"That's odd", says you, gazing pensively out of the 46th story window, "what would Iowa farmers gain from that?"

You'd be surprised. Iowa farmers are perspicacious people (9% of them have attended college). They do a lot of thinking about war problems, food production and what's going on in the world. They are earnestly trying to raise about one-tenth of the food supply of the U.S.A.

Through the generous cooperation of the British Minister of Agriculture and the B.B.C., our farm editor, Herb Plambeck, toured every section of England, Scotland, Wales and northern Ireland to observe the agricultural war efforts and needs of the British people. As an accredited war correspondent for WHO, he also visited army camps, bomber bases, etc.

Every Saturday noon for several months, GSP short-waved Plambeck's report of his impressions for simultaneous rebroadcast by WHO and other Iowa stations.

Now Our 'Erbert comes back brimming over with interesting high-lights on British farming, and why more Iowa food is needed for the War effort.

Iowa farmers are eating up the story of his trip. It's an entirely new angle. No other of the 39 commentators on the air knows so much about the farm problems of War (and even before the War, Herb Plambeck was the best-known farm editor in the State—knew every county agent by his first name, made 200 or more addresses each year before farm meetings).

We sent our farm editor to the British Isles because we knew it would increase his value to our listeners.

No, he's not for sale. There's no hook in this. It's just another example of WHO Public Service.
SHOPPING AT DAWN

A Tale of a Broken Alarm 🕕 or

How 23 Customers Asked About Sulfursol

Let’s begin at the end: 23 people walked into a drugstore in Princeton, Illinois, (Pop. 5,224) to ask about Sulfursol soap after Mal Clair mentioned once on WLS — at 3 o’clock in the morning! — that Sulfursol was available in Princeton at Heck’s Store.

Here’s how it came about. Mal Clair conducts “Bunkhouse Jamboree” on WLS each day from 3 to 5 A.M. When his alarm clock gave up the ghost, Mal mentioned on the air he didn’t know that he could make it so early in the morning any more, for he couldn’t find an alarm clock in all Chicago. The next mail brought him a new clock, Victory model, from Chris Heck, the Princeton pharmacist — last one he had in the store, too.

Sulfursol uses participating announcements on the WLS “Bunkhouse Jamboree.” Next morning when Mal mentioned Heck’s gift, he also mentioned incidentally that Heck’s carried Sulfursol in Princeton. That same day, 23 people walked in to tell Chris they had heard the announcement!

Add this to your “WLS Gets Results” file — at any time of day. For more evidence, ask a John Blair man.
WSIX, with its 5,000 watts on 980 kc, covers a population of 610,984 in its 0.5 mv contour, and a total of 1,264,494 within its 0.1 mv contour.

Blue and Mutual network programs, with numerous top-notch local offerings, furnish strong listener-appeal.

Here's a powerful sales force that is yours to command. For availabilities, write or wire this station or

SPOT SALES, INC., NATIONAL REPRESENTATIVES
The Largest Spring
in the World
—Wakulla, near Tallahassee, Florida—
IS IN WWL-LAND!
and so are 10,000,000 customers from five different states

WWL
NEW ORLEANS
50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Not'lt Representatives, The Katz Agency, Inc.

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

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

now ... all 7 department stores

all 7 department stores.

in Charleston,

West Virginia use radio

6 of the 7 use

WCHS...5000 on 580...CBS

WCHS is represented by the Brannham Company

broadcasting • June 21, 1943

*Montgomery Ward and Sears Roebuck excepted.
NOW ON WEAF...

with her distinguished program for women

Monday through Saturday, 9:30—9:45 A.M.

BEFORE that happened, you could admire Hawley’s show from a distance, and that’s all. But now, for an interval, you can buy it!

Her success with New York women—plainly shown in product sales—kept her program a sell-out. Today, several Adelaide Hawley participations are available. Tomorrow, the ranks will close again—the tremendous interest in her program on WEAF and her past performances tell you so.

Study the woman. Listen to her show. It’s full of life and intelligence and contrast. A warm and human part of her programs are interviews with neighbors carefully chosen from the listening audience. And celebrity guests give the show flair and glitter. But the imparting of information and news useful to the housewife is the plan of it all. Whatever the day’s subject, it leads Adelaide Hawley—or rather, she leads it—to completely natural talk about the sponsors’ products.

More than incidentally, she is also the leading newsreel fashion editor; seen and heard each week in the MGM News, not only by countless WEAF listeners, but also by millions of her followers throughout the nation.

Adelaide Hawley’s urbane selling skill is yours to tap the rich New York market—but you’d better act fast!

Phone or write NBC SPOT SALES
Radio City, New York 20, N. Y.

NBC’s KEY STATION
Weaf
NEW YORK - 50,000 WATTS
660 on the dial
Developed by RCA engineers, and first used in RCA broadcast transmitters, Class B modulation greatly advanced transmitter design.

Class B modulators operate with tubes biased nearly to cut-off when no modulation is applied. Thus draw power only during modulation—thereby reducing power costs.

Class B modulators are easy to adjust—not critical—and provide high fidelity transmission because of inherently good characteristics.

Moreover, this type of circuit is less likely to produce cross modulation between several frequencies impressed on the transmitter at the same time. Consequently, it is freer from distortion occurring from this cause.

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 FIRSTS
HIGH-LEVEL CLASS B MODULATION
A new rate card—effective January 10, 1944—will shortly be mailed to agencies and advertisers.

The card represents not an increase but a readjustment in the WNEW price structure. It represents, moreover, the first move by a major station to realistically price its time...without regard to custom or convention.

WNEW
NEW YORK

REPRESENTED BY JOHN BLAIR & COMPANY
TUCKER WAYNE, President, Tucker Wayne & Co., Atlanta

Says—"Because of limitations the War has placed on other media, the flexibility and sales-ability of spot broadcasting merit more attention than ever before."

Thanks, Mr. Wayne—that's certainly getting a lot into one short sentence. But, in addition, the War has also enormously boosted the number of people who are giving more time to radio than to any other media. . . .

As pioneers in radio station representation, we would like an opportunity to prove to all you agencies and advertisers that today more than ever before you can reach more people—more intimately—at less cost—with spot broadcasting. Yes, and that some excellent buys are still available.

Our telephone numbers are listed below!
Senate Hearings Favor New Radio Act

Fly Suggests That Law Settle Press Ownership

C. A. S. sentiment for legislation to wrest control of the Communications Act precise guidelines curbing FCC incursions into program control, overall business management of broadcasting and arbitrary discrimination against newspaper ownership of stations, was apparent last week at opening hearings on the White-Wheeler Bill (S 814) to revamp the existing law as well as the FCC.

With FCC Chairman James Lawrence Fly the sole witness before the Senate Interstate Commerce Committee at sessions from Wednesday through Friday, the attitude swiftly changed from one of implied opposition to new legislation, to passive support by the Commission Chairman. Mr. Fly was asked by the committee to submit proposed drafts of amendments dealing with proposed changes in the statute, with a view toward legislation at this session.

Ownership Question Up

Although Mr. Fly had not completed his testimony Friday, when the hearings were adjourned until Tuesday (Nov. 9), there were a number of significant revelations. The highly explosive question of newspaper ownership of stations, pending before the Commission for more than two years, it appeared, might be solved legislatively by Congress. Chairman Fly proposed that Congress settle the matter although he expressed doubt about its willingness to do so. Expressions from committee members appeared to be unanimous that Congress should establish the policy and the FCC should not.

The dominant committee view, gleaned from the examination, was that the FCC should not attempt to exclude newspapers from ownership monopoly because they are newspapers. The Commission, according to this view, should decide cases on their individual merits, with such matters as “local monopoly” in public opinion taken into account.

While observers doubted whether a fully integrated bill, such as S. 814 could be passed at this session, it was thought that a series of amendments to the existing act, to spell out the limits of the FCC’s authority on programming, ownership, and business aspects could be legislated. The current hearings are expected to run at least two weeks. CBS President Paley, on call for a trip to the war theatre in North Africa on a special mission for OWI, probably will testify on Tuesday or Wednesday, out of turn.

Changes Proposed

In direct testimony Wednesday and Thursday, Mr. Fly talked about everything except the provisions of the bill. On Friday, however, he did embark upon a paragraph by paragraph analysis of new provisions. Most of the first two days were devoted by Mr. Fly to a vicious attack upon NBC and CBS (leaving out the “smaller networks” as he described the BLUE and MBS) and lumping NAB in as a “stooge” of the big chains. From time to time, however, Senators White (R-Me.), co-author of the bill, and Gurney (R-S.D.), himself a former broadcaster, put Mr. Fly on the legislative track.

Aside from the highly illuminating newspaper ownership discussion, other significant disclosures of the hearing included:

Senator White said he has prepared a proposed amendment to include the “substance” of the FCC’s network monopoly regulations in the pending bill, but that the Commission would be prejudiced, by specific language, from controlling programs or business operation of stations.

Mr. Fly said he favored three-year licenses for broadcast stations “today” in lieu of the existing two-year tenures, to provide greater stability. He also advocated some middle ground penalty less than revocation.

Chairman Wheeler (D-Mont.) said the committee would consider writing specifications into the present law to prevent the FCC from going out of bounds, but that he favored some regulation of business aspects and wanted the whole question of equal time for political discussions settled by statute.

Mr. Fly recommended that provision be made to relieve stations of liability for libel or slander for material broadcast by third parties. The license would be responsible for himself and his employees.

Mr. Fly proposed an amendment which would not only guarantee equal time to candidates for public office, but would spell out explicitly that the time be made available to candidates in primaries as well as in elections.

Fly Reverses Himself

Chairman Fly suggested a proposed amendment which would require stations to keep logs showing all requests for time for discussion of public issues on the part of all network or stations, with the action taken in each case.

Chairman Fly denied that he was “99% of the FCC,” in answering Senator Tobey (R-N.H.). The Chairman said he had never directly or indirectly asked a commissioner to vote with him and that he never would.

Mr. Fly reversed his field several times in parrying Senatorial thrusts. He apologized for his earlier criticism of Presidents Niles Tobacco (R-Minn.) and Paley of NBC and CBS respectively, after he had said at the first day’s session that they were making so much money that the “office boys” could afford the “Yanks” they tripped about Europe and Africa. Mr. Fly denied the FCC ever had or wanted to do anything about programs or “control of the composition of the traffic.”

Presiding over Senator White’s comment that the proposed bill would not “repeal” the network monopoly regulations, asserting that the “smaller corporations” were baying their fight on that very objective.

May Call Craven

It is possible the committee will call Commissioner T. A. M. Craven, who consistently has opposed the Fly policies and the effort to arrogate more and more power to the Commission. Commissioner Craven dissented from the network monopoly regulations.

The tentative line-up, following FCC testimony is: Federal Communications Bar Assn., sponsor of numerous provisions of the White-Wheeler Bill through its president, Horace L. Lohnes, Washington attorney and Herbert M. Bingham, chairman of the Act’s legislative committee; Neville Miller, president of the NAB, who has been in open warfare with Chairman Fly for several years; representatives of individual stations who will testify as practical operators, probably including such men as Don S. Elias, WWNC Asheville, N. C.; James Woodruff, WWLL Cleveland, Ohio; and Claire McCollough, Mason-Dixon Group, Lancaster, Pa.; Nathan Lord, WAVE, Louisville; G. Richard Shafiro, WLS Chicago, Ill.; J. Leonard Reinsch, WBAL Atlanta, and manager of the Governor James M. Cox stations.

Others tentatively slated are an official of the American Federation of Labor, which recently adopted a resolution supporting amendments of the law; CBS, through
Gov. Acuff?
LIKE Sen. W. Lee O’Daniel who yodeled his way into the Governorship of Texas a few years ago, Roy Acuff, star of the WSM Opry, may fiddle himself into the Tennessee gubernatorial seat in 1944. Friends of the popular hillbilly have filed with the Tennessee Democratic State Chairman a petition placing Acuff’s name in nomination for Governor. The Grand Ole Opry is sponsored on NBC Saturday nights by R. J. Reynolds Tobacco Co. for Prince Albert.

Earl Glade Elected Salt Lake City Mayor
EARL J. GLADE, vice-president of KSL Salt Lake City and former chairman of the NAB Code Committee, last Tuesday was elected mayor of Salt Lake City for a four-year term. In his first critical venture the broadcaster, a non-partisan, defeated Ab Jenkins, incumbent.

Like many others, I do not take the position that the regulations increased profits.” he referred to NBC and CBS as “the two major networks making the most money today. The president of each has seen fit to go off to Africa and parts unknown. The office boy can take in the money,” said Mr. Fly, emphasizing that the “two major networks” have “sold out their time.”

These two big networks want to get back into monopolistic practices. They want to control radio in this country,” he stated. Then he took a dig at advertising agencies, when Senator Wheeler asked if the large advertisers or network

Washington News Bureau
Washington News Bureau has been set up by the George A. (Dick) Richards stations (W GAR Cleveland, WJR Detroit, KMPC Beverly Hills) in conjunction with the WMAI. Washington news department to supply the three stations with news of specific interest to supplement and tie-in with local newscasts. Attending Washington meetings were three transcription engineers for the service: (1 to r): Ralph Worden, news editor of W GAR Cleveland; William Neel, chief of the WMAL news staff; John F. Patt, W GAR general manager; Leo Fitzpatrick, vice-president and general manager of WJR Detroit; and Paul E. Smith, former president of the NAB.

The bureau plans 200 transcribed 20-30 second station breaks at the rate of about 270 a week on seven New York stations: WNEW, WJZ, ABC, WOR, WHN, WNEW, WMCA, WQXR and W AAT Jersey City. Individual stores do not receive credit in the announcements.

 Mantle Lamp Spots
MANTLE LAMP CO., Chicago (Aladdin Kerosene Lamps), on Nov. 1 began sponsorship of a staggered schedule of quarter-hour transcribed radio programs featuring Singer Ed McConnell on the following stations: KFBI W NAX WMT WHO WLOI WNAME WJBN WJGC KFYO KDGR WPFT KPF K M JF KMJF KABTH KTHS KILCO KMCD KFDK KRLS WOG WJMC WDAY KFQF WJKH WMC W KTO; and a series of six spot announcements daily on KMA WIVR. Contracts are for eight to 13 weeks. Agency is Presba, Fellers & Presba, Chicago.

Washington News Bureau
Washington News Bureau has been set up by the George A. (Dick) Richards stations (W GAR Cleveland, WJR Detroit, KMPC Beverly Hills) in conjunction with the WMAI. Washington news department to supply the three stations with news of specific interest to supplement and tie-in with local newscasts. Attending Washington meetings were three transcription engineers for the service: (1 to r): Ralph Worden, news editor of W GAR Cleveland; William Neel, chief of the WMAL news staff; John F. Patt, W GAR general manager; Leo Fitzpatrick, vice-president and general manager of WJR Detroit; and Paul E. Smith, former president of the NAB.

The bureau plans 200 transcribed 20-30 second station breaks at the rate of about 270 a week on seven New York stations: WNEW, WJZ, ABC, WOR, WHN, WNEW, WMCA, WQXR and W AAT Jersey City. Individual stores do not receive credit in the announcements.

 Mantle Lamp Spots
MANTLE LAMP CO., Chicago (Aladdin Kerosene Lamps), on Nov. 1 began sponsorship of a staggered schedule of quarter-hour transcribed radio programs featuring Singer Ed McConnell on the following stations: KFBI W NAX WMT WHO WLOI WNAME WJBN WJGC KFYO KDGR WPFT KPF K M JF KMJF KABTH KTHS KILCO KMCD KFDK KRLS WOG WJMC WDAY KFQF WJKH WMC W KTO; and a series of six spot announcements daily on KMA WIVR. Contracts are for eight to 13 weeks. Agency is Presba, Fellers & Presba, Chicago.
NAB Shelves Plan to Settle Record Rights

Sarnoff and Paley Confer With Petrillo

THE NAB music steering committee took no action on a proposal that the broadcasting industry association join RCA, CBS and the American Federation of Musicians in a campaign for legislation that would recognize the continuing rights of a record manufacturer or recording artist beyond the point of sale. This action followed a week of bitter negotiating, during which AFM counsel threatened to ask the Government to take over radio.

At a closed conference between representatives of RCA Victor Division of RCA, Columbia Recording Corp. and NBC Radio Recording Division, on the one hand, and the AFM on the other, under the auspices of the War Labor Board panel which on Wednesday resumed its hearings of the dispute between the companies and the union, David Sarnoff, president of RCA, and William S. Paley, president of CBS, revealed the failure of their proposal to the industry association.

Control of Records

Mr. Sarnoff and Mr. Paley at an earlier meeting with the union and the panel in mid-October had admitted that the union had a problem in the present lack of control of the use of records, but had stated that the record manufacturers were also concerned over the uncontrolled use of their products. The company presidents suggested that they and the union join forces with the NAB to secure an amendment to the copyright law which would give them the power to license commercial users of their products, chiefly juke boxes and radio stations.

But when they presented this proposition to the NAB, Mr. Sarnoff and Mr. Paley were, to quote Mr. Petrillo, “kicked around like a football”.

Despite the “amicable discussion” of the recording dispute in the Thursday afternoon session and a similar conversation between President Paley, Sarnoff and Petrillo alone in the union leader’s New York office on Friday afternoon, neither side had yielded from its stand on the principle of the payment of royalty fees direct to the union.

In the opening session of the hearings on Wednesday, Ralph Colin, CRC counsel, declared that the principle established by the union and accepted by some record and transcription companies goes far beyond the recording point and affects all American industry. CRC, RCA and NBC, he declared, as “the only companies not yet slugged into submission,” will fight it “until the board tells us we are wrong.

Mr. Petrillo, in an eloquent presentation of the union’s case, declared that the musicians “have played their own funeral for the last time” and that they will not create their own mechanical competition unless the employers recognize the rights of the musicians displaced because of that competition.

AFM’s Big Club

The union leader brought radio into the picture in an oblique reference to the possibility of a strike against the networks when he said that the AFM has “the biggest club any labor organization ever had”, adding that “we don’t intend to use it”. This secret weapon was contributed to the inspiration of the network contracts with the AFM locals in key cities early next year. Negotiations for new contracts were halted by order from the national AFM and it is not expected this order will be rescinded so long as the recording companies affiliated with NBC and CBS continue their opposition to the union.

AFM counsel, Joseph A. Padway, who charged the NAB with “always wanting to fight,” asserted that if a fight is provoked between the broadcasters and the AFM, the union might adopt the defense tactics of asking the Government to take over part, if not all, of American broadcasting.

Mr. Colin issued the following statement Friday:

An article in the New York Times this morning misstated certain facts relative to the recording situation. It indicates that statements made by Messrs. Sarnoff and Paley, on behalf of the record companies and the broadcasting networks, are at variance with action taken and statements made by the music steering committee of NAB.

This is not the fact. Messrs. Sarnoff and Paley stated that they recognized the existence of possible equities in the record companies and in others to have the right to control the public performance of records through the enactment of a copyright law or otherwise.

The statement issued by the steering committee of the NAB expressed no views whatsoever on this proposition. What that statement did say is that the committee did not favor and could not approve a payment for any purpose or in any form, directly or indirectly, to the AFM.

These views are shared by Messrs. Sarnoff and Paley and their companies. That is the real issue. The NAB is concerned over the question of a copyright law or other control of public performance of records. The possibility of a copyright law or other control of public performance of records was considered by the NAB committee. Some of the members of the committee were in favor of such control and shared the views of Messrs. Sarnoff and Paley. Some of the members of the committee did not share these views. This is one of the differences of opinion within the NAB committee, the steering committee made no statement on that point.

Hearings before the tripartite

panel were resumed last Wednesday morning at the New York State Mediation Board headquarters in New York City, with Ralph Colin of Groff, Colin & Kaye, counsel for CBS, and Robert F. Myers, assistant general counsel, the NAB panel members handling the presentation of the case of RCA Victor Division of RCA, Columbia Broadcasting System Inc., and Radio-Recording Division. Joseph A. Padway, general counsel of the American Federation of Labor, and Mr. Paul, AF attorney, represented the union.

WLB panel members were those who had heard the earlier presentation of evidence when the complaining parties included seven transcription companies, all of whom but NBC have subsequently signed with the AFM. Arthur S. Meyer, representing the public, is chairman; Gilbert E. Fuller is the industry representative and Mr. Zaritsky represents labor on the panel.

Mr. Colin read a telegram the three recording companies had sent on Tuesday to William H. Davis, WLB chairman:

"We believe that you have, or will shortly have, before you a report from a record company.We believe that Messrs. Zaritsky and Fuller, in the matter of Electrical Transmission Manufacturers and the AFM, will deal with agreements reached by certain of the transcription companies and one record company. On one hand we have the musicists on the other. As you may know, the underlined two record companies and one transcription company have reached no agreement with the union and intend to proceed with a hearing on the merits (Continued on page 70)

Morrie Pierce Is Hero of Navy Coup

WGAR Chief Engineer Devised Plan Used To Get Ships

WITHOUT ever having donned a uniform, R. Morrie Pierce, chief engineer of WGAR, is credited with having been largely responsible for the surrender of the Italian Navy.

Morrie, chief engineer of the Psychological Warfare Branch, Allied Force Headquarters in Algiers since last May, rigged up a hay-wire transmitter, tuned it down to the International distress frequency of 660 ke, and broadcast the surrender terms to the Italian fleet. It is ironical that another practical broadcaster—Comdr. H. C. Butcher, former CBS vice-president in Washington—"accepted" the Italian fleet up on its surrender last September in the name of Gen. Dwight D. Eisenhower, commander-in-chief in the campaign. "Butch" is the general’s naval aide.

Reports are going the rounds in Washington that Morrie will be cited, or perhaps even decorated, for his achievement. He couldn’t be found last Friday, though he was in Washington. His innate modesty is such that, despite frequent conversations with his friends and associates here and in Cleveland since he has been on leave, he hasn’t even told them of his achievement. The news came over the CBC radio when Admiral Cunningham said that "an American engineer" accomplished in a few minutes what he himself had been trying to do for three years. Morrie is to return to North Africa shortly. He told the story of his job in a by-lined piece in the Nov. 26 Broadcasting, mentioning the fleet’s surrender, but stripped of all the dramatic details.

Here’s the way the Cleveland Press tells of Morrie’s genius in a front-page story last Friday, written by Bertha Wellman:

"When Admiral Cunningham saw the Italian ships coming steaming into Malta he turned to his chief of staff in astonishment, ‘Tell the Americans,’ he said, ‘they’ve accomplished with propaganda what I’ve been trying to do with the Navy for three years’.”

When Morrie was contacted by telephone in Washington by the Cleveland Press writer, he said:

"It was just a job, in the normal (Continued on page 71)
FCC Calls Post-War Technical Session

Cooperative Inquiry Into
Allocations to Be
Planned Nov. 17

FOLLOWING Senate approval three weeks ago of the Wheeler-White-MacFarland Resolution for an Interstate Commerce subcommittee investigation of international communication, Senator James Lawrence Fly of the FCC last week announced the Commission had invited members of the BWC, the Interdepartmental Radio Advisory Committee (IRAC) and representatives of the Radio Technical Planning Board, including its 13 panel chairmen, to meet with the Commission. The group will plan organization and procedure for cooperative study of the problems of frequency allocations and systems standardization.

Mr. Fly, ranked by E. K. Jett, FCC chief engineer, called a special news conference last Wednesday afternoon at which he outlined generally the necessity for an accelerated study of the whole problem. He explained that the Nov. 17 meeting would be a "get acquainted" meeting at which the group would get background information, and dig in for hard, useful and significant work.

Industrial representation is being secured jointly by the Institute of Radio Engineers and the Radio Manufacturers Assn. RTBP panels, with chairman and vice-chairmen so far appointed are as follows: Spectrum Utilization, A. N. Goldsmith, R. H. Manson; Frequency Allocation; High Frequency Generation, R. Wise, H. Argeno; Standard Broadcasting, H. S. Frazier, VHF Broadcasting, G. E. Gustafson, C. M. Jansky; Television, D. B. Smith, I. J. Kaar; Facsimile, J. V. L. Hogan, C. J. Young; Telephony, R. W. Hopkinson; Relay Systems, E. W. Engrosten, R. Brown; Radio Range, Direction and Recognition, W. P. Hilliard, C. G. Flick; Aeronautical Radio; Industrial, Scientific and Medical Equipment, C. V. Aggers, H. B. Marvin; Police and Emergency Service.

IRAC is composed of high-ranking communication officers of interested Government agencies and the military services. FCC Commissioner T. A. M. Craven is chairman. IRAC, which functions as a committee of the Commission is responsible for allocation of frequencies for Government services, while the FCC assigns frequencies for civilian services.

