[Details of payment schedule are provided, listing various fees for different types of phonograph records and transcripts.]

(B) You agree not to make recordings or transcriptions of any radio program during the air, without written permission first being obtained through the Federation. However, since it has been the practice of the Federation in the past to grant such permission, it is both your right and your obligation to be granted it.

(13) You shall not transfer, assign, or mortgage your rights pursuant to this agreement.

(14) During the term, hereof, we will not enter into any agreement with any phonograph record or transcription company upon terms more favorable or different from those contained in this agreement, and shall have the right at your option to make any agreement you shall desire to make provided it is approved by the Federation.

(15) You shall not make, or permit the use of your facilities for making, or utilizing any phonograph recording or transcriptions, any songs or in any way which you shall find derogatory to the American Federation of Musicians, or any other musical work.

(16) You agree not to make recordings or transcriptions of any radio program during the air, without written permission first being obtained through the Federation. However, since it has been the practice of the Federation in the past to grant such permission, it is both your right and your obligation to be granted it.

(17) The term of this agreement shall be for the period commencing as of September 20, 1943, and terminating December 31, 1947.

Your signature in the space provided below is binding upon you and your successors and assigns. You are truly,

(Signed) James C. Petrella, President, AFM

E. L. Sabin, Executive Vice-President

Milton Diamond, Secretary, Decca Records

New Capital Firm

STONE-TEGRAM, program and talent simulation firm formed in Washington with offices at 906 Tenth St. and Metropolitan 3547. Tom Stone, who wrote and produced Consumer Time for Dept. of Agriculture and civil defense broadcasts, is one of the firm members. At one time he was with WMCA, WFIL and RCA. Other firm member is Sandra Tegov, active for several years in southern radio and advertising circles.
Stations Refuse CIO Union Spots

Friction in New York Area Is From Conflict With Policy

LATEST difficulty between radio stations and a member of the CIO developed last week in New York City when the Greater New York Industrial Union Council (CIO) approached all local stations with a group of announcements it wished to sponsor, urging people to register so that they could vote in the fall elections.

The four network outlets in New York—WABC, WWJ, WEAF and WOR—did not accept the business, nor did WNEW and WHN. Seven other independent New York outlets, (WINS WLIB WBNX WMCA WHOM WQXR WVEV), however, have been presenting them.

Although a few of the stations which had refused the Council's business had no comments to make or the reasons for so doing, the others were in agreement that such announcements are regularly presented on such occasions as a public service as well as on a much more frequent daily schedule basis than the CIO was offering. WNEW, for example, stated that it had a policy of accepting no paid political business whatsoever, while WOR pointed out that it never sold any announcements in the nature of public service to local listeners.

Nine major stations in various parts of the country were charged recently with discrimination against the United Automobile Workers (CIO) when they were said to have refused a UAW program supporting the President's campaign to roll back prices [BROADCASTING, Sept. 27].

Radio Data Book

HANDY reference in compact form has just been published by Federal Telephone & Radio Corp., New York, an associate of IT&T. It aims to aid in radio research, development, production and operation, according to H. T. Kihhaas, editor of Electrical Communication, who edited the handbook, and to provide for requirements of the engineer as well as the practical technician. The 200-page volume was compiled under direction of the FT&T Labs, in collaboration with other associate companies of the IT&T. Title is Reference Data for Radio Engineers.

Fly Praises Newsman

CHAIRMAN James Lawrence Fly of the FCC paid tribute to the Mutual War and the News broadcast last Friday night to correspondents who, often through bullets and out of foxholes, bring us the stories we so easily read in newspapers or hear by the twist of a dial. Chairman Fly spoke from the auditorium of U. S. Navy School of Music.

Chain Named

HUBERT CHAIN, producer and writer for the Dubonnet shows at William H. Weintraub & Co., New York, since last March, has been named production director of radio. Mr. Chain served six years in NBC's radio recording division and was at one time associated with KJHX and WMPO Seattle as producer-writer.

BOSTON Symphony Orchestra, conducted by Dr. Serge Koussevitzky, returns Oct. 9 to the Saturday evening 8:15-9:15 spot on the BLUE.

NATIVE SON takes over as manager of KFOR and KFAB Lincoln, Neb. Hugh Feltis, general manager of Central States Broadcasting System (left) announced last week the promotion of Earl Williams to manage the two Central States stations after five years as their farm director and program director. Mr. Williams started with WAXN Yankeon and was with KFEQ St. Joseph, Mo., as program director and farm editor before coming to KFAB in 1938.

WPB Offers Periodical Index to All Priorities

A PERIODICAL INDEX of all products under WPB supervision or control, listing the orders, forms, references and administrative divisions in charge, has been made available to subscribers at $2.00 per year for 13 issues. The periodical, Products and Priorities may be procured from the U.S. Gov't. Printing Office, Washington, D. C. Single copies are 20 cents.

The new publication is designed to aid business men and government officials in quickly obtaining information on those products, materials and services which are under the control of the War Production Board. It is to be issued every four weeks. First issue was dated Sept. 16.

Formerly the information was contained partly in "Priorities" and partly in "Product Assignments," the latter being unavailable to the public.

