Q. Who is the mysterious Mr. Stern?

A. Shh-h, we can’t tell you.

Q. Why?

A. Because there isn’t enough space on this cover.

Q. Is he that important?

A. No. But we think some of the facts that we told him are.

Please turn to page 44, won’t you?
It’ll be time, we think, well spent.
"TURN IT UP A LITTLE MORE...WLS IS OUR FAVORITE STATION, TOO!"

In Midwest cities, in rural villages and farm homes, WLS is listened to regularly. As proof, consider this offer.

WLS offered a ration book holder for a three-cent stamp, using 27 one-minute announcements in two and one-half weeks. Response totaled 52,091, with 37.3% of the Major Coverage Area mail coming from Metropolitan Chicago!

These 52,091 orders for a WLS premium are only one bit of evidence that WLS Gets Results! We have more, lots more stories of results for advertisers. Just ask us... or any John Blair man.
Remember—there's more power behind the ball when you send it soaring with the right foot. It travels faster—and farther.

We are proud to list a few of the national advertisers who have carded a full schedule on WPEN and found us a power behind their sales score.

WPEN
National Advertisers Schedule

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Schedule</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHICLETS</td>
<td>52 Weeks</td>
</tr>
<tr>
<td>EX-LAX</td>
<td>52 Weeks</td>
</tr>
<tr>
<td>PEPSI-COLA</td>
<td>49 Weeks</td>
</tr>
<tr>
<td>CRAWFORD Clothes</td>
<td>41 Weeks</td>
</tr>
<tr>
<td>PALMOLIVE</td>
<td>26 Weeks</td>
</tr>
<tr>
<td>SUPERSUDS</td>
<td>26 Weeks</td>
</tr>
<tr>
<td>GENERAL BAKING</td>
<td>13 Weeks</td>
</tr>
</tbody>
</table>

(All Companies scheduled to end of 1943)

Station WPEN has a few choice open dates. Write for our schedule of availabilities and boost your score in the Philadelphia market.

WPEN
Philadelphia

5000 Watts - 950 on the Dial
The MOST ECONOMICAL BUY in OMAHA

KOIL

is a MUST For Outstate Nebraska

Page 4 • October 18, 1943
When You Want
INTENSIVE COVERAGE
of America's 4th Largest Market*

(PLUS NEW YORK AT NO EXTRA COST)

*A Market LARGER Than These 14 Cities Combined

KANSAS CITY  OMAHA
INDIANAPOLIS  SYRACUSE
ROCHESTER  RICHMOND
DENVER  HARTFORD
ATLANTA  DES MOINES
DALLAS  SPOKANE
TOLEDO  FORT WAYNE

Beamed To More Than 3½ Million People; Plus New York At No Extra Cost!

"DOLLAR FOR DOLLAR NORTH JERSEY'S BEST RADIO BUY!"

Biggest listening surveys ever made in this market prove it! Send for them!
Spot Sales Inc. (Outside N. Y. Area)
WEAF HAS A NINE-M
WHEN YOU radio advertisers think of WEAF as New York’s best-known station, you’re likely to think in terms of the urban New York market. Of course, this in itself is a tremendous circulation factor which no smart sponsor discounts, no matter how he looks at it.

But there’s more to WEAF’s coverage story than Metropolitan New York alone. There is a prodigious rural audience in WEAF’s effective service area where you’ll find nearly 9,000,000 acres on more than 113,000 farms. The income from these is well over $367,000,000 — and if you ask us, that ain’t hay!

**WEAF’s “Modern Farmer” Program**

For the past nine months, WEAF has willingly catered to the radio tastes and needs of this impressive rural market with a timely, sensible program called, “The Modern Farmer.” It is heard six mornings a week from 6:30 to 7:00 A.M. The show features and is run by Mert Emmert, WEAF’s Farm Program Director.

With Emmert, that’s more than a desk title! In the first place, he’s a practical dirt farmer himself, born and raised on a farm — and not many years ago at that.

For another thing, Emmert gets around a lot among various markets and farmers, agricultural officials and county agents. Personalities like these often appear on his program.

Emmert gets the ears of WEAF’s sizable farm audience, because he speaks their language, gives them the sort of news, information and diversion they want under wartime conditions. Furthermore, he’s on the air at a time when New York farmers can and do listen. Curiously enough, Emmert enjoys a large “bonus” audience among suburban victory gardeners who have followed his advice on both “The Modern Farmer” show and his “Plot for Victory” program which just closed after a successful spring and summer season.

“The Modern Farmer” program can do a job for radio advertisers who want a low-cost approach to New York’s valuable, responsive rural market. Mert Emmert himself can really make your product sales grow in WEAF’s 9,000,000-acre “barnyard.”

For complete program details and low announcement costs, write or phone NBC Spot Sales, Radio City, New York 20, N.Y.
WALTER J. NEFF, President, Neff-Rogow, Inc.

Says—"Spot broadcasting, like spot bombing, hits the target with full effectiveness"

● Trust a top-notch agency man to think up a top-notch simile! Because spot broadcasting is like spot bombing. It selects the strategic target from among all the semi-desirable or downright worthless objectives—then accomplishes its purpose with ultimate precision and economy.

● Most of the nation's leading spot broadcasters have found that Free & Peters can help them very considerably in their "spot-bombing" campaigns. We know the markets that are most vulnerable—know where the least opposition will be encountered—know what kind of "bombs" will be most effective.

...We'd be happy to offer you every facility at our command. Call us in—and see!

FREEx & PETERS, INC.
Pioneer Radio Station Representatives

EXCLUSIVE REPRESENTATIVES:

BUFFALO: WKBW
DULUTH: KDAL
FARGO: WDAY
INDIANAPOLIS: WXIZ, WZTO
KANSAS CITY: KWMR
LOUISVILLE: WAVE
MINNEAPOLIS: WZOK, KDKC
ST. LOUIS: WDBO
Peoria: WQPB
SyraCuse: WPLR
IOWA: WHO
DES MOINES: WHO
Davenport: WOC
Birmingham: WLCV
ALABAMA: WLOL
Gladstone: KMA
SHENANDOAH: KMA
KANSAS CITY: WDAF
CLEVELAND: WABC
ROCHESTER: WOR
COLUMBUS: WOAC
Raleigh: WBT
PEORIA: WQPB
ST. PAUL: WCCO
WPGJ

SOUTHWEST:

ALBUQUERQUE: KOB
OKLAHOMA CITY: KOMA
TULSA: KCOB

PACIFIC COAST:

LOS ANGELES: KTLA
PORTLAND: KGW
SEATTLE: KOMO

ALASKA and WRIGHT-SONOVOX, Inc.

Page 8 • October 18, 1943

BROADCASTING • Broadcast Advertising
Noble Takes Over Blue, Retains Officers

Elected Chairman; Woods and Kobak Retain Posts

COMPLETE satisfaction with the management of the BLUE network, "which brought the BLUE to its present enviable position," was expressed by Edward J. Noble last Thursday, following the formal transfer of ownership of the network from Radio Corp. of America to the American Broadcasting System, of which Mr. Noble is president and sole owner, and Mr. Noble's election as chairman of the board of the Blue Network Co.

Transfer was effectuated Thursday afternoon when Mr. Noble presented to David Sarnoff, RCA president, a check for the balance of the $8,000,000 purchase price of the BLUE, and received from Mr. Sarnoff 1,000 shares of the capital stock of the BLUE Network Co., representing all of its outstanding capital stock. Originally announced July 30, the sale of the network was approved by the FCC Oct. 12 and consummated as soon as final details could be arranged.

Directors Named

After the transfer a meeting of the BLUE board of directors was held, from which five members representing RCA had resigned. Mark Woods, president, and Edgar Kobak, executive vice-president, remain as directors and the following new directors were elected: Franklin S. Wood, counsel to Mr. Noble; Earl E. Anderson, vice-president of ABS; C. Nicholas Priaulx, secretary-treasurer of ABS.

Mr. Noble was re-elected chairman of the board of the Blue Network Co.; Mr. Priaulx was elected vice-president in charge of finance; Robert D. Sweazy, counsel of the BLUE and former assistant secretary, was elected secretary, replacing Lewis Macconnach, who is also secretary of RCA. Mr. Woods and Mr. Kobak and the other officers continue in their present capacities.

"Of course the management which brought the BLUE to its present enviable position will be maintained," Mr. Noble told BROADCASTING. "You'll note," he stated, "that the only changes being made in the organization are the resignation of five directors and one officer representing RCA and the election of four new directors and an officer representing me.

"In buying the BLUE Network, I am acquiring a going business concern, going, I might add, in the right direction, and I have the greatest confidence in Mr. Woods and Mr. Kobak and the other executives who are responsible for this admirable achievement. I do not contemplate any changes that might disturb the network's successful operations."

Amplifying his earlier statement to the Commission in a statement made in connection with his acquisition of the BLUE, Mr. Noble said: "While the policies set forth in the code of the BLUE Network reflect the past experience and the best judgment of the network and of the industry as a whole, these policies will retain their validity only as they are constantly reviewed in the light of changing conditions; and it is this concept of radio's relation to the public which led to the re-appraisal and modification of the BLUE Network code embodied in my letter to the FCC."

The full text of Mr. Noble's statement and Mr. Sarnoff's message of congratulations to Mr. Noble and the BLUE officers and staff were read on the full network at 4 p.m. Thursday by Hugh James.

Application for the transfer of the license of WMCA New York, now owned by Mr. Noble, to Nathan (Continued on page 57)

AFL And NEA Ask Radio Legislation

Congress Action Asked In Formal Convention Resolutions

TWO OF the country's most influential membership organizations—the American Federation of Labor and the National Editorial Assn.—last week officially went on record in favor of amendment of the Communications Act of 1934 to safeguard freedom of radio.

AFL, representing a confederation of labor unions, unanimously adopted a resolution at its Boston convention, calling upon Congress to amend the present law by prescribing the "limits of government supervision of the radio and allied industries, and definitely safeguarding broadcasting from any actual or implied government censorship authority over program content." The resolution was offered by Delegate Richard J. Gray, Building and Construction Trades Dept., of Cleveland, who called attention to the potentials of post-war building trades employment in television, FM and electronic industries.

NEA Endorses Bills

The advisory council of the National Editorial Assn., at a four-day meeting in Chicago, on Oct. 10 adopted a resolution endorsing the White-Wheeler Bill (S-814) and the companion Holmes bill in the House (HR-3109) to amend the Communications Act and reorganize the FCC. It marked the first time a specific radio bill had been espoused by a national newspaper organization, and was premised on the conclusion that freedom of the radio must be safeguarded as synonymous with freedom of the press. It was predicted informally that the day will come when publishers and broadcasters will stand side-by-side, probably under joint auspices, in fighting against Government encroachment upon their freedom.

Action of the AFM convention was viewed as sharply at variance with the position of CIO, the competitive federation of unions. As the Blue network transfers—sagas before the FCC last month, CIO sought to have the FCC broaden its supervision over programs by enforcement of a requirement that stations sell time for discussion of (Continued on page 61)
Phil Cohen Succeeds Stautfer
As OWI Domestic Radio Chief

William M. Spire, Agency Man, Named Deputy;
Both Appointments Are Merit Promotions

APPOINTMENT of Phil Cohen to succeed Don Stautfer as chief of the Domestic Radio Division of OWI was announced last week by E. Palmer Hoyt, Domestic Branch Director. Mr. Stautfer resigned to return to his former post as vice president of Ruthrauff & Ryan, New York advertising agency.

William M. Spire, chief of the allocation division, has been named deputy chief of the Bureau, the position formerly held by Mr. Cohen. Mr. Spire will continue in charge of liaison operations with all other government agencies.

Both appointments were merit promotions and were received in government and industry circles with warm approval.

In his new position, Mr. Cohen will supervise all contacts with the radio industry in matters relating to the war effort. In addition to scheduling and allocating time made available by stations for Government information programs, he will handle all requests by Government agencies and officials for unsponsored time. He will work with the War Advertising Council in presenting war messages on sponsored programs.

In Radio 10 Years

Mr. Cohen, subject of a "Respects" sketch in the Aug. 16 issue of Broadcasting, has been in radio for more than 10 years as actor, writer, producer, and government administrator. He has been with the OWI since its establishment, coming into the agency from the old Office of Facts and Figures, which he entered about two years ago as chief of the Government Liaison Division under William B. Lewis, former CBS vice-president, who then headed the OFP Radio Bureau.

Mr. Cohen is well known as a pioneer in radio programming, his work in producing documentaries for the Office of Education Radio Division in 1936 having set the pace for many programs of this type. Some of his early productions were Americans All—Immigrants All, which inspired a state-wide educational movement in Illinois; Wings for the Martins, and The Ballad Hunter.

Produced Many Series

During six years as a producer in the radio industry, Mr. Cohen directed more than a thousand programs for such networks as NBC, CBS, and Mutual. A few years ago he carried out two projects for the Rockefeller Foun-

Roma Switch

ROMA WINE Co., Ltd., Cal. (Cel-larette, Bolehems, Roma wines), subsidiary of Schenley Distillers Corp., has appointed The Bow Co., New York, as its sales agency. The wine concern will replace its current CBS Roma show with a new weekly program starting about Dec. 2. McCann-Erickson Inc., San Francisco, currently servicing the account, originally packaged the half-hour comedy variety program and is retaining it for another sponsor's consideration.

WOV Commercial Time

50.1% Over Last Year

INCREASE of 50.1% in commercial time on the New York station WOV, from Jan. 1 to Oct. 1, 1943, over the same period last year, was reported last week by the station. All station breaks and participating announcements have been sold.

WOV broadcast a total of 261 sponsored quarter-hours during the first week in October of this year, an increase of 72% over the same period in 1942. Of the 42 sponsors who advertised on WOV in 1942 and renewed their contracts this year, 38 have used the station for seven years.

Increase of commercial programs broadcast is shown in two classifications—for Italian commercial broadcasts, a 9.4% increase and for English sponsored programs, a 13.5% increase. Greatest increase is in the food category.

Business Series

NATIONAL SMALL Businesses’ Sales, Akron, O., beginning Nov. 14, will sponsor a weekly half-hour dramatic program for children. The program is titled "The Story of Lincoln," from 4:30-5 p.m. Sundays on 56 MBS stations. Contract in for 39 weeks, expansion to 209 stations within that time is expected. Agency is Schwimmer & Scott, Chicago.

Carey to Address Club

EUGENE L. GAREY, counsel for the House Select Committee to investigate FCC, will be the principal speaker at this week's luncheon meeting of the Radio Executives Club of New York, to be held at 12:15-2 p.m. at the Shelton Hotel, New York. Rep. Clarence Lea (D-Cal.), newly appointed chairman of the committee, is expected to attend.

NINTH YEAR of Eseo Reporter newscasts was officially started at the luncheon which Westinghouse station WBZA gave at Boston’s Copley Plaza on Oct. 7 for representatives of the sponsor. At head table (l to r) Carlo DeAngelo, radio director of Marshalk & Pratt agency; Jack Knowlton, assistant division manager, Colonial Beacon Oil Co.; C. S. Young, managing trustee, Standard Oil Co. of New Jersey; G. V. McConnell, manager NBC spot sales.

Trammell, Royal, Arrive in London

Plan For Reopening Rome Bureau in Few Months

NILES TRAMMELL, president of NBC, and John F. Royal, NBC vice-president in charge of international relations, arrived via Pan American Clipper in London last week and are at the Claridge Hotel while planning for a tour of Algiers, Cairo and other Middle Eastern points.

Purpose of the visit is to re-open NBC offices in the occupied countries as soon as they are freed by the Allies, to visit NBC correspondents now with the Allies on the various war fronts, and to set up the framework whereby NBC can bring its listeners direct reports on future international conferences held abroad.

Rome Bureau First

It is hoped that the Rome Bureau can be re-opened first within the framework whereby Mr. Trammell stated that he hopes to arrange for the re-opening of former NBC bureaus in Paris, Berlin, Cairo, Vienna, the Hague, Brussels and other countries. Two NBC executives will study the possibility of increasing the schedule of broadcasts from Russia, and will also look into the creation of an international organization similar to the International Broadcasting Union, of which NBC was a member along with radio organizations in the principal European countries.

Speaking of the postwar world, Mr. Trammell stated that "broadcasting as we know it today will undergo great changes. Our Jack Benny's and Bob Hope's will have audiences not only in this hemisphere but in the other hemispheres as well. The importance of news and a much greater and a much freer exchange of news by international radio. Our NBC correspondents now in the war fronts will, once the suffocation of Nazi occupation is dispelled, bring us the full story of the war from countries now closed to them."

"Our educational and religious programs and similar broadcasts from other countries will break their present bounds and extend into the far corners of the world," he continued. "Programs like those of our Inter-American University of the Air will have classes not only in this hemisphere but in Europe, Asia and the Far East."

"And who today can foretell what a profound effect the rapid development of television will have upon the world." Upon their return from the European war theatre, Mr. Royal will visit affiliates of NBC's Pan-American Network in Mexico and South America, where they plan for the first-hand report of NBC's postwar plans. It was also stated that Mr. Trammell and Mr. Royal are conversing with representatives of Westinghouse and Far East when the re-conquest of those areas is further advanced.
NAB's Retail Show Launched Before 700

‘Air Force’ a Hit
In Big Capital
Premiere

RADIO'S bid for a slice of the retail advertising dollar got off to a flying start in Washington last Tuesday when 700 retailers, Government and trade association officials, editors, publishers and broadcasters enthusiastically received the world premiere of the NAB motion picture presentation, 'Air Force and the Retailer'.

Results of an intensive 16-month survey, for which 600 broadcasters contributed $125,000, were viewed in Washington's Statler hotel in films, slides and charts prepared by Jam Handy Pictures Inc. The survey and subsequent presentation, which is to be shown in 120 cities throughout the country in the next few weeks [BROADCASTING, Oct., 11], were supervised by Sheldon R. Coons, nationally-known merchandising authority who was retained as consultant by the NAB Retail Promotion Committee, headed by Paul W. Morency, manager of WTIC Hartford.

Better Understanding
That radio has been receiving only a minor portion of the retail advertising dollar is no secret either to the broadcasting industry or retailers. At the NAB War Conference in Chicago last April 28, John A. Garber, advertising manager of Strawbridge and Clothier, Philadelphia, declared that newspapers get 54% of the total advertising dollars while radio takes but 0.9%. Department stores spend some 75 to 100 million dollars annually for advertising, said.

Following the initial showing of the NAB presentation, however, both advertisers and broadcasters expressed a better understanding of the problems confronting the retailer and radio.

Divided into five parts, the presentation swiftly traces the history of retailing from ancient times to modern department stores and supermarkets. It depicts the history of radio, from the first broadcast in Pittsburgh in 1920 (over KDKA) to the present-day, which sets in more than 59 million homes.

Authorities Retained
Working with Mr. Coons, who is featured in the films, the 16-month research for the presentation was conducted by Dr. Paul Lazarfeld, Director of Radio Research, Columbia U., and Dr. Julius Hirsch, OPA consultant and widely known economist.

Bert Sarazan, director of publicity and sales promotion of the Hecht Co., large Washington department store and heavy radio user, who welcomed guests at the premiere, referred to the survey as "the most intensive study ever made by one industry of another".

"In America radio has proved itself an invaluable force in presenting news, music, drama, religion and education, yet radio has not had wide acceptance by the retailer," said Harry Burke, assistant general manager of WOW Omaha, at the premiere. "In the opening film, "The History and Development of Retailing," Mr. Coons quoted Malcolm P. McNair of the Harvard Graduate School of Business Administration as saying "We manufacture merchandise on a horsepower basis and still distribute it on a manpower basis." Explaining charts which track merchandise from the raw material stage to the consumer, Mr. Coons points out that "distribution is the most wasteful of the great branches of economic activity." He emphasizes, however, that distribution actually resolves itself into two basic principles: "Bring the goods to the people and bring the people to the goods." The presentation shows how radio plays an important part in both of these fundamental processes.

In the second phase, offered by the m.c. and titled "Distribution Tomorrow", the presentation relates production and employment, citing statistics on conditions resulting from the war and what must be expected afterwards. The presentation points out that aviation, plastics, electronics, housing and textiles will offer unheard of developments, processes and products.

Post War Problems
Summing up, the m.c. declares that the future will see more productive capacity, new products and jobs for 66 million people. That all adds up to a tremendous flow of merchandise and "it seems reasonable to assume that there will be a bigger distribution job than ever before. Retailers must then handle the distribution job more efficiently and economically than ever before. Retailing is threatened on four sides by (1) the manufacturer; (2) consumers' cooperatives; (3) the Government, and (4) new competition in distribution.

With postwar distribution "ininitely more difficult", one great disperser of consumer confidence may be the retailer's failure to solve his own problems, according to the presentation. Rationing and price ceilings are expected to continue two years after the close of the war.

Manufacturers are leaning toward the factory outlet method of distribution and this factor may become a threat to retailers in the postwar period. Consumers' cooperatives have been established in this country and have gained a foothold here, the survey disclosed. In England, Sweden and Switzerland cooperatives already are a strong factor in consumer distribution.

As for new types of competition, the presentation points out that super-markets, chain clothing stores and self-service stores are spreading. Mail order groups also have expanded.

A new type of consumer, one more exacting, will be found in the postwar period, the NAB study disclosed. Labor costs also will enter into the distribution picture and Government regulations may make it more difficult to "maintain distribution costs as we know them today," it surmises.

Answers—and Radio
"What can the retailers do? The answer lies in cutting service costs and building up volume," NAB explains. "Retailers find it necessary to create a real sense of doing business. Advertising must play an expanded role in the consumers' lives. Retailers must grow with the job to be done or someone else will. It is important that store traffic be increased. Is there a medium that will reach more people, influence more people than those (Continued on page 62)
**Congress Avid on Radio Legislation**

**Probe Resuming; Senate Looking at Foreign Communications**

FAVORABLE ACTION last Thursday by the Senate Interstate Commerce Committee on a resolution (S.Res. 187) to investigate international communications by wire and radio was seen as indi-cative of renewed Congressional interest in communications legislation.

Introduced Tuesday, by Senator Burton K. Wheeler, chairman of the committee, in behalf of himself and Senators Wallace H. White (R-Mo.) and E. W. McFarland (D-Ariz.), the resolution calls for a “thorough study and investigation of international communications by wire and radio and in particular of such communications from and to the United States.”

The committee, or a subcommit-tee to be appointed by the chair-man, will conduct the investiga-tion if the Senate acts favorably. Inasmuch as the committee has approved the project, its recommen-dations are expected to guide the Senate, when the resolutions come up for a vote, probably this week.

**Bears on Broadcasting**

Although the Senate inquiry will have no direct bearing on domestic radio it will have an indirect connection, particularly with refer-ence to postwar planning. That an international convention on tele-communications, including broad-cast services, will be one of the first postwar reconstruction activities has been taken for granted. New treaties between nations, reallocation of frequencies to accommodate new services and a closer relationship between broadcasters of the United States and other countries are expected.