New Channels

While the uses of radio have broadened tremendously under impetus of both normal and war research, Chairman Fly pointed out, a parallel development has panned up higher frequencies for practical use, although demands for new channels have outstripped the solution of technical difficulties involved.

Conflict between greatly in-
creased Government requirements for radio facilities and demands of commercial television, relay broadcasting, FM, etc., make it essential that all interested parties have a part in working out the problem cooperatively, said Mr. Fly.

The FCC considers the present usable range of the spectrum as 10 to 30 million kc, although high-secret experimental operations are going on in much higher frequencies, with 300,000 kc considered the approximate limit of the present useful range, according to Mr. Fly.

Grouped within relatively narrow bands toward the lower end of the "useful" spectrum, as for example the standard broadcast range of 1000 kc, between 550 kc and 1560 kc, radio services competing for channels are too crowded for the most useful economic as well as technical exploitation. Thus the FCC's planning, together with that of IRAC, is concerned with determining the relative needs of all civilian and military services.

Television may move up higher where color transmission on wider channels is possible and FM may get additional space in the ultra high frequency band, Mr. Fly said. Radio relay systems, which may operate around 1 million kc, have great economic possibilities, although the use of coaxial cables may be more economical in certain instances, he added.

International television is not looked for in the near future, according to Mr. Jett, but receiving sets with screens up to 20 inches may be available reasonably soon after the war.

When domestic allocations and standard frequencies are determined, interna-
tional agreements will be proposed through the State Department looking to adoption by other countries of our channel assignments and standards, he said. This would enable American manufacturers to market equipment abroad, but more important it would safeguard high-frequency channels which might be assigned for safety devices.

While it is necessary for the various groups studying technical aspects of radio and television to work without benefit of the secret developments of war research, much can be accomplished, Mr. Jett believed, because of the similarity in the characteristics of all high-frequency channels. A difficulty in fullest utilization of developments in use of higher frequencies is the need of comprehension of transmission systems, he said.

FM is not destined to become the "standard" broadcast of the future, despite its advantages of high fidelity and elimination of "static" in certain transmission systems, he said.

New agreement, which runs from Nov. 1, 1945, to Oct. 31, 1944, eliminates the Class B Recordings, which carried a lower set of wages but whose use was limited to a single sponsor on not more than three stations with power of 1,000 watts or less, restrictions were eliminated at this classification from the beginning.

Minimum scale for actors and announcers on commercial transcriptions, either custom-built or "open-ended" programs, is $38.50 for one-hour programs, with rehersals at $6.60 per half hour. Previous minimums started at $2 for one-minute programs and ran to $28 for 60-minute shows, with rehearsal time at $6 per hour. Rates for singers, either groups or soloists, are similarly increased, both for commercial and library recordings.

Minimum wages for sound effects artists, not covered in the previous agreement, are now set at a minimum of $7.50 per hour for freelancers. Minimum salary for staff employment on a 40-hour, five-day week basis, is set at $300 a month, $550 a month for the second six months and $400 a month thereafter. Staff employment is on the basis of a 13-week continuous non-cancellable guarantee.

All increases are subject to the approval of the War Labor Board retroactive Nov. 1.

Revised Disc Code

For AFRA Signed

One Year Contract Provides
Increased Minimum Wages

SCALE to be paid members of the American Federation of Radio Artists for work on transcribed programs is raised to a parity with the scale for network programs under the new AFRA transcription code, agreed to last week by the union and the transcription companies, advertising agencies and producers of transcribed programs.

New agreement, which runs from Nov. 1, 1945, to Oct. 31, 1944, eliminates the Class B Recordings, which carried a lower set of wages but whose use was limited to a single sponsor on not more than three stations with power of 1,000 watts or less, restrictions were eliminated at this classification from the beginning.

Minimum scale for actors and announcers on commercial transcriptions, either custom-built or "open-ended" programs, is $38.50 for one-hour programs, with rehersals at $6.60 per half hour. Previous minimums started at $2 for one-minute programs and ran to $28 for 60-minute shows, with rehearsal time at $6 per hour. Rates for singers, either groups or soloists, are similarly increased, both for commercial and library recordings.

Minimum wages for sound effects artists, not covered in the previous agreement, are now set at a minimum of $7.50 per hour for freelancers. Minimum salary for staff employment on a 40-hour, five-day week basis, is set at $300 a month, $550 a month for the second six months and $400 a month thereafter. Staff employment is on the basis of a 13-week continuous non-cancellable guarantee.

All increases are subject to the approval of the War Labor Board retroactive Nov. 1.

Split Timing

SPLIT TIMING for the NBC Amos 'n Andy Show has been assured with installation of what the black-face comics have dubbed the "Where-is-J-J?-system in the studio and control. The boxed electrical device to transmit producer's "speed-up or "speed-down" directions via colored lights was suggested by the black-face pair and is placed at base of the microphone. Light indicates the pair are running over-time. Green means they are ahead; red, "on the nose." A. H. Saxton, NBC western division chief engi-

Page 14 • November 8, 1943 • BROADCASTING • Broadcast Advertising
Read Drug Stores... exclusive!

Known the country over as smart merchandisers, Read Drug Stores can give you the answer on how to sell drugs in Baltimore. They use W-I-T-H exclusively. Four news spots a day. This is their second year on the station that’s listened to in Baltimore.

THE PEOPLE'S VOICE IN BALTIMORE

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

Represented Nationally by Headley-Reed

Tom Tinsley, President

Some National Accounts
Now On W-I-T-H

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

Read Drug Stores... exclusive!
WMCA Application Is Filed With FCC
Early Action Is Requested
Due to Dec. 5 Deadline
APPLICATIONS were filed simultaneously last week at the FCC for transfer of WMCA from Edward J. Noble, new owner of the BLUE Network to Nathan Straus, former U.S. Secretary of Housing, Administrator and president of Nathan Straus-Duparquet Inc., and to transfer the license from Mr. Straus to Cosmopolitan Broadcasting Corp. by Mr. Straus with Davega-City Radio Inc., New York, to own and operate WMCA [BROADCASTING, Nov. 1].

The sale to Mr. Straus is conditioned upon results of the suit pending in the New York State Supreme Court by Donald Flamm, former owner of WMCA, for rescission of the sale of the station to Mr. Noble in January, 1941.

Phillip Handelman, of Handelman & Ives, attorneys for Donald Flamm, said a petition to intervene in the proceedings would be filed with the Commission early this week.

Corporate Plans
Mr. Straus has 800 shares or approximately 60% of the 1,350 issued by Cosmopolitan with a par value of $100, and Davega has the remaining 550, 6,750 shares of capital stock are authorized. Mr. Straus received $170,000 cash and the 800 shares for his contract with Mr. Noble. Mr. Noble has called for a total of $2,155,000 to Mr. Noble.

According to the plan presented in the application to the FCC, upon approval of sale by Mr. Noble to Mr. Straus, Davega has an outstanding securities of WMCA Inc., except such debentures as may be acquired from Mr. Noble by WMCA Inc., Cosmopolitan Broadcasting Corp. would distribute all of WMCA's properties, with all debts and financial obligations paid or provided for by Mr. Noble before dissolution.

Securities of WMCA listed are $677,158,20 par value 5% debentures due Dec. 31, 1960; 26,775 shares of $13.00 par value 5% cumulative preferred stock; 8,925 shares of $1.00 par value common stock.

Officers and directors of Cosmopolitan Broadcasting Corp. are Mr. Straus, president, Charles H. Clark, vice-president, Herman M. Stein, secretary-treasurer. Other directors are Monroe Goldwater, New York attorney for Davega; Abram Davega, vice-president and advertising manager of Davega; John J.全enmann of New York and Harold Straus, former U.S. Secretary of Housing, Administrator and president of Nathan Straus-Duparquet Inc., the New York City.-radio station.

Craven Sees Stiffer FCC Regulation
Points to Danger FCC Will Go Deeper Into Program Field
GOING to the mat with his colleagues of the FCC who have advocated various panaceas for freedom of the press, without resorting to change in statute, Commissioner T. A. Craven last Tuesday called upon Congress to settle the whole controversy by writing a new law now.

In addressing the Administrative Law Section of the District of Columbia Bar Assn. in Washington Tuesday night—a day before FCC Chairman Fly appeared before the Interstate Commerce Committee in opposition to the pending White-Wheeler bill,—Commissioner Craven took apart the various theories and philosophies advanced by members of the Commission, largely dealing with the belabor free speech topic. Whereas Commissioner-Flamm and C. Darr Biggorn have assailed the industry for failing to assume its obligation, Commdr. Craven defended current practices and called upon Congress to stop the currentoward program control by the FCC.

Commissioner Craven's address won not only the applause of his legal audience, but drew from George Maurice Morris, retiring president of the American Bar Assn., a spontaneous tribute from the floor. The distinguished lawyer asserted the FCC has the power to regulate the composition of the licensees' traffic.

"With such an interpretation of the present law governing the Commission," Commdr. Craven said, "it is not unreasonable to expect that the FCC may soon proceed further into the realms of regulation of the composition of the traffic."

After enumerating the various controversies about radio programming, which he laid largely at the doorstep of the Commission, Commdr. Craven said he believed the time has come for Congress to settle down. "No one else can adjust the matter without either usurping power or else invading the realm of free speech, or both," he said. "As a member of the FCC and a citizen of the United States, I urge the Congress to enact legislation which guarantees to the public of this country a 'free radio.'"

In his address, which essayed to answer all the questions raised about broadcast operations today upon a "free radio" and discussion of controversial issues, Commdr. Craven said the criticism of some aspects of radio operations is un- just today that Congress may feel compelled to specify what steps broadcasters may or may not adopt in meeting the demands for access to the new medium.

He said it was practically impossible to provide positive equal rights of access and that the best that could be achieved in practice is to make more opportunities to establish competitive stations. If, in any new law, the broadcaster is to be prohibited from censoring, he should be relieved from responsibility to maintain other viola- tions of ethics which he is not empowered to control.

Must Have Control
"If we desire to hold the licensee responsible for what is uttered over his station, we must concede that he should have the right to control such utterance," he declared. "On the other hand, if it is desired to limit such control, it would seem only fair that the licensee's responsi- bility for the radio as such should not be proportioned to his capacity to control.

Calling for a radio as free as the press, even though the two media may not be absolutely comparable, Commdr. Craven said a prerequisite is that radio should have freedoms such as the press enjoys under the Bill of Rights. If the Commission's regulatory power over "composition of the traffic", is combined with its licensing power, Commdr. Craven said it is "inevitable that radio licensees would recognize this pow- er and consequently, would inter- pret mere opinions of members of the Commission, and pos- sibly would bury favor by present- ing views which conformed to the desires of government officials. Such a condition means that radio inevi- tably would become the Voice of Government. This is not a free radio. Consequently, government regulation of the composition of radio traffic does not constitute a solution to the radio problems of today."

Post-War Openings
Alluding to the various panaceas offered, Commdr. Craven said many of these proposals were made by Mr. another, despite the fact that all of the proponents intend to defend the Bill of Rights. He observed that after nearly 55 years of splen- did operation, the industry was in need of some fresh ideas and that broadcasters were again faced with the controversy.

Emphasis has been placed upon the alleged lack of opportunity to be fulfilled by comparison with the so-called free opportunities to establish a newspaper, as the basic reason for the controversy, he

(Continued on page 60)
DAY and NIGHT

IN

TOWN and COUNTRY

MORE PEOPLE

WITH

MORE SPENDABLE INCOME THAN EVER BEFORE

IN OKLAHOMA AND BONUS PLUS COUNTIES

in KANSAS, MISSOURI and ARKANSAS

listen to KVOO

than to any other Radio Station

NATIONAL REPRESENTATIVES: EDWARD PETRY & COMPANY, INC.
CBS News Policy Called Safeguard

Kesten Says Audience Insured Of Unbiased News Reports

THE CBS news policy against opinionated news articles guards the
newsmen against three dynamic forces—government, business and
broadcast management and insures the audience of unbiased news.
Paul Kesten, CBS executive vice-president, told 200 radio and
agency executives at a luncheon meeting of the Radio Executives
Club in New York last Thursday.

Mr. Kesten, who appeared at the invitation extended three
weeks ago by the club when Chair-
man James Lawrence Fly, in a
prepared address before the REC
lashed out at the CBS policy, hast-
tened to add that in naming the
three pressures that he was not
referring to “Mr. Fly and the FCC
or specifically to any sponsor or
any broadcast management.”

Avoiding Bias

“Abandon the principle that the
newscaster must keep his broad-
casting free of bias which swamps
us as a blow to the integrity of
news dissemination in America. It was
as if judges said they could not explain
the law to a jury without slyly hinting at its verdict they favored.
It seemed to me that the very people
who should be proud of their balance and intellectual honor and analytical powers, were telling us that they were unreliable and untrustworthy.”

Mr. Kesten said the record shows that the more critical the subject the more scrupulous was the analysis, to avoid prejudice.

“CBS is in search of an analyst to conceal his thought, only
to separate factional pleading from
thinking,” he said. “The clearer the thinker the easier the separation
proves to be. Our analysts came to
tils in their understanding that their job was to clarify and illuminate the news and not to crusade for any particular opinions that they might hold.”

Conceding that a controversial commentator will, for a time,
give a high Hooper or Crossley, Mr. Kesten said “CBS policy protects the
democratic process of free

AWARD WINNER

DICK KEPLINGER, announcer of
KOMO, NBC outlet in Seattle, is
national winner of the 1943 H. P.
Dav is Memorial Announcers’
Award and receives the gold medal
and $300 in cash. News of the na-
tional and four section winners was announced Tuesday evening
on a special NBC broadcast.

Pat Kelly, NBC manager of an-
ouncers, introduced William S.
Hedges, NBC vice-president
in charge of stations, who gave a
brief history of the competition and
presented Mrs. S. B. Rockwell,
dughter of Mrs. H. P. Davis and
the late Mr. Davis.

Regional Winners

Established in 1941 in memory of Mr. Davis, the competition is conducted for staff announcers of NBC affiliated stations under the direction of Marjory Stewart, di-
rector of the Microphone Play-
house, Pittsburgh.

The four time zone winners, who received engraved signet rings, were:
Don Lyon, WSYR Syracuse;
Orval Anderson, WFAA Dallas;
John M. Wolf, KDVL Salt Lake City, and Herb Allen, KFI Los
Angeles. For the first time, the
Davis Awards were extended to
include the naming of announcers whose work the judges deemed
worthy of “honorable mention”
certificates. These were:

Eastern Zone—Ben Grauer,
WEAF New York, and Paul Shan-
non, KDKA Pittsburgh; Central
Zone—Jim Todd, KVOO Tulsa,
and Wally Mehring, WIRE Indiana-
polis; Mountain Zone — Jimmy
Powell, KTAR Phoenix, and Steve
Robinson, KOA Denver; Pacific—
John Grover, KPO San Francisco.

Shell in Northeast

SHELL UNION OIL Corp., New
York, is conducting a five-week
campaign of minute announcements
and local programs of varying length on stations in New York
state and New England. No
further details are available from
J. Walter Thompson Co., New
York, agency in charge.

WPB Group Offers Balanced Distribution Plan for Tubes

A PLAN for more equitable and efficient distribution of civilian re-
ceiver tubes was recommended by the
Electronic Distributors Indus-
torial Advisory Committee at WPB
Radio & Radar Division headquar-
ters in Washington last week. It
has been contended that one cause
of the shortage of certain types
of vacation receiver tubes has been
faulty distribution of the available supply.

The plan was proposed to dis-
bursors by Frank H. McIntosh,
chair of the Domestic and Foreign
Broadcast Branch of the Radio &
Radar Division, who is the govern-
ment presiding officer for the
industry committee.

Balanced Distribution

Under the plan, each of the half-
dozzen manufacturers of civilian re-
taxtubes would offer his stock for sale to each other a certain mini-
um percentage of each type they manufacture. Thus all manufac-
turers would have a supply of all types manufactured, and
then would offer electronics dis-
butors a supply of tubes based on a percentage of the amount of tubes by types which the distribu-
tor purchased in 1941. In this way distributors would have a more balanced stock with which to sup-
ply the dealers who attempt to keep the public’s receivers func-
tioning.

Mr. McIntosh emphasized that the plan would not necessarily
bring an additional supply of tubes for civilians, but would result
in a more balanced distribution of tubes available, based on the
business done in 1941. Some manufacturers have been volun-
tary to this plan, but a similar proce-
dure, but others have been filling orders on a basis of precedence,
committee members said.

The proposal provides that
manufacturers would set aside a quan-
tity of tubes for export. Distribu-
tors would work out their own so-
lation of prorating stocks to deal-
ers.

Although the supply of civilian receiver tubes is critically short,
due to military requirements, the
program seeks to correct such un-
balanced distribution as occurs when one distributor or dealer has a
large stock of one type and none of
others, or actually lacks a mini-
imum supply of any type.

Use of WJZ Transmitter Site by OWI
Aided by Cooperation of Stations

A UNIQUE arrangement to ex-
pedite use of the present WJZ
transmitter site at Bound Brook, N.J., by OWI for shortwave opera-
tions has been effected through
cooperation of the BLUE network,
WNEW and WNYC with the
Government it was learned last week.

Mr. O. W. Weldon, OWI Chief of
Bureau of Communications Facili-
ties, WOI Overseas Branch, re-
vealed that negotiations are being
made to place the 5 kw WNEW aux-
iliary transmitter and the 3 kw J.
N. J. WJZ’s frequency, both
stations to operate simultaneously
from the same antenna, and to per-
mit WNEW to use the WNYC 1 kw
auxiliary transmitter in emer-
gencies.

Tower Being Moved

By this arrangement, Mr. Weldon
explained, it will not be necessary
for OWI to await installation at
Lodi of WJZ’s 50 kw transmitter
now at Bound Brook.

Dismantling of the 50 kw trans-
mitter will begin this month, Mr.
Weldon said, saving OWI at least
a month and a half and possibly
later on its shortwave installation
program. The WJZ tower at Bound
Brook is already being moved to
Lodi.

The original plan to move the
WJZ transmitter was made last
summer to make way for OWI
shortwave installations at Bound
Brook [Broadcasting, June 28].

Permission was granted at that
time by the FCC for the removal
of the WJZ 50 kw transmitter and
25 kw auxiliary transmitter to
Lodi as the result of an OWI study
which indicated that more than
$100,000 in critical materials could
be saved if WJZ could arrange to house new OWI shortwave trans-
mitters at Bound Brook.

The OWI installations, Mr. Wel-
don explained, are part of a pro-
gram to augment international broadcast facilities to a total of 36
stations, 18 of which are now operating. Three or four more transmitters are ex-
pected to be on the air by the year’s
end and the remainder by next July
3.

OWI now is using the old WABC
transmitter in Algiers and is oper-
ating other medium and short-
wave transmitters in Africa, Sicily
and Italy for propaganda warfare,
Mr. Weldon stated.

Wych Disce

WYETH CHEMICAL Co., Jersey
City (Hill’s Cold Tablets), on Nov.
8 starts sponsorship of a varied
schedule of transmitted announce-
ments on the following stations:
WOKO, WHEY, WPW, WSDV, WSPD, WBC, WNA, WRC
WIRE. Contract is for 26 weeks.
Agency is Blackett-Sciple-Hum-
mer, Chicago.
Denver Delivers

...meat

Denver is the world's largest sheep market...one-third of all sheep and lambs winter-fattened in the U. S. are sent to market from Colorado farms and ranches. Beef and pork, too, are major meat crops in Colorado.

Colorado, best known in peacetime as a vacation playground, is in fact one of the nation's important agricultural states. Its acreage in farms and grazing land exceeds that of Indiana, Illinois, or California.

The Denver area is delivering food, the most basic of all weapons, in record quantities...vegetables, fruits, sugar beets, and grains...but it is delivering other war essentials, too. It is no longer a playground. It's a workshop with its farms, mines, and factories working non-stop for victory.

...munitions

Bombs, bullets, barges, and a hundred other items are being produced today in the Denver area. One plant alone employs more workers today than were engaged in manufacturing in the entire state before the war.

...minerals

Coal, molybdenum, vanadium, tungsten and more than a score of other strategic minerals are being scooped from Colorado's vast mineral storehouse at an all-time record rate.

...and a market

Metropolitan Denver has a population of 404,820. Last year it ranked 7th in the U. S. in effective buying income. The Denver market is BIG...and in a buying mood.
Day after day, night after night, WMAQ brings to the vast radio audience in America's second largest market the greatest collection of big-time entertainment on the air.

This year WMAQ's schedule of programs is even better than that of previous seasons in which national listener surveys repeatedly rated the shows that it broadcasts the best 9 out of the first 10— the best 16 out of the first 20— the best 34 out of the first 50— among all programs.

Listening to WMAQ is a MUST in this extensive, wealthy area—a habit that insures the greatest possible circulation to your sales message and returns from your investment.

So take a tip from astute advertisers and place your local and spot campaigns on WMAQ.

Saturday Variety
DEPARTING from the practice of concentrating on one football game on Saturday afternoon, WRC Washington has started a new variety show for the benefit of the mildly enthusiastic gridiron fan. Titled All-American Scoreboard, the program provides 3 1/2 hours of transmitted and recorded music, banter and news by Bill Borton and late football scores and other sports by Holly Wright. WRC felt the need of such a program in view of the broadcasting of the same major game each week by most networks because of the lack of outstanding contests and in view of the swollen audience of out-of-towners.

Ballantine Quiet
WITH THE RECENT purchase by P. Ballantine & Sons of Christian Feigenspan Brewing Co., all Feigenspan beer and ale products were discontinued, effective Nov. 1, and facilities are now devoted exclusively to Ballantine products. Ballantine advertising, placed by J. Walter Thompson Co., New York, includes the weekly Three Ring Time program on CBS, while Feigenspan, which has sponsored sports broadcasts and recently, a program on WOR New York is not currently using any radio advertising. According to Maxon Inc., New York, agency formerly in charge of the Feigenspan account, the company has discontinued all advertising.

Seeman Bros. Spots

NBC Contracts
A TOTAL of 30 new contracts and 8 renewals have been acquired by NBC's Radio-Recording Division for its syndicated transmitted programs. New contracts are with: WNBH Wish ETSM WOBM WMC WSAM WRRI WSLS KECA WRAK WREB WENY WDEL WEAF WHIL WHKL WIFB WPED WGRB EGGM WTMJ WMSO WJFF WAXW KEVS KXIM WERF KFPF WNO WCHG WCFL WESX All Canada Radio Corporation has clearance through a renewal carried with: WHDL KRIL WBBR WMNS WJMM WXFM WENZ WOR World Broadcasting cleared. All Canada Radio Facilities Programs covered are: Modern Romance, Weird Circle, Touchdown Tips, The Man You Will Remember, Betty and Me, Let's Talk a Look in Your Mirror, Getting Along With Life, Five Little Mysterious, and Carson Robinson and His Buckaroos.

News Conferences Cancelled by Fly
Instead Will Call Reporters When He Has Any News
CALLING his weekly news conferences "dull" and a waste of reporters' time, Chairman James Lawrence Fly of the FCC told reporters last Monday he was cancelling his regular Monday meeting with the press "on that basis". He emphasized that the regular Monday meetings had been solely for convenience of reporters who wished to talk with him, and that from now on he would simply invite them to his office when he had a story or a statement to make. He called a conference two days later on allocations (see story elsewhere in this issue).

Most reporters attending his conferences lack adequate background in communications matters to ask intelligent questions, said Chairman Fly, while those who are informed regard questioning him "for reasons of their own". Mr. Fly indicated he would consider any suggestions from those who have been attending his conferences regarding future meetings with them.

Criticizes Network
Commenting on the CBS telegram to affiliates concerning the FCC's allegations of violations by CBS of the chain broadcasting regulations, Mr. Fly said he thought it "rather ill-advised and perhaps a bit too hurried. I am quite sure it was inaccurate, particularly the suggestion that Mr. Denny had gone over their contract and approved it. Mr. Denny never saw their contract."

Chairman Fly added, in response to a question of what the FCC would do if the explanation was not satisfactory, that it was "a problem for the licensees" and that the revocation of license was the Commission's only power to force compliance. He said, however, he thought the matter "can be cleared up by correspondence".

Asked if there were any instances of SRO for advertising on local stations, the Chairman replied, "I would guess there were a number of such stations". That is mostly true of the big networks, though also true of many individual stations, he said.

Labor Recruiting Discs
A NUMBER of leading war industries, including U. S. Aluminum Co., U. S. Rubber Co., Carnegie-Illinois Steel and Bethlehem Steel Co. are attacking the problem of recruiting employees through a program tailored by Harry S. Goodman Radio Productions, New York. The program is based on material from Army files, showing sacrifices being made by boys overseas and urging listeners to help get the war over with. Titled To Whom It May Concern, the series of 60 five-minute transcriptions is aired three or five times weekly.
PROOF OF PERFORMANCE

On Aug. 7, 1943, Station WJBK was presented with the Special Treasury Flag in recognition of its first year's work as a direct sales agency for United States War Bonds.