Worcester's Favorite

Mildred Bailey

Makes your brand name a household word in CENTRAL NEW ENGLAND

Less drudgery, better ways to run a home, more appetizing meals, round-the-clock pointers for happier living—that's Mildred Bailey's Afternoon Journal on WTAG. Central New England women call her "housewise" with good reason. She knows the meaning of home. What she says is phrased in homely expressions with a New England sense of fitness—a little of the old, plenty of the new, but always free of scientific language.

Her program is a rare setting for your product. Her housewise approach spells household acceptance. Perhaps you'd like to know the national advertisers who have come back for more.

Ask for the whole story of Mildred Bailey.

Basic

Columbia

PAUL H. RAYMER CO.
National Sales Representatives
Associated with the
Worcester Telegram-Gazette
Radio Freedom Amendment
(Continued from page 7)

Radio has become such an important factor in the shaping up of public opinion that there has been a tendency by Government officials, broadcasting high officials and various organizations to impose a direct or indirect censorship on radio discussions. Such censorship is not in the interests of the development of a free American public opinion.

The American people are able to formulate their own judgments. They must have their information brought to them without interference from those who do not entertain the true value of the public mind, established by our successful history founded on the judgments of all Americans after free public debate on the numerous issues solved during the course of this country’s life.

Speak Pointedly
The more serious tendency toward censorship lies in the efforts to make our Courts lean towards censorship restrictions on radio communications because broadcasting for physical reasons is necessarily subjected to a licensing or a franchise system. There really should not be any question but that the provisions of the First and Fourteenth Amendments to the Constitution apply to radio. But, because of the tendency to differentiate speech through licensed communication from ordinary speech, as far as freedom is concerned, it has become imperative that we guard against the people speaking more pointedly on this question through a referendum in the form of any proposed amendment. I have purposely refrained from attaching directly new language to the First and Fourteenth Amendments because these two amendments are so acceded to the American people and now so succinctly express the basic American creed that any tampering with their form might be viewed as a profanation.

Freedom of religion, freedom of speech and a free press not only are the great objectives of our system, but are as well the guarantees of its continuance. Americans are not a namby-pamby people. They can take strong stuff over the air just as they can give strong medicine to our enemies on the field of battle. The forthright leaders of the past—those men who guided America to its present high position—were never mollified in the use of language and there is no reason for the belief that leaders on the air today should pull their punches in castigating inhuman movements.

If a speaker on the air offends a listener, the dial can always be turned away from the broadcaster who is offending as far as a particular listener is concerned. We want our broadcasting to be forthright and we want our broadcasting to be accurately reported. We will pass our own judgments.

Broadcasts Diluted
At present, through a filter system, composed of the Federal Communications System and those who control the licensed broadcasting systems, our broadcasting has been diluted to the degree where it has become so neutral as to be ineffective. We want strong speech from strong men on the air, not synthetic understatement from pulp-poppet puppets. An example of the worth of strong free speech is in the broadcasts of Walter Winchell. He helped to awaken America to the danger of the Fifth Column and his attacks on it over the air did much to destroy it. He aroused public opinion to such an extent that the work of the enemy in our midst has been ineffective. Censorship that would have stopped Winchell in these attacks would have been disastrous to the country.

There are other able commentators on the air who have fearlessly pointed out to the people things that were destructive and these men should not be hampered because higher-ups do not share their views or approve of their methods of expression.

America can only live while speech is free and the most important of all speech is speech by radio.

FREE SPEECH AMENDMENT

RESOLVED by the Senate and House of Representatives of the United States of America in Congress assembled, That the Constitution of the United States is hereby amended by adding the following article:

AMENDMENT 22 - SECTION 1.-Congress shall make no law abridging the freedom of speech by radio or wire communication.

SECTION 2.—The provisions of any law, license or contract in violation of Section 1 hereof are hereby declared inoperative.

123,239 PEOPLE

So rapidly has Corpus Christi grown to a market of major proportions that it is hard to believe it was populated by only 27,741 people in 1930. Yet, this Texas gulf-coast city has relatively few war industries. Its consistent, rapid growth is due to natural resources—oil, cotton, fertile farm lands—and to the strategic position of its excellent harbor. KRIS, Corpus Christi, offers you a rich market which will continue to grow after the war. Hooper Surveys prove listenership domination by KRIS throughout the Corpus Christi area. Ask your Brannham man for facts today.

On this page...
Disc Firms Ponder World Pact

(Continued from page 9)

ing this principle Decca-World was recognizing the union's contention that all of the 133,000 AFM members have an interest in recordings, whether or not they are individually engaged in making records.

Contract contains the usual provisions for a closed shop, for payment of not less than scale, for no requests for service outside the provisions of the contract, etc., with the union on its part agreeing to "exercise full authority" so its members shall live up to the terms and intent of the contract and also agreeing that no changes in the AFM constitution or by-laws will be made during the term of the agreement "which shall contravene any of the provisions." All AFM "laws, rules and regulations" are made part of the agreement.

Contract further calls on the rec- order to furnish the AFM with the serial number of any recording made before it is released, and also to give the union copies of all catalogs. Dubbing and rerecording is forbidden without written notice to both the union and the member through whom the musicians making the original record were employed and full scale applicable to such use must be paid.