American broadcasters have taken a step up in exploring the world radio scene. Niles Tram-mell, president of NBC, and John F. Royal, vice-president in charge of international relations, are now in Europe on such a mis-sion. (see page 10). William S. Paley, president of CBS, has ac-cepted a six-months special war area assignment from the OWI.

**Hearing to Resume**

Meanwhile Chairman Clarence F. Lea, (D-Cal.) of the House Select Committee to Investigate the FCC, announced last week that hearings would be resumed “shortly.” At a brief session last Thursday testi-mony was taken of 123 witnesses in New York from officers and per-sonnel of Shortwave Broadcasters Inc. was submitted for the record.

Despite the new chairman’s wishes that a full committee be present at the hearing, when the session was postponed from Oct. 6, Rep. Hart (D-N.J.) was absent. Mr. Hart said Friday that he was in New Jersey. He denied reports heard on Capitol Hill that he planned to resign from the Committee.

“I have no intention of resigning,” Rep. Hart declared. “I be-lieve that a thorough investigation should be conducted but I think conclusions must be made in procedure.”

Attending the hearing were, be-sides the chairman, Reps. Magnuson (D-Wash.), Louis E. Miller (R-Mo.) and Wigglesworth (R-Mass.). Mr. Magnuson denied reports that he, too, planned to resign from the Committee.

Meanwhile other members indi-cated impatience as Mr. Lea, also chairman of the House Interstate & Foreign Communications Committee, failed to set a date for resumption of hearings. It was reported that one of the chairman’s chief aims, before hearings are resumed, is to promote unity among Committee members.

Whether Eugene L. Garey, chief legal counsel, and his staff of at-torneys and investigators will re-main still was a moot question. Chairman Lea declined again last week to commit himself. He reiter-ated: “I'm not one to judge a man hastily. I don't want to make any moves until I'm sure.”

**Dilemma**

Any effort of the new chairman to order the investigation be re-warded by anti-Administration forces as a move to whitewash the probe. On the other hand, should Chairman Lea decide to retain the chief counsel, it might be frowned upon by the Administration, which re-portedly wants the FCC inquiry soft-pedaled. Reports were current in political circles that considerable Administration pressure has been brought to bear on Chairman Lea to have him name a new chief legal counsel.

Since the FCC probe began Mr. Garey has won the respect of many influential members of both houses of Congress, who have expressed admiration for the thorough man-ner in which the investigation has been conducted to date. On the other hand, New Deal Democrats have indicated that they regard him as an obstructionist. There were reports on the Senate side last week that if the House com-mitee sees fit to “whitewash” the probe it will be asked to start its own investigation.

Unless assured that a thorough investigation of the FCC is intended, members of Mr. Garey’s staff have indicated they will not re-main.

That Chairman Lea faces a tick-lish problem which only he can solve.

(Continued on page 60)
Merchants Are "Ear-Minded"!

They atune their advertising budgets according to the tune played on their cash registers. In practically every retail classification Station W-I-T-H leads in the number of advertisers. That's a symphony of sales-acceptance heard and appreciated by national accounts seeking better sales... at lower selling costs.

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
**Blue Decision by the FCC Brings End To Suits Alleging Network Monopoly**

ALL PENDING anti-trust legislation against the major networks, including government suits against RCA-NBC and CBS, and the Mutual suit against NBC for $10,000,000 in damages for alleged price-fixing or have been dismissed, in the light of the BLUE Network sale and the enforcement of the FCC's network monopoly regulations. In a 29 page opinion the Dept. of Justice dismissed its anti-trust suit against CBS while Mutual announced its intention of dismissing its $10,000,000 suit against RCA-NBC, filed in January, 1942. At the anti-trust division of the department in Washington it was announced that instructions had been given Daniel B. Brit, special assistant to the Attorney General in Chicago, to seek dismissal to RCA-NBC suits pending since late 1941.

**Monopoly Alleged**

The virtually identical Government suits alleged monopoly and control of primary outlets. Mr. Brit, in dismissing the CBS suit, said the Supreme Court decision in the network suits created the FCC's authority to issue the network regulations, which became effective last June, held that the Commission "has the power to supply the regulations." Alfred J. McCooker, Mutual chairman of the board and W. E. Macfarlane, chairman of Mutual's executive committee and business manager of the Chicago Tribune operating WGN, announced last week it had instructed its counsel to dismiss the anti-trust proceeding against RCA-NBC.

"We believe that when this transfer takes place," stated the two executives, "it will effectively and satisfactorily solve what had been 'the most pressing remaining issue and of particular concern to Federal and local agencies for the attainment of a sound broadcasting service for the people of the republic.'"

Mutual stockholders and affiliates who were parties to the suit, including WGN, WOR and Don Lee, through its vice-president and general manager, Lewis Allen Weiss, joined in the request for dismissal. The suit was originally filed following the Government anti-trust suits seeking damages from RCA available in large quantity.

**ENTIRE TUBE BLOCK BOUGHT BY BARBEY**

SHORTLY after the announcement that WKBW's Radio & Radar Division had approved release for domestic sale of a block of 576,815 tubes to Export Corp., of New York, "(Broadcasting, Oct. 11) it became known that the entire lot had been purchased by the George D. Barbe y Co., of Reading, Pa.

The Barbey firm has built itself the distributing trade that it will be needless to contact either the Philips company or themselves regarding orders for these tubes, as plans for equitable distribution are being made. Barbey states that it will soon advise the steps to be taken to purchase whatever shares may be allotted to dealers.

The tubes are reported to be the remainder of the large Philips stock. Of types generally used in domestic broadcast receivers, these tubes were the first to be made available in large quantity.

**8 STATIONS SELL POLITICAL SERIES**

LEADING off with a denunciation of various forms of conscription, and following with an attack on the proposed Anglo-American alliance, Norman Thomas, Socialist Party leader, has returned to the air for the sixth in a series of one-hour programs sponsored by The Call, official party organ. With double the number of stations that have carried the program here to date, the 13-week-quarter-hour series started Oct. 3 at varying times on a total of 61 stations, eight of which carry the disc on a commercial basis.

Skirting military topics, the radio speeches will take up political and economic developments in line with the general position of The Call, according to Mr. Thomas' introductory address. Choice of topics will be governed by developments in the news, the first three discussions and Academy "Conscription Versus Peace and Freedom," "Peace By Alliances," and "Problems of Economic Demobilization," and others to follow.

Produced by Call Radio Bureau, the series is heard in 27 states and is in the hands of Adrian Bauer Adv. Philadelphia.

**Tyrol on Sea Duty**

ENSIGN ROBERT TYROL, graduated early this month from the Navy Academy at the New London, Conn., is now on sea duty. Tyrol was the civilian announcer for the NBC network Hartford program, U. S. Coast Guard Parade, broad cast from the London Olympic stadium last summer.

Ensign Tyrol a special series feature. Saturday, Oct. 16 marked his last time on the deck of the vessel which had originated from the same academy from which he was graduated.

**Murray's Charge**

AN EFFORT had been made in September, 1939, to use the facilities of the Canadian Broadcasting Corp. to "stampede public opinion" against Canada's entry into the war, according to a charge made by W. Gladstone Murray, former general manager during an additional week in Toronto. Mr. Murray did not elaborate on his charge except to say: "Those who did the very best among the war, had to try to weaken our ties with the Empire and to sabotage measures of armed defense, did their best to keep us out of the war."
One of the things you learn in wartime is that the homefront cannot be operated by centrally located push buttons.

For the homefront is not one front, but 9882 smaller ones.

It's Kokomo, Dallas, Utica, Milldale, Beloit, Chicago, Grundy County. It's the village, the city, the community. Each faced with the same war problems—but each with variations, each with its local angles.

Because these problems are never exactly the same, they call for local understanding and local leadership.

But it must be local leadership that understands national needs, local leadership that is respected because of long-time service to the community!

Of all the institutions in a democratic community, none is better suited to be this leader of the people, this arouser of public opinion, than the local paper.

And it is our great good fortune that there are more of these local papers in America than in any other country—13,000 dailies and weeklies serving 9882 communities, fighting the war on 9882 local fronts.

These newspapers are, in many cases, the biggest single influence in their communities. No other medium covers local life as completely as they do. No other medium puts down the local facts in black and white, where you can study, analyze, and preserve them.

No other local medium touches so many lives at so many points. Through the greatest news-gathering organizations in all the world, American newspapers bring the sweat and blood of the battlefront home to the people as forcefully as they do the homefront problems.

No other medium in these 9882 local fronts is nearly as well equipped to point out, to explain, to arouse action on a war problem.

Part of the record
Let's look at some of the local jobs which the newspapers can do, and which many of them have done so well.

There's the manpower problem.

No matter what national policies are laid down on manpower, there's a big job to be done locally. For in each area the problem is different.

In some it's industrial; in some, farm; in some, a mixture. In Portsmouth, Va., it's ships; in San Diego, Cal., it's planes; in Milldale, Conn., it's nuts and bolts. Pittsburgh, Pa., has 13 major industries. Hanover, Pa., has one.

In this sort of situation, Washington can't know all the in's and out's. It's a job for the folks who live on the spot.

In many war-production centers, the newspapers have acted as the stirrer-upper, the
They fight the war on 9882 fronts

(continued from preceding page)

speeder-upper, and the unifier which inspired local people to pitch in and solve this problem.


There's the rationing problem.

Stop a minute and think of the enormous expense and work the Government would be saddled with if ration-point values weren't published by the newspapers!

Think of the unavoidable delay there'd be, getting this information printed and out to 135,000,000 people!

And think of the confusion there'd be if the facts weren't in people's hands at once—in good honest type—for checking!

This publishing of ration-point values, alone, is an invaluable service to the country and the community. But the newspaper doesn't stop here.

It exposes rationing abuses and violations. It gives the black market a black eye. It publishes recipes showing how to build nourishing meals around nonrationed items. And through its editorial pages it helps make the need for rationing understood...so that it's cheerfully accepted by every decent American.

It is fair to say that without our great network of newspapers it would have been almost impossible to cope with the rationing problem.

There's the giant problem of war financing.

The newspapers have done a wonderful job for the Treasury Department.

They have made national War Bond drives community affairs...made it a matter of local pride to exceed the community quota, a matter of shame not to.

They have given front-page space, editorial-page space, advertising space to these promotions. And this sort of effort is becoming increasingly important, due to the growing need for individuals, rather than companies and banks, to become the big purchasers of War Bonds.

In a similar way, the local papers can and usually do get behind national drives of all kinds—such as the Red Cross Drive, theFat Conservation Drive, and the enormously successful Scrap Drive.

Here the newspapers have proved to be a short and sure way to reach the people, to reach them as many times as necessary and to give the campaigns the local twist that helps put them across.

In making these projects a local success, not only the NEWS pages and the EDI-TORIAL pages play a part: the ADVERTISING carried by the paper is a major factor.

Business men and merchants, in advertising space they pay for, help sell War Bonds and Stamps...they get customers to carry packages and thus save tires and gas...they discourage hoarding...they explain rationing...they get blood donors for the Red Cross...and do a score of other important war jobs.

A two-way bridge

Unlike the newspapers of our enemies, which represent the viewpoint of the government and the government alone, our free, democratic press is a two-way bridge between the people and the government, between the community and the nation, interpreting one to the other for the better working of democracy.

Even a small-town newspaper, edited with wisdom, vision, and integrity, can become a national influence, its guidance sought in Washington by Congress, the Administration, and the over-burdened agencies which struggle with the war's emergencies.

Day by day, the newspapers unfold for us a clearer picture of the astonishing accomplishments of this democracy at war. But we must read between the lines to realize the full part played in these accomplishments by the press itself, which, by the very nature of its work, deals so largely with the accomplishments of others.
Radio Effective For Book Selling
Methods and Results Told At Adelclub Luncheon Meet

Radio has proved an extremely effective medium for radio助长 the self-help, home education category, but the formula for the successful sale of novels and other literature is yet to be evolved. Albert Rice Leventhal, sales manager of Simon & Schuster, told Publishers Adelclub at its October luncheon, last Thursday in the Town Hall Club, New York.

Citing experience with an income tax manual, Mr. Leventhal said a campaign on 500 stations produced 500,000 sales directly, and in addition bookstore sales increased from 400,000 requiring the book last year, to 900,000 copies last year.

Announcement Technique
Procedure was to bunch the announcements in a brief period of time, usually a week, on each station, beginning with a five-minute commercialidal and succes-cessively with three-minute, two minute, one-minute and half-minute commercial announcements, the final group "breathless reminders to buy and get it before it's too late." Listeners were asked to send money orders or authorization to send the book C.O.D. direct to the station, which forwarded them to Northwest Radio Adv. Agency, in charge of the campaign.

For a flat fee of 50 cents for each volume sold directly at $1 by radio, the agency conducted the campaign itself. Mr. Leventhal agreed with some listener protests at the "harmful advertising," although the principle was used, but stated that this is the only system he has found that will sell books on the air.

Frequency Studies
FREQUENCY application studies will be started soon by the FCC, Chairman Fly said last week. The subject is a complicated one, involving work with the State Dept., and foreign governments, said Mr. Fly, and will require two years to complete. The Commission is now "getting ready to get ready to begin" the study, he said.

Labor Data Sought
EMPLOYEES' information form to provide compensation and other data has been sent to networks and licensees of standard, international and television stations by the FCC, asking information for the week of Oct. 17. The information is made available to the industry.

College Inn Spots
COLLEGE INN FOOD PROD-UCERS INC., 210 Dell Ave., New Haven (Conn.), in October and November will sponsor a varied schedule of spot announcements on KDFN and WHIS 4 to 13 weeks. Agency is Weiss & Geller, Chicago.

AFM and Disc Makers Hope To Reach Accord This Week
Four Companies Continue Negotiations as Net Subsidiaries Ask for Postponement

NEGOTIATIONS between the American Federation of Musicians and the transcription industry continued through last week without results, although groups indicated they held a "co-operative" meeting. AFM expressed hope that a mutually satisfactory contract might be ready for submission to the union's international executive board when it meets in New York Wednesday.

Four Participating
Four of the companies of the seven original parties to the appeal to the Government for relief from the AFM's 14-month-old ban on recording are participating in the negotiations. They are: Associated Music Publishers; Lang-Worth Feature Programs, C. P. MacGregor and Standard Radio. Of the others, NBC withdrawn from the proceedings and withdrew from the hearing.

Right to Collect
But suppose RCA or CBS were to have a contract and Doe to sign for their recording operations and in that contract acknowledge the right of the union to collect royalty payments on each record for the maintenance of an Affiliation Fund, as Decca did in signing the contract with the union for itself and World.

Suppose further that the AFM at some later date should demand that the same principle be accepted for broadcasting, RCA or CBS, having accepted it for recordings, would then be in no position to turn down this principle for the network or its owned and operated stations.

In anticipating such demands on broadcasting, possibly at the expiration of the network contracts with AFM locals in major program centers early next year, network owners already stated that they would like to see how such demands might be avoided without bringing about a nationwide strike of musicians against radio.

Disc negotiations with the AFM began last Tuesday morning under the auspices of the WLB panel, which had discontinued its public hearings and assumed the guise of a mediation body. A. Walter Socolow, counsel for the transcription companies, presented to the union delegation a revision of the World-Decca contract, amended to be acceptable to its clients.

A three-hour session of discussion, during which the amendments were altered, the transcription group met with the union Friday at AFM headquarters in New York to draw up a new contract embodying all the changes agreed upon. Progress was reported Friday afternoon. General feeling was hopeful that a complete agreement would be reached before Wednesday.

Neither side has divulged what changes have been made in the

NBC Plans Group Would Limit Plugs
Urges Commercial Be Kept in Sign-off Sign-off Limit

TWO WEEKS after its fall meeting in New York, the NBC Stations' planning and advisory committee issued the following statement on the handling of special commercials on sponsored programs:

"The NBC Stations' Planning and Advisory Committee at its meeting in New York Sept. 29 and 30 reiterated its stand taken the past several years and strongly urged that revision be made in the network program policy to the effect that all commercial copy on any program be confined within the sign-on--sign-off limits of the main program structure itself.

"The Committee further recommends, early consideration and action."

Members of the committee, all of whom attended the recent session, are: James D. House, WLB, chairman; S. S. Fox, EDY; Stanley Hubbard, KSTP; Paul W. Morenc, WTIC; Arden X. Pangborn, KGW; G. Richard Shafo, WIS; Harry Stone, WSM, and G. E. Zimmerman, KAR.

Decca-World contract, but it is understood that principal demands of the manufacturers have been for a no-provision, an agreement by the union not to raise the wages scale for the duration of the contract or at least two years, and a provision for arbitration of any disputes that may arise.

Union last week reported that the terms of the Decca-World contract had been accepted by Capitol Records (see page 60). Signed contracts have also been received from the makers of De Luxe and Plastic-tone records, according to AFM sources, so that contracts would be submitted to the executive board Wednesday.

PVT. ALLEN PROMOTED War Bonds on Bond Day at WSPA
Spartanburg, S. C., and took the station for the Third War Loan Drive. Pvt. Allen is former announcer Mel Allen of the CBS World News and News of Sports stations at Camp Croft, S. C. At right is sports editor of WSPA, Grover Golightly, who turned over the station's regular sports program to Allen for the campaign.
OWI Lauds Stations Carrying Regional Wartime Messages

REGIONALLY broadcast messages, to fill war emergency needs in various communities, are making an important contribution to radio's participation in the war program, according to the OWI Domestic Radio Bureau.

Reports from OWI Station Relations regional chiefs, compiled by Mrs. Elaine Ewing, assistant chief of the station relations division, show the wide variety of announcements broadcast to meet local problems.

Running from 30 seconds to one minute, the announcements are put on the air following clearance through the OWI regional station relations offices and the voluntary control centers established by the industry to facilitate local clearance of government programs (Broadcasting, Sept. 20).

Message Subjects

Reports of a typical week's activities in the regional offices show 43 different announcements carried on stations covering most of the nation. Some of the announcements are carried several times a day throughout the week; others are used only in connection with particular programs.

In Louisiana messages were broadcast on all stations for volunteers to help harvest the rice crop. The urgency of the need was stressed and listeners were asked to consult the agricultural agent in their parish.

In Provo, Utah, KOVO broadcast announcements three times daily for a week to alleviate a local housing shortage. Listeners were urged to share their homes with war workers and to list available space with the War Housing Center. Similar messages were broadcast in dozens of other cities in eastern and midwest states.

Citizens of Warren, Ohio, were urged to donate blood to the Red Cross. Station WRRN broadcast daily for a week that the blood donor mobile unit would be in town for two days of the following week to receive donors.

To help meet its quota for Newcastel, Pa., the Red Cross enlisted the aid of WKST to recruit nurses for duty with the Army and Navy. The station carried announcements twice a day for a week urging candidates to communicate with local Red Cross headquarters.

Woodcutting to Recruiting

In New York and northern New Jersey, the Department of Agriculture appealed to farmers to cut logs this winter for war needs. Announcements were carried daily for a week on farm programs.

The U. S. Maritime Commission was assisted by stations in Iowa, Kentucky, W. Virginia, Wisconsin, Michigan, Illinois, Missouri, and New York in recruiting seamen. Stations in 10 Pennsylvania cities carried announcements to help the Coast Guard recruit SPARs. Recruiting messages for WAVES, WACS, Marine Corps Women's Reserve, Aviation Cadets, shipyard workers, and student nurses were carried in hundreds of cities and towns outside critical labor shortage areas.

Other announcements apprised mothers of newly established child care centers and urged that these facilities be utilized to permit taking war jobs. Intensified local campaigns to collect fats and grease were carried in various localities through station announcements.

The importance of these messages, designed to meet local problems, is receiving the full recognition of the local stations. In granting their facilities for these announcements, Mrs. Ewing declared, the stations are patricially accepting a public responsibility.
Communications worth crowing about

Rural Free Delivery renders a great service to farmers and to others in outlying sections by bringing them essential mail once a day. Another achievement in communications is radio, available everywhere as a round-the-clock service.

The stations of Westinghouse, in primary areas alone, serve territories of eighteen million people on an average of nineteen hours a day, seven days a week. Bringing them last-minute news in a world aflame. Giving them the music of the masters to calm war-weary nerves. Putting drama and vaudeville into their living-rooms, direct from Broadway and Hollywood.

Not least in this service rendered by radio are messages about merchandise from houses that are proud to put their names on both the product and its advertising. Westinghouse Radio Stations Inc is glad to be an important link in the world-chain of radio communications and to offer, among other things, Westinghouse Response Ability to worthy advertisers.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
Six National Sponsors Start
Keystone Net Disc Campaigns


SIX NATIONAL advertisers intensifying their advertising in the secondary markets have started campaigns within the past two weeks on four Keystone Broadcasting Systems.

General Foods Co., New York, is introducing through Young & Rubicam, New York, a new hot cereal, Granuplets, on a list of KBS stations paralleling product distribution in the Southeast, South and Southwest. This campaign of 15 one-minute transcribed announcements is in addition to a schedule of 15 one-minute transcribed weekly announcements on 123 KBS stations which the company is running for Granuplets at Grapenut Flakes through Young & Rubicam, and for Post Toasties, Post Rainin Bran and 40% Bran Flakes through Benton & Bowles, New York.

Cal. Fruit on WFTC, Kinston, N. C.

California Fruit Growers Exchange, Los Angeles, through Foote, Cone & Belding, Los Angeles, has started a series of 21 one-minute announcements a week on 168 KBS stations.

Block Drug Co., Jersey City, N. J., is promoting Gold Medal capsules with one-minute transcribed announcements five times a week on a selected list of KBS stations. J. Walter Thompson Co., New York, is handling.

Beaumont Co., subsidiary of Grove Laboratories, St. Louis, has prepared a new series of one-minute transcribed announcements to be broadcast on an undetermined number of KBS stations for 4-Way Cold Tablets and Vitamins starting Oct. 18. The business is placed through Donahue & Coe, New York.

Dr. Scholl's, Inc., St. Louis, manufacturers of poul-try and live stock remedies, have placed one-minute announcements on a thrice weekly basis on a midwest network of KBS stations starting Oct. 18, through Simmons & Simmons, Chicago.

FLEX-O-Glass Mfg. Co., (FLEX-O-Glass) on Nov. 1 will inaugurate a campaign on 140 KBS stations with five minute transcribed pro-grams three times weekly. The account is handled by Presba, Fellers & Presba, Inc., Chicago.

Sterling Drug on 133

Sterling Drugs, Monticello, Ill., on Sept. 27 launched a new two weeks cycle for Dr. Caldwell's Proprietary Products on 133 stations. The schedule of one-minute transcribed announcements five times a week was placed by Sherman & Marquette, Chicago. Also renewed was the Old Fashioned Radio hour, a one hour transcribed Sunday religious program spon-
sored on 96 stations by the Gospel Broadcasting Assn. of Los Angeles and placed through R. H. Alber & Co. of the same city.

Miles Labs., Elkhart, Ind., has renewed Historical Almanac of the Air series on KBS on behalf of Nervine, original product of the company. The series of one-minute transcribed announcements five times a week placed through Wade Adver-
tising Agency, Chicago.