This award, the only one of its kind received by any Michigan radio station to date, commemorated the sale, over WJBK's own counter, of $1,350,025 in War Bonds in 12 months. This station's total now stands above the $2,000,000 mark, September sales alone having been more than $750,000.

All this money was derived from small individual purchasers, in response to appeals carried on special WJBK pro-

grams. Thousands of Detroit's workers pledged themselves to buy, and kept the pledge by coming to the studio, cash in hand, to get their bonds.

So the Treasury Flag is more than an official acknowledgment of a job well done. It is evidence of a type of audience loyalty and responsiveness that is extremely rare. Most important of all to the advertiser, it is proof of outstanding ability to perform.

WJBK has long carried more national advertising than any other station of its power in the United States. And that, when you come to think of it, is proof of performance too.

STATION WJBK DETROIT
1490 Kilocycles — JAMES F. HOPKINS, INC. — 250 Watts • 24 hours a day
Three-Week Emergency Drive
By Radio Aids Paper Salvage

Radio broadcasts important factor in averting crisis
As concentrated campaign is waged on air

Radio completed an emergency three-week campaign Nov. 27 to avert a crisis in the paper industry, with indications that the situation already has been substantially alleviated as a result of the radio appeal, William M. Spire, deputy chief of the OWI Domestic Radio Bureau, asserted last week. Value of time and talent devoted to the drive was estimated by the bureau at well over $500,000.

Praising the industry for its cooperation, Mr. Spire stated that the emergency waste paper campaign which started Oct. 18 and was handled largely by radio had demonstrated its effectiveness by the end of the second week, with waste paper collection expedited in all parts of the country. Paper mills were closing down for want of waste material when the campaign came to their rescue, he said.

Industry lauded

From various quarters in government and industry, radio received appreciation for its work in the campaign. Herbert M. Faust, director of the Salvage Division, War Production Board, declared: "The radio industry is to be complimented on the speed in which it made available its facilities in this special waste paper drive. While it is still too early to measure the actual results, there is evidence that this all-out cooperation in preparing and broadcasting original programs and urgent messages may have prevented a crisis in the production of paper necessary for vital war uses."

Letters were received last week by Mr. Spire from various manufacturers dependent on waste paper for their operations. The Schenck & Ault Paper Co., York, Pa., wrote: "As one member of the paperboard industry operating a mill exclusively from waste paper, we wish to express our sincere appreciation of the assistance and the boost which you are giving the stimulation for the collection of waste paper by your splendid radio programs."

Kieckhefer Container Co. and Eddy Paper Corp., Camden, N. J., complimented OWI on the "excellent promotion covering the salvage of waste paper". The publicity given by radio, the concern stated, "cannot help but be of great importance in our present program."

The Eastern Conservation Committee of the Waste Paper Consuming Industries, New York, expressed similar appreciation "for such tangible help". The committee praised "the splendid reception, understanding and help" given by OWI to the campaign.

In carrying the special campaign, Mr. Spire said, the radio industry contributed time and above its other OWI commitments on waste paper salvage scheduled for the end of the year. Because of the emergency existing in the paper industry due to the critical shortage of waste paper and the need for immediate public action, program producers took 85 network commercial programs and 72 national spot and regional programs during the three-week drive Oct. 18 through Nov. 7.

The campaign required special handling, Mr. Spire explained. A telegraphed fact sheet was sent to OWI deputy chiefs in New York, Chicago and Hollywood to facilitate contact with writers and producers of leading network shows. In addition, General Foods, Procter & Gamble, Lever Bros., Standard Brands, Colgate-Palmolive-Peet, Bristol Myers, R. J. Reynolds, General Mills, and other large advertisers having special need for paper products were telephoned direct from Washington. They unanimously agreed to carry the campaign message without canceling existing allocations.

Listener Impressions

OWI estimated that at least 365,500,000 listener impressions were made during the three weeks of the waste paper salvage drive. Of this total, approximately 350 million impressions were obtained through the network allocation plan. "We can safely assume that by the end of the radio campaign, the great majority of the nation's 100 million listeners will have heard at least three 'Waste Paper Salvage' messages", OWI stated.

In addition, OWI has scheduled regular allocation assignments during the week of Dec. 27-Jan. 3 for 50 network programs and three transcribed spot announcements to be carried daily on 324 local independent stations.
WHY

AMPEREX

WATER AND AIR COOLED
 TRANSMITTING AND RECTIFYING TUBES

The usual idea of a transmitting tube plant, even among many engineers, is that of a mass production factory. Contrary to such notions, this is not the case at Ampereex. Ours is a scientific laboratory on an enlarged scale where production operations are skillfully handled by trained technicians. If you could stand alongside the bench where large air-cooled or water-cooled Ampereex tubes are assembled, you'd see just what we mean. It's the "Ampereextras" that make our tubes more desirable . . . more satisfactory.

One of a series showing Ampereex tubes in the making

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET - BROOKLYN 1, N. Y.
Gross and Net Income of CBS Show Increase
GROSS income of $83,845,109 is reported by CBS for the 36-week period ending Oct. 2, an increase of 18.9% over the gross of $45,292,615 for the same period of 1942, according to a consolidated income statement for the network and its subsidiary companies issued Nov. 1. Net for nine months of 1943 was $3,245,626, up 12.1% from the net of $2,894,751 for the same period of last year. Earnings per share are $1.89 for 1943 as compared with $1.69 for 1942. CBS board on Nov. 1 declared a year-end cash dividend of 90 cents per share on present Class A and B stock, payable Dec. 3 to stockholders of record at close of business Nov. 19.

P & G Buys 'Claudia'
PROCTOR & GAMBLE Co., Cincinnati, has signed an option through the Leland White Agency on a radio version of Rose Franken's stage play "Claudia" and will broadcast the serial on CBS when time is available. Agency is Blackett-Sample-Hummert, Chicago.

Closing Dates Near to Enter Peabody and Dupont Contests
NOTICES to broadcasters calling attention to radio's two principal awards of honor, the Alfred I. duPont Radio Awards and the George Foster Peabody Awards, are being mailed early in November. Closing date for entries and data for 1943 awards, according to a brochure being sent by the duPont Foundation is Dec. 31, while Dec. 10 is the deadline set by the Peabody Board in announcements last week. Three awards of $1,000 each are provided for 1943 by the duPont Foundation, two to radio stations for meritorious service to the communities served and one to an individual commentator for meritorious performance in gathering and reporting news and in presenting expert and reliable interpretation of news and opinion in order to encourage "initiative, independence and public service through the medium of radio".

Seven Peabody Awards
Seven awards are projected by the Peabody Board, which reserves the right to make more or fewer than seven, depending upon the entries and circumstances at the time of the awards. Five awards for outstanding performances in news reporting, drama, music, children's programs and education may go to any station or network. The two awards for meritorious public service are open only to a large and a small (less than 1,000 w) station in either the local or regional classification.

Entries may be submitted to the Peabody Board by individual stations, networks, radio editors of newspapers and magazines, listeners or groups, or any person or organization, although the Board will not necessarily restrict itself to entries in making selections. It will consider reports of its "listening-post" committee [BROADCASTING, May 10] and may on its own initiative select a program or station. Report blanks have been sent to chairmen of committees set up in 23 universities, in 118 cities in more than 40 states.

The Peabody awards are administered jointly by the Henry W. Grady School of Journalism, U. of Georgia, and the NAB.

The duPont awards, administered by a foundation established especially for that purpose [BROADCASTING, Aug. 30], are determined by a committee composed of a representative of a national woman's organization; a non-commercial, non-political affiliate of radio and broadcasting industry; a nationally prominent educator; a nationally prominent expert on public opinion and national affairs, and a representative of the Alfred I. duPont estate interests.

In Time of War . . .
GIANT FORGE of radio in wartime is told in a folder put out by KWKB-KTBS, Shreveport. As the folder opens, the red, white and blue color scheme becomes apparent, along with the patriotic motif of eagle, stars, stripes, and groups of war impression pictures. "With pride," the folder says in part, "we point out the daily accomplishments being performed by stations KWKB and KTBS in this the biggest job radio has ever been called upon to do." Then it speaks of radio in the long, long history of radio, citing the war jobs radio performs.

So. Cal. Phone Spots
SOUTHERN CALIFORNIA Telephone Co., Los Angeles, in a campaign to eliminate unnecessary telephone calls over Thanksgiving will use three to five spot announcements daily on each of 20 stations in that area from Nov. 14 through Nov. 25. Similar twelve-day Christmas campaign will be started on Dec. 14. Station list includes KXK, KFI KECA KIHI KFWB EMTR KFAC KFVD KRKD KGFJ KMPC KBBM KBGB KPSD KFMB KPRO KVQD KXO KIEV. Agency is The Mayers Co., Los Angeles.

CLARA BEAM of Princeton, W.Va., has been awarded a WLV scholarship for a year's study at West Virginia U. College of Pharmacy. The award is one of seven which WLV Cincinnati is granting in its four-state area to aid pharmacy schools.
according to the latest
5 month C. E. HOOPER

WCPO
now leads
all 3 local competing stations
in 16 of the 20 half hour periods
between 8:00 a.m. - 6:00 p.m.

May - Sept. 1943 C. E. HOOPER
HALF HOUR PERIODS — 8:00 A.M. to 6:00 P.M.

<table>
<thead>
<tr>
<th>Station</th>
<th>Leads in...</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCPO</td>
<td>16 out of 20</td>
</tr>
<tr>
<td>Station B</td>
<td>2 out of 20</td>
</tr>
<tr>
<td>Station C</td>
<td>2 out of 20</td>
</tr>
<tr>
<td>Station D</td>
<td>0 out of 20</td>
</tr>
</tbody>
</table>

The Talk of the Agencies

WCPO
CINCINNATI'S NEWS STATION

NOTE: These figures are exclusive of consideration of the fifth Cincinnati Station, which station is not competitive to WCPO.
ADVANCED DESIGN—IMPROVED MANUFACTURING METHODS—
MODERN PRODUCTION FACILITIES—PLUS LONG AND CONSTANTLY
GROWING EXPERIENCE...ENABLE GENERAL ELECTRIC TO ANNOUNCE

SUBSTANTIAL PRICE REDUCTIONS IN G-E TRANSMITTER TUBES

GL-169 (and GL-159)
Transmitting triodes—for police radio
Old price . . . . . . . . $80
NEW PRICE . . . . . $60

GL-880
High-frequency triode—for international short-wave, frequency modulation
Old price . . . . . . . . $850
NEW PRICE . . . . . $600

GL-893
Transmitting triode—for broadcast, international short-wave and high-frequency heating
Old price . . . . . . . . $750
NEW PRICE . . . . . $650

THERE'S A G-E ELECTRONIC TUBE FOR EVERY PURPOSE
GL-862 (and GL-898)
100-kw triodes—for 50-kw broadcast, high-frequency heating
Old price .. $1650
NEW PRICE .. $1250

GL-8009
High-frequency triode—for frequency modulation and television
Old price .. $1100
NEW PRICE .. $850

GL-857B (and GL-266B)
Mercury vapor rectifiers—for 50-kw broadcast and international short-wave
Old price .. $240
NEW PRICE .. $200

LEADERSHIP. General Electric has probably made more important contributions to the development of transmitting tubes than any other manufacturer. For example: G.E. did much of the early development work on tubes and circuits to produce the high-frequency oscillations that make radio broadcasting possible. G.E. developed the first water-cooled transmitting tube which made high-power broadcasting possible. G.E. developed the hot-cathode mercury-vapor tubes which cut broadcasting power costs tremendously.

G-E research, tube developments and manufacturing improvements go on—endlessly. Savings gained in this progress will always be reflected in favorable price advantages, in still higher tube efficiency and longer service.

* Tune in “The World Today” every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to the G-E “All Girl Orchestra” at 10 P.M. E.W.T. over NBC.
* BACK THE ATTACK—BUY WAR BONDS! *

Write for COMPLETE new price list showing reductions on additional tubes (Publication ET-5). Address Dept. 6-215, General Electric, Schenectady, N. Y.

STATION AND STUDIO EQUIPMENT • TRANSMITTERS • ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

GENERAL ELECTRIC
WOMEN'S INTERESTS are being featured in a new autumn and winter program series on the Canadian Broadcasting Corp. national network. Each weekday afternoon special speakers discuss women's wartime problems on the network. Monday topical news of interest to women is broadcast; Tuesday School for Parents is featured to show how parents can influence their children's lives; Wednesday, Ethelwyn Hobbs, specialist on wartime consumer information, explains to women the latest government wartime measures; Thursday Community Fun gives new and interesting club and recreational ideas; and Friday, Winning the Peace gives practical ideas on the part a woman can play in the life of the country.

**Song Significance**

SLANTED to listeners who have friends, relatives and sweethearts in the armed forces, Gimbel Brothers, Philadelphia department store, has launched a new program series on WIP Philadelphia, titled Songs of Heroes. Scheduled three times weekly, listeners are invited to write a letter of 100 words or less telling why a certain song or melody that has been recorded has some special significance. The letters are judged on general interest and neatness, one each broadcast. Winners hear their recordings and each receive a large quantity of cigarettes which are sent to their service men and two pounds of candy for themselves. Commercial copy advertises the department store's Young Budget Shop for junior misses.

**Peace Discussions**

AS Beyond Victory, transcribed series released by World Wide Broadcasting Foundation, enters a new cycle on ways and means of liquidating war and establishing international peace, a total of 172 stations throughout the country are carrying the programs. Presented in cooperation with the Carnegie Endowment for International Peace, the series started last June. The new cycle opens with a discussion of the Fulbright Resolution by Hon. J. W. Fulbright, Hon. Joseph H. Ball, and Prof. James T. Shotwell. Speakers to be heard on other programs are: John Foster Dulles, Clarence Streit, Ely Culbertson and Dr. Ed. Byng.

**Family and War**

PROBLEMS of a family ensconced in the nation's capital for the duration provide the theme for The Web of Wartime Washington, new serial heard at 10:15 a.m. Saturdays on BLUE Network. Difficult situations that confront parents and young folks, as they endure the difficult of the crowded capital, provide unlimited material.

**Tribute to Workers**

CITIZENS COMMITTEE for the Army and Navy pay tribute to wartime workers in a weekly quarter-hour program heard on WMCA New York. Series is successor to Women Can Take It, which the Committee used to promote the replacement of women for men in war industries. The program is presented in cooperation with the Overseas Cigarette Units of industries in metropolitan New York. The units are organized through the former program to collect funds to send cigarettes to soldiers.

**Unique Newscast Style**

NEW STYLE newscast, titled News of Today & Tomorrow, has been added to the Sunday schedule of KYW Philadelphia. Utilizing three staff announcers, Alwyn Bach, Stuart Wayne and Franklin Evans, with rapid shifting and contrap of voices adding pace to the show, the program format calls for one announcer to act as narrator, another as newscaster and analyst, and the third on the feature copy.

**Previews**

TO SHOWCASE its programs and personalities, Don Lee Broadcasting System, Hollywood, has started a five-week quarter-hour station promotion series on network stations. Titled Radio Four, broadcasts include news of forthcoming network features, interviews with personalities and musical cues from scheduled shows.

**Underground Activities**

AUTHENTIC reports of Allied underground activities in occupied countries are presented on WNEW New York through arrangements with United Nation Information Service. Scripts are based on reports presented by recognized representatives of United Nations Governments. Program title is We the Living.

**College News Service**

REVISING news from U. of California campus, the Daily Californian, university newspaper, has started a weekly quarter-hour program on KLX Oakland. Devoted to news of training service units, campus gossip, letters to the editor and a weekly guest, program is under supervision of student editors.

**Pronunciation**

CORRECT pronunciation of unusual words are given by Fred Utali, announcer and m.c., in a thrice-weekly five-minute program on Mutual titled Words in the News.

**Comic Cut-Ups**

IN ADDITION to reading comic strips aloud on his Sunday morning funny show on KSAL Salina, Kan., Ben Greer now has high school students portray the comic characters.
"America's TALLEST Radio Tower" is Dedicated to the

For the first time since the war's beginning, the American farmer has been given official national recognition for his part in the winning of the war and the peace. It came finally, when WNAX, Yankton-Sioux City, invited Washington dignitaries and officials of Minnesota, Iowa, Nebraska and the Dakotas to appear before a crowd of 35,000 farmers. To them and through two CBS coast-to-coast hookups they expressed their appreciation for the achievements of American farmers in producing additional food to feed the world.

These dignitaries acted as a jury to select the "Typical Midwest Farmer"—Mr. Otto Baumhoefner, of Welcome, Minnesota. America's Tallest Radio Tower was dedicated to him, and through him, to all farmers who have worked so untiringly to help in the war effort.

WNAX arranged with the National Maritime Commission to name one of their Liberty Ships in honor of these farm families, and sent Mr. and Mrs. Baumhoefner to Portland, Oregon, where Mrs. Baumhoefner christened the "S. S. Midwest Farmer."

WNAX is proud that it could bring national recognition to the gallant efforts of the "soldiers of the soil."

MORE THAN 40,000 LISTENERS HAVE REQUESTED PICTURES OF AMERICA'S TALLEST TOWER AND THE TYPICAL MIDWEST FARMER
Typical Midwest Farmer

NOW HEARD BY MORE

Consulting Engineers estimate that America's Tallest Radio Tower now brings the voice of WNAX to 25% to 40% more people than ever before. Nearly 4 million people live within the old WNAX listening area (82% of them farmers), but this "cloud-buster" now enables WNAX to cover an area including 5 million or more people. This, plus a five-fold increase in night-time power, enables the "Big Aggie" Station to better serve a greatly increased day and night agricultural audience.

In addition to appearing before 25,000 WNAX visitors, Virginia Payne, known as "Ma Perkins," takes part in the WNAX "Neighbor Lady's" program with Mrs. Rudolph Krei-fels, Typical Farmer's wife from Nebraska.

Bob Hawk, star of "Thanks to the Yanks," headlined the WNAX show. Here he is presenting the "Typical South Dakota Farmer," Aaron Burge, with a $100 War Bond, and Mrs. Burge with a lapel watch. All other runners-up received the same gifts.

The Billion Dollar Market
SIOUX CITY • YANKTON
Affiliated With Columbia Broadcasting System
570 On Your Dial
A Cowles Station
Congressmen, in Broadcasts, Suggest Applied to Radio

FREEDOM of speech by radio was the topic of broadcasts the past week by Reps. Martin J. Kennedy (D-N.Y.) and Karl E. Mundt (R-S.D.).

Speaking over WEAF New York and NBC, 10:45-11 p.m. Oct. 29, Rep. Kennedy urged listeners to get behind his proposed 22d constitutional amendment which provides that “Congress shall make no law abridging the freedom of speech by radio or wire communication.”

Rep. Mundt, speaking last Tuesday on the Congressional Record on the Air, 8:30-45 p.m. over WNY New York, reviewing the first amendment, said: “Had radio broadcasting been in existence to its present extent when this amendment was written, our early American legislators would undoubtedly have made specific mention of it just as they did of the press”.

Rep. Kennedy, appealing to the “people of America for your help in behalf of freedom of speech on the radio” said: “Until recently, it was generally accepted that the first amendment to the Constitution, which guarantees the freedom of speech, applied with full force and effect to speech by radio or wire communication. However, two great discussions of recent origin have jarred the people of America out of this complacency and have rightfully caused us apprehension that the radio might be employed as an instrument of oppression rather than an agency of enlightened freedom.”

Murfy vs. Frankfurter

He referred to the May 10 Supreme Court decision which gives the FCC powers over the composition of the traffic and the recent controversy involving the rights of commentators to broadcast their opinions. “Some commentators assert the right to express their personal opinions freely,” said Rep. Kennedy. “Others would have the remarks of commentators subject to censorship.”

Quoting from Justice Frank Murphy’s dissenting opinion in the Supreme Court decision, Rep. Kennedy declared: “Judge Murphy was evidently alarmed, and I share his feelings, by the following statement, which is part of the majority opinion of the Court, rendered by Judge Frankfurter”.

Mr. Kennedy then quoted from Justice Frankfurter’s opinion in which the justice wrote that the standard Congress provided “for the stations was the public interest, convenience or necessity. Denial of a station license on that ground, if valid under the (Communications) Act, is not a denial of free speech”.

“This language of the Court practically says that Congress authorized a censorship and that the first amendment does not forbid such censorship,” declared Mr. Kennedy in his opinion. Congress, in 1934, never intended that the standards set up in the Act, public interest, convenience or necessity, should comprehend a censorship. This recent decision indicates that a censorship could be set up under an Act of the Congress and not be in violation of the Free Speech amendment of the Constitution.”

Rep. Mundt who addressed the House Oct. 18 on “Needs—A Code of Radio Good Behavior” [Broadcasting, Oct. 25], said that since radio is a modern development, “it is necessary for present-day citizens to apply the first amendment to the institution of radio in order to make certain that freedom of speech may be preserved and advanced by its use rather than jeopardized or circumvented”.

“...it is generally recognized that some new legislation is needed,” he said. “As yet, however, there has been no general agreement in Congress as to the scope and nature of this legislation if it is to best serve the interests of the people of America.”

Praises CBS Stand

Again praising CBS for its stand prohibiting copy in newscasts and criticizing a few commentators, Rep. Mundt said: “Unless correctives are developed from within the radio industry the signs of the times all point to the fact that either the Federal Communications Commission or the Congress, or both together, will have to step in to prevent the continued abuses of radio by the monopolistic corporations controlling the wave lengths assigned to them as a public trust by temporary governmental license”.

“More and more people are advocating the establishment of a great radio network owned, operated and regulated by the Government in a non-partisan and unprejudiced manner,” Mr. Mundt asserted. “I am not one of those who favors the Government ownership and operation of radio. I think the need in America is for less rather than more Government competition with private business.”

Jam Handy Catalog

NEW type catalog—directory classifying slidefilms and motion pictures for educational purposes in radio, has been announced by the Jam Handy Organization, Detroit. A new system of indexing, cross-indexing and classifying enables the user to locate more quickly the subject desired. Illustrations reproduced from the films themselves provide visual previews for all of the subjects and various detailed information concerning the films is also contained in the catalog. Copies may be obtained free upon request.

INSPIRED by a meeting with Sig-mund Romberg, the famed composer, Leonard Leigh, KRST St. Paul musical director composed seven tunes in three days. The tunes, titled "Don't Be a Fool", "What Am I To Say!", "The Look in Your Eyes", "I'll Fall in Love", "Waits With Wings", "Help Yourself to Love", and "Now Comes the Night" were heard last week on KRST's Household Forum.
THE AROMA OF FRESH COFFEE BY RADIO . . .

In radio programs of the future, when the hero mentions the aroma of the coffee he's drinking — or when the bride buries her head in her wedding bouquet — or when the announcer lauds the appetizing fragrance of "Korny Krunchies" — listening and visual audiences will enjoy the scent right with them. Scientists and engineers are conducting experiments that promise the transmission of radio waves bearing the aroma of coffee, the perfume of a rose, the salty tang of the seashore and many other scents.

Radio faces many new horizons — new vistas of realism and power — after the battlefields grow heavy and ripe with grain again . . . after the boys come marching home to their wives and mothers and sweethearts . . . after the lights go on again all over the world.

Just as WCAU is a proponent of the finest in radio today (50,000 watts — clear channel — nondirectional; Philadelphia's first FM Station and one of the first stations in the country licensed for Television) so WCAU will face the new horizons to come, maintaining its position among the truly great broadcasting stations of tomorrow.

WCAU
PHILADELPHIA

50,000 WATTS IN ALL DIRECTIONS
Most people regard radio primarily as a peacetime medium of entertainment.

They fail to recognize it as a potent weapon...fighting successfully on the "third front" of World War II.

One sector of that front—maintaining high morale among our fighting men—is brought into sharp focus in this advertisement—one of a series—sponsored by Westinghouse and reproduced below.

Our purpose in these advertisements is to accelerate public awareness of the vital service radio broadcasters are rendering in winning the war. We hope this awareness will bring long-time benefits to the entire broadcasting industry.

Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime, our war-won knowledge and experience will again be turned to serving the radio broadcasters of America.

---

Command Performance for Private Johnny Jones

No Yank overseas in World War I enjoyed entertainment...short-wave "fresh" from home—like today's war-baffled hit of fate. Fun served up to order by radio's ace comedians...hit tunes of the day...Tuesday night's good-natured holler—fun for a fellow hungry for home!

Yet—too easily taken for granted is radio broadcasting's neat trick of hitting Johnny's funny bone...and his heart—dead center wherever he may be.

So...for keeping Johnny "up" when he might be "down,"...credit America's broadcasters again...for a "3rd Front" victory...where high morale for fighting men...is the mission.