The making of phonograph records containing advertising is forbidden as is the making of any records to be used by actors as background or accompaniment. Contract also bans the use of the recorder's facilities by any other recorder without AFM permission. Recorder also agrees not to make recordings of broadcasts without the union consent, which the AFM agrees "will not be unreasonably withheld", with transcription scale to be paid for such recordings.

Any record or transcription manufacturer signing the contract further agrees that his obligation to make payments shall continue after the expiration of the contract.

Delay Explained

Affixing of signatures to the World-Decca contract with the AFM ended a ten-day period of waiting during which spokesmen for the union and these companies consistently maintained the delay was due merely to difficulties in putting their agreement into writing while the industry atmosphere was filled with rumors that an impasse had been reached and that any moment would bring a "no contract" announcement.

Meanwhile, A. Walter Socolow, attorney for the six transcription companies who had joined with World in bringing about the hearings kept asking the panel to recommend to the National War Labor Board that an order be issued to the AFM to permit its members to work for these companies as well as for World and WOR recording studios, which had agreed to accept any contract negotiated between World and the union and so to alleviate their competitive disadvantage.

The panel, which had tabled Mr. Socolow's request and recessed the hearings from Sept. 21 to Sept. 27, by which date the execution of the contract had been expected, again

FCC Approves Merging Of Western Union, Postal

THE FCC last week approved the merger of Western Union Telegraph Co. and Postal Telegraph Inc. into a single domestic wire lands line system. The Commission stated its sanction was based on the premise that the step was in the public interest and in conformity with the Congressional statute of last March amending the Communications Act to grant permission. No merger date was set.

Commissioner Durr cast the only dissenting vote. He opposed the merger on the terms approved by the Commission majority, indicating he felt no assurance of improved service, rate benefits or sounder financial structure. He indicated Postal could have been kept operating by Government sub- sidy, as proposed by ACA.

WTAM

WHAT THE RADIO TIME BUYER WANTS TO KNOW ABOUT

AUDIENCE

• More people listen most to WTAM, Cleveland day and night than to any other station in the whole Northern Ohio area. *In Metropolitan Cleveland it's 34% by day and 69% by night, against 20% and 19% for the next stations. In Akron, Youngstown, Canton and other 25,000 population cities, WTAM has a big lead and in the rural areas the preference is overwhelming.

* NBC 1942 Nationwide Survey

KOZY

Who?

When?

Where?

(SEE FM story page 49)

BROADCASTING • Broadcast Advertising  October 4, 1943 • Page 53
reserved decision on his repeated demand for an interim order when the hearing reopened last Monday, and again recessed the hearings until Wednesday, upon assurance of the union that the contract would be completed by that time or if it was not that no further delay in the hearing would be asked for.

On Wednesday morning the union delegation reported that the contract had been completed at 7:30 that morning, following an all-night session and that it was acceptable to the AFM and to the Decca-World attorney, Milton Diamond, but that it would not be signed until it had been gone over by other Decca officials who were meeting that afternoon for that purpose. Mr. Padway promised that if the contract were not signed, the union would immediately order its members to stop working for Decca-World and WOR and that any masters that had been made since the oral agreement would be withheld from release.

Mr. Socolow asked what would be done about artists these companies might have made contracts with during that period, but both the union and the panel disclaimed any responsibility concerning such contracts. During this discussion a camera crew from the "March of Time" filmed the hearing for a future release of that series of documentary movies.

**Merely a 'Refusal'**

Panel Chairman Arthur S. Meyer ordered the hearing resumed and Mr. Padway, who admittedly had been working on the Decca-World contract instead of preparing an

**Research Session**

A JOINT MEETING of the Timebuyers Committee of the American Assn. of Advertising Agencies and a group of agency researchers was held last Thursday in the 4 A's New York offices to consider and discuss the plan of standardization of station coverage maps, evolved by the NAB Sales Managers Executive Committee. No details had been divulged last week as Broadcasting went to press.

**Piel Appoints Wm. Esty**

PIEL BROS., Brooklyn, now running a 20-week campaign for its beer, using a five-minute program on WJZ New York, and three quarter-hours weekly on four other eastern stations, all featuring the Korn Kobblers, has appointed Wm. Esty & Co., New York, to handle its account.

**NATIONAL ADVERTISERS** and New York's numerous nationalities have one thing in common. They both agree that

WBNX is THE FOREIGN LANGUAGE STATION OF GREAT NEW YORK.

No wonder, then, that WBNX with its 5,000 watts, directional, plays the dominant role in selling the 5,000,000 foreign-language-speaking-audience of the world's greatest market.

To cash in on the opportunities of this super-market, advertise your national products over WBNX, the Winner of the Peabody Citation for Public Service to Foreign Language Groups.

*Over 70% of metropolitan New York's population is foreign born or of foreign parentage.

Your Best National Spot Buy . . .

**FOR OFFENSE FOR DEFENSE Buy U.S. Bonds Today!**
Graybar Shift

A. C. LAMBERTI has succeeded M. E. Wagner as secretary and comptroller of Graybar Electric Co., New York, according to an announcement by A. H. Nicholl, president. Mr. Lamberth has been with Graybar for 23 years. Mr. Wagner, who has been secretary and comptroller since 1928 and with the concern for approximately 45 years, has retired on pension.

the contract would be such that they could accept it.

