Every Week...

1,000 Letters for Royal Crown Cola!

Royal Crown Cola pulls that many letters each week on the AVERAGE for its "Swing Class." Just plain listener interest. That's what does it. That's W-I-T-H ... the radio station all Baltimore listens to, to hear about $135 dresses from the smart Charles Street specialty shops, the last race at Pimlico and what's going on at the movies.

It's the combination of music ... news ... and special events leading up to sales results, that makes W-I-T-H the radio buy in Baltimore.

W-I-T-H

IN BALTIMORE

Tom Tinsley, President

REPRESENTED NATIONALLY BY HEADLEY-REED
The "Feature Foods" merchandising crew call on 1000 retailers to acquaint them with the advertising activities of "Feature Foods" sponsors. With close contacts with grocers, they are frequently able to get stores to stock "Feature Foods' products. This graph shows the results in a new retail district with 64 stores. On their first round, "Feature Foods" took orders in 45 stores, opened from 1 to 32 new outlets for each of seven "Feature Foods" products.

"FEATURE FOODS" is primarily a radio advertising program, selling goods to consumers, but the "plus" merchandising features are proving invaluable to advertisers in these war-time days of smaller sales staffs and fewer dealer calls.

The "Feature Foods" merchandising staff calls regularly on retail grocers and reports to advertisers on ever-changing retail conditions. One company made 10 calls in one district where five stores stocked the product. But "Feature Foods" made 50 calls in that same district; in other words, instead of the 50% distribution the sales manager thought he had, and 5 stores not stocking the product, he had only 10% distribution with 45 stores yet to be sold!

Although selling is not the principal business of the merchandising crew, they do take orders for "Feature Foods" products. In one new district, for example, only 6 of 64 stores carried a new "Feature Foods" item. Yet almost every one of these stores carried a competing brand. The "Feature Foods" merchandising crew, on their first round of this district, took orders in 34 stores! Here's a "plus" service that makes it worthwhile now, more than ever, for any food manufacturer to pay a little extra and buy "Feature Foods." For the full story, ask any John Blair man.
A PIECE OF COPY IS LIKE A LEAF

IT JUST BLOWS IN THE WIND...
REACHING NO PARTICULAR AUDIENCE...
UNLESS GIVEN EFFECTIVE DIRECTION.

When you place your copy on WPEN, YOU GIVE IT THAT EFFECTIVE DIRECTION. You reach a big, faithful buying group that has been built up, and retained, through a sound program policy of providing constant entertainment, well-planned news broadcasts and outstanding public service features.

You can judge how "purchase minded" this audience is by its strong response to direct radio sales, and by the renewals and additions of national advertising accounts. That's why we say . . . buy WPEN and give your copy DIRECTION towards a steady BUYING audience.

We will be glad to furnish a list of national accounts which are now proving to their satisfaction the sales power of WPEN. We have a few choice availabilities you will want to know about, too.

WPEN
Philadelphia

5000 WATTS • 950 ON THE DIAL
In This Issue:

- Law Geared to Post War Radio Urged
- Senate Probe Hits on Morals
- CBC Forms Two New Commercial Hookups
- Petrillo Rejects Sarnoff-Paley Proposal
- Radio—American or European—W. S. Paley
- Resignations Rumored as Probe Resumes
- Allis Chalmers Sponsors Boston Symphony
- 60% Predicted in Video Range After War
- AFM Closes Case Before WLB Panel
- Merging of CBC's Top Posts Studied
- WPB Census to Show Set Ownership Increase
- OWI 'Don't Travel' Spots for Sponsorship
- Civilian Tube Deliveries Up, Says WPB
- Retail Promotion Keeps On Clicking
- Flamm Asks to Intervene in WMCA Sale
- Better War Loan Plans in Progress
- Legislation, Other Issues Before NAB Board
- Don Shaw Named to Blue Sales Post

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices. WASHINGTON 4, D. C.
870 National Press Bldg.—Telephone: Metropolitan 1022

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A Billion Dollar Market at Your Fingertips

Pick up your phone and call any of the following SPOT SALES, INC. offices . . .

Eldorado 5-5040 Exbrook 3598 Franklin 8520

WOL
WASHINGTON D.C.

*1,450,000 people in WOL's primary area with an effective buying income of $1445 per person.
Yes, there are 3½ million bigger-than-average purses in America's 4th Largest Market - more than in 14 major cities combined!*

The most extensive study ever made of this important market* reveals never-before-available marketing facts... comparative ¾ hour ratings of all stations... discloses daytime and nighttime program preferences. In short, gives you the facts you need to get the most for your advertising dollar.

You owe it to your clients and yourself to see it. Write or phone today: WAAT, NEWARK 1, NEW JERSEY.

National Representatives (Outside New York Area) Spot Sales, Inc.

*Dollar for Dollar New Jersey's Best Radio Buy"
*FIVE OUT OF THE SIX “BEST KNOWN” ST. LOUIS RADIO PERSONALITIES ARE ON KWK

ALPHABETICALLY LISTED, THE FIVE ARE:

RAY DADY
DIZZY DEAN
RUSH HUGHES
JOHNNY O’HARA
ED WILSON

EDW. G. DOODY & COMPANY, RESEARCH ANALYSTS, HAVE JUST COMPILED THEIR FINDINGS IN AN INTERESTING SURVEY. They made 500 personal interviews. They asked these people to name St. Louis radio personalities. Some named one or two, others as many as ten.

Out of the personalities most often mentioned six led by a very wide margin.

FIVE OUT OF THESE SIX LEADERS ARE KWK PERSONALITIES.

1. Mary Kennedy McCord
   9:45 A.M. Monday through Friday
2. Ray Dady
   8:45 A.M. and at Noon Monday through Friday
3. Dizzy Dean
   Sports
4. Ed Wilson
   5:00 A.M. Monday through Saturday
5. Johnny O’Hara
   6:05 P.M. Monday through Saturday
6. Carl Hohengarten
   7:30 P.M. Tuesday and Thursday
7. Rush Hughes
   10:00 A.M. and 6:15 P.M. Monday through Saturday
8. Jean Webb
   7:30 P.M. Tuesday and Thursday
9. Buddy Heitz
   7:15 P.M. Monday, Wednesday, Friday
10. Rich Hayes
   7:30 P.M. Tuesday and Thursday
11. Jack Connors
   7:30 P.M. Tuesday and Thursday

The above numerical order does not indicate relative popularity of artists in the survey.

ST. LOUIS KW K MUTUAL
CHASE HOTEL
REPRESENTATIVE, PAUL H. RAYMER CO.
RAY DADY GOES COAST-TO-COAST!

SPONSORED BY
GROVE LABORATORIES

ANOTHER FIRST
FOR KWK

KWK is now broadcasting the FIRST, daily, commercially-sponsored, coast-to-coast, network show to originate in St. Louis . . . . . . . .

Mutual Network is now carrying, coast-to-coast, Ray Dady and his “Sidelights on the News.” He broadcasts 1:00 P.M. EWT, Monday through Friday. This is the first origination from St. Louis of a commercially-sponsored, coast-to-coast, daily, network feature.

This national recognition for a KWK personality is further tribute to the policy of giving listeners the very best possible radio entertainment.

Ray Dady has long been considered one of the Middle West’s most noted news analysts and we are happy to share him with the nation.

ST. LOUIS KWK MUTUAL
CHASE HOTEL
REPRESENTATIVE, PAUL H. RAYMER CO.
Louis Honig,
Account Executive, Erwin, Wasey & Co., San Francisco

Says—"This year, our clients will invest more money in spot broadcasting than ever before."

Yes, Mr. Honig, spot broadcasting has grown so enormously and so steadily, for so many years, that some people assume it's now at about its maximum ultimate peak.

But we'll venture a prediction—that as time goes on, "national spot" will account for a far greater and greater percentage of all radio time. That's another reason why we of F&P emphasize the kind of service that builds for the future, regardless of its immediate profit or loss. And that, perhaps, is why so many good agencies and advertisers have come to think of F&P almost as a department in their own businesses.
Law Geared to Post-War Radio Pondered

Paley at Senate's Inquiry; Fly Critical

VISIBLY impressed by the prospects of FM and television as post-war developments destined to broaden the public's scope of entertainment, the Senate Interstate Commerce Committee last week decided to probe into future allocations before determining the scope of legislation it will draft at this session to correct "administrative abuses". After three hearings last week and four the week before, it was evident the committee would sit for at least another fortnight.

Although it is pure guess-work at this stage, to forecast the precise nature of legislation to be offered, it appears clear that there will be action. FCC Chairman James Lawrence Fly, evidently convinced that Congress will act, offered additional legislative recommendations in an appearance last Thursday concluding his testimony.

Paley Urges Change

At the invitation of Chairman Wheeler (D-Mont.) he will submit his ideas on changes, most of which appear to seek more, rather than less, regulatory control. Other parties, Chairman Wheeler announced, also will be requested to offer proposals as suggested amendments to the pending White-Wheeler Bill (S 814), the legislative vehicle before the committee.

Last week the committee heard William S. Paley, CBS president, beseech Congress to write into the statute the outer limits of FCC authority and to curb that agency's inroads into programming and business practices as destructive of American private enterprise. He implored the committee to restore radio to equality to other American enterprise but give it no privileged place.

Mr. Fly, however, in his fourth appearance, which was to last only a few minutes, elected to offer heated rebuttal and lash out against the CBS president's proposal, contending he was seeking to vitiate the network regulations and restore "monopoly" in the hands of "two New York men". He shouted down practically every contention made by Mr. Paley, asserting that the CBS president wanted networks to operate as "legalized outlaws", controlling radio from New York and Hollywood. Mr. Paley is expected to turn Tuesday because he is on call for a North African mission for OWI.

The old "soap opera" bugaboo and moral uplift of programs were belabored last Friday by Chairman Wheeler and Mr. Fly. Such epithets as "vile" and "rotten" were hurled in describing daytime programs. Mr. Fly called them "trash". His position, succinctly, was that the dollar sign governs radio, that forum and other high culture programs are being pushed around and that money give-away programs, which he said were rampant on smaller stations, violated the lottery law, but nothing was done about them by the Commission because it exercised no control over programs.

Before the hearings conclude, Senator Wheeler announced, the committee will hear from T. A. M. Craven, who has been at odds with Chairman Fly's practically automatic Commission majority on almost every policy consideration. The chairman also asked that Commission engineering experts testify on the allocations structure—an assignment probably to be delegated Chief Engineer E. K. Jett.

Mr. Wheeler said he also had asked NBC and CBS to have their engineering experts testify regarding allocations. It is presumed that with FM and television to be covered, and the whole question of post-war allocations in the spotlight, other key engineering figures, including Dr E. H. Armstrong, famed developer of FM, will appear. It is hard to predict when the allocations phase will stop, once opened up, according to observers.

Trammell to Appear

Chairman Wheeler also disclosed that Niles Trammell, NBC president now in the Mediterranean area on a tour of the war theatres, will testify before the record is closed, probably two weeks hence. Among others who will be heard are Neville Miller, NAB president; Louis G. Caldwell, president of the American Federation of Labor, which recently adopted a resolution advocating a change in the law. BLUE has not filed an appearance.

Among legislative recommendations made orally to the committee by Mr. Fly, in addition to his suggestion that the Commission should have some form of "graduated penalties less than revocation", was the suggestion that Congress consider FCC control over the transfer of less than a majority of stock of stations. He pointed out that the Commission now takes into account close personal relationships where one party puts up the money for another, but that nothing comparable to the Holding Company Act obtains in broadcasting.

The intense interest of the committee in the newspaper ownership issue was evinced again last Thursday, Chairman Fly earlier had said he would be glad to have Congressional debate on newspaper ownership, but felt the question should be "litigated". This inferred that there would be a policy ruling by the Commission. Last Thursday, questioned by Senator Brooks (R-Ill.), Mr. Fly said the Commission would "decide" the newspaper issue soon. It has been pending for two years.

On Friday Horace L. Lohnes, president of the Federal Communications Bar Assn., and Herbert M. Bingham, chairman of its legislative committee, supported the White-Wheeler bill in most particulars. "Lottery" or money give-away programs were discussed. Mr. Lohnes urged amendment of the portion dealing to relieve stations of liability for slander or grant authority to censor. A client of his settled a case for $17,000 recently because of ambiguity in the statute, he said.

Witnesses today (Nov. 15) include Richard T. Frankensteen, vice-president of the United Auto- Mobile-Aircraft & Agricultural Implement Workers (CIO), and J. Frank Burke, president of KPAS Pasadena, Cal, both regarded as pro-FCC witnesses. Mr. Burke recently published "The Peoples Radio", a tabloid opposing the bill and supporting the FCC. Copies were distributed at the hearings.