Developments in the rebroadcasting by transcriptions of network musical programs, a plan which Keystone offered advertisers before the AFM ban, will be announced shortly by KBS, according to M. M. Sillerman, president of the net-

Clevenger Heads
Agency's New Unit

TO MEET the demand for station operation "in the public interest", Albert Frank-Guenger Law agency has established a Broadcasters' Public Relations Service, designed to cover all phases of station activity where public interest is involved. The service will be confined to one station in each primary territory, with no competitive ac-
ccessions.

Director of the new service is Russell Clevenger, former director of Information of the FCC and currently in the Tax Division of the Treasury. Mr. Clevenger conducted the public relations campaign for the broadcasting industry in the BMI-NAB controversy with ASCAP. He left FCC last March to join N. W. Ayer & Son and in September went with Albert Frank-Guenger Law firm as head of its public relations department in New York.

Clevenger is the former director of the Advertising & Selling Service, which started Oct. 19, at the Advertising Club of New York.

Radio Week

"CONSIDERING the great job broadcasting has done in the war effort, can’t we get the President to designate a specific week to be observed each year as Broadcasting Day?" asks W. L. Gleason, president, KPRO Riverside, Cal., to U. S. representative of Miller, president of NAB. Mr. Gleason also suggests a two-hour show with every station in the country hooked up in celebration of the week.

Radio Advertising

NEW MORNING program on WGAR Cleveland, six times a week, is signed for by T. E. Lohan Jr. (seated, left), general manager of The Steam Co., Cleveland department store chain. Dorothy McDonal-
donald, WGAR woman’s specialist, is featured on the programs. Stand-

ning are: (1 to r) Robert Foley, president of the Foley Adv. Agency and Harry Camp, WGAR sales manager.

4 Grants Refused
Under Freeze Rule

Two Transfers of Control of
Stations Are Granted

FCC IN ACTIONS of last week denied four construction permits and granted two applications for transfer of control. Proposed find-
ings denying The Voice of the Orange Empire Inc., licensee of KVOE Santa Ana, Cal., a construction permit to change operation from 1490 kc 250 watts unlimited to 1480 kc 1 kw unlimited were adopted on the basis of the Commission’s April 1942 freeze order. At the same time it made final prop-
sal, findings denying without prejudice the following cases on the same basis:

KDYL Salt Lake City, for con-
struction permit to change from 1320 to 980 kc, increase power from 5 to 10 kw, change directional anten-
tenna system for both day and night use and change the transmit-
ter.

Texas Refusal

Beauford H. Jester, et al., Waco, Tex., construction permit for new station in 1230 kc 250 watts un-
limited.

Eastern Broadcasting Co., Long Island, construction permit for a new station on 1520 kc 1 kw limited to WKDW Buffalo.

The Commission granted consent to transfer of control of Congress Square Hotel, licensee of WCHS, from Adeline B. Rines, executrix of the estate of Henry P. Rines, deceased, to Adeline B. Rines, William H. Rines and Mary R. Thomp-

son, without money involved. It granted involuntary transfer of control of KFJ1 Broadcasters Inc., Kansas City, Mo., to KFJ1 Broadcasting Co., Adeline B. Kincaid, deceased, to George Kin-
caid, executrix.

BROADCASTING • Broadcast Advertising

OWI hopes to report to the radio industry in the near future on a "constructive" policy regarding Government paid advertising, Pal-

mer Hoyt, director, has informed Jonas Weiland, owner of WPTC Kinston, N. C. Mr. Weiland recently addressed a complaint to Mr. Hoyt concerning the appear-
ce of paid advertising in local newspapers for WAC recruiting while radio advertising for civil defense was being made by WAC officers [BROADCASTING, Sept. 27].

Mr. Hoyt’s reply follows:

The Office of War Information has been in a most difficult situation existing where government agencies with appropriations for advertising are buying paid space in one media and neglecting another. It is a problem which requires a great deal of consideration and as a matter of fact at the present time it is be-
ligerent with the agencies. We do not know yet exactly what steps we can or will take regarding this, inasmuch as we have no control over the appropriateness of any other govern-
ment agency. We are fairly conscious of this problem and are formul-
ating a policy regarding it.

I hope that we may have something constructive to report to the radio in-
dustry on this in the very near future.

Comedy Team Back

ABBOTT & COSTELLO, comedy team off the air since last spring when Lou Costello became ill with rheumatic fever, on Nov. 4 returns to the Thursday evening 10 o’clock spot on NBC, under sponsorship of R. J. Reynolds Tobacco Co., Winston-Salem, N. C. Originally scheduled to resume their series Oct. 1, the half hour period has been filled by Jimmy Durant and Gary Moore, also heard on CBS Fridays for the same sponsor. Agency is Wm. Esty & Co., New York.

Football Canceled

IN CANCELING broadcasts of 1945 football games, officials at WLW, Cincinnati, have been motivated by two principal reasons, the station advises. First, WLW is devoting substan-
tial time to programs backing the war effort. Second, with football being dropped by many schools in the WLW area, normal schedules of traditional football programs, always heard before broadcast, have been disrupted. If outstanding games are scheduled to be shown, WLW will carry these games, the station said.

Increases at WLIB

AN INCREASE in the basic sal-
aries for technicians at WLIB Brooklyn, was approved recently by the War Labor Board following negotiations between the station and American Communications Assn. The increases, subject to contract to run until May 1945. Under the terms of the pact, several of the WLIB technicians will receive a $6 per week increase and provisions allow for a $2.50 per week increment for each additional six months of service. Base pay for this group is $40 per week.
Advertisers who have seen the handwriting on the wall are hastening to take advantage of KOA’s remaining availabilities. Repeated renewals by long time KOA advertisers with outstanding results have convinced them that any time on KOA is as good or better than the best time which most other Denver stations can offer.

For the record, we wish to report that new business and renewals on KOA for the month of September, 1943, were on a coloratura scale. Yessir, KOA hit "High C"—with the biggest September in the Station’s history...

Better get in your availability requests for some of the time remaining open on this leading station of the West.
Free Speech: The Right to be Heard

WHEN our constitution was written, the right of free speech carried with it the right to be heard—at least the right to be heard by those within the audible range of one's voice (providing they want to listen). It did not carry with it the right of a person the right to talk in a hall that would hold 5,000 people while it gave to some other person the right to talk in a hall that would hold 500 people.

Mass communication by radio has decisively changed ownership of the air. Hook-ups of two or more or all of the stations in the country for a chosen few has taken away from all the right to be heard. Up to now, network administration of mass communication has made impossible the equitable division of time between groups of people differing ideologies.

Established Time Threat

The policy of assigning a definite time for a single person to express his views day in and day out over a station or network of stations with no other person allowed to answer that person's views on that same medium, for the establishment of the Montanta Radio Forum, CBS has just done so. Some say there is no problem—others say some other method must be found. All right—let's find it! I believe all of us are actually striving for the same goal—freedom of speech—the right for both majorities and minorities to be heard on American radio.

Is radio like a newspaper?

No—anyone with the funds can start a newspaper. Radio is limited and licensed by government because of the present lack of frequencies. The GOOD "newspaper" presents factual news of the day written by "the scene" reporters of events all over the world.

It has an editor who is free to express his views on any subject in its editorial columns.

It has a section devoted to columnists where these gentlemen express their views on many subjects and interpret the factual news reports by "on the spot" reporters as they see it.

It has a department for comments of its readers expressing their agreement or disagreement with what they read in its columns.

It accepts and prints interviews with people representing all walks of life.

Mr. Craney

Mass Communication Has Changed Problems But Not Principles

BY ED CRANEY

General Manager, Z-Bar Net

It accepts paid advertisements from capital presenting "capital's editorial policy." It does the same for labor, the WCTU, the Democrats, the Republicans and all the others.

Differences and Limitations

That is what the good newspaper does and we, wanting American radio to be good radio, must fashion ourselves as closely as possible by the best in the 4th Estate, recognizing, of course, radio's differences and limitations.

Our differences are many—Limited facilities—an engineer's problem to solve;

Licensed by government leading to domination by the party in power;

A broadcast cannot be laid aside and read—if a broadcast is not listened to it is lost forever.

Audience Building

An audience (readers) can be built up for 8:00 o'clock at night to hear a single commentator after night exposing his own private ideas and theories. That 8:00 o'clock audience has no chance to know of the ideas of the other half dozen commentators on the air at other times of day. The only way is for radio to present several commentators on that 8:00 o'clock program, the same as the newspaper places several columnists' ideas in one place in the paper from which its readers may choose. If the ideas of several commentators are presented together on a single program or on immediately adjacent program times—no matter how much these men might say they agreed and would view the news through the same pair of glasses—one has only to read a good newspaper's columnist page to know how "ideas" vary.

We must bear in mind that all of radio is Front Page. There is the 7:00 o'clock front-page—the 8:00 o'clock front-page—the 9:00 o'clock front page. As each is heard it is gone; it is not laid aside and referred to later. A different audience (readers) is there for each.

No good newspaper would do away with its editorial page and present on its front page—day in and day out—the ideas of a single person with no answer to that person's ideas being expressed on that same front page, and yet try to say that it didn't adopt as its policy the editorial ideas of that columnist. Yet radio does just that and has been doing it for years.

There are some who think radio can cure this commentator trouble by labeling each commentator as such and telling the public he is expressing his own personal views—that these views are not necessarily the views of the station, etc., excuse after excuse, the same as many do on political broadcasts.

Believes in Commentaries

There are others who think commentators should be made into factual reporters and let forums serve for the expression of differing ideas.

We of the Z Net believe commentaries are healthy. We believe the public needs their ideas—we said their, not his or hers. We have saluted CBS on its stand because we know it has taken courage to recognize the problem and CBS is trying to solve this problem. While we do not say our method is the "ideal", we nevertheless believe it is more practical than any other thus far devised for the protection of "the right to be heard" and "the right to hear." We have merely endeavored to build the columnist page of the newspaper into a page, and yet put a "single" commentator on the air. We insist on two or more people's ideas being expressed on the same or on adjacent shows or we do not carry the broadcast. While NBC, with which we are affiliated, has some air shows with two or more minds brought together on the same show, such as Sheaffer Pen, 1:15 MWT, Saturdays—OK For Releas, 3:30 p.m. MWT, Saturdays and 9:30 a.m. MWT, Sunday and The Editors Speak, 2:30 p.m. MWT Sundays; these are not enough, so we record a daily broadcast of two or more different commentators and present these on adjacent times each afternoon and two mornings a week.

'Abuse of Communication'

We are certain no commentator worth his salt would object to be on the same or adjacent program with other commentators. The newspaper columnists seem to thrive on the idea of being below the level; commentator A is good for a morning audience, Commentator B for an afternoon audience, and Commentator C for an evening audience, how much better each of these three audiences would be served if they could have the advantage of hearing all three of these men's ideas. And, after all, it is the public we are trying to serve and protect.

The commentators' right to be heard and the peoples' right to have the chance to hear an individual commentator's ideas is not our only problem to solve in radio's freedom of speech. It is true we are in a war, but what we are about to record here went on even before the war. It is the abuse of mass communication by allowing a person, a group of persons, the party in power, or, it is conceivable, anyone with enough financial backing to pay for it, the right to talk to all of the people over the vast majority of stations in the country simultaneously, allowing anyone, anyunter to such broadcast to be heard over a limited number of stations with the Jack Bennys, Kate Smiths, Kay Kyseres, et al., running across all of the other stations and thus limiting the audience for "the opposition."

Our national points of view must be disseminated by our great network systems, but however, it is not fair to the American public for radio to broadcast one point of view over every station in the country with no other programs (Continued on page 21)
Puget Sound area is famous for big, fighting King Salmon... and for big, easy-to-get SALES!

66% OF WASHINGTON STATE'S DOLLARS ARE WITHIN 50 MILES OF OUR TRANSMITTER

WHEN YOU GO FISHING, you go where you know the big fish are! When you're out for sales don't overlook the KOMO-KJR area in Washington State. It is one of the "hottest" spots in America today—with an amazingly brilliant future! Sales Management Survey of Buying Power says 66.57% of the State's effective buying income is concentrated in this 50-mile "pool" which includes Seattle and Tacoma... covered intensively by KOMO-KJR.

TODAY—$1,454 per capita is the effective buying income in this area as reported by Sales Management... far above the national average.

TOMORROW—Post-war development of Alaska, Russia, China and a wealth of natural resources point to a brilliant future for this area.

KOMO-KJR
NBC BLUE NETWORK
TOTEM BROADCASTERS
SEATTLE, WASH.

EDWARD PETRY & CO.
NEW YORK, CHICAGO, DETROIT, ST. LOUIS, LOS ANGELES, SAN FRANCISCO

PAUL H. RAYMER
CHICAGO, NEW YORK, SAN FRANCISCO, LOS ANGELES
WNMC Would Bar Court Candidates

Not Violating Law Says Novik, Station Manager

EXCLUSION of two party-endorsed candidates for the New York Supreme Court from the political time allocation plan of WNYC, New York municipal station, does not constitute a violation of the Communications Act, in the opinion of Morris Novik, general manager of WNYC, who said the plan will not affect issues unless it secures the approval of all parties.

As announced by Mayor F. H. LaGuardia of New York on Oct. 10, some of his loyal broadcast on WNYC, the plan is to give free time to candidates on the following basis: The two candidates for Lieutenant Governor would receive equal time.

WNYC, with sponsors for the Democratic, Republican and American Labor parties, each getting one period on the air, with the fourth time period allotted to a representative of the independent candidates.

Would Exclude Aurelio

Time would also be allocated to candidates for the City Court, under the Mayor's plan. But of the Supreme Court candidates the Mayor said: "Candidates who are endorsed by major political parties are of election, so they won't need any time, but we will allow equal time for candidates running for the Supreme Court in the First Department who are not on the two major tickets."

In reporting this development, New York papers played up the fact that this plan would not make WNMC available to Thomas A. Aurelio, who will appear on the ballots as official candidate of both Republican and Democratic parties, although both major parties have repugnated him and are backing opposition candidates.

What Sec. 315 Says

Plan for making time available to some of his loyal candidates appeared to be contrary to Sec. 315 of the Communications Act, which reads as follows: "If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station . . . ."

Questioned on this point, Mr. Novik replied that the proposal to allow the candidates who are seeking support from New York City voters for the 1944 election. WNYC is "a system which must work on a voluntary basis or not at all." Continuing that Sec. 315 does not apply where all parties have agreed on a yardstick such as this plan, Mr. Novik stated that WNYC will give no time to any candidate unless the plan is accepted by all parties.

Free Speech and Right to Hear

(Continued from page 22)

of consequence on the air at the same time to distract the listener's attention, while the conflicting ideas of another group of people are put on over a single station or a network of 10 or 20 stations or even over a complete major network of 100 stations but with the other networks and stations placing major shows and well-known radio personalities on the air in competition to such broadcast, thus dividing the audience.

National Radio Forum

Our views as a people are pretty well represented by the political parties. All questions of national public interest do not always cleave to party lines but for lack of a better formula let us suggest that for the dissemination of national policy ideas—for the establishment of "the right of minorities to be heard"—"the right of the people to hear", that the national networks establish a national radio forum—to assign a definite amount of time for such broadcasts when all networks would simultaneously give voice to the country's leaders, that the time be divided between the various political parties in proportion to the votes cast by each at the previous presidential election.

Now comes the problem of the station's owner establishing an editorial policy of his own. Until the engineers find ways and means for anyone and everyone to start a radio station, it will hardly be right for a mere handful of men to establish a time of day when they would broadcast their own ideas, day after day, to the world over a precious wave band that belongs to all the people and not to the few who might possibly agree with the ideas of such a station editor. If such an air editor should take to the airways, then certainly time adjacent to the commentators would be the time for such a broadcast and, likewise, any station should establish the right for listeners not agreeing with such editor's ideas to be heard on the same program. Of course, the opening up of new frequencies can conceivably change this entire program.

Should a station allow capital to editorialize on its programs? Should a station sell time for labor or minority groups to sell their pet ideas? Radio sells time in a political campaign for the discussion of public problems. What will radio (as long as it is limited by limitation of frequencies) do with respect to allowing financially poor groups or individuals to answer charges of financially rich groups if it sells time at all times?

These are problems we must meet and talk about and possibly ask Congress to help us solve.

Ask Congress' Help

I am one who believes Justice Frankfurter interpreted the language of the radio act as it is written. I know from talking with Members of Congress who helped write the radio act that the Supreme Court's majority opinion interpretation of the radio act, was beyond the realm of their thoughts when the act was written. I have read the White bill and do not believe we can turn the broadcasters (networks) loose as this amendment would do. As long as we have limitation of facilities, we must have some kind of police regulation just as we have traffic regulations on our street corners and highways. We must have a work as well as station regulations and that regulation must have its limitations just as police power has its limitations. We must look to WKNE Refinance Plan Submitted to the FCC

WNMC Keene, N. H., last week submitted for FCC approval a refinance plan involving issuance of new preferred stock and transfers of common and preferred stock which would give control to M. S. Wilder and Col. H. C. Wilder, his son. Under the present stock setup, none of the eight stockholders has control. Col. Wilder is also principle owner of WSPR Syracuse and WTRY Troy.

WKNE Inc. told the Commission its proposal to issue 500 shares of new preferred stock, each stock share par value was to strengthen its financial position, pay off its note indebtedness, and strengthen its balance sheet for credit purposes.

The proposed new common stock setup referred to the FCC is as follows: H. C. Wilder, 57 shares; Fred R. Ripley, 3 shares; George W. Smith, 1 share; Philip H. Faulkner, 3 shares; M. S. Wilder 149 shares; Helen W. Miller, 55 shares; Frank Lyman Jr., 40 shares; N. L. Kidd, 2 shares. M. S. Wilder owns 90% of the preferred stock (206 shares) and with his son would control the 310 shares of common stock outstanding.

Victor Waters Leaves Justice Dept. for Navy

VICTOR O. WATERS, former special assistant to the attorney general in charge of copyright and music litigation and its expert on radio matters, reported last Friday for active duty as a Lieutenant (jg) in the Navy. His postings carry him to Tucson, Ariz. for indoctrination.

Mr. Waters for the past year has been in charge of the Central States office of the Department of Justice anti-trust division, head-quartered in New York. No successor has been named. Mr. and Mrs. Waters on Oct. 11 became the parents of a 7 lb. 9 oz. boy, their first child.

Holmes Baldrige, chief of the litigation section of the Department of Justice's anti-trust division, is in charge of radio and entertainment matters.

Chap Stick Regional

CHAP STICK Co., Lynchburg, Va., is using radio for the first time for Fleet's Chap Stick. Supplementing a campaign in national magazines, service publications and East-central newspapers, the firm is sponsoring Cunningham News for five minutes five-times weekly on the WKY, Detroit; CKLW Windsor and WCAR Pontiac. Series started Sept. 15. Agency is Sherman K. Ellis & Co., New York.

Congress to help us. We must tell Congress our problems and ask it to help us guarantee the American people "the right to be heard"—"the right to hear."
Sensational 50,000 Watts
Primary Coverage now yours in 123 Counties in Pennsylvania, Ohio, West Virginia, Maryland and Virginia as low as 24½¢ per County per 1/4 hour.

Write or ask a John Blair Man for New Coverage Map

WWVA
WHEELING, W. VA.
Making old High Records look Puny

Current schedules, running far ahead of last year, show plainly what advertisers, both national and local, think of the ability of WSIX to produce sales in a BIG way.

This Nashville market is getting richer daily. Crops are coming in... industries booming.

You can blanket this whole Nashville area over WSIX. Join the Big Parade!

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

TO OBTAIN professional advice on a program series attacking the delicate problem of juvenile delinquency, WMCA New York has set up an advisory committee composed of workers in the social welfare field. Representatives from the N. Y. Welfare Council, the Children's Court, public education, and child welfare agencies, have agreed to advertise on a projected series titled Parents Forum. Present committee grew out of a meeting called by the station to discuss how to handle a juvenile delinquency program. Station had been approached with two program ideas, both calling for actual trying of cases on the air with the delinquents participating.

Main issue brought up at the meeting, Sept. 20, was whether such a program should be directed to the child or to the adult; and whether radio could be used as a social force to influence delinquents. General consensus of opinion was that the program should be directed to the parent. In the projected series, cleared by the station, and now awaiting the committee's approval, parents will represent actual case histories with a sociologist presiding. As another outcome of the meeting, the Welfare Council of New York City has agreed to serve as a central clearing house for WMCA programs dealing with juvenile delinquency and other family welfare problems. Representing WMCA on the advisory committee are Leon Goldstein, director, public service features division; and Garrett E. Hollihan, program director.

* * *

Service Letters
LETTERS of servicemen and women to their friends and relatives back home are shared over WSIX Worcester, Mass., on the Victory Mailbag program which features Patricia Neighbors as postmistress. In addition to the letters, excerpts from service newspapers are included to give listeners first hand information on what the boys are doing. Visiting servicemen are often included as guests on the program.

* * *

Wartime Service
AS an additional wartime service to listeners, Ruth Lyons, who presents the WLY Cincinnati Consumer's Foundation broadcasts six times weekly, furnishes her audience with the latest facts on price regulations and rationing on the Monday, Wednesday, Friday programs, gathering the information from the local OPA office.

* * *

Aid Coast Guard
TO HELP the U. S. Coast Guard recruits, 5,000 SPARS by the end of the year, KPO San Francisco, has started a weekly series of recruitment programs, prepared and presented by the public relations office of the Twelfth Naval District.

EDUCATIONAL SERIES
KYW PHILADELPHIA has scheduled six program series of an educational nature for the new season. Originating from a different Philadelphia high school each week, a half-hour Junior Town Meeting of the Air on Thursdays has prominent educators and civic leaders acting as moderators for topical discussions by students. Program is heard in the assemblies of all the other schools. Devoted to the activities of the schools in the suburban area, Know Your Schools is scheduled for Monday mornings; and on Wednesday evenings, Our Public Schools, the program is turned over to the activities of the local schools. A Friday afternoon period will be turned over to the U. of Pennsylvania Museum for a series of historical broadcasts. On Saturday afternoons, the Philadelphia Public Schools will conduct a home economic series, Consumer Time. Starting Oct. 19, a Tuesday morning series has been turned over to the Catholic Schools of the Philadelphia area. William L. Galleher, educational director of KYW, is in charge of the various programs.

* * *

Education on the Air
NOVELTY radio education, Musical Pictures goes into its second year on WGKV Charleston, W. Va. The weekly programs are designed to correlate music, art and literature, stimulating the imagination of pupils. Students record their impressions of the music played by means of a drawing, poem or story. The one submitting best work wins 12 weeks scholarship at the Mason College of Music and Fine Arts in Charleston.

* * *

War Jobs Available
STRESSING importance of doing war defense work and giving a resume of jobs available with working conditions, a new program titled Job Counselor was recently started on KLX Oakland, Calif. Cooperatively sponsored by war industry plants and other firms doing defense work, the daily quarter-hour program features James Walker Allen as Job Counselor.

* * *

Young Folks Series
STORIES behind musical instruments and compositions are told for the benefit of the younger generation in a thirty-minute half-hour program on WLIB Brooklyn titled Classics for Young Folks.