In accepting the petitions of the phonograph record companies, Chairman Meyer made it clear that these had been discussed with him several days before and did not arise from the completion of the Decca-World contract with the union. Their intervention is understood to be based on the reasoning that if they become part of the hearing and if they sign contracts with the union and those contracts are subsequently revoked by the WLB, then they would be in the same position as the transcription companies. But if they should sign as independent parties outside the WLB jurisdiction, the disapproval of that board would not affect their contracts with the AFM.

Report that AFRA was considering requesting from the transcription companies a royalty arrangement similar to that contained in the new contract between the AFM and Decca-World was denied last week by AFRA.

In Kansas City

the Swing is to WHB

THERE'S WITCHERY AT WHB... the "fascination, irresistible influence and enchantment" that produce big results for WHB advertisers. It's all because of WHB's smart programming, thorough merchandising and exploitation, plus the efficiency of an ideal wave-length... 580 kilocycles, if you please! Available now: a choice quarter-hour across the board on the "WHB Musical Clock"..."Your Mutual Friend".

RADIO-SCREEN Music Publishing Co., New York, has earmarked all revenue from Shirley Botwin's song "Rock, The Attic With Waxed Book" for the Third War Loan drive. Song was introduced over WJZ New York.

WHITEY FORD (the Duke of Paducah) has signed a five year contract to m.c. the Prince Albert Grand Ole Opry program, sponsored on NBC by the R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

MEMO

ASK FOR BOOKLET!

Just off the press—comprehensive analysis of the Greater Kansas City market with population and distribution data on western Missouri and eastern Kansas; statistics on mid-west's great new war industries; consumer and industry data for WHB and the Kansas State Network. Ask.

DON DAVIS
KANSAS CITY • Scarritt Building, 1161 Kansas City
NEW YORK CITY • 307 Fifth Avenue, Vanderbilt 6-2550
CHICAGO • 333 North Michigan, CENTRAL 7800
LOS ANGELES • Security Building, MUNICIPAL 6640

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey—no cost!

Here's how to get next to the billion-dollar Iowa market! New, impartial, all-inclusive "Home-Whiz" Survey covers all 99 counties, discloses survey trends of Iowa families and preferences as to stations and programs. Maps and facts on Iowa listeners to various age groups and educational levels—city, small-town and farm. You need it to do a job job Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa
WPB Radio & Radar Div. Names 3 Asst. Directors

Radio & Radar Division, WPB, has issued a formal announcement of reorganization for the purpose of defining the activities of its production and organizational units. Three new assistant directors have been named, as follows:

Sidney R. Wolf, assistant director for production, who will direct the products and facilities branch, the end products branch, and the industrial instruments branch, in relation to facilities, production and materials.

J. W. Abney, assistant director for internal management, who will coordinate the activities of the production and functional branches of the Division which handles programming and requirements.

Harold Sharpe, assistant director for labor, who will handle manpower requirements and labor production problems.

Ray C. Ellis continues as director of the Radio & Radar Division, which is unchanged in other respects.

DECO Start Recording

WITH Bing Crosby Disc

WITH THE recording ban lifted, Decca has announced a series of Bing Crosby's recordings. Crosby is also sponsoring a half-hour program titled 'Your Good Health', featuring Lyn Murray orchestra chorus. Program starts Oct. 11 as an extra feature, and will work into product advertising, according to BBDO, New York. Agency has been handling institutional advertising for Squibb but this is first radio it has handled for the account, heretofore placed by Geyer, Cornell & Newell, New York.

Decca Starts Recording

WITH Bing Crosby Disc

THE recording ban lifted by the agreement reached with the AFM, Jack Kapp, president of Decca Records Inc., was in Hollywood last week to give the go ahead signal for regular production by his firm.

The first records under the new contract were cut last Monday and feature Bing Crosby with the Andrew Sisters and Vicki Schun's band. Deanna Durbin, backed by Victor Young's orchestra, was also working. Decca's aggregation is set also for a group of new recordings.

Although limited as to production facilities, Hollywood has a large number of top selling names on its contract list for immediate call and a heavy schedule of recordings with which to hit the wide open market.

Important background data for future developments in radio, radar and electronics is contained in Trail Blazers to Radionics and Reference Guide to Super High Frequency Radio, a compilation of biographical and bibliographical material just published by the Zenith Radio Corp., Chicago. Prepared by Elizabeth Kelsey of Zenith's engineering division, it presents essential facts concerning scientists who paved the way in radar and who have opened the new frontiers in radar. The publication brings up to date a previously published edition of Reference Guide. Zenith is distributing the book free as a contribution to the victory program to scientists, manufacturers, schools, colleges, and technical branches of the armed services. Requests should be addressed to E. Kelsey, Zenith Radio Corp., 680 N. Michigan Ave., Chicago.

Local 1220 Election

ELECTION of Eugene J. Krusel, WCFL Chicago, as president of Radio Broadcast Technicians Local 1220 of International Brotherhood of Electrical Workers, was announced last week. H. Walter Thompson, WGN, was elected vice president, D. Steben, WATK, financial secretary; Robert E. Brookings, WGES, recording secretary, and Malcolm Romberg, WBBM, treasurer.