Mr. Frankensteen recently complained to the FCC about refusal of WHKC Columbus to carry a speech in which he sought to attack Congress. CIO has supported the FCC and opposed the networks and stations on sale of time for controversial issues. NAB Code provisions are under CIO attack.

Strategy of Chairman Fly apparently is to sprinkle pro-FCC witnesses to break up testimony in support of new legislation. He announced Thursday that "several broadcasters" desire to appear, presumably as Commission witnesses. Obviously this is designed to offset any independent broadcaster's advocacy of new legislation.

Presenting radio's side on complaints.

(Continued on page 61.

Soap Operas, Shakespeare, Gambling Draw Spotlight at Senate Radio Probe

MORALS via radio were pushed around by members of the Senate Interstate Commerce Committee and FCC Chairman James Lawrence Fly last Thursday during hearings on the White-Wheeler bill (S 814) to amend the Communications Act of 1934. With virtually every Senator present taking part, but with Chairman Wheeler (D-Mont.) and Mr. Fly carrying most of the banner, legislation was sidetracked as the issue of the "moral effects" upon the public of so-called "soap operas" and those programs which offer money or other premiums to listeners was aired.

It started when Chairman Fly, admitting rather sheepishly, "I do have a gambling instinct but I don't want radio attracting me", assailed what he called "lottery programs" through which he said, a "sheer possibility the listener may get some dough by tuning to (Continued on page 51.)
Two Commercial Networks, Canada-Wide, Formed by CBC

Advertiser Demands Met by New Transcanda
And Dominion Hook-ups, Effective Jan. 1

By JAMES MONTAGNES

FORMATION of the Transcanda and Dominion networks was
announced by the Canadian Broadcasting
Corporation, Board of Governors at
Ottawa on Nov. 15, to take ef-
fect on Jan. 1, 1944. Seventy of
Canada's 89 broadcasting stations
are now on a CBC commercial net-
work and 18 of the CBC stations
being in areas covered by the two
network stations and the other
four being in areas where landlines
are not available.

The Transcanda network in-
cludes most of the stations on
the present CBC National network,
stretched in CBC Television, to
the coast of Canada. The first of
a tentative second commercial network, was
Gillette Safety Razor Co. of Canada
in July 1941 for fight broadcasts.

Since then the number of
stations has grown and this network is
being used to form a definite
second national network. The Dominion
network will start by going on
the air seven nights weekly from
8-10 p.m. The Transecanda in
Canada will continue to feed
about 17 hours of network sus-
tainers and sponsored programs
across Canada.

No official data has yet been
released as to the actual make-up of
the two nets, but Dr. A. Frigon,
CBC acting general manager, has
announced that a realignment of
stations on the national network is
now underway. Some of these
will go on the new Dominion
net, though most will remain on Trans-
scanda.

The two networks will provide
wider coverage for important na-
tional programs dealing with the
war effort, and will also give wider
distribution to top-flight sponsored
programs which the CBC network
has not been able to accommodate.

Decision to change the call
letters of CBC to CJBC was reached
when surveys showed that pro-
grams of CBL and CBY, Toronto
CBC outlets, were often missed
by listeners. CJBC distinguishes
the station from CBL insofar as local
listeners are concerned. At
the same time it was announced that
CJBC would be key station of the
Dominion network, and increase
power from 1 kw. to 5 kw.
with the new equipment to be installed
when it is available. CJBC will
continue on 1010 kc. The announc-
ing stations of the two stations
will be separated, and each will have
its own announcers. CJBC will continue
to be BLUE outlet in To-
ronto.

Sateveposed Schedule
CURTIS PUBLISHING Co., Phila-
delphia (Saturday Evening Post),
on Nov. 17 will increase the num-
ber of stations on which it is spon-
soring a staggered schedule of one-
minute transcribed chain breaks,
five minute transcribed drama and
quarter-hour live news programs
in circle, with use of three other mar-
kets anticipated soon. Contract is
for 13 weeks. Agency is MacFar-
land-Aveyard, Chicago.

Stations being used are:

KWIN WORI WOCM WRHR WKG
WBAI WKBK WTTW WMAR WFGS
WIXY WLEW WIAO WMJW WWS
WDAS KKO WJZ KOX WGB WGF
WHRB WBOO WCLE WDFW WFB
WCHS WBBM WFLW WFSW
Station expected to be away from
his office several weeks.

Paley Overseas
WILLIAM S. PALEY, CBS presi-
dent, has left New York for his
overseas psychological service with
the Office of War Information, as
formerly at Doctor's Hospital, Washington,
from an attack of pneumonia. He
was taken to the hospital Nov. 6. It
was his second pneumonia attack
within a year although he was not
hospitalized the first time. He is
expected to be away from his office
for at least 6 weeks.

Paley overseas
will move in for a year, when he
became associated with NEA Cleve-
land as assistant promotion man-
ger. He entered radio in 1939
with KGER Ft. Worth and re-
signed a year later to join KTUL.

Lt. Morris married Virginia
Church five years ago. Their son,
Arthur Sinclair Morris, is 4.

Lt. N. O. Morris

Sarnoff-Paley Plan
Rejected by AFM

Petriillo Calls It Unacceptable
After 'Lawyerless' Meeting

WITH NO resumption last week of
the 'lawyerless' conference
held Nov. 5 between presidents
David Sarnoff of RCA, William S.
Paley of CBS and James C. Petri-
illo of the American Federation of
Musicians, with no date set for
any future meeting, hope had
practically disappeared by the
weekend that these sessions would
end the recording dispute between
the union and the Networks.

On Friday it was learned that
Mr. Petriillo had notified Mr. Sar-
noff that the proposal made by
the company chiefs was not ac-
tetable to the union. Details of the
proposition were not revealed, but
it is believed that it contemplated
a joint attempt to get a change
in the copyright legislation that
would give the makers of records
and the recording artists a continu-
ual use of the product beyond the
point of sale. It is also understood
that the company presidents stood
fast on their refusal to recognize
the principle of payment to the union of fees
to be used for the benefit of the
AFM's unemployed members, a
principle which has been included
in recent contracts between the
AFM and a number of other record
and transcription companies.

Summations Prepared
Mr. Petriillo left New York
Friday evening and will not return
for at least a week, it was learned,
and no date was set for a future
meeting with Mr. Sarnoff. Mr.
Paley had left earlier in the
week for a special overseas as-
ignment with the OWI which is
expected to last for at least six months.
Meanwhile, counsel for both
the companies and the
union were preparing their
summation arguments for presen-
tation to the War Labor Board.
Contracts panel when the hearings
in New York are resumed on Wednesday
(see story on page 18).

Failure of the top company and
union executives to settle their
recording differences strengthens
industry opinion that radio may
soon become involved. Contracts
between NBC and CBS and the
AFM locals in New York and Chi-
gago expire in Jan. 1944, and
Mr. Petriillo some months ago halted
negotiations for new contracts by
executive order to the locals in
those cities. It is believed quite
likely that the union president
would not hesitate to use the ex-
piration of these contracts, to
which he has alluded as "the big-
gest club a labor organization ever
had," as a means to force the ac-
ceptance of his terms by their af-
filiate recording companies.

Page 10 • November 15, 1943

Broadcast Advertising
Radio—American or European System?

THE LAST time I appeared before your committee was in June 1941. Your committee was then holding hearings on Senator White's resolution, investigating the network regulations which had just been promulgated by the FCC.

I think that most of you are familiar with the course of our experience since then. We tested the Commission's right to impose such regulations in the courts. After two hearings before the court in New York and two arguments in the Supreme Court, the final result was the Supreme Court's decision on May 10 of this year. This decision served one very wholesome purpose—it focused the issue sharply on the fundamentals. For the opinion written by Justice Frankfurter ranged far beyond the business problems the regulations had created.

A New World

I hope you will bear with me for a few minutes while I emphasize this point. If I can. If I seem to be going over old ground, it is because May 10, 1943, marked, for American broadcasting, the end of one world and the beginning of another. Your interest in our problem began before that date and has, happily, continued since—but to the problem became a totally new and far graver problem on that date and the need for legislation became a different and a more urgent need in many ways.

The Supreme Court said, in effect, that the powers of the Commission under the present law are without discernible limits; that it can do whatever it wants in regulating the business practices of broadcasters and in regulating the programs which they put on the air—so long as the FCC makes its own determination that such regulation is in the public interest.

Thus the court, in one stroke, granted the Commission unlimited authority over every aspect of this great medium of mass communication.

The concept of absolute Government dictatorship over broadcasting, to whatever extent the Commission wishes to assert it, is plainly set forth in the opinion of Justice Frankfurter in such terms as these:

"...The Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic."

I hardly need to add that the composition of that traffic in radio means the programs which go over the airways, and can mean nothing else.

We are not concerned here with material goods; but with the most precious of intangibles—with the free spread of ideas. The court's dissenting opinion emphasized this point. It said of radio:

"Because of its vast potentialities as a medium of communication, discussion and propaganda, the character and extent of such influence should be exercised over it by the government as a matter of deep and vital concern. Events in Europe show that radio may readily be a weapon of authority and misrepresentation, instead of a means of entertainment and enlightenment. It may even be an instrument of oppression and fear."

The danger that this instrument may be so abused cannot be neglected—and I am sure, will not be neglected by the Congress. For, under the court's decision, the last safeguards against such abuse have been swept away.

The court has made clear that the main question is not one of economics. It is not a question of the network rates.

Cooperation Given

I might say right here that while our operations, during the four months since the network regulations were imposed, have not been substantially affected, this has been due to the independent and voluntary cooperation of stations and of advertisers, and because the great bulk of our network business in these four months was based on contracts placed before the regulations became effective. Another factor is that after we had made clear our definite intention of testing the validity of the regulations by a court action but before we actually started the suit, the FCC, in October 1941, amended one of the regulations to make them less impractical.

We think, despite the amendments, that the regulations are unsound and destructive; but the core of the problem lies much deeper than that. The question raised by the Supreme Court decision and the question which is squarely before Congress today is simply this: Do the American people want the Government to have the power to tell them what they can hear on the air? I am firmly convinced that Congress never intended any such result.

Nor do I believe that the American people want a radio system which in all its elements is under the ultimate control of a small bureau of men with seven-year appointments. The American people want the kind of radio they have known. And this can be assured only if the extension of control were left to the programs of hundreds of broadcasters throughout the country.

Certainly, Government must perform the necessary role of technical supervision over frequency assignments. But any crevice or cranny through which even the best intentioned board could extend its control to the point where it is wide enough to let through the flood of Government control over thought. We know from bitter experience how destructively this weapon can be wielded by the Axis tyrannies.

A Protective Bill

The bill, introduced by Senator White and Senator Wheeler, and today before your committee, goes a very long way in giving to radio the protection it needs and should have.

The one fundamental safeguard which is paramount if we are to avoid complete Government control of radio is a straightforward prohibition against the Commission concerning itself with the program policies or business practices of radio stations.

Section 8 of the bill before you provides that the Commission shall not have the power to regulate the business of a radio station and shall impose no condition, or requirement which would have the effect of conferring upon the Commission supervisory control of station pro-


THE CASE for a "free radio" in the United States now is being made before the Senate Interstate Commerce Committee, holding hearings on the White-Wheeler Bill (S-814). Last Tuesday William S. Paley, CBS president, appeared as the first witness for the bill, appearing out of turn because he is on call for a mission to the Mediterranean war theatre for OWI. Mr. Paley's affirmative story, in which he pulled no punches, is told here. The story is based on his 17 years as president of CBS. The cross-examination of committee members is recounted in the running story of the hearings on another page in this issue.
Lea Group to Determine Status of Shortwave Testimony
By BILL BAILEY

AMID REPORTS that the entire personnel of the legal and investigating staffs of the House Select Committee to investigate the FCC would resign unless the inquiry developed action, Chairman Clarence F. Lea (D-Ga.) last week that the probe would be resumed at 2:30 p.m. today (Nov. 15), under the direction of Chief Legal Counsel Eugene L. Gartside.

Three officials of Shortwave Research Inc., New York organization allegedly subsidized by the Government, were to appear before the committee today to continue re- ject or amend statements they made in New York in August and September to members of the legal staff. The statements have not been received, new words they have been rejected by the committee, pending the appearances of the deponents before the committee.

