The nation's 20th market in point of sales last year is churning with industrial, mining, and agricultural activity to bring payrolls and retail buying to the highest level in history.

The Denver Market which spent $595,252,000 in retail stores last year was spending at a 21% greater rate during the first seven months of 1943.

The Denver Market is big both in mass and buying power. It's delivering materials, minerals, foodstuffs, and fighting men. It's delivering sales.

You can have sales delivered in your direction by the station that's doing the standout job of delivering sales in the Denver Market... Denver's CBS outlet, KLZ.
A GOOD NAME . . .

FREEDOM TO THINK AND ACT . . .

THESE MOST PRECIOUS POSSESSIONS CANNOT BE BESTOWED. THEY MUST BE EARNED.

TO KEEP THEM REQUIRES CONSTANT VIGILANCE.
A SUSTAINING daytime program on WSIX recently drew more than 6,000 pieces of mail—from 13 states—in ONE DAY. The offer? Only a free picture of the performers.

Which simply goes to prove what any good advertising man already knows—that 5,000 watts on 980 kc, with a first class program, will get the listeners; and that when such a set-up covers a booming market like Nashville, big returns are bound to follow.

WSIX is ready to go to work for you too. Let us show you what it can do.

SPOT SALES, INC., NATIONAL REPRESENTATIVES
The Mississippi Gulf Coast
IS IN WWL-LAND
and so are 10,000,000 customers from five different states.

Most of Mississippi, including the entire Mississippi Gulf Coast, is yours—along with parts of four more Deep South states—when you buy WWL.

A CLEAR CHANNEL, 50,000 watt signal has won WWL a prominent place on the dial of every radio in the Deep South! To blanket this prosperous market, you need—

WWL
NEW ORLEANS
50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
Eleven years ago the Cohen Drug Co. of Charleston, West Virginia had one drug store, used one ¼ hr. program weekly on WCHS . . .

TODAY the Cohen Drug Co. has ten drug stores—uses eleven ¼ hr. programs weekly on . . .

You know it! WCHS
CHARLESTON, WEST VIRGINIA
5000 Watts 580 Ke CBS
Represented by THE BRANHAM COMPANY
It takes IDEAS
to make a network...

"WINNER TAKE ALL" is a new idea that works!

It's a quiz program with a new twist. The new idea is to let contestants bid for their questions—using cash provided by Columbia* for the bidding. The high bidder then tries to answer. If he's right he pockets the total of his bid. If he's wrong, his bid goes into a rising jackpot. The evening's winner then has a chance to answer the jackpot question, take-all-or-nothing.

We gave it as bleak a try-out as we could find—opposite Mr. Cantor, Mr. Heatter and Spotlight Bands.

After only six times on the air we asked Jessie Locke Moffett (Crossley's Coast representative) to make a coincidental survey of Winner Take All. The rating she reported indicated a KNX audience of 55,385 Western families or several times the capacity of the Hollywood Bowl.

Winner Take All is therefore an idea tried, tested, ripe and ready for the right sponsor. Better not take too long to get all the salient details about the show from the nearest Radio Sales office. It has the idea content, and the originality that has brought renewals for so many other Columbia-Pacific ideas—like I Was There (Sea Island Sugar), Question of the Week (Signal Oil), Hollywood Showcase (Ben-Hur).

Ideas sell programs only because ideas sell goods.

*It could be sponsor-provided, of course...
JUDGING from appearances alone, you might conclude that W. K. (Bud) Foster is pretty young to be the General Manager of Alaska's biggest radio station. But judging by his record, you'd say KFAR is in excellent hands indeed. Because of his good sense and hard work, Bud has earned an enviable reputation with both the old and the new factors in Alaskan life, and is rapidly making his station an important one to American advertisers as well. . . .

Good sense and hard work, we guess, are the biggest secrets of success in any part of the U. S. And here at F&P, while we do not claim any "corner" on good sense, we do believe that by working a little harder than most people in this business, we offer our customers a little more value. We believe we put more effort into trying to clear exactly the time you want—into establishing the best and most productive sort of liaison between you and the stations we serve—into making spot broadcasting the most profitable medium you can use.

That, as we see it, is our economic justification for asking your patronage. And no matter how good or how bad business ever gets, that's the way we'll keep on working—harder—here in this group of pioneer radio-station representatives.
Lea Predicts New Legislation for Radio

White-Wheeler Bill Hearings Begin This Month

NEW LEGISLATION to supplant the antiquated Communications Act of 1934 was predicted last Wednesday by Chairman Clarence F. Lea (D-Cal.), as a result of the House Select Committee's investigation of the FCC.

Determined to leave no stone unturned in his efforts to conduct a sweeping inquiry into the FCC, Rep. Lea's prediction came two days after Speaker Sam Rayburn appointed him chairman of the Select Committee, succeeding Rep. Eugene E. Cox (D-Ga.) resigned [BROADCASTING, Oct. 4].

White-Wheeler Hearings Set

Coincident with Mr. Lea's appointment, Sen. Burton K. Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, announced that hearings on the White-Wheeler bill (S-814) to re vamp the Federal Communications Act, would begin late this month.

Sen. Wheeler told BROADCASTING on Thursday that while a definite date had not been set, he was determined to begin hearings "late in October."

Prior to the summer recess of Congress, Sen. Wheeler in a formal statement [BROADCASTING, June 14] declared that it was his intention with the concurrence of Sen. Wallace H. White (R-Mo.), co-author of the measure, "to begin these hearings in September and proceed with them uninterrupted with the hope that the Committee may speedily come to a definite conclusion as to the recommendations it should make to the Senate with respect to radio legislation."

Sen. Wheeler has devoted his time, since the reassembly of the Senate, to father- draft legislation. With that out of the way, he hopes that the Senate will issue a comprehensive measure last Wednesday, the Committee chairman indicated he will be free to give his full time and thought to the Communications Act hearings.

"The Committee, individually and collectively, feel there is a need to change the present communications act," Sen. White told BROADCASTING. "Those I have interviewed have expressed the feeling that our present law is out of date. They think we should more clearly define the powers of the FCC. The FCC makes rules and more rules. I believe Congress should define its powers to make rules."

Mr. Lea didn't propose to rewrite the Communications Act, but to offer remedial legislation to clear up a few points which now seem vague," he added.

The Federal Communications Act of 1934 embraces the Act of 1927 affecting radio; thus the law governing broadcasting is 16 years old.

Fast Action

Developments in the FCC probe came rapidly after Chairman Lea tendered his resignation on the floor of the House and was given a rousing ovation by his colleagues. These included:

(1) Appointment Monday by Speaker Rayburn of Rep. Lea to the Select Committee, thus creating a unique position. Rep. Lea has been chairman of the important Interstate & Foreign Commerce Committee since 1937. That Committee is charged with handling communications legislation. Now as chairman of the Select Committee, Mr. Lea directs the destinies of the two House groups most important to radio.

(2) Prediction by Chairman Lea that the probe would lead to new communications legislation.

(3) Postponement of the Select Committee hearings, scheduled to be resumed last Wednesday, until the new chairman has had a chance to consult with other members of the five-man Committee, and has had an opportunity to read the record of hearings to date.

(4) Refusal of Chairman Lea to accept or ask for the resignations of Chief Counsel Eugene L. Garey and his legal and investigating staff, or to take any action towards legal counsel until he had studied the record and determined in his own mind whether Mr. Garey's staff has functioned as he thinks it should.

Mr. Lea told BROADCASTING he felt there was a need for new laws governing communications. Although he has not been closely identified with radio he has, by virtue of his chairmanship of the standing Committee, been relatively near to the problems affecting broadcasting. A year ago he presided over hearings on the Sanders Bill to revamp the Communications Act. The hearings extended from mid-April to July 1942.

Indeed he felt some months ago, he said, that new legislation was needed but "the Committee was asked to drop it until after the war". The request to shelve legislation came, he said, from the Federal Communications Bar Assn., which had urged a revised law originally.

"I think when we get through, developments of this investigation may influence legislation," Mr. Lea declared. "We have a subcommittee set up to look after such legislation, but I don't believe the minority members have been appointed."

Early this year Chairman Lea ordered an 11-man subcommittee on communications appointed to study proposed legislation governing radio, to make recommendations to the Committee as a whole. The following Democrats were named (Continued on page 60)

Paley Accepts OWI Foreign Position

Takes Leave to Serve With Eisenhow er; Kesten Promoted

WILLIAM S. PALEY, president of CBS, has accepted a special war area assignment from the Office of War Information, to work for a limited period (probably of six months duration) with the Army's Psychological Branch at Gen. Dwight D. Eisenhower's headquarters. Announcement of Mr. Paley's assignment was made last Thursday by Elmer Davis, Director of the OWI, who stated that "Mr. Paley is going overseas to help in the radio phase of psychological warfare in the Mediterranean area."

"As president of CBS since its organization," Mr. Davis added, "Mr. Paley is one of the outstanding men in American radio. We are proud to have a man with his experience and ability in our overseas operations." Mr. Paley will join G. D. Jackson, director of all OWI operations in Italy, North Africa and the Middle East, the announcement stated.

Granted Leave

The CBS board of directors, meeting Oct. 8 in New York, granted Mr. Paley a leave of absence to accept the assignment, at the same time voting unanimously on the election of Paul W. Kesten as CBS executive vice-president, effective immediately.

Vice-president and general manager of CBS since March 1942, Mr. Kesten with this new assignment is receiving the fourth promotion since he joined CBS 13 years ago from the advertising agency field. Since July, 1930, when he came to CBS as director of sales promotion, he has been named a vice-president (1934) and a member of the CBS board of directors (May, (Continued on page 58)

WILLIAM S. PALEY
Maine Spud Spot Schedule Earlier

Maine Spud Growers Association will launch its annual potato campaign at an earlier date and on a more extensive scale than in previous years, due to pressing needs for markets.

Advertising will be tied in with the War Food Administration's designation of the Irish potato as a "Victory Food", Oct. 21 to Nov. 1, and will be used in conjunction with newspapers and the food trade press to get dealers to use their storage facilities, and to urge homeowners who can do so to stock their stores in their own cellars. Advertising in the area East of Chicago, marketing region for Maine potatoes, the Commission will use annoucements on about 20 New England stations and 30 12 to 15 outlets in chief Maine potato terminals. Business is being placed by Brooks, Smith, French and Dorrance, New York, merchandising and advertising counsel to the State of Maine.

Associated Oil Carries Football for 18th Year

For the 18th consecutive year Associated Oil Co. is sponsoring football broadcasts this fall. With one exception the sponsor holds exclusive broadcast rights. The U. of San Francisco announced it will broadcast its own home games this season, refusing to take a cut in favor of Associated. Associated buys a pre-season option from each school, then adds to that the regular season schedule. Mutual-Don Lee will carry the games over its network, Associated putting their own spots. Buchanan & Co., San Francisco, has the account.

Spots for Cologne

SIMONS & HEWITT, Chicago (Buder cologne), has started five-minute participations six times every eight on WGAC Chicago in transcribed musical program. Company has also started a varied schedule of five- and ten-minute and quarter-hour transcribed musical shows on WAAF WGAC KMJ WMIN WBC. Agency is Malcolm - Howard Adv. Agency, Chicago.

Hyde Hospitalized

ROSYL HYDE, assistant general counsel of the FCC in charge of broadcast matters, last Tuesday underwent an emergency operation for appendicitis. Mrs. Fanney Lit- pin (formerly Fanney Neyman), assistant attorney on broadcast matters in the legal division, is handling Mr. Hyde's duties until his return.

MBS Affiliate Committees Hear Plans For New Projects

WITH Miller McClintock, president of Mutual, as opening speaker at each meeting, the network's program department and station service committees held their first group discussions Oct. 5-7 at the Waldorf-Astoria Hotel, New York, with 25 delegates participating in the first of many meetings for affiliation of Mutual affiliates from coast to coast.

Among the new projects outlined at the program meeting Oct. 5 were plans to speed up daytime scheduling, the development of local talent, and through the use of local talent, through the use of local talent. The network's merchandising and advertising department will present a program of local commercials in cooperation with the Ohio News Bureau and the Cleveland News Bureau.

DORRANCE TO CBS PROMOTION DEPARTMENT

AFTER more than a year with OWI in Washington, Dick Dorrance, formerly general manager of Mutual's radio network, has resigned to take a post with CBS as director of promotion service for the network's chain of stations. Mr. Dorrance will report to Paul Hollister, CBS vice-president in charge of advertising and sales promotion.

With OWI in several capacities, Mr. Dorrance was most recently special assistant to Palmer Hoyt, Director of the Domestic Branch. Prior to his government work, he served both with PMBI and the Broadcasters Victory Council, which maintained headquarters in Washington. He also had been in the press department of Western Union.

In his new post Mr. Dorrance will be responsible for the promotion service for stations owned by CBS, for its regional networks, and for radio sales. He succeeds Jerome (Jerry) Sill, who resigned recently to become Promotion Manager of WNEW, New York. The CBS promotion post was created last April.

Charles Smith Is Made Research Head for CBS

CHARLES SMITH, CBS assistant director of research, has been named to the post of research supervisor for Radio Sales and CBS owned stations, effective Oct. 11, according to Howard Meighan, eastern sales manager of the Radio Sales department in New York. Mr. Smith succeeds George Maze- yo, who has left CBS.

With the network's research department basic to its market plans, it was pointed out that a new rate card favoring more half-hour shows was in preparation.

Ethyl Spot Campaign

ETHYL Corp., New York, is running a week spot campaign offering listeners What's in the Name, a dictionary of names now being used by the gasoline company's newspaper and magazine ads. Drive started Sept. 15 on WJZ New York, several mid-west, one West Coast and one Washington. Ethyl agency is BBD, New York.

Air Line Series

UNITED AIR LINES, Chicago, is returning to network radio with a half-hour variety program on the CBS Pacific Coast Network in the Sunday, 9 p.m. period. Series is titled In Time to Come. Firm has in the past been unable to radio since January, 1934, when it discontinued sponsorship of Boake Carter on Mutual. Agency is N. W. Ader & Sons.
Fly Defends Analysts' Right to Opinions
Broadsays 'Freedom to Listen' Attitude; Praises Post-Dilpatch, 'Broadcasting'

FOR THE THIRD time in a fortnight, FCC Chairman James Lawrence Fly spoke out on the propriety of limiting the speech of radio commentators. He sounded his "freedom to listen" philosophy in a formal address, but now has broadened it to a stout defense of the right of freedom of speech to express its own opinions.

In an address before the Radio Executives Club in New York, which elicited an impromptu defense of the CBS news policy from Paul W. Kesten, CBS vice-president and general manager, Mr. Fly called upon the industry to open its "motto" window on paid time to those who have something other than merchandise to sell — to unions, or cooperatives or small stations groups, etc. He said freedom of speech, he held, extends to those commentators competent to express their own opinions, provided their commentaries are properly labelled.

Ultimatum to Industry

Implicit in the Fly speech was a virtual ultimatum to the industry to sell time for discussion of controversial issues. Without naming names, he quoted copiously from his "progress report" on the FCC's Blue Book, BLUE president, last month, at hearings on the proposed transfer of the Blue Network from RCA to Edward J. Noble, for $8,000,000 cash, now awaiting decision. He denounced the NAB code of ethics, without mentioning the document, particularly those provisions banning sale of time to membership organizations. He disapproved of sponsorship of forums.

In calling upon the industry to revise its whole approach on sale of time and free speech, Mr. Fly nevertheless praised radio as a news medium. He said 1943 is by far the most profitable year in radio history.

Keeping Speech Free

Indicating clearly that he proposed to make his "freedom to listen" motto more than a "post-war" matter Mr. Fly, however, emphasized that these matters are not "Government problems in the first instance. The battle is for the radio industry itself to face and to solve them in the best traditions of American free speech".

In broadening his attack to embrace the controversy over the CBS policy of limiting liberties of commentators to factual reporting, Mr. Fly lauded the editorial position of the St. Louis Post-Dispatch [BROADCASTING, Oct. 4] which advocates curtailing labels of opinion or interpretation on the air. He also alluded to an Oct. 4 editorial in BROADCASTING in the same vein. He quoted David Lawrence's defense of his (Fly)'s position regarding issues which elicited opposition counseling against contra its own position, but passed off the balance of the columnist's complaint that Mr. Fly is actually "undertaking to dictate what the policies of a licensee are to be," and held the licensing power of the commission to enforce his viewpoint.

CBS News policies should not be aired in the guise of news, but, assuming competency, if the statements are properly labeled as opinion, I can hardly see the reason why they should not be aired," Mr. Fly told the Executives Club's capacity audience of 250.

Mr. Fly praised the network for allowing public debate on the matter, stating that radio can point with pride to the fact "that a network is willing to afford equal time for discussion to the most outspoken opponents of its own policy."

"BROADCASTING Magazine is right," Chairman Fly said in quoting with approval from the Oct. 4 editorial. "I think BROADCASTING Magazine is right, for once," Chairman Fly told his listeners, deviating slightly from his previously prepared statement released to the press.

After quoting from the Post-Dispatch editorial, Mr. Fly repeated the last two paragraphs of the BROADCASTING editorial, including the statement, "It is important to remember that radio is a news medium. It publishes by means of the electrical printing press. To use 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 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."

The Post Dispatch editorial, in part by Mr. Fly, defined news, news analysis, and editorializing, and concluded, "The public needs all three of these services; . . . Radio should have a place for all three, and should keep them sharply distinguishable."

Must Be Dealt With

"The industry has these things right out in the open and it must deal with them. Here we have the most intelligent news service and the most capable people in the business. Press and motion pictures are far behind," Mr. Fly said. "This is not an inane comment. By news analysts places them, and the radio industry, at a serious disadvantage vis-a-vis the newspapers and the movies and the television radio listeners want to know what the analysts themselves think."

Chairman Fly said, criticizing the necessity for quoting views of others in place in order to be factual, the chairman declared, "For my money, I will take Bill Shirer and Ed Murrow and give serious thought to their opinions.

Paying tribute to the skill and competence of radio commentators and analysts, Chairman Fly declared, "I am in favor of the men to mouth second-hand opinions serves no purpose. The public is looking to these men at that moment. I wonder if it is not the best method to select the most competent men and give them their rein, bearing in mind, of course, that there should be on the part of the Company, an over-all general balance."

Censoring news commentators involves both selection and rejection of news, the chairman pointed out, "In the old days, before the whole output of news analysis and opinion," he asked, "are we not well nigh setting up both a censorship and the only Company, that the discretion while. For some we have sought to avoid by curbing independent commentators?"

"The industry must not be frozen at any status quo," said the chairman, "There are some no doubt who will urge that a democratic control of radio will bring a great many problems to management, that the discretion which we have sought to avoid by curbing independent commentators?"

"The industry must not be frozen at any status quo," said the chairman, "There are some no doubt who will urge that a democratic control of radio will bring a great many problems to management, that the discretion which we have sought to avoid by curbing independent commentators?"

Up to Management

He said that management must undertake the responsibility of maintaining a free radio. "Licensees must become aware that management should stock take of itself and in whole of significance of free speech applied to radio. We can no longer operate under dodge clauses," Dodges must be "weeded out", he added.

Chairman Fly defined freedom to listen, a subject on which he has spoken twice in the last two weeks [BROADCASTING, Sept. 27], as "access for the general public to what is said by means of the mass medium for the dissemination of ideas and opinion — the radio. He called it in some respects as important as the other freedoms which we fight and said it should be similarly guaranteed.

Our freedom to listen is almost absolute, but listeners, he said, "are called to a whole new set of conventions which in reality the industry should never have inflicted on its audiences." He named the broadcast "general public, stations and networks on sale of time to groups and organizations and "discriminations" against others, including cooperatives, labor organization."

Kesten Answers Fly In Scripts Showing Newscast Rule Effect

A VIGOROUS plea for freedom to buy time for the purveyors of ideas and philosophies as well as the sellers of tangible merchandise, and an equally outspoken attack on the CBS policy of refusing its commentators and analysts the right to express opinions on the air were delivered last Thursday by FCC Chairman James Lawrence Fly before an overflow meeting of about 250 radio men and women at the opening luncheon session of the 1943-1944 season of the Radio Executives Club of New York, held at the Hotel Shelton.

Following the conclusion of Mr. Fly's address (see this page) Murray Grabborn, REC president, extended to Paul Kesten, executive vice-president of CBS, an invitation to defend his company's position at an early meeting of the Club.

Kesten Replies

Accepting the invitation, Mr. Kesten asked for the privilege of a "hitch-hike" on the program and stated:

"CBS is just as vigorous a champion of free speech as is Mr. Fly. We believe, however, that freedom of speech does not mean freedom for a privileged few. We do not believe that such freedom is achieved by giving a select group of men, broadcasting in regular news periods, any encouragement to use this time to advance their personal prejudices or to puerile for their own point of view. The real essence of our news policies is to keep our news broadcasting and news analysis as objective as humanly possible, rather than to lend degenerate into partisan propaganda. There is plenty of space on the air for special pleading. We merely say that news broadcasts are the "truth for it."

Mr. Kesten illustrated his point with two examples of a journalist's impressions of a visit to American troops in North Africa. The first written in accordance with CBS policy, the second written in a way the network would find objectionable. They read as follows:

Eye-Witness 1

"I've just returned from two weeks with the troops in a quiet sector of . . .(Continued on page 48)"

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BROADCASTING • Broadcast Advertising

October 11, 1943 • Page 11
Next Facts Expected to Call for Percentage Of Gross

WHATEVER the outcome of the present negotiation between the makers of transcriptions and phonograph records and the American Federation of Musicians, there seems little doubt that radio is next on the list of those who will be asked to accept the doctrine of payment of a percentage of their gross incomes to the AFM for its employment.

If the World-Decca contract with the union is approved by the National War Labor Board—and last week there was no indication that it would not be, whether or not it is finally accepted by the other recording companies—the broadcasters will find that their next contracts with the AFM also call for that practice. Not only does the union coffers in addition to their wage payments to the AFM members in their employ.

Approved by AFM Board

This principle is set forth in a resolution adopted by the AFM International Executive Board, which adoption makes it a part of the contract negotiations that become a part of all future contracts of the AFM. In New York the network contracts with AFM Local 802 expire Jan. 31, 1944, which may also be the date for a nationwide strike if the networks balk at making such extra payments.

Some weeks ago Local 802 asked for an opening of the present contracts with the networks for wage increases in accordance with a cost-of-living clause, suggesting that the whole contracts be gone over, in order to avoid the necessity of another series of negotiations a few months hence. Before the parties had met, however, the panel appointed by the WLB to conduct an investigation into AFM ban on recordings had begun its hearings in New York, and the national AFM had notified its locals to postpone any discussions of new network contracts until the conclusion of the hearings.

The recording industry last week refused to pay the generally acceptable settlement might soon be reached with the AFM which would permit the resumption of musical recording by all companies, but it was said that there was a slight concern evoked by memories of earlier expectations of a settlement that had failed to materialize.

After a number of off-the-record statements last week with the panel appointed by the WLB to investigate the AFM ban on recordings, both the recording companies and the union agreed to enter into mediation proceedings under the aegis of the panel, but with neither side making any advance commitments. On Wednesday morning the negotiations were to have begun under Radio's expert. To get the recorders time to prepare a contract embodying their suggested changes in the contract signed between the union and Decca records and the World Broadcasting System, and on Friday the recess was extended until today (Oct. 14).

Details Not Divulged

Details of those proposals have not been divulged by the recording companies, whose spokesmen pointed out that they must be submitted to the union for approval and that advance publication might jeopardize their chance for acceptance. It is understood, however, that the employers are asking for a no-strike clause and for provisions for arbitration, as well as for an agreement by the union not to ask for any increase in basic wage scale for at least two years.

While the companies continued to protest to AFM against objection to the principle of making payments directly to the union for use as it sees fit, there seemed little chance of obtaining the unions consent to any alteration in this part of the contract. Nor was there any reason to believe that the WLB would refuse to make the Decca contract because of this provision.

When a contract is reached and accepted by the parties, as was the case in the World-Decca pact with the AFM, the WLB has authority to examine those parts of it pertaining to national policy, chiefly to see that the contract does not call for wage increases amounting to more than 15% above the Jan. 1, 1941, level. In this case it is possible that the board might ask the AFM for assurance that the royalty payments will be used for its unemployed members and not to increase the incomes of members already employed in contradiction to national economic stabilization policy. Meanwhile WOR recording studios and Empire Broadcasting Corp. had accepted the conditions of the World-Decca contract and had signed with the AFM.

Both of these companies make only commercial transcriptions and would not make special payments to the union except for musical spots which might be broadcast more than once and on which the contract calls for a

(Continued on page 61)

Rep. Jones to Urge Speedup for Holmes FCC Legislation

DEMANDS soon to be made in the House by Rep. Robert F. Jones (R-O.) that legislation now lying dormant in various committees be brought out for House action, gave the Capitol a liberal helping of hope that the opinion that House action can be anticipated on the Holmes Bill (HR-1490) to reorganize the FCC. Rep. Jones, youthful but forceful attorney from Lima, O., on the floor of the House last Tuesday demanded to know why FCC Chairman James Lawrence Fly and Budget Director Harold Smith were permitted to refuse certain documents to the Select Committee investigating the FCC.

Both Refused

"During the chairmanship of the gentleman from Georgia (Rep. E. E. Cox, recently resigned as chairman of the Select Committee), the Committee issued a subpoena duces tecum to the budget director, Harold Smith, and Communications Commissioner Fly as well as Rep. Jones. "Both refused to present the documents on the grounds that they were confidential. Both are heads of agencies created by Congress and are certainly within the limits of the examination of Congress. Yet both of these heads to this date have not furnished to the Committee, and in a broader sense to Congress, the documents requested."

"I have examined the record and I believe the testimony presented a clear-cut case. Chairman Fly and Budget Director Smith can refuse to produce documents, but certainly the stature of Congress is limited to voting blank-check authority to the executive branch of the Government and Congress' power of the purse is limited to voting for appropriations to sustain, maintain, and expand the executive branch of the Government."

Mr. Jones recalled that on Sept. 20 he challenged the right of Mr. Fly and Mr. Smith to refuse information to Congress. At that time he introduced three bills (HR-3273, HR-3274, HR-3275) which would provide that the Bureau of the Budget be established as a separate agency, responsible alike to the President and Congress; that the Comptroller General be required to make periodic reports to Congress as to how money is being spent, and that the Bureau of the Budget be required to furnish upon request information to any committee of either house of Congress or to any Member of Congress.

"I'm going after the committees which are holding bills," Rep. Jones told BROADCASTING. "The people are entitled to know what's happening to taxation, why it lies idle. Those committees are appointed to determine the merits of proposed legislation and to report to the Congress. I will make recommendations. I think it's time we get busy."