Ball Before Breakfast

STEVE ELLIS, conductor of the early morning Moonlight Saving Time on WOR New York, will reconstruct the highlights of the World Series games this week for the benefit of those war workers unable to see or hear regular broadcasts of the games. His description, including actual sound effects, will be heard 4-4:30 a.m. each day following the games.

SCHRIBER MILLING Co., St. Joseph, Mo. (feeds), beginning in October will sponsor one minute announcements, quarter- and half-hour programs from three to six times weekly for 52 weeks on the following stations: WIBW KDAF KFBI KQW WEBS KDRO WTAD WHO KMA. Agency is Simmonds & Simmonds, Chicago.

The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.
Stronger FCC Probe Seen
(Continued from page 8)
prosecute. The FCC, which has been pressing the department for action, has contended that Rep. Cox's representation of WALB before the Commission and his acceptance of a fee was in violation of the Criminal Code.

New Start Urged
Earliest newspaper editorial reaction to the Cox resignation found the Washington Post expressing satisfaction over the Georgian's action but it did not soften its attack. The newspaper urged a "new start under new leadership". And it further suggested that the Department of Justice take the WALB case before a grand jury.

The Washington Daily News, a Scripps-Howard paper, said the Cox resignation should result in a "more satisfactory investigation". Declaring that a fruitful inquiry into the FCC is something very much needed, the newspaper said the Commission has been "an arrogant, high-handed agency, whose policies have been determined more by the prejudices of its chairman than by the laws of Congress."

It was a foregone conclusion, however, said the editorial, that an investigation under Rep. Cox would be a "flop". The inquiry was suspect from the start, it added, because Rep. Cox stood accused by the FCC of accepting $2,500 from a station which had business before it.

"And Mr. Cox's conduct of the investigation has been ex parte, overbearing and prejudicial—the same faults for which the Commission itself is indicted." Under a new chairman, one without an axe to grind, it may be possible to conduct a "dignified and impartial hearing", said the newspaper.

Bitterly Attacked
Asserting he had been the object of "bitter and scurrilous" attacks for more than a year, Rep. Cox said his position as chairman of the Committee had compelled him to maintain a judicial attitude which he could no longer continue "in the face of the insults and slander being hurled at me from day to day".

"That which is being dealt out to me," he declared, "is a sorry wage for a service I have tried to render in the interests of my fellow men."

He said the attacks made upon him, which he characterized as "utterly baseless", have beclouded the real issue of whether the FCC has been guilty or not guilty of the maladministration which the Committee was directed by the House to investigate.

"As long as I am connected with the investigation," he continued, "it is obvious that the effort will be made to divert public attention from the real issue of alleged maladministration of the FCC to a personal controversy."

He said that in his judicial career it was his practice to withdraw from a case when his own impartiality was questioned and that while such a custom does not prevail in legislative investigations he had reached the conclusion that in the light of the circumstances in this instance he would follow that course.

"The truth of this personal controversy and my complete vindication," he declared, "will come at another time and in another way."

The work which the Committee has begun, he said, must be completed. "The evils at which the inquiry is directed must be eradicated. Unless this is done one of our most cherished freedoms will be but an empty dream."

The fiery Georgian asserted that the interests of the House came before those of an individual member and that his action in resigning is "based solely upon my conscientious and deep desire to live up to the most sacred obligations of this body and to my oath as a member of it."

His resignation as chairman of the Select Committee, Mr. Cox said, was fortified "by the concurrence of friends in this House in whose friendship and judgment I have the utmost confidence."

Praising the accomplishments of the Committee, he declared: "Its work thus far has been well done. Its membership is excellent. Its staff is composed of men and women who are able, conscientious and skilled in the work they have undertaken. This committee must continue its work under a new chairman, freed of any possible embarrassment of my personal problems or controversies."

I urge the House to support, to continue and to stand solidly back of the work of the Committee under its new chairman, whoever he may be."

Rep. Cox concluded: "It is a

TOTAL WAR!

For years before this war, Hitler was preparing. The German people were trained to exchange butter for Bren guns, sugar for shells. Deprivation came to be an accepted part of their lives and so were built up the stores of ammunition and war material to make possible total war.

After this war will come another—a struggle for supremacy in trade and commerce. Starr now to arm for this conflict by storing up the confidence and continuing interest of your market. Maybe you can't deliver the goods today but you can prevent a restricted product from sinking into obscurity. Do this by radio! And, naturally, in Canada when we say "radio", we mean CFRB. Because CFRB reaches the largest share of Canada's richest market.

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

KON.
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS - National Representatives

ASK JOHN BLAIR

BROADCASTING • Broadcast Advertising October 4, 1943 • Page 57
mattered of pride with me that I
efface myself so that the work of
one of its committees may go
forward. Let no man mistake me.
I shall continue to make the fight
where I find it. . . I leave the well
of this House today with my head
unbowed and with my devotion to
my duties undimmed.

Rayburn's Tribute
Speaker Rayburn, leaving the
Speaker's chair to address the
House, praised Rep. Cox for "his
courage in a difficult situation to
him personally to be big enough in
and to heart to efface him-
self, and to leave a position because
he thinks that the thing that is
near and dear to his heart may be
crippled by his presence upon this
committee."