Within a fortnight the hearings will be resumed full force, said Rep. Lea, with Commissioner T. A. M. Craven of the FCC back on the stand to complete testimony which was interrupted a month ago when Rep. Cox (D-Ga.) resigned as committee chairman. [BROADCASTING, Oct. 4].

Part One Completed
Mr. Lea, who as chairman of the House Interstate & Foreign Commerce Committee, has been tied up on a revision of the Civil Aeronautics Act of 1940, the aviation bill has been placed on the House calendar for action this week.

"Just as soon as that is out of the way we will get back to the investigation and see it through," he said. "The shortwave testimony Monday will complete the record of all the hearings."

The three Shortwave Research

Candy Firm to Sponsor WMCA Program on MBS
CLARK BROS. Chewing Gum Co., Pittsburgh, on Dec. 5 will sponsor John J. Anthony's Good Will Hour on WMCA, New York, in the 60 mutual stations in the 10:15-11 p.m. period Sunday evenings. The program, a WMCA-owned show, has been presented on the BLUE for a year by Ironized Yeast Co., Atlanta. Since Oct. 10 it has been heard in Minneapolis for a full hour on WMCA at 10:30-11 p.m. on the BLUE.

The program will be minutes on Sept. 27 during the schedule changes. WMCA's Agency is Walker & Doubling, Pittsburgh. Mutual will shift the quarter-hour program with John Clark Jr., sponsored by W. L. Doug- las Shoe Co. on 15 mutual stations in the 10:30-10:45 p.m. period, probably to Sunday morning.

SYMPHONY SIGNED BY ALLIS-CHALMERS
THIRD advertiser to sign this year for sponsorship of a major symphony orchestra was Allis-Chalmers Mfg. Co., Milwaukee, whose agency, Compton Adv., New York, signed contract with the Orchestra for the Saturday evening concerts of the Boston Sym-phony Orchestra. Cost is said to be $600,000.

Heard sustaining for the last year, the orchestra, under the direction of Serge Koussevitzky, will be sponsored by the Allis-Chalmers in the 8:30-9:30 p.m. period, probably beginning early in December on the full network. Commercials will be taken while the industrial equipment manufac- turer is doing. The other two symphonies presented from a commercial basis are the Philadelphia Sym- phonny Orchestra on CBS by U. S. Rubber Co., and the NBC Sym-phony Orchestra, now sponsored by General Motors Corp.

WJW, Now Cleveland, With 5 kw, Joins Blue
WJW Cleveland on Nov. 14 started operating a full-power, 5,000-watts on 860 kc, and today (Nov. 15) begins carrying the full BLUE program complement as that network's basic affiliate in Cleveland..

Norman Ostby of the blue stations relations staff was in Cleveland several days prior to the opening to arrange the dedication ceremonies. BLUE officials have been going to Chicago for the BLUE affiliates meeting Nov. 15 and 16, included Mark Woods, president; Keith Kiggins, vice-president in charge of stations; Phillips Carlin, vice-president in charge of programs; Carl Wilson, vice-president of the staff, and John H. Norton Jr., station relations manager.

Beans Continued
FOLLOWING a successful six-week drive in Lake Erie and Lake Ontario regions, Lamber Vitamins Co., New York, has given to Beans. The campaign to reach Beans through the end of the year on four of the six stations used. New schedule of five trans- cations started Nov. 11 on WSYR WJAS WHAM. Agency is Lamber & Peasley, New York.

Lutheran Extension
LUTHERAN LAYMEN'S LEAGUE, St. Louis, has extended its contract with Mutual for the Luther- an Hour until Oct. 15, 1944. in- stead of April, as originally signed. The program is heard on 300 stations, Sundays 1:30-2 p.m. and 4:45-p.m. Agency is Gotham Adv., New York.

Department Store Schedule
AUBERCH, Salt Lake City department store, will sponsor Larry Smith five days a week, a fashion talk once a week, and an 15-minute news feature this \[\text{Week in Review, all on KVDY Salt Lake City.}]

BROADCASTING • Broadcast Advertising
Page 12 • November 15, 1943
Again WORL demonstrates its ability to command dominating positions in some of the key daytime spots. The WORL listening habit has been established over a period of years...and continues with the same enthusiasm and intensity. Here is an independent station that is a major factor in the Boston market.

*According to the Hooper "Continuing Measurement of Radio Listening" report (May through September, 1943) of seven Boston stations.
## The Greatest Shows in Radio are on WBAL!

When you use WBAL, you are in good company — the best advertising company you could possibly find.

There are still “availabilities” for your message on this powerfully programmed station. Get in touch with WBAL or Edward Petry & Co., Inc., our national representative.

### A.M. Schedule

<table>
<thead>
<tr>
<th>Time</th>
<th>Sunday</th>
<th>Monday</th>
<th>Tuesday</th>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
<th>Saturday</th>
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<tbody>
<tr>
<td>5:30</td>
<td>Star Parade</td>
<td>GITTIN’ UP TIME WITH HAPPY JOHNNY</td>
<td>RIALS</td>
<td>AROUND THE BREAKFAST TABLE WITH BOB ELLIS</td>
<td>(Participating)</td>
<td>ESSO NEWS REPORTER 7:30 to 7:35 A.M., AUNT JEMIMA, Thur., Fri.</td>
<td>MANO SWARTZ “Stories Behind the Headlines” 8:00 to 8:15 A.M.</td>
<td>GROVES NEWS 7:00 to 7:05 A.M. and 8:45 to 8:50 A.M.</td>
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<td>REV. H. B. RITTENHOUSE</td>
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<td>News</td>
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<td>Parents and Teachers</td>
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<td>(Participating)</td>
<td>N B C FEATURE</td>
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### Additional Programs

- **MUSICAL EXPRESS**
  - Participating
  - GROVES—Golden Gate Quartet 12:25 to 12:30 P.M.

- **MIRTH AND MADNESS**
  - NBC Sustaining

- **NEWS POST**
  - Front Page Drama
  - War News

- **EVERYTHING GOES**
  - NBC Sustaining

- **Camp Wheeler**
- **NBC Quartet**
- **Family Hour**
- **MORRELL Pet Parade**
- **GOODYEAR Ralph Dumke**
- **ALUMINUM CO. Lighted Windows**

- **ARD the News**
  - Behind the News
  - Behind the News
  - Behind the News
  - Behind the News
  - Behind the News

- **Ful-O-Pep**
  - Man on The Farm

- **News Reporter**
  - Noon 12:00
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<th>P. M.</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
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<td></td>
<td>CANDY COUNCIL</td>
<td>IVORY</td>
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<td>Woman of America</td>
<td>Football</td>
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<td>SHEAFFER PEN</td>
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<td>Ma Perkins</td>
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<td>Upton Close</td>
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<td>Pepper Young's Family</td>
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<td>This is the Army Hour</td>
<td>WHITE NAPHTHA</td>
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<td>Right to Happiness</td>
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<td>HALEY'S M - O</td>
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<td>Back Stage Wife</td>
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<td>DR. LYONS</td>
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<td>DIAMOND CRYSTAL SALT</td>
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<td>When a Girl Marries</td>
<td>Glory</td>
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<td>POST BRAN FLAKES</td>
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<td>Portia Faces Life</td>
<td>CALVARY HOUR Rev. Wm. Detweiler</td>
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<td>WILDRIGHT &quot;Texas Rangers&quot;</td>
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<td>MANO SWARTZ &quot;Songs of Romance&quot;</td>
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<td>MANO SWARTZ</td>
<td>SUN OIL</td>
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<td>Lowell Thomas</td>
<td>ARUNDEL News</td>
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<td>CHESTERFIELD CIGARETTES</td>
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<td>Fred Waring</td>
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<td>CHASE AND SANBORN</td>
<td>PARKAY</td>
<td>GOODYEAR Salute to Youth</td>
<td>BALTO. SALVAGE CO. Nights</td>
<td>LEVER BROS. Bob Burns</td>
<td>FREE STATE Hands Across Sea</td>
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<td>FLEISCHMANN'S YEAST</td>
<td>DU PONT</td>
<td>PHILIP MORRIS Johnny Presents</td>
<td>WOODBURY Mr. and Mrs. North</td>
<td>MAXWELL HOUSE Coffee Time</td>
<td>CITIES SERVICE Concert</td>
<td>DRENE Abie's Irish Rose</td>
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<td>One Man's Family</td>
<td>Cascadole of America</td>
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<td>TUMS</td>
<td>Horace Heidi</td>
<td>RALEIGH Hildegarde</td>
<td>JELLO Aldrich Family</td>
<td>LUCKY STRIKE All Time Hill Parade</td>
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<td>DR. LYONS</td>
<td>Telephone Hour</td>
<td>MOLLE Mystery Theatre</td>
<td>IPANA SAL HEPATICA Eddie Cantor</td>
<td>KRAFT CHEESE Bing Crosby</td>
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<td>Manhattan Merry Go Round</td>
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<td>JOHNSON FLOOR WAX Fiber McGee</td>
<td>VITALIS Mr. District Attorney</td>
<td>SEALTEST Joan Davis</td>
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<td>BAYER ASPIRIN</td>
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<td>JOHNSON FLOOR WAX Red Skelton</td>
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<td>to 5:30 AM</td>
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Newscaster Gives Rep. Patman Time
Lewis Offers Spot After It Is Refused by Network

OVER DENIAL of Mutual to give him the 7-7:15 p.m. spot occupied by Fulton Lewis jr., Rep. Wright Patman (D-Tex.) was to take over the commentator's spot tonight (Nov. 15) at the invitation of Mr. Lewis.

Last Tuesday night Mr. Lewis, speaking on Government subsidies, said: “And again today, the same old misleading slogan was repeated once again by the backers of the subsidy program. This has been used by the heads of labor unions who are promoting the subsidy rollback program; it has been used by Rep. Wright Patman of Texas, who is one of the most ardent advocates of the program; it has been used in radio oratory and television commercials. I just want to call it your attention once again in the interest of honest, truthful fact.” Mr. Lewis went on further expounding his views of the rollback subsidy program.

Rep. Patman on Wednesday wired Miller McClintock, MBS president: “Fulton Lewis jr. made personal attack on me in connection with subsidy proposal last night. I demand a meeting at an early date to answer. Please advise me whether or not this time will be arranged. I am also contacting Chairman Fly of the FCC, advising him of this demand.”

Mutual Refuses
On the floor of the House Wednesday Rep. Patman read his telegram, then declared: “If the time is not arranged, as suggested, I expect to appeal to the FCC for an order requiring it.”

But President McClintock had other views. He wired the Texas Congressman: “Mr. Fulton Lewis jr. denies that his broadcast on the evening of Nov. 9 contained a personal attack on you in connection with the subsidy proposal. The Mutual Broadcasting System declines to acquiesce in your demand that we deliver to you the time normally used by Mr. Fulton Lewis jr. as commentator under commercial sponsorship. However, as a matter of courtesy to you the Mutual Broadcasting System will attempt to arrange a future date a time for you to speak over the network on the subject of subsidies at an hour mutually acceptable.

Meantime, on the air Wednesday night Mr. Lewis, while conceding that Mr. McClintock's rejection of the Congressman's demands was "rightly so," offered to give his entire period to Mr. Patman to speak over his program. Mr. Patman promptly offered to announce it in advance and urged his listeners to listen to Mr. Patman, should the Texan accept.

Rep. Patman was inclined to re-

Official Armory Photo—Infantry School

Joyce Predicts 60% in Video Range 5 Years After War Ends
Calls Low Price Set First Problem; Ad Tests Urged Now, When Mistakes are Less Costly

DEVELOPMENT of an acceptable low cost radio television receiving set, which is the number one problem of the postwar television industry, Thomas F. Joyce, manager of the radio, phonograph and television department, RCA Victor Division of RCA, told an audience attending a dinner meeting at the Advertising Club of New York last Wednesday, sponsored jointly by RCA and the American Television Society, whose president, Norman D. Waters, acted as chairman.

Inverse Ratio
Mr. Joyce said that within five years after resumption of commercial television programs, visual radio will be available to 60% of the U. S. population.

Citing a cross-section survey in 11 cities, Mr. Joyce said that when people were asked if they would consider the purchase of a combination radio television receiver priced at $400, 10.3% answered yes, but that when the price was set at $200, the percentage of affirmative answers rose to 61.3%.

Television facilities already exist in New York, Philadelphia, Albany-Schenectady, Chicago and Los Angeles, he said, of which the first three have already broadcast programs originating in the NBC studios in New York, forming the nucleus of network television.