Rep. Jones's demands for action on dormant legislation would directly affect the Holmes Bill, which was introduced early this year by Rep. Pehr G. Holmes (R-Mass.) (BROADCASTING, Feb. 1). That measure embodies most of the principles of the Sanders Bill, introduced last session by Reps. Jared Y. Sanders (D-La), no longer in Congress.

Hearing Status

The House Interstate & Foreign Commerce Committee held hearings mid-April to July, 1942, but when its author was defeated for re-election, the Committee held no bill for action by the present Congress.

Shortly after Rep. Holmes introduced his FCC reorganization bill, Chairman Lea of the House Standing Committee announced a 11-man subcommittee on communications to study the measure and make recommendations. So far, however, that subcommittee lacks five Republican members. Rep. W. M. Wolverton (R-N. J.) having failed to name his appointees. Mr. Wolverton said last Friday that "when there's some legislation to consider I'll appoint my members."

Chairman Lea previously had told BROADCASTING that he was waiting for Congress's appointees, and that the subcommittee could not begin a study of the proposed legislation until the minority members were named.
BULOVA, GARRETT WINE AND ASPERTANE are three new 'nationals' joining the roster of STATION W-I-T-H this week.

Cost-per-dollar-per-family reached is a mighty important factor in radio advertising, boom-times or no!

Check up on your Baltimore sales costs and join the ranks of astute advertisers who KNOW 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
Tribute to Foreign Tongue Stations

Executives of Censorship Laud Compliance With War Code

VOLUNTARY censorship in the foreign language broadcasting field is proving most effective. The industry 100% equipped to monitor and check broadcasts under provisions of the censorship code, according to the Office of Censorship. Tribute to the cooperative effort was paid last week by Byron Price, Director of Censorship, and J. Harold Ryan, Assistant Director for Broadcast Advertising.

Official praise came from these officials in letters to Arthur Simon, general manager WPEN Philadelphia, chairman of the Foreign Language Radio Wartime Control. The control was set up to serve as a liaison between Censorship and the 144 stations carrying foreign tongue broadcasts.

Continued vigilance in checking scripts before broadcast and in monitoring programs on the air was advocated by Mr. Ryan. Mr. Price praised the "public spirit and patriotism of the foreign language stations. Chief of the Foreign Language Section of Censorship is E. H. Brown, formerly of WCOL Columbus.

At Own Expense

Achievement of 100% cooperation followed renewed industry efforts to conform to the code after a meeting between Mr. Price and the stations during the NAB convention in Chicago last April. Under an arrangement with Foreign Language Radio Wartime Control, 20 foreign language broadcasting station executives were contacted by Censorship. They agreed to contact personally all foreign language stations. Chief of the Foreign Language Section of Censorship, serving without compensation.

Each station agreed to perform at its own expense the necessary script checks and monitoring. Through the contacts made by the 20 representatives, 100% mechanical cooperation was obtained and accidental violations have been brought down to the same small figure typical of the English tongue stations. In the case of stations broadcasting in as many as six or seven languages it was necessary to provide checkers and monitors capable of checking every language.

Ryan Letter

Mr. Ryan's letter to Mr. Simon follows:

I believe the time has come when you, as chairman of the Foreign Language Radio Wartime Control and special liaison officer between the Office of Censorship and the field representatives, should have a report regarding the status of voluntary censorship in the foreign language broadcasting industry.

As you will recall, Mr. Price and I met with foreign language broadcasters in Chicago during the conference of the National Association of Broadcasters. On that occasion we lamented the fact that a large percentage of foreign language broadcasters had failed to install censors and monitors in their stations, as suggested in the Censorship Code.

Acting in behalf of the Foreign Language Radio Wartime Control, you announced that the organization's services to attack the problem on an individual basis and receive reports in the field who could represent this Office in correcting the situation.

Under the impetus of this voluntary offer, 20 men in the foreign language broadcasting segment of the industry accepted the invitation of this Office to represent it in meeting personally with broadcasters in their respective areas. Those who accepted this task and performed it without compensation and at considerable sacrifice of time were: T. F. Allen, WFCI Pwtnuckt; Howard W. Davis, KNAC San Antonio; Charles Lauther, WEMP Milwaukee; Milton Meyers, and M. Virdie Co., Mass.; W. W. Welch, WSAW Fall River, Mass.; J. Fred Hopkins, WJDS Detroit; N. Chapman, WJBD St. Louis; Walter C. Bridges, WERH Doluth; Lumie Urban, KORN Fremont, Neb.; Harry Burdick, KGGM Albuquerque; Joseph Lang, WHOM Jersey City; O. E. Richard, KJW Detroit; H. W. Bixler, PWLU Beverly Hills, Ind.; Dr. O. J. H. Press, WKLW Decorah, Iowa; John C. Libby, WOOU Lewiston, Me.; Lee Libby; KTVU Tucson, Ariz.; S. H. Patterson, KSAN San Antonio; W. J. Foye, WUP Riverdale, Cal.; C. Glover DeLeoney, WHTT Hartford; Gene T. Dyer, WHL Chicago.

I am delighted to tell you now that through the efforts of these men and by virtue of the personal response with which those efforts were met by the foreign language broadcasters of the country, all foreign language broadcasting stations are now operating with the recommendations contained in the strengthening up of the censorship procedures for American Broadcasters.

This Office is indebted to you and your fellow broadcasters who represented us in this undertaking. It is indebted, as well, to all foreign language broadcasters who have met the difficult situation and solved it with no thought of their own problems, but with consideration only for the security of their nation at war.

This is meant to convey to you our good wishes and our sincere thanks, and to urge upon you and all of your colleagues renewed and unrelenting vigilance in observing the tenets by which wartime censorship operates. Officially the specific assignment given to the field representatives has been fulfilled. We still continue to think of you, however, as friends in the field to whom we can turn in the event of need.

Price Letter

Mr. Price's letter to Mr. Simon follows:

Mr. Ryan has told me of the progress that has been made by you and your fellow-representatives in tightening up the censorship procedures of foreign language broadcasting stations.

I wish to add to Mr. Ryan's comment my own commendation. I have never felt that the broadcasting industry, or any part of it, would fail the Government when called upon to help in the prosecution of war. Censorship is a wartime measure and a wartime weapon. Properly administered, it can deal direct blows against the enemy which cost him heavily. It can do, and does, at the same time, save the lives and conserve the materials of our own armed services. That the recognition of this fact and has acted upon that recognition is a testimonial to its public spirit and patriotism.

Jelke Drive

JOHN F. JELKE Co., Chicago, is using daytime participations in eight markets to promote "Jelke's Good Luck" Margarine and Mayonnaise. Time has been purchased on WGN Chicago; WJR Detroit; WIP Philadelphia, Indianapolis, Cleveland, Baltimore, Detroit and Sche-nectady. In addition, Jelke has started quarter-hour daytime programs thrice weekly in Kansas City, and twice-weekly in Chicago. The series, which started in September and is scheduled for 26 weeks. Agency is Young & Rubicam.

Gas Exterminators' Spot

A NEW GASOLINE product, described as a mileage-increasing "ad- ditive," for gasoline, will be promoted in a national spot campaign including approximately 100 stations, starting around the first of November. Program of news and advertising material, totaling to runs will be used. Bearing the trade name Vita Plus Gasoline Tablets, the product was first introduced on the air on WHN New York, under a 13-week contract effective Sept. 17. Vita Power Products Inc., New York, is the manufacturer. Business was placed by Sylvain D. Broder, New York.

Euno's New Series

J. C. ENO & CO., Bloomfield, N. J., which has been promoting its effervescent salts on a half-hour recorded program Hollywood Radio Theatre on WJZ New York, will start another half-hour recorded series on WENR Chicago Oct. 24. Program, to be heard Sundays 10:30-11 p.m., will be titled Academy Awards. Agency is Atherton & Currier, New York.

"KEEP FAITH—Enjoy Liberty" is what KFLD stands for. And that is the slogan that won Denver station's contest this month. The station challenged professional advertising writers to find a way to put the KFLD call letters to work in the war effort, and the response was widespread. With the $100 War Bond is W. G. North- graves, advertising manager of Burnham & Moril Co., Portland, Me. Second prize, $50 Bond went to E. Cooper, Denver, Colo. Everett B. Nelson, advertising manager of Walls Paint Co., Providence, R. I. won the third prize of a $25 War Bond.

STATIONS' POW-WOW brought together these representatives of CBS Ninth District affiliates at a one-day session staged in San Francisco during late Sep- tember. Confabbers at roundtable discussion on local programming problems were (1 to r) seated, E. F. Peffer, owner, KGDM Stockton; Edwin W. Buckalew, CBS western division station relations manager; Virginia Symons, of KFPP Spokane; H. J. Quilliam, manager, KIRO Seattle; C. W. Myers, president, KOIN Portland; Wayne Sanders, program manager, KTUC Tucson; standing (1 to r) where Clyde Coombs, manager KARM Fresno; G. L. McCarthy, manager KQW San Francisco; Jack Williams, program direct- or, KOY Phoenix; Harold A. Saafford, manager, KOY; Ralph Brunton, president, KQW; Lee Little, manager, KTUQ Tucson; Sherry Bolton, executive, KQW Donald W. Thorburn, CBS West Coast vice-presi- dent; Richard O. Dunning, sales manager, KFPP. Also attending but not pictured was H. Shell Earp, who is the assistant manager of KROY Sacramento.
To
Richard Dunne
Kenyon & Eckhardt, Inc.
and other important guys who
buy radio time

9 Pacific Coast
Stations Raced for
the LCPI Title...

It was a rip snorter of a race. Nine lusty network stations toed the mark...their
watts all a'quiver. The sponsor pulled the trigger. Nine stations hit the air with an offer!
The race was a long one...five quarter-hour laps a week...plenty of time to determine which
of the nine stations would produce response at the Lowest Cost Per Inquiry.

Meet the Champ...KECA.

Winning LCPI Championships is old stuff for KECA. There are three reasons...good and
growing listening audience; over 600,000 new radio population in L.A. County; time rates which
have not increased since 1936 yet. This is a sweet combination for the advertiser who wants to
win new laurels in the "Results Handicap."

If you have a client with a limited budget who wants to make
a big splash in the nation's 3rd market...KECA will deliver
more listeners per dollar than any other major station.

KECA
Los Angeles

The BLUE NETWORK STATION OF THE NATION'S 3RD MARKET
Free & Peters Co., Inc., National Representatives
Radio Committee Urges More War News Releases by OWI

Tighter Control Over Government Time Requests Also Is Recommended by Advisory Group

RELEASE of more war news, good or bad, and a tighter reign by the Office of War Information on radio announcements by other governmental agencies were recommended by the Radio News & Policy Committee at its first meeting last week with OWI officials.

Among other problems taken up by the Committee were the selection of a successor to Don Stauffer, chief of the OWI Radio Bureau, whose resignation is imminent, and the possible return of Elmer Davis, OWI director, to the air.

Operations Reviewed

The Committee met with E. Palmer Hoyt, director of the Domestic Branch, and other OWI officials. Seven of the nine members, appointed by Mr. Hoyt Aug. 23, were present, the other two being represented by proxy.

Attending were William S. Paley, CBS president; Frank E. Mullen, vice-president and general manager of NBC, proxy for Nile Trammell, who was planning a trip abroad; Mark Woods, CBS president; Lewis Allen Weiss, vice-president and general manager of Don Lee Network, who also represented Miller McClintock, Mutual president; Neville Miller, NAB president; Herbert L. Pettry, director, WHN New York; Leo Fitzpatrick, executive vice-president and general manager, WJR Detroit, and Martin B. Campbell, managing director, WFAA WBAP KGKO Dallas-Ft. Worth.

At the conclusion of the meeting, which took place Monday afternoon in Mr. Hoyt's office, OWI issued a statement asserting that the Committee had "carefully reviewed" the past operations of the Radio Bureau "and considered suggestions pointing toward a closer and more effective cooperation" between the OWI and the broadcasting industry and the OWI.

The Committee, OWI said, "commended the Radio Bureau for the efficient functioning of cooperation rendered to the industry by co-ordinating the needs and requests of the various governmental agencies and budgeting those requests in a form that could best be handled by the industry, with due evaluation of the needs of the government."

The Committee requested the statement set forth, "that all future requirements of Government agencies for radio facilities in their various drives and campaigns be cleared exclusively through the OWI so that full advantage could be taken of the coordinating functions provided by the OWI."

It was understood that in making this recommendation the Committee was aiming at practices which developed recently in connection with the Third War Loan campaign, wherein some deviations from OWI clearance operations occurred. Broadcasters are believed to have expressed objection to certain of these practices.

In recommending a greater flow of war news, the Committee supported the action of the OWI Newspaper Advisory Committee which had earlier advocated more complete coverage. OWI stated that "broadcasters are acutely aware of the desire of the listeners of America for all of the war news, whether it be good or bad."

The Radio committee, according to the statement, "commended the OWI for the recent improvement and expansion of its activities in facilitating the release of war news and recommended a continuation and expansion of such material" and that it be released as soon as possible. "Closing up to the present, the Committee pointed out that war news had been announced early last month by President Roosevelt after a conference with OWI Director Davis and War, Navy, and Army Dept. officials [BROADCASTING, Sept. 6]. The conference took place a short time after the resignation of OWI liaison with the War and Navy Depts, had resigned at the end of his agreed tenure and had stated that it was up to Mr. Davis to improve the public relations policies of military agencies."

Names of several prominent broadcasters, both station owners and managers, were submitted by the committee to Mr. Hoyt as possible successors to Mr. Davis who is expected to return to his former post as vice-president of Ruthrauff & Ryan, which granted him a limited leave to serve with OWI.

The committee met briefly with Mr. Davis and informally discussed the question of his resuming his weekly radio talks. Mr. Davis, it was learned, made no request on his own.

OWI Seeks 150 Radio, Newspaper Men to Handle Overseas Assignments

OVERSEAS BRANCH of the Office of War Information can use im mediately 150 top-flight broadcasting or newspaper executives capable of operating stations and newspapers in the Pacific and European war zones with staffs comprised largely of natives of those areas.

Ability to speak, read and write one or more foreign languages is a major requirement, although it might be waived in exceptional cases where its lack would be more than compensated for by other skills. Broadcasters of the 3rd group, in good physical condition, are especially sought, although some of the posts can be filled with men discharged or rejected by the armed services for physical reasons.

Six Classes

Six classifications of candidates are needed, as follows:

1. Radio men with administrative, programming, script writing or production experience. Foreign languages are especially important in this classification.

2. Radio engineers, both studio and transmission; foreign languages not essential, but very helpful.

3. Radio technicians who must be good at all kinds of operations and repairs and who must also know radio photo transmission.

4. Newspaper and magazine men capable of handling a news file, taking cable from the United States and preparing it for transmission to the local press abroad. Also men with experience running newspapers.

5. Writers, not necessarily journalists, who can produce special articles for foreign publications, write pamphlets, booklets, etc. Foreign languages especially important.

6. Production (printing) specialists with good knowledge of typography, layout and techniques of distribution.

Successful candidates will be trained at the OWI's Overseas Branch headquarters in New York for periods varying from three to nine months, depending on the individual's qualifications, with the aim of fitting each candidate for a key overseas post. Many of the men will work under the Psychological Warfare Branch of the Army in war zones in an expansion of the radio and leaflet propaganda operations which have been factors in the Allied successes in the Mediterranean area.

Salary scale runs from $4600 to $6000 a year, with liberal allowances added for foreign service. OWI officials freely admitted that these salaries will in most cases be far below those now received by the kind of men they are looking for, but added that these positions will offer opportunity to men over draft age to use their skill and experience in constructive service in direct war work, often in the vanguard of the armed forces.

David Rum, personnel consultant to the OWI overseas office at 224 W. 57th St., New York, who will choose the 150 candidates immediately, will be in Chicago from Oct. 13 to 15 at the OWI domestic office in the Mather Tower, interviewing midwest prospects.

Buyers Series Breaks

P. LORILLARD Co., New York, has signed for chainbreak announcements before and after Gillette-sponsored World Series on 10 MBS stations and the flagship of Old Gold's. Scheduled for the length of the Series, commercials were placed on WHBC KOCY WIP WISE WABC WACRG WJNY WJW WBIR. Agency is J. Walter Thompson Co., New York.
A Six-Hour Concert Every Night... That Nobody Hears

This is the story of a man who plays the piano—in an empty studio. Triumphant chords, nimble arpeggios, brilliant melodies flow from the instrument in startling succession—but nobody ever listens to him.

His job is to tune the pianos at NBC—all thirty-three of them. Every night, he tours the empty studios on a carefully planned schedule. Under his expert fingers, each piano is made to respond until it is at precise concert pitch—ready for a symphony performance or for a boogie-woogie virtuoso.

Every piano at NBC is tuned by him once a week. Every piano you hear played from Radio City is always pitch perfect.

It’s part of NBC’s routine attention to detail... to the very smallest of details that make for better broadcasting. Not of world-shaking importance, perhaps. Yet—if it weren’t done?

It is precisely this meticulousness, this almost automatic insistence on having every detail and feature of every program on NBC as perfect as possible, that enables advertisers and listeners both to depend on NBC for the best in broadcasting.

Perfectionism, insistence on quality, care—even for details that no client or listener is directly aware of—these are some of the things that make NBC “The Network Most People Listen to Most.”
Noble Says He Will Consider Selling Time For Controversy

Letter to Fly Indicates He Will Judge Each Case On Its Merits; Cites WMCA Policy

ACTION by the FCC on the proposed sale of the WKLY Blue Network by RCA to Edward J. Noble's American Broadcasting System, Inc. for $8,000,000 cash was expected before the end of the month, with consideration of the license issues, and in that Mr. Noble had filed a statement of policy relating to sale of time for other than merchandising purposes.

Mr. Noble's statement, in which he said he viewed the whole matter with an open mind but would consider sale of a limited amount of time for discussion of controversial issues, was dated Sept. 29. The FCC, however, did not make the letter public until Oct. 1, for reasons yet unexplained. It was formally made a part of the hearing record in the BLUE network case.

No Opposition Expected

Mr. Noble's arrangement with three New York-based radio stations for a loan for $4,000,000 terminates on Nov. 1. It was expected that the FCC would act on the transfer, which actually involves only the assignment of the licenses of the three stations owned by the BLUE to Mr. Noble, prior to that date. There is no indication of opposition on the FCC which would preclude prompt approval of the transfer.

The record in the BLUE case was held open following the second day of hearing on Sept. 29 to allow Mr. Noble to file his statement of policy. Chairman Fly inferred in his request that he felt time should be allowed to labor unions and to cooperative organizations on equal footing with commercial concerns, whether or not the NAB Code foreclosed it.

There was an unverified report that Mr. Noble submitted a letter prior to the Sept. 29 statement, which, in the judgment of Mr. Fly, did not provide time on the controversial issue matter.

Following is the full text of Mr. Noble's letter as released by the FCC.

At the adjourned hearing on Sep. 29, 1943, regarding the proposed transfer of the ownership of The Blue Network, Inc. to American Broadcasting System, Inc., of which I am the sole stockholder, I was requested to submit to your Commission for inclusion in the record a statement of general policy with respect to the sale of broadcasting time for other than advertising purposes of commercial goods and services which would be put into effect in event of approval by this Commission of the consummation of such transfer.

After careful consideration of the nature and character of such statement which I am sure the Commission shares, of the pertinent managerial and legal issues involved in actual practice and administration, I am prepared to say that in addition to the general terms which I will be to refrain from adopting any restrictions which will automatically rule out certain types of programs on the basis of the identity or personality of the individual, corpora-

Dear Mr. Noble,

I'm writing to you about the proposed sale of the Blue Network by RCA to your company, American Broadcasting System, Inc. for $8,000,000 cash. The FCC is expected to make a decision on this matter before the end of the month.

I have read your statement of policy regarding the sale of time for other than advertising purposes and have submitted a letter in support of this request. I believe that the FCC should give prompt approval to this transfer.

I appreciate your consideration of this matter and look forward to hearing from you soon.

Sincerely,  
[Your Name]
THE Amazing Sales Record of WLAC for '43

- WLAC's increase to 50,000 watts a year ago has brought to this station a flood of new listeners—a deluge of new business.

As of August 10, 1943, WLAC already had more business under contract for the current year than was placed during the whole of 1942.

The "summer slump" was blitzkrieged by 75 regularly scheduled sponsored hours and 165 national spot announcements, plus scores of local announcements per week.

INDUSTRIAL GATEWAY TO THE RICH TENNESSEE VALLEY

WLAC

Only CBS station within 125 miles of NASHVILLE, TENN.

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising
EARLY BIRD MILKMAN MAHONEY
He Found Success Looking At News Through
Kidding Eye of an Ordinary Guy

By JEAN KERR
Radio Copy Chief, Lewis Edwin Ryan
Agency, Washington

CLAUDE MAHONEY gets up early enough each morning to ride to WMAI on a milk wagon and, indeed, kids some listeners into thinking he does just that. Instead, after arising at 4:40 and breakfasting on an orange and a glass of milk—kind of a Milkman's Milk—he shaves his face, has his hair cut, and drives to his work. Mahoney, in deference to his sponsor—he catches a street car at 5:26, reaches the studio 15 minutes later, spends a half hour racing through the news reports, and somehow is ready at 7:45 with 1500 words of news, interpretation, farm lore, and a little of what some friends call "Mahoney's funny talk"—then milks his five WMAI and five other Washington stations dish out plenty of early morning news. By the time Mahoney goes on the air, there have been 14 earlier news broadcasts. For that and other reasons, the milk-fed reporter strives to be different.

Seven Renewals

As for the results, both sponsor and advertising counsel look happy and mysterious but won't talk. However, it can be significant that each contract runs for 12 months and has been renewed seven times on that same basis.

To lead off, Mahoney presents a headline digest. That over with, he settles down to look at events of the day at greater length with a critical, humorous, and kidding eye. He aims to make listeners think—and to get them to compare news stories with a different point of view. Mahoney says: "I thought that was Henry Wallace's job." The dignified head of the Capital Traction Co., invited to make a three-minute guest appearance, arrived with a script that was much too stiff and formal. To loosen up his guest, Claude introduced him as "Flat Wheel Eddie."

The milkman's digs at prominent people are never unknown and seldom presented, but they carry their punch. When Gene Marshall went to Mexico to review the Good Neighbor's troops, Mahoney expressed surprise, saying: "I thought that was Henry Wallace's job." The dignified head of the Capital Traction Co., invited to make a three-minute guest appearance, arrived with a script that was much too stiff and formal. To loosen up his guest, Claude introduced him as "Flat Wheel Eddie."

The hefty commentator, who carries 54% pounds of weight for each of his 41 years, eats a second breakfast at the Press Club along about 8:30 and then roams about town chatting with the people, common and otherwise, who hear the broadcast and buy the milk, together with the people who make and know the news.

Now and then the BLUE needs him to handle the Washington end of its news round-ups, but the rest of his working time is spent just "keeping in touch." Mahoney aims to give the people the sort of news they want to hear, and to do that you've got to mingle with the public. Once he skipped an interview with a Cabinet officer because he was getting some "down home" background from a bus driver.

On AFA Committee

WILLARD D. EGOUL, AFA vice-president, and Gardner Cowles Jr., AFA director and former director, Domestic Operations, OWI, have been named chairman of the vice-chairman, respectively of the War Advertising Committee of the Advertising Federation of America. Peggy Egan, district, Washington, announced the appointments following a meeting of the board of directors in New York Sept. 25.

NAB Figures to Appear At Stephens Meeting

WILLARD D. EGOUL, assistant to Neville Miller, NAB president, and head of public and industry relations of NAB, will be one of the main speakers at a regional wartime radio conference Nov. 19-21 at Stephens College, Columbia, Mo., to discuss responsibility of Radio in the New World!

Other speakers at the meeting, sponsored by the Assn. for Educa- tion by Radio and other educational organizations, are to be Maj. Harold W. Kent, Educational Di- vision, War Dept; Dr. Donald Donnel, coordinator of listener activities, NAB; Peggy Egan, president, WMAI, and Forrest Whan, regional vice-president, Assn. for Education by Radio; Madame Wellington Koo, wife of the former Chinese minister to France.

An attendance of several hundred is expected, with NBC, CBS, WMC, and various radio stations, agen- cies, colleges, public schools, civic organizations, and related agencies represented. First of the conferences, in which Stephens students also participate, was held on the college campus last year.

More Sets In Use

HOOPER "National" Program Ratings Report for Sept. 30 shows a 20% increase in its in-use-over the Sept. 15 report and a rise of almost 12% over the correspond- ing report of a year ago. Average rating is up 2½% for the last report and almost 12% from a year ago. Charlie McCarthy holds first place in his 12th evening programs, with Bob Hope second and Aldrich Family third. Walter Winchell ranks fourth, followed by Joan Davis with Jack Haley; Radio Theatre; Frank Morgan-Fanny Brice; Bing Crosby; Screen Guild Players; Mr. District Attorney; Durante-Moore-Cugat; Blondie; Kay Kyser (first half); and Spike Jones and the City of Your Hit Parade. Red Skelton leads the programs broadcast after 10:00 p.m. which are not measured in the Eastern Time Zone.

"Tabasco" Spots

MELHINNERY CO., Avery Island, La., has started a test campaign in the New York area for "tabas- co" red pepper sauce. Firm has purchased three an- nouncements weekly on WJZ New York, and nine announcements will be given the Brooklyn through Huber Hoge & Sons, agency appointed to handle the New York account. Other advertising continues to be handled by Aubrey, Moore & Wallace, Chicago.

Blue Meet Hears Of Thomas Del

Standard Oil Will Sponsor, Pacific Affiliates Told

ANNOUNCEMENT of one of the largest package sales ever made on a Pacific Coast network followed when the Pacific BLUE affiliates meeting in San Francisco, Sept. 23-24, when Don E. Gilman, vice-president in charge of the Pacific BLUE, an- nounced that Standard Oil Company of California would sponsor Lowell Thomas five nights a week beginning Nov. 1.

Attendance

Those attending included John H. Horton Jr., stations relations executive for New York; from New York; Kevin Sweetney, assistant to the vice- president and sales promotion manager of the BLUE in Hollywood; Tracy Moore, western sales manager; Leo Tyson, program manager; Milton Samuel, publicity manager, and Walter Lonner, gen- eral service manager, all of the BLUE.

Representing KGO San Fran- cisco were Don Searle, general manager; Bob Wesson, manager of promotion and publicity; Ray N. Bierman; Beverley Koo, chief engineer, and Bob Dawn, program manager.

Station affiliate representatives included Logan Jones, KFQ Wen- atches; Arthur Gerbel, KJR Seat- tle; Arden X. Pangborn, KEX Portland; Frank Carman, KUATS Salt Lake City; Maxwell Reich, KKL Los Angeles; Charles P. Scott, KTKC Visalia; Louis Kroech, KOH Reno; Deane Banta, KERN Bakersfield; George Ross, KWG Stockton; Leo Ricketts, KPBK San Fran- cisco; John Hamilton, attorney for the McClatchy Broad- casting Co., Sacramento; Jack Gross, KFMB San Diego; and W. B. Ryan, Clyde Scott and Bud Edward, KBEA Los Angeles.