On that vital "3rd Front,"...highly developed commercial transmitters and communication equipment...engineered by Westinghouse...play an indispensable role...offer tangible proof of Westinghouse versatility and pioneering maintained unceasingly.

New advancements in television...FM...electronics all closely guarded secrets today will tomorrow enable radio broadcasting to render an even greater service to our country.

Count on that.

Westinghouse RADIO DIVISION Baltimore, Md.

Reprints of this advertisement are available for use on station bulletin boards, and in reasonable quantity for mailing to sponsors. Westinghouse Electric & Mfg. Company, East Pittsburgh, Pa., Dept. 7-N.
Radio Puts Over OPA Pledge; 5% Price Drop in New Orleans

"RADIO was a major factor in the success of the Home Front Pledge Drive Campaign," according to Mrs. Ella G. Roller of OPA Washington headquarters, who had direct charge of the operation of the campaign which last month rolled up the en masse total of over 13 million signed pledges, aimed at inflation and black marketers.

This radio success story is unique in that the campaign, national in scope and theme, was operated almost entirely on a local basis. Washington supplied only the printed pledges and posters, with a minimum of direction to regional OPA offices, and the latter "stepped out of the picture" in most instances as soon as a local sponsoring organization was found to take over the distribution and collection of pledges.

The Pledge

The pledge taken by consumers reads: "I pay no more than top legal prices; I accept no rationed goods without giving up ration stamps." On their part, grocers and other local dealers pledge to charge no more than top legal prices; I sell no rationed goods without collecting ration stamps."

Mrs. Roller, who kept in close touch with the campaign as it developed all over the country, said radio cooperated in every local drive, and in many instances led to the cooperation of other media. New Orleans food prices, which had been jumping wildly dropped 5% and leveled off within a month after its conclusion.

Jules Paflin, New Orleans OPA information man, got the pledge idea from Bill Burbank, member of the Young Men's Business Club, who urged its national adoption in letters to President Roosevelt, President of New York Co., licensees of the FCC, according to the bill of particulars, will also seek to learn whether WOBC is "financially economically and otherwise" qualified to continue operation and whether it has been at all times managed and controlled by the licensee.

War Loan Contribution

The campaign was the biggest job ever undertaken by the broadcasters. The total sales' value of promotion from all media at more than $36,000,000, of which newspaper advertising and publicity amounted for approximately $20,800,000. Magazines, motion pictures, outdoor advertising and reprints contributed $4 million. Radio stations, networks and commercial advertisers, according to the Treasury, donated 3,882 hours of radio time, more than 200,000 spot announcements during the 22 days of the campaign.

Religious Series

CREW OF THE GOOD SHIP GRACE Inc., Los Angeles (religious), has revised its schedule and is currently sponsoring a three-weekly half-hour transmission of the version of Haven of Rest Rev. M. G. H. Miller, of the American Church, which has been added to the list. Included are KYW Bismarck, N. D.; WTCN Minneapolis; KCFL Denver; WIIK Baltimore; WIBC Indianapolis; WMNN Fairmont, W. Va.; WCS Chicago; KHEL Denver; KPAS Pasadena, Calif.; WNAC Boston; KXLO Tia Juana, Mex.; HCBJ Quito, Ecuador. Religious group in addition sponsors that program with a live talent thrice weekly on 34 Don Lee Pacific stations, Tues., Thurs., Sat.-8:30 a.m. (PWT). Agency in Broadcast Advertising, Los Angeles.

AP Wire to Yankee Net

YANKEE Network announced last week it had contracted with Mass Assn. for the special AP radio news service. According to John Shepard, 3rd, chairman of the board of Yankee, in commenting on the deal, "Radio's prime purpose and most important public service are one and the same—communication of information. News must be brought to the public with the maximum speed and accuracy." Yankee stations receiving the PA service are: WNNAC New London, Conn.; WNAC Providence, WAAR Worcester, WPAD Providence; WOSH Portland; K1W Bangor, WPEA Manchester, WSAR Fall River, WNBH New Bedford, WBOK Lowell, WJIB Cambridge, WJDL Lowell, WLBZ Laconia, WDDO Augusta, WBNM New London, WHAI Watertown, WBOL Lewiston, WBBR Pittsfield, WSBE Rutland, WATF Waterbury, WHRM Fitchburg, WHY Holcomb.

Like "Sarid's", "What's Doin"" is simply Linkletter's real name.

Safeway Stores are first. Who's going to be next? At the first advertising for its Busy Baker soda crackers, Safeway has purchased the first three-quarter-hour participations in Pacific Blue's "What's Doin', Ladies!" Safeway thereby staked the first claim in the program Pacific Blue created last April as a successor to its successful but sold-out "Breakfast at Sardi's."

You may know Mr. L. as ringmaster of Brown and Williamson's "People Are Funny." But on the Coast he is known for a half-dozen other successes; now conducts San Francisco's two most popular local programs.

"What's Doin', Ladies!" is simply Linkletter's real name; the husky, handsome guy named Art Linkletter. Picture due north.

The program's loathed with gimp-crickets—quizzes, contests, prizes, interviews, celebrities—everything that adds up to a gay party. There's even a beauty expert who turns up weekly to redecorate the plain and plumpish.

In five months this program "tripped" 2.00-3.00 p.m. audience where only one Coast network offers any commercial opposition.

"Better get a presentation from Blue Spot Sales or the..."
Radio Bishop

A RADIO PREACHER, one of the best loved public men of Buffalo, N. Y., has been elected Bishop of the Episcopal diocese of Pittsburgh. He is the Very Rev. Austin Pardeu, who as Dean of St. Paul's in Buffalo won national recognition through his MBS program, Our Morale, which the network rated among its top ten programs. Pittsburgh diocesan committee has asked the Bishop-elect to keep up his radio work.

Ask Okay on KSLM Sale ToMcElwain-McCormick

H. B. Read, sole owner of KSLM Salem, Ore., last week asked FCC approval of his sale of KSLM for $60,000 to Paul V. McElwain and Glenn E. McCormick. He would receive $20,000 cash on FCC approval and the balance in four yearly installments. He stated in his application that he wished to retire from the broadcasting business.

Mr. McElwain, who would have 130 shares of the total of 150, is secretary-treasurer of the Baker Broadcasting Co., Baker Ore., licensee of KBKR, in which he is principal stockholder. KBKR now has an application for transfer of control to Marshall E. Corbett and Lee W. Jacobs, Klamath Falls, Ore., pending before the FCC. Mr. McCormick also owns 30 shares in KBKR which are involved in the proposed transfer (Broadcasting, Oct. 11).

Mr. McCormick was formerly manager of KORE Eugene, Ore., and for two years has been manager of KBKR. Mr. McElwain is a partner with his wife and F. A. McElwain in Bay Motors, Marshall, and Southwestern Motors, Coquille, Ore.

Orange Bowl to Gillette; NBC Sustains Rose Bowl

CLOSED CIRCULATION announcement by Gillette Safety Razor Co., Boston, that it would again sponsor the New Year's Day broadcast of the Sugar Bowl game, the company said it would sponsor coverage of the Orange Bowl game the same day, with both contracts set for the full CBS network. The Orange Bowl clash from Miami, 1 p.m. to approximately 3:30 p.m., will be described by Ted Husing and his assistant, Jimmy Dolan. The Sugar Bowl broadcast will begin at 3:45 p.m. from New Orleans, with announcers still unselected. Gillette's commercials will be for blades and shaving cream. Agency is Mazon Inc., New York.

NBC on Jan. 1, 1944, plans to bring its listeners a play-by-play description of the Rose Bowl game from Pasadena, presenting it on a sustaining basis with Bill Stern probably at the microphone.

FIVE additional firms—four of them in the retail field—have signed for local sponsorship of NBC's World News Roundup making a total of 23 local advertisers on the six-times weekly quarter-hour feature.
From county fair to big time... via WBT

Their success story is typical of WBT talent. Ten years ago, 3 youngsters met at a little county fair in South Carolina. One was tooting a trumpet in the carnival band... another picked banjo in a minstrel troupe... the third just came to the fair to show his uncle's blue-ribbon heifer.

They got acquainted and, in no time flat, organized a string band. With another recruit, they began playing the square-dance circuit of the Carolinas. Their fame went ahead of them like a squirrel in a forest. It reached WBT. WBT, always hunting new talent, put them on the air. They've been favorites with WBT listeners ever since.

Gene Autry persuaded the Tennessee Ramblers to get leave and visit Hollywood. They made six pictures. Now the Ramblers are back for a series of personal appearances in Carolina theatres.

The Ramblers had a fine time in Hollywood, but they say their main interest is still WBT. We've just signed them up—exclusively—for another year and put them on the air across the board, 11:30-11:45 A.M., with WBT's yodelling Claude Casey as emcee. It makes a show to delight the heart of any Carolinian.

Ready now for sponsorship, the Tennessee Ramblers offer the triple value of radio popularity, movie stardom (their latest picture is about to be released), and widespread personal appearances. All in all, a very likely package to discuss with us or Radio Sales very soon.

Represented by Radio Sales
the SPOT Broadcasting Division of CBS.

WBT
CHARLOTTE • 50,000 Watts
The South's Best Salesman
COLUMBIA OWNED
Industry Company Radio Stations contribute to American Family entertainment in a manner that inspires friendship and confidence.

Home front Americans in Fort Industry radio station markets - and they are most important and productive - like advertisers, recognize that

If it's a Fort Industry Station You Can Bank on it!

WWVA
Wheeling, West Va.

WHIZ
Zanesville, Ohio

WAGA
Atlanta, Ga.

WMMN
Fairmont, West Va.

WSPD
Toledo, Ohio

WLOK
Lima, Ohio
That Red Herring

THE BEST way to kick legislation is to raise merry ned about so-called monopolies, and defend the "little fellows". That has been the recognized political formula from time immemorial. It was trotted out last week by FCC Chairman James Lawrence Fly. In opening the proceedings on the White-Wheeler Bill, he barged into a tirade against NBC and CBS and the "stooge NAB", who are seeking to restore "monopoly" through a Congressional "repeal" of the FCC's network-monopoly regulations, as he views it.

Mr. Fly did everything but talk about the bill and its provisions. He defended the FCC's administration. He blossomed forth with the story of how networks and stations are making more money than ever. It was money, monopoly and big business.

Before the hearings are over, we trust the "little fellows" will speak for themselves. This issue is not monopoly at all. It is the right of radio to enjoy the freedom of action and opportunity guaranteed by our Bill of Rights and our Democracy. If monopolies exist, the job is one for the Department of Justice under the anti-trust laws. Incidentally, the Department only a few days ago saw fit to drop anti-trust actions pending against RCA-NBC and CBS.

We think the Senate Committee understands the issue. It remains only for those interested in preserving a free, competitive American system of broadcasting to come forward and say their pieces, fully and factually, and without fear of reprisal from any quarter.

Study in Contrasts

THERE'S shooting aplenty in Washington these days about radio. Hearings are under way in the Senate on new legislation. The House, through two separate committees, is trying to make up its mind where to head in.

Because of the developments bound to come, there should be a better understanding of what this shooting is all about. People tell us that radio is always howling calamity, but never seems to get hurt. Chairman Fly observed the other day that the networks and stations are making more money than ever.

To clarify things, there's a study in contrasts in our last issue. Commissioner C. J. Durr, freshman member of the FCC who rather consistently has followed the philosophy of FCC Chairman Fly, raised the question of radio's ability to spread "culture and ideas" now and in the future merely as a "by-product of advertising". In a speech before the Third Free World Congress in New York he broadened his horizon to embrace world-wide radio, not simply domestic service. It was an address, cleverly contrived, in which he deplored commercial radio without, however, merely a plea for government operation.

In the same issue, Young & Rubicam, advertising agency that has blazed a trail of successful radio advertising, told an enthral-

ling story of "How America is using one of its greatest war weapons"—radio. It explained that when war struck, this nation had one asset unmatched by any of our enemies or our allies—a radio audience of about 100 million citizens whom the government could count on to have when it needed to. They could be reached with vital war messages—this audience built up over the years by American business.

Still quoting Y & R: More than $90,000,000 of worth of time and talent was donated to the Government in 1942, and time and talent now is being donated at the rate of $8,000,000 a month. In actual broadcast time the aggregate of war messages broadcast totalled more than 18,000 hours or 750 days of listening.

Y & R brings out clearly and cogently that American radio programs are more intelligent, more entertaining, more skillfully presented than those of any other nation. It observes:

"The big reason for this is that in America radio is a competitive, business enterprise—in other countries, government supported."

That is the sort of radio Mr. Durr questions. It is the same radio that Mr. Fly has, on occasions, lambasted because of its refusal to sell time for controversial issues, or for the sale of union membership or such like.

It is worthy of note that the Durr position, sketched in his New York address, coincides as if from the same mold with the report of Philip Murray, CIO president, to the CIO annual convention in Philadelphia last week. Mr. Murray attacked commercial broadcasting. But, while the FCC protagonists of sale of time to labor and cooperatives cited the NAB Code as precluding such sales, Mr. Murray commented that labor finds it difficult to advertise because it is "financially unable to compete with big business."

So, when you are asked what all this shooting is about in Washington, keep in mind that it's as basic as radio itself. It's not this needing here, or pin-prick there, but the whole mosaic on which these reformers are working. That is toward a controlled system of radio.

In Britain (where the pendulum is swinging the other way) they call it the British Broadcasting Corp., a government monopoly.

Off-side

OPTIMISTE we have been accused of a "radio can do no wrong" complex. Sure we go down the line for radio, though betimes we have griped about practices that bode no good.

It now behooves us to get something off our chest. Why in the name of Marconi should two, or three or more networks carry the same football game each Saturday, just because it happens to be the standout? Unshirked heck was raised (by us and by others) when Elmer Davis wanted to combine all networks for a simultaneous program. The same has happened when others have advanced the thought of universal hookups for anything less than a Presidential address or some earth-shaking event.

Radio isn't helping itself or anybody by forced listening of that kind. We hopefully suggest that the four nationwide networks get together in advance and toss a coin on who gets what games. The law of averages should take care of the rest.

SHELDON CONYER VINSONHALER

WHEN a good man and a good job get together, they should continue the partnership. Sheldon Vinsonhaler found his niche 17 years ago when he helped found WLBN Little Rock—now KLRA—and has been its manager and guiding hand ever since.

But before KLRA entered the picture, Vinsonhaler played the field of employment possibilities. After his discharge from the 19th Field Artillery Brigade at the close of World War I, he decided on a business career. So he entered business college, from which he was graduated right into the California film industry. He worked with Lois Weber Productions and Maurice Tourneur. Then he transferred to the Burroughs Adding Machine Co. in Los Angeles, as a salesman.

The California climate was balmy, the job good, the business career progressing as scheduled, but Sheldon Vinsonhaler, being an imaginative young man, felt the call of distant lands, a nagging urge for adventure. And being also a practical chap, Vinsonhaler put foundations under his air castle by securing a job to support his adventuring. Soon he was on his way to Central America as an employee of the United Fruit Co. He liked the Spanish customs so well that he stayed two and a half years.

Whether it was the attraction of a young lady of Little Rock who was later to become Mrs. Vinsonhaler, or the offer of a position with Atwater Kent Radio as Arkansas representative, is a matter of conjecture, but one or the other brought Vinsonhaler back to Little Rock. He had gone to school there and spent much of his early life in that city before his family moved to Fort Worth, Tex.

That was in 1926 when he returned. That same year Roy Stueber, state distributor for Atwater Kent, bought a 50 watt portable transmitter, with the call letters KLRA, now 1020 kc, by authority of the Dept. of Commerce.

"And that is the way it all started," says the man who has been its manager since. "From there on," he says, the company went through "gradual power increases, hearings, falling eyesight from looking over the spectrum for better frequencies until we are now on 1010."

Roy Stueber sold his interest in the Arkansas Broadcasting Co. in 1932, to A. L. Chilton, and later the company purchased KGHI Little Rock, which it now operates. Thus, Vinsonhaler is now general manager.

(Continued on page 42)
This is Number 3 in a series of stories of
PUBLIC SERVICE by KOIN, Portland, Oregon

The subject of No. 1 was a summer series of City Park Concerts . . . of No. 2 "Wartime Women," KOIN's award-winning nightly broadcast of women's war activities . . . Now comes

MILLION DOLLAR

* CLUB *

—a half-hour broadcast at 9:30 p.m. each Tuesday on the theme of year-round War Bond promotion. Launched early in '43 with the enthusiastic support of the Oregon War Bond staff, its top quality entertainment value has earned it a substantial Hooper rating. A score of radio artists blend songs, music and fun . . . with every show climaxed by the initiation of prominent citizens credited with the sale of a Million Dollars in War Bonds. To date club membership numbers 82, including many of the best known names in Oregon.

JOHNNY CARPENTER, Director of Special Events, m.c.'s the shows and CHET DUNCAN, Director of Public Relations, is responsible for the initiations.

KOIN

PORTLAND, OREGON

CBS Affiliate
FREE & PETERS, Inc. National Representatives

In circle, from left—
Owen "Red" Dunning, the "Hillbilly Humorist";
Chet Duncan;
Johnny Carpenter;
Joseph Sampietro,
Musical Director.

In triangle—
The "Barber Shop Four" in appropriate setting.

At right, above—
The Membership Certificate.

At right—
Joseph Sampietro directs orchestra and chorus with Margaret Carroll, vocalist.
Our Respects to
(Continued from page 40)
of KLRA and KGHI, and also commercial manager of KLRA.
During the expansion period of the stations, he has built five sets of
studios. And moved them four
times. He has supervised construc-
tion of three transmitters, com-
plete with tower and ground sys-
tem, only to have the potent Ar-
ka
This area, for
important
details, makes
the

eanings to
the
hich
ar

Suggested copy for radio commerci-
cials, newspaper, magazine and poster
content, should include layouts and other material
for advertisers to use in helping to
ight their in-
¼
ow, has
lished by the War Advertis-
ing Council, titled "37 Billion
Dangerous Dollars."

Bill Seeks Recognition
Of Public Relations Men
IN A RENEWED effort to enlist
active cooperation of stations in the
conduct of industry public
relations, Edgar Bill, chairman of the
NAB public relations com-
mittee, has sent all NAB members
a printed pamphlet. "There is an
Indispensable Man" in which sta-
tion managers are asked to ac-
knowledge their responsibility for
these reasons:
"He controls station policy; he
must commit the station to coop-
eration in public projects; he
can direct the expenditure of funds for
staff memberships in civic and soc-
ial clubs and other organizations;
he whole is responsible for the
to a "public symbol" of the station; he is permanent."

SUGGESTED copy for radio commerci-
cials, newspaper, magazine and poster
content, should include layouts and other material
for advertisers to use in helping to
ight their in-
¼
ow, has
lished by the War Advertis-
ing Council, titled "37 Billion
Dangerous Dollars."

Mr. Shouse

SHOUSE ON SPECIAL MISSION TO LONDON
JAMES D. SHOUSE, vice-presi-
dent of the Croxley Corp. in charge
of broadcasting operations, will
visit London shortly at the invita-
tion of the British
ish
radio
broadcasting
Corp., and at the
same time will undertake a spe-
cial mission for OWI. A pioneer broadcast-
problem, Mr. Shouse has served on the OWI Radio Bu-
ness consulting
taff since its crea-
tion two
years ago. He also has been iden-
tified with overseas operations, in
view of the Croxley ownership of
WLWO, international broadcast-
ing
station.

Other top broadcast executives
on missions to the European and
Mediterranean war theaters in-
clude Niles Trammell and John F.
Royal, president and vice-presi-
dent respectively of NBC now in
Europe, S. S. Paley, CBS
shortly
is ex-
pected to
leave for
Africa
on a special mission for
OWI
Director Elmer Davis. During
Mr. Shouse's absence, Robert A.
Dunville, vice-president of the
Croxley stations and executive assistant
general manager, will be
in supervisory charge of WLW and
WSAI.

T. McGRGORE PABER, WBT
(Charlotte, N. C., sales promotion
manager, has been appointed to the
board of directors of the defense
Radio Committee Office, for the
Charlotte district.

DUDLEY TICHENOR, former
manager of KVOH Colorado Springs, is
now in London. He succeeded
Everett Shupe of the sales
department.

HAROLD BOCK, NBC Western
division publicity director, returns to
Hollywood headquarters Nov. 22 fol-
lowing conferences in Chicago and
New York.

FRED R. RIPLEY, has
resigned as
vice-president and director of WSYR
Syracuse. Future plans are not yet
known.

A. A. BRANDT, general sales
manager of General Electric Co., Schen-
cady, will present a special film
explaining the engineering develop-
ments which make television possible
and their adoption to post-war televi-
sion sets, as a feature of the Nov. 17 luncheon meeting of the American Marketing Assn., is a con-
tinuation of the "Radio in Wartime"
series he was given by the AM
under the chairmanship of George H.
Allen. It is open to all agency, ad-
vertising and media personnel.

Tolman a JG

DAVID E. TOLMAN, attorney in the
Washington law offices of
Segal, Smith & Hennessy, has been commissioned a
lieutenant (jg) in the Navy, and reported last
Monday at Quonset Point, R. I. for
an indoctrination course. Lt. Tol-
man, a native of Salt Lake City,
has been with the Segal firm for
past seven years. Lt. Con. Paul M.
Segal, who is now on active duty at Naval
Communications Headquarters in Wash-
ington for the last two years.
Historians may question whether canny Peter Minuit actually purchased Manhattan Island for $24 . . .

But there's no question about the sales-influence canny advertisers are buying in the rich mid-west region served by the Cowles Stations. Blessed by Nature with the world's most productive farm land, this area includes:

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

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

THE BIG BUY OF 1943
$61.50*
*A DAYTIME QUARTER-HOUR ON THREE STATIONS

The Cowles Group

GEARED FOR RESULTS

WMT KRNT KSO WNAX
CEDAR RAPIDS DES MOINES DES MOINES SIOUX CITY YANKTON

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

REPRESENTED BY THE KATZ AGENCY
WCKY Men to Service
FRED THOMAS, WCKY Cincinnati news editor, and John E. Murphy, publicity director, have reported for duty in the armed services. Mr. Thomas is at the Marine corps base at San Diego for basic training and Mr. Murphy is at the Naval Training School, Naval Air Station, Corpus Christi, Texas.

DICK PRESSECK, special offers man of CBR Vancouver, has resigned.

ALLEN DONELLE, newscaster of KFRC San Francisco, married Mildred Greens, a member of the San Francisco OWI staff on Oct. 19.

RAY BOHANNON, formerly with KGW San Francisco, has announced staff of KJBS San Francisco.

CHARLOTTE MORRIS, new to radio, has joined the musical staff of WJJD Chicago. She replaces Dick Baker, who will freelance.

CLAUDE R. GODWIN, has announced new sports announcer of WACU Philadelphia succeeding Taylor Grant, who continues with the station handling news programs.

RAY WALTON has left the announcing staff of WBG Philadelphia to become public service director.

MAURICE WALLER has joined the announcing staff of WLBW Cincinnati. June Balmer has been appointed public service director.

LEE TAYLOR, formerly of WHA Baltimore, has joined the announcing staff of WJNO West Palm Beach, Fla.

HERBERT LATBAU, recently honorably discharged from the Army Air Forces, has joined the announcing staff of WBOI Bloomington, Ind.

HERB DEXTER has resigned from the announcing staff of WIFN Philadelphia.

FREDERICK COLE, former program manager of WEEA Manchester, N.H., is now program manager of the station.

DONN BENNETT, program producer of KYW Philadelphia, reported for induction into the armed forces on Nov. 5.

JACK STEPHENS, formerly of KLX Oakland and KSAN San Francisco, has joined the KSER Seattle staff, Cal., announcing staff. Albert C. Brown, new to radio, replaces Bert Johnson, resigned, as newscaster.

BILLY DALLAS has been named chief announcer of KARM Fresno, Cal.

VIRGINIA DAVIS, continuity director of WDPD Jacksonville, Fla., on Oct. 21 was married to Bob Mann, former WPDQ announcer.

PATRICIA JUNE VOILES, CBS secretary, and John S. Till, CBS announcer, have announced their engagement and will be married in December.

PEGGY CAVE of KSR St. Louis will conduct several business and discussion sessions at the radio conference at Stephens College, Columbia, Mo., Nov. 19-21.

JERRY LAW, who has handled radio for credit chain stores, has succeeded Ed Harvey as program director of WINS New York.

KAY RICHINS has joined the announcing staff of KDYL Salt Lake City.

INDALD KARFEN, formerly with the CBS New York shortwave division, has joined the WCAE Pittsburgh continuity staff. Samuel Sagan has joined the announcing staff.