Three years after the resumption of commercial television, he predicted, Washington, Baltimore, Hartford, Providence and Boston will also have video stations, which, with those in New York, Philadelphia and Schenectady-Albany, could be connected into a television network about 600 miles long, serving a population representing 36.6% of the total U. S. buying power. With the extension of this network westward, Mr. Joyce estimated that in about five years after commercial television is resumed there will be television transmitters in 157 key cities, serving 72,159,000 people, representing 61.5% of the nation's purchasing power. He said that the television network developments should bring sight-and-sound programs to another 10,000,000 persons.

Ad Experiments Urged
It may be a year, or two, or three, before television is ready to go forward on a commercial basis, he said, depending on the recommendation of the Radio Technical Planning Board; which is studying the engineering problems involved, and the action the FCC takes on those recommendations. It is certain, he concluded, that "the general consensus of opinion after the war will take home television service just as much for granted as the present generation takes for granted the radio set."

Thomas J. Joyce, Jr., supervisor of television for Rithrauff & Ryan, urged advertisers to begin experimenting immediately with television commercials, pointing out that with the present small audience "we can make the mistakes we are bound to make without paying through the nose for them. A picture may be worth a thousand words, he said, but asked what the picture is that "we are going to show week after week that replaces the thousands of words we have been using on the radio? The only way we are going to know is to experiment with television commercials until we find the answer."

Role of Movies
John Southwell, chief of the radio commercial department of BBDO, described his experiments with television commercials as a "discovery," and said that there is much more to producing a good commercial television program than putting a radio program before the camera and animating a magazine ad for the commercial. Robert L. Gibson, in charge of programming WRGB, the General Electric station at Albany-Schenectady, described the audience reaction to various types of telecast programs and expressed the opinion that "the broadcasting industry will play a dominant role in operating television, but the movies will play the dominant part in programming."

Allen B. DuMont, President of Allen B. DuMont Laboratories, addressed the meeting by television, speaking from the studios of W2XWV, Du Mont video station in New York, as part of a television variety show witnessed at the meeting on a number of receivers provided by Mr. DuMont.
Always a good market... today, with ever increasing TVA power attracting War Industries, WNOXVILLE is an even greater market — a multiple market! Countless thousands of highly skilled, highly paid, workers are converging into this vast moneyed market! Sell them all while they are under one roof — through the voice of WNOXVILLE!

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

WNOX
10,000 WATTS on 990 KC
KNOXVILLE, TENNESSEE
AFM Closes Case Before WLB Panel; Hearings Resume Nov 17

Union Counsel Offers Letters From Officials To Show Cooperation in War Effort

HENRY A. FRIEDMAN, counsel for American Federation of Musicians, completed the union's case before the special panel of the War Labor Board in a one-day session in New York, last Tuesday.

Arthur S. Meyer, chairman, recessed the hearing until Wednesday (Nov. 17) to allow the panel a week to study the record and prepare questions to be asked the union and the RCA Victor Division of RCA, Columbia Recording Corp. and NBC Radio Recording Division.

These companies are the remaining petitioners for relief from the union's ban, which started 16 months ago. Six other transcription companies, who joined with NBC in bringing the case to the War Labor Board, have since signed contracts with the union and have resumed recording, along with some 20 other companies making phonograph records and transcriptions.

CRC, RCA and NBC have reduced their contracts to meet the union's condition requiring payment of royalties direct to the union for the benefit of unemployed AFM members, standing fast on the original position of the recording industry that the principle of taxation of an industry for the support of persons it has never employed and never will employ is contrary to public interest. The stand of these hold-out companies has been strongly endorsed by the NAB Music Steering Committee, which declared the principle instated by the AFM was "vicious."

Offers 'Testimonials'

Mr. Friedman opened the Tuesday morning hearing by offering as evidence a batch of letters from officials of military, government and social organizations, showing that the AFM ban on recording has in no way interfered with the war effort but that the union has given its full cooperation to every war cause. Remainder of the morning was taken up by a discussion of the employer-employee status of the recording companies and the union musicians. Mr. Friedman attempting to demonstrate that the current practice is for the recording companies to pay, not the musicians directly, but the contractors who, he said, have been legally adjudged the employers of the musicians.

After an extended discussion, in which the contracts currently used by the companies in arranging for instrumental recordings were introduced, the panel admitted the argument too legal for it to rule on, requesting the union to submit a brief within two weeks.

In the afternoon James Perry, associated to the union on the Philadelphia local of AFM, and Harry Suber, treasurer of the union's New York local, testified on displacement of musicians by juke boxes and other mechanized music. Mr. Suber stated that during the eight-year period, 1933-1942, the New York local paid $5,270,000 in direct relief, admitting, however, that the relief rolls have decreased in the past year and that the membership last spring voted to drop the 3% tax for the fund.

Spots Victory

W A R T I M E N E C E S S I T Y has brought the department stores of Memphis into radio. Stores are buying as many one-minute spots on WHBQ Memphis as are available for "Victory Suggestions"—urging the public to carry small packages, share cars, shop during off-hours, and other public service suggestions, all without mention of merchandise.

RADIO STAFF NAMED IN MARCH OF DlMES

RADIO DIRECTOR of the National Foundation for Infantile Paralysis, Howard J. London, has announced the personnel for the National Radio Division of the 1944 "March of Dimes" campaign, to be held January 14-31.

The staff includes: Frank Dahm, network script writer; Ruth Thayer, copywriter, formerly with Compton Advertising, New York; George Brengle, CBS director, who will handle production; and Rhea Diamond, who was assistant publicity director of WMCA and WNEW, to do the campaign's publicity. Secretaries are: Vera Jones, Ros Vande, Rutheda T. Prestell, and Edna T. Boody. Robert C. Coleson, Hollywood manager for N. W. Ayer & Son will handle "March of Dimes" radio activities originating from Hollywood.

Lid Off Commissions

COMMISSIONS earned on individual sales during 1943 may be paid salesmen by their employer, according to an announcement by Robert E. Hennegan, commissioner of Internal Revenue, provided the rate of commission and the amount of any other compensation has not been increased since Oct. 2. This extends statement of approval for similar commissions earned during Sept. and Oct., which was issued Oct. 7, by Guy T. Helvering, former commissioner. Approval does not apply to overriding commissions, which also may be paid without approval if authorized by regulations issued Sept. 4.

Merger of CBC's Top Posts Studied

Move Is Prompted by Need For a Closer Liaison

POSSIBLE MERGING of the positions of chairman of the board and general manager of the Canadian Broadcasting Corp., as well as a complete reorganization of the CBC Board of Governors, is now being studied by the CBC, it is understood at Ottawa.

Behind the move to create one paid head of the CBC is the belief that there should be constant liaison between the board and the management. It is claimed that the general manager is called upon repeatedly to make decisions, which involve policy and that he is, therefore, compelled to assume a responsibility beyond his authority.

Growth of CBC

The move is also in keeping with the growth of the CBC since its formation in 1936, as pointed out last week by Rene Morin, CBC chairman of the Board of Governors. The board instituted the Dominion's annual CBC budget now runs to $5,000,000, that there are 700 employees and 10 stations on a national network, and that in addition the CBC has regulatory authority over all privately-owned stations.

No recommendations have been made to the Dominion government as yet as to a new head for the CBC which is under the jurisdiction of the Minister of National War Services. Currently the CBC chairman receives a nominal salary of $1,500 plus expenses, while the general manager's salary with living cost has been approximately $15,000.

Trammell, Royal Dine

With Comdr. H. Butcher

NILES TRAMMELL, president of NBC, and John F. Royal, NBC vice-president in charge of international affairs, last week notified NBC headquarters in New York that they had been visiting in Algiers with General Dwight D. Eisenhower since Nov. 7, and would return to that city Nov. 15 after a visit to Italy. A trip to Naples was scheduled, they said, together with tours of both the American Fifth Army and British Eighth army area and a possible stopover in Sicily en route back to North Africa.

While in Algiers, the two NBC executives attended a dinner given by Comdr. Harry C. Butcher, aide to Gen. Eisenhower, and after a dinner with members of the NBC staff in North Africa, a conference was held to discuss NBC's plans for future broadcasts from the Mediterranean war zones.
Giving ever-increasing service to listeners... scaling higher peaks in entertainment... providing new speeds in news-reporting... expanding agricultural services... adding values in day-to-day programming... redoubling efforts to help government and governed to victory and security... these mark the progress of broadcasting in today's tremendous times.

Always in the vanguard of radio progress, Westinghouse is serving listeners and sponsors in a better-than-usual fashion. It's a deeply ingrained Westinghouse habit. In the primary areas alone where Westinghouse stations serve are more than 18,000,000 people. They rely on the stations of Westinghouse for faithful performance, just as advertisers rely on Westinghouse Response Ability.

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WGL • WBZ • WBZA • KYW • KDKA
Radio—American or European System

Governmental Control Is Termined Critical Factor

(Continued from page 11)

but two sides of the same all-important coin.

But Chairman Fly, in his testimony before this committee last week, attempted to split one of these controls from the other. The chairman of the Commission stated that he had no desire to control programs. He wished only to control the business practices of radio.

In my opinion, gentlemen, the idea that these two things can be separated is a fallacy of the most dangerous sort. If any such idea is accepted, it could easily frustrate the basic purpose of this bill. Anyone who has operated a radio station or a radio network knows that program control is indivisible from business control. The two are one. Just let me give a few examples of this indivisibility, in terms of what has happened and what can happen.

I have already said that I believe the issues before you do not revolve around the merits of the network rules. But one of these network rules affords a clear example of what I am talking about. That is the rule which requires the network to file with the Commission a list of programs it plans to carry. This rule purported to control merely the business practices of networks and stations. Let me explain how it really controls the program operations of the local station.

How It Works

Many of our stations have complained that often the result of the rule is to make them carry network programs when they would prefer to control local programs. Under the rule, all programs, both local and network, are subject to the commissions. I have never said that this is a bad rule. But the rule does have a way to control the business practices of networks and stations. Let me explain how it really controls the program operations of the local station.

At this two-day hearing, an overwhelming proportion of the total time was devoted to a searching inquiry into program policies. It seems to me that the management indicated the policies which it followed in connection with certain types of programs. But until the new management wrote a letter which abrogated these policies, presumably in accord with the Commission's wishes, this business transfer was not approved.

Special Pleaders

Let me cite another example of how completely business practices and program practices are intertwined and how, when a Commission moves on one, it moves on the other.

Could anything, for instance, be more clearly a business practice than the purchase and sale of time itself? But time is sold only for programs. Thus any restriction or compulsion imposed by the Commission on the sale of time becomes at once a restriction or compulsion in terms of programs. For instance:

On Oct. 7, the chairman of the Commission publicly stated, in effect, that program time should be sold to special pleaders on public issues. Such a practice would have immediate effects on programs. But on Nov. 4, before your committee, he disclaimed any desire to influence programs. I can only assume from this that the close relationship between business practices and program practices is not yet clearly understood by the chairman of the Commission.

I have dealt so far with actual examples. Now let me give you a few others which could quickly follow. Under a new radio law, the Commission is confirmed in its power over business practices. It is only a short step from telling stations the kind of programs for which they should sell time, to telling them how much time they should sell for such programs. If the Commission succeeds in forcing the industry to sell time for special pleading, what is to prevent it from saying that 10, 20, or 50% of the time of the should be sold for this purpose? Surely that is merely a regulation of business practices in selling time.

But can you think of anything which would more surely undermine the program structure and public acceptance of American radio? Can you imagine, for that matter, anything less democratic than thus turning over to a Commission the determination of what listeners should hear, and how much of it they should hear, rather than giving the public what it wants to hear?

Yet all this could easily be done unless the Commission is denied control of business practices.

Transparent

The whole device is transparent. Look through the window of almost any business practice in radio and you'll find program merchandise behind it. News, for instance, is program merchandise—the stuff from which important news programs are made. News services must be bought. We have contracts with the Associated Press, the United Press, the International News Service, and our own special correspondents. Let the Commission control business practice and it can tell us what kind of contract we can enter into, and with whom. Thus it can control radio's access to the news, and hence the news listeners hear.

Artists, too, are the stuff of programs—actors, singers, writers and musicians. Their talents appear on the air only through business arrangements through business contracts. If the Commission is to control business practices in radio, why should it not apply to talent contracts the same theories it has applied in other fields?

It often takes a million dollars worth of time and a period of two or three years to develop young and promising talent into a successful Kate Smith or Bing Crosby. No network or station could devote its time or money toward this end without the assurance that it could enjoy the fruits of its investment. Yet the Commission's philosophy applied to talent contracts would ruin the program structure and public acceptance of American radio. You can imagine, for that matter, anything less democratic than thus turning over to a Commission the determination of what listeners should hear, and how much of it they should hear, rather than giving the public what it wants to hear?