* * *

Heart Fixer
ROMANTIC dilemmas of listeners are unravelled by Allie Lowe Miles in Love Problems, weekly quarter-hour program first heard on WJZ New York and now expanded to a network program on the BLUE.
BLUE RIBBON TOWN originates at KNX

...so does “First Call with Beverly”

Ever stop to try to figure out what causes that strange, electric tremor that clears the highways of America each Saturday night—as folks run indoors to tune in? Ever stop to think why so many horses whinny, and strong men prepare to weep?


Aye—it's Groucho—but it's Groucho plus. Plus KNX. Groucho “originates” at KNX. Its facilities, skill, experience, and know-how make it possible for Groucho to project over the full network a show that's professionally superb—smooth, polished, balanced, exquisitely timed, and dangerously hilarious. More than twenty other coast-to-coast CBS programs rely on these same expert KNX facilities.

Now, for contrast, let's look at a show that is not coast-to-coast. First Call with Beverly. Time: every weekday morning, about dawn. Beverly herself puts on a gay, musical gag-and-chatter program—a special request show—for the service men in Southern California. She plays the records they ask for, gives them friendly advice, back-talk, and genuine affection. Do they listen? Well, in two weeks some 2,500 of them wrote her for her photograph.

Beverly "originates" at KNX too. Same skill, polish, experience work for her as for Groucho. Same station know-how enables Beverly's participating sponsors to explore the rich early-morning KNX market; not only the uniformed army, but the vast regiments of swing-shift war-workers. They set their clocks by First Call with Beverly. There are a few participations available. Better put this KNX skill to work for you—better ask us—or Radio Sales.

COLUMBIA OWNED
KNX
LOS ANGELES
50,000 WATTS

Columbia Station for All Southern California

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
WAR BONDS move back into first place in the amount of time given to war messages under the OWI Domestic Radio Bureau allocations for the week of Nov. 8. Announcements for bonds will be broadcast on the National War Fund Plans, and all 801 U. S. stations are scheduled to receive transcriptions with three announcements daily for the week.

Of special interest is the fact that Nov. 11 will see the formal launching of the new "Christmas Present With a Future" campaign for war bond promotion. With retail trade cooperating actively, the drive also furnishes another point of contact in the relation between radio and retailing which NAB is fostering on a nation-wide scale.

Aimed at Inflation

Radio participation in the Third War Loan Drive ended on Sept. 30, and in line with the agreed policy not to schedule simultaneous fund drives, bond messages were discontinued during October while the National War Fund appeal was carried on all of the allocation plans. A short "fill-in" bond schedule is set for the period just prior to the Bonds for Christmas campaign, and this was planned (1) to push the payroll savings plan, and (2) keep the bond theme hot before launching the Christmas gift drive on Nov. 11.

OWI has advised that the major home front offensive continues to be directed against the danger of inflation. Retail buying regularly reaches its peak in November and December, when department stores, specifically, do one-fourth of their year's volume. This year, with consumer buying power at a new high, and supplies of goods limited by war restrictions, it becomes a serious problem to prevent such a buying stampede as would occur if everyone bought all he could afford.

Treasury Dept. and the OWI accordingly are lining up a bond campaign that will enlist the active co-operation of retail business. The Retailers War Campaigns Calendar of the OWI will furnish suggested advertisements, radio copy, displays and promotional suggestions. Treasury will furnish between 15 and 20 million special Christmas envelopes to hold gifts of bond and stamp albums. Treasury will also produce insert order blanks to be mailed out with November bills.

Motion picture houses and banks will join the effort with special display plans and promotions. Industrial plants will tie in with programs to sell the idea to employees, and perhaps will give their Christmas bonuses, to the extent permitted, in war bonds and stamps.

Four special days are to be featured in the drive: Armistice Day, Nov. 11; Thanksgiving Day, Nov. 26; Pearl Harbor Day, Dec. 7; and Dec. 21, the "shortest day in the year, but still long enough to buy war bonds—"The Present With a Future."

Food Fights For Freedom, second ranking campaign for the week of Nov. 8, continues from the previous week on the independent stations, being dropped from the affiliates, but the latter stations will get the food messages via the Network plan. Food For Freedom is also scheduled on the National Spot Plan. Names of the programs carrying these messages and the times of broadcast are listed in OWI Schedule No. 81, which should be consulted to avoid to close proximity of messages on the same themes.

Only four campaigns are listed in BROADCASTING's OWI Packet table for the week of Nov. 8. Two more, The Enemy, and Hold Prices Down, are handled by "special assignment."

With Junior Red Cross on KW stations only, and Stick to Your War Job on the OI Group, it is a light week in Washington sponsored war messages.

Bonds vs. Furniture

A PROTEST has been made to the Office of War Information in Boston in regard to an OWI announcement "Don't Buy Furniture—Buy Bonds", according to the National Furniture Assn. Objection has been forwarded to the OWI in Washington with a request for modification of the announcement, in the grounds that it is unfair to single out one product for restriction buying. The spots in question were handled on WHDH Boston in connection with a U. S. Treasury Dept. program.

OWI PACKET, WEEK NOV. 8

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 8. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in your programs. Each "X" stands for three consecutive announcements per day, or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAY SPOT PLAN</th>
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<td>Group</td>
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<td>Buy War Bonds</td>
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<tr>
<td>Stick to Your War Job</td>
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<td>Jr. Red Cross</td>
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</table>

See OWI Schedule of War Messages No. 81 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.
A host of friendly feminine hands have been extended in the past few weeks to noted Ruth Chilton, charming new director of the WCAU “For Women Only” program, consistently Philadelphia’s most popular woman’s participating feature since its inception in 1933. Ruth Chilton’s 18 years’ experience in radio, her personable delivery and unique ability enables her to create, construct and present an entire program of the greatest listener interest.

Once again, WCAU specialized knowledge of what the public wants is paying rich dividends for sales-wise advertisers.
 FOLLOWING is the text of WPB Order P-133, exclusive controlling authority for obtaining maintenance, repair and operating supplies for radio communication and radio broadcasting [BROADCASTING, Oct. 11]. A rewritten version of the previous P-133, it incorporates amendments and revisions to date and is one of the first WPB orders to be written in The English language than in realistic terms characteristic of earlier WPB orders.

**Preface:** Radio and Radar (Preference Rating Order P-133, as Amended Oct. 9, 1942)

Section 3289.41 Preference Rating Order P-133 is hereby amended to read as follows:

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9. 3289.41 Preference Rating Order P-133 is hereby amended to read as follows:

10. 3289.41 Preference Rating Order P-133 is hereby amended to read as follows:

Text of WPB Order P-133 Controls Equipment and Supplies for Stations

**HITTING THE TOP** of the “Can You Top This?” laugh meter, would mean relatively little to the Kirkman Division of the Colgate-Palmolive-Peet Company, if it indicated the enjoyment of only a studio audience. Public reaction, measured in terms of distribution and sales, is what this advertiser is after.

Past masters in the art of timing a gag to milk the last laugh are Senator Ford, Joe Laurie, Jr., and Harry Hershfield, but the advertiser must time his part to wring the last drop of sales potential. There is much more to successful radio than the creation of attention, just as there is to the successful handling of all advertising media.

**PRINTERS’ INK** reports and analyzes marketing ideas—talks to advertisers and agencies in terms of selling and distribution problems—provides the kind of information helpful to the development of any radio effort whose success is measured in sales. To reach the men who build, approve and spend the nation’s advertising budgets, it is profitable to use the magazine they read to keep informed.

**FOR EXAMPLE...**

At Kirkman & Son
Printers’ Ink has three subscriptions

At Colgate-Palmolive-Peet Company
Printers’ Ink has twelve subscriptions

At Newell-Emmett Company (Agency for Kirkman)

Printers’ Ink has twenty-three subscriptions

BROADCASTING  •  Broadcast Advertising

Page 30  •  October 18, 1943
"WJR, one of thirty-five Columbia stations used in the recent campaign of our client, the Holland Furnace Company, brought almost two and one-half times as much mail in response to a four-week gift offer (12 fifteen-minute programs) as any other individual station...more audience mail than seven other 50-kilowatt stations combined...a total of 23,093 pieces of audience mail, or twenty-two point nine percent of all the mail received from the network of thirty-five stations."

Phil Stewart
Director of Radio and Account Executive
ROCHE, WILLIAMS & CUNNYNGHAM
Free Radio Time in Bond Sale Exceeds 2 Millions, Says OWI
Figure Based on Programs Under Allocation Plans During 3½-Week Nationwide Campaign

RADIO'S CONTRIBUTION in time and talent to the Third War Loan Drive, Sept. 9 through Oct. 3, was estimated last week by the OWI to be worth well over $3,-
300,000. This figure, according to the Radio Bureau, is based on pro-
grams scheduled under the various OWI allocation plans during the three and one-half weeks of the radio campaign and does not take into account programs arranged by local War Finance Committees and cleared through OWI regional sta-
tion relations offices.

Billion Impressions

The radio campaign for the Third War Loan, the Bureau re-
ported, involved more than 136,-
976 individual station broadcasts, resulting in at least 1,111,720,000 listeners' impressions. This total, ac-
ccording to OWI estimates, was dis-
tributed as follows:

- Network Allocation ........... 497,159,000
- Special Assignments ........... 489,960,000
- Station Announcement .......... 126,000,000
- National Spot Allocation ...... 11,000,000
- Special Events ................ 84,820,000

Scheduled for the campaign were 229 network programs, more than
86,237 local station announcements, 343 special network assignments, 3 special events, and 79 national spot and regional network pro-
grams on 1,619 stations.

Under the Network Allocation Plan, through which OWI channels war messages to the listening audiences of all national network commercial and sustaining shows each program received definite assign-
ments on a regular schedule. During the Sept. 9 - Oct. 3 period of the campaign, messages were al-
located to 72 programs on NBC, 49 on Mutual, 69 on CBS, and 39 on BLUE. Of the 229 pro-
grams assigned to carry the War Bond mes-
sage, 125 were daytime shows.

Under the Station Announcement Plan, OWI provides one-minute tran-
scribed announcements which are broadcast at various intervals through the day by virtually all stations in the country. In the case of the Third War Loan diff-
ferent announcements were prepared, each station broadcasting three of the announcements daily.

Through the Special Assignment Plan, agencies, sponsors and net-
work are informed by OWI of its plans and needs in connection with various campaigns. Cooperation of broadcasters for the War Bond drive was 100%, the estimated au-
dience attained through this plan nearly equaling that of the Net-
work Allocation Plan.

Under the National Spot Allo-
cation Plan, messages were as-
signed to programs which were broadcast either live or transcribed over 5 or more local stations. Some of these messages were carried several times a week but OWI es-
timates of audience reached through this plan were based on a minimum of one broadcast per week.

Local Activities

Special Events arranged for the Third War Loan radio campaign included an elaborate program on all four major networks with President Roosevelt, Secretary Morgenthau and Hollywood stars setting off the drive; an address by Archbishop Spellman over Mu-
tual; and a report by Mrs. Roose-
velt of her trip to the South Pa-
cific islands.

OWI explained that it was unable to evaluate the extent of local pro-
gram participation, but reported clearance activities of its station relations offices showed that special local events and localized an-
nouncements were broadcast over local stations in many areas.

As in other campaigns, writers and producers of network pro-
grams were provided fact sheets for the War Loan drive and ad-
vised to prepare the message in the way they thought best. OWI sta-
ft monitors reported that the campaign, on the whole, was given unusually fine treatment. More than three-fourths of the messages were rated either "good" or "ex-
cellent" and were delivered with ac-
curacy and "presented in an at-
tractive, interesting and persuas-
ive manner". Chief technique used was the straight announce-
ment with program stars, guest artists or announcer delivering the message.

Rem-Rel on MBS

NETWORK radio is being used by Maryland Pharmaceutical Co., Bal-
timore, to supplement its annual fall and winter spot campaign for Rem and Rel.ough medicine. Words in the News, designed to acquaint listeners with the correct pronunciation of words in the news, started on Mutual Oct. 4 in the Monday, Wednesday and Fri-
day, 11:55-12 Noon period. Fred Utall, m.c. and announcer, con-
ducts the program, which is to be heard on a hook-up of about 80 sta-

Commentators Tour

FOUR Mutual commentators have already started, or are planning combination lecture and Bond-
raising tours. Upton Close, who has already left Hollywood for Chicago and Washington; Fulton Lewis jr., whose itinerary last week included lectures in New York, Elmira, Cleveland and Cin-
cinnati; John B. Hughes, who will
soon leave on a 22-day cross-coun-
try trip; Cedric Foster, scheduled for lectures in Washington, New Havent, Lynchburg, and other Vir-
ginia towns.
THE WNOXVILLE PICTURE

FLAG'S UP—that means mail in the box

... and in WNOXville*, that means more mail for WNOX ... concrete proof of listener strength! From seven daytime announcements alone, WNOX received 7,308 pieces of mail from 24 states ... a mail pull that forcefully shows power for dependable results.

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

L. B. Wilson
CINCINNATI

PROGRAMS
Freedom to Act

TO TALK about a crisis in radio is something like conversation about the weather. They're always with us.

Since last week, however, the radio situation has changed. Radio regulation has reached the critical point. The decision in the Blue Network case constitutes the first application of the Supreme Court opinion giving to the FCC "control over the composition of the traffic"—over radio programs.

In the last few weeks radio has been hand-ed, without benefit of anesthesia, a line of Rube Goldberg rhythmic rhetoric about "freedom to listen," FCC Chairman James Lawrence Fly, in three separate speeches, ex- pounded his spanning new philosophy (which incidentally has always been the touchstone of radio service, because the listener sets the program pace). In his last address in New York Oct. 7 he broadened the scope of his crusade by dragging in the issue over news analysts and their right to vent their own opinions.

Now to cap the climax, the FCC blasts forth with its decision approving the sale of the Blue Network Co., by RCA to Edward J. Noble's American Broadcasting System. The approval was "as advertised"; the FCC couldn't have done otherwise because the transaction was proper in every respect and the new owner possessed all the requisite qualifications. But woven into the decision, again as advertised, was the stern warning that stations and networks alike had better watch their steps on refusal to sell time for discussion of controversial issues.

In plainer words, it means that when CIO or a cooperative league want time, they had better be catered to. It doesn't matter what they want to sell—an ideology or memberships or whatnot. And if the station or network re-fuses by "rule of thumb," it may face a re-nearly hearing. The opinion wasn't as strong-ly worded as the majority would have liked. But it carries more than a veiled implication. It is designed to impress NAB.

Thus, the Supreme Court decision bears its first bitter regulatory fruit. In his Oct. 7 speech Mr. Fly handed out a virtual ultimatum that the industry sell time for controversial issues. The New York Times did a bright bit of reporting on that address. It brought out that the chairman left from his prepared speech by deleting a pungent phrase or word here and there. The words in brackets in the following passages were deleted: "Licensees must become aware that [starting right now] management should take stock of itself. Any dodges similar to those intrusive clauses em-placed in a corporate indenture to enable a trustee to duck his responsibility must be weeded out [fast]."

All this is censorship by innuendo and intimidiation. It is a studied effort to destroy radio's freedom; not broaden it. When we cut through the smoke-screen of high-sounding phrases it means simply that the effort to control radio is on; the press is next in line.

That's why radio's freedom must be re-stated and redeemed by Congress now. That's why an emergency exists. It's why the American Federation of Labor last week adopted a resolution condemning the FCC's regulatory excesses; why the National Editorial Assn. last week endorsed the White-Wheeler Bill.

Both sides of Congress at long last are intensely interested. So are the political parties. Let's brush aside the double-talk and the hillary, syrupical lies; a strong, logical law is needed now; a fully-integrated new organic law can come later. Everybody is in favor of freedom to listen. Broadcasters must be free to act so the people can be free to hear.

Radio Gives a Party

LAST WEEK in Washington, organized radio pulled back the curtain on its first united effort to sell the medium, with its 100-minute film presentation developed by the NAB retail promotion committee.

The premier was before as critical and as mixed an audience as one could fathom—merchants, government officials, editors, advertising executives and broadcasters. From there it goes to more than 100 communities for individual showings to retailers, agencies and others interested in the medium. There may be a few more or there may be less. Over-selling was happily avoided. It did a ter-rific job of selling radio as an art and medium.

Merchants interviewed following the pres-entation wondered perhaps why they weren't told how radio can sell their specific articles of merchandise. The answer will come when the individual stations call on their depart-ment store prospects with case histories and with prepared literature providing the why, where, when and how.

Whatever the emotions or reactions, the Washington premier disclosed that the indus-try can act in concert. In every phase of radio, now and after the war, team-work is needed. The retail promotion committee has blazed the trail. All credit to Fritz Moroney, its hard-hitting chairman, and to the men in the broadcasting, agency and advertising fields who collaborated and followed through.

Well Done

A GOOD source of revenue returns to broad-casters with Office of Censorship removal of the ban against any mention of weather on the radio. But more important is the fact that the broadcasting industry again has fulfilled a wartime obligation without worrying about the cost.

It is estimated the ban against weather re-porting cost the industry some $2,000,000 a year. Dropping of the business wasn't hard to do. But more important is the fact that the broadcasting industry again has fulfilled a wartime obligation without worrying about the cost.

The "present facilities are a far cry from the monotone change of the first radiophone conversations such as 'this is pup-two-o bee calling able-three-eet, can you hear me please? Can you hear me please? Answer please. An-swer please,'" Gene will tell you.

Following the war Gene joined the staff of the Daily Oklahomaan, Oklahoma City, first as Sunday editor, then as night managing editor. A year later he was publishing his own newspaper in Shreveport, La.

The commercial slant of newspaper publishing brought Gene into the advertising agency field in Chicago. At 22 he was the account ex-ecutive in charge of national advertising for one of America's largest mail order companies.

It did not bring Gene to the attention of the National Editorial Assn. last week, as the announcement of his appointment as director of the NAB's National Newspaper Bureau office in Chicago. There, and later at Harvard, Dyer studied journalism. At Kansas Gene started a career of "firsts" by becoming editor of the university's daily newspaper at the record age of 18.

When Gene was a reporter on the Kansas City Star when the first World War came along, and he laid the foundation for his later radio activity by enlisting in the "wireless" service of the Navy. In that branch he took part in the first practical demonstrations of the radio telephone as it was developed into war use.

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COMPLIMENTS
OF A FRIEND by competitor

Let Mutual
be among the first to wish
great success to
Mr. Noble and the Blue.

The Mutual Broadcasting System, Inc.
HARRY C. KOPF, NBC vice-president and general manager of the Central Division, has been named to the board of governors of the Chicago Opera Company.

JACK J. McMICHAEL, previously with "The Merry Mac," has joined KFRC San Francisco as an account executive.

GEORGE CHAMBERS, for the past year Eastern sales service representative of Mutual, has been named sales service manager of the network. Chambers previously was sales and advertising representative for six years with Barron's National Business & Financial Weekly.

W. R. CHRISTIAN has been appointed sales manager of WSAI Cincinnati. He has been on the WSAI sales staff since 1940, coming from WGET Atlanta.

MARION HALLETT has been appointed manager of CKTB St. Cathérines, Ont.

MERRIT R. SCHOENFELD, sales manager for the BLUE central division, and E. C. Horstman, chief engineer for the central division, will attend the grand opening of the new studios of KMJJ Grand Island, Neb., Oct. 14, when that station becomes a BLUE affiliate.

TONEY KOELKER, publicity chief of the BLUE central division, has received a commission as an Ensign (j.g.) in the Navy, and expects to report for training this month.

FRANK W. KAUL, formerly national advertising manager of the Everett News, Everett, Wash., is now account executive of KLO Ogden, Utah. Lyen L. Meyer has been promoted from national advertising manager to director of sales for KLO and the Intermountain Network.

EARL DOUGHERTY, formerly with KIMO Omaha, has joined the sales staff of KSTB St. Paul, Minn.

DON FINLAYSON, member of the sales promotion department of WLS Chicago, is the father of a girl, born Sept. 30.

ROBERT WASDON, sales manager of WGYK Charleston, W. Va., has been inducted into the Army and is now stationed at Ft. Thomas, Ky.

JENNINGS PIERCE, manager of public service and station relations department for the Western Division of NBC, was guest at a luncheon given by department heads of KAYS Salt Lake City.

W. J. ABRAMS has joined the sales staff of KIRO Seattle.

DON FEDDERSOSS, manager of the NBC San Francisco, has been elected president of the corporation which operates the station. Other officers elected were O. H. Blackman, founder of the O. H. Blackman Agency, vice-president, and John Karr, of the Karr Engineering Company, secretary-treasurer.

DAVE LUNDY, formerly of the KROY Sacramento, has been appointed sales manager of KYA San Francisco.

LOU FROELIOCH, sales manager of WING Dayton, has entered the Army.

KARL A. REMBE has joined the sales staff of WIND Gary.

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New Army Network

NEWLY CREATED Army Command and Administrative Network, Army Service Forces, is being set up to effect coordination and conservation of critical materials, wire facilities and manpower, the War Department announced last week. Set up under supervision of Brig. Gen. Frank E. Stoner, Chief of the Army Communications Service of the Signal Corps, the plan is based on the idea that a mighty proud of the confidence placed in us by these loyal listeners and intend to maintain this enviable relationship at all costs.

We're not telling you these facts to be boastful. Instead, we feel they will be of definite help to you in selecting the most productive medium in this wealthy, six-state area.

You'll have no "BEEF"

WIBW in "The Voice of Kansas"

Ben Ludy, Gen. Mgr.
COLUMBIA'S OUTLET FOR KANSAS
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

You'll have no "BEEF"
Now, more than ever before, Johannes Steel's keen understanding of international affairs brings the confusion of global warfare into clear, sharp focus.

Why should this nationally famous commentator, columnist, war reporter suddenly assume a still greater role in analyzing men and events shaping our destiny? Because today and tomorrow our armies are closing in for their death grip on Hitler's Europe... on Steel's Europe... the same Europe in which he spent most of his life, associated with many of its leaders, lived among its people. The same Europe whose violation he witnessed and reported as a top flight foreign correspondent.

That's why this man, whose forecasts become fact, finds himself unusually qualified to bring his audience a personal, critical picture of the paths of war. He knows those roads as none other can! And this background, coupled with last-minute confidential reports from prominent diplomats and statesmen, add up to important reasons why Johannes Steel remains one of the nation's (not alone New York's) most distinguished news commentators!

by the way, time buyers...

DO YOU KNOW—that Johannes Steel recently completed his 2,500th broadcast in six years over WMCA?

DO YOU KNOW—that he is a governor of the famous Overseas Press Club, member of World Circumnavigators Club and American Academy of Political and Social Sciences?

DO YOU KNOW—that he just published the fifth edition of his best-selling book, "Men Behind the War"?

DO YOU KNOW—that he is now available across the board—7:30-7:45 seven nights weekly for the first time—and that one of your wide-awake clients hitting at the New York market should sign him up—but fast!

WMCA
AMERICA'S LEADING INDEPENDENT STATION
NEW YORK
ANDY POTTER, formerly chief of programming and operations for the Pacific Bureau, OWI overseas branch, San Francisco, has joined KFI-KCJA Los Angeles as writer-producer. He succeeds Jack Neuman who resigned to free lance.