PRESS WIRELESS' Hicksville manufac- turing unit was honored by Army-Navy production award for the second time, the first having been won six months ago, and has also distinguished itself by building several large radio units in what is believed to be record time.

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BROADCASTING • Broadcast Advertising
Gene O'Haire illustrates and analyzes war news with maps. This Wednesday night feature has a rating of 2.37 out of 3.00.

Amateur boxing matches draw a large studio audience. This feature has a rating of 2.35 out of 3.00.

Light operas and operettas are presented by well-known college and other amateur groups. A recent hit showed a rating of 2.26 out of 3.00.

A "home" program of helpful hints for the housewife suggests housekeeping time savers. The program rates 2.23 out of 3.00.

To you, the future telecaster, General Electric offers as an aid to your planning a wealth of television programming and manufacturing experience.

Station WRGB in Schenectady is General Electric's television workshop. It is one of the finest and most complete television studios in the world.

At WRGB programs are created, studied and analyzed. Live talent, multiple-scene productions are staged at low cost. Audience reaction is constantly checked and a rating established for every show. Operettas, civic meetings, variety shows, drama, sports events, and educational features are but a few.

Enthusiastic responses and repeated requests from an interested studio and home receiver audience prove the success of WRGB's weekly features—reactions providing abundant information which G.E. will gladly share with those considering television for after the war.

WRGB workshop is another example of General Electric's service to the broadcasting industry.

Within the limitations imposed by 100% war production, General Electric is planning and developing post-war television. Experiments are constantly in progress. As a result, programming refinements seen nowhere else often are to be seen at WRGB.

If you are in the broadcasting field, or interested in building a television station after the war, COME TO SCHENECTADY and inspect WRGB in operation. No other manufacturer of television broadcasting and receiving equipment offers so much knowledge and experience as General Electric. You are welcome at WRGB. Write...Electronics Dept., General Electric, Schenectady, N. Y.

Tune in "THE WORLD TODAY" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to "The Hour of Charm" at 10 P.M. E.W.T. over NBC.
A New Measurement of the

Of the 30,800,000 radio homes in the United States, only 8,000,000 or 26% are in the “program rating” cities.

What about the listening habits of the other 22,800,000 radio homes—in areas where there are fewer stations and less competition—and where, admittedly, people listen more?

You, as an advertiser, are naturally interested in finding out something about this large audience—and so, since November, 1942, we have had Hooper conduct a series of special rating-surveys in communities outside the Hooper cities.

The results of the first five surveys are shown on the lower chart at the right.

While we knew that The BLUE was delivering good ratings in the Hooper cities—in fact, higher ratings now than ever before—the surveys proved that BLUE ratings in communities outside the Hooper cities were even higher.

For example, on program “A,” the rating in towns having only a BLUE station was 283% higher than the regular Hooper rating, and on program “B,” the figure was 359%.

The obvious moral is: when you look at BLUE, look at the ratings, yes, but also look at BLUE program policies which have created an increasing listening habit—look at the audience-building activities of BLUE stations—look at the coverage of The BLUE’s 167 stations—look at The BLUE’s mounting list of good programs and top-rank advertisers.

Look at BLUE from your own sales angle, and you will buy BLUE.

IN THE WORKS—a new, national advertising campaign to create larger audiences for Blue Network Programs—watch for the full story.
National Radio Audience

TOTAL U.S. RADIO HOMES
30,800,000
(100%)

RURAL RADIO HOMES
10,500,000
(34%)

URBAN RADIO HOMES
20,300,000
(66%)

RURAL UNRATED RADIO HOMES
10,500,000
(34%)

URBAN UNRATED RADIO HOMES
12,300,000
(40%)

URBAN "PROGRAM RATING" CITIES
8,000,000
(26%)

HOOPER RATINGS OF BLUE NETWORK PROGRAMS IN CITIES NOT REGULARLY SURVEYED

PROGRAM - A
PROGRAM - B
PROGRAM - C
PROGRAM - D
PROGRAM - E

1. REGULAR HOOPER CITIES
2. CITIES WITH A BLUE AND 2 OR MORE OTHER STATIONS
3. CITIES WITH A BLUE AND 1 OTHER STATION
4. CITIES WITH A BLUE STATION ONLY

The Blue Network
A RADIO CORPORATION OF AMERICA SERVICE
**OWI Food Campaign Switches to Net, Station and National Spot Allocation**

SWITCHING its “Food Fights for Freedom” campaign from the Special Assignment Plan over to the Network, Station, and National Spot allocation plans, the OWI Domestic Radio Bureau begins Nov. 1 to lay down a heavy barrage on the themes of food production, conservation, rationing and price control. Actually there are nine sub-topics combined in this campaign, which ranks second only to the Third War Loan in the amount of radio time allocated to campaigns during the last half of 1943.

The individual themes, which will continue to be supported, include war messages on such topics as nutrition, victory gardening, farm manpower (U. S. Crop Corps), and the Home Front Pledge (in support of rationing and price control).

**Price Drive Continues**

Scheduled for another week on the Network and Station allocation plans is “Hold Prices Down,” the campaign to inform listeners about the government’s program to hold the line on prices and the cost of living. The active interest and participation of listeners is sought in the fight against inflation.

“Stick to Your War Job” also continues to get the support of the station announcement plan, with the independent stations carrying these war messages during the first week of November.

Added to the list of Network Allocation spots, are a series in behalf of War Bond sales and another for the Junior Red Cross. The Bond spots bridge the gap between the Third War Loan drive, now over-subscribed, and the “Bonds for Christmas Presents” campaign which is to be featured later in the month. They are intended to stimulate Bond purchases through the payroll savings plan and thus to “keep on Backing the Attack.”

The Junior Red Cross spots will help to recruit children for membership in Red Cross service efforts—to aid in collection of critical materials for salvage, fund collection, etc. All children from kindergarten to high school age are eligible.

During the week of Nov. 1 the National Spot plan will carry messages on “Food Fights For Freedom” and “Stick to Your War Job.” This increasingly popular plan for broadcasting of war messages is the subject of a special article elsewhere in this issue of **BROADCASTING**.

On the Special Assignment plan for the week of Nov. 1 the subjects will be “Junior Red Cross,” “Know Your Enemy” and the “V-12 Navy College Courses.”

**Gracie Posponed**

GRACIE FIELD’S premium on Mutual for American Cigarette & Cigar Co., was postponed from Oct. 4 to Oct. 18 due to the English comedienne’s delayed arrival from abroad. Miss Fields arrived Oct. 6, a week behind schedule.

**CBC Farm Meeting**

THIRD ANNUAL conference of the Canadian Broadcasting Corp. Farm Broadcast Section at Toronto, Oct. 15-18, will be under the chairmanship of O. J. W. Shugge, supervisor of farm broadcasts. Regional farm broadcast administration, analysis of program content, and plans for the 1943-44 national farm radio forum with regional pick-ups will be discussed.

Attending the conference are CBC farm broadcasters Fergus Mutrie, Vancouver; Hugh Boyd and Peter B. Whitall, Winnipeg; A. B. Kemp, W. J. MacPherson, H. J. Boyle and Dean Hughes, Toronto; D. A. Hampshire, Tildesley and Berube, Montreal; C. J. Groff of the Information Office, Wartime Prices and Trade Board, Ottawa; Fred James and Ralph Marven of the press and publicity office, Dept. of Agriculture, Ottawa; and R. M. Scott, chief of markets information, Dept. of Agriculture, Ottawa.

**CARICATURES**

CARICATURES of this agency-network production group on the weekly BLUE Your Dubonnet Date, were dashed off by Xavier Cugat, musical director and noted caricaturist (seated) during interim in rehearsal for initial broadcast of that series. Dubonnet Corp. sponsors the half-hour musical program which started Sept. 4. Caricature “models” (1 to 1) are Robert Moss, BLUE Western division production manager; Harvey Helm, associate writer; Hu Chaim, assistant radio director of William H. Weintraub & Co., New York agency servicing account, and Ted Hediger, agency writer-producer.

**TAKING OVER a new time, weekly Noah Webster Says, cash quiz program recently sponsored by Bristol-Myers Co., as summer replacement for Duffy’s Taverns on BLUE stations, becomes an NBC sustaining feature in early October.**

**Texas Renew Opera**

FOR THE fourth consecutive year, Texas Co., New York, will sponsor the Saturday matinee performances of the Metropolitan Opera on the BLUE for Texaco oil and gasoline. Starting Nov. 27, the series of 50 opera broadcasts will be presented from the stage of the opera house with Milton Cross again serving as announcer and commentator. The operas will be broadcast from 2 p.m. until their conclusion. Agency is Buchanan & Co., New York.

**ENDING the St. Louis Post Dispatch editorial of Sept. 24 [BROADCASTING, Oct. 4], William B. Dolph, general manager of WOL Washington, has issued a possible solution to the current discussion of whether broadcasters may interpret as well as report the news.**

In the letter, the Dispatch suggests that radio distinguish between news and opinion, as a newspaper does with news stories and editorial comment. Mr. Dolph proposes to indicate the straight newscaster and commentators through their introductions on the air and through identifying marks in the program listings. Mutual commentators such as Raymond Clapp, Fulton Lewis Jr. and Walter Comp- ton will, according to the plan, be introduced as new commentators who may both report and interpret news. Also in WOL’s printed program folios and newspaper listings those who object to report the facts as received over the wire services, will tentatively be distinguished from the analysts by a star, asterisk or some mark with a footnote identifying them. Dolph plans to discuss his idea with Washington newspaper radio editors.

**Canada Army Show**

NEW CANADIAN Army transcribed show The Army Speaks is now being carried by 52 Canadian stations, one of choice, and may be sponsored locally with an institutional type of commercial. The Canadian Army last winter had a similar series, Bagge of the Cen- tral. The new series is based on the true life stories of new recruits, covering the recruit’s life up to the time he enlists. The series, at present planned for 13 weeks, may be ex- tended for 26 weeks. It is produced under the direction of Maj. Dick Diespecker, Army Radio Liaison Officer, scripted by Sgt. Len Peterson recorded at WLW Cincinnati, and pressed and shipped by Exclusive Radio Features, Toronto.

**MBS Billings Up**

MUTUAL BILLINGS for the month of September showed an increase of 63.1% over the figures for the same month in 1942, while cumulative billings for the first nine months of 1943 are up 31.9% over a similar period last year. The figures are: Sept., 1942—$1,188,302; Sept., 1943—$1,513,510; Sept., 1942—$707,283; cumulative billings, 1943—$9,260, 477; 1942—$7,091,917.

**Carter Coal Discs**

CARTER COAL Co. and its Olga coal dealers have returned to the air with The Hermit’s Cave, originating WOR. The Transcribed version is broadcast on CFRB Toron- to; WGR Cleveland; WING Dayton; WIRE Indianapolis; WLBG Muncie; WOOD Grand Ra- pids; WSBT South Bend; WSAI Cincinnati. Ralph H. Jones Co., Cincinnati, has the account.
Transcribed programs otherwise excellent can be ruined by poor turntables.

Few events more woeful can occur than to have a sustained note degenerate into a devastating “wow” because of turntable speed variation.

RCA turntables are very good as to speed characteristics—the torque is high, and they are huskily built to withstand hard usage.

They are provided with a pickup which will reproduce both “lateral” and “vertical” cut transcriptions and are available with or without recording attachment.

Special “high precision” RCA recorders are available for use where “commercial” type recordings are required.

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.

RCA BROADCAST EQUIPMENT

RCA Victor Division • RADIO CORPORATION OF AMERICA • Camden, N.J.
Take the Whiskers Off Broadcasting

WHY DOES radio never lift its mighty voice to thunder the story of its greatness? Why does it neglect to tell what American broadcasting really is? Why does it neglect to explain why and how American radio programs reach pinnacles of quality without equal anywhere else in the world?

American radio leads the world because in all its phases, it has developed within our system of free competition.

In Britain and other countries, radio owners must pay an annual tax or listening fee. Broadcasting is under government auspices, which means that public officials decide what listeners shall hear. They try to learn what their listeners prefer and strive manfully to give them what they want. Yet even the most hostile and reckless-of-facts critics of American broadcasting must admit, when they are pinned down to it, that radio programs are superior.

United States for nothing are infinitely superior to those abroad for which auditors must pay listening taxes.

The chief reason for this superiority is that while those who put American programs on the air may not be any more responsible than foreign officials who determine what their listeners shall hear, they are far more responsive. They have to. For they can't offer programs on a basis of "hear this or hear nothing." Their programs must hold listeners who otherwise will tune in on something else.

‘Quit Posing’

Here is the crux of the matter. The public has been led to believe that American radio is a public service sponsored by broadcasting companies. The time has come for radio chains and broadcasting stations to take off their whiskers and quit posing as public benefactors. Our gratitude should be expressed not primarily to radio stations but to American advertisers whose dollars pay for everything we have in broadcasting. Last year the advertisers of America spent $250 million—half a billion—the Panorama Canal—to present programs which the public heard for nothing. Of that quarter billion, $191 million went to broadcasting stations and networks in payment for time on the air. This is the only source of revenue which broadcasters have. It pays not only for the broadcast by sponsor programs but for everything else which goes on the air—Presidential talks, public debates, news bulletins, special events, schools of the air, and all sustaining features.

—Terrible Commercials

Advertisers buy radio time and employ the best talent obtainable because they find it good business to do so. A sponsor knows that while his show is on, other programs are bidding for listeners. If too many people prefer competitive programs he turns his station off and his advertising does not bring results. This intense competition for listeners and potential customers has given American radio its high quality and variety. It also exerts a restraining influence on commercial announcements during programs; astute advertisers know that the high general rating for radio time and talent is wasted if their commercials antagonize a large proportion of their audience. Listeners can always turn to other stations or take a bow for the entire radio manufacturing industry. With push-button tuning, chairside models, and foot control of automobile radios, the industry has made it easier for listeners to switch stations.

Still, some commercials are simply terrible. Not generally a part of high-grade network programs, most of the offenders are on local stations and in the form of spot announcements which are jimmied into the few seconds between programs. Consider an advertiser who buys a half hour of network time for $8,000 and puts on a show costing $3,000. Suppose the next half hour is taken by another advertiser who also spends $11,000 for his presentation. Each sponsor hopes his $11,000 will be more than re-paid in good will and response to the sales message which he compresses into less than three minutes of his time. Each carefully prepares his commercials so that they may be in good taste and in keeping with the quality of his entertainment.

At the end of 29½ minutes—not mind you, the 30 minutes he paid for—comes the network break, with this program came to you from New York, it is the Soanado Broadcasting Chain." So far, so good; everything in good taste as planned by the advertiser. Then in the fraction of a minute before the next $11,000 show goes on the air, comes a succession of squawks, whistles, yaps, bazaar-like sounds, and a mixture of adenoidal and honey-voiced voices. An advertiser created by one half hour program has left its dials unchanged in anticipation of another pleasing thirty minutes and is tricked into hearing the spot annoucements of an advertiser who has no entertainment to offer, and who is like a peddler with one foot in your front door.

This free-rider on another advertiser's high cost program doesn't mind irritating a portion of his audience so long as he can pin this message into the ears of the remainder. In fact, one measurement of a new spot announcement's effectiveness is the amount of irritation caused; when complaints roll in, sales also skyrocket.

‘Earitating’ Pays

Even those who think they know, can't explain the strange psychology of audience reaction to certain radio programs. It is easy to understand why well liked programs rank high in Crossley popularity ratings and bring profitable results to station operators. But why should some features which are distasteful to a great majority of radio listeners also enjoy high rating and pay well in sales? Nine out of ten will tell you that they dislike a certain commentator; yet he has a higher Crossley rating than any other comparable program, and upon the heels of a recent ugly controversy his rating actually increased. Why? Does the diet which he dishes meet the people listen despite their dislike?

As for objectionable spot announcements, they appear to be creating a new type of listeners who might be termed the Flugubilies. Some of the worst programs, one of our largest cities perpetrated one of the most "Earitating" local spot commercials ever devised. Its sales were low when it began—seventh or eighth among beers distributed in that city. Today its sales are in second or third place, and the plant is operating at capacity. Who's to blame for this? P. T. Barnum or Texas Guinan, if they were alive, might have the answer.

In Self-Defense

But don't blame the network sponsor for these ugly plugs. So general has become the practice of such interruptions that many large users of network time, advertisers who appreciate programs the public likes to hear, now buy spot announcements in self-defense. Spot commercials have long been a pet peeve of mine, because they are a parasitic growth on the system of broadcasting which has given us our fine programs, and because they are responsible for much of the criticism which has been levelled at radio in general. Of course, this is a practice which has grown with the industry and it probably is not a revenue-producing individual stations. Some define it as an essential component of our present broadcast system which, it should not be forgotten, gives the American public a higher standard of entertainment.

(Continued on page 58)

COMMISSARY E. F. McDonald Jr., founder-president of Zenith Radio Corp., has been in radio since 1921. In the early 20's he built and operated WJAZ. In 1923 he organized the NAB, and as its first president he "sold" one of the world's first commercial broadcasts: NAB, in return for a $1,000 donation, helped a magazine publisher dispose of a large over-run by persuading member stations to broadcast a sales message that cleared the news-stands.

In 1926 McDonald objected to one-man control of radio and precipitated a test case by broadcasting on a Canadian wavelength in defiance of an order by Secretary of Commerce Herbert Hoover. The Court's decision ended one-man control; McDonald then appeared before the Senate committee urging the organization of the first radio commission.

Three years ago Zenith erected a pioneer FM station in the Midwest, W51C, which today transmits only good music and sells no advertising. McDonald has, in other words, seen about every side of most controversial radio problems.
A bullet? The Cleveland market? What have they got to do with each other? Simply this...

The American people know that today a bullet is essential... or back we might go to bows and arrows.

And American businessmen know that advertising in the right market is essential—particularly today... or back they might go to the commercial Stone Age.

Cleveland is one of these right markets... and WTAM is the essential station in that market. For WTAM is the most listened-to station in the Cleveland market—listened to ten times more in urban counties than any combination of stations in the area. And, in the area itself, employment is up 33%, business has increased by 42%, and 92% of the people own radio sets.

WTAM—CLEVELAND
One of Eleven Essential Stations in Eleven Essential Markets
Represented by NBC Spot Sales

WTAM is one of eleven essential stations in eleven essential markets. Here’s why they are essential to you:

1. They broadcast to 55% of the radio homes in the U. S.
2. They are in markets whose buying power is 34.2% higher than the country’s average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the postwar period—as a bullet is to the defense of America.

And WTAM, Cleveland, will score a direct hit every time!

WTAM—CLEVELAND
WEAF—New York
KYW—Philadelphia
WRC—Washington
KOA—Denver
WMAQ—Chicago

KPO—San Francisco
WGY—Schenectady
WBZ—Boston-Springfield
WOWO—Fort Wayne
KDKA—Pittsburgh

A SERVICE OF THE RADIO CORPORATION OF AMERICA
There’s
HAWELEY!

Nobody wants to get away from Adelaide Hawley—and it's hard to do in New York.

Go to the movies. There she is: women's commentator on the MGM News Reels.

Go to the visiting-celebrity high-jinks that are always occurring in New York—there's Adelaide right up in front.

Get within ear-shot of a radio in the New York area around 8:45 in the morning—and odds are you'll hear Hawley. One out of every three listening homes is tuned to her Woman's Page of The Air every morning. It's the most popular local women's show in New York.

Her program is neither a cooking school, a gossip column, nor advice to the lovelorn. It's a grown-up, well-dressed, urbane show. A New York kind of show.

Hawley's specialty is to know everyone important or interesting in New York. She gets them on the air—talking about what they can talk about best. She interviews interesting "neighbors at work." She tells about what's new in the market. She reports the things she sees and does in the busiest, most interesting city of them all.

Adelaide's skill makes it a fascinating show...full of life, interest, fast action and spirited talk. It's the kind of show that makes 8:45 A.M. an event to New York women.

Of course, it's on WABC.

Sorry—all 18 of the participations available each week are now sold out.

Represented by Radio Sales,
the SPOT Broadcasting Division of CBS
M.C.s Trained for NAB Retail Shows

Biographies of Leaders Who Will Show Film

In 111 Centers

FOURTEEN executives of independent, affiliated and network stations will have completed one-week intensive training courses as masters of ceremonies for local showings in 111 cities by the October 12 premiere of the radio industry's film presentation, "Air Force and the Retailer" in Washington, D.C. to which Harry Burke will be among M.C.s.

Backgrounded in radio and advertising, the 14 broadcasting men chosen are being especially trained as public speakers for their tours. The Retail Promotion Committee, headed by Paul W. Morency of W TIC Hartford, organized the two schools, in Detroit and New York, to coach the emcees in their presentation techniques. The "short courses" attended by these veteran radio executives will enable them to give professional performances.

The masters of ceremonies are:

M. F. Allison, promotion manager of WLW Cincinnati; Lewis H. Outler, director of broadcast advertising, NAB Washington, D. C.; Harry D. Burke, assistant general manager in charge of sales, WOW; Arthur E. Davis, president of WHB Kansas City, Mo.; James M. Gaines, specialist in sales promotion in station relations department of NBC New York; Arthur B. Outler, Jr., Sales Manager, WSB Atlanta; Clyde Pemberton, commercial manager of KPJZ Fort Worth; William C. Roux, assistant manager of network and sales, WEJ Boston; Walter Johnson, assistant general manager of WTIC Hartford; Robert T. Mason, manager of WMBN Marion, O.; John M. Outler, Jr., sales manager, WHB Atlanta; Clyde Pemberton, commercial manager of KPJZ Fort Worth; William C. Roux, assistant manager of WSB network sales, WOW; Frank Webb, sales manager of KDKA Pittsburgh, and Frank Parke Wright, manager of the San Francisco Retail Radio Bureau.

HARRY BURKE
Assistant Mgr. in Charge of Sales, WOW

Mr. Burke has been promotion manager of WOW Omaha since 1941. He was assistant manager of WOW Omaha from 1939-41, and from 1937-8 and in 1938 presented a comprehensive plan of broadcast advertising that was unanimously adopted and became the basis of NAB's broadcast advertising activities. He is also assistant to Senator S. T. O'Malley, Washington, D.C.

DONALD DOWT DAVIS
President, WHB

Mr. Davis was born in Independence, Iowa, and came to Kansas City in 1920. He was first employed by WJAG, which station he left in 1923 to enter the broadcasting business. He is a member of the Board of Directors of the Kansas City Advertising Association, and has been the recipient of various awards for outstanding advertising work. He is also a member of the National Association of Broadcasters.

LEW AVERY
NAB Director Broadcast Advertising

LEW AVERY has been with NAB since 1929, and has been in the broadcasting business for over 20 years. He is a graduate of the University of Kansas, and holds the degree of Bachelor of Science in Journalism. He is a member of the Board of Directors of the Kansas City Advertising Association, and has been the recipient of various awards for outstanding advertising work. He is also a member of the National Association of Broadcasters.

James M. Outler Jr.

Mr. Outler is the son of Mr. Outler, Sr., who was the founder of the Outler Advertising Agency. He is a graduate of Emory College in 1914. He was a display advertising solicitor for the Atlanta Journal in 1916 when he enlisted. He was a first lieutenant at the time he was wounded in the Meuse-Argonne offensive in 1918.

In 1919 Outler rejoined the Atlanta Journal in the same position he held before his departure. In 1920 he organized a sales department for the Journal, and was named publisher and editor in 1926. He has been a member of the Retail Promotion Committee since 1919.

KINGSLEY F. HORTON
Assistant Manager, WEEI

Mr. Horton was graduated from Syracuse University in 1933. He joined W B L. Syracuse as a salesman on graduating from college, and five years later joined Columbia's Radio Sales Inc. In 1938 he joined WEEI as sales manager. The father of two small daughters, he lives in Wesselle, Mass. He likes playing golf, tennis and fishing, and devoting time to which he gives his heart.

WILLAN (BILL) ROUX
Assistant Mgr. NBC Spot Sales

Mr. Roux is a native of Nebraska. He attended the University of Nebraska, and was graduated from Brown University. In Bamberger's advertising department he acquired a perspective on retail and wholesale selling which has been invaluable ever since. Later, in that city, he formed a partnership that operated a general advertising agency. In 1932 he joined NBC and served in various promotion positions, including that of NBC Advertising Manager. Leaving the company in 1937, he worked for International Radio Sales, station representatives. Then he returned to his native state to enter the advertising field, and in 1940 joined WEEI as assistant manager.

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BROADCASTING • Broadcast Advertising
Only one network completely covers the Pacific Coast.

Only one network commands the attention of 60% to 100% of the listening audience in many Pacific Coast markets.

Your radio show may be terrific, but hundreds of thousands of people on the Pacific Coast can't hear it unless its released on

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice Pres., Gen. Mgr.
5515 Melrose Ave., Hollywood 38, Calif.

Like to have a look at the Survey?

WRITE SYDNEY GAYNOR, GENERAL SALES MANAGER
DON LEE NETWORK, OR YOUR LOCAL JOHN BLAIR OFFICE

THE NATION'S GREATEST REGIONAL NETWORK
to network promotion with CBS. In December, 1939, he rejoined NBC as sales promotion manager of WEAF and WJZ. In 1941 he became national spot and local sales promotion manager of all NBC owned stations. And in 1943 he was advanced to his present position.

FRANK V. WEBB Sales Manager, KDKA

FRANK V. WEBB, KDKA sales manager, candidly attests to selling about everything except door-to-door trinkets since he left Kent College in Ohio. After returning to his native Pennsylvania, he spent his grammar school days in Indiana and his high school days in Kansas, City, Mo. After a varied college career, he joined the national advertising department of the Arizona Republic and Gazette in 1930. Four years later, he became a staff salesman with the Santa Barbara New Press where he was later made assistant advertising and promotion manager of the Press. In 1942 he joined WRS Philadelphia. On June 1, 1943, he was advanced to the world's Pioneer Station as sales manager.

JAMES M. GAINES NBC Station Relations Dept.

JAMES M. GAINES, NBC's contact man in the station relations department, joined NBC in February, 1942. From his affiliation with NBC he was personal representative of Ed and Eugene Ewalt, who was assigned to the Chrysler Corporation's Amateur Hour. As the Major's representative he spent four years traveling the breadth of America and Canada, lining up talent, writing tributes to "honor cities", broadcasting and handling publicity and program arrangements. Born in Virginia in 1911, Gaines attended schools in that state and in New York before beginning his business career with L. Bamberger & Co. in Newark, N. J. He also spent five years with the Automobile Merchants Association of New York and in 1936 and 1937 he publicized and promoted the New York Automobile Show, among the most successful in the history of the industry.