Yet all this could easily be done unless the Commission is denied control of business practices.

First Meeting

MEETING of Philadelphia broadcasting women of NAB stations was called by Ruth Chilton, national president of the Assn. of Women Directors of NAB, who is also conductor of the For Women Only show on WCAU, Philadelphia. The local chapter in Philadelphia. Around the table are (1 to r): Emma Mae Roberts, sales promotion chief of WCAU; Anne Lawton, of the WCAU sales department; Betty Hurd, of the WCAU program department; Anise Beeder, of the WCAU news department; Miss Chilton; Ruth Welles, KYW women's show director; Katharine Clark, WCAU commentator; Doris Havens, WCAU producer.

(Continued on page 24)
In a word, the answer is bigger! It's impossible to be more specific.
The size of a Mutual hookup depends first, of course, on the client's marketing area—Mutual being the network most flexibly adaptable to an advertiser's current needs. It also depends on the calendar—Mutual clients having a persistent habit of adding stations to their hookups, month after month and year after year.
As of this writing, here's the scoreboard for a few Mutual clients:

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>PROGRAM</th>
<th>STARTING HOOKUP</th>
<th>CURRENT HOOKUP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Barbasol</td>
<td>Gabriel Heatter</td>
<td>14</td>
<td>171</td>
</tr>
<tr>
<td>Kellogg</td>
<td>Superman</td>
<td>39</td>
<td>200</td>
</tr>
<tr>
<td>General Cigar</td>
<td>Raymond Clapper</td>
<td>3</td>
<td>83</td>
</tr>
<tr>
<td>Gillette</td>
<td>World Series</td>
<td>119</td>
<td>344*</td>
</tr>
<tr>
<td>Pharmaco</td>
<td>Double or Nothing</td>
<td>109</td>
<td>200</td>
</tr>
</tbody>
</table>

*Even the largest network in the world couldn't accommodate this client's needs, so we lined up a lot of additional, non-Mutual stations, including 50 in Canada.
Wounded vets of Guadalcanal talk rehabilitation problems before a WJR microphone.

Carmen C. Blough of WPB and Jas. F. Lincoln, industrialist, debate war contract renegotiation in WGR broadcast.
This is a free country . . . the land of free speech.

No one who stops momentarily to watch the soap box orator in the public square will question the fact. Nor will the man who pauses to consider the things that are said in his daily newspaper . . . or the subjects discussed over the air.

. . . for instance, over Radio Stations WJR and WGAR, where citizens of Michigan and Ohio are speaking their minds regularly.

Take the program called “In Our Opinion”, heard regularly every Sunday over WJR, and now nearing its 100th week. Recently, seven disabled veterans of World War II discussed problems of rehabilitation, aired their views on what returning soldiers should be entitled to upon their return.

Another program presented four Italians, all born in Italy . . . a chemist, a minister and two housewives . . . discussing Fascism. Another introduced the question of whether there are too many frills in education. Still another brought representatives of the people to discuss over-optimism on the war, food problems and women’s rights.

Consider, too, the City Club Forum, broadcast each Saturday over WGAR. Recently, it presented a debate between James F. Lincoln, president of The Lincoln Electric Company, and Carmen C. Blough, WPB representative . . . the subject being the much-discussed and controversial matter of renegotiation of war contracts.

Or, the new WGAR forum program which recently posed the problem of whose responsibility it is to see that America gets adequate housing . . . and will continue with other subjects which Americans talk over at the back fences and around the lunch tables.

Radio is doing much to help win the war. It can do still more to set the pattern for better postwar conditions by encouraging free expression.

That is why WJR and WGAR invite their audience to speak their piece.
each station the power also to use that domination in the political
field. Do not permit the Commission to combine its basic licensing control with the political power to decide what it is "fair" for listeners to hear.

Via the Back Door

If the Commission is to be di-
vested, in Section 8 of the bill, of authority to determine what goes out over the radio stations of the country, it should not be given this back-door entrance (Section 9). If it is your final decision to write a fairness provision governing po-
litical broadcasts into the law, then let the courts, not the Com-
mission, determine what is fair.

One other change in the law, not presently reflected in the bill, seems to me desirable.

At present, under Section 311 of the Communications Act, the Commission has the authority to refuse a station license to anyone who has been adjudged guilty of an anti-trust violation.

The Commission has used this section as still another back door into the field of business and pro-
gram regulation. Though we cannot be believed to use any such purpose, Section 311 has been advanced by the Commission as a main source of its power to dictate policies. The FCC announced that Section 311 was imposed on it an obligation to ap-
ply to broadcasting "the policy" of the Sherman Act—as the Com-
nission chose to construe that pol-
icy. I believe the "policy" of the anti-trust laws should apply to broadcasters as to all other busi-
nesses. But the point is that these laws are enforced by other agen-
cies and their "policy" is applied by the courts.

An even more serious defect in this section is that it imposes upon broadcasters the burden of justifying any anti-trust violation, which threatens no other business—com-
plete extinction because of a possi-
table technical violation.

Should Be Eliminated

I have always understood that there is no field of law in which it is more difficult to be sure that one's conduct is perfectly legal than in the field of anti-trust. As a result, if one wishes really to terrify radio stations, one simply has to intimate that a pro-
test question exists. Few stations would dare to face a suit involving such an alle-
gation, when they know that an adversarial hearing would put their license in jeopardy, however great may be the value of their service to the community.

Let me make it perfectly clear that I do not think you asking that radio be relieved from any of the restrictions which are im-
posed on all other businesses. We do not seek a privileged place. We are bound by and should be bound by the various laws which have been designed to protect the public interest. The anti-trust laws are ours to face and comply with like anybody else. We ask merely that, in this respect, we be re-
stored to equality with other Ameri-
can enterprises. This would seem to require that Section 311 be eliminated.

I do not feel that I am competent to express an opinion on the pro-
cedural changes proposed by the bill, but our lawyers tell me that these also are desirable and ac-

TAKING PART in the first of a special series of news programs piped to workers in vital war industries is Charles Earley, KDKA Pittsburgh news commentator. Standing (l to r) are: Lt. T. H. Cable, of the Indus-
trial Incentive Division, Pittsburgh area; Lt. (j.g.) Elizabeth R. Leighton, of the staff of the Inspector of Naval lanes; J. F. Mc-
manus, manager of KDKA; and Lt. John Hood, Naval Public Relations Dept.

I personally hope that the Congress will determine to leave broadcasters the widest possible liberty and the most complete free-
dom from regulation. But, if you determine that the broadcasters should be regulated and supervised within stated fields and with defined limitations, let the mand-
date come from Congress. Give us a law which permits no commis-
nion with limitless authority to make rules this week, revoke them next, change them at will and ex-
tend their effect to the entire field of broadcast operations.

Which System?

In short, the real question now before you is whether we are to have the American or European system of radio broadcasting. Let me add that we can have the Euro-
pic system of broadcasting with-
out Government ownership. Govern-
ment control is enough. The Ameri-
can system has proceeded on the assump-
tion that while private enter-
tprise, like democracy itself, does not always function perfectly, its advantages far and away make up for any disadvantages. And right here and now let me meet head-on a question which is bound to be raised:

What would I do about a licensee whose programs violated the law or the canons of good taste? Viola-
tion of laws entails its own pen-
alty in broadcasting as in any other
field. As to bad taste or lack of good programming I answer flatly that I would much rather have two, three or a dozen stations misuse their facilities than have a single man or a single Commission tell 900 stations what they should broadcast and what the American public should hear.

I believe this is good theory. I know it is good practice. Each of these 900 stations is in active com-
petition, often with a dozen or more stations, for all or part of its audi-
ence. Each of them is thus responsi-
tive to the public and is subject to the checks and balances which such competition imposes. The public's retribution upon bad broadcasting is as swift as the flick of a switch or the turn of a radio dial. Public approval is vital to each licensee. It is not vital to any Government commission endowed with unlimited powers. Is it not far better to divide program control among 900 broad-
casters, each under the discipline of competition and the constant need of public approval, than to concentrate it in the hands of one commission free from both re-
straints?

It may seem that I am begging the question of network operations as such. It may be said that dur-
ing much of the day, four networks, supply the programs for 500 or 600 of these stations. This is true. But each of those four networks is subject to the same checks and balances and discipline which com-
petition for audience approval im-
poses. Each of them is wholly re-
sponsive to public demand. More-
ever do they not concentrate pro-
gram planning in themselves, for their programs must in turn please their affiliated stations, or suffer re-
jection.

But even if program planning were wholly transferred by the stations to the networks in those hours they broadcast news and public programs, I repeat that a division of this great responsibility between four competing networks is far sounder in theory and practice than to place it all under the thumb of a single all-powerful Commission. Networks and stations must con-
stantly compete against each other for the same audience, must com-
pete against all other forms of en-
tertainment and education for pub-
lic approval. With whom must the Commission compete?

Barnes Review

The absolute power of the Commission does not even need the in-
strument of written regulation to assert itself. I once mentioned "reg-
ulation by the raised eyebrow". The

The result has been that broad-
casters can no longer devote their full attention to the service of the public. Today their energies are diluted by an increasing concern to
Mr. Hooper Visits the Piedmont Plateau

NOT so long ago (Midsummer 1943) a group of audience-measuring Hooper interviewers came to Spartanburg, sat down with a battery of telephones, and found out for us what stations people in this South Carolina city listen to.

What Hooper found

There are two stations in Spartanburg—WSPA (CBS) and WORD (Blue)—but several other signals, including two 50,000 watters, can be heard. With this choice, listeners dialed:

<table>
<thead>
<tr>
<th>Time</th>
<th>WSPA</th>
<th>WORD</th>
<th>Other Stations</th>
</tr>
</thead>
<tbody>
<tr>
<td>8-12 noon (M-F)</td>
<td>54.8%</td>
<td>36.8%</td>
<td>8.4%</td>
</tr>
<tr>
<td>12-6 p.m. (M-F)</td>
<td>49.3%</td>
<td>38.5%</td>
<td>12.2%</td>
</tr>
<tr>
<td>6-10 p.m. (Sun-Sat)</td>
<td>67.9%</td>
<td>26.9%</td>
<td>5.2%</td>
</tr>
</tbody>
</table>

Spartanburg is the heart of the great Piedmont Plateau—for time buyers a dividend paying combination of fertile farms and humming textile mills.

WSPA covers this densely populated area (see FCC population map) like a glove. According to CBS 1943 coverage study, South Carolina’s FIRST station (WSPA established 1929) reaches 146,390 homes.

Hooper’s listening index (or any other standard measurement) will conclusively show WSPA dominating this cash-register-ringing market of the Carolinas. Your sales message will be heard when you schedule . . . .

WSPA-SPARTANBURG

5000 WATTS DAY • 1000 WATTS NIGHT • 950 KILOCYCLES • CBS
SOUTH CAROLINA'S FIRST STATION • REPRESENTED BY HOLLINGBERY
WPB Radio Census to Show Latest Set Ownership Trends

Sample Survey of 7,000 Households Will Reveal Facts on Wartime Requirements of Consumers

THE FIRST complete and detailed wartime census of radio sets being made by the sample method in the survey of consumer requirements launched last week by the Bureau of the Census at the request of the WPB Office of Civilian Requirements.

Visiting 7,000 households to ask civilians about the availability of more than 100 types of goods and services, the Census enumerators are including four groups of searching questions on civilian radios, radio maintenance and program service. Facts on practically every currently important radio ownership question should be obtainable—either directly or by inference from the replies to the scheduled questions, which it is understood will be tabulated by WPB. Informed sources state that a quick survey is desired, so that the returns will be available in planning production of any items which may be critical next needed by civilian consumers.

Future Market

The questions on radio sets consist of a high survey of the number of U. S. homes having radio, number of sets per home, number in use and in working order, the condition of the sets and the age of the primary set. (Automobile radios are not included.) The information when tabulated should not only provide a picture of present radio ownership, but also give an indication of the post-war market for receivers.

The enumerators will ask consumers if they have purchased a radio during the past year, either new or second-hand. If so, why it was needed. Among reasons which may be entered are: Old one worn out or beyond repair; Old one out of style; "Wanted improved model"; "Able to afford it for the first time"; "Setting up housekeeping"; "Moved to new town or place."

Authoritative information on the trend of time and sales pattern of licensed radio tube and maintenance problem will be obtained from answers on tubes, batteries and radio repair service. The questions being asked by enumerators seek to ascertain whether any of these items (tubes or batteries) have been purchased recently; whether the purchaser, too much to say that when radio ceases to be free and democratic, the whole fabric of our freedom is imperiled.