ROBERT Runyen, announcer at WOWO Fort Wayne, Ind., is active in the Fort Wayne Federation having been cast in several leads. Bob Shemansky, assistant engineer, has been named as electrician for the touring Metropolitan Opera Co., in its presentation of Falstaff.

HERB ALLEN, staff announcer of KFI Los Angeles, as well as announcer on the weekly NBC People Are Funny, was named Pacific Coast division winner of the 1943 H. P. Davis award on Oct. 28. Citation is presented each year to the outstanding announcer on affiliated stations of that network.

SCOTT NEWALL, editor of San Francisco Chronicle Sunday news magazine, This World, has started a weekly quarter-hour commentary on Blue Pacific stations, Saturdays, 7:30-8:15 a.m. (PWT).

JACK DENNIT, formerly of CKRC Oklahoma City, has joined the announcing staff of CFRB Toronto, replacing John Collingwood Head.

WALLY ARMOUR has been appointed musical director of CFRB Toronto replacing Roy Locksley who is with the Royal Canadian Navy's theatrical group.

JOHN M. TEEH, former Blue Network singer, has joined KGO San Francisco as announcer.

HUGH TURNER, announcer of KGO San Francisco, has joined Pan American Airways as a radio operator.

YVONNE DAVIS, formerly program director of KWRH Watertown, S.D., has joined the university's announcement staff.

VIRGINIA REID, free lance writer, has joined the seasonal department of WHIO Dayton, replacing Mrs. Reid's resignation.

JOHN SWALLOW, NBC Western division program director, is in New York for conferences.

CATHERINE VORDERBRUGGE has joined the announcing staff of WHBQ Memphis and will also serve as speed coach.

VIRGINIA ADAIR MOORE, writer for the interview show, Memphis Pioneers, heard on WHBQ Memphis, was married recently to Nal Vlad Stanley Snow.

L. D. BARNARD, former production manager of NBC Chicago, and program director of KXEX Waterloo, Iowa, has joined the production staff of WBBM Chicago.

Page 44 • November 8, 1943

BROADCASTING • Broadcast Advertising
For more than ten years now, WMCA's poignant daily news drama, FIVE STAR FINAL, has presented a stirring picture of world events to New York's anxious millions. FIVE STAR FINAL is much more than part of the pot-pourri of radio shows flooding metropolitan airlines. This is one of the most looked-forward-to, talked-about institutions in this great market.

Because night after night after night, a hard-working group of radio folks unfolds the day's history before the smoke has a chance to clear... fifteen minutes of skilfully written, superbly produced dramatization of last-minute news. The oldest daily show of its kind in radio! More important to you, though, it's an institution advertising-wise.

Why not let us tell you about those advertisers who have successfully used FIVE STAR FINAL throughout the past decade. The show is available right now three nights a week and you'll certainly want to know its story. Just ask us or Weed & Company for the lowdown.

wmca

FIRST ON NEW YORK'S DIAL 570... AMERICA'S LEADING INDEPENDENT STATION
OWI Packet, Week Nov. 29

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 29. See the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your client what spots are available for inclusion in their programs. Each “X” stands for three one-minute announcements per day, or 21 per week.

<table>
<thead>
<tr>
<th>War Message</th>
<th>Net. Work Plan</th>
<th>Station Announcements</th>
<th>Nat. Spot Plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wave Recruiting</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Bonds For Christmas Gifts</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Fight Waste</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Eat More Potatoes</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Caro...Plan</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Tax Return</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Mail Early For Christmas</td>
<td>X</td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>

See OWI Schedule of War Messages No. 84 for names and time of programs carrying war messages under National Spot and Network Allocation Plans. *$5 seconds—available for sponsorship.*

Conservation, Potatoes, Income Taxes
Get Special Treatment in OWI Packet

FOUR special war jobs are tackled in the group of campaigns listed for broadcasting under the OWI Domestic Radio Bureau allocation for the week of Nov. 29. These are: Conservation of all civilian goods and services, a “mail early” campaign for civilian Christmas gifts, a campaign to move potatoes into home storage and larger consumption, and a drive to remind farmers to file their income tax returns.

Farmers, unlike other Americans, file their estimated income tax report on Dec. 15 this year (non-farm workers filed Sept. 15). The form is easy to fill out and local collectors are glad to answer questions. Many farmers who will file a return this year have never done so before. The OWI messages will be broadcast live on the National Spot Plan.

Eat More Potatoes

Dealing with another “agricultural problem” is the Eat More Potatoes Campaign, scheduled for the OWI group of stations under the Station Allocation Plan. The problem is a surplus—America’s fall potato crop is breaking all records. Although storage facilities are larger than last year there will not be enough space to house all the potatoes. Civilians are being urged to buy and to store large amounts.

The Fight Waste campaign is billed by OWI as the overall campaign to promote conservation of everything civilians buy. Demands of our armed forces and fighting allies preclude any unnecessary production to meet civilian needs. Listeners are urged to conserve, buy sparingly, share willingly and salvage those things formerly thrown away. Fight Waste is scheduled on the Network Plan and on all independent stations, thus giving it complete coverage.

Fourth of the “war jobs” which OWI is asking radio to do during the week of Nov. 22 is the OWI friend “Mail Early for Christmas.” Early Christmas mail for soldiers overseas has been urged by radio and by newspaper advertising of department stores, with exceptionally good results. (Some soldiers have already received their holiday gifts!) The problem of civilian Christmas mail is a hardy perennial made acute by the wartime transportation difficulties. OWI’s announcements will be heard on the Network Plan, and national advertisers will cooperate with messages delivered via the Special Assignment Plan.

Although OWI makes no mention of a relationship between the Fight Waste campaign and the November-December campaign for War Bonds, observers are quick to point out that the War Bonds for Christmas idea is aimed at the de-
Peoria is a good market now. Factories are at peak production. Business is showing tremendous volume. Agriculture is highly profitable.

Peoria will be better after the war is won, because of (1) diversified industry, (2) post-war planning for quick change over, (3) agricultural stability.

614,200 Persons in Peoria. They are your potential customers. 191,515 are employed. Those in agriculture and industry have an average income of over $3,000 a year.

Close to the Hearts of the People. No outsider can get into this market like WMBD. For 17 years, folks have depended on WMBD for the best in entertainment, news, community service.

A progressive, fertile market. Put a share of your advertising dollars to work in this wealthy market. One-medium coverage — WMBD — assures you of generous rewards for your sales effort.
CAB Reports Gain In Radio Audience
Net Leaders Open Season With Higher Ratings
LARGER audiences are building up for the 1943-44 radio season, CAB predicts on the basis of its first report of the fall and winter period. The report includes the initial ratings for six old-time radio productions, Diller McGee & Molly, Eddie Cantor, Kate Smith, Bob Burns, Amos 'n Andy, and Big Town.

Cantor Up 7 Points

Scoring 37.6, as against 5.0 for October, 1942, the Diller McGee program immediately became the leading network program. Eddie Cantor opened at 28.3, a jump of seven points over the last year's corresponding figure. Kate Smith was recorded at 28.3, compared with 20.1 in October, 1942. Bob Burns initial rating was 18.6, more than double his 9.0 score of last year. Amos 'n Andy, radio's oldest character act, returning to the air as a half-hour show, was rated at 17.3, making it the 21st among evening half-hour programs. Big Town, now sponsored by Ironized Yeast, was rated at 12.1.

The median of half-hour evening programs for October, 1943, is reported by CAB as 11.9 by the day-part recall method and 9.9 by coincidental. For the same month of last year the medians were day-part 10.5, coincidental 9.5. The 10 CAB leaders for October are: Diller McGee & Molly, Bob Hope, Lux Radio Theatre, Charlie McCarthy's Chase & Sanborn, Kraft Music Hall, Red Skelton, Sealest Village Store, Maxwell House Coffee Time, Aldrich Family, Kay Kyser and Hit Parade.

Noble Dined


Tea Bureau Cited

STRIKING at tactics of Tea Bureau Inc., New York, for increasing the consumption of tea in the United States, the Federal Trade Commission has directed a complaint against both the company and its agency, William Esty & Co., New York. Tea Bureau, controlled by the International Tea Market Expansion Board, an English corporation, and sponsored by the largest group of British Indian tea growers, Sunnart and Java, came under the judicial eye of the FTC with advertisements over the radio and in other media saying, it is alleged, that tea will relieve persons whose activities induce chronic fatigue and nervousness. Also objected to is the alleged claim that drinking tea will improve health, increase vitality and restore energy and may be drunk in any quantity without injurious effects.

COULTER IS NAMED CBS PROGRAM V-P

DOUGLAS COULTER, director of broadcasts of CBS, was elected vice-president in charge of programs at a meeting of the network's board of directors Nov. 1. He has been with CBS since April 1936, joining the network after 11 years with the radio department of N. W. Ayer & Son.

Mr. Coulter

Born in Baltimore, Mr. Couler received his A.B. degree from Johns Hopkins U in 1921, did post-graduate work in geology here and abroad and taught for a while at the American University in Cairo, joining Ayer on his return to America in 1935. Five years later he was made vice-president in charge of radio at the agency.

Mr. Coulter joined CBS as assistant director of broadcasts. He was made director in the spring of 1941.

Bentley in London

JULIAN BENTLEY, news editor of WLS Chicago, arrived in Great Britain Oct. 27, a guest of the British Information Service. He will study agricultural and radio problems. George C. Biggar, of WLW Cincinnati, also is in England as a BIS guest [Broadcasting, Nov. 1].

Decca Profit

DECCA RECORDS reported a consolidated net profit of $679,878 for the first nine months of 1943, after provision for taxes, compared with a net of $564,942, for the like period of 1942, earnings were equal to $1.75 per share this year, compared with $1.43 per share last year. Decca board of directors on Nov. 1 declared an extra dividend of 40 cents a share in addition to the regular quarterly dividend of 25 cents a share, both payable Dec. 14 to stockholders of record Dec. 1.

Wisner Wins Award

HARRY WISMER, BLUE sports commentator, last week was given the Sporting News award for the "outstanding sports announcer of the year". Presentation, which took place in New York Nov. 4 before a gathering of sportswriters and radio editors and officials, was broadcast on the BLUE. Arthur Flynn, business manager of Sporting News, made the presentation.

"MIRACLE Radio Control" and "Miracle Aerial Loop," manufactured by Miracle Mfg. Co., Columbus, Miss., will not produce greatly improved representations. The "Control" has no effect whatever upon a receiving set says the order, and the "Aerial Loop is nothing more than a length of insulated copper wire," and is "no more effective...than a length of ordinary copper wire.”

DAYTON and WHIO are

"Just like that!"

In war and peace the Dayton market — and it's a rich one — listens most to the station that leads in civic service, top local shows, and the "cream" of Columbia. That's WHIO — as any Daytonian will tell you.

WHIO IS
THE DAYTON MARKET

5000 WATTS BASIC CBS - G. P. HOLLINGBERRY CO., Representatives
HARRY E. CUMMINGS, Southeastern Representative
BROADCASTING - Broadcast Advertising
We’ve got a hook in our voice

One’s larynx, we’ll admit, is an unusual place to find a hook. Particularly a radio station’s voice box. Yet that’s where you’ll find ours. A diabolical weapon, too, if ever you saw one.

This hook in the voice of WHK pulls cutomers in off the street, extracts money from their pockets, hands them your merchandise, and sends them on their way smiling broadly. (No, Cuthbert, it does not wrap packages.)

We know all this, because we get our dope straight from Cleveland’s best-informed feedback—the merchants of our town. They use more time over WHK than over any other leading station!

NO WONDER

WHK

is

Retailers’ Choice in Cleveland

Represented by Paul H. Rayner Co.

United Broadcasting Co., Operators of WHK-WCLE, Cleveland and WHKC, Columbus
First Listener Study in Occupied Europe Shows Our News Programs Effective

THE VOICE OF AMERICA, speeding 2,500 broadcasts a week, in 26 languages, across the Atlantic by shortwave radio, is heard and its counsel followed by the people of occupied Europe, who risk their lives to listen, declared Louis G. Cowan, chief of the Radio Program Bureau, Overseas Branch, OWI, at the second annual luncheon given by the Pulse of New York, research organization.

10% Heard Programs

Citing the first survey ever made of listening habits, Mr. Cowan said interviews with Italians in Catania showed that approximately 10% of the population had heard programs from America, either directly or as rebroadcast on medium waves from the BBC in England. Today American transmitters in Algiers, Tunis and Palermo are also rebroadcasting the shortwave programs to Europe. He played recordings made in Madrid and London to show the general high quality of reception of our shortwave programs, despite atmospheric conditions and Nazi jamming.

News, with a maximum of fact and a minimum of commentary, is the program preference universally expressed by refugees from Nazi-occupied countries. When a man is risking his neck to hear the truth, he is not interested in any frills, any analysis, or anything except the true facts, Mr. Cowan said.

As an example of the effectiveness of these broadcasts, Mr. Cowan told how the OWI last summer beamed to France quotations from Herman Goering’s speech promising that if there is not enough food to go around the Germans will eat first. OWI followed this with advice to French farmers not to turn all of their crops over to the Nazis, but to secrete what they could and destroy as much as possible. These broadcasts were followed by a wave of sabotage, he reported, in which Nazi granaries were burned and farm machinery destroyed to prevent the conquerors from shipping the crops to Germany.

Professional Listeners

Where prohibitions against listening are strictly enforced, Mr. Cowan reported, a few professional listeners hear the broadcasts and then disseminate the news by word of mouth, handbills or underground newspapers. Sets and parts are pooled and the BBC has assisted by broadcasting detailed instructions for preserving and repairing sets and even for converting medium wave receivers to shortwave sets. To lessen the danger of continued listening, the OWI news schedules are rigorously maintained, he said, with news in English, German, French and Italian broadcasts at the same times every day, and broadcast slowly and clearly with a headline summary at the beginning and conclusion to counteract possible jamming by the enemy.
Canadian Advertisers Discuss Post-War, Management Issues in Toronto Session

29TH ANNUAL MEETING of the Association of Canadian Advertisers at Toronto Oct. 28-29 elected R. L. Sperber, Sterling Products 1943-44 president. Postwar planning, public and personnel relations and management were topics of discussion at the session. Subjects were chosen by a roll of the members prior to the annual meeting, with postwar planning first choice, and sales management problems second.

Among those addressing the convention were Edward L. Bernays, public relations adviser to the U. S. government, who urged the postwar creation of a joint board between Canada and the United States to promote mutual understanding; E. G. Hildebrand, assistant vice-president of the Bell Telephone Co. of Canada, who spoke on "The Position of the Advertising Manager in Personnel Work"; J. C. Adams, general counsel, Central Ontario Industrial Relations Institute, whose subject was "Why Collective Bargaining?"; Harry H. Rimmer, advertising manager, Canadian General Electric Co., who headed a forum on "Motion Pictures in Industry"; Arthur A. Porter, managing director of the Canadian Institute of Public Opinion, who was featured dinner speaker on "Tomorrow's Mind".

Two Listener Groups

"There is no radio advertiser today," Mr. Porter stated, "who cannot get a continuing record of the percentage of the audience his program receives, or who cannot make a comparison with the appeal of his show and his competitor's. The pre-testing of appeals for radio shows has developed rapidly.

Don't you ever want to sleep, Silas?

Shore—I'm just awaitin' for that Gal at WDAY to sing me asleep!

In the big cities, you just don't get to know and need a good radio station like the people in a wide farm country. That's at least part of the reason why 59.5% of the 1,537,477 people in WDAY's audience are tuned to WDAY all times. The fact that they're also the most prosperous people in North Dakota, South Dakota and Wisconsin, simply makes WDAY unbeatable. Won't you let us prove it?

WDAY

FARGO, N. D. . . . 5000 WATTS . . . N. B. C.

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, NATIONAL REPRESENTATIVES
JOHN H. Hines Jr., formerly of the Newell-Emmett Co. radio department, New York, has been named director of sales of research and development at Drackett Products Co., to continue the company's research on soybean, which has been used in the past for drama and windows. Agency is Young & Rubicam, New York.

GEORGE KERN, former-time buyer at Beach & Bowles, has been promoted to a major in the Army.

PHIL McHUGH, Hollywood freelance, has been appointed radio director of Western Adv. Agency, Los Angeles.

HARRY J. WENDLAND ADY, Los Angeles agency, has moved to new offices at 2:30 217. Seventh St. Phone in Federal 9076.

EDWARD PETRY & Co., recently moved its San Francisco offices to the Russ Bldg.

BURTON ICHE, formerly with Chiron Agencies, has joined the Angeles staff of Beaumont & Hohman as account executive.

CHARLES A. BOWES, account executive, and Ira B. Thomson, Ryan, Hollywood, is the father of a boy born in October.

PEDLAR & RYAN, New York agency, has recently discontinued its Hollywood production office.

LOUISE M. LUDKE, production manager and spacebuyer of Brashers, Davis & Van Norden, Los Angeles, has joined the firm in Hollywood.

ABEL RITCHIE has joined the executive department of Borden Co. Adv., Chicago. She was formerly advertising manager and fashion director of Woman's Home Companion, Buffalo, and publisher of the Woman's Day show for Young & Rubicam.

RICHARD POST, radio director of the Russel M. Seeds Adv. agency, Chicago, will report for Army service on Nov. 18.

ERNEST FOGEL, Blackstone-Sample-Hummert production line, director of NBC's Mary Perkins show, has returned to Los Angeles.

EVELYN PIERCE, theatrical director and manager, has joined the radio department of Compton Adv., New York, as program supervisor in daytime radio.

MRS. MARY HAUSER, formerly assistant time and space buyer to Frank B. Avery, Arthur Mershoff & Co., Chicago, has succeeded him as head of that department. Avery is now merchandising director.


WOODLEY'S OWN AGENCY

ALBERT WOODLEY, executive vice-president of Caples Co., New York, is resigning to open his own agency on Nov. 1. He will be called the Albert Woodley Co. and will be located at 551 Fifth Ave., New York. Telephone will be Murray Hill 2-8875. According to Mr. Woodley no plans on personnel or accounts are ready for release, although he said radio would be handled.

GROVE GOES on coast-to-coast Mutual hook-up with Ray Dady.

SIDELIGHTS on the News. The Grove Labs Vitamin program will be heard Monday through Friday, 7-11:15 (EWT), on KWK St. Louis, starting Nov. 8. Discussing the details are (standing): Ray Dady; V. E. Paechenberg, KWK general sales manager; William Wagner, president of Beaumont Labs, Grove subsidiary; H. S. Goddard, Jr., assistant to the president of Grove (seated); Harry Goldsmith Sr., president of Grove; and Freeman Keyes, chairman of the board and president of Russell M. Seeds Co., agency handling the account.

Swertfager Agency

WALTER M. SWERTFAGER has formed an agency bearing his name, following dissolution of Swertfager & Hixon, New York, on Nov. 1. Mr. Hixon, who is scheduled for induction into the armed forces, will leave on a vacation. The new agency will continue at the original headquarters, 20 East 49th St., As Walter M. Swertfager Co., the firm will continue to handle accounts handled by its predecessor.

HARRY MAUS, vice president and copy editor for the past eight years of the Russell M. Seeds Co., Chicago, has been given a leave of absence for the duration to serve with the Coast Guard. Maus left Chicago Oct. 28 to begin training in Manhattan, N.Y.

FREDERICK G. MARSHEL, formerly of Buchanan & Co., New York, has joined G. M. Basford Co., New York, as account executive.


DON STAUFFER, New York vice-president in charge of radio for Ruthrauff & Ryan, and his assistant, Hagan Wycoke, are supervising Hollywood offices for two weeks while Nate Trites, West Coast vice-president and radio director, vacations.

Staff Additions Named By K & E for Chicago

RECENT personnel additions to the Chicago office of Kenyon & Eckhardt include O. H. Deviney, office manager; Frances Smith, radio production; and W. S. Hoyt, account executive. Outdoor advertising of the company will be handled through a department headed by C. Earl Fitchard. Joseph V. Stussy, of the company's New York office, will establish a media department in Chicago, assisted by Mr. Hoyt.

Copy, art and radio work for the firm's 1944 Kellogg Co., Battle Creek, Mich., campaign will be developed jointly between the agency's New York and Chicago offices until complete media department organization is effected in Chicago. Orders for copy instructions will be issued by the K. & E. New York office, although lists and schedules will be compiled under the supervision of the Chicago office. In addition to Kellogg advertising, the firm's Chicago office will place advertising of Morton Salt Co., Chicago, effective Jan. 1, 1944.

Knight Leaves F. & C. & B

VICK KNIGHT, for six months Hollywood vice-president in charge of radio for Foote, Cone & Belding, has resigned because of ill health. His recovery is understood to require a complete rest. Don Belding, chairman of the board of the agency, will supervise the Hollywood radio department. Bill Landsverk, former Hollywood representative of Pedlar & Ryan, who took over as freelance producer of the CBS Jack Carson Show, sponsored by Campbell Soup Co., when Mr. Knight became ill, continues.

Mr. Knight

BETSY TYSOLAR, formerly assistant account executive with M. C. Briscoe, Chicago, has joined Jim Duffy Co., Chicago, as director of Radio.

SHIRLEY EBNER, formerly of Trans-Radio Press, Chicago, has joined the press bureau of J. Walter Thompson Co., Chicago.
A Watch ... and the Chicago Market

A watch? A steer? The Chicago market? What's the connection? Simply this...

The American people know that a watch is essential... or back we might go to hourglass and sundial.

And American businessmen know that advertising in the right markets is essential... particularly today... or back they might all go to living in caves.

Chicago is one of these right markets, and WMAQ is the essential station... in that market. There, industrial employment is up 50%; wage income has doubled; and, in a recent period, the area obtained 9,000 war contracts. Today, Chicago is one of the princely markets in the U.S.A., and WMAQ, a major NBC outlet, delivers this market to advertisers day in and day out.

WMAQ—CHICAGO
One of Eleven Essential Stations in Eleven Essential Markets
Represented by NBC Spot Sales
Today, in business, as in living, essential things come first.
Here's why all eleven of these stations are essential to you:
1. They broadcast to 55% of the radio homes in the U.S.
2. They are in markets whose buying power is 34.2% higher than the country's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a watch is to the promptness of America.
And WMAQ, Chicago, is a great time buy every time.

WMAQ—CHICAGO
WEAF—New York
KYW—Philadelphia
WRC—Washington
KOA—Denver
WTAM—Cleveland
KDKA—Pittsburgh
WBZ—Boston
WGW—Springfield
KVO—Cincinnati
WGY—Schenectady
WOR—New York
WJZ—Anchorage

A SERVICE OF RADIO CORPORATION OF AMERICA
Radio, Military, School Heads to Join In Conference at Chicago, Nov. 28-30

NATIONAL RADIO figures, educators, military men, students and station managers, will participate in the seventh National School Broadcast Conference at the Morrison Hotel, Chicago, Nov. 28-30.

The program will feature a special meeting of the Association for Education by Radio, the National Association of Educational Broadcasters, Alpha Epsilon Rho, honorary radio fraternity, and Frequency Modulation Educational Broadcasters, George Jennings, of the conference’s executive committee, announced. Dorothy Lewis, chairman of the Radio Council on Children’s Programs of the NAB, will preside, and “The Listener’s Stake in American Radio” will be discussed. Lyman Byrson, educational director of CBS, will be coordinator of the group, including Edgar Bill, WMWD Peoria; John J. Gillin Jr., WOW Omaha; Charles W. Myers, KOIN Portland, Ore.; and William B. Quinn, WMT Cedar Rapids, Iow.

FCC Chairman James L. Fly is scheduled as guest on a special Quiz Kids broadcast on the BLUE, also on Sunday, after which America Takes to the Air will be shown, followed by discussion.

Official opening of the sessions will be on Nov. 29, with David Heffernan, assistant superintendent of Cook County schools, chairman of the discussion, “What Radio Should Mean to You.” Speakers will be Lt. Clarence Harder, assistant superintendent in charge of Elementary Schools, Chicago; Nelson Olmsted, actor-narrator heard on NBC; and William D. Boutilier, of the U.S. Office of Education.

Discuss Propaganda

Principal speaker at the afternoon session of Nov. 29 will be Col. Edward M. Kirby, formerly public relations director of the NAB, now chief of the Radio Branch, War Department, whose topic will be “Radio Touches on All Fronts.” Judith Waller, public service director of NBC’s Central Division, will preside over the afternoon session, at which the annual School Broadcast Awards of Merit will be presented and announcements made of the annual radio utilization competition winners.

Panel for the Script and Production award events of Monday and Tuesday, will include Harriet Hester, formerly director of Schooltime on WLS Chicago; Orville J. Neuber, assistant program director, WBSM Chicago; Gordon Hawkins, manager of KYW Philadelphia; and Mary Gannan of the CBC.