BILL BIVENS, New York announcer on the NBC Fred Waring Show, has been shifted to Hollywood and is assigned to the CBS Harry James Show. He replaces Don Wilson who resigned to resume announcing duties on the weekly NBC Jack Benny Show.

BOB ANDERSEN, Hollywood announcer, has been assigned to the weekly CBS Dr. Christian series. He replaces Art Gilmore, now in the Navy.

ED COLMAN, announcer of KFI-KCJA Los Angeles, has been inducted into the Army.

HELEN MORGAN, producer of KGO-Blue, San Francisco, has joined the production staff of KPG-KNBC, San Francisco.

PAT O'BRIEN, formerly of KFFB Great Falls, Montana, has joined KYA San Francisco as announcer.

INTERVIEWING returned North African hero, Sgt. Seth Ely (r) and Mrs. Ely, of Ogden, Utah, is former announcer Lt. Paul Langford (l), assistant public relations officer at the Army Air Base, Salt Lake City, on a new weekly program heard over KDYL Salt Lake City. Titled Mission for Tonight, the series is produced and narrated by Lt. Langford and plays before an all soldier audience.

ROBERT VENABLES, formerly at WGN Chicago and KSD St. Louis, has joined the announcing staff of WJJD Chicago.

WARREN SAUNDERS, formerly of KIRO Seattle, has joined the announcing staff of WSIR Stamford, Conn.

ROBERT E. LEE CALLAN has joined the announcing staff of WBT Charlotte, N. C.

NORMAN PANAMA, Hollywood radio-drama writer, is the father of a boy born Oct. 8.

DINA DIAMOS, formerly in charge of Spanish Hour on KFUC Tucson, has assumed similar duties for that feature on the Arizona network. She replaces William Lemma.

CORP. DON FORBES, for three years NBC Richfield Reporter and prior to that CBS Hollywood chief announcer, has received honorable medical discharge from the Army.

DON QUINN, writer on the weekly NBC Pickford-McLey Show, currently is completing a similar assignment for the forthcoming RKO film scheduled to feature that radio comedy team.

DEAN STEWART, announcer of KGW San Francisco, has been inducted into the Army.

JACK MITCHELL, Chicago Blue continuity writer, has moved to a cabin in Hennew Valley, Ky., where he plans to continue writing scripts between hunting expeditions during the winter.

JOHN CARNEY, who joined CBS two years ago as assistant to the director of news service, has been named a producer in the CBS program department.

PHIL. VOGEL, formerly of WJLS Beckley, W. Va., has joined the staff of WKGV Charleston as traffic manager.

CHARLES DeKLYN, former announcer of WCAU Philadelphia, has been named the new night manager of WIP Philadelphia.

ROBERT HICKERT, lecturer and writer, has joined the new staff of WIBG Philadelphia.

SIGNE SORENSON, formerly continuity writer of CJAC Edmonton, has joined CKWX Vancouver.

GWEN GAZE, formerly with stations at Hollywood and New York, has joined the staff of CKWX Vancouver.

CHUCK LOGAN, formerly director of special events and spot news for the Western division of CBS, and more recently with the overseas division of the OWI, has been appointed director of news and special events at KBO-KRTN Des Moines.

EDWARD TOMLINSON, Blue advisor and analyst on Inter-American affairs, has returned from a visit to Latin America and now is on lecture tour.

Results...

Gamble stores

Gamble: Skogmo Inc.

Distributing

Gamble Stores

Store number 20

K.J.Y. Broadcasting Station, Bismarck, N. Dak.

Date: 8-17-43

Gentlemen:

We are very pleased to advise you that after using one
twenty-five word chain break ad, we sold $1800.00 worth of merchan-
dise within two days. In view of the fact that we did not use any
other form of advertising, we think these results were outstanding
and a good recommendation for radio advertising.

Sincerely,

Gamble Store #20

Bismarck, N. Dak.

.. . Speak for themselves!

And remember... that Bismarck's trade area is a
comparatively small part of the terrific KFYR area.

Ask any John Blair man for the full story.

KFYR Bismarck

550 Kilowatts, N. Dak., 5000 Watts

The

Time Buyers' Station

WDOD

Chattanooga, Tenn.

5,000 Watts

CBS

Paul H. Raymer Co.

National Representatives

Page 40 • October 18, 1943

Broadcasting • Broadcast Advertising
affinity to old Noah Webster meant ... "a close agreement or relation; any natural drawing or inclination."

affinity to Radio Time Buyers means ... WGN's relation to Chicago and the Middle West.

WGN's close kinship to Chicago and the Middle West is one reason why WGN leads all other major Chicago stations in volume of retail, local and national spot business.
Chadwick to WWNC

LEE CHADWICK has been appointed program director of WWNC Asheville, N. C., effective Oct. 18, according to Don S. Elias, part owner and general manager of the station. Mr. Chadwick was formerly public and sales promotion director of WTOP Washington, D.C.

Mr. Chadwick has been active in the broadcasting industry for several years. Before joining WTOP Mr. Chadwick was in charge of radio in the public relations office of the Army Quartermaster General. He was rejected by the Army recently, failing to pass the physical examination.

Heckert to WIBG

ROBERT HECKERT joins WIBG Philadelphia as news commentator, beginning Monday, Oct. 11, 8:30 p.m. He will be heard Monday through Friday. Mr. Heckert lived in Russia, England, France, Germany and Central and Eastern Europe from 1926-38, and he is well acquainted with the German anti-Nazi underground. Since 1938 he has been lecturing.

Langlow to KIRO

LEONARD S. LANGLOW has joined KIRO, "The Friendly Station, Seattle, as news editor. He is new to radio, having been editor of the Tacoma Times for 15 years. Top of the News is a daily series which he inaugurated, approaching news from the human interest standpoint. It is broadcast Monday through Friday at 9:30 p.m.

DOUG DURKIN has been appointed promotion director of CKWX Vancouver. He was formerly with WOCL Minneapolis, and the Vancouver Daily Province.

CHARLES E. HURLBURT, acting vice-president of the American Communications Ass'n. (CIO), will attend the New York state CIO convention in Buffalo Oct. 28 as the delegate from the broadcasting division.

TRUMAN THOMPSON, announcer of KFWC San Francisco, and singer, has been signed for a series of appearances with the San Francisco Opera Co.

ISABEL MANNING NEWBOW, heard on C. F. Mueller Co.'s Morning Market Basket on the BLUE, is author of a children's serial now heard on that network under the title The Lost.

FOR ACCURATE LISTING OF
YOUR FIRM IN THE 1944
YEARBOOK, KINDLY FILL IN
YOUR QUESTIONNAIRE TO-
DAY AND MAIL PROMPTLY
TO
BROADCASTING
The Weekly Newsmagazine of Radio
Advertising
NATIONAL PRESS BLDG., WASHINGTON 4, D. C.
GLENN ADAMS, former announcer of WIS Columbia, S. C., has joined the announcing staff of WIPB Philadelphia, having been given a medical discharge from the Army.

EDNA WHITTINGTON, former continuity writer of WIP Philadelphia, has joined the staff of World Broadcasting System, New York transcription service.

GEORGE THOMAS, former announcer of WCAU Philadelphia, now serving in the Armed Forces, and Phyllis Whitehead, of the station's secretarial staff, will be married Nov. 13.

MARTY LANGWEILER has resigned from the promotion department of WFIL Philadelphia.

JOSE RODRIGUEZ, news editor and music consultant of KFI-KECA Los Angeles, has resigned to concentrate on film work.

DICK ALLEN has joined the announcing staff of KPBC Pasadena.

VIC McLEOD, writer on the weekly NBC Kraft Music Hall, is recovering from an appendicitis operation.

DWAYNE JOHNS and Bob Churcher, announcers of CKX Brandon, Man., have joined the Royal Canadian Air Force and the Royal Canadian Navy respectively. Gordon Garrison has joined the CKX announcing staff.

ALVIN PACK, of the production department of KDYL Salt Lake City, has been named production manager.

President Roosevelt has submitted to Congress a request for a supplement appropriation of $5,000,000 for OWI activities connected with "actual or projected military operations". A similar amount was provided in the National War Agencies Appropriations Act for this fiscal year. OWI officials stated additional funds are necessary to meet expenses growing out of the invasion of Italy and other territory in Europe. It was pointed out that repair of captured broadcasting stations and restoration of communications are activities carried on by OWI in waging psychological warfare.

Subs for Taylor

WILLIAM H. FINESHRIBER Jr., CBS director of shortwave programs, has been appointed special assistant to Douglas Coulter, CBS director of broadcasts, to serve temporarily in that post during the leave of absence of Davidson Taylor on a special wartime mission. Mr. Taylor is accompanying William S. Paley, president of CBS, overseas to assist in the radio work of the Army's Psychological Warfare Branch. Assuming Mr. Fineshriber's duties during the "limited period" he and Mr. Paley are abroad will be John W. Hundley, CBS assistant director of shortwave programs and traffic manager.

Francisco to Talk

DON FRANCISCO, assistant coordinator of the Office of Inter-American Affairs, discussing the progress and prospects of advertising in Latin America, will be among speakers at the Export Advertising session to be held Oct. 27 in conjunction with the National Foreign Trade Convention at the Hotel Pennsylvania, New York.
YOU DON'T KNOW ABOUT NEW YORK CAN HURT YOU

The gentleman about whom we are going to say a few words is named Stern. He's an all-around advertising man, but essentially a timebuyer, for a rather progressive firm.

We discovered quite early in the conversation, however, that he did not know a great deal about New York's importance as a market in 1943 — we mean, many things.

You'd think, to hear him talk, that the stores were just decorative and never sold any things.

"Why, Mr. Stern," WOR said, "New York's retail sales alone are 32% greater than they were at this time last year, remind!

"And," we added, "it might not be a bad idea to mention that during the same period, more local time is being bought on WOR by the people who make the goods these shops sell than the total time bought by them on the other major stations combined."

"The similarity," Stern asked, "just wouldn't be coincidence?"

"Rather!" WOR answered. "We're glad you get the inference."

Then, assuming the role of an alert cashier,

We informed Mr. Stern that New Yorkers now have $1,000,000,000 more to spend than last year.

All in all, Mr. Stern assured us, the facts made him quite ravenous.

And it wouldn't be very long before there would be two or three accounts that he'd like to have with us.

our address is WOR that power-full station
at 1440 Broadway, in New York

STRAIGHTER NOTE: In war or out of it, stable, increasingly prosperous New York is a natural radio market. Concentrated within its colorful metropolis and attractive, densely-populated suburbs are 3,782,500 radios. Any advertiser whose problem is greater sales today, or post-war brand protection, should seriously consider the pleasantly quick way that power-full WOR can do more for less in New York. We can prove this statement with sponsor-approved, wartime success stories. Ask to see them.
Radio Advertisers

METRO, GOLDWYN, MAYER, Hollywood (movies), on Oct 4 started a new series of weekly evening programs thrice weekly on WGN Chicago. Programs, titled The Lion Roars, feature patter, tunes and occasional interviews with MGM stars. Contract is for 13 weeks. Agency is Donahue & Coe, New York.

SOUTHERN CALIFORNIA Telephone Co., Los Angeles, in a campaign to recruit new employees, is using a series of daily program participations and spot announcements on seven stations in the Southern California area. List includes KFSD KMPC KPAS KFAC KFIV KFWB KFAC. Agency is The Mayers Co., Los Angeles.

ALLEN M. SHULZ, former assistant controller of General Foods Corp., New York, has been appointed controller of the frosted foods unit of the company, succeeding the late Roy M. Davis.

Pep Boys' all-night Daves Patrol on WIP Philadelphia in passing its 87th hour on the air and is believed to be radio's longest non-stop commercial program. The all-night recorded program has been carried on WIP for the past five years, broadcasting continuously from 1 to 6:45 A.M. If the program were broadcast one hour a week instead of 34 hours now used it would take over 160 years to accumulate this record of consecutive commercial broadcasting hours.

SEARS ROEBUCK & CO., Los Angeles, in a four-week employment recruiting campaign, is using an average of three transcribed announcements daily each on eight Southern California stations. List includes KFOX KFVD KMPC KFAC KFIV KFWB KPAS KFAC. Agency is The Mayers Co., Los Angeles.

PVT. ALLEN PROMOTED War Bonds on Bond Day at WSPA Spartanburg, S.C., and took the station over the quota for the Third War Loan Drive. Pvt. Allen is former announcer Mel Allen of the CBS World News and Sports department, now stationed at Camp Croft, S.C. At right is sports editor of WSPA, Grover Golightly, who turned over the station's regular sports program to Allen for the campaign.

THREE SISTERS, New York (women's apparel), started Oct 10 sponsorship of a half-hour musical program, Sunday Matinée, on WGN Chicago for 13 weeks. Agency is Aubrey, Moore & Wallace, Chicago.

WYLER & Co., Chicago (dehydrated foods, bullion cubes), in September and October began sponsorship of a half-hour musical program twice weekly on WMAQ Chicago, and a quarter-hour news program, Sundays, on WBBM Chicago. Contracts are for 13 weeks. Agency is Aubrey, Moore & Wallace, Chicago.


HOUSE OF BRISTOL, Milwaukee, has appointed Hal A. Salzmann Associates, New York, as agency for Bristol Red Water Wax. Use of radio is contemplated.

A. P. STOVER, formerly assistant general manager of the marketing department of Ethyl Corp., New York, has been named director of employee relations.

PRETT Specialty Co., Buffalo, has named Ellis Advertising Co., Buffalo, as agency for Pret, a liquid protection for the hands.

THERE'S NOT ANOTHER LIKE IT!

KXYZ HOUSTON, TX
Now 5000 Watts
1320 KC BLUE, MUTUAL

*BUY BOTH KXYZ AND KIRS CORPUS CHRISTI — A MONEY-SAVING COMBINATION

Page 46 • October 18, 1943
YELLOW CAB Co., Philadelphia, has renewed the sponsorship of its nightly Old Night Owl programs on WIP Philadelphia, from 11:30 to 11:40 p.m. for another 12 weeks. Program features are radio announcements on the nightly Owl program as well as spot announcements on the Owl program.

DELANEY SALES Corp., Los Angeles (Spark-O-Lite food supplement), has asked to radio and placing direct in a 13-week Christmas campaign ending Dec. 31. The firm is using a 15-minute recorded musical program on KHJ Los Angeles. The firm also sponsors announced spot announcements on KNX, Los Angeles. The agency is West-Marquis Inc., Los Angeles.

ART FROST, Glendale, Calif. (De Soto and Plymouth distributor), has asked to radio and placing direct in a 13-week Christmas campaign ending Dec. 31. The firm is using a 15-minute recorded musical program on KFWB Los Angeles. The firm also sponsors announced spot announcements on KFWB, Los Angeles. The agency is West-Marquis Inc., Los Angeles.

COMMERCIAL ALCOHOLS Ltd., Montreal (anti-freeze) is starting a spot announcement campaign shortly on a number of Ontario stations. Account is placed direct.

DR. J. O. LAMBERT Ltd., Montreal (medical) has just started a transcribed program Memoirs of Dr. J. O. Lambert on 20 Canadian stations. Account was placed by J. E. Hunt Ltd., Montreal.

SWIFT & Co., Chicago (meats), has just started a new campaign on the Breakfast Club, variety program heard on the full BLUE network from 9:30-9:45 a.m. Tuesdays thru Saturdays. Contract is for 52 weeks. Agency is J. Walter Thompson Co., Chicago.

GIMBEL BROTHERS, Philadelphia department store, has scheduled two new programs as part of its weekly appearance of the Bennie Goodman Orchestra. The program, scheduled for the week of Dec. 1, will feature a Bennie Goodman Orchestra concert, and the second program, scheduled for the week of Dec. 8, will feature a Bennie Goodman Orchestra concert as well.

CUBRISON CRACKER Co., Los Angeles, as part of its North California campaign to update the city's image, has ordered a 13-week Christmas campaign ending Dec. 31. The firm is using a 15-minute recorded musical program on KGO San Francisco. Account was placed by J. Walter Thompson Co., Los Angeles, and the agency is West-Marquis Inc., Los Angeles.

WE'RE SOUR ON SWEET ADELINE (Ky.)!

Ever heard of Adeline, Kentucky? There is such a town — it's one of many that WAVE doesn't claim. You see, WAVE concentrates on the really important metropolitan area immediately around Louisville — which is highly worth the concentration because it does more business than all the rest of Kentucky combined! Ours is no barber-shop dream, and you don't get trimmed on time-rates, either. Want proof?

CANADA STARCH Co. Ltd., Montreal (corn syrup and corn starch) has started a new campaign on the WAVE network, concentrating on the important metropolitan areas around the city. Account was placed by J. Walter Thompson Co., Montreal.

The association of CANADIAN ADVERTISERS will hold its annual meeting at Toronto, Oct. 28 and 29. Topics to be discussed are new developments in advertising, sales management, public relations, employee morale, and joint labor management activities.

MANTLE LAMP Co., Toronto (Aladin lamps) has started a new campaign on the WAVE network, concentrating on the important metropolitan areas around the city. Account was placed by J. Walter Thompson Co., Toronto.
NOW WE'RE GONNA KEEP 'EM DOWN ON THE FARM!

LINCOLN SPECIALTY SALES Co., Chicago (service flag place), on Oct. 4 started sponsoring a five-weeky quarter-hour live program of Western music titled "Ranch 11-19" on KFAS Pasadena. Contract is for 25-weeks through Rocklin Irving & Associates, Chicago.

W. I. BOLDT'S DEPARTMENT STORE, Chicago, on Nov. 23 starts sponsoring a five-weekly quarter-hour transformation Christmas feature, "Cinnamon Bear," to WENR. Agency is Needham, Louis & Brokly, Chicago.

MAX Co., Los Angeles (department store), on a 13-week contract which started in late September, is sponsoring a five-weekly quarter-hour program titled "Meet the Ladies on KBEA." Firm also sponsors the three-weeky quarter-hour "children's adventure series," Capt. Jack, on KBEA and in addition a five times weekly 15-minute recorded program, "Myste," to KFVW. Milton Weinberg Adv. Co., Los Angeles, has the account.

CONSOLIDATED TEA Co., Brooklyn, has named Pech Adv. New York, for Swee Touch Nee tea. Radio will probably be used.

WILLIAMSON CANDY Co., Chicago (Olive Henry), on Nov. 9 renews sponsorship of "Pounding Fury Trials," Tuesdays, 9-10 p.m. and adds 12 stations to its present number of 62 on the BLUE. Expansion to 102 stations is expected before week 52 contract expires. Agency is Aubrey, Moore & Wallace, Chicago.

BARRON-GRAY PACKING Co., San Jose, Calif. (Here's Health vegetable juice cocktail), on Nov. 1 will start a varied schedule of 8 participations weekly in the combined "Housewives Protective League" and "Sunrise Salute" on KNX Hollywood. Contract is for 26 weeks. Long Adv. Service, San Jose, Calif., handles the account.

ACE in the hole

With nothing on the board, it's the man with a hidden winner that takes the chips. And if he really knows the game, he'll play that card to the limit.

Every wise business man has an ace in the hole - the carefully built up confidence of his customers that will bring them back to him when merchandise is released after the war. The establishing of this future market is one of the most vital phases of your job today. And right in there with real service is CFRB to help you in Canada.

CFRB reaches the largest share of Canada's richest market. It carries half the leading sponsored programmes in a key area, fed by three stations. A worthy ally in the campaign of keeping your name remembered.

Two Buy 'Chef'


CHRIS HANSEN LABORATORY, Toronto (Junket powders) has started spot announcement campaign on a number of Canadian stations. Account was placed by A. McKim Ltd., Toronto.

QUAKER OATS Co. of Canada Ltd., Peterborough, Ont. (Quix wheat flakes) has started the "Long Ranger"/daily weekly show on CFRB Toronto. Agency is Spitzer & Mills Ltd., Toronto.

T. B. COTTON, formerly advertising manager of O'Cedar Corp., Chicago, and A. J. Rieder, formerly advertising manager of Fried & Reiman Packing Co., Pittsburgh, have joined the advertising and sales promotion department of Wilson & Co., packers, Chicago.

PUGET SOUND Power & Light Co., assumes sponsorship, for one year beginning Oct. 11, of Bill Moshier's "Farm Forum" heard daily over KJR Seattle.

ADAM HATS (Canada) Ltd., Toronto, has started that's a Good One weekly on CBY Toronto and CFCF Montreal. Account was placed by Maren Adv. Co., Ltd., Toronto.

ESQUIRE PUB. Co., Chicago, plans to use minute spot announcements for Coronet magazine in 17 new markets in the U. S. and Canada. Agency is Schwinmer & Scott, Chicago.

Sponsors Grid Games

ASSOCIATED OIL has signed contracts for Pacific Coast football broadcasts this season. Approximately 45 games will be aired. Regular networks have been augmented by special networks to provide service for military personnel in Arizona and Hawaii. The football program is being merchandized through newspaper and magazine advertising, station displays, distribution of printed schedules and car cards.

COMICS AVAILABLE

QUALITY COMIC GROUP, New York, will make its strip characters available for both radio and motion picture bookings. Everett Arnold, head of the company, has set up a radio and motion picture department with Enid Hager, former publicity director of WFEN Philadelphia, in charge.

Majestic Sales Director

PARKER E. ERICKSON, formerly associated with Bendix Home Appliances Corp., South Bend, Ind., has been appointed director of sales in charge of advertising for Majestic Radio & Television Corp., Chicago.
Situation Well in Hand

The RCA "consolette" provides all of the elements of a complete speech input system in a single convenient unit.

This unit contains pre-amplifiers, program amplifier, monitoring amplifier, mixing and switching facilities, and volume indicator.

Two studios, announce booth, turntables, and six remote telephone lines can be handled. Auditions can be conducted at the same time that programs are "on-the-air."

The RCA Consolette often fills the entire audio equipment needs of small- and medium-sized stations. RCA equipment for larger stations usually consists of rack-mounted speech input units and custom-built control consoles.

There is an RCA speech input system for every station, large or small.

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.
The Business of Broadcasting

Station Accounts
- studio programs
- news programs
- transcriptions
- spot announcements
- transcription announcements

Who Des Moines
Macledd Publications, New York (True Story), 5 as weekly, thru Raymond Specter Co., N.


Rit Products Corp., Chicago (dyas), 6 to weekly, 13 weeks, thru J. L. Lederer & Co., Chicago.

Children’s Bible Hour, Grand Rapids (institutional), 1 sp weekly, 52 weeks, thru Wolverine Network, Grand Rapids.


American Dairy Assn., Chicago (institutional), 6 as weekly, thru Campbell-Mithun, Minneapolis.

WJZ New York
Colgate-Palmolive-Co., Jersey City (Palmolive shave cream), 5 as weekly, thru Ted Bates Inc., N.Y.

Maryland Pharmacal, Baltimore (Benetan), 6 as weekly, thru Agency Baltimore.

Beaumont Co., St. Louis (4-Cold Tablets), 5 as weekly, thru Ted Bates Inc., N.Y.