Mr. Webb

Mr. Hayes

Mr. Johnson

Mr. Wright

Mr. Gaines

WALTER JOHNSON

WALTER HAYES, general manager of WABC New York since December, 1940, joined the Columbia Broadcasting System in January 1924. A native of Detroit, he was graduated from the University of Detroit and for a year was with the national advertising department of the Detroit News. Later he joined Campbell-Ewald Co., Inc., in the media department, and came assistant to the vice president in charge of media and finally assistant director of radio for the agency. After joining CBS, Hayes was in Radio Sales for three years, during that time serving as eastern sales manager. In 1937 he was appointed sales manager of WABC, a position he still holds in conjunction with his duties as general manager.

CLYDE D. PEMBERTON

CLYDE D. PEMBERTON was merchandising and sales and promotions manager of WOR, New York, and sales extension manager of Leonard's, one of the Southwest's largest department stores, for 13 years before he entered radio work. He obtained considerable experience there as a radio time buyer before he left Leonard's to become commercial manager of KJZT Fort Worth, Texas. A native of Texas, he was an executive of the Fort Worth Chamber of Commerce for five years before he entered the retail field.

ROBERT T. MASON

ROBERT T. MASON, who is a member of the NAB's Small Market Stations Committee, was in charge of the New York office and magazine publishing field for 15 years as editor, market analyst and circulation director before he started WMRN in Marion, Calif, In 1940 he was president and general manager of the station, who is also vice-president of the Ohio Association of Broadcasters, and vice-president of the Ohio Board of Broadcasters.

SCHEDULE OF LOCAL SHOWINGS OF NAB RETAIL FILM

THE schedule of local showings of the NAB retail film promotion for this year, grouped by masters-of-ceremonies, with price, place and local chairmen, follows:

<table>
<thead>
<tr>
<th>CITY</th>
<th>DATE</th>
<th>TIME</th>
<th>STATION</th>
<th>PROGRAM</th>
<th>SPEAKERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cleveland, Ohio</td>
<td>Nov. 3, 8:40 p.m.</td>
<td>WEWS, WEWS-FM, WJW, WCN</td>
<td>CLEVELAND, OHIO</td>
<td>J. R. CORKEN, W. H. RICHARDS, R. W. GREER</td>
<td></td>
</tr>
<tr>
<td>Dayton, Ohio</td>
<td>Nov. 4, 4 p.m.</td>
<td>WDTN</td>
<td>SOUTHерт HILLS COUNTRY CLUB</td>
<td>W. J. JONES, A. L. MILLER</td>
<td></td>
</tr>
<tr>
<td>Denver, Colorado</td>
<td>Nov. 9, 10, 12 p.m.</td>
<td>KKXT, KJCO</td>
<td>KANSAS CITY, MO</td>
<td>C. T. THOMPSON, L. W. SMITH</td>
<td></td>
</tr>
<tr>
<td>Houston, Texas</td>
<td>Nov. 9, 10, 12 a.m.</td>
<td>KEDE, KDIE</td>
<td>HOUSTON, TX</td>
<td>J. L. BROWN, J. W. SMITH</td>
<td></td>
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<tr>
<td>Indianapolis, Indiana</td>
<td>Nov. 9, 10, 12 noon</td>
<td>WNDE, WNDE-FM, WDRB</td>
<td>INDIANAPOLIS, IN</td>
<td>W. H. RICHARDS, J. R. CORKEN, T. W. SMITH</td>
<td></td>
</tr>
<tr>
<td>New Orleans, Louisiana</td>
<td>Nov. 9, 10, 12 noon</td>
<td>WLOL, WNEW</td>
<td>NEW ORLEANS, LA</td>
<td>J. W. SMITH, L. W. SMITH</td>
<td></td>
</tr>
<tr>
<td>Chicago, Illinois</td>
<td>Nov. 10, 12 p.m.</td>
<td>WGN, WGN-FM, WBB</td>
<td>CHICAGO, IL</td>
<td>E. H. L. KAYE, J. R. CORKEN</td>
<td></td>
</tr>
<tr>
<td>Donald Davis</td>
<td>Bridgeport, Conn., Nov. 10, 12 a.m.</td>
<td>WBSU, WUSU-FM, WBB</td>
<td>BRIDGEPORT, CT</td>
<td>J. W. SMITH, L. W. SMITH</td>
<td></td>
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<tr>
<td>Albert Low, Minn., Nov. 11, 12, 12 noon</td>
<td>WBB</td>
<td>ALBERT LOW, MINN.</td>
<td>WBB</td>
<td>E. H. L. KAYE, J. R. CORKEN</td>
<td></td>
</tr>
<tr>
<td>Robert T. Mason, General Manager, WMFR</td>
<td>Richmond, Va., Nov. 11, 12, 12 noon</td>
<td>WMFR, WMFR-FM, WBB</td>
<td>RICHMOND, VA</td>
<td>J. W. SMITH, L. W. SMITH</td>
<td></td>
</tr>
<tr>
<td>John Marshall Hotel, E. 8th, Whitlock</td>
<td>Birmingham, Ala., Nov. 11, 12, 12 noon</td>
<td>WMFR, WMFR-FM, WBB</td>
<td>BIRMINGHAM, AL</td>
<td>J. W. SMITH, L. W. SMITH</td>
<td></td>
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<tr>
<td>James G. Marland</td>
<td>Atlantic City, N. J., Nov. 12, 12, 12 noon</td>
<td>WBB, WBB-FM, WBB</td>
<td>ATLANTIC CITY, NJ</td>
<td>J. W. SMITH, L. W. SMITH</td>
<td></td>
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<tr>
<td>Charles J. Dickey</td>
<td>Detroit, Mich., Nov. 12, 12, 12 noon</td>
<td>WBB, WBB-FM, WBB</td>
<td>DETROIT, MI</td>
<td>J. W. SMITH, L. W. SMITH</td>
<td></td>
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<tr>
<td>John Marshall Hotel, E. 8th, Whitlock</td>
<td>Birmingham, Ala., Nov. 11, 12, 12 noon</td>
<td>WMFR, WMFR-FM, WBB</td>
<td>BIRMINGHAM, AL</td>
<td>J. W. SMITH, L. W. SMITH</td>
<td></td>
</tr>
</tbody>
</table>
Here's a momentous decision in the making—an important transaction about to be consummated. The stage is set—the elements of sale brought into focus. (1) There's the merchandise. (2) A window through which to view it. (3) A budding Croesus with the dough and an irresistible urge to spend it. (Probably he also has a piggy-bank loaded with future buying power.)

From toddling days, through the years of maturity, human reactions to the psychology of advertising and selling undergo little change. For applying it en masse, Detroit offers one of the largest, richest and most compact fields in the world.

Here, excluding the infant population, a million and a half people with buying responsibilities or inclinations have their "noses to the window"—making mental note of what they will buy when the war's end arrives.

Nearly 600,000 are high-earning war-factory workers who carry home weekly over $36,000,000. This goes for the immediate needs of home and person, and for War Bond savings to build up a mountainous buying power for the future.

WWJ provides more "windows" through which your present or future product can be viewed by Detroiters than any other radio station in this great market. Many surveys prove that.
KOZY

SAME PIONEER FM STATION
SAME MANAGEMENT
SAME POLICIES

NEW Easy-to-Remember Call Letters

Rate Card available upon Request from any of the three

COMMERCIAL RADIO EQUIPMENT CO.

offices
321 E. Gregory Blvd. Indianapolis, Ind.
Evening Star Bldg., Kansas City, Mo.

or from
FM Radio Station KOZY
1013 Porter Bldg.
K. C., Mo.

Everett L. Dillard, General Manager

Page 34 • October 11, 1943

WALTER JOHNSON
Akron, Oct. 19, 2:30 p.m., Mayflower Hotel, A. C. Hutchinson, Secy., Akron

COMMERCIAL
34 October
E.

ROBERT MASON
Kansas City, Oct. 19, President Hotel, Fred, M. Lee, G. M., John Taylor

WHO—Formerly K49KC

KANSAS CITY
Nov. 1st
1943

WHEN

SAME

IN KANSAS CITY, IT'S

COZY

BROADCASTING • Broadcast Advertising

CHINA NEWSCAST SERVICE EXPANDS

CHINESE NEWS Service, New York, agency of the Chinese Govt., is increasing its service, as announced by Dr. C. L. Haia, director. As the war situation in intensity in the Far East, Dr. Haia stated, fuller radio coverage from China is necessary, as well as more assistance on broadcast originating here. Hugh Beach, former radio director of the East and West Assn., is joining the New York staff of Chinese News to take charge of radio and to work with a staff already including handling certain phases of the radio division. Committee includes Dr. B. A. Liu, Dr. Lin Mocheung and Jean Lyon. Radio plans now under way in the Service's Chicago office will also be correlated with New York headquarters.

KBKR Baker, Ore., Asks Right to Shift Control BAKER BROADCASTING CO., Baker, Ore., licensee of KBKR, last week asked the FCC to approve transfer of control from Glenn E. McCormick and Paul V. McElwain to Marshall E. Cornett and Lee W. Jacobs, both of Klamath Falls, Ore. The transfer would involve 170 shares, 50 owned by Mr. McCormick, one share owned by his wife, and 150 shares owned by Mr. McElwain, for which they would receive $20,000, $6,500 cash and the balance in payments over three years. Mr. Cornett was for 15 years engaged in the distribution of petroleum products and is a former Oregon State Senator. He would receive 150 shares. Mr. Jacobs, who plans to manage the station if the transfer is approved, would receive 20 shares. He managed a grocery business for 10 years, and is former program manager of KFII Klamath Falls. For the last eight months he has acted as OPA district rationing officer.

New UP Bureau UNITED Press on Nov. 4 will open a new bureau at Bismarck, N. D., especially for the coverage of news to that state. 62% of North Dakota's commercial stations now lease UP wires with KFYR Bismarck, KDLR Devil's Lake, and KLMP Minot as most recent additions. With the opening of the UP bureau, San Diego, Calif., the Pacific coast circuit of UP now reaches from the Canadian border to the Mexican border.

Barlow to Firestone HOWARD BARLOW, conductor of the CBS Symphony Orchestra for the past 16 years, on Oct. 10 resigned that position to become conductor of the Voice of Firestone weekly series, sponsored on NBC by Firestone Tire & Rubber Co., Akron. He succeeds Alfred Wallenstein, now director of the Los Angeles Philharmonic Orchestra.
Prize Packages
For Fall Program Hunters
~ all NBC Recorded Features

MODERN ROMANCES
True stories of today ... straight from the grippingly human pages of one of today's fastest-selling magazines. This series of 90 quarter-hour recorded dramas, each a complete story, is already doing a bang-up job for a large baking company in five southeastern states, and can do the same for you.

FLYING for FREEDOM
A vivid saga of daring and courage of United Nations' fighting men - action-filled adventures of their training days and their combat operations. Authentic, thrill-packed, inspiring and timely. Especially suited for use by wartime advertisers and firms presently engaged in war production. 26 half-hour dramas.

The Name You Will Remember
William Lang's five-minute recorded word portraits of famous notables of the day pack an unforgettable punch. Now available, 117 of these proved pullers, arranged for 52-week broadcasts . . . with a complete merchandising setup and a perfect tie-in for sponsor's name.

OTHER NBC RECORDED FEATURES:
BETTY AND BOB—390 quarter-hours
LET'S TAKE A LOOK IN YOUR MIRROR—156 five-minute talks
CARSON ROBISON AND HIS BUCKAROOS—117 quarter-hours
GETTING THE MOST OUT OF LIFE TODAY—117 five-minute talks
AND OTHERS

For presentations, rates and auditions, write:

Radio-Recording Division
NATIONAL BROADCASTING COMPANY
RCA BUILDING - RADIO CITY - NEW YORK 20, N.Y.
CHICAGO - WASHINGTON, D.C. - HOLLYWOOD
HON. PAUL V. McNUTT — head of WMC, states to WSAI newsman, position of Commission on drafting of fathers in statement given out prior to opening of Congress.

REP. SAMUEL T. RAYBURN — Speaker of the H discusses with WSAI news reporter, important bills now I Congress and on action Congress is apt to take.

WSAI's leading position, as the local Cincinnati station bringing "all the news from all the services", finds direct reflection in its leading position with advertisers . . . WSAI currently carries more local department store business than all other local stations combined . . . 83% of national and local spot business now on WSAI is Renewal Business . . . Proof positive that — "Once on WSAI — they stay on".

HON. HAROLD L. ICKES — Secretary of the Interior and Solid Fuels Co-ordinator, discusses with WSAI newsman, the coal situation in Ohio and Kentucky area.

SENATORS ROBT. A. TAFT and HAROLD H. BURTON, of Ohio—discuss resolution on post-war collaboration drawn up by G. O. P. at Mackinac Island.

HAROLD BUTLER — Head of Bureau of Informatic British Embassy, author of "The Lost Peace", discusses Post Planning with WSAI newsman.
Not a News Scoop!... but instead — A BIG PLUS in regular NEWS SERVICE and one which even the networks couldn’t deliver... THE NATIONAL NEWS AS IT CONCERNS THE INTERESTS AND PROBLEMS OF THE PEOPLE OF GREATER CINCINNATI... secured in personal last-minute check-ups with National Leaders. Another example of the more complete and different news service with which WSAI serves the interests of Greater Cincinnati.

went to  
WASHINGTON  

...and personally interviewed Congressional and National Leaders on current issues vital to Greater Cincinnati People... giving these exclusive and first-hand stories in a series of GREAT NEWS BROADCASTS.

Heard Only on WSAI “Time-Clocked News”

Radio’s most original news service. “Time-Clocked News” is heard on WSAI 18 times daily, bringing “all the news”... flashed to the great WSAI News Room from all the great international news-gathering agencies... REUTERS — INTERNATIONAL NEWS SERVICE — WORLD-WIDE NEWS — ASSOCIATED PRESS — UNITED PRESS.

1,000,000 WORDS OF NEWS RECEIVED DAILY

In Cincinnati, WSAI Broadcasts News received by 5 Fast Wires — a news service which is unequalled by any independent radio station, regardless of size.

WSAI THE LOCAL CINCINNATI STATION OF GREATEST NEWS INTEREST... AND OF ASSURED SALES ACTION!
Editorial

Stand Up and Fight

NOW THAT Jimmy Petrillo, with the aid, comfort and signature of Decca-World Broadcasting System, has "revolutionized" the employer-employee relationship through introduction of his system of private taxation, look for the next epoch-making step. His new "dividend" system, whereby unions won't have to collect dues but will take a cut of industry receipts, any time now will be extended to networks and then to stations. Otherwise, we hazard, Jimmy will "pull the plug."

Editorial writers and columnists are nonplussed by this turn in union methods. Jimmy claims he is setting up his own system of private "unemployment relief" at a time when unemployment is nonexistent and the manpower shortage is the worst in history. The writers can't understand why the Government stands idly by and permits a labor union, which pays no taxes, to syphon off revenue on a tribute basis.

That's a problem, however, that transcends radio, which has become the "fall guy" for these shake-downs. The juicy AFM deal can be expected to spread like wild-fire to other unions. It will mean, perhaps, that unions won't have to collect dues direct but will make the employers pay the freight. There's no Government supervision, and no accounting to the Treasury.

The Next Step?

Many broadcasters—and all of them who can see beyond their noses—are rightfully indignant over the Decca-World deal with Petrillo. They foresee the next step. Network contracts with AFM on hiring of fixed quotas of musicians expire Feb. 1 in New York. Those with stations expire at staggered dates. Extensions that have been granted are temporary. It is obvious that the principle of "private taxation" will be included in these new demands.

It's all part of Jimmy's campaign to control music. He now has live music sewed up. The Decca-World deal places other transcription companies, despite their valiant stand for the last 14 months "over the barrel". The networks are next. The Government, through the War Labor Board, now sitting in judgment over the Petrillo recording strike, can determine this whole abortive, un-Democratic process as contrary to the public interest. Moreover, there is implicit in the whole Petrillo scheme the threat of calling a strike against companies, networks or stations that don't submit. And we thought there was a "no strike" commitment by labor unions for the duration.

From the radio standpoint there's only one answer, unless the Government steps in. That's the simple, American way. Stand up and fight. It was done in the ASCAP case. It can be done against an arbitrary, dictatorial, union tyrant who seeks to mould a new form of business subservience under the stress of war conditions.

Lea for Cox

EVENTS OF the last few days have set broadcasters and public alike wondering about the shape of things in radio. "Is the FCC being whitewashed?" That's the question most frequently asked because of the sequence which saw the embattled Rep. Gene Cox, of Georgia, resign as chairman of the House Investigating Committee, and appointment of the experienced middle-of-the-roader, Rep. Clarence F. Lea, of California, as his successor.

No one can predict the radio future. But one thing appears certain: Speaker Sam Rayburn didn't appoint Chairman Lea to head the FCC investigation with any notion of scuttling it. Nor did Rep. Cox resign because he thought the effort futile.

The fact is that the House is more determined than ever to give the FCC a thorough going-over. That was clear by the ovation given Rep. Cox when he resigned. Under the Lea chairmanship, irrespective of other aspects, the inquiry may be less spectacular, without the pyrotechnics that marked earlier episodes. That's because Mr. Lea isn't the dynamic or even argumentative kind; but he's a stickler for getting things done.

The Cox retirement clears the atmosphere. The contention of those opposed to the investigation was that he was biased and therefore could not with propriety sit in judgment on the FCC. The appointment of Mr. Lea, himself the chairman of the House Interstate & Foreign Commerce Committee, in which radio legislation originated, certainly eliminates any question of propriety. Mr. Lea, both as chairman of the Select Committee and of the Interstate Commerce Committee, is interested in correcting abuses that may show up through the legislative process. He'll presided over the protracted hearings on the Sanders Bill in 1942. He knows how the FCC functions.

These events in the House augur for action in the Senate, too. There Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee, promised hearings on the White-Wheel Bill to reorganize the FCC and check its rampage, before Congress recessed last summer. He says they will be held this month. With the House moving in under a dual-committee setup with a single chairman, the Senate is committed to look to its laurels. Mr. Wheeler wouldn't want a new radio law to be entirely the work of the House. And Senator Wallace White Jr., (R-Me.) has been chafing to get things underway.

Of more than passing significance too is the proposed constitutional amendment of Rep. Kennedy (D-N.Y.) to safeguard freedom of speech by radio. The issue is that important. A constitutional amendment is the most detailed and cumbersome of legislative processes, requiring two-thirds vote of both houses of Congress and the affirmative vote of 36 of the 48 state legislatures. Yet, if the result can't be achieved in any other way, in view of the Supreme Court opinion, the constitutional amendment must be sought to safeguard a freedom fundamental to Democracy.

A political year is coming up. The FCC has been a hot potato for Congress and a problem child for the Administration. A new type of inquiry is decreed by Chairman Lea—avoid of personalities or inventive. A constitutional amendment has been proposed to safeguard radio. So let's have no broken glass thrown in the path of these valid legislative pursuits. It's legislation this year, or perhaps never.

(Continued on page 40)

Page 38 • October 11, 1943 BROADCASTING • Broadcast Advertising
No. 1 told of a summer series of City Park Concerts. This is about

WARTIME WOMEN

presented nightly (except Saturday)
by... Clare Hays

In a choice evening period KOIN has provided since January, 1942, a broadcast clearing-house for news and bulletins for all wartime women's activities in the area. CLARE HAYS does a splendid job of both compiling and broadcasting the information... cooperating regularly with such organizations as American Red Cross, Civilian Defense, youth groups, Council of Social Agencies, school authorities, U. S. Employment Office, Civil Service, Military and Naval women's organizations; salvage, War Bond campaigns.

National recognition has also been received (indicated at left) sufficient to justify the rating of "Wartime Women" as one of radio's most outstanding public service contributions.
Sayre M. Ramsdell

SAYRE M. RAMSDELL, formerly with Amos Parrish Co. and previously in the advertising departments of H. H. Macy Co. and Abraham & Straus, department stores, replaces Phil Cochran as copywriter and promotion assistant in the promotion department of WOB, New York. Phil Cochran moves to WOR recording studios to take over the sales duties relinquished by Richard Ash, newly named radio director of Blaine-Thompson Co., New York.

LEONORE OPPENHEIMER HIRSCHBACH, formerly with Amos Parrish Co. and previously in the advertising departments of H. H. Macy Co. and Abraham & Straus, department stores, replaces Phil Cochran as copywriter and promotion assistant in the promotion department of WOB, New York. Phil Cochran moves to WOR recording studios to take over the sales duties relinquished by Richard Ash, newly named radio director of Blaine-Thompson Co., New York.

Ninth ‘Cavalcade’

BOB HOPE, NBC-Pepsodent comedian, will recount his experiences while entertaining overseas, on the Oct. 11 broadcast of Cavalcade of America on NBC, marking the beginning of the program’s ninth year on the air. Cavalcade sponsor is E. I. DuPont de Nemours Co.

Act. He also sponsored Panama Canal legislation, as chairman of the House committee on Panama, he had charge of legislation, under which Congress revised the laws of Panama.

In 1942, as chairman of the House I & F C Committee, Congressman Lea presided over hearings on the Sanders bill to rewrite the Federal Communications Act. Openly he has said little regarding broadcasting but his close friends say he has kept an eagle eye on the industry. He was a warm personal friend of the late Ernest F. Finley, founder of KSRO Santa Rosa, and of the late Luther Burbank.

As for hobbies, Congressman Lea has none in the sense of everyday life. His sole hobby, according to his close friends, is work. He does enjoy long walks and during the last year he has been frequently feeding Capitol squirrels.

Although the Congressman maintains a 17-acre farm at Santa Rosa, his wife prefers to be with him in Washington. Their only child, a son, died at the age of 6, shortly after Mr. Lea was first elected to Congress.

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Our Respects to

(Continued from page 58)

and subsequently was chosen president of the District Attorneys’ Association of California.

His reputation as a fearless prosecutor and fair-minded lawyer won for him election to Congress from the first California district in 1917. Since then Congressman Lea has been the unanimous nominee of both Democratic and Republican parties an even dozen times. He has served in the House longer than any other Representative from California.

Mr. Lea was joint author of the Civil Aeronautics Act, the Wheeler-Lea Federal Trade Act, Transportation Act of 1940, the Act providing for freight roaders, and joint author of the Food & Drug

Page 40 • October 11, 1943
Cleveland merchants are smarter than people.

Now, we don't say that people aren't smart. Some of our best friends are people. But we do say that people who pick a radio station because it's BIG or because it's CHEAP or just BECAUSE...aren't smart like our Cleveland retailers.

These high IQ-ers pick a station only if it...sells...the...goods! If they don't, mamma won't get that new fur coat. And any mamma who doesn't have a new fur coat in this bulging metropolis today—well!

NO WONDER WHK IS “RETAILERS’ CHOICE IN CLEVELAND!”

Represented by Paul H. Raymer Co.

UNITED BROADCASTING CO.
Operators of WHK-WCLE, Cleveland, WHKC, Columbus
A long time before Pearl Harbor, Blaw-Knox was working in close cooperation with the U. S. Army and other government departments in the engineering and development of structures for use in connection with electronics for military purposes.

Since war was declared we have devoted all of the energy, skill and experience, of a department in our organization which has specialized for many years in problems of this kind, to the design, fabrication and timely delivery of many units which we believe have materially contributed to the conduct of the war.

As a result of these and other activities, the Blaw-Knox Division was presented with the Army-Navy "E" Award on July 13, 1943; the highest honor that can be given to civilian effort.

The experience gained will prove invaluable in helping our friends in the radio industry to solve the many new problems which they will face as a result of wartime developments.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Building . . . . Pittsburgh, Penna.

Paul Thomas Lane
PAUL THOMAS LANE, 28, announcer at WAGE Syracuse, N. Y., died Oct. 2 at University Hospital, Syracuse, after an illness of only two days. His death was caused by pneumonia. Before coming to WAGE in July he had worked at stations in Michigan, Colorado and Florida. He is survived by his wife and one child.

Claude Radcliffe
CLAUDE RADCILFE, 66, announcer of WMIN St. Paul-Minneapolis, and free-lancer on all Twin City stations, died suddenly on Sept. 25. Familiarly known as "Rad", he had been in show business for 50 years. His reputation as "pilot of the 1400 Club" of WMIN was widespread.

MRS. DAVID BEATTIE, radio chairman of the Pennsylvania Federation of Women's Clubs, begins her sixth year of club comment on WCAU Philadelphia every other Saturday at 9 a.m.

AL STEVENS, chief announcer of WFIL Philadelphia for the past eight years, leaves the station to join a transcription service concern in New York.

BETTY HURD, movie commentator and member of the program department of WCAU Philadelphia, and Army specialist Frank Mankell, have announced their engagement.

ENID M. LLOYD, formerly in charge of continuity and program traffic of WPGF Atlantic City, has joined the copy department of WIP Philadelphia.

HARRY REINHARD, having received a medical discharge from the Army, has joined the staff of WCAU Philadelphia as news room editor. He was formerly a sports writer of the Philadelphia Record.

RAY EDWARDS, formerly with WMGC New London, Conn., has joined the announcing staff of WHOM Jersey City, N. J.

BOB SHANNON, former staff announcer of WTMJ-W505 Milwaukee and who recently received an honorable medical discharge from the Army, has taken over the evening record "Jumpin' Room" program on WTMJ.

JOAN FINLEY, of KLIA and KARK Little Rock, Ark., has joined the announcing staff of WMC Memphis, Tenn.

AL ZIEGLER and Ken Peterson have joined the announcing staff of KOBI Rapid City, S. D.

DOROTHY FOSTER has joined the announcing and secretarial staff of WLVA Lynchburg, Va.
TO WSYR'S OUTSTANDING ARRAY OF TALENT, Now Comes

H. R. EKINS . . . "the man who's been there!"

For 20 years U. P. editor and staff correspondent, H. R. Ekins, globe trotter, author, lecturer, brings to WSYR a rich background of residence, travel, and intimate associations in every news capital of the world. Exclusively for WSYR listeners, he will analyze and comment on the significance of the news. Whether the report originates from Honolulu, Manila, Shanghai, Tokyo, Rome, Ethiopia, or Paris, Ekins can call on his vast fund of personal experience, to give depth to his comments and add clarity to his observations.

This month, Syracuse's favorite station is celebrating its 21st birthday. In 21 years of growing with radio, WSYR has carved for itself an enviable place in the community it serves. Its roots go deep into the daily lives of the men and women who live in—who own—who make Central New York what it is. The favor shown WSYR entails a responsibility which we gladly accept—to strive towards even greater effort—even better service.
FM Station Presenting
33 Live Shows Per Week

SETTING a precedent in FM broadcasting with 33 live shows a week is W65M the Milwaukee Journal FM station. Advertisers in the area, Allia-Chamiers, Kearney-Trecker, Globe Union, The Robert A. Johnston Co. and Gimbels have all bought W65M time, in addition to their programs on the Journal’s standard station WMJ. Over 31 commercial shows and a dozen spot campaigns are now running every week on W65M, setting a record in FM sold time.