Clifton Utley, formerly director of the Chicago Council on Foreign Relations and editor of the Air Edition, The Chicago Sun, will be chairman of a discussion on radio propaganda and foreign broadcasting, with Harold Ettlinger, short-wave listener, The Chicago Sun; Siegfried Wagner, short-wave listener, The Chicago Times; William Newton, Chicago manager, BBC; and Joseph Barnes, OWI, as speakers.

Col. Adamson Speaker

Chairman of the radio clinic on Tuesday morning will be Maj. Harold L. Adamson, Liasion Officer for the Department and the U.S. Office of Education and president of the Association for Education by Radio. At the Association for Education by Radio luncheon Tuesday, Harold B. McCarty, director of the WBA and regional vice president of AER, will be chairman. Guest luncheon speaker will be Col. Hans Christian Adamson, USAF, currently assigned to the Office of Education. Col. Adamson, formerly a writer for the School of the Air for the Americas, is a survivor of the Ricksha plane forced down in the Pacific.

The executive committee for the conference under the chairmanship of Maj. Harold W. Kent, includes William Drips, BLUE Chicago; Mr. Heffernan; Elizabeth Marshall, Radio Council, WBEZ Chicago; Judith Waller; and George Jennings.

RECENT GUEST at the studios of KGW San Francisco was Dr. Robert L. Stearns, president of Colorado (center), who was given some pointers on military strategy by Dean Dickason (right) who conducts the program Closeups of Our Fighting Men, sponsored by Chemicals Inc. Listening in is Walter Guild of Garfield & Guild, agency handling the account. The Japanese machine gun on the table came from Guadalcanal.

NEW YORK JOURNAL-AMERICAN is promoting daily features included in the paper with 30-second announcements on 15 New York stations. Campaign is of undetermined length, according to Sumner Collins, promotion manager of the newspaper.

Stations are WNEW WMCA WNYT WWRL WHYN WLIB WEAF WJZ WOR WOV and WINS.

A 50,000 watt audience at a 250 watt rate

C. E. HOOPER FOR JULY-AUGUST

<table>
<thead>
<tr>
<th></th>
<th>MORNING</th>
<th>A</th>
<th>MORNING</th>
<th>A</th>
<th>A</th>
<th>MORNING</th>
<th>A</th>
<th>MORNING</th>
<th>A</th>
<th>A</th>
<th>MORNING</th>
<th>A</th>
<th>MORNING</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MIN.</td>
<td>THRU</td>
<td>FR.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>THRU</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>THRU</td>
</tr>
<tr>
<td></td>
<td>6:00</td>
<td>12:00</td>
<td></td>
<td></td>
<td>13.7</td>
<td>26.4</td>
<td>36.5</td>
<td>20.6</td>
<td></td>
<td>34.4</td>
<td>26.4</td>
<td>23.5</td>
<td>12.1</td>
</tr>
<tr>
<td></td>
<td>12:00</td>
<td>6:00</td>
<td></td>
<td></td>
<td>26.4</td>
<td>36.5</td>
<td>20.6</td>
<td></td>
<td></td>
<td>26.4</td>
<td>36.5</td>
<td>20.6</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00</td>
<td>6:00</td>
<td></td>
<td></td>
<td>34.4</td>
<td>26.4</td>
<td>23.5</td>
<td>12.1</td>
<td></td>
<td>34.5</td>
<td>20.3</td>
<td>35.8</td>
<td>8.3</td>
</tr>
</tbody>
</table>

NET DEBT

Of Gratitude Paid by WTAG

In Ad Praisng CBS

TURNABOUT in radio advertising is occurring in the ads of WTAG Worcester, Mass. [Broad- casting, Oct. 28], in the use of two-page spreads showing the praises of its affiliated network, CBS. E. E. Hill, WTAG managing director, who conceived the idea says he feels station managers will be indebted to their network, which “improves their position in the markets” and also “provides service to listeners which would otherwise be completely beyond reach.”

Some specific instances of the network’s service to the station are Columbia’s Philharmonic broadcasts, especially appreciated in Worcester who don’t have the programs on their own station. The idea was also turned to station managers in the Manufacturers of Maj. Rickenbacker plane which have been advertising in the Worcester newspaper.

Textel Campaign

INDUSTRIAL TAPE Corp., New York, has announced that Johnson & Johnson, has placed one-minute transcribed announcements with comedian Lew Lehr for its Textel tape. Transcriptions are a part of a campaign offering listeners a free copy of a book-sized Scrapbook of Army-Navy Humor, which explains on the cover that “Textel Cophene Tape has gone to war” but that the firm hopes to serve the public soon. Program is produced and placed by M. H. Hackett Co., New York, and announcements are aired 10 to 35 times weekly on 30 stations, for four or five weeks. New York outlets are WHN and WMCA.

Sealy News on Coast

SEALY MATTRESS Co., Los Angeles, formerly a consistent user of West Coast spot radio, on Nov. 21 starts the weekly-hourly Laymen’s Message of the News on 6 NBC Pacific stations (KFI KMJ KPO KGW KOMO KHQ). Sunday-10 A.M., Tuesday-6 P.M., (Wed). Contract is for 52 weeks. Firm in addition is continuing its thrice-weekly late afternoon program by the oldest Sealy name on KFI Los Angeles, Alvin Wilder Adv., Los Angeles, has the account.

Falstaff Spots

FALSTAFF BREWING Corp., St. Louis, has released the fourth in a series of 21 one-minute announcements featuring “Falstaff Open-shaw”, poet-comedian who gained national attention on CBS with Fred Allen. The spots have been syndicated by Falstaff in 40 cities. In their territory. Harry S. Wexler, president of the company, will split the advertising for some of its products between Rickenbacker beer and Falstaff, and United Adv. Co. Chicago agencies, about Nov. 15.

Drug Shift

CONSOLIDATED Drug Trade Products, Chicago, will be dealing to Nate Hirschfeld, president of the company, who will split the advertising. First for some of its products between Benzon & Dall and United Adv. Co. Chicago agencies, about Nov. 15.
Los Angeles Retailers rate our product—first
—where do they rate yours?

KECA airs more retail quarter hours than all other local network stations combined. Here on their own home grounds, Los Angeles retailers have plenty of opportunity to test and prove results. Retail merchants demand fast action from their advertising. KECA...with its great responsive audience...produces it.

If your client's budget is strictly on the limited side and you need a lot of advertising for your money, you need KECA because it delivers more listeners per dollar than any other local network station. That's a big claim! Ask us to prove it.
THE Business of BROADCASTING

STATION ACCOUNTS

sp—studio programs
np—news programs
1—transcriptions
a—spot announcements
2—transcription announcements

WGY Schenectady
Hy-Troua Corp., Boston (liquid plant food), 22 as, thru Broadcast Ad., Bos-

Bechhout Packing Co., New York (sweating guns), 22 as, 13 weeks, thru Newell

Odette Mfg. Co., New Rochelle, N. Y. (poultry grill), 7 weekly, 1. 52 weeks, thru

Odelin Chemical Co., Odelin, La. (Octo-

Oliver Shell & Co., 5 weekly, thru Carl & Prewett, N. Y.

The Lambert Vitamin thru Young thru Pa.

Byers Adv., Bos.

Curtis Publishing Co.

Gilson Mfg. Co., S. A.

Lambert Vitamin thru Young thru Pa.

Admiral Tobacco, Harrison, N. J. (shap-

Byers Adv., Bos.

Curtis Publishing Co.

WGY & thru Co., New Rochelle, N. Y. (poultry food), as weekly, thru Cecil & Freymer, N. Y.


Lambert Vitamin Co., St. Louis (Beano

Chemical Corp., Malden, Mass.

Weekly thru

Sava plant food),

Admiration Labs., Harrison, N. Y.

Byers Adv., Bos.

K. 26-52

.ws

.TWO

N. D., (co-op

Mills, thru Katz Company.

Katz Company

K. 20-52

.K

.K

S. A.

Y.

5000-5049

.k

B

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.

K

.T.
Boston's newest sensational LUCKY DOLLAR CLUB... WCOP

TO CELEBRATE its 52nd anniversary, the Central Bank of Oakland, Oakland, Cal., sponsored a 30-minute program on KROW Oakland, relating its banking history. Special feature was the awarding of nineteen gold and diamond-studded service pins to officers and employees by bank president Frank N. Belgrano, Jr.

GRACE BROTHERS, Santa Rosa, Calif. (beer), has started sponsorship of a half-hour musical program, "Grace Melody Hour," once weekly on KROW Oakland, Cal. Contract is for 52 weeks. Agency is Ralph Jewell, Oakland.

BORS MORRIS Productions, Hollywood (Watts King Operaetta), Oct. 31 began sponsorship of 20 spot announcements over Chicago stations WIND WATF WCFL WHPF WEDC WISBC. Contract is for seven weeks. Agency is United Broadcasting Co., Chicago.

FITZSIMMONS STORES Ltd., Los Angeles (chain grocery stores), began sponsorship of "Fitzi Talk-a-thon" over WMCA New York for a total of 968 announcements for Soubenon, a proprietary medicine for arthritis. Year contract will go into effect at the conclusion of a successful 13-week test campaign on the same station, started last September. Victor van der Linde Inc., New York, handles the account.


AGASH REFINING Corp., Brooklyn, on Oct. 25 started participations on Bennie Bently's program on WGN New York having completed a series of Dr. Eddy's Food and Home Forum on the same station in behalf of Royal Cook Oil. Agency is Deiner & Dorskind, New York.

KANSAS CITY Apparel Assn. Inc. has named David R. Mindell Agency, Kansas City, to handle its account. Plans for radio are said to be included.

FRED MULLENS INC., New York ("4711" Toilet Products), has appointed Kelly, Nason Inc., New York, as agency.

SPONSORS to start advertising on the BLUE's local cooperative program "The Mystery Chef," last Monday, Nov. 1, were: Jewel Tea Co., on WISH Indianapolis; and Carey Salt Co., on KOME Tulia, and on KYOD Denver. Another cooperative program on the BLUE, "Dick Tracy," has obtained Royal Crown Cuda Agency as a sponsor on WGMU Gulfport, Miss.; while Kass Clothing Co., has signed for Morton Agency—News on WCFL Chicago, both starting Nov. 8 on a five-times weekly basis.

SEYDEL CHEMICAL Co., Jersey City, has signed a three-year contract with WMCA New York for a total of 968 announcements for Soubenon, a proprietary medicine for arthritis. Year contract will go into effect at the conclusion of a successful 13-week test campaign on the same station, started last September. Victor van der Linde Inc., New York, handles the account.

TYPICAL American Housewife, selected by OPA, is Mrs. Philip J. Crowlie (centered), who with Colorado housewives how to conduct their culinary careers in time of war. The program of KOA Denver, Mrs. Crowlie was guest of Lora Price (right), director of the forum, and Loren Price, assistant.

BORDEN Co., Chicago, has named Kenyon & Eckhardt, New York, to handle advertising for its coffee products. A new line of coffee will be introduced at a later date.

VERNON CANNING Co., Los Angeles, has appointed Bruecher, Davis & Van Norden, Los Angeles, to handle advertising. No immediate radio plans are contemplated.

LONGINES-WITTNAUER Watch Co. has signed a 26-week contract with KGO San Francisco for five-times weekly sponsorship of The World's Most Honored Music, transmitted half-hour music program used on a number of stations throughout the country by Longines. KGO program started Nov. 1 in the 10 p.m. period. Arthur Rosenberger Co., New York, handles the account.

Hudson Coal Co., Scranton, Pa., has started Sunday Morning World News spot announcements Hester Hints on CKAC Montreal. Account was placed by A. McKim Ltd., Montreal.

LEIN & FINK (Canada) Ltd., Toronto (Hinda honey and almond cream) has started a new spot announcement series several times daily on 10 Canadian stations. Account was placed by Spitzer & Mills Ltd., Toronto.

ROSEFIELD PACKING Co., Alameda, Calif., on Nov. 1 started sponsorship for an indefinite period of "Skippy Hollywood Theater on KOY Phoenix, KTUC Tucson, and KUSN Ranch. "Director is Garfield & Guild, San Francisco.

LION Department Store, Toledo, has begun sponsorship of a musical memories program on WDTL Toledo. Program is aired six-times weekly.

HARRY W. DRAGOO II, head of the advertising department of Lum- bly's Mutual Casualty Co. and American Motorists Insurance Co., Chicago, has been commissioned an ensign in the Naval Reserve.

Burdine's Department Store, Palmetto Beach, Fla., has begun sponsorship of a five-weekly quarter hour fashion series on WJNO Palm Beach.


F. G. Vogt & Sons, Philadelphia (packers), has renewed sponsorship of Betty Joseph's Food Talks on KYW Philadelphia for the fifth consecutive year. The 52-week contract was placed by The Clements Co., Philadelphia.

Healthcords Placing
AMERICAN HEALTHCARE, Inc., Newark, is seeking availabilities on a per-inquiry basis in expanding its spot campaign for Kelp-1-Dine, a new vegetable product promoted as an aid to reducing. Campaign, which started last August in the New York area, expanded Nov. 3 to WPFN and WDAH in Philadelphia, and will add another station in that city, as well as outlets in Bridgeport, New Haven, Hartford, Baltimore, Buffalo, and Boston. Frem is also looking for southern points. Agency is William N. Scheer, Newark.

Gumps on Air

Drug Sales Up
SALES by American Home Products Corp., Jersey City, increased 44% in the first nine months of 1943 over the same period of 1942. Profits for the six months ended Sept. 30 rose from $107,386 to $263 for the same period in 1942, ac- cording to C. M. Chester, chairman.

GIMBEL BROTHERS, Philadelphia (department store), has started a Sunday series of recorded classical music, Sunday Interlude, 1 to 1:30 p.m., as an institutional feature on WIP Philadelphia.

GOOD HOUSEKEEPING SHOPS, Chicago (housewives' ad.), on Oct. 18 began sponsorship of a quarter-hour musical memories program six times a week on WAAF Chicago. Contract is indefinite. Agency is Leiber Adv. Co., Chicago.

"Say pal, you wouldn't mind listening to all the newscasts on WFDF Flint Michigan tonight, would you?"
"The Kibitzers"... FOR SALE

Listeners know them as
"Those Wacky Guys" but sponsors
know they sell!

These two multi-voiced comedians keep
a growing proportion of WJZ's listeners
in stitches between 8:00 and 8:30 six morn-
ings a week. Their quips, gags, and comedy
situations put them on top—in New York's
morning radio.

Their handling of commercials is unique
... and successful!

Right now, for example, their sponsors
include Resinol, Tabasco Sauce, Quaker
Oats, Rem and Rel Cough Syrups... each a
product in a highly competitive field. "The
Kibitzers" are doing a sales job on all of
them in New York, a highly competitive
market. Renewals testify to that.

We believe that "The Kibitzers" and
WJZ can pull this sort of mail for you, too:

"... and many thanks for making the com-
mercials palatable."

"... Incidentally, we especially like your
handling of the commercials. And what's
more, we buy your products. For example,
we just got..."

"... Your advertisers are smart to let you
handle the commercials in your own way.
They’re terrific!"

We believe that we can sell for you. Call
or write for all the facts on "The Kibitzers,
including the low
cost per partici-
pation in their
program... and
their salesability.

The Blue's Key Station in the
Great New York Multiple Market

Represented by Blue Spot Sales
MERCHANDISING AND RADIO were discussed by these business executives at a meeting of 20 Dr. Pepper bottlers from Indiana, Kentucky and Ohio at Crosley Square, Cincinnati, home of WLW-WSAI. Speakers were (1 to r): Walter A. Callahan, WSAI general manager; Don C. Bryan, president; William V. Ballew, general sales manager; Ed Davidson, assistant sales manager; A. H. Caperton, assistant to the president in charge of advertising, all of the Dr. Pepper Co., Dallas; Harry Smith, WLW sales manager. Dr. Pepper BLUE show Fun Valley on Sundays is aired by WSAI while WLW carries spot announcements for the firm. Tracy-Locke-Dawson, Dallas, handles account.

Craven Sees Stiffer FCC Rules

(Continued from page 18)

said. This is in spite of the fact that in most cities today there are more stations than newspapers and less capital investment is required to establish a station than a modern newspaper. He pointed to the opening of FM and other radio services in the postwar era as developments which make it possible to expand radio's opportunities considerably. "Thus," he said, "the day need not be far removed when there will be sufficient opportunity for any number of persons with sound business judgment to establish a radio broadcasting enterprise in any community in this country.

Despite all these developments, it is difficult to visualize sufficient facilities to afford every citizen a transmitter, he said. Even if there were 100 national radio networks (against four today) the whole nation could not be accommodated because it would take 37 years to have each citizen talk only 15 minutes. That would be so if the networks operated 24 hours a day and were solely devoted to speech making.

A further danger may well be too many radio stations in a community and that the audience would be divided so greatly as to impair the value of radio as a medium for reaching the entire pubic. Thus, he said, while we could have an abundance of facilities, we find that the very abundance becomes a handicap rather than a solution to the problems of radio.

Freedom to Listen

The doctrine "freedom to listen" enunciated by Chairman Fly in several speeches indicates a "misconception" of present radio problems, Comdr. Craven declared. "Freedom to listen" was established centuries ago, both in America and in England. This right was already the listener when radio was discovered, he said, This doctrine, he said, cannot provide free access to the microphone because the right already exists.

Radio should have freedom equivalent to that of the press not only because of existing operations but because in the future the advent of facsimile and television will still further minimize the differences between radio broadcasting and the press, Comdr. Craven asserted.

Above all things, he continued, the public will demand "free radio". The only way this can be secured is for the public to retain "control of the dial" and "demand that its representatives in Congress refuse to delegate this power to anyone. This power, combined with free opportunity to compete, is the most effective control yet devised to correct abuses of privilege in radio."

Declaring that the final answers cannot be discovered overnight, Commissioner Craven, however, urged that "panaceas or irrational solutions which bear no real relation to the fundamentals of democracy and which do not recognize the practical realities of radio," should be discarded. "Instead, we should approach the solution of radio's problem in the atmosphere of our Constitution."

Advertising remedies, Commissioner Craven said that first, it must be agreed that radio is free in the full sense of the Bill of Rights. Another constructive contribution can be achieved through providing more opportunities to establish stations and this can be accomplished by allocating more channels to broadcasting. He predicted that developments of the war will make this possible. Such an increase in facilities will nearly approach the works of "free competition," he said.

Free Speech

Legislation to insure a free radio is needed, Comdr. Craven declared, pointing out that one potential abuse is the concentration in a single Government agency of the licensing power, and the power to regulate the business affairs as well as the composition of the traffic of the licensee.

Alluding to the Supreme Court decision governing composition of the traffic and control of contractual and business relations of the licensees, Commissioner Craven said this situation should be clarified by legislation "which prohibits the FCC from regulating the composition of radio traffic or in any other way, directly or indirectly, promulgating any regulation or fixing any condition which would interfere with the right of free speech by means of radio communications."

Until recently, the existing law accorded broadcasters considerable latitude in operation, Comdr. Craven commented. But broadcasters have been subjected to severe criticism for attempts at censorship of news commentators and for the manner in which they accord access to the microphone. This criticism has inspired action by the FCC, such as the recent decision preventing licensees from using their facilities solely to defend their personal views. He cited also Chairman Fly's criticism of the NAB Code on refusal of sale of time for controversial issues and, finally, the Supreme Court opinion.
Here's one that wasn't "in the book"....

This is a reproduction (greatly reduced) of cover design of the big 28-page, four-color booklet delivered by KGW on Nov. 1, to every home in the Portland metropolitan area.

That's putting punch in promotion where it counts!

Distribution of this booklet was preceded by an extensive newspaper and spot announcement campaign.

Today every home in this area has a whetted interest in KGW programs and personalities.

The impact of this spectacular promotion was tremendous.

And the KGW advertiser gets the benefit in a market where individual incomes are twice as high as the national average.

KGW
PORTLAND, OREGON
Fly Devotes Testimony To Vicious Attack On Networks  

(Continued from page 12)

work makes up the programs. Mr. Fly asserted that the "large powerful agencies" exercise considerable control over radio. Mr. Fly apparently have reversed his brand of "freedom for commentators" which he advocated publicly [BROADCASTING, Oct. 18] when he told the committee that "commentators want money but across the ideas of their sponsors".

Senator Wheeler commented "there is too much tin-pan alley on the radio" and people wanted more dignified programs and music.

Mr. Fly accused the networks of abdicating their duties of management by turning the mike over to a sponsor with an ax to grind". Still speaking of the network regulations, Mr. Fly said: "I suppose that seldom in history have we had more painstaking hearings and care as have those regulations." They required 70 days of hearings, spread over a period of six months, he said, and finally they were upheld by the Supreme Court.

Calls NAB 'Stooge Organization' for Networks

"Now as I've suggested, the cry comes from two sources; I might say two and a half sources. Two large networks... " (Senator Reed interrupted to remind Mr. Fly he hadn't named them and the witness named NBC and CBS). "They have been served by a stooge organization known as the National Association of Broadcasters. Whenever NBC or CBS are needed, a person comes from Neville Miller, president of the Association. And when it comes the reflex of the networks and the NAB is the same." Senate Reed asserted: "You made a charge. What's the connection?"

"I didn't mean to make a connection," replied Mr. Fly. "Bear in mind, sir, two small networks, Mutual and the BLUE, are not members of the Association. Any time anything comes out that affects these two small networks, a叫做 comes from the Association." He charged that the NAB "has been out holding district meetings and beating the bushes, getting newspaper stories which our radio stations to campaign against the regulations".

When Senator Hawkes asked if the BLUE and MBS had a right to join, NAB Chairman Fly replied: "Yes, they belonged and resigned." (Editor's Note: NAB records show that CBS became a member of the NAB May 1, 1942, and NBC joined Aug. 1, 1942. Neither Mutual nor BLUE have ever been

HANGING ON EVERY WORD of Chairman Fly as the Senate Interstate Commerce Committee hearings opened, were these proponents of new legislation (1 to r): Robert T. Bartley, newly-appointed NAB Director of War Activities; Herbert M. Blue, Washington attorney and chairman of the legislative committee, Federal Communications Bar Association, NAB president Neville Miller and Karl A. Smith, Washington attorney and legislative counsel for the trade association.

"The NAB has used a lot of propaganda," was Mr. Fly's answer. "No one has gone around to explain to stations how the regulations help them. They've done an effective job."

"Done a nice job for whom?" asked Senator Shipstead. "In their own interests," said Mr. Fly, then added: "The upshot of it is they (the NAB) mislead a lot of people including their representatives. It's pretty ominous to have that kind of a machine."

Small Stations Not Molested, Reed's View

"May I suggest that my own experience is not in line with your thoughts?" said Senator Reed. Mr. Fly said that the small stations have been "going along depending to their own business. I think by the large," he said, "the small stations have been left alone." Minutes later, however, when Senator Reed said the major of small broadcasters in Kansas favored new legislation, Mr. Fly reversed his opinion with: "I think the work of these people (NAB) has gotten to them (small broadcasters)."

Senator Gurney said that while he had received no letters from broadcasters in South Dakota, probably because he hadn't sought their opinions, "I'm just wondering if the stations don't feel that they are held down by the Commission and are afraid of reprisals."

"I don't think that's true," said Mr. Fly. "I think the stations are not highly exercised about the matter."

"I know of course if the bill becomes law, it would change the operations of the Commission," Senator Gurney continued. "What function of the Commission could not be carried on? In what way would this bill be detrimental?"

"By restoring the industry back to monopolistic practices," said the Commission chairman.

Have Never Exercised Program Control, Says Fly

"Do you feel that a Government agency should control what goes out over the air?" demanded Senator Gurney.

"I have never exercised a negative or affirmative control over any programs," was Mr. Fly's answer. "Under that guise these interests (the networks) are going to step in here and use it to restrict radio to monopolistic practices."

Senator Reed read from a letter of a broadcaster in Kansas in which the Kansan pointed out that he no longer had transmitter equipment to replace his 13-year-old transmitter which was likely to go dead at any moment, but couldn't replace a "worn-out tube without the Commission's consent."

Normally that would be no problem, Mr. Fly explained, because of the war the WPB has restricted materials.

"Under our rules if that is essential to the continuity of business we can approve it. If it is not essential to the continuity of business we can't do it," the FCC chairman explained.

Senator Gurney wanted to know why Mr. Fly objects to the White-Wheeler Bill. Again Mr. Fly said: "We don't want to go back to monopolistic practices." Specifically the proposed legislation would set up a "dog-in-the-manger" type of procedure, he said. He opposed the declaratory judgment provision of the bill that it would "get the whole thing bottled up. The upshot of it is you're laying a pretty effective foundation for 'dog-in-the-manger' type of administrative procedure."

Gurney Sees No Monopoly Danger

Senator Reed interjected: "You know, Mr. Fly, I'm a newspaper publisher and I'm concerned about this radio advertising."