Mother Parker Tea Co., Toronto (tea), 3 as weekly, thru A. J. Desne & Co., Toronto.

KYW Philadelphia
Studebaker, South Bend, Ind., 6 as weekly, for 13 weeks thru Roche, Williams & Connelly, Chicago.

William S. Scull & Co. Camden, N.J. (Roscold Coffee), 1 weekly, for 42 weeks thru Compton Adv., N.Y.

Bennet, New York, 2 as weekly, for 13 weeks thru Neilsell-Emmett, N.Y.

Pamington Pictures, New York (movies), 2 as weekly, for indefinite period thru Buchanan Adv., N.Y.


Quaker Oats Co., Chicago (Mother Oats), 6 as weekly, for 4 weeks thru Ruthran & Kran, N.Y.

Graham Co., New York (Red Riding Hood), 2 as weekly, for 52 weeks thru Emil Mogul, N.Y.

Barr’s Jewelers, Inc., Philadelphia, 2 weekly, for 52 weeks thru Edward Frazier, Baltimore, Md.

Groves Laboratories, St. Louis (Vitamin B Complex), 6 as weekly, for 22 weeks thru Donahue & Co., N.Y.

Remington Arms Co., Wilmington, Del., 6 as weekly, for 22 weeks thru J. Walter Thompson, N.Y.

National Biscuit Co., New York (crackers), 13 as weekly thru McCann-Erickson, N.Y.

Colgate-Palmolive-Perf. Co., N.J. (Super Biste), 1 as weekly, for 13 weeks thru William Bassett, N.Y.

Cowan Products, New York, 1 as weekly, for 52 weeks thru Ted Bates, N.Y.

Philadelphia Flower Mills Co., Minnesota, 5 as weekly, for 13 weeks thru McCann-Erickson, N.Y.


Bell Telephone Co. of Pennsylvania, Philadelphia (Perfume), 3 as weekly thru May Adv., Philadelphia.

Hiram Johnson, Johnstown, N.J. (baby powder), 5 as weekly, for 12 weeks thru May Adv., Philadelphia.

The Arrow Store, Philadelphia (clothes), 24 as weekly, thru Harry Feigenbaum, Philadelphia.

Reta Ltd., Co., Merchants Assn. of Philadelphia, 3 as weekly, thru Larry L. Everling, Philadelphia.

Rockwood & Co., Brockton, N.Y. (chocolate bits), 3 as weekly, for 13 weeks thru Feigenbaum, Philadelphia.

Grove Laboratories, Inc. St. Louis (cold tablets), 10 as weekly thru Donahue & Co., N.Y.


Kaiser & Co., Philadelphia (auto insurance), 1 sp weekly, for 13 weeks thru Gray & Rogers, Philadelphia.

Winston New York

Murphy & Holter, New York (used cars) 23 sp weekly thru J. R. Kompski Adv., N.Y.

Wesley Radio League, Detroit, weekly sp, thru Stanler G. Beyton, Philadelphia.

B. C. Remedy Co., Durham, N.C. (headache powder), 32 sp weekly thru Chas. W. Hoyt Co., N.Y.

American School, Chicago (home courses), 3 sp weekly, for 52 weeks thru Equity Adv., N.Y.

KHJ Hollywood
Western Store Co., Culver City (aircraft equipment), 5 as weekly, 15 as, thru Mays & Bennett, Los Angeles.

11 Products Inc. (Los Angeles) (hair oil, shampoo), 6 as weekly, 13 as, thru Hillman-Shane-Dreyer, Los Angeles.

Gordon Bond Co., Los Angeles (bead), 10 as, 4 sp thru The Mayers Co., Los Angeles.

Longines-Wittnauer Co., New York (time pieces), 12 as weekly, 52 as, thru Arthur Rosenberg Co., N.Y.

KFO San Francisco
Swift & Co., Chicago (margarine), 5 as weekly, thru J. Walter Thompson, Chicago.


Link Aviation Devices, Binghamton, N.Y. (aviation devices), 1 as weekly, thru Craven & Hadick, N.Y.

Pottinger & Sons, New York (Cuticura soap and shampoo), 14 as weekly, thru May Adv., Chicago.

WMAQ Chicago
Omar, Inc., Omaha (Ranch House pancake flour), 3 sp per wk, 25 as thru MacFarland, Aveyard & Co., Chicago.

Seck & Kade Pertusa Co., New York (cough syrup) 1.4 as per wk, 25 as thru Erwin Wasey Co., Chicago.

Campbell Cereal Co., Minneapolis (Malto-D Mealt), 5 sp per wk thru H. W. Raster & Sons, Chicago.

Sears Co., Inc., Chicago (Coronet), 11 as thru Schwimmer & Scott, Chicago.

WOW New York
Bond Clothes, New York (men’s & women’s clothes), 24 sp per wk, 52 weeks thru Neill-Bogov Inc., N.Y.

Capacitor Committee
FORMATION of an industry advisory committee representing manufacturers of mica capacitors has been announced by the War Production Board. The Committee is interested in possibilities for substitution of dielectric materials other than mica in capacitors for military radio equipment. Personnel of the Mica Capacitor Conservation Industry Advisory Committee is as follows: Government presiding officer: E. R. Crane; committee members: G. M. Ehlers, Central, Inc., Milwaukee; Jack Davis, Galvin Mfg Co., Chicago; T. M. Gordon, Radio Receiver Co., New York; M. E. Johnson, General Electric Export Transport; Bryan Minnium, Erie Resistor Co., Erie, Pa.; Dorman D. Israel, Emerson Electric, Philadelphia; Herbert L. Spencer, Bendix Radio Corp., Baltimore; F. E. Hanson, Western Electric Co., Kearny, N.J.

No Manpower Dearth?
DECLARING that “there is no shortage of manpower in the radio broadcasting business,” Frank McGann, radio specialist of the Post Office Department, Mail Service, employment bureau, backed up his point last week by mailing to several key executives in the advertising agencies and radio stations a “Fall List of Available Piedegre Radio Manpower.” The list includes 470 experienced men—available as writers, producers, junior directors, station programmers, directors of publicity, commentators, publicists, teachers, time salesmen, and research men.

Snuff Schedule
GEORGE W. HELME Co., New York (snuff), has expanded its spot radio schedule in the North Central area surrounding St. Paul. Ads will include local programs. Originating on KSTP St. Paul, the firm has extended local sponsorship of the BLUETHEAT program to WTMN Fargo, to five additional stations: WLOL Minneapolis, KYSM Manitowoc, KPAM Minneapolis, KELO Cloud, all in Minnesota; and to WEAU Eau Claire, Wis. The new schedule, which started the week of Oct. 4, runs Monday through Friday, 1-1:15 p.m. Agency is Frank Best & Co., New York.

Candy Continuance
COUNCIL ON CANDY as Food in the War Effort, Chicago (public service), on Nov. 14 renews Washington Reports on Rationing, quarterly period pictures featuring Ernest K. Lindley, newspaperman, as host-commentator introducing governmental and military authorities on rationing problems. Originating at WRC Washington, 3-3:15 p.m. Sundays, the renewal for 13 weeks can be heard on 36 NBC stations. Agency is BBDO New York.

HALLIGRAPPERS Co., Chicago, manufacturer of shortwave radio equipment for the armed forces, has been awarded a $10,000,000 government contract for its Army-Navy “E” flag, the equivalent of winning the production award for the third time.
Things just Grow and Grow

in the de-e-p South

Like Pinocchio’s nose, the de-e-p South just can’t stop growing. It’s not all war-boom either, because 10 years ago Savannah started a growth that has multiplied industrial payrolls over and over again since 1935.

And long before 1935 industries like the Union Bag and Paper Corp., the Savannah Sugar Refinery, and the Southern Cotton Oil Co. migrated to Savannah because of its ideal situation.

Couple this natural growth with a war growth that has brought in over 50,000 men in six military areas, three new shipyards and over 25,000 new and highly paid war workers and you’ve got a market growth that spells “opportunity” in any advertising language.

WSAV  "THE VOICE OF SAVANNAH"

LIBERTY NATIONAL BANK BUILDING - SAVANNAH, GEORGIA

HARREN DANIEL
General Manager

GEO. P. HOLLINGBERY CO.
National Representative

Selling the New Savannah Seaboard Market
NOT MANY GEORGIANS SPEAK CHINESE

To get your message across to Atlanta-market listeners, you have to speak their language and Lew Childre talks and sings in terms that get enthusiastic attention — and quick action — from Georgians. One of the most productive radio salesmen in the South, Lew Childre has a brilliant success record that's well worth your attention. Available during choice early morning and noontime periods, Headley-Reed will be glad to tell you all about WAGA's newest big name entertainer.

WAGA

5000 WATTS

ATLANTA

Day and Night

590 KC.

National Representatives
HEADLEY-REED COMPANY

Affiliate of the Blue Network

BILL LAWRENCE, Hollywood producer of the CBS Screen Guild Players, has taken on added production duties of the CBS Jack Carson Show for two weeks or more while W. B. Knight, vice-president and radio director of Foote, Cone & Relding, undergoes a period check-up and rests at a local clinic.

GUENTHER-BRADFORD Adv. Co., Chicago, has appointed as account executive, Clarence Vredenburgh, formerly with Roberts & Reiners. Curran de Bruler, formerly of Metz magazine, has joined the staff.

CATT, STANLEY YOUNG, formerly sales executive of Spot Sales Inc., New York, has been appointed account executive of Robert F. Dennis Inc., Los Angeles agency, and will handle food accounts.

HOWARD HOYT, who was formerly head of Hoyt Management Inc., New York, talent agency, has joined A. & S. Lyons Inc., New York, as executive in the advertising departments.

HARRY G. OMMERLE, vice-president and account executive Ruthruff & Ryan, New York, is the father of a baby girl.

J-W-T Foreign Activity

ARTHUR L. GRIMES, of the international department of J. Walter Thompson Co., New York, is on a trip to the firm's offices in San Paulo, Rio de Janeiro, Buenos Aires and Mexico City. John Kunu, formerly head of the London division, has returned to the United States, and rests at a local clinic.

Musterole Campaign

MUSTEROLE Co., Cleveland, is using station breaks from two to five times weekly in addition to a five-minute recorded program, Musical Curtain Calls [BROADCASTING, Sept. 20] and several news programs in its annual fall and winter campaign for Musterole. In all, 122 stations are scheduled. Agencies: Erwin, Wasey & Co., New York.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY

Gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with photographs for quick or accurate reading. You can get a copy free by writing to

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

H-S-B Agency Expands

EXPANDING operation, Hillman-Shane-Breyer, Los Angeles, has added Marian Squire to its radio department. She was formerly the copy and planning department of Kenyon & Eckhardt, New York. Irwin W. Solomon, recently given a medical discharge from the Army, has joined Hillman-Shane-Breyer as account executive. He formerly was plans director of J. M. Korn & Co., coming from Erwin, Wasey & Co. Stella Chaney, recently director of men's advertising for Stix, Baer & Fuller, St. Louis, Mo., joined the copy staff.


JOHN HUGH, producer of Kenyon & Eckhardt, New York, and Kay Todd, of the Blue's central typing division, were to be married Oct. 16.

WILLIAM J. FOLKART, production manager and art director of Los Angeles, has joined New York, has been named a vice-president.


ANTONY STANFORD, Hollywood producer of J. Walter Thompson Co., San Francisco, has relinquished that post to Earl Ebin, network producer, and resumes production duties on the BLUE What's Next.

HOMER GRIFFITH Co., Hollywood, has been appointed Pacific Coast station representative of KPHO Phoenix.

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators.

These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

Built of uniform triangular cross sections to insure highly efficient radiation - designed and built to withstand 100 mile wind velocity - these towers guarantee you years of low cost service. Complete erection service, including lighting equipment, anchors, base and ground systems is available.

CECIL WIDDIFIELD of Schwimmer & Scott, Chicago, was appointed radio director last week. Before joining Schwimmer & Scott, Mr. Widdifield was continuity chief and assistant program director at CBS in Chicago.

HENRY WARD has been appointed chief of production in the Chicago office of Kenyon & Eckhardt. Mr. Ward has been active in art, copy and radio production in New York, Chicago and San Francisco advertising agencies, and formerly was associated with N. W. Ayer & Son and Erwin, Wasey & Co.

DOUGLAS M. SMITH has been appointed director of art and production for Schwimmer & Scott, Chicago.

JIM DUFFY Co., Chicago, will take over enlarged office, quarters this month in the Pure Oil Bldg.

C. D. ELLIOTT, formerly of the sales dept. of the Dodge Mfg. Co., Mishawaka, Ind., has joined the copy dept. of MacDonald-Cook Co., South Bend.

YOUNG & RUBICAM Inc., with expanded Hollywood production staff, has taken additional office space at 6238 Hollywood Blvd. Arthur Moore, agency producer, has shifted from New York to Hollywood and is handling production of the weekly CBS Dinner Show Program.

CALVIN D. WOOD, account executive of West-Marquis Inc., Los Angeles, recently was transferred to the agency's San Francisco office as manager. Formerly known as West Marquis & Curtis, the San Francisco office has reverted to the original firm name.

FRANK BULL, co-partner of Smith & Bull Adv., Los Angeles, has been asked to do a football commentary in the forthcoming RKO picture "Iron Major."
REGULARLY, there are smuggled out of Europe detailed reports of the underground workers for freedom...authentic stories of how brave men—every-day men from every walk of life—are fighting for the liberty they have never forgotten.

These stories of the European underground activities had to be told—for, in the telling, they breed courage...they create a sharp awareness of our part in this war for freedom...a realization of other men's sacrifices that we might all be free.

Every Sunday, over WBBM, the story is told. It's a half-hour program with Alvin Steinkopf setting the stage. (For 8 years Steinkopf was chief of an AP News Bureau in Central Europe. He knows the terrain.) As Steinkopf's voice diminishes, dramatic action rises...thirty minutes of skilfully written, brilliantly performed dramatizations of actual underground activities, the more gripping because they are real.

The program—This Is The Underground—has won world-wide recognition.

Eduard Benes, President of Czechoslovakia, came to Chicago—asked to meet the writers.

The British Broadcasting Corporation cabled, "Send us dubbings...our London producers are interested."

From The Netherlands Information Bureau..."We are sending all important news in detail from the Netherlands and her overseas territories to help make these authentic scripts."

This Is The Underground is typical of WBBM's versatile showmanship. WBBM has been the Chicago leader for almost two decades because WBBM's kind of radio makes sense: get the idea; tell the story; tell it with such impact that listener reaction is assured.

You may now sponsor This Is The Underground on WBBM. Ask us or Radio Sales.
KOY Phoenix to emphasize its “drives slowly—school's opening” campaign, coached a group of nine-year-old children in spot announcements. Under the direction of Wendell Noble, announcer-producer, transmissions were made and released as regular intervals for several days.

MONTHLY meeting of The Institute of Radio Engineers, a group of some 100 station men in the Chicago area, was held last Friday at the Chicago Central YMCA. Kenneth W. Jarvis, vice-president of Sierpski Electric Co., Chicago, gave a talk on “Radio Propagandists.” Henry Crowley, with a staff of engineers from the Henry Crowley Co., West Orange, N.J., discussed “Powdered Materials.”

WBT Charlotte, N.C., now channels two five-minute newscasts each evening from the WBT newscast directly to a leading Charlotte theatre. The special service follows the newscast, and lobby display and newspaper promotion are used as tie-ins.

With the addition to the BLUE schedule of the Saturday morning Hour of Faith program, a religious series produced in cooperation with the National Council of Catholic Men, the BLUE now has all three major faiths produced by weekly broadcasts. The Protestant faith is represented by National Vesperly, a five-quarter-hour devotional service, and the Hebrew religion by Message of Israel on Saturdays.

WTOP Washington is now broadcasting every Sunday at 12:35 P.M. Let's Learn Spanish, a series developed by the radio department of Time magazine.

A TOTAL of 20 new cooperative sponsors for The Shadow were acquired during the week of Oct. 4, bringing the total of local sponsors to 148. Among the new cooperative sponsors are the State of Illinois, Illinois Public Service Co., Chicago, and the Mutual Broadcasting System. The total includes sponsors of the transmissions as well as those of the live program on Mutual in areas not covered by the MBS hookup used by Delaware & Lackawanna Coal Co.

WCRB Washington, N.C., has acquired the special AP radio wire of Press Association.

WFVA Fredericksburg, Va., owned by the Fredericksburg Broadcasting Corp., has operated daytime only with 250 w on 1250 kc, became affiliated with the BLUE as a bonus station Dec. 1, bringing the total number of BLUE affiliated stations to 59.

WIS Columbia, S. C., tied in promotion with the recent “Four Freedoms Symphony” broadcast of the General Motors Symphony of the Armed Forces. The broadcast, on WIS that Sunday, changed regulars to incorporate the “Four Freedoms.”

Ringle appeal made during a recent broadcast of the BLUE six-weekly broadcast at Ward's series brought more than 1000 sets of earphones for canvassers' sailors.

COOPERATING with the National War Fund Drive, WSPN New York is broadcasting outstanding entries in an essay contest for New York City school children on the subject of contributing to the campaign. The essays are being read over the air every other night for two weeks.

Our Respects to
(Continued from page 38)

lets which resulted in the opening of hundreds of retail stores.

Soon afterward Gene opened his own advertising agency, and it was then that he saw radio as a "natural." He organized the Consolidated Broadcasting System and sent "tailor-made remotes" into all of Chicago's stations.

As a pioneer in transcriptions his organization became one of the first national "wax" networks. He recalled recently that one of his "amateur" shows drew the disposal by the Chicago station's management because the quality of the performers was not "professional." That, Dyer points out, was years before Major Row and radio had no room then for the promising stars of tomorrow.

About that time Gene took over the management of WGES Chicago as a sideline. It then was a part-time 500-watt station. Today, under his direction, the station is a fulltime, 5000-watt, sold to top capacity. Soon he acquired WSBC Chicago, a 5000-watt station, and converting it to a loss to a thriving local that frequently displays the "SRO" sign. And back in 1937, Gene and his associates bought into WEMP Milwaukee, helping to build it up to high earning capacity by the time he sold his interests in 1942. In 1943, Gene and his associates bought WCBH, the Zion Illinois, station from Wilbur Glenn Vollva. WCBH finally evolved as Chicago's WAIT.

Dyer's principal hobbies are hunting, fishing, golf and farming. His yacht "Stardust" is a familiar sight in Palm Beach, Florida's deep-sea fishing waters. He owns his own golf course, Kildeer Country Club, near Chicago, and he has a 430-acre farm stock near Libertyville, Ill., part of which is used as a Navy flying field.

In 1923 Gene married Evelyn Ringwald of Chicago. Their son, Gene Jr., 19, is a midshipman in Officers Training, U. S. Navy.

Meanwhile Gene's off-duty activities these days include serving as a radio consultant for OWI, as a field supervisor for the Office of Censorship and on various war and relief committees.

Listeners' Guide
WRITTEN expressly for the home radio listener, a new booklet titled Radio Listeners' Guide, by Fred D. Rowe, chief investigator of radio interference in the San Francisco Bay Area for Pacific Radio Institute, serves as an aid to better reception and explains to the layman the role of interference in radio reception. Mr. Rowe has been investigating radio interference during the last 11 years for the Pacific Radio Institute, which is supported by utilities and various radio stations.
All on one wire at one time!

(This is a quotation from The Telephone Hour, a program heard each Monday evening over N. B. C.)

"The words and music which you have been hearing have come to you part of the way over wires and part of the way through the air. Those wires could have been carrying other messages at the same time without your hearing them.

"This is one of the jobs that Bell Laboratories' scientists have accomplished for telephony—a number of telephone conversations sent at the same time over a single pair of telephone wires. Actually, we commonly use a group of four wires to carry twelve 2-way Long Distance conversations.

"But we can do better than that with pipes in place of wires. Using coaxial cables in which the conductors consist of copper tubes, each tube having a single wire along its center, we can send hundreds of voices at once over the same conductors—and one will not interfere with another.

"Before the United States entered the war, the Bell System had already installed several hundred miles of coaxial cables. We plan to install more as soon as the war is over and materials are available.

"A coaxial cable can also carry television. This was demonstrated in June, 1940, when the scene of the Republican National Convention in Philadelphia was transmitted to Radio City, New York, where it was broadcast to television viewers in that vicinity. Wires, too, can be used to carry television, but only for relatively short distances.

"When television becomes widespread, as scientists predict, Bell System wires and coaxial cables will be ready to serve the television network as they already serve the radio network to which you are now listening."
Blue Rule Puts FCC in Programming

‘Open Mind’ Policy for Broadcasters Laid Down in Order

ENTRY of the FCC in the sphere of program regulation was seen in the FCC decision last Tuesday approving sale by RCA of Blue Network Co. to Edward P. Noble's American Broadcasting System, Inc., for $8,000,000 cash.

An Open Mind

Coming as no surprise to the industry because of the line of questioning by FCC members at the hearings on the transfer last month, the opinion cited Mr. Noble's statement of policy that he would "keep an open mind on all requests for commercial time irrespective of the source." The questioning at the hearing centered around present industry policy against sale of time for controversial issues, particularly to such membership organizations as CIO and co-operatives.

Mr. Noble's commitment to consider each request with an open mind and "without any arbitrary discrimination," said the unanimous opinion on the issue. At the same time the type of discretion which all licensees must retain under the Communications Act. Only under such flexibility is the fullest utilization of radio in the public interest made possible.

Almost coincident with the FCC action was announcement by Mutual that it is dismissing its $10,000,000 triple damage suit against RCA and NBC, pending before the Federal District Court in Chicago since January 1942. Simultaneously, on Oct. 11, Daniel B. Britt, special assistant to the Attorney General in Chicago, dismissed the anti-trust suit filed against CBS. A similar suit against RCA-NBC-RCA, pending before the FCC, was dismissed by the Commission.

A Bitter Dispute

Mr. Noble's testimony was understood as follows: The FCC has stated, were carried over from the previous year. It was contended that the decision leaves individual broadcasters free to reach their own decisions on acceptance of commercial time.

The opinion cited that under the present practice in the industry, requests for the sale or furnishing of time tend to be disposed of on the basis of "rules-of-thumb and fixed formulae." This was aimed directly at the NAB Code of Ethics which deprecates sale of time for discussion of controversial issues, but provides that such program content be handled cautiously.

With the FCC approval of the transfer, Mr. Noble shortly is expected to file an application for the sale of WMCA New York to Nathan Straus, former administrator of the U. S. Housing Authority, for $2,250,000. Prompt approval is indicated at the FCC. Pending against Mr. Noble in the New York courts is a suit of Donald Flann, seeking a recision of Mr. Noble's purchase of WMCA in 1941 on alleged grounds of a forced sale.

More Competition

Transfer of the BLUE will result in four independent nationwide networks, the FCC said. This will mean a much fuller measure of competition between the networks than has hitherto been possible. In addition, the transfer should aid in the fuller use of the radio as a mechanism of free speech.