"I say to this House and to
everybody," the Speaker declared,
"after 20 years of intimate asso-
ciation with Gene Cox, during
which he has had my friendship
and my love and confidence, that
today that love and that confidence
in his honor and in his integrity
is unshaken."

Mr. McCormack praised Rep. Cox
for "high courage and selfless-
ness" in resigning his post. "No
enemy could have compelled him to
resign his special committee
assignment," he said. "Threats
and vicious abuse would have been
shrugged aside with disdain and
contempt. . . His nobility of char-
acter would not permit him to con-
tinue in a place that might cause
embarrassment to the House, to
his colleagues, and his friends."

He said the tribute paid Rep.
Cox by Speaker Rayburn contrib-
uted "one of the finest compliments
that any member of the House has
ever received in the constitu-
tional history of our country, or that
any member ever will receive in the
future."

In view of the confidence and
respect enjoyed by the Speaker,
without regard to party, Mr. Mc-
Cormack continued, his words
carry force and weight through-
out the entire nation.

The honesty and integrity of
Rep. Cox is beyond question, Mr.
McCormack asserted. "Any attempt
to besmear or besmirch his name
will be defeated because it is im-
possible, no matter how cheap the
efforts might be, to prevent the
people of this country from know-
ing the truth on the question of
the honesty of the distinguished
gentleman from Georgia."

Calling Mr. Cox's resignation
"the greatest act of personal sac-
rifice" that any man in the House
has ever made, Rep. McCormack
declared that Mr. Cox rose to a

Mr. Station Manager:

Are you interested in a public-service program that can be
sold successfully to that hard-to-sign department store? Or
to that guy down the street who keeps putting you off because
of program ideas?

If you are, we have the show for you. It's called the MAIL-
BAG, and we know it what it takes as the SOUTH'S
LARGEST DEPARTMENT store has sponsored it for nine
months and is still going strong.

Briefly, the MAIL-BAG is a 15 minute recorded show with
ample time for your commercials. It provides the public with
official war information on practically every problem . . .
from victory taxes to priorities on baby diaper safety-pins.
The show moves fast, is highly educational and entertaining.
Its mail pulling potential is exceptional as is its merchandis-
ing possibilities.

We'll be glad to send you a sample recording free

Wire or write

Marvin Cox Associates
P. O. Box 487, Candlel Bldg., Atlanta, Ga.
hearing resumed. Officials of the FCC and the OWI identified with overseas intelligence activities also will be called.

Before the Committee submits its interim report to the House on which it is expected to recommend transfer of the FBIS and R&D activities as proposed in the suggested Executive Order, and citation of FCC Chairman Fly for alleged "contempt of Congress", the Commission will be given an opportunity to present rebuttal testimony.

Chairman Fly, however, at his press conference last Monday, discounted the value of such rebuttal. He said there had been some discussion with Commission Counsel about testimony.

Mr. Fly said he understood Mr. Garey wanted advance "statements" from Commission witnesses and that apparently the Committee "is unwilling to have any questions put to them and get the real facts on what they might have testified to, if they had the opportunity to testify fully." He said this information came to him "second hand".

Review by Congress

Mr. Fly expressed the hope that Congress would get a chance to review the Committee's activities and expressed confidence that if this happened, the situation would be "righted". He again attacked the "unfairness" of the Cox Committee.

The Civil Liberties petition was in the same vein. After reciting the 24 charges which Counsel Garey had brought against the Commission when the hearings opened last July, the Union said that instead of permitting testimony by the Commission representatives on charges "as grave as these", the Committee heard a long succession of hostile witnesses and denied the repeated requests of Commission representatives to reply.

The Union said one Commissioner (Craven) representing a minority view on many issues, testified briefly; that Mr. Fly was called on one issue of military information; that the Commission's Counsel (Charles R. Denny Jr.) testified on one narrow point and its Chief Engineer (E. K. Jett) on another. It added that the head of the Commission's New York legal staff was on the stand for 2½ days "in the role of a defendant in a criminal trial".

Charge of 'Coloring'

In a series of charges against the Committee, the Union held that the inquiry so far conducted had been given over to "charges and accusations, largely unsupported by evidence, without a chance for the Commission to reply"; that the inquiry had been directed to securing press publicity unfavorable to the FCC, and was "obviously colored by personal grudges and prejudices" of Judge Cox; that Committee counsel has grossly violated all the canons of a fair inquiry and revealed a bias as great as that of the chairman"; that

"star chamber" proceedings have prevailed; that testimony to discredit the Commission was encouraged, neutral testimony distorted and favorable evidence was suppressed"; that the record shows that almost two-thirds of all the "testimony" was the "Committee's own words from the mouths of the Chairman, Counsel and investigators"; and that the free speech issue is only touched on only in relation to pro-Fascists on foreign language stations".

To Study Testimony

The public letter to Speaker Rayburn signed by Mr. Meyer cited the much belabored WALB Albany, Ga., incident as the primary reason for disqualification of Judge Cox. Mr. Meyer alleged that the investigation thus far has been "a mockery of basic American traditions of fair play". The Speaker was asked to have the House conduct his own investigation of Judge Cox and either reject him or vindicate him.

After the Cox Committee meeting Tuesday Rep. Magnuson asserted he would study the summer testimony and then decide upon his course. Rep. Hart, who participated in most of the hearings and presided over a portion of a New York inquiry, has been reported as opposed to the majority view though he has made no such public statement.