Fifty-thousand Milwaukees have witnessed the live FM broadcasts, many of whom are not FM set owners. Newspaper promotion has created interest among the following which FM hopes to hold as a potential post-war market.

Goerch Writes Book

CARL GOERCH, commentator of WPTF Raleigh, N. C. for the last ten years, has just had his first book published, Titled Down Home, the book contains tales of the historical events, people, unusual happenings, a segment of North Carolina. It is published by Edwards & Broughton Co., N. C. ($3.00)

SPLIT-SECOND existence of NBC announcers Ben Grauer and John Reed King is the subject of an article in the October Coronet. King once had to announce a CBS program over an NBC mike because there wasn’t time between programs for him to go the five blocks between studios.

AMONG THOSE PRESENT

Dr. Caldwell’s
Earl Wine Co.
Foremost Dairy
Jax Beer
Jax Maid Bread
Kay Jewelry Co.
Lone Drug Store
Longines Watches
Pepsi-Cola
Pillsbury Flour
Premier Coffee
Resinol
R.C.A.
Steenback
Tooley-Myran Studios
Word Baking Co.

5000 WATTS AMONG THOSE PRESENT

Dr. Caldwell’s
Earl Wine Co.
Foremost Dairy
Jax Beer
Jax Maid Bread
Kay Jewelry Co.
Lone Drug Store
Longines Watches
Pepsi-Cola
Pillsbury Flour
Premier Coffee
Resinol
R.C.A.
Steenback
Tooley-Myran Studios
Word Baking Co.

5000 WATTS

What a WHALE of a difference
a few months make . . . .!

This is the first anniversary of Jacksonville’s newest, most powerful voice! Its past is brief but brilliant! Look to this past for a glimpse of the future.

FIRST (and only) station in Jacksonville with news on the hour, bulletins on the half hour. A total of 39 sponsored commentators weekly.

★ FIRST with full service of Mutual Broadcasting System.

★ FIRST with such notable local productions as “The Florida Forum of the Air”, “Housewives’ Jackpot”, “Jacksonville Jamboree”, “Farfells”, and “Smokes from the folks”.

★ FIRST in the hearts of the fastest growing audience in the Southeast’s fastest growing market.

★ 1270 KC ★

1943 “Billboard” Special Award for Outstanding Trade Mark Promotion.

Write for FREE copy of limited edition of "PRONTO’S Autobiography".

PRONTO ★ WPDQ ★ 1270 KC ★

WPDQ ★ "The Brightest Spot On Your Dial" ★

GEORGE HOLLINGBERG & COMPANY

National Representatives

PLUS 45% more

local advertisers than any other Jacksonville station.
Keeping the Voice of Freedom on the Air...

Now is the time to prepare for post-war transmitting equipment. Before you formulate your plans for the future, FEDERAL places its long experience in this field at your disposal and will be glad to discuss equipment of the latest design to meet your individual needs.

FEDERAL is devoting its major energies in the manufacture of transmitting and rectifying tubes to the war effort, turning out great quantities of essential types and sizes for vital military purposes.

Into each of its tubes goes the result of FEDERAL's leadership in construction and design, in the use of rare metals improved in purity and mechanical properties, and in workmanship that represents the last word in tube building — all of which assure uniformity of electrical characteristics and longer life in performance.

These advantages have long been recognized and that is why many of the leading broadcast stations in the United States are equipped with FEDERAL tubes.

FEDERAL is, and always has been, in the vanguard of tube development and manufacture. Behind its facilities and outstanding achievements are some of the world's best engineering minds and technical experience. This leadership and ability are available to broadcast stations in meeting their tube requirements.

Federal Telephone and Radio Corporation

NEWARK, NEW JERSEY

BROADCASTING • Broadcast Advertising

October 11, 1943 • Page 45
The NBC Music Library (more than 100 tons of tunes)—the largest working collection in the world—is at the disposal of every local and spot WMAQ advertiser.

This and all the other vast resources of NBC stand behind the production and broadcasting of your campaign when it is placed on

WMAQ

The Chicago Station Most People Listen to Most!

50,000 Watts - 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK  BOSTON  CHICAGO  WASHINGTON  CLEVELAND
DENVER  SAN FRANCISCO  HOLLYWOOD

NOW THE BEE-LINE
To Business, Via Walt Disney
Trade Character

NOT A CHAIN, not a circuit, not a network—but "the Beeline," is the way McClatchy Broadcasting Co., with headquarters at KFRR Sacramento, describes its five-station combination deal in new promotion literature and trade advertising. The five stations are KFRR Sacramento, KGW Stockton, KJF Fresno, KERN Bakersfield, and KROH Reno, Nev.

Robert A. Street, national sales manager, explains that the "Beeline" idea comes from the newspapers by that name, published by the McClatchy interests. To point up the theme Walt Disney was enlisted to draw a whimsical bee character, which is featured in the advertising in Broadcasting and other media.

BRYSTOL-MYERS Co. of Canada Ltd., Montreal (Sol Hepatica), has started spot announcement campaign five days weekly on a number of Canadian stations. Account was placed by Ronalds Adv. Agency Ltd., Montreal.

LOCKHEED & VEGA AIRCRAFT Corp., Burbank, Cal., (institutional) on Oct. 4 started sponsoring a five weekly five minute program titled Best Days in Points and Prices on KFJ Hollywood. Contract is for 52 weeks. Agency is Foote, Cone & Belding, Los Angeles.

VICK CHEMICAL Co., New York (drug products), has started a thrice weekly quarter hour program titled R.S.V.P. for R.S.V.P. Hollywood. Contract is for 26 weeks. Featured is local socialite and sportswoman who discusses wartime living conditions in Seattle.

GROVE LABS, St. Louis (Bromo Quinine), on a 26 week contract which started in late September currently is sponsoring 13 quarter hour periods per week on KOMO Seattle. Schedule includes Dick Kepler as narrator of Stories of the Day, four times per week; Reveille Roundup, thrice weekly; the Saturday Associate Press News, and Texas Rangers, five times weekly.

GOLDEN STATE DEPT. STORE, Los Angeles, adding to its current schedule on Oct. 5 started a six weekly quarter-hour morning news period on KFAC. Contract is for eight weeks. Firm also sponsors a weekly quarter-hour and a 45-minute recorded musical series on that station. Ned Newman Adv., Los Angeles, has the account.
Most listener letters in NERN mailbags come addressed to the advertisers, in care of the stations. NERN stations work for that kind of response — active response, money response. NERN stations are interested in more than broadcasting your message. They want to be sure to produce results. When you put your New England sales programs in care of NERN stations, you can count on delivery of messages and count up dollar returns. When you buy NERN, you buy a network.

**NERN STATIONS**

WBZ* Boston, Mass.  WCSH Portland, Maine  WJAR Providence, R.I.  WBZ Bangor, Maine  WTIC* Hartford, Conn.  WFEA Manchester, N.H.  WRDO Augusta, Maine

*All NERN stations are NBC affiliates.

Nationally represented by

**WEED & COMPANY**

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

*The only 50,000-watt stations in New England.*
Kroger Renews

KROGER GROCERY and Baking Co. has renewed three of its daytime serials for 12 weeks on WOWO Ft. Wayne, KARK Little Rock and KMOX St. Louis. Programs include Laddie’s First Love for Kroger’s Hot-Dated Coffee, Mary Foster, the Editor’s Daughter for Kroger’s Clock Bread and Hearts in Harmony for Kroger’s Tenderloin. Agency is The Ralph H. Jones Co.

NORTH AMERICAN DYE CORP., Mt. Vernon, N. Y., has signed a 12-week contract for participations on the radio band program on WHN New York six times weekly, in behalf of Barrington hand ream. No further radio is contemplated. Agency is A. A. S. Co.

NOOTT MFG. CO., Mt. Vernon, N. Y., has named W. L. L. A. R. V. Inc., New York, as agency for insecticides and allied products. No radio contemplated for the present.

STERN MFG. CO., men’s shoes, Chicago, Ill., has appointed B. C. P. Ltd., Chicago, Ill., as agency for the present.

VAPORE CHEMICAL CORP., New York, has chosen SLEGMAN & CO., New York, as agency.

ADV., suits, Kansas City, Mo., has chosen HALE & CO., Kansas City, as agency for special “help wanted” advertising in New York. Spot radio is said to be planned.

MASSON SHOES MFG. CO. (men’s shoes), Chippewa Falls, Wis., has named Huber Hoge & Sons, New York, as agency.

The rich Red River Valley lives by WDAY. 15,174 telephone calls recently found 69.5% of all radio sets tuned to WDAY—with the next "competitor" having 6.8! Write for the full details of this most interesting Survey. Or ask Free & Peters.

WDAY
FARGO, N. D. . . . 5000 WATTS . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

YOUR MARKET IN NORTH CENTRAL PENNSYLVANIA CAN NOW BE SERVED BY THE COLUMBIA BROADCASTING SYSTEM through Radio Station WCED in DUBOIS, PENNSYLVANIA it’s “Right in the heart of the rich industrial, farming, manufacturing and mining area of Pennsylvania.” REPRESENTED BY SPOT SALES, INC.

250 WATTS 1220 ON YOUR DIAL

Reader Adds Objections To Tobacco Commercial

EDITOR, BROADCASTING: Re: your editorial, Sept. 27 issue, "Paradise Lost", final paragraph.

What do you mean "advertising genius that he is"? (George Washington Hill.) If having scads of money to throw away and ruin otherwise enjoyable radio programs with obnoxious commercials makes a man a "genius" you’re right.

A football team averaging 250 pounds with a gorilla or two thrown in for good measure doesn’t have to be smart.

In my humble, very humble opinion, that business succeeds despite the kind of advertising inflicted on the public, not because of it. Or, rather, because of its quality rather than its quality...

O, well, I smoke Philip Morris, and that way I’ll take Johnnie in preference to any of the "famous" auctioneers.

BRUCE W. ELLIOTT, Commodore-Ensemble Inc., Oakland, Cal.

Erphorgraph

CIAT, Trail, B. C., has hit upon an effective way to minimize careless little errors in announcing and production. Transmitter engineers record each flaw on a graph. Each week this graph is posted in the studios. Since its inception there has been a steady improvement in the day to day run, and on some occasions, 48 hours of broadcasting have gone by without a single error of any kind.

Sues John Guedel

CHARGING breach of contract, Arthur A. Shank, known professionally as Art Baker, and m.c. of the weekly NBC People are Fun-

July 15, 1943

Page 48 • October 11, 1943

BROADCASTING • Broadcast Advertising
Coffee Rumors Denied

RUMORS that coffee rationing is to be resumed are completely un-confirmed, the Office of Price Administration has announced. The rumors apparently are based on the fact that the first ration book Four contains stamps labeled "coffee." The books went to the printer before coffee rationing was dis-continued. Office of Price Administration


Of Broadcasting Company, with Broadcast Advertising, published weekly at Washington, D. C., for October 11, 1943, District of Columbia—se.

Before me, a-notary public in and for the District aforesaid, personally apprised Maury Long, who having been duly sworn, according to law, deposes and says that he is the business manager of Broadcasting Combined With Broadcast Advertising, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, as amended by the Act of March 3, 1933, embodied in section 357, Postal Laws and Regulations:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher—Martin Cost, Washington, D. C. (on leave)

Editor and General Manager—Sol Tashhoff, Washington, D. C.

Managing Editor—J. Frank Heatty

Silver Spring, Md.

Business Manager—Maury Long, Washington, D. C.

2. That the owner is: (If owned by a corporation, the names and address of the stockholders owning a per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as the names of each individual member, must be given.)


3. That the known bondholders, mort-gagors, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: (If there are none so state.) None.

4. That the two paragraphs next above, giving the names of the stockholders, stockholders, and security holders, if any, con-tain not only the names of the stockholders and security holders as they appear upon the books of the company but also in cases where the stockholder or security holder appears upon the books of the company only as trustee or in any other fiduciary relation, the names of the trustor or corporation on whom such trust is set, is given; also that the said two paragraphs contain state-ments embracing affiant's full knowledge and belief as to the circumstances and condition under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a principal or creditor and this affiant has no reason to believe that any other person, association, corporation, or firm, has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by.

Maury Long

Sworn to and subscribed before me this 7th day of October, 1943.

Nathan Benno

Notary Public

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To describe its current program promotion campaign [Broadcasting, Sept. 20], CBS has issued a large six-page brochure, listing and explaining the seven methods to be used in coordination with the plan. The “tactics” or “arms,” as CBS describes them, are radio, newspapers, transportation advertising, posters, direct mail, personal contact and brochures. According to William C. Gittinger, CBS vice-president in charge of sales, in a letter accompanying the brochure, the “sole purpose” of the campaign is “to invite more and more people to listen more and more often to the most interesting and enjoyable array of programs CBS ever offered.”

For Carter Fans
FANS of Mutual’s Nick Carter and his adopted son Chick Carter can receive a folder giving background material on the cast of the programs, plus a membership card in the “Inner Circle”, a club for followes of Nick and Chick. At present, the promotion piece is available only to listeners of WOR, Mutual’s New York outlet. Nick Carter is heard Mondays 9:30-10 p.m., and Chick Carter is presented five times weekly, 5:30-5:45 p.m.

Candy Booklet
ALL CANDY BOXES sold by members of the Assn. of Mfrs. of Confectionery and Chocolate, advertising, will contain a booklet entitled “Candy Is an Essential Food” as written by Dr. Walter H. Eddy, conductor of the Food and Home Forum on WOR New York. The Assn., one of Dr. Eddy’s sponsors, prepared the booklet in cooperation with Schick Adv. Agency, Newark, its agency, and has already mailed out 1,000,000 copies. The cover pictures Dr. Eddy at a WOR microphone and gives information on the title and broadcast time of the series.

Newspapers Used
KSTP Minneapolis has placed a 13 week newspaper campaign in 314 Minnesota country weekly newspapers, utilizing a “personal” want-ad type of copy, as part of a promotion plan to enlarge its scope of rural listeners. KSTP is continuing to use full-page ads in the Land O’Lakes News together with large space ads in New York, will contain a booklet entitled “Candy Is an Essential Food” as written by Dr. Walter H. Eddy, conductor of the Food and Home Forum on WOR New York. The Assn., one of Dr. Eddy’s sponsors, prepared the booklet in cooperation with Schick Adv. Agency, Newark, its agency, and has already mailed out 1,000,000 copies. The cover pictures Dr. Eddy at a WOR microphone and gives information on the title and broadcast time of the series.

Certificates
“GOOD NEIGHBOR” certificates, created by Howard Langfitt, farm editor of KRNT Des Moines, are awarded as public recognition of “good neighbor” deeds in the area. First to receive the certificates were 13 businessmen of Gilmore City who aided in harvesting farm crops after business hours when it was learned that it was impossible to get regular farm help.

History Series
TRACING history, a new radio program, The Human Adventure, is heard weekly on MBS 8:30-9:00 p.m. originating out of WGN Chicago featuring Walter Yust, editor of the Encyclopedia Britannica, Sherman Dryer, director of radio, the University of Chicago, and the WGN symphony orchestra under the direction of Henry Weber.

Call Letter Change
TO ACQUAINT ADVERTISERS and agencies with the change of call letters from CJRC to CKRC, Winnipeg, a brochure in which the K in the new call letters was featured was mailed to coincide with the change of call letters on Oct. 1. Cover of the brochure showed an usherette introducing the K, while inside pages told of the change in call letters of the station and its two short-wave stations, CKRO and CKXX, from CJRO and CJRX.

Market Figures
WHBQ Memphis has issued a folder quoting how buying power is growing in the territory covered by the station. Chart lists, among other figures, population, radio homes, retail sales and drug sales, contrasting the 1940 census with 1943 ration book figures, showing growth of the market. Also included is radio map showing night and day coverage of the station throughout Tennessee, Arkansas and Mississippi.

For Clippings
TO FURNISH advertiser and network with proof of news items and ads promoting their programs, WMPS, the Memphis Press-Scimitar station, has prepared an attractive blue folder with space for attachment of clippings on an inside page opposite a legend indexing the newspaper in which items appeared.

Enlarged Fall Edition
SPECIAL enlarged fall edition of Dial Tones, merchandising organ of the Des Moines Cowles stations (WMT KRNT KSO), has been issued to advertisers and agencies for the first time in the publication’s four year history; listeners are given the opportunity to request copies.

Mosquitoes
HOMEMADE mosquito remedy which Jesse Buffum mentioned on his Farmers’ Alliance program on WEEI Boston the other morning brought such a response for directions that the station issued the data in a small promotion piece to demonstrate the intensity of WEEI early morning listeners.

Everything considered — cost, availabilities and station listenenship — KXYZ offers you the outstanding radio buy in the great Houston market.

Your Branham man, in a matter of minutes, gladly will prove this statement. Telephone him today . . . or write to this station for radio facts on the rapidly-growing Houston market.
INVESTIGATING THE FCC
Reprinted from the Wall Street Journal, Oct. 5, 1943

By RAYMOND MOLEY*

THE resignation of Representative Eugene Cox as chairman of the Select Committee to Investigate the FCC presents to the House and its leaders one of the hottest issues since its election last year. If the leaders want the confidence of the country, they must provide for the pursuit of this inquiry to the end. The faintest suggestion of whitewashing will carry the activities of the FCC into the only forum left, which will be the 1944 campaign. For the FCC's activities, as revealed to date, include some of the most serious threats to freedom of expression which have appeared in years.

The attack upon Mr. Cox involved a question of official conduct entirely unrelated to the subject of the inquiry. But public opinion is most definitely interested in finding out why, after recommendations by all the high authorities of the Army and Navy, including the Secretaries of War and of the Navy, the activities and personnel of the FCC engaged in confidential war activities were not transferred. It is still more concerned with the question of whether the FCC, in its methods of licensing radio stations, has so intimidated the companies that freedom of expression on the air is, in fact, limited by a Government bureau beyond fair and lawful considerations of taste, or morals.

The vigor of Mr. Cox and of the Committee counsel, Mr. Eugene Garey, in conducting the inquiry was appropriate to the inquiry's gravity and to the well-known capacity of certain Government agencies to resist legitimate public inquiry into their activities. Mr. Fly and members of his staff have complained bitterly, but this complaint must be discounted in light of the fact that Administration agencies have shown similar vigor in investigating private persons, companies and associations. As this column has mentioned before, this is no tea party. It is an inquiry into a matter involving the liberties of the people of this country.

As to the charges made against Mr. Cox, the matter comes down to a judgment of the propriety of official conduct. The House makes laws to cover that and, where law does not apply, the House applies its own disciplinary measures. Speaker Rayburn said, with reference to Mr. Cox, that "his friendship, his love and confidence remain." Of even more significance was Majority Leader McCormick's tribute to Mr. Cox's "truthfulness, honesty and integrity."

The charge against Mr. Cox has been in the Department of Justice for some time, and no definite action has been taken. Instead, a newspaper, magazine and letter-writing persecution has been carried on. This is hardly a sound way to get at the facts.

The temper of the House of Representatives is very warm with respect to the doings of the FCC. It will insist upon an investigation which goes to the very heart of it. This will put upon the new chairman the duty of carrying to a finish the work begun by Mr. Cox.

McCarthy Films
EDGAR BERGEN of the NBC Chase & Sanborn Show, has been signed for two films by Charles R. Rogers Productions.

GOOD NEIGHBOR policy brought good results to Joe Secrest, chairman of the board of KFAB and KFOR Lincoln, Neb., and KOIL Omaha. He explains in an interview with Hugh Feltis (right), general manager of the Central States Broadcasting System, how he made radio contacts all over South America, especially Brazil, acquainting the countries with Midwest cities of the United States. Secrest accompanied Sen. Hugh Butler (R-Neb.) on the trip.

INCREASE SALES
LOWER SALES COSTS
BY USING

INCREDIBLE KSD IN ST. LOUIS

THE ONLY ST. LOUIS STATION
WITH THE

INCREASE
SALES
LOWER
SALES
COSTS
BY USING

KSD

IN ST. LOUIS

INCREASE
SALES
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INCREASE
SALES
LOWER
SALES
COSTS

THE ONLY ST. LOUIS STATION
WITH THE

KSD

STAR

PROGRAMS

LARGEST
DAYTIME
POPULATION
COVERAGE
AREA
OF ANY ST. LOUIS RADIO STATION

A Distinguished Broadcasting Station

RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch

National Representative FREE and PETERS, Inc.

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Minister With NBC

EVERETT C. PARKER, recently ordained Congregational minister and former radio executive, will make a three-month study of public service broadcasting as a guest staff member of NBC's Public Service Department. A graduate of Chicago Theological Seminary and Chicago U., the Rev. Mr. Parker was awarded a fellowship to study religion in radio. He was formerly manager of WJEW New Orleans, program director and production manager of WHIP Hammond, Ind., and produced The Southern Church Hour, a Chicago feature, as well as transcribed religious features on Mid-Western stations.

KWFT Partnership

THE FCC last week granted the Wichita Broadcasting Co., a corporation, licensee of KWFT Wichita Falls, Tex., permission to create a partnership consisting of its stockholders, Joe B. Carrington, Mrs. Joe B. Carrington, P. K. Smith and Mrs. Claude M. Simpson Jr. No money was involved.
Take the Whiskers Off
(Continued from page 26)

of entertainment and education
than the radio of any other country.
Nevertheless, I believe that the sale
of spots between network programs
is unfair to the public, defrauds the
sponsors of network broadcasts and
reflects seriously upon radio stations.

This is one of the unfortunate
aspects of radio which should be
thoroughly understood by the pub-
lic, so that corrective action can be
taken without injuring the value of
radio as a whole. One salutary cor-
rective would be to arrange for
more public participation in radio
and its affairs.

Editorial Page Needed

What radio needs, and has
needed for many years, is an Edi-
torial Page of the Air. Such a pro-
gram, sponsored by networks and
comparable in many respects to ed-
torial pages of a newspaper, might
become one of the most popular and
useful features over broadcast. In
addition to thoughtful, impartial
comment on world events, it should
tell the public the story of radio as
it never has been told before. It
should take listeners behind the
scenes with frank discussion of
radio's problem. It should give the
public a chance to express its own
opinion.

Among all newspaper features,
the Vox Fox section ranks near the
top in reader interest. But where
newspapers number their readers in
tens and hundreds of thousands,
radio's major networks can shoot
for an audience of eighty-five mil-
lon listeners, each of whom, it is
time to bet, has ideas he or she
would like to hear broadcast. Think
what this would mean for the pres-
ervation of free speech. The Ameri-
can public would have a chance to
express itself on any subject of
general interest.

Radio's editorial page should
have opportunity to criticize radio
practices and radio's advertisers.
It would give open answer to radio
pundits who today have only their
consciences to govern how much
publicity they wish to give to ad-
verse opinion. Think of the un-
heralded bits of wisdom from the
people talking back. Think of the
stuffed shirts that would lose their
starch.

Requisite to Freedom

Freedom of the air, as defined by
William Paley, president of CBS,
"means the right of the speaker
to express any view he may hold
on any question of general interest.
He must be guarded, and he is
guarded in that right, regardless
of how the operators of the net-
works or stations may, themselves,
feel about the thing he discusses.
If he is not libellous, or not oth-
erwise unlawful, if he is not obscene,
if he does not seek to provoke racial
or religious hatred, he may say
whatever he pleases over the air."

Apply this principle to letters
from the public which are read over
a national network, surround the
presentation of suitable letters with
such safeguards that there can be
no suspicion of partiality or unfairness, and radio will give us
the greatest forum of free opinion
and free discussion in the world has
ever seen. Rightly, it is subject to
regulation. But in the final anal-
ysis, decisions of the Federal Com-
communications Commission should
reflect the will and thought of the
public. But how can the public reach
informal conclusions on any
phase of broadcasting unless it
knows the complete story? How can
it secure the complete story unless
it is taken behind the scenes by the
people who know—men who are in
the broadcasting business? And
how can half of the public know
what the other half thinks unless
there is a national sounding board
for public thinking such as only
radio can give?

WSAV Transfer

THE FCC last week approved trans-
fer of WSAV, Savannah from E. E.
Murrey Sr. to Harben Daniel and Cath-
erie Mur-
rey Daniel, through a gift of 32
shares of stock from Mr. Murrey
to Mrs. Daniel, his daughter. Mr.
and Mrs. Daniel together own 51%.
William E. Jenkins owns 19.8% (59%
shares); Meredith E. Thomp-
son, chief engineer, owns 2 shares;
N. W. Frank, commercial man-
ger, owns 3.33%; Aaron Shelton,
WSAV technical advisor, owns
6.66%. Mr. Murrey gained control
nearly three years ago with the ac-
quision of 32 shares from Arthur
Lucas, Georgia theatre chain own-
er who died last July.

Biscuit Co. Airs Dixon

NATIONAL BISCUIT Co., New
York, on Oct. 4 began sponsorship
of the quarter-hourly talks by Stan-
ley Dixon, MB&F commentator, on
three stations, KRNT Des Moines;
WMT Cedar Rapids, and
WNA, Yankton. E. D. Products
promoted is Premium crackers, and
the agency is McCann-Erickson, New
York.

The TIME BUYERS' STATION

WDOD
Chattanooga, Tenn.

5,000 WATTS
CBS

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

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De Angelo Move

CARLO DE ANGELO has resigned as radio director of Marschall & Pratt, New York, to serve as director of the Perry Mason mystery serial starting on CBS for Procter & Gamble. Mr. DeAngelo will work on a free-lance basis for Pedlar & Ryan, agency in charge, and will retain his association with Marschall & Pratt in an advisory capacity on the Eso Reporter program.

MARTIN KOEHRING, previously associated with the W. W. Garrison Co., Chicago, has rejoined that company as director of research.

JOHN RYDER, Hollywood manager of Bow Co., has returned after a month in New York.

BILL DECKER, formerly timebuyer of Ted Bates Inc., New York, will join McCann-Erickson, New York, Oct. 18 as chief timebuyer replacing John Donaldson Jr., who moves into program production.

JOHN E. DEVINE, former advertising manager of Alexander Smith & Son's Carpet Co., Yonkers, N. Y., has joined the executive staff of Davis & Piatte, New York.

JEROME F. SEEHOF, formerly with the Chicago Office of H. W. Kastor & Sons, has joined Sherman K. Ellis & Co., New York, as account executive.

GEORGE I. REID, formerly Eastern manager of the National Radio Checking Service, New York, and recently released from the Army, has joined the staff of Radio Reports Inc., New York.