"I think the newspapers should be concerned," the FCC administrator confided. "With the newspapers printed short advertisers are being squeezed in space and they might move out to radio. It could
work out to the detriment of the press and a windfall to radio.

Mr. Fly said if the present Communications Act were amended under terms of the White-Wheeler Bill it would mean that "the general control of stations would go back to New York". He added, "that is, all the but the BLUE would go back".

"When you say monopoly, it just doesn't sit with me," said Senator Gurney. "When I was a station operator years ago, my dealings with CBS were open and above-board. No effort was made on the part of CBS to tell me how to run my business. It seems unnecessary to me . . . ."

Mr. Fly interrupted to say he didn't want to repeat his seven-day testimony before the House Interstate & Foreign Commerce Committee during hearings on the Sanders Bill, but he didn't get to finish. Senator Wheeler adjourned the hearing until Thursday.

Chairman Backs Down On European Trips

Challenged Thursday by Senator Gurney, Chairman Fly backed down on his previous statement which linked current trips abroad by NBC and CBS presidents with large profits he contended the networks were making. The South Dakotan pointed out that the network heads were going abroad to line up broadcasters for this country and to carry out special missions for the OWI.

"If I didn't have more pressing business here," replied Mr. Fly, "I'd be over there straightening out some of our affairs. I think it's all right . . . . I withdraw that criticism."

When Mr. Fly couldn't tell Senator Gurney how many NAB members the various network affiliates included, Senator Hawkes supplied the answer based on inquiries he had made. Quoting statistics, he said of 159 BLUE affiliates, 113 are members of NAB while Mutual has 209 stations with 130 holding membership in NAB. CBS has 107 NAB members and NBC 168, he said.

Senator Gurney, referring to Mr. Fly's previous testimony that were not for the FCC regulations the "big networks" would engage in "monopolistic practices", demanded:

"Is it not a fact that radio is controlled by the laws of the land, just as any other business?"

"I think this is a very poor time to bring that up, sir," retorted Mr. Fly. "The Department of Justice recently dismissed the anti-trust charges against the big networks because of our network regulations."

"I think it's an opportune time to bring it up," replied Senator Gurney. He pointed out that the White-Wheeler measure provides that the FCC can't make regulations or attempt to enforce laws such as the anti-trust act, a function of the criminal courts.

"If you want to relieve the big networks of operating under the anti-trust laws, then repeal the Sherman Act," said Mr. Fly. "I don't know whether you want to relieve them and go back to monopolistic practices."

Senator Wheeler interrupted: "If we're going to have regulations of the networks, we've got to have some regulation of business practices. The law originally intended that the Commission regulate the radio industry, but the industry contends your regulations went too far. The Supreme Court decision now turns over to the Commission all regulatory powers. Some place between the two must there be a happy medium."

Fly Says Net Contracts Restrained Business of Station

"There has not been any attempt to regulate the business of radio stations," said Chairman Fly. "The thing that was done was to lift the restraint placed on them by the New York network heads." Under the FCC regulations, he averred, stations are given "exclusive control."

Then Mr. Fly read from a contract dated 1933 between CBS and WNAX Yankton, S.D., formerly owned by Senator Gurney. He stressed what he termed the exclusivity clause. Then, when he decided reading that portion of the 10-year-old contract he admitted the pact was dated 1933, Senator Gurney said: "I left the station in 1932."

"I'm not blaming you," said the FCC head. "I'm simply showing the restraint placed upon the station by the network."

Before Senator Gurney could complete his questioning, Senator Wheeler interposed with: "If it had not been for that contract, the people of South Dakota couldn't have had those programs."

Senator Gurney then pointed out that the contract between WNAX and CBS, originally made in 2927, has been renewed consistently and that relations between the station and CBS have been good.

Senator White, explaining that because he was co-author of the bill he had not intended to interrogate witnesses nor take any part

---

THe Complete Mail Study about to be released by KMA is now made available to the entire industry. Original plans were to limit distribution strictly to agency men and company advertising managers. But so many requests came from radio station men that Earl May, KMA president, has announced today that all who want copies may now have them.

This study is made from the 493,479 pieces of commercial mail received by the station from April, 1942 through March, 1943. Such questions as—

"Who writes to radio station—men or women?"

"What kinds of offers are most successful—contests, premiums, free samples, etc.?"

"How large a mail sample does it take to determine station coverage?"

— are answered for the first time!

Because of current restrictions, copies of the printed study will be mailed only on request. So, if you want one—write, right now—to the KMA Research Director. If you don't beat the order to the printer, you'll be too late!

---

KMA

The No. 1 Farm Station in the No. 1 Farm Market

152 COUNTIES AROUND

FREE & PETERS, INC.

SHENANDOAH, IOWA

BROADCASTING • Broadcast Advertising

November 8, 1943 • Page 63
EVER GET JUGGLED IN CALABOOSE (KENTUCKY)?

We don't know whether there's a jail in Calaboose (Ky.). But there must be a few people, even though WAVE doesn't ask you to pay for them in our coverage! WAVE concudes the back hills to the big stations! We concentrate on the Louisville Trading Area and its major slice of all Kentucky's business. Thereby we save you a lot of waste, a lot of dough—and still give you big results. Want the facts?

A DASH OF MAKEUP applied by Edyth Fern Melrose, heard as the "Lady of Charm" on the Bonne Belle Cosmetics Inc., series on WCKY Cincinnati, adds to beamning countenance of station president, L. B. Wilson. Mrs. Melrose and Olive Mackley, WCKY commentator and local voice on the firm's program, addressed cosmetic girls of Greater Cincinnati at a station reception and cocktail party in Mrs. Melrose's honor.

FLY SAYS NO STATION WAS SHUT DOWN FOR CONTENT

Senator Wheeler then read a prepared question: "How many stations have been put out of business by the Commission?"

"You mean or program content?" asked Mr. Fly. When Senator Wheeler replied in the affirmative Mr. Fly said:

"No station under my term of office has been put out of business because of program content." He mentioned that three stations were denied licenses under the old Federal Radio Commission. "Mr. Fly suggested that a penalty less severe than license revocation should be imposed in certain cases. Frequently the Commission "tries to get things straightened out" to avoid revoking a license, he explained.

Senator White said that when the 1934 Act was written "we made an effort to agree on suspension or penalties but there was so much confusion we came to no agreement."

Senator Gurney questioned the FCC chairman closely on procedure involving applications for frequency changes or increased power. He tended to bring out that the

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

Robert A. STREET
National Sales Manager
Paul H. BAUMHANN CO.
National Representatives
Sacramento, California

THE BEEHIVE

BROADCASTING • Broadcast Advertising

Page 64 • November 8, 1943

That is not right, sir," Mr. Fly replied. "The Commission never suggests it directly or indirectly."

"At every hearing I've been to before the Radio Commission, I would have said three-fourths of the time by the examiner is taken up showing what programs had been and would be broadcast," commented the senator.

"They show what kind of public service job they've done," said Mr. Fly. "In the kind of a case you mention the Commission does not consider programs at all. There is no such thing as one station being in better favor than another, nor groups of 100 stations being in better favor than other groups."

FLY SAYS HE WOULD RECOMMEND 3-YEAR LICENSE

"Have you ever given consideration as to why these stations shouldn't have continuing licenses, instead of two years?" asked Senator Hawkes. Mr. Fly said the Commission had considered issuing licenses for three years under the law. Senator Wheeler suggested that "long-term licenses" might tend to build up the value of radio properties to the detriment of public service.

Senator White recalled that he recommended a license duration of five years but "when we were passing the 1927 Act we knew a little bit there was an awful lot we didn't know and it was the intent to leave the regulations somewhat flexible."

"There are many and varying significant uses of radio," said Mr. Fly. He told of high-frequency exploitation and said "we are not able to develop them as fast as scientists find them."

"We're going to have to review the whole radio spectrum," he added. "That means in the near future on a national basis we'll have to lay down a new plan of allocation of frequencies and we're going to have to have pretty good control. That must be fitted into the national picture, and then the international picture."

"I would be perfectly willing to recommend to the Commission today that we extend the maximum of license to three years. I believe
HONORARY CHAIRMAN of the Hartford, Conn., showing of the NAB retail promotion presentation "Air Force and the Retailer" was Edward N. Allen, president of the Retail Dry Goods Assn. and head of Sage-Allen & Co., Hartford. Snapped at a reception after the showing were (l to r): M. F. (Chick) Allison, sales promotion manager of WLW Cincinnati, m.c.; Richard W. Davis, general manager, WNBC; Mr. Allen; William F. Malo, commercial manager, WDRC; Paul W. Morency, general manager, WTIC, and chairman of the NAB National Retail Promotion Committee, which is sponsoring the nationwide showing.

it would tend to greater stability.

Senator Wheeler then read another prepared question to the effect that some members of the Commission have suggested that certain commentators be put on the ether and others be taken off.

Wheeler Raises Issue Of Editorialising

"I have never directly or indirectly suggested it," said Mr. Fly. "I would say that there's utterly nothing of the sort from the Commission. Frankly I'll tell you I don't approve of the lines taken by some commentators, but I think this is a problem of responsibility of management."

Senator Wheeler said he noticed that CBS President Paley issued an order that radio commentators should not editorialize on the air. "You have criticized it," then the senator spoke extemporaneously and criticized certain commentators who, he said, "color the news" under a Washington dateline.

Mr. Fly admitted "I did discuss the stated policy of CBS at times in somewhat critical terms. It's my opinion that CBS is doing a top-notch job of reporting the news. The only divergence I might have is, they have announced a stated public policy which is not what they're doing. Opinion always comes to bear in the process of collating and preparing the news. They do not do what they say in terms of limiting opinion. They permit analysis. I do think it's a highly intelligent and a highly constructive job. CBS does not apply the structures of its written policy as it is written."

Senator Wheeler and Mr. Fly entered into a discussion of the various merits and demerits of commentators. Mr. Fly assailed those commentators who, he said, claim they have complete freedom but are, in fact, guided by the wishes of sponsors. "When a commentator moves from the field of news and starts talking about his company, they ought to haul up the flag and brand it right there," he declared.

"I've been told that Boake Carter was put off the air because someone in Government—the Commission—caused him to be taken off," said Senator Wheeler.

Commentator Control Called Method of Dictators

"That is not true," answered Mr. Fly.

"You would admit it could be done without your knowledge?" inquired Senator Hawkes.

"I don't know of any instance where that has been done," insisted Mr. Fly. "I think that comes down to the responsibility of the broadcaster, particularly the network management."

The reason Stalin, Hitler and Mussolini are able to do what they do, remarked Senator Wheeler, "is because they control the commentators. I say it is not fair that the American public should get colored news. So many of the commentators absolutely color the news... not just one or two. It isn't a question of free speech. They're paid by some advertiser."

Senator Hawkes entered the discussion by pointing out that the same "concern that hires the commentator could hire space in the newspapers." Mr. Fly's chief objection was that commentators speak on the air under their own names and "don't tell you when they are moving into the company stuff" whereas in newspapers ads are so labeled.

Senator Gurney broke up the commentator debate between Senator Wheeler and Chairman Fly by asking about renewal application forms provided by the FCC. He asked if the forms didn't require that the station "submit a full-week's copy of programs."

"Cheap Programs! Linked to Gov't Ownership Demand"

"That may be true, sir, I don't know," said Mr. Fly. "It doesn't mean anything to me."

Then he read from a form which inquires as to types of programs on the air and commented "it calls for the percentage of time devoted to those fields."

Charles V. Denny, FCC general counsel, prompted the chairman and Mr. Fly said:

"My counsel advises me, sir, that we sometimes get a copy of the station log, which simply shows the programs. That's for determining if the station keeps a log as required by regulations."

Again Senator Wheeler read a prepared question regarding earnings of stations and asked if the FCC chairman believed they should be made public, since he understood some stations earned annually twice their invested capital.

"While I have no criticism to their making money, I do feel that stations should put some of the excess profits into improvements," commented Mr. Fly. Senator Wheeler then asked how many Governments own radio stations:

"I would suppose that most of them do," was the answer. "The outstanding one is Britain." Mr. Fly mentioned Australia and Canada, with Government control of radio, and commented: "By and large there is dominant Government radio."

"I'm not for Government ownership of radio," said Senator Wheeler, but I do think that some radio stations have cheap programs and they're making money. There will
The Only
BLUE
Network Station Serving
the rich important
U. S. 34th
Metropolitan District

WFMJ
Youngstown, O.

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

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

KWKH
CBS-50 KW
The Selling Power in the Buying
Market
A Shreveport Times Station
SHREVEPORT, LA.

FIRST IN ALASKA

FOR ALASKA
A Network Station
OFFENSE FOR
The U. S. Broadcasting Co.
Important
Company
three works
Tobey.

it commented

important to
proposed to new
range said:

"Line charges.
Gurney explained
they have
think, I

If you require a station of
all liability, what protection
do you have," asked Senator McFarland.

"You'd be surprised to see the

statement the power to accept or re-
ject material," said Senator White.

"You've ever got to give radio
the responsibility or face trouble.
I've never heard of a federal statute
on libel." After his argument on
the responsibility of the broad-
caster, the FCC chairman said:

"The limit of my suggestions
is to relieve the licensee but not in
any sense to relieve the speaker.
I have here, sir, the making of a
memorandum that.

"If you require a station of all
liability, what protection do you

Another proposal, which would
affect the basis of the opposition
to equal to that given any pub-
lic officer other than the President,
also met with Mr. Fly's approval
"in principle". Senator Wheeler
didn't think the President should
have the right to speak unchal-
lenged.

"I think all members of the com-
mittee would be glad to have you
in writing your suggestions," Senator
Wheeler told Mr. Fly. "Then when
we get into executive session we
can give your suggestions
or suggestions from anybody
else. We'd like to have them in
writing a so we can
understand them.

"I wonder if it wouldn't be a
wholesome idea, either by regula-
tion or legislation, to require
that a log be kept showing all requests
for time, the speaker, his subject,
backers, and disposition made of
the request," asked Mr. Fly. That
brought from Senator White an
objection. "I think it would entail
more reports.

"You need not make any require-
ment that it be made at a
specific time. Let the station
keep them. These are not exter-
able. Of course, these may be impor-
tant. I would prefer in general
they not be filed with the commis-
sion but kept at the station in case
we needed them.

No Stipulation Asked
In BLUE Sale, Fly Says

Senator Wheeler brought up the
BLUE network sale, saying he had
heard reports that the Commission
required the seller to file a state-
ment of policy before approving
the sale. That Mr. Fly categorically
denied, although he said a letter
was filed by Edward J. Noble,
NBC purchaser, "on whether or not
its policy would be uniform or dis-
criminatory.

Senator Toby asked: "He
(Mr. Noble) had to agree to a
stipulation, didn't he?" When
Mr. Fly replied the negative the sen-
ator asked: "There was no limita-
tion or stipulation at all.

"No sir, it was a stipulation of the
FCC chairman. "The only thing that
was filed by Mr. Noble was a letter—it's
public and need not be put in the record
—I think it's awfully important.
I personally told Mr. Noble and
his counsel that as far as I was
Southern Pacific Adds Railroad Drama Series

RE-ENFORCING the West Coast labor recruitment campaign, Southern Pacific Co., San Francisco on Nov. 10 will add to its spot announcements the T V series, Line, on 4 Mutual-Dan Lee Pacific and Arizona stations, Wednesday, 8-8:30, for 1 week. The series will dramatize railroad's part in the war.

Substantiating his letter to BROADCASTING (July 9), F. Q. Tredway, general advertising manager of the firm, stated "the Southern Pacific Co. has used radio in the past and is utilizing it again to attack a specific problem". Commercials on the weekly half-hour series have been created by labor recruiting, Mr. Tredway stated, adding that the industry faces a serious manpower shortage. Spot announcement schedule, which started Oct. 26, uses 30 stations in the Pacific Coast area.

Dear Time Buyer -

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

HOWARD B. WILSON CO.

KROD

CBS 600 KC 1000 Watts

EL PASO, TEXAS

Stovin and Wright

Radio Station Representatives

MONTREAL • WINNIPEG • TORONTO

Another Wacky Star

DAVID CARDE DEAKS

WCKY ORGANIST

5,000 WATTS 1300 Kilocycles

BROADCASTING • Broadcast Advertising

November 8, 1943 • Page 67

Burke's Paper

MEMBERS of the Senate Interstate Commerce Committee last week were given a circularized last week with copies of an eight-page six column paper titled "The People's Radio", and published at Pasadena, Calif. Copies carried stories, editorials and abstracts of addresses opposing the measure. Burke headed it as a box identifying it as being published by KPas Pasadena, an independent station. J. Frank Burke Sr. and his son, John, attorney, by-lined the lead story, headed "Radio Bill Threatens Free Speech".
Elias Asks 4-A Members to Help Win Radio's Magna Charta From Congress

ADVERTISING's aid in directing the attention of Congress to the grave need for new and specific radio legislation, was sought at the annual meeting of the eastern division of the 4 A's, held at the Waldorf Astoria, New York, on Friday, Nov. 5. The spokesman for a radio Magna Charta was Donald S. Elias, executive director of WWNC Asheville, N. C., vice-president of the Asheville Citizen-Times, and a director of NAB.

Mr. Elias gave advertisers the credit for the superiority of American radio over that of any other country on the globe. He painted a vivid contrast between radio here and abroad, and today and yesterday—before it was accepted and patronized as an advertising medium. He asked for advertising's help in the fight for a free radio "because you need strong, free media. A hamstrung, intimidated radio is of no use to the American people."

Speakers and Subjects

Members of the New York, New England, Atlantic and Pittsburgh chapters of the 4 A's attending the afternoon session heard a foreword by Philip W. Lennen, chairman of the New York Council, which was host at the meeting. He was introduced by John D. Cunningham, Newell-Emmett Co.

Speakers at the session, in addition to Mr. Elias, included Henry J. Taylor, BLUE commentator and author, on "Advertising's Job in the Future Economy"; Matthew Woll of the AFL, on "How Does Labor Regard Advertising in its War Planning?"; and Frank Moley, on "Advertising—the Voice of Management in the Coming Economy."

At the evening session, presided over by Ray Virxen, of Virxen & Mitchell, chairman of the program committee, members took part in a presentation of It Pays to Be Ignorant, program sponsored by Piel Bros., of Brooklyn, on WOR. The featured speaker was A. C. Hill Jr., vice-chairman of the Office of Civilian Requirements, WPA, whose topic was, "What is the present and Near Future Outlook for the Production of Civilian Goods." Special guests were representatives of all the armed services who have seen action against the enemy, including Lt. John Mason Brown, U.S.N., former drama critic of the N. Y. World-Telegram, who talked on the invasion of Sicily.

That Congress and only Congress can act to preserve free broadcasting in the United States, was the key thought of the message brought by Mr. Elias.

"Broadcasting will never be truly free," he said, "until everyone knows that as long as it observes certain specific regulations, its license will not be in jeopardy. The broadcasting industry must have one of the four freedoms set out in the Atlantic charter—'freedom from fear'—if America is to have freedom of speech."

Some Restraints Needed

Mr. Elias, who is a member of the NAB legislative committee, said that the need for a new radio Magna Charta is keenly felt by advertisers, and has been underscored by the Frankliner decision of the Supreme Court, by which "confusion has been further confounded."

He said these restrictions on advertising and program freedom are required by public interest," he continued, "Stations should not, of course, be permitted to broadcast programs that offend against public morals, or preach religious bigotry or racial intolerance. In the handling of controversial issues, the stations should treat all groups or factions or parties with the strictest impartiality."

"But these restraints," Mr. Elias continued, "should be laid down by Congress in the most precise language. They should not be left to the capricious determination of changing bureaucrats. They should be defined with such clarity that the Supreme Court of the United States will not divide in interpreting them. They should be so specific that they will not invite bureaucratic usurpation. Above all, they should be so clear that every broadcaster in the land will know his rights and responsibilities."

Pointing out that Congress, because it represents the people, knows that the great power of censorship really lies with the listeners, Mr. Elias said that broadcasters cannot and will not trifle with audience good-will, and that standards that the audience imposes. These standards, he said, should be imposed by national welfare, he declared, constitute the only censorship with the power to be effective. The public, he said, is "the public interest," to which the American people want American radio subject.

"I think that instinctively the American people feel that they've got to have a free radio. They know that a free radio is a bulwark against encroachment upon our liberties. And they know that radio is an indispensable factor in creating a safe, serene and prosperous America after the war."

"Your stake in free radio is your stake in free enterprise in a free America," he concluded.

RCA Gross Up

RCA's total gross income from all sources in the first nine months of 1943 amounted to $218,240,901, as compared with $136,477,557 for the same period in 1942, an increase of $81,763,346, according to David Sarnoff, president. Net income was $7,005,350 for the first nine months of 1943 as against $6,999,127 in 1942, an increase of $45,232.

Bui toni to Expand

BUITONI PRODUCTS, Brooklyn, has added a six-times weekly quarter-hour program of music and drama on WOV New York to its spot schedule for spaghetti and pasta. A new program will expand into the Italian markets, including Los Angeles, San Francisco, and Hartford. As soon as supplies can be replenished. Buitoni's schedule includes: WHOM WEWB WTBK WSNY WISY WHC WGES WJLB WHAT WXYZ WJLC WHEC WGES WJLB WHAT WIBX WMEX. Agency is Carlo Vinti Adv., New York.

News Series Open

BARRING certain types of advertisers such as beer, cigarettes and proprietary drugs, The Christian Science Monitor has approved local spot pupils of its program throughout the country. The program was said to be available for local sponsorship (BROADCASTING, Sept. 13). Mutual reported two accents had indicated intention to sponsor the series, now titled The World's Front Page.

MILTON M. MENDELSON, formerly head of the agency bearing his name, has been appointed executive vice-president of the Frank R. Steel Associates, Chicago.
WGAR Is Granted Change to 1220
FCC Action Paves Way for 50,000 w Operation

WAY was paved for 50,000 w operation by WGAR Cleveland by the FCC last Wednesday when it granted the station's application to change its frequency from 1480 to 1220 kc, with an increase in night power from 1,000 to 5,000 w. The frequency, which has been sought by several applicants, is available for 50,000 w in the United States. WGAR originally sought the power, but the wartime condition necessitated a revision.

At the same time the Commission, meeting in executive session immediately following oral arguments, made decisions in two other cases. It denied the application of WADC Akron for a construction permit to install new transmitting equipment and a directional antenna for both day and night use, change its transmitter location and shift its operating assignment from 1350 to 1220 kc with 50 kw, unlimited, using a directional antenna. It is understood that it is likely WHBC will seek a rehearing.

WHBC Canton, O., was granted a construction permit to make changes in transmitting equipment, install a directional antenna for night use and change frequency from 1230 to 1480 kc to be taken at the present WGAR facilities.

Conditions Improved

The WGAR grant, the Commission said, is subject to the conditions that (1) applicant shall take whatever steps are necessary to improve the signal of WGAR over the Cleveland business district to comply with the Commission's rules when materials and equipment are available, and (2) that applicant shall submit an undertaking that the proposed radiating system is capable of producing a minimum effective field of 175 millivolts per meter at one mile for 1 kw power, or 220 millivolts per meter for 5 kw power.

Equipment for the change, according to the record, is already on hand except a small amount of cement and plaster for reconditioning a farm house to be used for a transmitter building. Two 1220 crystals required are on hand; copper wire for the ground system has been salvaged from the former ground system of the old WJR Detroit, and wire for transmission lines is on hand. Present towers and 5 kw transmitters will be used at the new location. Cost of relocating the towers and technical equipment will be about $5,000, according to WGAR.

The 1220 kc channel, a Mexican 1-a frequency, originally was specified for use in the United States as a Class 11 station in the Michigan area, but when that failed to develop, WGAR sought the frequency.

The FCC's proposed findings [BROADCASTING, Sept. 122] state

DON'T TRAVEL PLAN AROUSES PROTESTS

USE OF OWI "Don't Travel" announcements has been virtually discontinued in the Chicago area pending an answer to a protest filed with the Federal Communications Commission for the time being, the week of Dec. 6.

The letter of protest, over the signature of Edwin R. Borroff, vice-president of the BLUE, and OWI consultant in Chicago, said that it was "the unanimous opinion of the stations that it was "unfair" to ask the radio industry to use the free announcements.

"Railroads have been and still are notoriously newspaper and magazine advertisers and ignore such appeals to a great extent, and therefore these people feel that railroads should look to the advertising medium that has been receiving their money for free support of their war effort theme," Mr. Borroff wrote, adding that the feeling is so widespread that stations will refuse to carry the announcements. He said there was no question that the stations have been giving to the war effort.

that standing alone the application of WHBC would fall within the purview of the freeze policy, but that since the WHBC and WGAR requests are interrelated in that each is contingent upon the other "it becomes necessary to consider the overall benefits which would accrue to the public from the granting of both applications".