LARGEST RADIO MAIL STUDY READY SOON

The most complete study of radio mail ever made will be ready for distribution within the next few days, KMA, Shenandoah, Iowa, just announced.

From April, 1942, through March, 1943, a corps of mail clerks tabulated the 493,479 pieces of commercial mail received by the station for a firm of certified public accountants. This firm compiled monthly and quarterly reports and then issued a complete analysis of the year's mail. The following are a few of the questions answered:

- "How long do various offers take to reach their peak?"
- "Do people in cities write as frequently as people in small towns?"
- "After writing once, how many people will write again within a three-month period?"
- "What are the best mail-pull periods?"
- "What makes people write—contents, free information, premium offers, etc.?"

KMA asks that all requests for the study be made now, since current restrictions limit the number of copies available. Requests only from agency men and company advertising managers can be filled—so write for yours today! Address: Research Director,

KMA Blue Network
The No. 1 Farm Station in the No. 1 Farm Market
152 COUNTIES AROUND SHENANDOAH, IA.
**In the "World's Best Coverage of the World's Biggest News"

**NEW YORK'S STATION OF DISTINCTIVE FEATURES**

**KOZY**

Who? When? Where?

(See page 49)

**BROADCASTING • Broadcast Advertising**

---

**The Only BLUE Network Station Serving the rich important U. S. 34th Metropolitan District**

**WJIL**

Youngstown, O.
Help Wanted

Experienced, Reliable Announcer—For Southern station—NIC affiliate. Permanent position for right man. Must be proficient in particular combination of background, draft status, and references in reply. Also enclosed snapshot. Box 365, BROADCASTING.

Control Engineer—Experienced, Permanent position. Not draft replacement. Ideal conditions. Box 362, BROADCASTING.

Program Director—Permanent position with 5 kw regional network station in the South East for qualified man. State previous experience, qualifications and draft status in your reply. Box 361, BROADCASTING.

COMMERCIAL MANAGER—Wanted: Progressive man in excellent market needs services of "wide-awake" man with proven abilities, salary and opportunities good. Write your wire Box 360, BROADCASTING.

Announcer—Experienced, if you are located near East Coast with your phone number—WATER Burrington, Conn.

Retail Salesman—Permanent position and excellent opportunity for able experienced man. WOC Davenport, Iowa.

Announcer—Permanent position with 5 kw, regional network station for draft deferred, experienced man. Box 356, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operator Rocky Mountain 5 kw. network station. Box 357, BROADCASTING.

Two Experienced Announcers—$40.00 per week to start. Write WKBZ Muskegon, Michigan.

HELP WANTED—ANNOUNCER—Excellent opportunity for good man. Network station in Western section. Write your wire or write, giving draft status, previous connections and full information. Box 358, BROADCASTING.

Station Manager—For local in Northwest. All around ability with emphasis on sales. Give full details including minimum salary required. Box 359, BROADCASTING.

Announcer—Fluent ad versatile personality announces with continuity and production ability. KTVI Twin Falls, Idaho. Located in non-defense farming area with post-war stability. Send photo, draft status, reference, transmission.

Situations Wanted


All-Around Radio Woman—Sedux position with progress, salary, excellent background, references available. November 1. Box 358, BROADCASTING.

STATION POSITION WANTED—Young woman, two years agency experience. Women's programs, announcing, writing. Box 355, BROADCASTING.

Announcer—Immediately Available—Announcer—best references. 4-F classification. Transcribed on request. Box 354, BROADCASTING.

Engineer—First class license, ten years experience as chief engineer. Also experienced as announcer. Draft exempt. Box 353, BROADCASTING.

Commercial Manager—With excellent reputation and record of change of location. Write Box 351, BROADCASTING.
Radio Leaders at Army Meet Are Told of Big Task Ahead

Revival of Civilian Near Future, Director

Radio executives who attended the War Dept. conference of industrial leaders in Washington last week came away strongly impressed with the magnitude of the problems that lie ahead and convinced that, despite favorable turns in the war situation, the defeat of the enemy will be difficult and costly and will demand our full resources.

The conference was called by Undersecretary of War Robert F. Patterson because, as he stated at the opening session on Monday, "the greatest strain in history is about to be put upon this country—on labor, in industry, on the entire population."

Problems Ahead

About 200 industry, labor, newspaper and broadcasting leaders gathered for the two-day meeting to hear from the authorities responsible for the execution of military strategy and production of war equipment the problems which face the nation. The word picture given the conference was topped off by a military exhibition at Ft. Belvoir, Va.

Statements emphasizing the strength of the enemy and discounting the probability of an early break in morale were given the conference by Gen. Geo. C. Marshall, Chief of Staff; Gen. H. H. Arnold, Chief of the Army Air Forces; and Maj. Gen. George V. Strong, Chief of Military Intelligence Service. Many other high officials spoke.

Hopes for early revival of civilian production were discouraged by James F. Byrnes, Director of the Office of War Mobilization, who warned the conference of the dangers of disillusion on the home front.

Referring to re-conversion of industry at the end of the war, Mr. Byrnes said many departments of the Government are devoting thought to the subject. These activities should be coordinated, he said, so that at the proper time definite plans can be agreed upon.