The danger is here and the time is not. The broadcasters ask your help. The whole public needs and deserves it.

IN THE NAVY now is Robert Brooke, for nine years NBC Hollywood engineer. A. H. Saxton, NBC western division chief engineer, congratulates him on his commission as lieutenant (j.g.) as he reports to Bureau of Ships in San Francisco for active duty.

BLUE SALES SOAR, PROSPECTS BRIGHT

REPORTING that "prospects are good for even greater progress in the months ahead," Edgar Kobak, executive vice-president of the BLUE, in a letter to the trade written while convalescing from a recent illness, gave time sale statistics showing the BLUE's billings for the first nine months this year to be 65.5% over the same period in 1942, while the 1942 over-all total topped the BLUE's 1941 figure by 22.7%.

Mr. Kobak also stated that from Jan. 1 to Sept. 30, the BLUE has added 55 new stations giving the total of 169 stations "with a total nighttime coverage of 23,500,000 radio homes." Since March 24, 1944, when Mr. Kobak released his last "report," the BLUE has acquired 17 new sponsors for 19 programs, with seven advertisers ordering the full Blue Network. Giving a comparative picture of the total amount of nighttime commercial quarter-hours per week on the BLUE during the first nine months of the past four years, Mr. Kobak quoted the following figures: an average of 37 nighttime quarter hours weekly during the first months of 1940; 41 in 1941, 49 in 1942, and 70 in 1943.

MBS Billings Rise

MBS billings for October, 1943, reached a new monthly high in the network's history with the figure $1,407,787, an increase of 85.8% over the same month last year when billings totalled $775,251. Total for the first 10 months of 1943 was $10,758,264 an increase of 36.8% over the same period in 1942 when the total was $7,806,198. This year's 10-month total also exceeds the 1942 annual figure of $9,636,122, heretofore the highest figure attained by Mutual.

Sylvania Electric Products Corp. has opened its 18th manufacturing plant in Williamsport, Pa., to produce test instruments and testing equipment for the manufacturer. P. G. Pilkinson, manager of equipment, will supervise the new plant.
You Can't Cancel An Order For

630 Million Bushels Of Iowa Corn!

IOWA's 1943 Corn Crop has been currently estimated by the United States Department of Agriculture at 630 million bushels. And, mister, that ain't hay. Translated into simple business arithmetic, this biggest of all Iowa corn crops spells extra purchasing power over and above all reasonable previous expectations. Iowa's farm income has consistently overshadowed its war contracts. Now, King Corn has given Iowa an anchor to the windward. You can't cancel an order for 630 million bushels of Iowa Corn. Its golden grist will quicken the tempo of trade in every town and village served by WMT. Alert sales managers have already set their sights on the big and booming Iowa Farm Market. Declare yourself in with a sales-building schedule on WMT.

WMT, 600 Kilocycles, Iowa's Best Frequency, gives complete and effective coverage of over 22,000,000 acres of America's richest farm land. Programmed to please rural Iowa, WMT has a faithful following of farm folks who have more money to spend today than at any previous time in their history. Plan your own post-war prosperity now with a schedule on WMT.
A PLAN
THAT WILL SECURE YOUR PLACE
IN RADIO BROADCASTING POST-WAR

GENERAL ELECTRIC now offers you a plan to help you chart your course in the great future of radio broadcasting.

This plan combines General Electric's first-hand knowledge of all three fields of modern broadcasting—and our thirty years of experience in designing and building the most advanced broadcasting equipment in the world.

In RADIO BROADCASTING POST-WAR, the brochure which accompanies the plan, you will find an analysis of trends in AM and FM and the effect they will have on the future of broadcasting . . . and your station. It is a post-war planning guide that you will find invaluable.

The G-E EQUIPMENT-RESERVATION PLAN will enable you to complete your post-war plans now. It will enable you to establish a post-war priority on equipment. It will enable us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production.

Study the plan thoroughly, and decide your future course. If your decision calls for new equipment, use the G-E EQUIPMENT-RESERVATION PLAN to establish your post-war priority . . . now. Your reservation will be cancellable without loss to you if your plans change.

We have mailed a copy of RADIO BROADCASTING POST-WAR and the G-E EQUIPMENT-RESERVATION PLAN to every broadcaster in the United States. If for any reason you have not received your copy, write or wire at once. . . .

Electronics Department, General Electric Company, Schenectady, New York.

GENERAL ELECTRIC
AM
The General Electric

EQUIPMENT-RESERVATION PLAN

For post-war priorities on FM and AM broadcasting equipment

Purpose of the Plan: Recent extensive surveys show that many broadcasters have definite plans for setting up new stations after the war or for replacing obsolete transmitters in their present stations. The G-E Equipment-Reservation Plan enables these forward-looking broadcasters to make a definite reservation for equipment to be built and delivered as soon as conditions permit.

How the Plan Works: To obtain a post-war priority on the equipment you want, you need take only the following simple steps:

1. Estimate the power of the transmitter you will need.
2. Fill in the equipment-reservation form enclosed with this folder and mail it to us as soon as possible.
3. Pay in your name registered United States War Bonds in the amount required under the plan and deposit them with us within 30 days of the date of your reservation.

Your Reservation Is Not an Order for Equipment: Under the Equipment-Reservation Plan you merely reserve equipment—you do not sign a contract to buy. Under the terms of the plan, you can place your order for equipment at any time up to 90 days following the date when the production and sale of commercial transmitters is authorized. To maintain your reserved position you must enter into a mutually satisfactory sales contract within this 90-day period. When the contract is signed, your War Bonds will be returned as it is not the desire to have buyer cash the bonds as partial equipment payment.

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How Priorities Will Be Assigned: Upon receipt of your Equipment-Reservation form, a priority will be assigned to you for the type—FM or AM—and rating of transmitter described on the reservation form. The same priority will apply to antennas and other equipment that you reserve. Your priority will be assigned on the basis of the time your reservation form is mailed as shown by the postmark on the envelope.

Your Dollars Do Double Duty Under the Equipment-Reservation Plan: By participating in the Equipment-Reservation Plan you not only support the war effort, but you also help us plan an orderly transition from wartime to peacetime manufacture. This means earlier delivery of the transmitter you need for your post-war broadcasting.

GENERAL ELECTRIC

TELEVISION FM
Here's the Answer to that $64 Question:

★ MAXIMUM COVERAGE—
WITH 50,000 WATTS

You want the biggest potential market for your money and WENR delivers it. Covers 111 of 170 cities over 10,000 population in Illinois, Indiana, Michigan and Wisconsin. Covers more of these cities than any other Chicago station.

★ AN OUTSTANDING SALES PRODUCER

One advertiser received 700% more returns than expected. Another, Feltman & Curne, offered a Battle Set premium with each pair of children's shoes purchased. In three short weeks they gave away not only their initial stock of 2,000 sets, but also 20,000 additional premiums. For a high-priced specialty item usually sold by highly-trained house-to-house salesmen, WENR produced inquiries at 1/6 to 1/12 their average inquiry cost.

★ AT LOWEST COST PER 1000 FAMILIES

Not only does WENR offer you maximum coverage and productive programs, but also gives the LOWEST cost per thousand families to start with. No wonder the number of advertisers using WENR since 1942 has DOUBLED!

---

OWI PACKET, WEEK DEC. 6

Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 6. Send the spots officially designated for sponsorship. Plan schedules for best time of these important war messages. Tell your client what spots are available for inclusion in their programs. Each "X" stands for three-minute announcements per day, or 21 per week.

<table>
<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET- WORK PLAN</th>
<th>STATION ANNOUNCEMENTS GROUP</th>
<th>Group</th>
<th>NAT. SPOT PLAN</th>
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<th>GROUP</th>
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<td>Bonds For Christmas Gifts*</td>
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<td>Ext. More Potatoes*</td>
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</table>

See OWI Schedule of War Messages No. 85 for names and time of programs carrying war messages under National Spot and Network Allocation Plans. *56 seconds—available for sponsorship.

Local Sponsorship of Don't Travel Campaign Spots Approved by OWI

RAILROADS, whose indifference to radio while buying other media for war messages has aroused protest by stations all over the country, will be in line for paid sponsorship of OWI Don't Travel spots the week of Dec. 6. Bus and airline companies also are on the prospect list for this phase of the overall Don't Travel campaign, which seeks effective action against the development of a jam of non-essential holiday travel. Aim of the OWI transcriptions is to keep the public at home for Christmas so that service men and essential war travelers will be accommodated.

Add the war bond transcriptions for the week, the travel schedule will give independent stations a total of 42 55-second spots which may be sold to local sponsors for broadcast during the week of Dec. 6.

Aside from the Don't Travel schedule, the list of the week's campaigns is much the same as for the preceding week of Nov. 29. Only exceptions are the deletion of WAVE Recruiting and Mail Early for Christmas spots which, like other OWI campaigns, may be brought back later, although the Mail Early drive is considered complete for this year. The week obviously will see the end of the "Tax Return" spots, as they are directed to farmers, whose income tax reports are due Dec. 15.

Acquired by AMP

Radio Transcription Co. of America Ltd., Hollywood, founded a dozen years ago by the late C. C. Pyle, has been acquired by Associated Municipal Broadcasters. Spot Sales has exclusive sales representative for AMP's library service, Associated Municipal Broadcasters Service, (BROADCASTING, Sept. 6), will handle all sales for the 2,700 quarter-hour programs in the Transco repertoire. Spot Sales has taken over the RTCA headquarters at Hollywood Blvd. and Cosmo St., as its Hollywood offices, with Grace Gibson as manager. John Livingston, West Coast district manager of Spot Sales, is moving from San Francisco to Hollywood.

Chicago Blue Meeting Planned to Meet Noble

SCHEDULE of events for members of BLUE network stations who will meet the new owner of the network, Edward J. Noble, Nov. 15-16 in Chicago, includes a luncheon and business meeting at 2 p.m. in Room 6 of the Palmer House. Tuesday, a station business meeting will be held at 2 p.m. in Room 17 of the Palmer House. Dinner at 6 p.m. Tuesday night will be held at the Racquet Club, 1361 N. Dearborn St., Chicago. Reservations from 157 representatives of 107 BLUE stations had been received last week by E. R. Borrof, vice-president of the BLUE Chicago.

FMBI Meeting Postponed

PRECEDECE OF the FCC conference in Washington Nov. 17 has caused Walter J. Dann, president of FM Broadcasters, to postpone the FMBI Chicago meeting, scheduled for the same date, to 10:30 a.m. Dec. 8 at the Drake Hotel, Chicago. The informal FCC conference has been called by FCC Chairman James Lawrence Fly for all members of ETFB to confer with IRC and IRAC members to discuss organization and procedure matters on FM and television.
Can you see the entire picture? Who is it? Just for fun jot it down on your memo pad and check with the answer in next issue!

**Buying Time...**

**IS ONLY HALF THE PICTURE**

The important thing is buying the RIGHT time on the RIGHT station! If you have something to sell, these are the important features to look for when you buy radio time:

1. Complete coverage of the selected area
2. A lucrative market
3. A receptive audience
4. Economical rates

You get them ALL—and then some, when you buy Station WCBM, Baltimore's Blue Network Outlet! Expert programming is attracting and making regular listeners of a great percentage of Baltimore's daily increasing population.

It's easy to SELL when you buy

**WCBM**

The BALTIMORE BLUE NETWORK OUTLET

---

JOHN ELMER, President
GEO. H. ROEDER, Gen. Mgr.

FREE & PETERS, INC. National Rep.
NORTH CAROLINA is the South's No. 1
INDUSTRIAL STATE

VALUE of MANUFACTURED PRODUCTS
Source: Census of Manufactures, 1939

NORTH CAROLINA
$1,420,617
(MILLIONS)

AVERAGE OF NINE OTHER SOUTHERN STATES
$536,375
(MILLIONS)

FREE & PETERS, INC. National Representatives

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BROADCASTING • Broadcast Advertising

OWI Names New Regional Officers
Control Centers in 18 Cities Operating, Says Hymes

JERRY A. DEANE, former program director and production manager of WEBC Duluth, has been appointed regional station relations chief for Kansas City, Mo., John D. Hymes, station relations chief of the Radio Bureau, announced last week. Mr. Deane successed Walter W. Brackett, who resigned to enter the Navy. The Kansas City regional office covers Missouri, Kansas, Nebraska and Arkansas.