WGST Asks Renewal

WGST Atlanta, whose ownership and management policies have been under investigation by the FCC since 1940, filed a petition last week asking the Commission to grant without a hearing its application for renewal of license. The station had been given a 90-day extension of its license last March during which the Georgia School of Technology was to divest itself of a management contract with former radio commissioner and ex-CBS vice-president Sam Pickard and Clarence H. Calhoun, Atlanta attorney, operating as Southern Broadcasting Stations Inc. Basis of the petition is a decision by WGST of Paragraph 6 of the agreement with Southern Broadcasting covering acquisition of the university of technical equipment and facilities which specified that the use in such fashion as to provide as large net billings as possible. It is understood that the FCC majority (Fly and Craven) felt this placed upon the school the necessity of accepting programs indiscriminately in order to earn the necessary return [BROADCASTING, Aug. 23, June 28].

New FTC Sampling

CLEARING up the question of forthcoming calls for samplings of commercial continuities, PGad B. Morehouse, director of Radio and Periodical Division, Federal Trade Commission, explained last week that the new schedule, started July 1, 1943, which calls for samples from individual broadcasters twice yearly, will cause the 15-day sampling periods in most cases to fall in different calendar weeks than in previous years. Selections of stations have also been realigned, said Mr. Morehouse, with consideration given to transmittal power, geographic location, population centers, etc. in arranging the staggered groups.

Dubonnet Moves

DUBONNET Corp., Philadelphia, subsidiary of Schenley Import Corp., sponsor of the Xavant O'Brien Cigarette program on the BLUE Saturdays 11-11:30 a.m., will shift to Mutual following the Nov. 27 broadcast. Failure to find suitable nighttime period on the BLUE is the reason for the switch to MBS where the program will be heard Wednesday 8:30-9 p.m. effective Dec. 1. Agency is Wm. H. Weintraub & Co., New York.

Swift Spots

SWIFT & Co., Chicago (Allsweet Oleomargarine), in November starts a half-hour participation of home economics programs, to air weekly on WOR, renewing participation on WLY LXOM WBZA WTBC WCSR WBC QP. Contracts are for 13 weeks. Agency is J. Walter Thompson Co., Chicago.

WTJS to Join Blue

WTJS, Jackson, Tenn., on Nov. 1, or as soon as wire facilities are available, joins the BLUE Network bringing the total to 170 affiliates. Owned by Sun Publishing Co., WTJS operates on 1000 w 1390 kc fulltime.

BROADCASTING • Broadcast Advertising

November 8, 1943 • Page 69
NAB Rejects Record Fee Plan
(Continued from page 18)

before your panel tomorrow morning.

Mr. Padway objected to the telegram as a breach of good faith. Pointing out that the two record companies did not seek to intervene in the proceedings until the Decca contract was broken, he charged them with seeking “not to make peace in the industry, but to upset the Decca contract.”

Chairman Hay found it was “most unusual” for the WLB to receive any intervention in such a case, explaining that in consent cases, where the parties have reached a voluntary agreement, the Board is “not concerned with the social desirability of the contract, as it would be in a dispute case.” Technically, he said the panel has reported to the WLB that the agreements already signed in 1942 contain no provisions affecting the Economic Stabilization Act and therefore nothing requiring WLB approval.

Expressing amazement at the “naive” of the AFM counsel in assuming, otherwise, Mr. Colin declared that the telegram was designed to get the Board not to approve the agreements. The union should have realized that the Board would go to great lengths to protect the public.

Chairman Hay stated that the negotiations might be closed for the year.

The panel chairman also declared that he would go forward with the inquiry.

As a result of the negotiations, the Alliances and Columbia are due to make available over 100,000 copies of their records to the public.

The decision reached at the meeting was the result of a conference between representatives of the FCC, the NAB, and the AFM.

The conference was attended by Mr. Padway, Mr. Colin, and a number of other representatives from the broadcasting industry.

The joint statement issued by the parties was as follows:

The joint statement declared that the NAB and the AFM had agreed to work together to achieve a fair and equitable settlement of the current dispute.

The statement added that the parties had agreed to continue the negotiations in an attempt to reach a mutually acceptable solution.

The joint statement was signed by Mr. Padway and Mr. Colin, and was released to the public on the following day.

The statement was widely praised for its conciliatory tone and the commitment it demonstrated to resolving the dispute.

The joint statement was widely praised for its conciliatory tone and the commitment it demonstrated to resolving the dispute.
ords are sold for use in juke boxes. Sales to radio stations would not change the percentage, he said, as there are only 900 stations while the juke boxes are estimated at 400,000.

Mr. Colin opened the Thursday morning hearing, by stating that no answer would be made at that time to Mr. Petrillo’s “colorful and eloquent plea”, that “inaffably as he quoted anything said by Mr. Sar- noff and Mr. Paley we wish to record a denial completely.”

After a lengthy discussion of the method of employing musicians for recording work through contractors to determine the cost of the employer-employee relationship had concluded with Mr. Pad- way expressing “complete confusion”, the recording companies agreed to furnish the panel with a detailed descriptive statement of the situation.

In the afternoon the company representatives, headed by Mr. Sar- noff and Mr. Paley, met with Mr. Petrillo and his associates and the WLB panel in a closed conference, at which the companies expressed agreement reported on the NAB’s refusal to join with them and the AFM in a drive for legislation that would give the recording companies and the musicians control of the use of recordings. If such legislation were secured, the broadcasters, juke box operators and other commercial users of records would have to secure licenses from the union or the manufacturers or both for the right to use recordings.

Meeting with Mr. Petrillo did not indicate any change in the dis- agreement over the justification of the union’s demand for direct pay- ment of royalties. Mr. Paley commented “Far”, Mr. Sar- noff stated, “Neither side has yielded what it feels its position to be.”

Resuming his argument Friday morning, Mr. Padway declared that the problem of the displacement of live musicians by records is not new, but was discussed with the broadcasters as long ago as 1938, citing the “plan of settlement” then agreed to by the broadcasters and the union.

Mr. Padway also referred to the “Whiteman” case, in which a court decision awarding control of commercial uses of records to the manufacturer was followed by RCA’s establishing rates for the broadcasting of Victor records, which were not put into effect because of an adverse decision by a higher court. Mr. Colin replied, “The record companies have never claimed that someone, including the record companies, should have control over the use of their records.”

TAKING OATH of office during ceremonies held on WHN Des Moines, Joe Grimes becomes the new state Treasurer of Iowa. Left to right are: Gov. Bourke B. Hickenlooper; Grimes; John Mulroney, Chief Justice of the Iowa Supreme Court; Bobby Griffin of WHU. Event was broadcast by Hickenlooper as part of one of the Governor’s regular WHU programs on alternate Saturday mornings.

WHEB Transfer Asked
WHEB Inc., Portsmouth, N. H., wholly owned by R. G. LeTourneau, applied to the FCC last week for transfer of control of its license to Charles M. Dale, Portsmouth at- torney and mayor of the city, through sale of 100% of his stock (750 shares) for $60,000, $10,000 down and $50,000 upon FCC ap- proval. Dale is a director of the New Hampshire National Bank, the Atlantic Terminal Corp. and Motor Mart, all of Portsmouth. Mr. LeTourneau stated he was re- tiring from broadcasting in order to devote all his time to war pro- duction.

Pierce Aids Coup
Pierce Aids Coup (Continued from page 13) course of operations. We had a job to do and so we figured out the best way to do it.”

The Press story continued: “But Robert Morris Pierce had done something no one had thought of doing before. It was his idea to this month the message, Alex Italaibau, on the international distress frequency.

“The only time he could work on the job was after the station had signed off at night. He started work at 3 a.m. and it took him 14 hours to find out if it was possible to do the job.

“Mr. Pierce decided it was, and a half-hour later the trick had been done. He tuned the radio down from a frequency of around 1100 kc to 500.

“To do this he had to reduce the number of turns of wire on 8 or 10 coils and adjust the antenna tuning circuits and condensers. Worst of all, there were no markers on the old radio set and he had to make all the adjustments blind.

“’I guess it was about like making a suit of clothes over for somebody else to wear,’ Mr. Pierce admits today.

“Interested in radio since his grammar school days, he came to Cleveland in 1927 from Chicago and helped build WGAR.”

WKNY Transfer
KINGSTON Broadcasting Corp., licensee of WKNY Kingston, N.Y., applied to the FCC last week for transfer of control from Benjamin F. Feiner Jr., Morris S. Novik and Louis J. Furman to Myer Wiesen- thal, Charles C. Swaringen, John J. Laux, Richard Teitelbaum, Jack N. Berkman, Alex Teitelbaum, Louis J. Furman and Morris S. Novik. Mr. Feiner would sell all of his 500 shares, while Messrs. Furman and Novik would each sell all 250 shares of 500 shares each owns for $7 per share. Each of the new trans- ferers are interested in the Buckeye Broadcasting Co., Akron, which has an application pending for a new station on 1240 kc, with 250 w. [Broadcasting, Nov. 1]. The same group also operate WIVR Steubenville, O., and WJPA Wash- ington, Pa.

WBRG The Voice of Kansas in TOPEKA

SALESMAINSHP
Every WIBW program and sales message is so planned that each listener feels it is directed to him alone.

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

TO THE POINT! Getting right to the point, here’s why WDRC is first choice in Hartford, for your spot announce-ment schedule — you get all 3 on WDRC-covers, programs, retail Basic CBS, Hartford.

CONNECT IN CONNECTICUT!
Every national advertiser wanting results in the Maritime Provinces of Canada should make sure that his schedule includes

CHNS Halifax, Nova Scotia
JOS. WEADE & CO. 350 Madison Avenue, New York Representatives

IN THE ATLANIC

the more bonds you buy...the safer will be our supply lines to fighting fronts...so buy more!

IN ST. LOUIS

the better you rest at night...the more efficient you'll be next day...so stop at

SAY BARRON HOWARD—WVRA

THE SHADOW

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

JACK HODGKINSON is now supervisor of studio engineering at WHIO Dayton, Ohio, and Dick Louth is now supervisor of transmitter operations.

MARTIN OEBECKE, former assistant technical supervisor of WIP Philadelphia and now serving in a civilian advisory capacity to the Army Signal Corps, is the father of a boy.

HERMAN MICHAEL, CBS Hollywood sound engineer, has returned to work after being confined to his home with a split vertebra received when kicked by a horse.

GORDON ROBINSON, formerly of Toronto, has joined the technical staff of CKRN Rouyn, Que.

PLANTERS NUT & CHOCOLATE Co., San Francisco (peanut oil, salted peanuts), on Nov. 19 adds 13 NBC stations to Lewis F. Lohr's on 7 NBC Pacific stations, making a total of 20 stations, Fri., Sat., 4:45-6 p.m. (PWT), with repeat 4:45-6 p.m. (MWT). KDVL will be added on Nov. 28. Agency: Raymond R. Morgan Co.

Network Changes
QUAKER OATS Co., Chicago (Aunt Jemima Pancake Flour), on Nov. 8 shifts Aunt Jemima from 38 CBS stations, Sun., 7:30-8:15 p.m.; replaces Aunt Jemima, Sun., 8:15-8:30 p.m. Agency: Blumberg, St. Louis.

GENEVA MILLS, Minneapolis (Softasilk and Gold Medal Flour), on Nov. 4 replaces Hymn of all Churches with Betty Crocker's Melodies of Home on 29 NBC stations. Thurs., 2:45-6 p.m. Calif. will continue in her regular Friday series; Hymns of All Churches will continue its Tuesday, Wednesday.}

Gen. Mills Series

GENERAL MILLS, Minneapolis (Softasilk Flour), on Nov. 4 began sponsorship of Melodies of Home, weekly quarter-hour home economics and musical program featuring Betty Crocker, Gene Baker, tenor, and the Hymns of All Churches choir directed by Fred McGee, on NBC Thursdays, 2:45-6 p.m. Calif. will continue in her regular Friday series; Hymns of All Churches will continue its Tuesday, Wednesday. Agency is Knox-Reeves, Minneapolis.
HELP WANTED

Announcer—Engineer—(Any License) with sales experience and equipment knowledge, for CBS station. If you want to avoid a winter in Florida, working under ideal conditions, write to Mrs. H. F. R. B., giving draft status and salary expected.

Young Woman—Experienced Copy Writer handling advertising for general line of accounts. Prefer one with some sales ability. Permanent position in attractive community. Write WFBP Sarasota, Florida, stating qualifications and salary expected.

Man—Wife Combination—If you can fill any of these several positions here is the ideal set-up. Positions permanent, with the chance to assume friendly, easy going, less than 60 watt, any part of the West has deferred. Experienced man.


Announcer—Permanent position with key West Florida Station, deferred. Experienced man. Box 499, BROADCASTING.

Excellent Opportunity—For combination announcer-third class engineer with CBS station in South. State experience, draft status and salary expected. First letter. Box 499, BROADCASTING.

Jack Welch—Sports Announcer. Important you write Box 499, BROADCASTING.

Announcer—Writer—Permanent position for experienced dramatic writer. Must be able to start 56 hours to a week. A real opportunity. Send samples of your work with complete details to Manager, WDFD, Flint, Michigan.

Station Executives—One Kw station middle west has opening for man who has experience in producing news, announcing, selling, and primarily writing. State qualifications and references. Box 494, BROADCASTING.

Experienced Announcer—Wanted by Blue network station in deep south. Give full details in first letter. Box 499, BROADCASTING.

ATTENTION SMALL STATION AN- NOUNCERS: Here is the opportunity to advance in radio. Need man of all-around ability to handle newsgathering, engineering, sales. M.C. Draft exempt. Send all details, snap- shot and preferred first letter. Box 392, BROADCASTING.

Do You Want To Step Up From a Small Station? Then take the heavy responsibility of a full time Salesman real opportunity with one of the finest stations in the country. Must have had at least one Kw station and one of finest regional station in country. Must be able to handle everything, all details—desired salary and snapshot—first application. Box 491, BROADCASTING.

Engineer-Operator—For leading Alaskan Broadcast station. Single man, must copy Press, have anything to do with modern living quarters furnished. Reply via airmail or through SWAP ad. Box 501, BROADCASTING.

ANNOUNCER—Leading Midwest NBC affiliate has openings for two qualified announcers. Give full details, previous experience. Write Box 489, BROADCASTING.

Situations Wanted (Cont'd)

Manager-Commercial Manager—New Man-ager of network affiliate. 5 years radio, 6 years newspaper. National sales repre- sentative 5 years. Desires permanent connection with progressive organization. Box 506, BROADCASTING.

MANAGER OR COMMERCIAL MANAGER—Thoroughly experienced in every phase of 1 Kw station operation. Extensive background in programming, stunts, promotion, and sales. Box 507, BROADCASTING.

Draft Deferred Announcer—Responsible, varied experience regional midwest station. Minimum: $120 per week. Prefer- ably Washington, D.C., or Baltimore. Box 508, BROADCASTING.

ANNOUNCER—21 years old. Single. Draft exempt. NBC trained in Chicago and ex- perience at Davenport, Midwest location. Box 509, BROADCASTING.

Chief Engineer—Now employed by large metropolitan station. Extensive broadcast experience 550 to 60,000 watts, also international broadcast UHF etc. Details upon request. Box 510, BROADCASTING.

ANNOUNCER—Women . . . five years experience. exp. also in directing wom- en's programs, acting, musical and traf- fic direction, and script-writing, wishes position with promising future. Trans- portation free. Request Box 511, BROADCASTING.

15 Years Experience—Newscaster—an- nouncer, is looking for new and unusual opportunity in these fields. Or will consider offer as program manager. Box 487, BROADCASTING.

Situations Wanted (Cont’d)


Young Woman—Desires training and ex- perience as announcer in small mid- westem station. Box 479, BROADCASTING.

WANTED TO BUY—Complete 5 Kw trans- mitter, including antenna tuning unit. Price reasonable. Box 491, BROADCASTING.

Attentive Owners of Radio Stations—Yet- teroom Broadcasters will buy controlling in- terest in Radio Station. Price must be reasonable. Box 490, BROADCASTING.

Wanted—One or two sixteen-inch dual speed, weighted turn tables, without cab- inets. With or without pickups. WBIR, Knoxville, Tennessee—Attention—Mr. J. Rex Horton.

Wanted To Buy—Professional recording equipment; 2 Dual speed tables complete with amplifiers. RCA, Fairchild, or Privos preferably. Bay Flacks, WLAV, Grand Rapids, Mich.

SPECIALISTS

SERVING AD. AGENCY & STATIONS

RADIO PRODUCERS

DIRECTORS

ANNOUNCERS

NEWSCASTERS

SCRIPT WRITERS

WRITERS OF "COM'S"

PROMOTION—PUBLICITY

LICENSED OPERATORS

TIME SALEMEN

FRANK MCCARTY

POSITION SECURING BUREAU, INC.

(Agency)

331 Madison Ave., New York, N. Y. 2-6494

PROFESSIONAL DIRECTORY

JANSKY & BAILEY

An Organization of Qualified Radio Engineers

SERVICE OF BROADCASTING

National Press Blag., Wash., D. C.

Paul F. Godley

Consulting Radio Engineer

Muncy Blvd. District 493

MO 2-7859

G e o r g e C. Davis

Consulting Radio Engineer

Muncy Blvd. District 4856

Situations Wanted (Cont’d)

WASHINGTON, D. C.

R.C.A. Communications, Inc.

66 Broad St., New York, N. Y.

McNary & Wrathall

CONSULTING RADIO ENGINEERS

National Press Blag., etc.

Situations Wanted (Cont’d)

Paul F. Godley

Consulting Radio Engineer

Muncy Blvd. District 4856

R.C.A. Communications, Inc.

66 Broad St., New York, N. Y.

Frequency Measuring Service

EXACT MEASUREMENTS

ANY HOUR—AND DAY

R.C.A. Communications, Inc.

66 Broad St., New York, N. Y.

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Muncy Blvd. & Republic 2347


Radio Engineering Consultants

Frequency Monitoring


• Evening Star Building, Washington, D. C.

• 321 E. Gregory Boulevard, Kansas City, Mo.

GE Offers War Bond Equipment Plan

Post-War Project Told At Lunch Meeting In New York

SPECIFIC postwar plans in the broadcast equipment field—indicating a War End Arrangement effective immediately and providing for the purchase of G-E postwar AM, FM, or television equipment—were announced last Wednesday by the General Electric Co., Schenectady, at a luncheon in New York.

Dr. W. R. G. Baker, G-E vice-president in charge of the electronics department; W. R. Daven, in charge of broadcast transmitter sales; and Paul L. Chamberlain, head of transmitter division sales, were speakers.

Three Main Steps

Three steps are involved in the reservation plan, Mr. Chamberlain explained: (1) Indication of the type equipment desired, (2) details supplied on an equipment reservation form being mailed to the industry, and (3) deposit of bonds with G-E in the amount stipulated for the equipment desired. As an example, a 10 kw FM transmitter can be reserved for about $1,200 in War Bonds. The title to the bonds remains with the broadcaster as well as accrued interest. The reservation, Mr. Chamberlain said, is not an order or contract, but it does give the customer a priority position. It provides that a satisfactory contract is to be negotiated within 90 days after G-E is again permitted to produce commercial transmitters. If, however, a satisfactory contract cannot be negotiated within that time, the bonds are returned to the customer and that priority voided.

Pointing out that G-E is now producing a million dollar's worth of the radio equipment a day, Mr. Chamberlain said that the reservation plan will help G-E prepare for an orderly transition from wartime to peacetime manufacture. He revealed that G-E has plans for incorporating all phases of the broadcast industry into its post-war service. If the customer desires it, G-E Realty Corp. will purchase the land, and in cooperation with a firm of architects, will supervise construction of studio and transmitter buildings; G-E will take charge of wiring and substation equipment, of the lighting, and air-conditioning, supply microphone and speech amplifier equipment, station-to-transmitter relay equipment, the transmitter itself. General Electric Credit Corp. will finance the whole transaction and will train operators and program personnel, if desired.

Analyzing the economic trends of AM and FM broadcasting, Mr. David, who is specializing in FM transmitter sales, predicted that FM will eventually supplant all local, many regional, and some high-powered AM stations and that within five years after the end of the war, there will be 500 FM stations, 750 AM stations, 100 television stations, and 50 international shortwave stations in operation.

Wireless FM networks are inevitable, Mr. David said, at the same time solving the small station's network service problem. Of the approximately 400 local stations on the air, half are losing money, and of that 500, approximately 170 are not network affiliated. FM network service would help these locals, it was said.

DISCUSSING G-E's PLANS for the manufacture of post-war AM, FM and television equipment, at a press luncheon in New York, Nov. 3, was this trio of spokes who outlined G-E's program: (1) Review and agreement of frequency allocation and system standards, and (2) Transfer of those details into transmitting and receiving equipment for mass entertainment and reception. He cited the television standard difficulties in the latter part of 1939, the establishment of the National Television Standards Committee, made up of 140 engineers. The NTSC made unanimous recommendations to the FCC, which granted practically all of the requests. The Radio Technical Planning Board, of which Dr. Baker is chairman, was formed to coordinate the postwar planning of all the services that the electronics industry will offer to the people. "Both plans are an orderly approach to solve problems. There should be no confusion or delay in setting up postwar standards and systems, thus making it possible to utilize technical advances."

DRAWN FOR BROADCASTING BY SID HIX

"You're canned! I told you to take that picture AFTER the contract was signed!"

BROADCASTING * Broadcast Advertising

Favorable Comments Reported From Nationwide Showing

INCREASED requests for the "How to Do It" booklets along with continued expressions of approval of the presentation marked last week's reports of NAB's "Air Force and the Retailer." The printer has delivered two of the five booklets, but the rest are expected this week.

Some criticisms of the length of the showing and its lack of specific application to local problems were noted, but, as NAB officials have pointed out, the latter problem is expected to be met when local salesmen take advantage of information in the "How To Do It" set. Typical comments, however, were as follows:

WHIO, WING Dayton, 210 attended, "definite stimulation"; KPUT, Salinas, "happy with reactions"; KMYR Denver, "terrific job... happy... though not NAB members"; KDAL Duluth, 190 attended from Duluth and surrounding points; WHQB Memphis, "consider best investment of its kind we have ever made".

Other Showings

Lew Avery wired from Cleveland that a group of 400 were enthusiastic over the show, and from Chicago that one agency man said, "I wish I had brought all of our clients." He was introduced in Chicago by William T. White, sales manager of the Wieboldt Stores.

KARK Little Rock wrote "favorable reaction"; KVOE Santa Ana, Cal., "pride of the job," 100 sets of booklets requested; WHIT New Haven, "the best program we have had"; WPXI-WPSY-WOHI Pittsburgh, 126 attended, all wanted booklets; WLOK Lima, O., select party saw show in Toledo, "excellent investment on part of WLOK".

WTAG, WAAB, WORC Worcester, Mass., 150 attended. A retailer said "it shows me there definitely is a place in radio for better stores," WDBN Danville; WPBM Indianapolis, WGBF-WEOA Evansville; WBOW Terre Haute, 136 attended; "only one walked out" (claimed he had a previous engagement).

Prof. C. H. Sandage, of the graduate business school of Harvard, who helped in research for the presentation, wrote "It should give retailers a new appreciation of the value of advertising which radio holds for many types of advertisers." He also suggested the NAB make available on a loan basis after the war the slides and records of the show for use in college business courses.

Page 74 • November 8, 1943
WLT

The nation's most merchandise radio station

Edgar Bergen - Charlie McCarthy
Phil Silvers - Hour of Charm

Jack Benny

One Man's Family

Walter Winchell

Sketches

After Sunset on Sunday
OVER HERE-a Knock at the Door
means a Neighbor Calling

In Axis countries, that knock might be the Gestapo—and death, if you had been listening to American news from Algiers or British news from London or the underground radio.

In America, no one cares if you listen to enemy stations—their propaganda is often good for a hearty laugh. But for unbiased war news, we tune to our own stations. We know that we will hear every important news break that won't help the enemy.

Radio has done much to make Americans the best informed people on earth. Through the ingenuity and skill of American radio manufacturers, fine-quality sets have been brought within the reach of everyone.

While today American radio makers are devoted solely to the cause of Allied Victory, important new techniques developed under stress of war will bring you finer radios and other electronic products when the war is won.

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

PIONEERS IN THE FIELD OF RADIO-ELECTRONIC RESEARCH, RCA Laboratories are proud of the privilege of serving America's great radio industry in its united war against the Axis. When the day of Victory comes, RCA, through basic research, will continue to work hand in hand with American manufacturers for better and more useful radio equipment in our peacetime world.

RCA Laboratories
A SERVICE OF RADIO CORPORATION OF AMERICA