Charles E. Wilson, executive vice-chairman of the War Production Board, told the conference that increase in war requirements for next year will entail "drastic and difficult" shifts in production. "We are entering the difficult period,"

G-F Negotiations

GENERAL FOODS, New York, is reported negotiating with CBS for the five-weekly morning spot 10:30-10:45 a.m. for a program which may promote all-O. Petri is now filled with Charles H. Chemical Co.'s Amanda of Honeymoon Hill. Young & Rubicam, New York, is agency.

Mayor Woods

MARK WOODS, BLUE president, has been named Honorary Deputy Mayor of Lodi, N. J., new location for the WJZ transmitter, now under construction. Appointment was announced when the "Victory Troop" of the BLUE's New York outlet performed at a bond rally in the town, raising $186,000 in bonds. In an accompanying citation Mr. Woods was commended for his "courtesy, cooperation and his friendliness in his business negotiations" with local officials.

Borden's New Product

BORDEN Co., New York, is introducing a new coffee product, trade name not disclosed, and has appointed Kenyon & Eckhardt, New York, as agency.

as they were presented spell a very hard war and certainly not a short one.

Of course, we all hope for the unexpected "breaks" which might bring an unexpected peace. At the same time, we must cautiously allow for the "breaks" going against us.

Our full enthusiasm, determination and strength are needed now as at any time since we took on the job of beating the Axis.

NEVILLE MILLER  
President, NAB

This conference has been extremely enlightening and extremely convincing and there is no doubt but that the American public has been too optimistic as a result of recent victories. What I have heard and seen today convinces me that we must not only continue but actually must increase our war effort.

The radio industry, although it does not build munitions or weapons, does do with a vital ingredient in total warfare: the will and the morale of the American people. I am sure that radio will redouble its efforts to inform and stimulate this nation until the last shot is fired and the last wounded American comes painfully but safely home.

MARK J. WOODS  
President, Blue Network

The WarDept. conference held in Washington, was, in my opinion, a constructive aid in demonstrating the importance of the partnership which must exist between Government and industry in a time of war. The sessions were of great interest and will, in my opinion, assist all of us in contributing our part toward a successful conclusion of this struggle to preserve our democratic way of life.

MILLER MCCLINTOCK  
President, MBS

The conference impressed me as one of the most thorough and competent statements of our entire war policy which could be imagined. Every significant aspect of the job ahead was treated factually, fully and fearlessly. Among other matters, it was confirmed in my mind a complete confidence in the character of our industrial military leadership. There was a unity of approach which is so important in technical fields which indicated not only high individual ability but complete co-ordination of effort. The presentation outlined again emphasize the tremendous job the radio industry has of bringing up the thinking, feeling and action to all of our people.

DAVID SARNOFF  
President, RCA

THE War Dept. conference held in Washington on Monday and Tuesday, Sept. 27 and 28, to which were invited members of industry, labor, broadcasting and the press, was, in my judgment, eminently successful and enthusiastic and splendid in execution.

The military leaders, from General Marshall down, discussed their problems and the problems we are constructing. Not only was the conference illuminating, but it was also inspiring, for, as the proceedings progressed, one had the feeling that the military job to be done is in the hands of competent and well-informed leaders. No one present was left in doubt as to the job ahead for all of us.

While there was no lack of confidence in ultimate victory for the United Nations, it was made plain that in the goal of maximum effort on the part of all concerned. Such effort cannot be delayed until tomorrow. It must be put forward today.

I have attended many conferences in my life, but I cannot recall one as well prepared and organized, and as efficiently executed as this one. Undersecretary of War Patterson, who ably headed this conference, and the military chiefs who so clearly presented a picture of the problems we face, deserve congratulations and the hearty thanks of those who were privileged to be present, and of the nation.
The Listening Finger Points - all radio listening in four metropolitan centers, 28 major cities, and 218 rural communities of WLW's great mid-western market.

The Listening Finger Points is C. E. Hooper's Mid-Winter 1943 Report in two parts: WLW Audience Ratings and WLW vs. Other Network Stations. It is the first new release for your WLW Faxfile. It is off the press; it will reach you soon.

If you still haven't received a copy of the WLW Faxfile, shoot us a wire or letter. We will gladly send you a copy of the Listening Finger Points along with all material previously released.

WLW
THE NATION'S MOST MERCHANTABILITY-ABLE STATION

SIGN OF THE CROSLEY CORPORATION
OF WHAT VALUE are size, power, coverage, or any other miscellaneous details to you, if a station delivers results in spoonful quantities.

To dig deeply into a market's sales reservoir, a station must, above all, have listeners . . . and lots of them.

In this respect, WKY tops every other station in Oklahoma City morning, afternoon, and evening. With 42.3% of Oklahoma City's morning listeners, 56.0% of its afternoon listeners, and 49.9% of its evening listeners (July-August Hooper), WKY is just naturally capable of digging up more results for advertisers than are any of the three other stations.

In the matter of coverage, too, WKY leads all the rest, thereby giving advertisers a total audience larger by far than that of any other Oklahoma City station.

If you want your radio advertising to do more than just go through the motions, if you want it to do some real digging for sales or good will in Oklahoma, WKY is the station you can depend on to do the job.

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