ALLEN DENVY, of the production staff of Wade Ad' Agency, Chicago, will leave shortly for the home of his uncle, U. S. Ambassador Frank P. O'Connell, in Caracas, Venezuela. Miss Devney has been production assistant on the Suchs Amateur Hour, heard Sunday afternoons over WENR Chicago, and was previously a member of the timebuying staff of Pedlar & Ryan, New York.

OLIGENES LESSA, Brazilian author and newspaperman, has joined the Rio de Janeiro office of J. Walter Thompson Co., and Charles D. Dulley, Brazilian advertising man, has been named assistant manager of the agency's Sao Paulo office. Mr. Dulley directed a market survey for the National Coffee Department. Mr. Lessa founded and directed the first Brazilian magazine exclusively dedicated to advertising, and founded Final, cultural publication of the government department of press and propaganda.

DEL CASTILLO, former program director and production manager of WEHE Boston, has joined the radio division of Raymond R. Morgan Co., Hollywood agency, as producer of Opportunity Hour, sponsored by Petrol Corp. on KYW.

SAMUEL DALSIMER, vice-president of Cecil Presbyr, New York, has been granted a leave of absence to serve as program manager with the OWI in Washington. He will handle information programs on rationing and price control.

LUCILLE WEBSTER, former business manager of the radio department of Ted Bates Inc., New York, and previously in charge of radio traffic at Benton & Bowles, New York, has been named office manager of the radio department of Bow Co., New York.
KQW San Francisco
Carter Products Inc., New York (Arrid), 1 per wk, 25 wks, thru Small & Beffer, N.Y.
Bell Brock Dalrois, San Francisco (milk), 8 as per wk, 13 wks thru Boston, Constable & Gardner, San Francisco.
Pierco's Products Inc., New York (medicinal), 4 per wk, 8 wks, thru Duane Jones Co., N.Y.
Marinship Corp., Sausalito, Cal. (help wanted), 10 to 12 wks thru Albert Frank-Guenther Law, San Francisco.
McKesson & Robbins, N.Y. (Bax), 6 as per wk, 13 wks, thru Ivry & Ellington, N.Y.
Musterle Co., N.Y. (Musterle), 5 as per wk, 26 wks, thru Erwin, Wasey & Co., N.Y.
Weinstein Co., San Francisco (department store), 1 as per wk, 26 wks, direct.
Grove Laboratories, Chicago (pharmaceuticals), 1 as per wk, 26 wks, thru Russell M. Seides Co., Chicago.
42 Products Inc., Los Angeles (hair oil), 3 per wk, 13 wks, thru Hillman-Shane Breyer, Los Angeles.
Rome Wine Co., San Francisco (wine), 1 as per wk, 13 wks, thru McCann-Erickson, San Francisco.
Golden State Milk Co., San Francisco (milk), 6 as per wk, 52 wks, thru BBDO, San Francisco.
Ed Mosher, San Jose, Cal. (farm produce), 3 as per wk, 26 wks, thru Paul M. Seiden Co., Chicago.
Joshua Hendy Iron Works, San Jose, Cal. (help wanted), 6 as per wk, 26 wks.
Central Building & Loan Co., Oakland Cal. (loans), 2 as per wk, thru Ryder & Ingram, Oakland.

KJH Hollywood
Merrell, John & Co., Ottumwa, Ia. (Red Heart dog food), 9 as weekly, 13 wks.
Neth, Huret & McDonald Inc., Chicago.

WFL Philadelphia
Ken-L-Dairy Products Division Quaker Oats Co., Chicago (dog food), 6 as weekly, 8 wks thru Ruthrauff & Ryan, Chicago.
Maltox Co., Burlington, Vt. (Maltox), 2 as per wk, 13 wks thru Samuel C. Croot, N.Y.
Taylor Co., Philadelphia (jewelers), 15 as weekly, 82 wks thru Cox & Tans, Philadelphia.
Irving Sachs, Philadelphia (used cars), 6 as per wk, 18 wks thru H. M. Dittmann, Philadelphia.
Gimbel Bros. Department Store, Philadelphia (Clipper Craft Clothes), 1 as weekly, indefinite period. Placed direct.
Dr. Malza, Philadelphia (dental service), 17 as weekly, 52 wks thru Harry Feigelman, Philadelphia.
Sterk & Co., Philadelphia (furniture), 10 as weekly, 52 wks thru Frank Weilman, Philadelphia.
Sam Gerson, Philadelphia (men's clothing), 8 as weekly, 52 wks thru Harry Feigelman, Philadelphia.
Harry Kruze, Philadelphia (used cars), 1 as weekly, 13 wks thru Samuel Tashman, Philadelphia.
Breyers Ice Cream Co., Philadelphia (ice cream), 1 as weekly, 13 wks thru McKe & Albright, Philadelphia.
Ogden Motor Co. Philadelphia (motor cars), 12 as weekly, indefinite period, thru Gerace-Maxwell, Philadelphia.
National Biscuit Co., New York (Premium Crackers), 12 as weekly, 13 wks thru McCann-Erickson, N.Y.
C. A. Bridges Co., Cambridge, Mass. (H-B Cong. Drops), 2 as weekly, 13 wks thru Samuel C. Croot, N.Y.
KPO San Francisco
45 Products Inc., Los Angeles (hair oil), 7 as weekly, 52 wks, thru Hillman-Shane Breyer, Los Angeles.
Golden State Co., San Francisco (milk), 18 as per wk, 52 wks, thru BBDO, San Francisco.

WJZ New York
Pillsbury Flour Mills, Minneapolis (Golden Bake Mix), 6 as per wk, 26 wks, thru McCann-Erickson, Minneapolis.
United States Mfr. Co., Buffalo, division of Fosdick & Gilmore Co. (Ice Miller), 6 as weekly, 46 wks, thru Street & Finney, N.Y.

WVO New York
Bulova Watch Co., New York 500 as, thru Bow Co., N.Y.
Barney's Clothes, New York (men's clothes), 78 as, thru Emil Mogul Co., N.Y.
Mt. Eden Wine Co., New York (San Gabrieli Wine), 312 as, thru Emil Mogul Co., N.Y.
Peeter & Gamble, Cincinnati (Oxydol) 780 as, thru Blacketer-Sampen-Hummert, Chicago.
B. C. Remedy Co., Durham, N.C. (headache powders), 588 as, thru Chas. W. Hoyt Co., N.Y.
American Health Aid Co., Newark, N.J. (Kept-Dine), 70 as thru Wm. N. Scheer Adv., Newark.
Graham Co., New York (Red Bow Food Products), 312 as, thru Emil Mogul Co., N.Y.
Mirembr Grading Co., New York, 312 as, thru Manhattan Adv., N.Y.
Kashon New York (Department store, loan brokers), 76 as thru J. R. Kupacia Adv., N.Y.
Paramount Pictures, New York, 4 as thru Buchanan & Co., N.Y.
Charm-Kurl Co., Chicago (Charm-Kurl Wave Kit), 76 as thru Unitad Adv., Chicago.
Standard Encyclopedia Co., New York, 26 as thru Airmart Inc., N.Y.

KFI Los Angeles
Ludena Inc., Reading, Pa. (cough drops), 20 as, 26 wks, thru J. M. Mathis Inc., N.Y.
Globe Grain & Milling Co., Los Angeles (flour), 20 weekly, 26 wks, thru McCann-Erickson Inc., Los Angeles.
A. S. Boyle, Vernon, Cal. (Asprentane), 20 as, 26 wks, thru Hirscher, Davis & Van Norden, Los Angeles.
Goldine Mfrs. of San Francisco (Golden V Milk), 2 as weekly, 52 wks thru BBDO, San Francisco.
Paramount Pictures, New York (films), weekly as, 52 wks, thru Buchanan & Co., N.Y.

FKFB Sacramento, Cal.
Bank of America, San Francisco (banking), 7 as per wk, 52 wks, thru Charles Street Adv., N.Y.
Sunway Fruit Products Co., Chicago (vitamins), 7 as per wk, 52 wks, thru Sorensen & Co., Chicago.
Colgate-Palmolive-Peet Co., Jersey City (soap), 7 as weekly, 13 wks, thru Leon Livingston Adv., Chicago.

WNP Chicago
Drue Trade Products, Chicago, 6 ep wkly, thru Benson & Dell, Chicago.
Dr. Le Gear Medical Co., St. Louis, 3 ep weekly, thru St. Louis & Simmonds, Chicago.
Pine-Clayton, Chicago, 3 t weekly, thru Freshe, Fellers & Freshe, Chicago.
Groves Labs., St. Louis, 12 as, thru Russel M. Seeds Co., Chicago.
Four-Way Labs., St. Louis, 1 ep, thru Donahue & Coe, N.Y.
Pillsbury Mills, Minneapolis, 3 t, thru McCann-Erickson, Chicago.
General Foods, New York (Sanka), 8 ep weekly, thru Warmont & Dehn, Chicago.
Seck & Kade, New York (Fortunis), 3 t weekly, thru Erwin, Wasey & Co., N.Y.
Quaker Oats, Chicago, 1 ep per wk, thru Shumway, Chicago.
Vick Chemical Co., New York, 8 ep weekly thru Morton Institute, N.Y.
Bear-Man, St. Louis, 1 ep, thru Key Agency, Cincinnati.
Griswold Bros., St. Louis (beer), 2 ep weekly thru Ruthrauff & Ryan, St. Louis.

KFCR San Francisco
Longines-Wittnauer Watch Co., New York (watches), 6 ep weekly, thru Arthur Rosenberg Co., N.Y.
McKee-Indianapolis Co., New York (tobacco), 90 to 26 wks, thru Aubrey Morse & Wallace, Chicago.
Pioneer & Co., San Francisco (beverages), 7 as per wk, 13 wks, thru L. J. Reifstein, Cal.
Campbell Cereal Co., Chicago (Malt-O-Meal), 1 as per wk, 12 wks, thru Boston, to Constantine, Gardner, San Francisco.

WSPB Springfield, Mass.
Russel-Miller Mfrs. Co., Minneapolis (Occident Flour), 3 t weekly, thru Cameron, Pulaski & Minshall Co., Minneapolis.
Pillsbury Flour Mills Co., N.Y. (Golden Bake Mix), 16 as weekly, thru McCann-Erickson Inc., Minneapolis.
Longines-Wittnauer Watch Co., New York (watches), 3 ep per wk, thru Arthur Rosenberg Co., N.Y.
Foster-Milburn Co., Buffalo (Roan's Pills), 2 as per wk, thru Street & Finney, N.Y.
Colgate-Palmolive-Peet Co., Jersey City (Palmolive Soap), 10 as weekly, thru Ted Bates Inc., N.Y.

WHIN New York
Purepac Corp., New York (drugs), 1 as weekly, 23 wks, direct.
Consolidated Trade Products, Chicago, 6 as weekly, 26 wks, thru Boswell & Dall, Chicago.
Quaker Oats, Chicago (Ken-L-Products Division, dog food), 6 as weekly, thru Ruthrauff & Ryan, Chicago.

WGN Chicago
Grove Laboratories, St. Louis (cold tablets), 2 as per wk, 26 wks, thru Russel M. Seeds Co., Chicago.
Grove Laboratories, St. Louis (cold tablets) 6 ep weekly, thru Russel M. Seeds Co., Chicago.
Grove Laboratories, St. Louis (A.B. & D Pharmaceuticals), 6 ep weekly, thru Russel M. Seeds Co., Chicago.
Nationwide Television Networks Seen, Using New Form of 'Lighthouse' Relays

NATIONWIDE television networks of the not-distant future are described in an interview with Ralph R. Beal, research director of RCA Laboratories, in the October issue of Radio Age, published by the RCA.

Mr. Beal said a new form of "lighthouse" radio relay station developed by RCA will make relaying of television programs a simple matter. He envisions the relay transmitters not only linking television stations into national networks but providing trunk lines of communication in such vast areas as the inland territories of Russia and China.

Radio relays operate on microwaves with the energy concentrated almost in a beeline, so that relatively small amounts of power are required. The apparatus is simple and compact, he said, explaining that it could not be otherwise and still perform in the domain of the tiny wavelengths which are so close to light.

Hug the Earth

Ultra-short waves and centimeter waves travel close to the earth's surface and leave the earth at a tangent. Therefore high towers or antenna on lofty buildings or mountain tops increase the range. To receive a program from the Empire State Building in New York, 200 miles away, a plane over Washington went up 20,000 feet. Average range would be about 80 miles, Mr. Beal said.

Relay circuits are not a one way street, it was pointed out. The towers can handle multiple circuits, which can be increased in number to carry several television programs simultaneously, as well as FM sound broadcasts, telegraphic messages and facsimile. Relay circuits should be among the busiest on the air, Mr. Beal said.

He describes the main relay system of the country as like a great inter-city spine, becoming interstate and eventually transcontinental. Ribs will spread to television stations. A likely operation might be between New York and Washington: While an NBC television program is being broadcast from an aerial on the Empire State Bldg., a different program will originate in Washington. Both programs will be fed into the relay system. A Philadelphia station can elect to broadcast the program from New York, while another taps the Washington program. Likewise a New York station may choose the Washington program. The relay system may thereby afford greater freedom in program selection and operation, as four or five programs can be carried at once for selection by the television stations.

Mr. Beal concluded his interview by stressing that more than money would be required to establish such a system as he envisaged. He mentioned specifically a "sympathetic and helpful attitude on the part of governmental agencies" and "the daring spirit of American industrial pioneers" as essential to bring the post war development to realization.

CBS Publishes Statements

STATEMENTS by Dr. S. J. Thompson and Dr. A. Frigon, general manager and assistant general manager of the Canadian Broadcasting Corp., before the Parliamentary Committee on Broadcasting at Ottawa during June and July, 1943, have been issued by CBC in a 48-page booklet titled The CBC and Canadian Broadcasting.

Want Your "Spots" Loaded with Sales?

Yes . . . Tacoma's a sure winner for results, now and in the future. It's a market that demands complete, concentrated LOCAL spot coverage—a fact proven beyond doubt by many local Tacoma-Seattle advertisers* who make KMO a "must buy" on their radio schedules. If YOU hope to cover Washington's Number Two Market, buy KMO—dominant voice of the Southern Puget Soundarea.

*Names and data on request

Tacoma ranks 94% above the national average in effective buying income . . . 28% above the Washington state average. Tacoma is Washington's TOP-RANKING Sales Management "High Spot" city—has been a "Preferred City" for over two years! And don't forget the "PLUS VALUE" of McChord Field and Ft. Lewis, both just a few miles south of Tacoma!

Place Your SPOT BUSINESS on WING in Dayton, O.

“The Mid-West’s fastest Growing Market”

Basic Blue Network 5000 watts

Ronald E. Woodyard, Exec. Vice President

WEED & CO., National Representatives

BEST RADIO BUY IN BALTIMORE!

WCBM

AND THE BLUE NETWORK

John Eimer, Pres.
Geo. H. Roeder, Gen. Manager
FREE & PETERS
Exclusive National Rep.

5000 Watts Mutual-Don Lee

Represented by Joseph H. McGillivra, Inc.

And for Central Washington - Buy KIT, Yakima

Carl E. Haymond, Owner

TACOMA, WASHINGTON'S ONLY NETWORK STATION

October 11, 1943 • Page 55
War Fund Drive Launched by FDR

Radio Committee Cooperates With OWI on Campaign

WITH the four-network broadcast by President Roosevelt on Oct. 5 marking the official opening of the 1943 War Fund Campaign, extensive radio plans including the networks and local stations have been worked out by the Fund's radio committee, under the direction of Jesse Butcher, and in cooperation with the Allocation Division of the Office of War Information.

For last week, Oct. 4-10, as an example, a total of 56 network programs, representing nearly 18 hours of broadcasting time, were assigned to the Fund by the OWI for messages urging listeners to support the 17 major war relief agencies represented by the Fund. Similar network allocations of time will be made for the remaining weeks of the drive, and according to Mr. Butcher, several network programs have volunteered to carry the Fund's messages without being designated to do so under the allocation system.

Discs Ordered

Mr. Butcher also stated that 95% of the local stations throughout the country have ordered the special transcriptions made by the war fund for spot use. These include five-minute recorded appeals, featuring such stars as Gracie Fields, Dick Haymes and Yvette; a ten-minute dramatization with Helen Twelvetrees and Norman Lloyd; ten-minute monologues by Raymond Massey, and a special quarter-hour transcription of a labor-management discussion on the importance of the campaign, between Eric Johnston, president of the U.S. Chamber of Commerce, William Green, president of the AFL, and Philip Murray, president of the CIO.

Production of the radio phase of the campaign is headed by Joseph R. Busk, assisted by Heagan Bayles, Maurice H. Bent, Hubbell Robinson, Carl Swanson and Harold Wengler. Assisting Mr. Butcher as radio director in New York are Jane Moore, Joan MacDonald and Rene Kuhn, with Ted Gifford handling radio on the West Coast.

NAB Curricula Plans

CURRICULA STANDARDS for radio news writing and broadcasting courses in schools and colleges, modeled after those at such universities as Northwestern, Columbia and Minnesota, are being worked out by a sub-committee of the NAB's Radio News Committee. The sub-committee, consisting of Paul White, CBS director of news broadcasts; Bill Brooks, NBC director of special events, and Walt Dennis, NAB's news committee secretary, will meet in New York Friday with Lyman Bryson, CBS director of education, and Dr. James R. Angell and William Burke Miller of NBC's public service division as advisors.

Research Discussions

THE AGENCY and research committees of the American Assn. of Advertising Agencies, who met recently in New York to discuss the NAB plan for standardization of station coverage maps, have notified the NAB that there is a difference of opinion in the method used and that further discussions will be necessary. The group failed to approve the system as it now stands, but has not yet definitely rejected it.
SOLDIERS OVERSEAS GET WORLD SERIES

MIX-UP in the broadcast of the world series to soldiers overseas was settled by an order from Gen. Dwight D. Eisenhower effective Oct. 7 that the full play-by-play account of the series will be short-waved to soldiers in the Mediterranean area.

The Special Services Division of the War Dept. had approved only summaries of the games to be telegraphed to men overseas and had previously rejected an offer from Mutual for the series.

Gillette Safety Razor Co., Boston, sponsor of the series, because of the new arrangement instructed that all commercials be omitted from the running account of the game and restricted to the intervals between the innings. At this time an Army announcer cut in on the Mutual account being short-waved from WBOS Boston with non-commercial comment.

In the midst of all this NBC was recording play-by-play accounts of the highlights of the games and broadcasting them within a half hour on a general overseas service. Also a Union Network station in San Francisco was short-waving the Mutual account to soldiers in the South American and Caribbean areas. The Union Network operates under the supervision of the Office of Coordinator of Inter-American Affairs.

NAB BOARD PLANS NOVEMBER SESSION

MEETING of the NAB board of directors to consider current industry matters, but with emphasis on the legislative and music situation, was called for Nov. 10-11 in Washington by President Neville Miller.

In a telegram to the 25 board members, Mr. Miller said the meeting was not called to consider any emergent situation, but rather to cover a full agenda on current activities. With legislation receiving attention in both houses of Congress, and with the AFM music situation at a critical point, it was assumed these matters would constitute primary topics. The board has not met since July 30 when the question of NAB organization in the light of the expiration of President Miller's term next July, was considered.

A six-man nominating committee was named at that time by the board. Its membership comprises: Don C. Elias, WNNC, Asheville; G. Richard Shafter, WIS, Columbus; John W. Gillin, WOW, Omaha; J. O. Maland, WHO, Des Moines; J. D. Shouse, WLW, Cincinnati; Paul Moreney, WTIC, Hartford. No chairman has been named, though Mr. Elias is expected to preside when this group holds its first meeting expected shortly.

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

Davis Lauds Ad Council for Aid

WARNING that "the toughest part of the job is still ahead," Elmer Davis, Director of the Office of War Information, told the War Advertising Council in New York Oct. 8 that its activities in remolding the living habits of American citizens to fit a wartime pattern is "one of the most effective examples of close cooperation between Government and business in our entire history.

"This achievement," Mr. Davis said, "would have been impossible save for the aggressive cooperation of business in implementing our programs by creating campaigns for them, and by contributing advertising space and radio time to bring the people essential home front information."

Praising the Council for its "youthful spirit" in serving as a coordinating body for powerful information forces, Mr. Davis declared "the only way the people can be persuaded to intensify their efforts from now on, in spite of their weariness with the war, and in spite of continuing victories, is for you to tell them more intensively and more persistently than ever before what they must do to shorten the war. This means more war messages and harder hitting messages carried to more people, in more advertising, by more media."
Louisville's Record doesn't our word Look at the Record!

Dear Reader,

I am writing to address the issue of program analysis techniques in radio and television. The seminar on shortwave and television depicted the former's place in soldier and civilian morale. Lt.-Col. Tom Lewis, of Army Special Services Division, radio section, in his report on that agency's work cited the growing volume of programs released abroad. Glan Heisch, CBS West Coast assistant program director, presided.

Roundtable on creative radio featured Hector Chevigny, member of Radio Writers Guild council; Jack Runyon, West Coast radio manager of CIAA; Bernard Schoenfeld, radio-film writer; Norman Corwin and Arch Oboler, writers-producers; Major True Boardman of Army Special Services Division, radio section, presiding.

Directors' Contract

Radio Directors Guild is drawing up a standard form of contract as a result of a decision taken at a meeting at Guild headquarters, Hotel Gladstone, New York, Sept. 27. A spokesman said there will be no minimum salary clause, as this would be incompatible with the Guild's constitution. Two new members are Gertrude Berg, who writes and directs The Goldbergs on CBS and G. Bennett Larson, general manager of WWD, Washington, and director of a New York program.

Video Film Ad

Television is being used by RKO Pictures in advance promotion for the Oct. 14 premiere of "Behind the Rising Sun", in New York. RKO Radio put on a 40-minute telecast Oct. 10 in the New York studios of the Du Mont Television Station W2XWV. Margo, star of the film, and James R. Young, author of the book upon which the movie is based, were featured. George Putnam, WEAF news commentator, served as m.c. Film trailer with scenes from the movie concluded the program.

Paley to OWI

Continued from page 9

1937. His most recent position as general manager remains vacant.

Mr. Kesten

A native of Milwaukee, Mr. Kesten was born Aug. 30, 1898. He attended Wisconsin U. for two years and then enlisted in the Marine Corps. After World War I, he became assistant advertising manager of the Gimbel Store in Milwaukee, later becoming advertising manager.

Leaving the retailer field for a few years, he joined McJunkin Adv., Chicago, in 1920 and in late 1923 he became vice-president and advertising manager of Foreman & Clarke stores, a clothing chain with branches from Chicago to the West Coast.

Several years later, he went abroad to study European methods of advertising, returning to the clothing store chain in 1927. A year or so after this he joined Lennen & Mitchell, where he remained until his association with CBS.

Davidson Taylor, assistant director of broadcast for CBS, will accompany Mr. Paley.

Publishing Co. Tests

Directing its message to career-minded war workers and servicemen interested in acquiring more technical knowledge, Kenneth Publishing Co., New York, is selecting a cross-section of markets in the vicinity of war plants and camps to promote Mathematics Made Simple. Starting on six stations scattered between Hartford and the West Coast the campaign will run on a week-to-week basis, expanding schedules in areas producing results, and moving to other regions when markets fail to respond. Agency is Weiss & Geller, New York.

Religious Features Lauded

Dr. Max Jordan, NBC's director of religious broadcasts, is in the subject of an article in the October-Catholic Digest, which reviews his pioneer work in the field of religious feature programs. The Story of Christmas on NBC; the Oberammergau Passion Play broadcasts and other features handled by Dr. Jordan, the article states, "showed that religious broadcasts could be interesting, inspirational and instructive."

Broadcasting • Broadcast Advertising
Mr. Paul W. White,
Columbia Broadcasting System

We have just seen your advertisement in the New York Times of September 20, 1943. We compliment you on the recognition of your “duty to the American People” in regards to commentators and the presentation of NEWS.

The Z Net has refused commentaries for several years unless the ideas of more than a single person were presented on a single or adjacent program.

Ed Craney
Lea Predicts New Legislation

(Continued from page 9)


Rep. Charles A. Wolverton (R-N.J.), ranking minority member of the Committee, has not named the Republican members. Chairman Lea said he would press for a full 11-member committee so that a study of proposed legislation could get underway shortly.

Because of Mr. Lea's mild and retiring manner, coupled with his long service in Congress, the report spread in Washington early last week that his appointment was an effort by the Administration to whitewash the entire probe. The Republican National Committee appears to take the same view.

Praised by Rayburn

It didn't take long, however, for the general impression to get out that such is not the intent of Rep. Lea. His close friends pointed out that behind his disarming smile and smooth manner is a dogged determination to get his job done well. Mr. Lea's own comment to Broadcasting definitely reflected that attitude.

Known as a stickler for facts and fair dealings, Rep. Lea delved into his new assignment with every indication that he plans to see the investigation through. In naming Mr. Lea to the Select Committee, Speaker Rayburn asserted:

"Mr. Lea is a man of splendid courage, unimpeachable integrity and great ability. He is possessed of a splendid judicial temperament and his fairness cannot be questioned."

Indicative of his desire to bring himself up to date on the hearings, Mr. Lea asked Chief Counsel Garey to postpone a brief hearing scheduled for last Wednesday afternoon until he could meet with other Committee members. Three of the Committee members, Louis E. Miller (R-Mo.); Warren G. Magnuson (D-Wash.), and Edward J. Hart (D-N.J.) were out of the city the early part of last week, leaving only Chairman Lea and Rep. Richard B. Wigglesworth (R-Mass.) available to attend Wednesday's session. Mr. Lea wanted all members present.

Study of Record

Chairman Lea held a lengthy conference with Chief Counsel Garey and asked for a complete record of the hearings, which began last July 2. They since have been held intermittently in Washington, New York. Last Wednesday's session was to have permitted Mr. Garey to enter certain testimony into the record.

Asked whether he plans to remain Mr. Garey and his staff, who were employed by Rep. Cox, Mr. Lea said his conclusions upon reading the record would determine that.

"I'm not one to judge a man hastily," he said. "I want to go into the background of each witness, determine whether I feel that Mr. Garey and his staff have done a good job. At the moment I don't know. I want to familiarize myself with everything that has been done. Until then I see no reason to make any changes."

It was learned that Chief Counsel Garey and his entire staff had prepared to resign, should there be pressure to tone down the investigation and whitewash the proceedings. They will continue to function, however, until the new chairman makes a decision.

In the meantime another "smear" campaign, which Mr. Garey said he felt was inspired, was spread by the New York newspaper PM, Marshall Field's publication. In last Wednesday's issue appeared a story by Elizabeth Donahue of PM's Washington bureau charging that Chief Counsel Garey had "used the inquiry to needle Jews."

Assumed Names

The story cited brief portions of testimony in which Mr. Garey brought out that certain FCC employees were working under assumed names. It was pointed out, however, that the anti-Semitic propaganda against Mr. Garey has been heard in the corridors of the new Post Office Bldg., which houses the FCC, for several weeks.