Mr. Hymes also announced the appointment of two new OWI regional consultants. John M. Outler Jr., sales manager of WSB Atlanta and chairman of the NAB sales managers executive committee, replaces Thad Holt, general manager of WAPI Birmingham. Mr. Outler will serve OWI in Alabama, Florida and Georgia.

H. W. Slavich, manager of WMC Memphis, replaces J. T. Ward, manager of WLAC Nashville, as consultant for Arkansas, Mississippi and Tennessee.

Both Mr. Holt and Mr. Ward have been OWI consultants for more than a year. Mr. Hymes explained, and resigned because of the pressure of other business.

Centers Established

Mr. Hymes reported that voluntary control centers, which act as liaison between stations and OWI regional offices, have now been established in 18 cities. Regional consultants are making efforts to set up additional centers, the objective being to have centers in all cities having three or more stations, except where regional offices are located.

The voluntary centers are operating successfully, Mr. Hymes stated, and are performing valuable work in relaying Government programs with OWI regional offices. The centers are handling radio functions formerly carried on by OWI field offices which were closed when appropriations for the Domestic Branch were sharply reduced [BROADCASTING, Aug. 16, July 12].

Voluntary centers and station representatives in charge are:

Spokane—Wallace Brazeal, KFPY.
Seattle—Robert E. Pride, KQRC.
Portland—KEVR Seattle, KOIN.
Klamath Falls—Redding, KGW.
Sacramento—Portions of OWI station coverage.
San Francisco—Berkeley, KOVR.
Los Angeles—Los Angeles, KOEY.
San Diego—San Diego, KFI.
Denver—Denver, KDKA.
Columbia—C. Robert Pettes, WGBU.
Louisville—C. J. L. Patterson, WAVE.
Boston—Henry T. W. Peabody, WGBH.
Buffalo—Edgar T. Townley, WKBW.
Rochester—Charlie Swenson, WHAM.
New York—Walter A. H. Bradbury, WOR.
Yonkers—Robert G. Mills, WBN.
El Paso—Davis, KVOO.
New York—Mr. T. F. Price, KDKA.
Chicago—Mr. J. J. Hymes, KDKA.
Philadelphia—Mr. R. P. Bohn, WCAU.
Washington, D.C.—Mr. H. C. Harms, WTOP.
San Francisco—Mr. J. J. Hymes, KDKA.

Regional Meeting Of OWI Planned

REGIONAL consultants and regional station relations chiefs of the OWI Domestic Radio Bureau will meet in Washington Nov. 18-19 to discuss OWI relationships with stations in the handling of war information programs, Philip H. Cohen, chief of the Bureau, announced last week.

The meeting will review OWI procedures and to enable regional officers to confer with information chiefs and OWI consultant agencies which collaborate with the Radio Bureau in preparing messages. Reports from regional representatives will be made. The meeting is the third in a series called by Mr. Cohen since he assumed his present office.

Hoyt to Speak

Palmer Hoyt, OWI domestic director, is to address the meeting. Robert Ferriday, newly-appointed assistant OWI director in charge of program coordination, will speak.

Sessions will be held at the Washington Hotel.

Regional Station Relations Chiefs expected to attend are: Rod Holmgren (associate), Chicago; W. J. Burton, Rochester; Robert A. M. Hymes, Atlanta; Walter Hackett, Boston; Buntin, Tall; Phillip Reddick, Atlanta; John M. Outler Jr., WSB Atlanta; Alice Johnson, WSB Denver; Carter, Dallas; John A. Robert, Minneapolis; Robert E. Smith, New York; and David R. Hendricks, Detroit.

Regional consultants expected are: Leo Fitzpatrick, WSB Detroit; Horace Hary, Chicago; WSB Phoenix; Mr. W. F. Wick, WSB Chicago; Mr. R. E. Hill, WSB Philadelphia; Mr. J. B. O. Smith, WSB Chicago; Charles M. H. How, WSB Boston, and Mr. G. T. Lyman, WSB San Francisco.

Others expected are Mr. J. A. Smith, WSB Washington; Mr. J. B. O. Smith, WSB Chicago, and Mr. J. B. O. Smith, WSB San Francisco.

WPTF with 50,000 Watts in RALEIGH is NORTHCAROLINA'S NO. 1 SALESMAN

NORTH CAROLINA'S NO. 1 SALESMAN

FREE & PETERS, INC. National Representatives

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BROADCASTING • Broadcast Advertising

Wooing at WCOO

WOO is being pitched at WCOO Minneapolis! Here's the station's wedding calendar, which began Oct. 21 when Philip McPherson, vocalist, was married to Rolf Hertsgaard, announcer; Bettey Beach to Ray Tenpenny, announcer; Mrs. Roof, Willard to Elton Bjorkland, arranger; Helen Jaroseck to Larry Hagel, farm service director. Now the control room has joined the parade. Evelyn Harverd has advanced her engagement to Lyall Smith, engineer.

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FREE & PETERS, INC. National Representatives

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BROADCASTING • Broadcast Advertising
The Fight Can Be Won

THE CASE for a free radio can be won at this session of Congress, unless all signs go askew.

The brilliant and courageous testimony of CBS William S. Paley, asking only that Congress write the rules of the game and not leave them to a political commission, did more than merely make an impression. It even elicited from Chairman Wheeler of the Committee the unexpected comment that the FCC has "abused" its power.

FCC Chairman James Lawrence Fly himself, evidently reconciled to the view that Congress is of a mind to act, has reversed his previous unalterable opposition to legislation. He now favors legislative expressions in certain fields. But that doesn't mean he wants to relinquish any powers, actual or implied, which the FCC may acquire from the Supreme Court "control of the composition of the traffic" opinion.

Mr. Fly is on the record against any regulation of program policies by the FCC. While we could recite, chapter and verse, recent actions or expressions of the FCC geared directly to programs, it is consoling to know that all thought of program regulation has been banished from the mind of the Commission.

But Mr. Fly wants to control, in some measure, business practices of stations. Evidently Mr. Wheeler does too, because he has repeatedly cited the Interstate Commerce Commission's regulation of the railroads. What neither mentioned, however, is the fact that railroads are common carriers, whereas radio stations are not. All comers can't be accommodated.

Mr. Paley brought out clearly and cogently that programs and business are inextricably interwoven. Programs are the business of radio. They constitute radio's stock-in-trade. The FCC intent, therefore, would appear to be that while the front-door of program censorship would be closed to it, the back door of business regulation would be wide open. So there would be program control, if Mr. Fly's expressed views prevail.

There was another revelation of great significance by Chairman Fly. He would leave to Congress the decision whether newspapers are qualified as operators of stations. Thus the newspaper-ownership fight can be won, too, because the palpable inequity and unfairness of any arbitrary rule against it obviously can be decided only one way by Congress. For more than two years the FCC has had the newspaper issue bottled up, evidently desiring to time its action. It has always been our view that Congress and Congress alone should decide that issue, for it is one of legislative policy—not susceptible of interpretation by an administrative agency.

Several times mention was made of "intimidation" and "blackmail" by stations of the FCC. Evidently everyone is aware of that save the FCC majority itself. Mr. Paley called it "regulation by the raised eyebrow." That isn't stretching it too far.

Perhaps this isn't the time for enactment of an integrated law, going the full length of the pending White-Wheeler Bill. Perhaps such legislation should await the war's end, so that the new vistas of mass communications—of FM and television—can be construed legislatively. It will mean licensing of the press as well as radio, because there will be visual publication through the ether.

But it is the time to settle the issue of a free radio. That requires a mandate against control of programs by a Government agency (which of course embraces business control). It requires treatment of radio on an equality with the press.

That mandate must come from Congress.

Unsung Hero

Radio's unsung heroes have always been its engineers. Most of them are publicity-shy. They think of their work more as hobby and avocation. Usually they dabble about after-hours to overcome operating bugs, rigging up contrivances that would put a Jules Verne or a Rube Goldberg in the game. And the hams, technicians by choice rather than vocation, are responsible for much of the ultra-high frequency development.

It wasn't much of a surprise, therefore, when the British Admiral, Sir Andrew Browne Cunningham, credited Morrie Pierce, chief engineer of the Psychological Warfare Branch, Allied Forces Headquarters, with his all-important researches. Last May, with having played an important part in bringing about the surrender of the Italian Fleet a couple of months ago. Morrie is a practical engineer (he's now on leave as the chief engineer of WGAR Cleveland). He figured the best way to get the message of surrender to the Italian Fleet was to put the news on the international distress frequency of 500 kc but he didn't have a transmitter tuned to 500 kc. So he made one, retuning a transmitter from 1100 to 500 kc.

Morrie Pierce is a civilian performing wartime service. If they hand out medals to civilians in this war, Morrie certainly deserves one. Though he probably wouldn't care for it, he shouldn't remain an unsung hero.

Radio's Awards

ENTRIES now are open for radio's two main awards of merit—the Peabody and duPont awards, with closing dates in December. Both have been labelled radio's counterpart of the Pulitzer Awards in the sphere of journalism.

Both sets of awards are designed to perpetuate the names of illustrious Americans. Both happened to get off to rather poor starts largely due to inexperience and perhaps inept direction, which may have dulled in some ill feeling on the part of those who felt their nominations were not given proper consideration. This was because the "rules of the game" perhaps were not clearly set forth.

Our observation is that these discrepancies now have been rectified, and that machinery has been established whereby full and impartial consideration will be given all nominations. The announcements of the respective groups, outlining the scope and nature of the awards and the closing dates, appear to resolve all questions heretofore raised.

Our Regards To——

PAUL MERRICK HOLLISTER

IT'S a year now since Paul Merrick Hollister came to CBS as vice-president in charge of advertising and sales promotion.

And it's several weeks since under his direction, was launched the largest, most ambitious campaign of program promotion any network ever commenced—breaking in every CBS "station city" in continental United States, using as media radio, newspapers, transportation advertising, posters and direct mail.

It's nearly 15 years since Hollister first got mixed up in radio, doing odd jobs on the waterfront ever commenced—breaking in every CBS "station city" in continental United States, using as media radio, newspapers, transportation advertising, posters and direct mail.

It was Hollister who worked with Tom Harrington in 1931 for two hours in a CBS studio to perfect a sound-effect to simulate a charger galloping over a wooden bridge. They found that when Harrington galloped his horse on the mike, it sounded more like the horse than the horse. Harrington thereafter had to stand by and play horse once a week, but he tired of it, and eventually became head of radio for Young & Rubicam.

In 1932, Hollister was named an executive vice-president of Macy's department store, taking on responsibility for the radio projects of Macy's and a directorate in station WOR.

"My first official act, or blunder," he says, "was to chase off the air an enormously popular minstrel show which the store had been sponsoring and to replace it with a glamorous and costly "Turkey." That was followed by experiments with every known form of entertainment except card tricks and adagio dancers. There were Heywood Broun, Alex Woollcott, Bob Littell, Martha Manning, a series of name bands, a boy's club, a consumer quiz.

(Continued on page 88)
for the ADVERTISER
UP THE
Out Sign
DAYTIME GOING FAST

Wilson
SKY
CINCINNATI
AND WATTS

Thanks a Lot--
to CBS Programs
-- the World's Finest
Radio Shows!
DOING the REAL JOB
HAS HUN

Sold Out
FROM 6 TO 11 P.M.

L.B.
CINCIN
FIFTY THOU

CBS WORLD NEWS  ASSOCIATED PRESS  UNITED P
How to Move Moscow Three Thousand Miles... in Six Seconds

7:21:00 P. M., Eastern War Time. In two minutes, on the NBC “News of the World Roundup,” a voice will say, “This is Moscow...”

In the control room at Radio City in New York, a man casually exchanges a few words with Moscow in a test conversation. The air crackles with a harsh, unpleasant sound.

7:21:15. The man turns to a teletype machine linked to NBC’s short-wave listening post in San Francisco. He types out: “Moscow reception poor. Any better in San Fran?”

7:21:32. The answer from San Francisco: “Moscow clear as a bell.”

7:22:50. The signal is given to reverse the relays between New York and San Francisco.

7:22:56. The reverse is completed.

7:23:00. A voice says: “This is Moscow...” and millions of Americans hear a clear, firsthand news report from the Russian capital.

In six seconds, unknown to the listener, Moscow was moved three thousand miles from east to west... from New York to San Francisco.

At NBC, smooth-running perfectionism like that is part and parcel of every program, every broadcast, every activity carried on by America’s oldest and most popular network.

For the nation’s biggest advertisers, who are clients of NBC, it has meant more dependable and more progressive service throughout; it has put the best in network broadcasting at their full disposal.

For the listener, it has meant more entertaining and interesting programs, wider in scope, richer in their service and satisfaction.