The Commission brought out that under the former structure RCA operated both NBC and the BLUE and this resulted in an "undue concentration of control". One of the network regulations, it pointed out, was directed against multiple ownership of networks serving substantially the same area. That regulation was suspended indefinitely to make possible the orderly disposition of the BLUE without a time deadline which would unduly depress the price. The Commission stated that simultaneously with its opinion approving the transfer it was making this regulation effective six months hence.

The FCC approval of the transfer came in ample time to permit Mr. Noble to exercise his arrangements for financing. An agreement covering a $4,000,000 loan from three New York banks runs until Nov. 1. Mr. Noble himself has arranged for the other $4,000,000 out of his personal holdings.

Mr. Noble was also called on Mr. Noble's testimony that he intended to retain the operating personnel of the BLUE and its present officers and directors who are not employees of RCA. Mr. Trammell, president of NBC, and chairman of the board of RCA, along with other directors of the BLUE, who are on the board, will leave the BLUE board. It is expected Mr. Noble will become chairman of the board and that C. Nicholas Pfau, general manager of WMCA, will become an officer of the BLUE upon approval of the sale of WMCA to Mr. Straus.

Mark Woods, BLUE president, Edgar Kobak, executive vice-president, and the other officers of the BLUE, according to Mr. Noble's repeated statements, will continue in their present capacities. Tribute was paid them by Mr. Noble during the hearings for the excellent manner in which they had directed the BLUE during its nearly two years of independent operation.

Janesville Gains

CONTRARY to the general opinion that the small stations are taking it on the chin come reports from Janesville, Wis., that "Business is good at WJDX" and that every month from March to September shows a definite gain over the same month for the previous year. For July a gain of 75% is listed over July 1942 and 861.1% over July 1941. On the other end of the scale is a gain of 14.8% for April over April 1942 and 33.5% over the same month in 1941.

Plans National Spots

NEWSPAPER Institute, New York, is preparing a national spot campaign to promote its correspondence courses. After testing for the past year, the school has decided on a Sunday news period. Attempt is being made to secure stations with all Sunday news programs available. Spots are currently running on Pacific Coast stations, on one in Washington and one in Canada. Rose-Martin Inc., New York, is agency.
Noble Takes Over Blue

(Continued from page 9)

Straus, who has agreed to pur-

chase the station for $1,250,000
[BROADCASTING, Sept. 20], is

expected to be filed this week with

the Commission. Sale is in accord-

ance with the FCC policy opposing

the ownership of more than one

station in any locality by a single

individual or organization.

Sarnoff Statement

Mr. Sarnoff's statement follows:

The BLUE Network has demonstrat-

ed its ability to render a fine pro-

gram service to the public and to con-

duct a successful business. I congrat-

ulate the officers and staff of the BLUE

upon their accomplishment, and I

congratulate Mr. Edward J. Noble

that he is now associated with them

in carrying on a tradition of public

service that started some twenty years

ago. I am confident that under Mr.

Noble's leadership and the able staff

around him, the BLUE will continue

its forward progress, and I wish him

and his associates every success in

meeting the opportunities and respon-

sibilities that lie before them.

Mr. Noble's Views

In connection with his acquisi-

tion of the network, Mr. Noble is

sued the following statement:

The transfer of ownership permits

me to participate in the further ad-

vancement of the BLUE Network

both as an important medium of en-

tertainment, information, and educa-

tion and as a business enterprise.

On Sept. 29 I sent a letter to the

Federal Communications Commis-

sion which outlined the BLUE's policy in

respect to the sale of time for pur-

poses other than the advertising of

commercial goods and services. While

the letter speaks for itself, the con-

siderations which dictated it may be

of interest.

Having become one of the principal

media through which the people are

reached, radio broadcasting cannot

help but assume the responsibilities

inherent in its growing stature and

maturity. One responsibility is to

maintain at all times a platform ac-

cessible under reasonable conditions

to requests which are reasonable as

to purpose and sponsorship. The corol-

lary of that responsibility is the one

to resist what are deemed to be re-

sonable pressures, however great their

force.

As with newspapers, magazines and

the films, the first and basic considera-

tion is to win and hold the broadest

possible public following, and the

greater the success in attaining this

objective, the greater will be the de-

sire of special interests to reach that

audience.

While the policies set forth in the

code of the BLUE Network reflect the

past experience and the best judg-

ment of the network and of the in-

dustry as a whole, these policies will

retain their validity only as they are

constantly reviewed in the light of

changing conditions, and it is this con-

cept of radio's relation to the pub-

clic which led to the re-appraisal and

modification of the BLUE Network

code embodied in my letter to the

Federal Communications Commis-

sion.

We of the BLUE Network recognize

an obligation not only to public but

also to the industry of which we are

a part. We appreciate that we are

not unique among broadcasters in our

pledge to serve the public interest,

but we are, of course, solely responsi-
le for the manner in which we im-

plement our pledge.

Award to CBS

CBS won the "showmanship pla-

que" for direct mail advertising

last Friday at the one-day clinic

sponsored by the Direct Mail Adv.

Assn., and the Graphic Arts Vic-

tory Committee in New York.

Award was made on the basis of a

presentation of material created by

the CBS-owned and operated station

promotion division to support the

sales activities of Radio Sales, national

spot representative for the nine sta-

tions and three regional networks

operated by CBS.

AFRA Protest

PROTEST against the appearance of

servicemen on the CBS Blue Jacket

Choir was registered last week by

AFRA, which contended appearance

of 500 sailors on the show is a viola-

tion of its contract.

H. Leits Atlass, vice-president of

CBS, said the time used by the Blue

Jackets was purchased by Minneapo-

lis-Honeywell Co. of Minne-

apolis which presented it to the

Great Lakes Naval Training Sta-

tion. He said the firm bought 25

minutes every Sunday for a mini-

mum of 13 weeks. The network has

a "closed shop" contract with

AFRA, he asserted.

Colwell to McGillvra

N. P. COLWELL, former owner of

Canadian Facts, market re-

search organization, and well-

known in advertising agency and

station representative fields, has

re-joined Joseph Hershey McGillvra

Inc., to operate from the Chicago

office. Mr. Colwell was with McGil-

ivra in 1936-37 at which time he

established McGillvra's Canadian

office.

Heads Kastor in N. Y.

ERNEST P. ZOBIAN has been

appointed manager of the New

York office of H. W. Kastor &

Sons Adv. Co., Chicago. Mr. Zobian

was advertising and sales promo-

tion manager of the A. C. Barne-

(Argyrol) division of the Zonite

Products Corp., New York, and

for the past four years was in

charge of advertising of the Zonite

division of the corporation.
TEXT OF FCC DECISION APPROVING BLUE SALE

This is an application pursuant to Section 310(b) of the Communications Act for the Commission’s consent to the transfer of 100% of the stock of the BLUE Network Inc. from Radio Corp. of America to American Broadcasting System Inc. The BLUE Network Inc. is the licensee of Stations KGO San Francisco, WNYR Chicago, and WMCA New York. The approval of the transfer will be to separate control of two stations in any area by one network organization in the public interest. At present RCA, through its two network subsidiaries, controls two stations each in New York, Chicago, and San Francisco. The effect of the present transfer will be to separate control of these pairs of stations, and this in that respect effectuate the policy of Regulation 3.106.

American Broadcasting System, the transferee, is wholly owned by Edward J. Noble who has business interests including the ownership of Station WMCA in New York. Accompanying the application is an affidavit of Mr. Noble that he intends to dispose of WMCA upon approval of the Commission of the BLUE Network Inc. in Las Vegas, and at the hearing he testified that he has executed a contract for the sale of the station, contingent upon Commission approval.

Competitive Advantage

There are at present four national network organizations, two of them wholly owned by Radio Corp. of America. Our investigation into chain broadcasting (Docket 5026) established that the ownership of two networks by a single organization, and as a restraint of the number of available radio facilities, the public interest imperatively demanded the elimination of restraints on competition and as wide a dispersion of control as possible. The undivided, concentrated control of two independent networks, serving substantially the same area, results in the elimination of competition which is our concern.

American Broadcasting System, the transferee, will thereby acquire a network of 100% stock, and likewise operate a nationwide network. This will mean a much fuller measure of competition between the networks than has hither to been possible. In addition, the transfer should aid in the fuller development of the radio as a mechanism of free speech. The mechanics of the transfer will operate freely only when the controls of public access to the means of the dissemination of news and entertainment in as many reasonable ownerships as possible and each exercises its own independent judgment. The approval of the transfer will promote such diversification.

Our investigation into chain broadcasting similarly concluded that the control of two stations in any area by one network organization is not in the public interest. At present RCA, through its two network subsidiaries, controls two stations each in New York, Chicago, and San Francisco. The effect of the present transfer will be to separate control of these pairs of stations, and this in that respect effectuate the policy of Regulation 3.106.

Technically Qualified

We find that the American Broadcasting System Inc. and Mr. Noble, the owner of its entire stock, are legally, financially and technically qualified to operate the stations which will be transferred. All the stockholders and officers of the transferee are citizens of the United States. The transferee has sufficient funds to effect the purchase and it is apparent from the balance sheet of the BLUE Network that its finances after the transfer will be such as to permit continued operation. Mr. Noble testified that he saw the need of raising additional capital for the operation of the BLUE Network, and he stated that this capital could be secured either from his own resources or from sale of stock to interested public.

Mr. Noble also testified that he intended to continue to employ the present personnel of the BLUE Network and those present officers and directors of the BLUE Network who are not employees of RCA. Hence, the transferee will be technically qualified to operate the stations which will be transferred.

At the hearing Mr. Noble was requested to submit data as to the policies with respect to the allocation of time on the air which would guide him in the exercise of his discretion as a licensee. This statement has been submitted. In it Mr. Noble declares in part: ‘I am prepared to say that my policy, stated in general terms, 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, corporation, or organization sponsoring or offering them. I propose to meet each request for time with an open mind and to consider such requests strictly on their individual merits and without arbitrary discrimination.’

An Open Mind

‘More particularly, I think that the operation of a national network should follow a policy whereby all classes and groups shall have their representation for sponsored or sustaining time, seriosly considered and not time determined in accordance with true democratic principles and with the aim of presenting a well-rounded and balanced broadcast service in the best interests of the public and of the Network.’

At the hearing it appeared that under present practice, which is quite general in the industry, requests for the sale or furnishing of time tend to be denied on the basis of rules of thumb and fixed formulas. Mr. Noble’s commitment to consider each request with an open mind on the basis of the merits of each request and without any arbitrary discrimination is, in our view, the kind of policy which all licensees must retain under the Communications Act. The approval of the transfer in the public interest was made possible.

In view of the entire record it is our opinion that the transfer of the BLUE Network Inc. is in the public interest.

It is, therefore, ordered, This 12th day of October, 1943, that the transfer of control of the BLUE Network Inc. from Radio Corp. of America to American Broadcasting System Inc., be, and the same is hereby, approved.

Thatcher Award

PLANS are now complete for the J. H. Thatcher Religious Editorial Award, sponsored by the Thatcher B也是 bird feed. Plans on Oct. 17 will sponsor The American Radio Warblers for its 16th year on 12 MBS stations originating out of WGN Chicago. Featuring 16 canaries singing to accommodate by Helen Westbrooks, the one-hour program is heard Sundays, 2-2:15 p.m. Award is Weston-Barnett Adv. Co., Chicago.

Albert G. Kober

ALBERT G. KOBER, 87, assistant advertising manager of the Stromberg-Carlson Co., Rochester, died of a heart ailment, on Oct. 5. Mr. Kober joined the company in 1908 and has held such positions as factory assembler, inspector, foreman, export sales editor, and his most recent position of assistant advertising manager. He was buried in the West Webster Cemetery, Rochester.

Bird Feed on MBS

ALBERT G. KOBER, 87, assistant advertising manager of the Stromberg-Carlson Co., Rochester, died of a heart ailment, on Oct. 5. Mr. Kober joined the company in 1908 and has held such positions as factory assembler, inspector, foreman, export sales editor, and his most recent position of assistant advertising manager. He was buried in the West Webster Cemetery, Rochester.
Fly Doubts He Has Direct Authority
To Regulate in Free Speech Matters

AUTHORITY OF THE FCC to regulate broadcasters directly in the matter of free speech is doubtful, Chairman James Lawrence Fly indicated at a news conference last week.

Asked point blank whether the Commission had any authority or any intention of asserting authority in that realm, Mr. Fly replied, "I am not sure what authority we have in terms of actual regulation, and I don't want to express any opinions on the matter, nor take any position saying we are going to do anything about it. I want to stimulate a healthy discussion and bring all of these things out into the open on the principle of free speech."

He reiterated that free speech on the air and its "freedom to listen" counterpart is "a job for the industry," which need not be a concerted move but might be a general move toward self-regulation.

Toward Self-Regulation

Chairman Fly asserted that while he could not cite cases, since no studies had been made of the effects of the FCC's Network Rules, he was confident they had resulted in greater diversity of sources for programs previously excluded from local audiences and in giving stations freedom to exercise a greater degree of control over their own programming.

Citing the total of approximately 150 stations which have since become affiliated with networks and the addition or extension of network service to approximately 120 cities, Mr. Fly suggested the FCC regulatory measures had been a substantial factor in opening up network broadcasting generally. He paid tribute to the networks' own efforts to broaden their operations through rate schedules and other means.

Experience Lacking

The Commission yet lacks the experience in terms of day-to-day operations, said Chairman Fly, to judge whether or not the network rules are right in every particular. "We will continue to watch them," he said, "and will stand ready to modify them in any particular where the public interest, and I think that may well be the industry's interest, may demand it."

He expressed doubt whether the rules covered the case in which WRAL Raleigh was denied the Walter Winchell program by the BLUE Network on grounds other than the complaint of another station, but suggested it would perhaps have been a good thing had the rules applied.

Mr. Fly said he had talked with Rep. Lea since his appointment as member of the House Select Committee to Investigate the FCC, but refused to say what they had discussed or to comment on editorials suggesting replacement of Eugene L. Carey as general counsel of the Committee.

When reminded of "strong statements" he had made about Mr. Carey in the last few months, he asked if he "retracted them now," Chairman Fly merely smiled and refused to answer.

Robert Douglas Kirkland

ROBERT DOUGLAS KIRKLAND, 36, Mackay Radio & Telegraph Co. engineer, who installed the OB shortwave transmitter at Bretnwood, Long Island, died Monday night at his home in Fort Washington, Long Island, after illness of several months. Mr. Kirkland, who was born in Vallejo, Calif., graduated from the U.S. Naval Academy in 1928 with a B.S. degree in electrical engineering, having specialized in radio communications. He joined Mackay as design engineer in 1929 after a short period with R.C.A. and was transferred to New York City in 1941.

Canadians Abroad

MAJOR Dick Diespecker, Radio Liaison Officer for the Canadian Army, and Flight-Lieutenant Andy McDermott, Royal Canadian Air Force radio officer, will leave shortly to visit Canadian military establishments in the war zones. Their interest is to increase overseas news coverage for the Canadian Navy-Army-Air Force networks shows, Comrades in Arms, Saturday, and Headquarters Report, Friday. Lieut. Dorwin Baird of the Army and Lieut. Allan Wilkes of the RCAF, will be in charge of radio liaison at Ottawa in the absence of Diespecker and McDermott.

"Cavalcade" on 147

NETWORK affiliates subscribing to the Hollywood Cavalcade series of five-minute recordings produced by the radio department of United Artists now total 147, including 39 NBC stations, 22 CBS, 40 BLUE, and 45 Mutual outlets. The feature employs the techniques of a roving reporter visiting studio sets in Hollywood.

KOZY
FM in
KANSAS CITY

EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

San Diego's NEW! BLUE Network OUTLET

...All that's needed to cover San Diego and San Diego County. A CONCENTRATED trade area where 90% of the 500,000 civilian population lives within 15 miles of metropolitan San Diego!

11 CITIES...in a Huddle

A Winning Team!

There's not one, not two, but eleven cities in the TRI-CITIES zone...located as closely together as the boroughs of greater New York. And WHBF is the favorite local medium covering the entire TRI-Cities population of 211,000!

When you think of Rock Island, Moline or Davenport, picture the TRI-CITIES!...not one, not two, not three, but ELEVEN contiguous cities! 60% in Illinois! Let WHBF tell you the story, meanwhile drive your product home with the result-getting "salesman"...
Senate Takes Up International Radio
(Continued from page 18)

solve was admitted on all sides. Following an executive session of the Committee last Tuesday, Rep. Miller declared: "If this investiga-
tion is not carried through by this Congress, I promise you that it will be done by the next Con-
gress".

Studies Record

Tuesday's executive session, called by the chairman to acquaint himself with the wishes of other members of the Committee, was at-
tended by Reps. Wigglesworth and Miller. Reps. Magnuson and Hart were out of the city, Mr. Lea said. After his appointment Chair-
man Lea said he didn't want to resume hearings until he had informed himself as to what had taken place under the chairmanship of Rep. Eugene E. Cox (D-Ga.), who re-
signed two weeks ago. That Mr. Lea apparently had studied the record in the last two weeks was indicated last Thursday in his ap-

dition at the hearing that "the evidence so far presented embraces a large number of accusations against the conduct of the Com-
mision and its personnel which are within the scope of the investi-
gation as directed by the House of Representa-
tives."

The hearings of this Commit-
tee now contain a large volume of infor-
mation," he said. "It is ex-
pected that further progress of the investigation will result in much information yet to be fur-

nished and assembled."

Chairman Lea's prediction after his appointment that the probe would lead to new Communications legislation was given further cre-
dence Thursday when he said:

"The ultimate performance of the duties of this Committee requires determination of the facts as to each substantial accusation. It is

assumed that the report finally made to the House by the Commit-
tee will include its findings as to the accusations together with such recommendations as may be found appropriate."

Upon his hearings will proceed as promptly as the work of the Committee will permit, and the plans of the Committee will be an-
nounced as the occasion may seem to require," Mr. Lea added.

Chairman Lea has been loath to resume hearings until other legis-
lation confronting his main Com-
mittiee, which also is under chair-
man, has been cleared up. During the last two weeks the Committee has been discussing aviation and wood pulp legislation.

During last Thursday's brief session of the Select Committee, Chief Counsel Garey presented for the record testimony taken at pri-

te hearings in New York from officials and personnel of Short-

wave Research Inc. Mr. Garey told the Committee that the testimony would show that the organization had already spent $500,000 in Government funds in its dealings with the OUI and its predecessor the OCI, and that portions of those funds were given by the organization to various charities, selected by Shortwave Research Inc."

Remarking that a Congressional investigation was "more liberal than the courts," Chairman Lea said: "I believe the Committee should receive the evidence and then determine, in executive ses-

sion, how much of it can be ad-

mitted for the record." Until the Committee passes on the New York testimony it will remain confidential, although Mr. Garey intimated at the hearing last week that im-

portant disclosures in conjunction with FCC "Gestapo activities"

would result.

Mr. Garey also submitted for the Committee's consideration corres-

pondence between FCC Chair-

man James Lawrence Fly and Act-
ing Secretary of War Robert P. Paterson regarding the efforts of the FCC to obtain payment from the Army for its personnel in North

Africa. Those letters also were re-

ceived by the Committee for con-

sideration at executive session be-

fore the contents were to be made public.

Morton to K & E

KENYON & ECKHART Adv. Co., Chicago, has been appointed by the Morton Salt Co., Chicago, to han-

C. D. Ostrom, advertising manager of the Morton Salt Co., announced last week. The appointment, effective Jan. 1, 1944, does not affect the advertising of Morton's Smoked Salt Products, including tablets.

Cutchera Continues

POTTER DRUG & CHEMICAL Corp., Malden, Mass., is continuing its spot campaign for Cutchera products on some 40 stations, re-

viewing the spots to date, and ex-
panding. Agency is Atherton & Currier, New York.

WITH Spanish dialogue and song lyrics, a new half-hour television variety program titled "Hollywood at War," has been started by the Office of Coordinator of Inter-American Af-
fairs, for release to Latin-American countries.

CAPITOL RECORDS

ENDING a 15-month holdout, Cap-

tol Records Inc., Hollywood, on

Oct. 9 signed a contract with AFM

president James M. Petrillo, to pay a flat half-cent royalty on all rec-

cordings made in the future. The

contract is similar to one signed by

Deca Records-Wold Broadcasting System. First records under the new agreement were cut on Oct. 14

and featured Jonny Mercer, vocal-
ist and song-writer, with his own band.

Agreement between Capitol Rec-

ords and Petrillo, who is in New

York, was effected by telephone. Acting for the West Coast record-

ing company were B. B. (Buddy)

de Sylvia, president; Johnny Mer-
cer, vice-president, and Glenn E.

Wallichs, general manager. The

company recently put bandleaders

Benny Carter, Stan Kenton, Eddie

Miller, and the singing group of Jo Stafford and the Pied Pipers under exclusive contract. Capitol Records is the only major recording company on the Pacific Coast.

Join Y & H Staff

YOUNG & RUBICAM, New York, has added to its public relations department: Harry Harding, recently promotion man-

ager of American Magazine, and

vice-president in charge of sales and creative work of Barta Press, Boston; and John Keavey, previously with the editorial staff of Liberty Magazine; also Robert T. Paul, formerly with the Phila-
delphia Daily News, and most re-

cently with the Bituminous Coal Institute.

Ray Daby on MBS

RAY DADY, general manager of KWK, St. Louis, and well-known commentator, on Oct. 18 starts a five-week newscast 1-1:15 p.m. on Mutual. Sydney Moseley's Head-

line, of whom he formerly heard in that period, will move to 5-5:15 p.m., replacing Sheelah Carter, who shifts to 5-5:15 p.m. Arthur

Gaith, heard in the latter time, will broadcast his news 11-11:15 a.m.

NINETEEN scripts in the recent BLUE Free World Theatre series will be compiled and released to book form by Random House Inc., in

spring 1944.
AFL, NEA Ask Legislation

(Continued from page 9)

controversial issues. This aspect was covered in the FCC decision last Tuesday approving the Blue sales and demanding Edward J. Noble, the purchaser, for his statement that he would consider each request for time with an open mind, and in inferentially admonishing all stations to follow a similar course.

NEA, which represents about half of the nation’s newspapers, most of which are smaller and dailies or weeklies, is headed this year by Ed Abels, of Lawrence, Kan., as president. It’s annual convention in Cincinnati several weeks ago, was addressed by James D. Shouse, vice-president of Crosley Corp. (WLW-WSAI) in charge of broadcasting, on the free speech - free enterprise principle, and

Following is the full text of the resolution adopted by the AFL convention, as it appears on page 348 of the “Report of Proceedings”, Fifth Day, Friday, Oct. 8 in Boston, by the president William Green in the chair:

AFL Resolution

Resolution No. 102—By Delegate Richard J. Gray, Building & Construction Trades Dept.