Associates of Mr. Garey last week deeply resented the inference that he is anti-Semitic and that he mentioned his law partners in the firm, Garey, Desvernine & Garey. They include Raoul E. Desvernine, Milton I. Hauser, Jacob J. Rosenblum and William Helfer. Mr. Hauser also is a member of the Select Committee legal staff. He and Messrs. Rosenblum and Helfer are Jewish.

Lipton Hitchikes

LEVER BROS., Cambridge, Mass., will promote Lipton's Tea via hitchhike announcements for the fourth quarter on Bright Horizon on CBS starting Oct. 4; on Mayor of the Town on CBS starting Oct. 6 and on Amos 'N Andy, returning to the air on NBC Oct. 8. Product will also be promoted in a three-week spot campaign which started Oct. 10. A total of 71 stations are used. Agency is Young & Rubicam, New York.

“FIRMAGE’S RENEWING AS USUAL”
writes ARCH MASDEN—KOYO

THE SHADOW
Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

BROADCASTING • Broadcast Advertising
Florida Supreme Court upholds ASCAP, rules contract within state laws

The Florida Supreme Court last week upheld a ruling of a state district court that ASCAP "is not a price-fixing organization operating illegally in restraint of trade in the state of Florida and is therefore not prohibited from doing business within the state. ASCAP has legally complied with the provisions of the 1930 Florida law."

Decision, according to ASCAP, "recognizes that the operations of ASCAP under the consent decree are such that the decision of the United States Supreme Court, handed down prior to the consent decree, is not applicable at this time." Users of ASCAP music in the state must now secure licenses from the Society for such use, which is now true in every state except Nebraska, and it is understood that ASCAP will make an early attempt to resume business in that state, using the Florida decision as a precedent.

Contract valid

Action resulting in the decision was brought by Palm Tavern of Palm Beach, which on Jan. 15, 1943, took out an ASCAP license and on Aug. 12 filed suit for a declaratory decree to determine the legality of its contract with ASCAP. The circuit court decision cited above also stated that the Society "is qualified to execute the contract with the plaintiffs," and describes the contract as "valid and enforceable under the laws of the state."

Unanimously upholding that finding, the Florida Supreme Court decision further states: "We have found nothing either in the contract or in the record of the proceedings below which indicates that the contract is contrary either to the statutes of Florida or to the Federal statutes."

Royalty checks in excess of $1,300,000 will be mailed to ASCAP members this week covering performances during the third quarter of 1943, largest third quarter and second largest quarter in ASCAP history, it was said at ASCAP headquarters.

Approval of the plan to extend the present contracts of ASCAP members with the Society for an additional 15 years beyond their scheduled expiration dates, Dec. 31, 1950, or until the end of 1965, has been received from more than enough writer-members to account for 98% of the funds distributed to this part of the membership. On the publisher side, Irving Berlin Inc. and the Metro-Robbins group have not yet endorsed the plan, which cannot top the 80% mark of the publishers' royalties without the inclusion of one of these two organizations. Both have expressed their intention of voting for the extension, an ASCAP spokesman said, but they have been delayed by a reorganization of Irving Berlin Inc. and for the other group by the absence of David Bernstein, Metro treasurer, from New York.

If neither signs by the Oct. 15 deadline is expected, it is expected that the ASCAP board will extend the time of approval for as long as is necessary to secure the official approval of the plan by one of these organizations.

Spots for 'Beams'

BEAMS, a new vitamin product, is being introduced on six stations in the Lake Erie and Lake Ontario region. Major portion of the initial drive consists of ads in 35 major newspapers in the same general area. Radio started week of Sept. 27 and will continue for six weeks, expanding further if results warrant. Agency is Lambert & Peasley, New York, which handles advertising for Lambert Pharmaceutical Co., parent company of the vitamin concern.

ACQUISITION of an AP radio wire from another association by KPRO Riverside, Cal., is announced.

National Flag Distributors, New York, has appointed Winer Co., New York, as agency for flags and shields. Radio advertising is a possibility.
Fly Defends Analysts' Right
(Continued from page 11)

izations and small business men's associations, as a restriction on free speech.

This restriction arises he said, from radio's tremendous success in selling goods and services, whereby some elements in the industry argue that time should be sold exclusively to vendors of merchandise and services.

He called that argument "too narrow and confining for a free people", while admitting that the sale of merchandise is an essential ingredient in our way of life. "To restrict our range of ideas as well as worldly goods, is to betray a considerable portion of all that has made our nation great," he added.

"Programs should not be banned because they are intended to convey messages...Can broadcasting, while restrained to carry the voice of the one group and only the one voice, claim to being an effective instrument of democracy?"

A Prime Barrier?

He said that the ban against soliciting memberships over the air was clearly "arbitrary", and reminded his listeners that Samuel Adams and Tom Paine sought members for libertarian organizations and Susan B. Anthony and Margaret Fullers for their women's suffrage league.

Chairman Fly defined a controversial issue as a "current issue" and listed the ban by many stations and networks on sale of time for discussion of controversial issues as perhaps the prime barrier to free speech on the air. He discussed four leading arguments which he said were usually advanced in favor of this ban.

To the argument that time sold for controversial discussions would unduly limit radio as a vehicle for other functions, such as amusement, advertising, etc., the chairman urged that the principle of a well-balanced program structure would continue unimpaired even if a reasonable amount of time were sold for the discussion of controversial issues.

"Selling time for the discussion of controversial issues does not mean making of radio a common carrier, willing to sell every prospective purchaser as much time as he will buy," the chairman asserted in answer to the argument that the best-financed groups would buy the most time, and hence radio would become an instrument serving only one side of each issue.

"The station license," said Chairman Fly, "must inevitably exercise discretion, in order that radio shall become the tool of no special group or interest."

He denied as "simply not true" the point that the door would be opened for continuing harangues "of so-and-so", because "We are interested in free speech on cur-rent lively issues". Continued sale of time to extremists with axes to grind itself bars discussions of current issues, he said.

Handouts Not Enough

To the argument that time for controversial discussion is now freely given, the chairman admitted that vast quantities of free time are given. "I know of no one who would want to end unspon-sored discussions," he stated. But there are several reasons, he added, why these "mere handouts" are not enough.

Unlike purchasers of time, he pointed out, the recipient of free time has no opportunity for choice of an hour and "their network may consist of 15 stations instead of 150. And that," Chairman Fly suggested, "is not the kind of restraint on free speech the Founding Fathers...would view with alarm." The chairman added, "One thing is certain, and that is, that speech which is not free of restraint is not speech at all."

The maintenance of broad, firm revenues—necessary to the American system of broadcasting—nec-essarily limits the time which can be donated free of charge to dis-cussions. This type of program is de-sirable and lack of broadcast income should not be a reason for denying listeners access to those programs.

The chairman referred to the "luring about" that certain forms or round-table programs are now taking as evidence of the time shortage for commercial users. He concluded his discussion of shortening one-hour programs to a half-hour, since it would halve the effec-tiveness of this important type of program.

Equally undesirable he indicated, because of unfairness to lister-nes, is the proposal to change the town-meeting-type programs to less desirable hours or to book them temporally and then shift them. "Public debate during the hours when housewives listen with one ear would be as inappropriate as a farm and home hour after midnight," he added.

A Living Thing

Calling attention to a plan to sell one or more programs of this type, Chairman Fly said, "If there be a sponsor, one may wonder who is to be permitted to select the sub-ject and the speakers?" He said it was to the credit of at least one network that it did not at present contemplate selling this type of program. "One warning that is present," he added, "is that selling the forum may well add to the burden of the broadcasters own prejudices, the further burden of at least considering the prejudices of the sponsor."

"The poor relation who gets the free time can hope to attract the attention that the time buyer builds up with his day-by-day bombardment."

That Mackerel Again

Chairman Fly concluded by re-minding that responsibility lies with the industry and "it is the industry which must answer for having maintained, having sub-verted our fundamental principles of freedom. In this world of move-ment let us see to it that American broadcasting continues to move as a living thing, a vital thing in the onward march of democracy, emit-ting meanwhile no radiation remi-niscent of the dead mackerel in the morn-ing pages."

[The "mackerel" reference was to the so-called NAB St. Louis convention incident in which Chairman Fly, after a bitter contro-versy with NAB President Neville Miller at a Mid-Atlantic Bridge, penned in the Louisville Times and Courier-Journal (WHAS) alluded to the trade association as akin to a "dead mackerel in the moon-light—it both shines and stinks".]
Kesten Answers Fly  
(continued from page 11)

the front and I've eaten with them, slept with them, dived into foxholes with them when we were fighting about home and girls and the usual grousing about Army life. But one thing he said that day stuck with me. It was the question he brought up the subject, there was never any talk about what we Americans were fighting for, as far as I could tell. There was never anything said about the conflict in political ideas behind the war. Whenever I asked a soldier, "Are you fighting Fascism?" he'd blink as though this were some original thought.

Remember that I'm talking about hundreds of conversations, not just a few, with these soldiers whom I never thought of as idealists, and I think it's safe to say that we should treat with anyone we could in order to get the war over in a hurry so that everybody could call it a day and go home.

It seemed to me there was a world of difference in the political education of the American soldiers and the British soldiers whom I visited last month. The British command has prepared a complete course of instruction for its troops in regard to the differences between democratic and Fascist ideas. I couldn't help wondering if our own high command is making adequate plans to train the minds, as well as the bodies, of our fighting men.

Eye-Witness 2

American soldiers in this theatre of war don't have the slightest idea of why they are fighting. I've just come from the front where I talked to them and I know. They don't realize that they are on a holy crusade to stamp out Fascism and that the only way you can do that is to exterminate Japs and Germans. They don't know or care what our government has arranged to get them out with dealing by a Dalian and a Badoglio. They don't realize that this is a people's war, that what is happening is a world revolution and that the only way we can preserve the Four Freedoms is to crush our enemies completely and that the only way we can have democracy is to treat solely with democratic elements.

Well, our soldiers just don't know those things. And the High Command is to blame. They should see those troops. Last month I visited British soldiers and found out that they were taught the political education they needed. We're supposed to be quick and bright and the British dull and slow-witted. Well, the British are a lot quicker and brighter than we are in this kind of training.

Our soldiers shouldn't spend their spare time sitting around grousing and talking about this and what they will do when they get home. No, they should be taught the meaning of the conflict in terms of ideology—they must be made to see that Fascism must be stamped out in every root and branch and that they are fighting for the world's little people. Otherwise, they may win victories on the field of battle, but they will lose the peace.

Grove Sponsors

GROVE LABS, St. Louis (cold tablets), under terms of a recent contract, is pro-\n\n
Sponsors programs totaling three hours a week on WGN Chicago. Monday through Saturday at 8:15 a.m., Grove sponsors a series of classical and popular music programs.

Lucky Strike Promotion

TYING IN with its Lucky Strike radio promotion on three network programs featuring the "letter" commercial "L.S.M.F.T.," American Tobacco Co., New York, last week started its first newspaper campaign in six years, using almost every daily paper for a period of three weeks. The advertisements show a man with a tobacco leaf with the copy saying merely "Lucky Strike Means Fine Tobacco," with the letter of each word underlined. Agency is Foote, Cone & Belding, New York.

Help Wanted Time

EIGHT sponsors are now using WFLI Philadelphia for "help wanted" messages. Spot campaigns, to continue indefinitely, have been placed by Pennsylvania Salt Co., L. H. Gilson, in the country's restaurants and theatres, A. D. H. Transportation Co., Bayuk Co., Red Arrow Lines and the Precision Grounding Wheel Co. Eight stations, the Sun Shipbuilding and Dry Dock Co., Chester, Pa., sponsors four studio programs weekly, solely for "help wanted" appeals.

For the second time, the Bridgeport plant of the General Electric Co. has been awarded the Army-Navy "a" for meritorious service at the production front, as announced by H. L. Andrews, vice-president of the appliance and merchandise division of the plant.

MR. RADIO EXECUTIVE:

Your time is valuable while you're in New York. That's why we want you to stay with us at the Roosevelt.

You'll be only a few steps from your representative, your network and the radio agencies.

Our private passageway from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

Our Men's Bar is radio-famous and the meals are delicious—whether you eat in the Grill, the Colonial Room or the Coffee Shop. There is dancing in the Grill every evening except Sunday.

HOTEL ROOSEVELT  
MADISON AVE. AT 45th ST., NEW YORK  
A HILTON HOTEL  
ROBERT P. WILIFORD, General Manager

Influencing Sales

FAR Beyond Pontiac

In cities . . . villages . . . farms . . . for miles and miles around Pontiac . . . the word that national, regional and local advertisers are heard over WCAR's 1000 stationized watts.

Get the Facts From

WCAR  
PONTIAC, MICHIGAN  
or the Foreman Co. • Chicago • New York

Don't dig so hard for sales when they come so easy in Albany!
Spot, Regional Plan of War Messages Gains Among Advertisers, OWI Reports

Evidence of growing interest in spot and regional broadcasting of war messages, reflected in a large increase in the number of advertisers who have volunteered for greater participation in home front campaigns, was revealed last week by the OWI Radio Bureau.

This growth is shown in the addition of more than 150 commercial stations in recent months to the National Spot and Regional Network Allocation Plan of OWI, according to William F. Fairbanks, chief of the allocations section of the plan.

When the National Spot plan was put into operation about a year ago, Mr. Fairbanks pointed out, there were about 70 programs participating, each broadcasting on an average of 20 stations. At present, there are 220 programs under the plan, using an average of 10 stations each.

Restrictions Relaxed

A large part of the expansion resulted from a relaxation of OWI restrictions which formerly limited participation to programs broadcast in five or more cities. Any spot or regional network radio advertiser whose programs, live or pre-recorded, are five minutes or more in length and broadcast over stations in two or more cities may now be included under the plan.

Recently, Mr. Fairbanks explained, OWI conducted a survey to obtain names of advertisers using two, three or four stations. In letters sent to approximately 1,000 agencies OWI stated that many such advertisers had asked to participate in the National Spot plan.

From the information collected, OWI compiled a list of advertisers sponsoring spot and regional programs and formal invitations for participation in the allocation plan were sent out. As a result, more than 150 new sponsors have accepted and returns are still being received.

The National Spot and Regional Network Allocation Plan, it was explained, is a plan devised by the War Advertising Council to coordinate war messages on national spot and regional programs. As in the case of the Network Allocation Plan, sponsors are sent a fact sheet from which each program writer compiles the messages in the way he believes will be the most effective on his particular program.

In some instances, the message is carried as a straight announcement at the opening, closing or middle of the program, while in others it is integrated into the dialogue, or handled as a song. The plan has proven one of the most interesting and effective of OWI's allocation plans, it was stated.

In its official schedule of war messages on radio programs for the current week (Oct. 11-17) under the National Spot and Regional Network Allocation Plan, 61 programs are listed, with names of advertisers, campaigns, messages to be carried, and number of stations used, as follows:

NATIONAL SPOT (AND REGIONAL NETWORK) ALLOCATION PLAN
(Week, beginning Monday, October 11)

MESSAGE: LIVE SCHEDULE—HOLD PRICES DOWN

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Program</th>
<th>No. of Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertiser</td>
<td>Program</td>
<td>No. of Stations</td>
</tr>
<tr>
<td>Broadcast Advertising Inc.</td>
<td>Marjorie Mills Hour</td>
<td>7</td>
</tr>
<tr>
<td>Broadcast Advertising Inc.</td>
<td>Yankee Kitchen</td>
<td>11</td>
</tr>
<tr>
<td>Burrus Mill and Elevator Co.</td>
<td>Norton McGiffin in the News</td>
<td>5</td>
</tr>
<tr>
<td>Burrus Mill and Elevator Co.</td>
<td>Butter News Flashes</td>
<td>10</td>
</tr>
<tr>
<td>Campbell Cereal Company</td>
<td>Ten O'Clock Wire</td>
<td>30</td>
</tr>
<tr>
<td>Chattanooga Medicine Co.</td>
<td>Black-Draught, Cardi</td>
<td>27</td>
</tr>
<tr>
<td>Consolidated Cigar Co.</td>
<td>Frank Novisier News</td>
<td>3</td>
</tr>
<tr>
<td>Consolidated Products Co.</td>
<td>Semi-Solid Buttermilk Products</td>
<td>5</td>
</tr>
<tr>
<td>Duke Power Company</td>
<td>News and Musical Programs</td>
<td>11</td>
</tr>
<tr>
<td>First National Stores, Inc.</td>
<td>Food News</td>
<td>47</td>
</tr>
<tr>
<td>Foremost Dairies Co.</td>
<td>AP News</td>
<td>46</td>
</tr>
<tr>
<td>Foremost Dairies Co.</td>
<td>Baubhak</td>
<td>5</td>
</tr>
<tr>
<td>General Foods</td>
<td>Bakers Weekly</td>
<td>6</td>
</tr>
<tr>
<td>General Foods</td>
<td>Bakers Weekly</td>
<td>6</td>
</tr>
<tr>
<td>Griffin Manufacturing Co.</td>
<td>Mutual Clock &amp; News</td>
<td>47</td>
</tr>
<tr>
<td>Jackson Brewing Co.</td>
<td>Jackson Program</td>
<td>23</td>
</tr>
<tr>
<td>Kellogg Company</td>
<td>Kellogg Rancher's Program</td>
<td>12</td>
</tr>
<tr>
<td>Menholistum Company</td>
<td>Mentholistum News</td>
<td>2</td>
</tr>
<tr>
<td>Menholistum Company</td>
<td>Romance of the Highways</td>
<td>30</td>
</tr>
<tr>
<td>Paxton &amp; Gallagher Company</td>
<td>Butter Nut Coffee News Prog.</td>
<td>6</td>
</tr>
<tr>
<td>Penn Tobacco Company</td>
<td>Penn Spot News</td>
<td>9</td>
</tr>
<tr>
<td>Peter Paul, Inc.</td>
<td>Peter Paul Newscasts</td>
<td>23</td>
</tr>
<tr>
<td>Philadelphia, Dairy Prod. Co.</td>
<td>Dolly Madison Program</td>
<td>21</td>
</tr>
<tr>
<td>Planters Nut &amp; Chocolate Co.</td>
<td>Planters Programs</td>
<td>25</td>
</tr>
<tr>
<td>Planters Nut &amp; Chocolate Co.</td>
<td>Planters Programs (Newscasts)</td>
<td>9</td>
</tr>
<tr>
<td>Richfield Oil Corporation</td>
<td>Richfield Reporter</td>
<td>10</td>
</tr>
<tr>
<td>Spark-O-Life Company</td>
<td>Spark-O-Life Program</td>
<td>23</td>
</tr>
<tr>
<td>Savitt Jewelers</td>
<td>Savitt Musical Gems</td>
<td>3</td>
</tr>
<tr>
<td>Sterling Brewers, Inc.</td>
<td>Sterling News Show</td>
<td>12</td>
</tr>
<tr>
<td>Sterling Brewers, Inc.</td>
<td>Studio News</td>
<td>13</td>
</tr>
<tr>
<td>Stanback Company</td>
<td>Stansback Newscasts</td>
<td>13</td>
</tr>
<tr>
<td>Sunnyvale Packing Co.</td>
<td>Galen Drake</td>
<td>31</td>
</tr>
<tr>
<td>Terre Haute Brewing Co.</td>
<td>Eye Witness News</td>
<td>31</td>
</tr>
<tr>
<td>Terre Haute Brewing Co.</td>
<td>Newscast</td>
<td>2</td>
</tr>
<tr>
<td>Terre Haute Brewing Co.</td>
<td>Sportcast</td>
<td>2</td>
</tr>
<tr>
<td>Terre Haute Brewing Co.</td>
<td>Newscasts</td>
<td>9</td>
</tr>
<tr>
<td>The Texas Company</td>
<td>Texaco Star Reporter</td>
<td>7</td>
</tr>
<tr>
<td>Valley National Bank</td>
<td>Edwin M. Clough</td>
<td>3</td>
</tr>
<tr>
<td>Valley National Bank</td>
<td>World of News</td>
<td>2</td>
</tr>
<tr>
<td>Wasatch Oil Refining Co.</td>
<td>Arthur Geath News</td>
<td>4</td>
</tr>
<tr>
<td>Western Grocer Company</td>
<td>Jack Sprat News</td>
<td>5</td>
</tr>
<tr>
<td>Westing W. Lee &amp; Company</td>
<td>Western Grocer Company</td>
<td>5</td>
</tr>
</tbody>
</table>

MESSAGE: TRANS. SCHEDULE—WAC RECRUITING

American Snuff Company | Garrett's & Dental Snuff Variety | 26 |
| The Anacin Company | Easy Aces | 21 |
| Nabisco Biscuit Growers | News & Sport | 4 |
| Kroger Grocery & Baking Co. | Hearts in Harmony | 21 |
| Kroger Grocery & Baking Co. | Linda's First Love | 27 |
| Sro Malt Plants | Sro Malt Plants | 4 |
| Atlantic Refining Co. | Football Games | 40 |
| (Hold Prices Down, Stick to War Jobs) | Smillin' Ed McConnell | 18 |
| Dr. Hess and Clark | (War Bonds) | 4 |
| Gruen Watch Company | Gruen Time Signals | -- |
| (Overseas Xmas Mail) | Gruen Time Signals | -- |
| Ralston Packer & Co. | Indianapolis Amer. Baseball Games | 1 |
| (Hold Prices Down, Stick to War Jobs) | Socony-Vacuum Oil Co. | 2 |
| (Stick to War Jobs, Hold Prices Down) | Football Broadcasts | 2 |

No Riders

Publishers Radio Session

PUBLISHERS Ad Club meeting, Oct. 14, at Town Hall, New York, will be at the Radio Clinic, with Albert Rice Levensthal, sales manager of Simon & Schuster, speaking on his company's experiences with selling books via radio, and Adele Hayley, WABC announcer, discussing authors as radio guest personalities.

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

WBMS
Youngstown, O.

WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

WFMJ
5000 Watts Full Time

FOR OFFENSE—FOR DEFENSE
BUY U.S. BONDS TODAY

XXOK
5000 Watts Full Time

ST. LOUIS 630 KG.

O SI0TE OF THE OHIO VALLEY WITH

REACH THE WOMEN OF THE OHIO VALLEY WITH...
Equipment Order Revised by WPB

P-133 Now Exclusive Authority for All Station Supplies

REVISI NG Preference Rating Order P-133, the War Production Board last week issued the exclusive controlling authority for the obtaining of maintenance, repair and operating supplies for radio broadcasting and communication. At the same time, CMP Regulations 5 and 5A, governing expenditures up to $500 for capital equipment under the MRO rating, were rescinded so far as concerns radio and communication are concerned.

The amended order continues the use of the AA-1 preference rating and the MRO allotment symbol by persons engaged in radio communications, and AA-2 and the MRO symbol by persons in radio broadcasting, for obtaining maintenance, repair and operating supplies. Formerly the two services were on an equal footing (AA-2X) but radio communications received a higher rating on July 16, when it was made AA-1. It is understood that police work is still in the scope of "communications".

What is believed will be a sore point to many broadcasters is the exclusion of "capital replacement" from the order apparently rules out the possibility of obtaining turntables, which are reported to be greatly needed by some stations, especially those with networks. In general, there is a critical attitude toward giving radio communications people a higher rating for supplies than broadcasters.

AA-5 For Recording

An AA-5 rating, without the MRO symbol, is assigned specifically for the business of sound recording in educational and industrial purposes, and for the operation and maintenance of public address, intercommunication, plant sound and similar electronic systems, including systems for the controlled distribution of music. Previously, P-133 had given an AA-2X rating for maintenance, repair and operating supplies for commercial sound recording, although this was superseded in CMP Orders 5 and 5A. An effect of the change is that recordings will continue to be obtained by broadcasters under their AA-2 rating, if used for broadcast purposes. If the discs are to be used for other than for broadcasting, the AA-5 rating applies, WPB officials indicated that steps will be taken to insure a supply of the discs on orders bearing the lower rating.

Exempted from the necessity of obtaining special authorization for expanding existing facilities and equipment (not buildings), to the extent of $1,500 for any one project, are international commercial point-to-point radio communica-
ABOUT BOUTS
Don Dunphy Lists 10 Rules
For Airing Fights

DON DUNPHY, who does play-by-play descriptions of boxing bouts on Mutual under Gillette Safety Razor sponsorship, has ten rules for broadcasting a fight:

Don’t take your eyes off the action even for a moment.

Keep up with the action, but don’t anticipate punches.

Be impartial, regardless of race, color, or creed of fighters.

Keep listener informed as to how much time is left in each round, particularly after a knockdown.

Try to see the fighters in their pre-fight training.

Don’t form an opinion beforehand as to who you think will win.

Don’t be swayed by the crowd’s cheering. Call the fight as you see it.

You are the listener’s eyes, so try to make it easy for him to see through your words exactly what is happening.

Be calm at all times, regardless of how exciting the action may get.

Work hard, whether the bout be for the world’s championship or just a run-of-the-mill fight.


TIME OUT for luncheon at the BLUE affiliates meeting in San Francisco saw this session of network and station officials (1 to r): Kevin Sweeney, sales promotion manager, BLU Western Division; John H. Norton, station relations manager, New York; Gene Grant, BLUE network sales, San Francisco; Leo Ricketts, general manager of KFBB San Francisco; Milton Samuel, head of publicity, BLUE Western Division; Lou Kroeck, manager KTMS Santa Barbara.

Rep. Lea Explains Position on Probe
Of Special Committee on FCC Activity

FOLLOWING is the full text of the statement issued by Rep. Clarence F. Lea, D-Cal., upon his appointment Oct. 4 by Speaker Sam Rayburn as chairman of the house Select Committee to investigate the FCC. Its job is to investigate the FCC as an agency of Congress.

It was created by authority of that provision of the Constitution which makes it the duty of the Congress to regulate interstate commerce.

It is selected to perform a Congressional function.

The duties of this Commission, like many other functions committed to Congress by the Constitution, must be performed by administrative personnel appointed by the Executive department. Congress is nevertheless responsible, but cannot perform the detailed administrative functions of such agencies. The responsibility of this agency, however, is primarily to the Congress.

To Be Impersonal
Congress is entirely within its rights in investigating the manner in which this or any other of its agencies performs its functions.

The resolution adopted by Congress providing for the investigation of the FCC directed this Committee to conduct a study and investigation of three phases of this Commission in particular. This resolution made it the duty of this Committee to go into the question of the organization of the Commission, its personnel, and its activities, with a view of determining whether or not the Commission, in its organization, in the selection of its personnel, and in the conduct of its activities, has been, and is, acting in accordance with law and in the public interest.

I will expect that, with a concurrence of the other members of this Committee, we will get the answers which Congress has thus made our responsibility. I trust that the investigation will not rest on a plane of personal controversy, but rather on the important question as to whether or not, this agency and its personnel have been and are now properly performing their duties, their public duties, to the country.

We should measure all of the activities of the Commission, and its personnel, from the standpoint of their duty to the nation as measured by the law by which their duties are defined. In other words, a broad public interest is involved in the Commission’s activities, and the work of the Commission must be measured from that standpoint.

The Interstate & Foreign Commerce Committee, of which I am Chairman, has jurisdiction over legislation affecting this Commission. I trust that the investigation may provide constructive information to aid the work of our Committee.

I have not followed the details of the investigation so far conducted. So I must first bring myself up to date as to what has been done in the investigation and then, in cooperation with the Committee, proceed to its completion.

RADIO Club of America inaugurates its fall season with a paper on "Considerations in the Application of Cathode-Ray Tubes in Equipment", by Dr. P. S. Christiada, chief engineer, and I. E. Lempert, cathode-ray tube engineer, of Allen B. Du Mont Laboratories. Meeting is on Oct. 14, 8 p.m. at Havemeyer Hall, Columbus U.

Engineer's Holiday
HELPING HOMEBASE morale is engineer Nephi Sorenson's idea of a vaca-
tion. The KDYL Salt Lake City radio man had a vaca-
tion and no place to go, what with gas rationing and no tires. So Sorenson decided to contribute his radio knowledge to the war effort. His repaired over 200 radio sets, out of order because of lack of men or shops to fix them. The best part of the story is that he didn’t charge one penny.

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SPOTLIGHT
IDAHO'S
RICH FARMLAND
WITH
KTIFI
TWIN FALLS, IDAHO
PULSE OF THE
MAGIC VALLEY

WIBB has developed America's most success-
ful radio selling tech-
nique—"reasons why"—delivered as the recom-
mendation of one friend
to another.

WIBB The Voice of Kansas
in TOPEKA

"No ration book? WFDF Flint—Michigan says it's black market-
ing."
WLS HARVESTS VICTORY GARDEN
Staff Now Canning Produce from 5-Acre
Farm Worked by Station Members

VICTORY VEGETABLES are the boast of WLS Chicago, whose staff planted, harvested and are now canning vegetables grown on a five acre plot twenty miles from Chicago.

One snowy afternoon last winter, Ted Morse, member of WLS orches- tra and a character of the National Barn Dance, suggested, "Why don't we sell our crops and use the money to help the war effort?" The idea caught on and within a few days, 50 staff members had signed a pledge to take part. The group, including station executives, entertainers, writers, announcers, producers, secretaries and office help, chose Ted Morse as chairman.

Morse explained the plan to Burridge D. Butler, president of the Prairie Farmer-WLS, who offered part of his farm "Burr- Ridge" to the project. "Burr- Ridge" is twenty miles from WLS studios, so the staff bought a ten- year old "Victory vehicle" for transportation, and the gardeners divided into five teams—ten to an outfit and a captain for each unit. A tractor driven by Arkle, the Arkansas Woodchopper, and Doe Hopkins, Barn Dance talent plowed the land. The crop was sweet corn, tomatoes, lima beans, string beans, onions, cabbage and other staples in smaller quantities. August and September were harvest months, and each night the gardeners brought the produce to the station and canned it under station home economics experts. Yield was 1000 cans of beans, 2000 cans tomatoes, 1600 cans corn, and a large num- ber of the other products. Staff members are already planning next year's crops.

KPRO Riverside, Cal., has acquired the special AP radio wire from Press Ass'n.

ENLARGED promotion and publicity department of KDYL Salt Lake City has been moved into the KDYL Radio Playhouse which allows more room for expansion.

WJPR Greenville, Miss., became a Mutual affiliate Oct. 1. WJPR operates the lunchtime programs of local and regional interest in addition to network features.

WIOD Miami broadcast a simulated state of Florida of two survivors on a life raft to promote the Dade County War Bond drive. Pickups were made from the raft, where announcer Jack Ellisworth had a shortwave jack strapped to his back, from a Navy blimp, which sighted the raft, and from a PT boat which sped to the "rescue".

KLZ Denver has completed negotia- tions with the U. of Denver athletic department for the exclusive broad- cast of all of the Denver day-light home games. Station is also broad- casting the luncheon meetings of the U. of Denver Quarterback Club.

SPECIAL EVENTS of WCOA Penangola got a break last week when a $100,000 fire occurred across the street from the studios. Jim Hendrix, WCOA special events specialist, set up a mike on the station's balcony and aired two-on-the-spot descriptions.


WIBG PHILADELPHIA has revised its daily news schedules and five min- ute news bulletins every hour on the hour have been added, augmenting the numerous quarter-hour newscasts spotted during the day. A total of 17 news periods are broadcast daily.

WAOV Vinncennes, Ind., has renewed the lease on the location of its studios in the Grand Hotel, Vincennes.

Book Tells of Radio's Use
In Lewiston, Ida. Schools

LINKING education with radio has been the ten year campaign carried out by Lola Berry, M.A., in the schools of Lewiston, Idaho. She has just published a book telling of its success, Radio De- velopment in a Small City School System, a Nelson Memorial Libra- ry volume, published by thetor Publishing Co., Boston. ($1.50)

The book tells how radio has been used as an educational tool "to build poise within individual students, to create life interests, and to make the High School more definitely a part of the community life!" Miss Berry writes of the radio workshop she established in the schools of Lewiston, how her plan was fleshed and the student participation in all lines of radio activity. Throughout the ex- periment, KLX Lewiston gave its full cooperation.

To SECURE more agents to sell its line of men shoes, Masone Shoe Mfg. Co., Chippewa Falls, Wis., through its newly-appointed agen- cy Huber Huber & Sons, New York, is using five-minute trans- missions six times weekly in a test campaign on KSFQ WMEX WPIC radio. Ordinarily doing $1 million dollars worth of business through its agents, firm has lost many, according to the agency. Drive started in mid-September.

Sanka Cancels

SPOT CAMPAIGN planned by General Foods Corp., New York, to run in special markets this winter for Sanka coffee has been cancelled because of Government prohibi- tion of the chemical used in Sanka to decaffeinate it. The product is already promoted on The Adventures of the Thin Man on CBS, and receives half of the commercials on the Kate Smith Hour; also on the U. S. Agency is Young & Rubi- cam, New York.

WOR New York, moved Besse Beatty and Alfred W. McCann Purine Food Hour programs to more con- venient morning hours. McCann was moved from 10-10:30 a.m. to 9-9:30 a.m., effective Oct. 4. Besse Beatty will be heard an hour earlier than her former time of 11:15 a.m.

SOLD THE 7th. STATE
1/2 of NEW ENGLAND

The Mark of Accuracy, Speed and Independence in Worldwide News Coverage

UNITED PRESS

BROADCASTING • Broadcast Advertising

October 11, 1943 • Page 67
**FEDERAL COMMUNICATIONS COMMISSION**

**OCTOBER 2 TO OCTOBER 8 INCLUSIVE**

**Decisions...**

**OCTOBER 4**

CBS New York—dismissed without prejudice at request of applicant, applications of WCAU, Philadelphia, and WOR, Newark, for mod. license to add frequency 9480 kc.

**OCTOBER 5**

WTMC Osceola, Fla.—Granted CP to increase power 100 to 250 w, change transmitters.

KWFT Wichita Falls, Tex.—Granted consent to assignment of license from Wichita Broadcasting Co., licensee, a corporation, to a partnership of the holders of the present corporation.

WSAW Green Bay—Granted transfer control of WSBY Inc., licensee of WSBY, from John Murray Sr. to Jack Dan and Catherine Murray Dan. No money involved.

WCAP Ashbury Park, N. J.—Granted CP for equipment to replace equipment destroyed by fire April 28, 1943; conditions.

WINS New York—Granted mod. CP to change 1000 to 1010 kc, make changes in DA.

KWJ San Jose—Designated for hearing application for mod. licenses to move main studio to San Fr. No objections to move heard.

Westnhawk Broadcasting Co., Ann Arbor—Denied petition for reinstatement of application for new station on 1050 kc, 1 kw, D only.

Rock Island Broadcasting Co., Rock Island, III.—Filed in pending film, pursuant to policy adopted Feb. 23, 1943, application for new FM station on 4450 kc.

**OCTOBER 7**

WCLE Cleveland—Granted motion to dissolve corporation providing for operation to adjust 640 kc, 800 w, limited. No money involved.

WRRF Columbus, O.—Denied for CP to operate on 610 kc, 1 kw, D-A-N, unlimited. Advertised proposal finding deaf Rock Island Broadcast Co., (1 kw) Rapid City, B. D., CP for new transmitting equipment, change transmitter location.

WJSX Jacksonville, Fla.—Granted new frequency 1500 kc, unlimited (petition filed in accordance with FCC rules).

WJLB Hammond, Ind.—License CP authorizing type transmitter, power increase.

KMLB Monroe, La.—CP for new transmitter.

**OCTOBER 8**

WSAY Rochester, N. Y.—Mod. CP to change frequency, increase power, install DA, etc., extend completion date to Feb. 1, 1944.

KVAT Anchon, Kan.—CP for changes in equipment, increase power to 150 kw.

Miami Valley Broadcasting Co., Dayton—CP for new FM station on 160,100 kc, coverage 1,500 mi.

WFXA Yakuton, S. D.—License to cover CP for increase power. DA for N use.

WFXK Weston, Wash.—Extension special service authorization operate on 600 kc, 500 w, N 1 kw, D unlimited, to Feb. 1, 1944.


**OCTOBER 10**

WMPC Berkeley Hills, Mod.—License to move main studio to 6939 Sunset Blvd., Los Angeles.

**OCTOBER 11**

WQAM Miami—License to cover CP for new transmitter, power increase.

**Tentative Calendar...**

**WPTL** Ft. Lauderdale, Fla.—Consolidation hearing on application for voluntary assignment of CP and licenses to Fort Industry Co., application of Ralph A. Horton for license to cover CP, application of Fort Industry Co. to move main studio from Fort Lauderdale to Miami, Fla., contingent on granting of license.

**NETWORK ACCOUNTS**

All Time Eastern War Time unless indicated

**New Business**

TEXAS Co., New York (Texas proclam) on Nov. 16, 27 starts Metropolitan Opera broadcast from 8:30 to 11, time of end of opera. Agency: Buchanan & Adams, New York.

PRINCE MATCHBESILLI New York (Stuttgartfory perfumes) on Oct. 17 starts Strauss Orchestra under the direction of Paul Langerl on about 40 NBC stations, Sun., 12:30 P.M. Agency: Moore International, Nat. Y.


BORDEN Co., Ltd. (Montreal and ice cream) on Oct. 7 started Borden's Canadian Cans on CFRM CKCO CCMF, CPCon, CPWQ, CTX, CHEX CFCF CJIC Thurs., 8:30-10 p.m., and delayed on WCPX, WNLW, Agency: Young & Rubicam, Toronto.

STANDARD OIL Co. of Cal., San Francisco (petroleum products) on Oct. 5 started 52 weeks lowest of Thomas on 13 Pacific stations, Mon., Wed., 8:30-9:45 P.M. Agency: BBDO, Los Angeles.


LAMONT CORLISS & Co., Toronto (point's beauty products) on Oct. 5 started Cosmopolitan real and CFCO Quebec, Wed., 8-9:30 p.m. Agency: J. Walter Thompson Co., Toronto.

**Renewal Accounts**

STUDEBAKER SALES CORP., South Bend, Ind. (institutional), on Oct. 1 renewed for 2 weeks Norman Nager on Don Lee Pacific stations, Mon. thru Sat., 5:30-A.M. Agency: Jonathan W. inspect Co., Chattanooga.


GOTHAM HOSIERY CO., New York (shoes), on Oct. 8 started 12 weeks Personal on some 85 MRS stations, Tues., Thurs., 8-9:30 p.m. Agency: Sterling Adv., N.Y.

CONTI PRODUCTS, New York, on Nov. 26, 12 weeks, new product experiment stations: Thurs., 9:30-10:55 p.m. Agency: Greenberg & Lass Monti, N. Y.

DR. LOUIS TALBOT Los Angeles (re- liever), on Oct. 8 renewed for 2 weeks and expands Little Institute on 16 Don Lee stations, 8-9:45 p.m. Agency: Don Lee stations and phones from Mon. thru Fri., 11:10-11:50 a.m. (PWT) to Mon. thru Fri., 9:30-10 a.m. (PWT) Agency: Smith & Bull Adv. ... Angeles.

AMERICAN HOME PRODUCTS Inc., Jersey City (Kraft cheese) on Oct. 27 renewed Mrs. Kee, Trash of Person on 61 CBS stations, Tues. thru Fri., 7:45-8:45 p.m. and Easy on stations: Thurs., 7:45-8:30 p.m. Thurs. thru Fri. Agency: Blackett-Samson Co., N. Y.


**in the CONTROL ROOM**

WILLIAM B. LORDE, associate director of the Airborne Instrument Laboratory of Columbia U.S. Division of War Research, has returned to the general engineering department of CBS, but will divide his time between the laboratory and the laboratory for the present. During the current leave of absence of E. K. Oohan, CBS dir. of engineering, Mr. Lodge will supervise the operations of the CBS general engineering department.

EUGENE YOUNG has joined WVLW-WSAI Cincinnati as studio engineer.

GEORGE H. DANKS, control room engineer of WHTF Hartford. Conn., is the father of a 7 1/2 oz. girl born Sept. 18.

VERNON NUNN and William Green, engineers, have joined WINN Louisville.

PAUL PROKES, formerly of WGN Chicago, has joined WIND Gary as an engineer.

FRANK FINNEY, who recently re- ceived his honorable discharge from the army, is now enging in the North African campaign, has returned to WBBM Chicago as engineer.

JOHN STEIL, chief engineer of WHA Madison, Wis., is the father of a boy.

RICHARD CONNELL has been transferred from the engineering department of WOR New York, to the station's recording department.

ALLAN KOENIG, engineer of WQXR New York, is the father of a girl.

DALE SHIMP, who recently re- ceived a medical discharge from the Army, has joined the "engineering staff of WLS Chicago.

EDDIE SCHRAMM, engaged in radio engineering, research and serving since 1923, has joined Clearstat Mfg., Co., Brooklyn, as purchasing agent.

LERROY OLLIGER, sound effects technician of WGN Chicago, is the father of a girl born Sept. 10.

SIDNEY BRECKNER, former sound effects engineer of WJR Detroit, has joined CBS Hollywood in a similar capacity. Additions to the junior sound effects engineering personnel are Doo- bid B. Barin and Ralph Cummings. Barbara Meyer, first senior sound effects engineer at CBS Hollywood, has resigned.

William L. JORDAN, formerly with the Airborne Instrument Laboratory, has returned to his work with the laboratory.

**in St. Louis**

Your job will be easier if you back him up with war bonds.

**in the PACIFIC**

Your job will be easier after a good night's rest at...

**HOTEL LICHTENFUX**

DOWNTOWN LOCATION...NOISE-PROOF ROOMS...FROM $3.00

**BROADCASTING** • Broadcast Advertising
Commercial Manager—250 watt Mutual Northwest wants self-starting type man. Has to have experience and good judgment, not a boom town, but good steady market. Desirable personality, including good judgment and ability to handle personnel. Full details in first letter. Box 394, BROADCASTING.

Chief Engineer—250 watt mid-western network station, Excellent future for right man. Salary, 150, K. W. Full details in first letter. Box 382, BROADCASTING.

ANNOUNCER—Must read news and heavy commercial, starting salary $36.00. Write full details in first letter. Box 877, BROADCASTING.

PROGRAM DIRECTOR—Fully experienced take charge 250 watt mid-west local. State all, draft, experience, salary, etc., Box 390, BROADCASTING.

ANNOUNCER—For Cleared channel kilowatt station, KLCN Blytheville, Arkansas. A chance with a future. Wire Harold Sudbury, Manager.

WANTED—Station Manager for 5 kilowatt Columbia outlet in thriving eastern community. Man must have sound business management, thorough knowledge of operations and also distinct fair personality. Excellent proposition. Write Box 871, BROADCASTING.

ANNOUNCER—Aggressive 5 k.w. eastern network affiliate has opening on announcing staff. Unexcelled working conditions, opportunities extra commercial fee. Experience, character, dependability prime requisites. Write qualifications, salary expected on full details to Box 376, BROADCASTING.

PRODUCTION ASSISTANT & WRITER—Novel experience! Production of writing and some production musical, dramatic, public service programs. Excellent opportunity right man. Write full details, eastern network station with flight equipment. Box 877, BROADCASTING.

ANNOUNCER—Engineer with first-class license. Must be self-dependent, sober, reliable, 6 years' radio background, knowledge of high frequency work and merchandising necessary. Send full particulars including certificate of ability to operate modern equipment, preferably possible. Box 881, BROADCASTING.

ACCOUNT EXECUTIVE & MERCHANTMANAGER—We are planning not only for present but for years to come. Therefore, a 5 year contract is in order. A sober, reliable, 6 years' radio background, knowledge of high frequency work and merchandising necessary. Send full particulars including certificate of ability to operate modern equipment, preferably possible. Box 881, BROADCASTING.

ANNOUNCER—Engineer with first-class license. Salary dependent on ability and work. No other need reply. WMJM, Crystal, Georgia.

Help Wanted (Cont'd)


WANTED—First, Second, or Third Class Operator immediately. Give complete full details. Box 891, BROADCASTING.

WANTED—Announcer with or without experience. Give complete full details. Box 892, BROADCASTING.

Situations Wanted


CHIEF ENGINEER—15 years experience. Capable installations, maintenance, field measurements. F.C.C. reports, tax inventories, applications. Accomplished at installing expertise of engineering and technical staff. Excellent results, important achievements. Available January, salary $400. Previous employers references. Box 870, BROADCASTING.

Available Immediately—Hammond organist, with or without own organ. Radio Musical Director experience. Age 24, 47, union. Address Box 373, BROADCASTING.

Program Director—7 years at midwest local and regional desires permanent position with opportunity for advancement to long-time programming for community. Must have experience in programming. Experiences in announcing. Broad background in making advertising, news, continuity, news, etc. Apply Box 374, BROADCASTING.

Inexperienced Announcer—Desires connection. Reasonable barton's minimum voice that will intrigue and hold the listener. Send Box 375, BROADCASTING.

Engineer Third Class—18 months experience in advertising department. Salary $300. Box 376, BROADCASTING.

Young Woman—Desires position as announcer, newscaster and writer. Experience in advertising, transcription, newscasting, announcements. Broad background in making advertising, news, continuity, news, etc. Apply Box 374, BROADCASTING.

Desire Better Paying Connection—Can do excellent work on all audio, visual, electronic, radio, television and writing. Also during current war, B.S. or M.A. or both. Otherwise not interested. Send full particulars only. Box 378, BROADCASTING.

Consulting Engineers—WANTED—JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

INTERNATIONAL PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

McNARY & WRATHALL

CONSULTING RADIO ENGINEERS

National Press Bldg., Washington, D. C.

PAUL F. GODLEY

CONSULTING RADIO ENGINEERS

MONTCLAIR, N. J.

MO 2-7659

HECTOR R. SKIFTER

CONSULTING RADIO ENGINEERS

FIELD INTENSITY SURVEYS STATION CATALOGUES SURVEYS CUSTOM BUILT EQUIPMENT

Radio Engineering Consultants

SAINT PAUL, MINNESOTA

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

ELECTRIC RADIOMATIC 


Winston-Salem, North Carolina

Radio Engineering Consultants

Frequency Monitoring

FIFTH Army-Navy "E" flag to be awarded to the RCA Victor Division of the Radio Corporation of America. The plant is located in the company's Indianapolis plant.

Coca-Cola Wins Suit

"COKE" or "Koko" as applied to soft drinks belongs to the Coca-Cola Co., exclusively, as ruled by Federal Judge Lloyd C. Black in District Court of the Western District of Washington. Decision was handed down as a consent decree suit brought by the company against A. H. Rutherford for making and distributing a soft drink called "Koko." Rutherford must deliver to the court all advertising material containing the word "Koko" and surrender for cancellation any certificates of registration of "Koko."
Treasury Starts Fourth Loan Planning And Seeks Comment of Radio Stations

WITH compilation of the results of the Third War Loan Drive not yet complete, the War Finance Division of the Treasury Dept. has begun laying plans for the forthcoming Fourth War Loan, tentatively set for present for early in 1944. In a letter sent Oct. 1 to all stations, Vincent F. Callahan, director of radio, press and advertising, states: "Nothing we can say would exaggerate the value of the participation of the radio industry and your own station in the Third War Loan and the continuing operation of the War Finance program."

Comment Received

He continues further that it is therefore vital to successful planning for the Fourth Loan that each station send to Emerson Waldman, chief of the radio section, comment upon the promotion of the Third Loan and suggestions regarding the industry during the next loan. Response to this letter has been immediate and the general opinion of the reports received to date is that the Third Loan was handled much better than the previous loans.

Only major sore point was delay in the delivery of the radio promotion booklets and the Rush Hughes "word picture" transcription, the booklets arriving too late in many cases to be of any use in preparing copy and the discs arriving after the drive had begun. The Treasury Star Parade series and the Treasury Song Parade series received exceptionally favorable comment, particularly from local stations.

According to reports at press time the sale of Bonds had topped $17,924,000,000 and although individual subscriptions (Series E), which earlier suffered a serious lag, totaled only $4,435,000,000, late reports and compilations were expected to edge the division over the $5,000,000,000 quota. Corporations and other large investors have oversubscribed their quota by more than $3,000,000,000.

Jeeps and Bugs

In connection with NBC War Bond Day, Sept. 29, WQAI San Antonio conducted an all day local campaign in connection with the San Antonio Aviation Cadet Center and the Travis Building and Loan Assoc. Bond pledges were taken by phone and the bonds were delivered by jeeps and buglar who blew "Bond Call" as each bond was delivered. KARK Little Rock, Ark., on NBC Day also employed jeeps for bond deliveries. On Sept. 29, WCOY Montgomery, Ala., created and carried a special 10 hour War Bond program featuring military personnel from nearby Gunter Field. Over $800,000 in bond pledges were taken by the station.

Yankee Network Bond Roundup Rally on Sept. 29 was carried by WNAC WSB WOR WHAI WAB WNBH WBRK WLLH WEIM WHYN. The continuous 1 1/2 hour broadcast was held in connection with 350 banks in the region which stayed open until 9 p.m., the end of the broadcast, and sold bonds. WBT Charlotte, N. C., in connection with the CBS Bond Day programed followup announcements and special programs of its own. $549,500 in pledges were taken during the day by the station. Following a remote broadcast from a war project on Sept. 21, WNOX Knoxville, Tenn., later sent a bond-selling crew to the project and made bond sales totaling $24,000 in cash and payroll deductions. Interviews with workers were recorded and broadcast later.

Rally Sept. 28 featuring entertainment world, civic and industrial figures and held in Kresge's Dept. Store, Newark, N. J., was intermittently aired over WAAT Newark. Bond sales exceeded $500,000. WFMY Youngstown, Ohio, on the Blue Bond Day participation is credited with $200,000 in bond sales and claims second highest among the 168 Blue stations. During the drive WKBH La Crosse, Wis., broadcast 210 spot announcements plus 6 bond sold programs in addition to other special programs. The KDKA Bond theme has completed its junket of five western Pennsylvania communities and has rung up $415,000 in bond sales.

GIVING HIS ALL, to the last garter, for the Third War Loan Drive was Beaufort Callington, sports statistician for WLB Baltimore, on the Independents' Bond Day when he willingly permitted his station to auction all of the articles of clothing he was wearing. Total amount of bonds sold by WITH on Independents' day was $215,075.

WHEN WIRE Indianapolis put on a talent show recently in connection with an all night War Bond rally, Rex Schepp, station manager, was in there pitching. Rex was once one of the finest banjo players in the country and had a concerto composed for him by Nat Shilkret. As his contribution to the WIRE bond drive, he played four numbers which brought in $20,000 in sales. The station made an outstanding record in the one night drive, selling over $1,000,000 in bonds.

Loan Theme False
Says WJKB Head

"WE DON'T believe that the round the clock harranging of the public is effective," declares James F. Hopkins, manager of WJKB Detroit, in replying to the request of Vincent F. Callahan, director of radio, press and advertising of the War Finance Division, Treasury Dept., for comment on the Third War Loan.

Mr. Hopkins says the central theme of the appeals is "false," as for planes and guns would not be canceled in the event of the failure of the drive and the large segment of the public is stupid enough to believe that it is true.

Regarding all radio campaigning, he states that such promotion violates every rule of sound selling and that the sales argument should be boiled down to the facts that the bonds are top notch securities and that they are a direct means to prevention of inflation.

Cleanser Schedule

KELITE PRODUCTS Inc., Los Angeles (Kenu-cleanser), revising its schedule and concentrating in areas where distribution is more favorable, on Oct. 17 starts a weekly quarter-hour commentary, The Spectator, on 9 BLUE California stations, Sunday, 3-3.15 p.m. (PWT). Contract is for 52 weeks. In early October the firm started a twice-weekly quarter-hour commentary by Harrison Wood, Don Lee network news editor, on KHL Hollywood, and in addition is using 42 time announcements weekly on KIEV Glendale. Agency is Little & Co., Los Angeles.
The boys are all talking about the Listening Finger Points - C. E. Hooper's Mid-Winter '43 Report to WLW. Most of all they're excited about its second section — WLW vs. Other Network Stations—which shows how your program on WLW stacks up against 116 stations affiliated with the four major networks which have some audience in our area. You ought to see it soon!

If you still haven't received a copy of the WLW Faxfile, shoot us a wire or letter. We will gladly send the Listening Finger Points along with all material previously released.
IN TRIBUTE TO AMERICA'S RADIO INDUSTRY...WORKING TOGETHER FOR VICTORY

EAST SIDE
WEST SIDE
ALL AROUND THE WORLD

Radio Brings Them the Sidewalks of Home

Sure enough, that's a New York announcer giving the football scores! And there's no mistaking that hot music—it's a famous Chicago "name" band. And that comedian from Hollywood—why, he's the same zany who kept them in stitches every week back home.

American radio manufacturers have supplied sturdy little short-wave sets that bring America to any part of the globe. And that's been a big factor in the sky-high morale of our fighting men overseas.

Every day, the radio manufacturers of the United States are making huge deliveries of military radio equipment to speed the day of victory. Their war production experience, added to their manufacturing skill, is effecting important technical advances—improvements that will bring you far better radio products when the days of fighting are over.

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

SCIENCE SMASHES AT THE AXIS in RCA Laboratories, working unceasingly in radio-electronic research. Proud of the privilege of serving America's great radio industry in its united war against the Axis, RCA will continue to make the fruits of its basic research available to American makers of radio equipment. This will help American manufacturers to provide finer radio-electronic products and services to a world at peace.

RCA Laboratories
A SERVICE OF RADIO CORPORATION OF AMERICA