WHEREAS, In its 1942 report, the Building & Construction Trades Dept. pointed out in detail the vast potential, growth, importance of post-war building trades employment in the indicated development of the television, frequency modulation and electronic industries, and

WHEREAS, The expansion of radio broadcasting, television, frequency modulation, facsimile, and allied electronic services can best be furthered through the broad possible application of the traditional American free enterprise principle, and

WHEREAS, The U. S. Supreme Court, in its decision of May, 1943, has so interpreted the present Federal Communications Act as to empower the Commission to take practically any action chosen with reference to radio program material and the business relationships of broadcasters, with a resulting serious threat of governmental domination of broadcast content, therefore, be it

RESOLVED, That the AFL urges that the Congress of the United States should, at the earliest possible date, assure the preservation of freedom of speech on the air waves by enacting changes in the present Communications Act prescribing the limits of governmental supervision of the radio and allied industries, and definitely safeguarding broadcasting from any actual or implied government censorship authority over program content. By such reconsideration of the Act, we believe, a secure foundation may be laid for the post-war expansion of the radio, television and other electronic industries upon a free and constructive basis.

Your Committee recommends unanimously:

The report of the Committee was unanimously adopted.

NEA Resolution

Following is the full text of the resolution adopted by the advisory council of NEA:

WHEREAS, There are now pending in the United States Senate a Bill introduced by Mr. White and Mr. Wheeler on March 2, 1934 (S. 814) and in the House of Representatives a Bill introduced by H. R. Holmes on July 2, 1943 (H. R. 3109), both of which propose the amendment of the Communications Act of 1934, as Amended.

WHEREAS, It now appears that among other things, the pending legislation restricts freedom of speech over the air waves and the extent to which such regulation is limited by governmental regulation through an administrative agency is proper. Before the Congress of the United States and should receive the immediate and complete consideration of the Congress.

NOW THEREFORE BE IT RESOLVED: That the officers and directors of the National Editorial Association urge the Congress and the proper committees hereof to give immediate and careful consideration to this legislation so as to assure the fundamental right of freedom of speech.

Local AFRA Election

FRED MACKAYE has been re-elected president of Los Angeles chapter of the American Federation of Radio Artists. Norman Field was elected first vice-president; Leo Sweetland, second; Wally Maloney, third; Lawrence Tuttle, fourth; and Earl Ross, fifth. Eric Snowden is recording secretary, with E. H. Backus as treasurer. On the board of directors are Cliff Arquette, Ted Blaine, Norman Field, Thomas Freethurn-Smith, Fred MacKaye, Fred Shelds, Arthur G. Bryan and Halley Stafford, assistant directors; Ken Carpenter and John B. Kennedy, announcers; Leo Sweetland, singer; Dick Rocker, sound effects.

Carter in New Post

DAVID CARTER, one-time CBS West Coast publicity director and recently with Pan-American Airways, has been named radio coordinator for the New York office of Universal Pictures, working under Maurice Bergman, eastern advertising and publicity manager, and Robert D. Hussey, director of radio activities.

Delphin asks Jury Trial

A JURY TRIAL is demanded by Carmen Delphin in the suit filed by her for $175,000 damages against McCay and H. Leopold Spitznagel, musical director [Broadcasting, Oct. 11]. Miss Delphin, composer, charges conversion and copyright infringement of two songs.
of the past? You must look to radio—objectively."

"America Takes the Air," the third portion of the presentation, is a running slide film on the history and development of broadcasting.

"Why Radio Works," a film based on a five-year psychological study conducted by Dr. Lazarsfeld, brings out four salient points. Radio works because it provides companionship, escape from the drudgery of everyday life, standards of judgment for those who seek them, and an opportunity for vicarious experience.

Using dramatic sequences, the film explains how radio works, why it influences more people than other media. Research by Dr. Lazarsfeld shows that radio makes a lasting impression because it creates a powerful illusion of reality.

In the closing sequence, "Retailing's Future in Radio," the movie dwells on commercial copy. It points out that audiences vary and that the successful radio advertiser beams his programs and commercials to reach certain types of people.

The Washington premiere was in charge of a committee of capital broadcasters, under the chairmanship of Carleton Smith, manager of WRC of Washington. A reception followed the showing.

ADD NAB MCs

Mr. Pemberton Mr. Mason

BETTER LATE than etc. are these thumbnail portraits of Clyde D. Pemberton, commercial manager of KFJZ Fort Worth, Tex., and Robert T. Mason, president and general manager of WMBN Marion, O. The pair served as m.c.s for showings of the NAB retail promotion film, "Retailing's Future in Radio," Oct. 11. Biographical sketches of the 14 m.c.s were printed in that issue, but photos of Messrs. Pemberton and Mason did not arrive in time for publication with the sketches.

MBS Programmers Meet

FUTURE program plans were discussed Oct. 12-13 by Mutual's program operating board, meeting in the network's New York office. Attending were President Miller McLintock, Adolph Opfinger, MBS program director; C. M. Hunter, WHK Cleveland; Frank Schreiber, WGN Chicago; Linus Travers, WNAC Boston; Julius Seebach, WOR New York.

ACTIVE AND INTERESTED in the premier of the NAB promotion film, held Oct. 12 in Washington were (front row, l to r): Carl Burkland, manager, WTOP Washington; J. Harold Ryan, Assistant Director of Censorship for broadcasting; Carleton Smith, manager, WRC Washington; Standing, L., John Dodge, formerly commercial manager of WRC; Eugene Carr, assistant to the president WGA, WJR, KMP; Oliver Gramling, assistant manager, Press Assn., New York; James V. McConnell, general manager, NBC Spot Sales, New York.

Newspaper Heads Hatch Plan To Offset Radio Retail Drive

RADIO COMPETITION to newspapers in the retail advertising field brought a concerted cry for immediate retaliatory action from the nearly 400 members of the Newspaper Advertising Executives Assn., in a wartime conference, Oct. 11, in Chicago.

Although careful to aver no suggestion that the NAEA was engaging "in a cat-and-dog fight with radio," the meeting resulted in a proposal for a central organization to prepare and disseminate promotional material on retail advertising to meet competition "by other media."

RESOLUTIONS

Unanimously approved by the NAEA were the following resolutions recommended by the Retail Promotion Committee:

1. Resolved, That the report of the NAB Promotion Committee be accepted with sincere and hearty thanks and with the understanding that the committee has fulfilled its duty and therefore is automatically dissolved.

2. Resolved, That this NAB assembly approves and requests action as soon as possible on Proposed No. 1 of said Retail Promotion Committee, namely that the material presented by the members of the committee in the meeting and any similar material now in their hands, be prepared in booklet form for distribution to NAB members and through them to their salesmen and any advertisers, agencies, etc., to whom they wish to send them.

3. Resolved, That this NAB assembly endorses the belief expressed in Proposed No. 2 of said Retail Promotion Committee's report, namely that the newspapers of America should have a central organization for the preparation and dissemination of proper promotional material on retail advertising and that this organization should be capable of leading the way in careful research and should be held responsible for the newspapers' public relations with retail trade organizations.

4. Resolved, That it is the will of this NAB assembly that the president should promptly appoint a committee of five members for the purpose of studying the newspaper retail advertising situation; that all proposals arising out of the Retail Promotion Committee's report or coming from members, regarding the setup, operation and financing of such an organization as described in Resolution No. 3 be referred to that committee; that said committee formulate a plan for submission to the board of directors; and that the board...
Speakers Reflect Concern

Besides taking such action to overcome radio's "invasion of the retail field", which accounts for all but 35% of newspapers' total annual advertising revenue, members of the NAAA discussed the possibility of rationing advertising to meet the curtailment of newspaper through paper rationing.

Speakers at the two day sessions included: Creaghan Williams, general manager of ANPA, who expressed an optimistic outlook on the paper shortage; James R. Brumby, of the Atlanta Journal, who spoke on "Radio's Invasion of the Retail Advertising Field"; Samuel G. Howard, of the Minneapolis Star Journal & Tribune, whose talk was on "Radio Advertising vs. Newspaper Advertising for Retailers"; Vornon Brooks, of the New York World Telegram, who spoke on "The New York Newspapers' Study of Radio in the Retail Field"; Robert K. Dennis, of the Milwaukee Journal, whose talk was on "The Retail Promotion Committee's Proposed Plan"; Raymond C. Gran, of the Columbus Dispatch and president of the National Newspaper Promotion Association, who called for expansion of the newspaper promotion budget to over a million dollars annually.


Expectation Keynotes Replies After Retailers Saw NAB Film

REACTION of the Washington retailers attending the National Assn. of Broadcasters' "Air Force and the Retailer" show was generally one of expectation for further information to come from the booklet NAB has ready for distribution. As one department store executive said, "I planted the seed. And if I was planning a radio program, I would await the pamphlets with great expectation."

Many store representatives were greatly interested in the graphic charts, and information further developed by the commentary. Practically all agreed that the show was extremely well presented, and enlightening to the retailer unfamiliar with radio as a medium for advertising, although several expressed the opinion that the program could be shortened to advantage.

"Radio Accepted"

The head of a well-known Washington luxury company, already extensively using radio, said, "The show was done in excellent style. NAB put over the idea especially well that radio can emphasize points that newspapers cannot, and that is very helpful to the retailer."

One representative of a large department store felt that the program stressed the idea of selling radio as a good medium, whereas according to the retailer, radio is already accepted, as much as the newspaper or motion picture, and therefore does not need to be further explained. He expressed the need of more definite information on how the retailer can make use of radio. However, many questioned expected the station salesmen and wanted more direct help in getting this specific information concerning specific programs for individual stores with individual problems.

The NAB showed one of the problems faced by a large banking concern. The spokesman stated that his bank had been using radio throughout the country, and often was dissatisfied with results. "Our bank was small, a local group," he said, "but often we were forced to buy a block of time that covered the area we desired. The consequences were that we reached an audience that was not completely within the limits we had aimed for, not always sympathetic to our messages.

But through the NAB film and comments," he continued, "we saw that in order to get a desired effect from an audience, an advertiser must key his message to the audience he wants to build. The film pointed out that, to be effective, a program must be aimed directly, and not generally for the whole area of listeners."

Proposed CBC Head

LEONARD BROCKINGTON, Ottawa lawyer, first chairman of the Canadian Broadcasting Corp., is the latest to be suggested for the post of general manager of the CBC, vacated by the recent return of Dr. J. S. Thomson to the presidency of Saskatchewan University.

Mr. Brockington, since resigning as chairman of the CBC board of governors early in the war, has been special Canadian war historian, advisor to Prime Minister King, and lately special advisor to the British Ministry of Information. He is back in Ottawa, and is reported as having been approached for the post of CBC general manager. The CBC board meets Oct. 22 to make its recommendations to the Canadian government, which makes the appointment.

RICHARD G. MEYBOHN, advertising manager of J. W. Robinson Co., Los Angeles department store, will speak when the NAB's new retail promotion plan is presented at the Los Angeles Biltmore on Oct. 21. Mr. Meybohn, formerly on the executive and promotion committee of the NRDA, aided NAB in creating the plan.
TRANSMITTED FROM NORFOLK, VA., OCT. 11, 1943

IN 1943, WHEN MANY OF THE NEW FM STATIONS WERE BEING LICENSED, THE COMMUNICATIONS COMMISSION WAS BUSY WITH THE BUSINESS OF LICENSED STATIONS' LICENSE RENEWALS. THE COMMISSION HAD TO RECOMMEND WHETHER TO GRANT OR DENY RENEWALS.

FROM THE DOCUMENT:

"After and on the basis of the information before it, the Commission hereby grants a renewal of License No. WJW for the term Oct. 1, 1949, to Oct. 1, 1954, subject to such conditions as may be necessary to carry out the purposes of the Act."
Help Wanted
Retail Salesman—Permanent position and excellent opportunity for able experienced man. WOC-AM, Davenport, Iowa.

Wanted—Good operator-announcer in California. First or second license. Union Station. Permanent. Send transcript. KFRE, Fresno, California.

CHIEF OPERATOR—For small Pacific Coast Station. Reliable man for combination work and complete control of staff is wanted. B&W rate $1.25. Until war job occupied 7 years and probably clear for right man. Write all details.
Box 411, BROADCASTING.


ANNOUNCER—Permanent position, with opportunity for talent fees, for well-qualified ambitious young man. Recorder has good record of steady progress, a sound education, and a draft deferred. Please send small photo, audition transcription and detailed experience. Station WIS, Columbus, South Carolina.

Chief Engineer—Who can assume complete charge of technical department. Good salary, permanent position. Replies get complete information—age, experience, marital status, and license. Write KRC, Beaumont, Texas.

ACCOUNT EXECUTIVE AND MERCHANDISING MANAGER—We are planning not only for present but past war. For this reason, a 5-kw. CBS affiliate in midwest offers a splendid opportunity. Qualifications: Well-versed, draft exempt, sober, reliable, 5 years radio background, knowledge of department store sales and merchandising necessary. Send full participate including age and photograph if possible.
Box 416, BROADCASTING.

Draft Deferred—Licensed first, second, or third class operators. Rocky Mountain 5-kw. network affiliate. Box 418, BROADCASTING.

ANNOUNCER—Experience preferred: well-recommended radio school graduate considered by New England network affiliate. Apply to Box 416, BROADCASTING, care of Registrar.

Engineer—First Class license for transmitter-control. Complete experience, draft status, all details. 1 kw. network regional. WALTH, Albany, Georgia.

ANNOUNCER—Permanent position with 5 kw. network regional network for draft deferred, experienced man. Box 419, BROADCASTING.

Situations Wanted
Radio Executives—Need a young man, 4-F, to work on commercial production, or publicity. Have been faithfully studying radio while working in large agency stockroom. Box 419, BROADCASTING.

MANAGER—Newly employed as manager local network affiliate desires permanent position manager or commercial manager larger station or larger market. Successful sales and management record. 5 years radio, 5 years newspaper, reliable family man, two children. Box 421, BROADCASTING.

Experienced Commercial Manager—Proven Sales ability. Presently employed. Draft exempt. Desires change. Write Box 899, BROADCASTING.

ANNOUNCER—Young 4-F, experienced news, sports, commercials desires position with future, preferably specializing in sports. Box 899, BROADCASTING.

A 4-F Chief Engineer—At a small station in a large city is looking around. Box 899, BROADCASTING.

ANNOUNCER—Young, experienced, fluent ad-lib, personal manner. Any station. R.F.S. Start immediately anywhere. $40.00. Prefer South. Box 395, BROADCASTING.

ANNOUNCER—Young, experienced, fluent ad-lib, personal manner. Any station. R.F.S. Start immediately anywhere. $40.00. Prefer South. Box 395, BROADCASTING.

ANNOUNCER—With 5 years announcing experience; commercial major network. Told by former, regards himself as good on other networks. Woman, experienced in script and continuity writing, and air experience. Both now employed by $6,000 west coast network. Climatic conditions necessitate change. Detailed particulars upon request. Box 465, BROADCASTING.

STATION MANAGER—who can sell personally, direct salesmen and provide salable ideas as well as manage and direct station, 14 years experience. Now employed, married, age 38. A-1 reference. Available two weeks notice. Box 466, BROADCASTING.

If You Have Interesting Promotion Or Public Relation Activity—For a man 34, with background of Music, State, Radio Administration, and Personnel—kindly write Box 407, BROADCASTING.

Commercial Manager-Salesman—University graduate. Age 38. Two children. Ten years newspaper sales. Two years in management. Aggressive and ingenuous. Top references. Go anywhere. Box 416, BROADCASTING.

For Sale
For Sale—RCA 5-c 5-kw transmitter, complete. Also 179 foot Blaw-Knox self-latching insulated tower. Write KFAC, Los Angeles.

WANTED—Three Cannon Type-T. Three Pic, Insert, Male Microphone Plugs, also RCA Recording Attachment Type 72-C. No. 14871. Box 430, BROADCASTING.

Full Or Part Interest—In small station of big potentialities. Box 461, BROADCASTING.

Wanted To Buy
WANTED—Complete studio equipment for small station, including control console, turntables, microphones and speakers. Box 463, BROADCASTING.

WANTED TO BUY—FCC approved frequency and modulation monitors. Box 404, BROADCASTING.

WANTED TO BUY—$50 Watt transmitter. Also FCC approved modulation monitor and R-35, Rickenbacker equipment. Box 412, BROADCASTING.

WANTED TO BUY—Regional or local station in Midwest or Southwest. Box 414, BROADCASTING.

"Ad-Lookers"
Please Skip This!

If you are a chronic "Ad-Looker"—one of those innumerable young people in radio who are always reading the ads in Broadcasting, in the belief that any job is better than the one you have now—please skip this advertisement.

We are a good-sized mid-western station, able and willing to pay good salaries to capable people. We do not ordinarily engage personnel through advertising. However, war is affecting our staff, and we can now use a GOOD announcer, and a good continuity writer.

If you are sufficiently eastern, for opportunity to advance and improve yourself, being adequately paid meanwhile, write Box 420, BROADCASTING. Your background and references must stand careful inquiry.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg., D.C. 1205
Washington, D. C.

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
3110 Marsalis Dr.
Montclair, N. J.

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

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

Commercial Electricians

RUDOLPH B. BELL
Box 469, BROADCASTING.

WANTED—WANTED TO BUY—FOR SALE—FOR RENT—WANTED TO HIRE—WANTED BY—FOR THE COMPLETE ADVERTISER—

October 18, 1943 • Page 65
Weather Reports Back on Air
As Censorship Ban Is Eased

Industry Quick to Revive Revenue Item After Wartime Restrictions on Reports Is Changed

A TWO-million-dollar annual revenue source for broadcasting was revived Oct. 12 when the Office of Censorship lifted its ban on the broadcast of weather reports. Announcement of the order was made by Byron Price, Director of Censorship, who said: "provisions also eased the restrictions on newspaper weather reports."

The action brought a word of praise for broadcasters from J. Harold Ryan, Assistant Director of Censorship for Broadcasting. Though the weather portion of the code was violated more than any other provision, he said, accidental violations were inevitable because of the subject matter.

Difficult to Obey

"Only occasional violations have been noted," Mr. Ryan said. "These have been of an inconsequential nature, without any attempt to evade the code." Tab Ryan said the weather is an important subject of conversation, and some violations were inevitable. Chief source of violations was found in improvisation of weather bulletins.

Broadcast stations over the country were quick to turn attention of sales staffs to the weather ruling. Most stations in the Middle Atlantic weather reports as station breaks or on announcement programs.

In announcing the action amending the Press and Broadcasting Code, Mr. Price said the relaxations are justified by improved defense and other war conditions. Complaints about lack of weather reports on the air have been frequent, especially from rural sections.

Three restrictions are still imposed on weather reports. First, the weather official. Second, barometric pressure must be reported, third, wind direction must not be included.

In Washington, five of the six stations were resuming weather reports by the middle of last week. One station, WMAL, incorporates weather bulletins in the regular reports but does not sell them.

The majority of New York's independent stations have resumed daily broadcasts of official weather reports, while those few not already carrying full reports are making plans to do so in the near future, it was learned by BROADCASTING two days after the Office of Censorship released the restrictions. Those reported carrying official forecasts include WMCA, WHN, WNEW, WQXR, WNYC, WOR, WMCA, WINS.

WOR stated that a pre-Pearl Harbor weather news contract with Breyer Ice Cream Co. had been renewed under Breyer's stipulation that "when, as and if" the government ban was lifted, the company wished to resume. Effective Oct. 12, Breyer started sponsoring Monday through Friday at 5:20 p.m., Monday through Sunday at 11:15: p.m., Saturdays at 12:45 p.m. and Sundays at 1 p.m. WOR also presents weather reports five times weekly at 8 a.m. as a public service.

WABC also began weather announcements on Arthur Godfrey's program; Reveille Girl; 7:45 a.m. news, and at various breaks during the day.

Began 2 Years Ago

On such short notice, it was found that few advertisers had had time to contract for weather news in the New York area. Esoo Market- ers, however, reported that on the date the restriction was lifted, the Esoo Reporter program re-instituted weather news.

The U. S. Weather Bureau order to broadcasting stations to cease airing weather reports was released soon after Pearl Harbor [BROADCASTING, Dec. 22, 1941], and a clear definition of rules on weather broadcasts was included in the Wartime Code of Practices for Broadcasters, released by the Office of Censorship in January, 1942 [BROADCASTING, Jan. 19, 1942].

Fleischmann Switches

EXTENDING distribution and advertising of Fleischmann's Vita- min Yeast tablets from New England to upper New York state, Standard Brands Inc., New York, is running transcribed announcements on some seven stations in the latter area, in addition to cut-ins on One Man's Family on NBC. New York state drive began a month or so ago. New England spot drive has come to a close. Agency is Kenyon & Eckhardt, New York.

Canada Lifts

COINCIDENT with the lifting of restrictions on weather reporting in the United States, the Canadian censors on Oct. 12 announced new regulations covering the publication and broadcasting of weather forecasts extending the restrictions as they apply to Canada from Montreal west. From Montreal east the pre-war restrictions on censsorial weather forecasts on weather forecasts remains in force.

WEATHER ORDER

TEXT of the Office of Censorship order on weather reports was announced Oct. 12 by Byron Price, Director, as follows:

Effective at 12:01 a.m. (EWT) Tuesday, Oct. 12, the Press and Broadcasting Codes are amended as follows:

In the Press Code, on Page 5, strike out the entire section under the heading "Weather," and substitute the following:

"Weather forecasts or maps or other things officially released by the Weather Bureau," in the Broadcasting Code, on Pages 1 and 2, strike out all of Section 1 (a) and substitute the following:

"Weather forecasts or maps or other things officially released by the Weather Bureau. Mention of wind direction and possible change in current past weather (including summaries and recapitulations) except when contained in emergency warnings released specifically for broadcast by the Weather Bureau authorities." 

This means that newspapers no longer are requested (after midnight tonight) to restrict official weather forecasts, reports of weather conditions and temperature charts to any designated stations. Broadcast- ing stations no longer are requested (after midnight tonight) to omit official weather forecasts or other weather data except wind direction and barometric pressure.

These relaxations are warranted by improved defense and other war conditions. The diminishing benefits from weather restrictions now appear to be over-balanced by the inevitable handicaps imposed on farming, aviation, shipping and other essential activities by inadequate weather information.

We are reviewing other sections of the Press and Broadcasting Code to see whether additional relaxations may not be possible and advisable in the national interest.

Canada Lifts
Have you received your answer to that troublesome fourth question? There is now available an adequate and dependable study on rural listening habits in the "Heart of America." When one considers that 49% of the potential radio audience in the coverage area of Kansas City is rural, the importance of such a study cannot be emphasized too greatly. The findings of this survey verify the rural listeners' acceptance of KMBC's efforts to supply farm features as an important phase of this station's programming. KMBC Service Farms, operated by a full-time farm department, is just another, and the latest, example of this station's service to rural listeners. If you have not as yet received this twenty-page book, "Speaking From the Heart..." a copy will be sent, if you just say the word!
WHAT difference does it make how far your radio program travels, if it merely swishes past listeners non-stop without ever picking up a paying load of passengers?

WKY goes in for distance. It covers a lot of territory, taking your program farther and to more places in Oklahoma than any other Oklahoma station. But WKY makes a lot of stops, too... takes on a big load of revenue-paying passengers all along the way.

For example, you'll find 42.3% of Oklahoma City's morning listeners riding with WKY, 56.0% of the afternoon listeners, and 49.9% of the evening listeners (July-August Hooper).

So, if you want your program to travel far in Oklahoma and pick up the greatest possible number of listeners along the way, buy it a ticket on WKY.