... These are some of the things that make NBC “The Network Most People Listen to Most.”

—The National Broadcasting Company
THE KEYSTONE BROADCASTING SYSTEM

takes pleasure in announcing
that you can now extend your
live network programs
on transcriptions
into the vital secondary markets of the country
over the facilities
of its 200 affiliated stations
from Coast to Coast
at
economical per capita cost
equal to (and in many cases less than)
metropolitan, mass coverage per capita costs.

R.S.V.P.

You are cordially invited
to examine the K.B.S. group rates
for timely, effective penetration into
America's booming small towns and
their rich rural and farming environs.

"THIS IS THE KEYSTONE BROADCASTING SYSTEM"
Proven Producers for Particular People

Long rated as the No. 1 station with local advertisers, WSIX delivers for national accounts the same intensive coverage that makes it first choice of Nashville retailers and distributors.

Not only in power and frequency (5,000 watts on 980 kc) but also in proving listener preference does this station meet the requirements of the most particular time-buyers.

We shall be glad to give you full information about the Nashville market and this station's coverage, rates and availabilities.

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

5,000 WATTS
980 KC

Our Respects to (Continued from page 56)

and so on.

"I learned a great deal at the expense of the store and the audience and ultimately found out how to sell goods and good will on the air. Since that time, incidentally, I have written more than 726,463 commercials for an oil company. It's safe to say therefore that my radio experience is long, arduous, and varied."

An indefatigable worker, Hollister brought to CBS a rich background of experience in ad writing and promotion. After attending public schools in Grand Rapids, where he was born Nov. 12, 1890, and Middlesex and Harvard, he put in two years as a newspaper reporter on the Grand Rapids News, and then started writing copy and handling accounts in the H. K. McCann Co. in New York.

After three years there, he became one of the 13 charter members of the Barton & Durstine agency. He was with this organization for thirteen years (in Boston and in New York), serving as a vice-president and director. There followed eight years at Macy's, where he was responsible for the advertising, sales promotion, public relations, and publicity. He spearheaded the store's counter-attacks on price-fixing and its crusade in the interest of consumer quality. He later became a vice-president at J. Stirting Getchell Inc., the post which he resigned shortly before coming to Columbia.

Advertising Pioneer

Hollister is the author of several books to which he ascribes the term, "quiescent," and is a well-known writer on subjects related to his profession. As a seasoned writer and ad-maker, Hollister's knowledge of his trade goes back to its early days. He has had a hand in evolving certain of radio's progressive forms and knows selling from both sides of the retail counter. As a creative advertising man, Hollister is regarded as one of the leaders in the field. "Some place in a drawer" Hollister admits, "I think I have some Harvard Advertising Awards."

He is married to Carol Irwin, Young & Rubicam's account representative on the General Foods cereals and former head of daytime radio in that agency. He belongs to the Players and the Harvard Club in New York. His hobby is collecting old trade cards.

FLY LETTER CALLS
POST-WAR SESSION

ACTING on the plan for a joint Government-industry study and survey of the various radio and television allocation requirements of the future, Chairman James Lawrence Fly of the FCC sent the following letter to members of the RTBP calling a meeting Nov. 17 to make plans for studies and organization of committees [BROADCASTING, Nov. 6].

Now that the Radio Technical Planning Board has been organized and will soon be ready to initiate studies with respect to the technical future of the radio industry, the Commission believes that a conference of government and industry representatives is in order. Such a conference would afford all interested agencies the opportunity to discuss organization and procedural matters and thereby insure a thoroughly coordinated plan of action.

It is not contemplated, however, that any policy be adopted at this meeting which would affect frequency allocation or systems standardization, as these matters must necessarily await the outcome of studies by the various government and industry groups.

Accordingly, on behalf of the Commission, I wish to extend an invitation to the Radio Technical Planning Board and its Panel Chairmen to attend a meeting for the purpose outlined above which will be held in Room 6119 New Post Office Building, Washington, D. C. at 2:30 p.m., November 17, 1943. Similar invitations have been extended to the Board of War Communications and the Department Radio Advisory Committee.

Dr. W. R. G. Baker, chairman of the RTBP, has arranged a meeting in Washington of its panel chairmen and vice-chairmen before the meeting with FCC, BWC, IRAC.

Henderson at Banquet

LEON HENDERSON, former OPA administrator, will be among the speakers at the testimonial reception and dinner given by the District of Columbia Chapter of the National Lawyers Guild for James Lawrence Fly, chairman of the FCC, at the Mayflower Hotel on Nov. 19. Vice-President Henry A. Wallace and OWI director Elmer Davis will also address the gathering, while National Lawyers Guild president, Robert W. Kenney, will be toastmaster. Mr. Fly's address, "Communications in War Time" will be broadcast on the BLUE 10:30-11:30 p.m.

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

PORTLAND, OREGON
CBS Affiliate

FREE & PETERS - National Representatives

Symphony Rights
FIRST AMERICAN performance rights to Dmitri Shostakovich's "Eighth Symphony" have been acquired by CBS for $10,000, probably the largest sum in history ever paid for first rights to a symphony. The symphony will be performed in the near future on one of the Sunday afternoon concerts by the New York Philharmonic-Symphony. The concerts are sponsored on CBS by U. S. Rubber Co., New York.
FOR years transmitter designers mounted equipment parts on horizontal shelves.

With this construction only those parts near the edge of the shelf were easily accessible.

RCA engineers asked themselves: "Why not have all the parts where they would be easily accessible?"

In other words, why not arrange the parts and circuits on vertical panels—instead of on horizontal shelves?

This simple device revolutionized transmitter mechanical design.

In addition to increasing accessibility, this arrangement simplified and speeded up assembly, and provided better cooling.

Development of this "vertical chassis" construction is one reason why RCA equipment leads in America's broadcasting stations today.

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.
ROY C. WITMER, NBC vice-president in charge of sales, New York, was guest of honor last week at a Chicago dinner given by Harry C. Kopf, NBC vice-president and general manager of the Central Division. Members of the network sales staff attended.

JACK JOY, recently appointed to succeed Robert C. Colson as chief of the West Coast office of the Radio Branch, Bureau of Public Relations, War Dept., is in Hollywood (Cal.) hospital recovering from a minor operation.

LEWELLYN HARRIES, retired Army captain, has been named manager of the sales promotion division of the National Retail Drygoods Assn., New York, replacing Richard Meyhohn, who has resigned to become publicity director of the J. W. Robinson Co., Los Angeles.

This is the first of a series highlighting the cities of the lush KFYR area here in the Great Northwest. Individually, these cities are unimportant markets... but, taken together, they form a tremendous market which the alert advertiser cannot afford to overlook.

Listening figures are based on a recent survey by Commercial Service Company of Bismarck. A cross-section of listeners was asked, "What is your favorite daytime station?... favorite nighttime station?" The percentage of those replying in favor of KFYR proves that KFYR is dominant in the Northwest.

 Ask any John Blair man for the complete KFYR coverage story

Drips Back at NBC

WILLIAM E. DRIPS, NBC director of agriculture for seven years prior to joining the BLUE in 1941, has resumed his former position at NBC. Mr. Drips was with NBC Nov. 1, with headquarters in Chicago. He was also director of agriculture while with THE BLUE.

ROBERT A. WHITE, recently in the public relations office at Fort Dix and formerly in the Army, has joined the sales staff of WOR, New York, as an account executive. Prior to going in the Army, he was merchandising manager of Soverano & Co., Chicago advertising agency.

JOSEPH R. SPADEA, former station representative, has been promoted to a sergeant in the Air Service Command, Patterson Field, Ohio. He has been named physical instructor for a squadron of 700 men.

HOWARD BAY, commercial manager of KPRO Riverside, Cal., has resigned.

AL HUGGINS, Timmins, Ont., new to radio, has joined the commercial department of CKGB Timmins.

BURL ELY, after 15 years with International News Service, has left that organization to join Press Association Inc., as assistant to Oliver Gralnall, assistant general manager.

NAB Manual Combines Radio and Retail Figures

A 261-PAGE compilation of useful information for marketing executives employing radio has been published by the Research Committee of the NAB under the title of "Radio Market Data Handbook." The volume provides, in convenient form, figures contained in the 1940 Census, and is an extended version of the figures which first appeared in the Sept. 7, 1942 special market data issue of Broadcasting.

In large part, the Handbook consists of the 1940 population Census by counties, accompanied by the county figures of the 1939 Retail Trade Census showing number of retail stores and sales volume in the four groups of Food, General Merchandise, Apparel and Drug trade outlets. On the adjoining pages are the corresponding county figures on radio families, broken down into Urban, Rural Non-farm and Rural Farm classifications.

A chart showing growth of radio sets in use is a feature of the opening pages of the book. The chart runs from 1922 to 1943, with curves on total families, total sets, radio families, "other sets" and auto sets.

The Handbook is priced at $1.50 per copy, and may be ordered direct from the NAB, at 760 N St., N. W., Washington, D. C.

PARAMOUNT PICTURES, New York, has purchased film rights to The National Barn Dance for a movie of the same name scheduled to go into production this month. The cast left Chicago for Hollywood Nov. 14.
There are two ways to find out what a rich, profitable market the Pacific Coast is. You can guess... like Mr. Freebie in the illustration, or you can look it up in a book. The book* says: There are more than 3½ million families on the Pacific Coast, with over $13,000,000,000 to spend. A little lightning work with a pencil will show you that's $3,714 per family. And, gentle reader, that ain't hay!

You can try reaching these eager spenders with the long range, super-extra-high wattage stations. But it's our experience that this method isn't any more certain than Mr. Freebie and his bean guessing. Long range broadcasting is unreliable on the Pacific Coast. Watts aren't moles, they can't penetrate our big mountains no matter how powerful they are.

The other way to reach the Pacific Coast market— all the market — is to buy the network** with enough stations to give you local primary coverage. Local primary coverage is simply this: 9 out of every 10 homes on the Pacific Coast are within 25 miles of a Don Lee station. And as they say in the cigarette business, "No other brand can make that statement!" So, if you want to reach all the market... buy Don Lee.

*The book is Sales Management Annual, 1943
**The network is Don Lee
BEHIND the MIKE

JUNE AULICK, of the CBS press information department, is the author of an article on the technique of producing amateur theatricals. In the December issue of Good Housekeeping.

ROBERT WHITE, producer-director, in the radio and film fields for the past ten years, has joined the BLUE production staff as producer-director.

JOE SEIFERT has received a citation from members of the Coast Guard at Manhattan Barreks, for entertainment furnished by the WIZ Victory Troop, of which he is director.

D. GORDON GRAHAM, director of program activities of WABC New York, is the father of a boy born Oct. 30.

R. D. AMOS has been appointed director of promotion of CKOC Hamilton to succeed Lloyd Westmoreland who recently joined the Royal Canadian Air Force.

MICHAEL ROY, member of the BLUE Central Division announcing staff and for the past year announcer on the Coca-Cola Spotlight Band program, has been transferred to the eastern division of the network.

VERNON WHITE, who was seriously injured in an auto accident some time ago, has recovered and is now back at his job as announcer at KSFO San Francisco.

WALTER R. CARLE, for two years manager of KINY Juneau, Alaska, has been appointed morning news editor of KMBC Beverly Hills, Calif. AL SACK, Hollywood musical conductor and arranger, has been appointed BLUE Western division musical-director replacing Lou Brin. Latter recently resigned to devote full time to his network and RCA-Victor assignments.

ANN HUNTER, news commentator at WAIT Chicago, was recently married to Pvt. Emanuel Rappaport of the Army.

Dennis Overseas

FUTURE preparation of KMBC Kansas City war effort projects will profit from the trip of Gene W. Dennis, KMBC coordinator of war activities, overseas to visit active battle fronts. Mr. Dennis will also obtain material on Kansas City men for creation of locally produced programs. He left late in October and is expected to spend several weeks in the Algiers theatre. KMBC has carried at least six overseas programs a month in the last two years.

JILL STEPHENS, former director of publicity and special features of WNEW New York, and recently engaged in programming for W2XWV, DuMont television station in New York, has joined Twice Is magazine as promotion manager.

RONNIE MATHews, announcer of CJOR Vancouver, is the father of a boy.

WALLY PETERS, former announcer of CJOR Vancouver, has graduated from flying school and is now a pilot officer in the Royal Canadian Air Force.

KEN BENNETT, announcer of KPK KBCA Los Angeles, has been inducted into the Army.

ALLEN STRATTON has joined the announcing staff of WATF Newark, N. J. He had previously worked for the station in 1942.

MARTHA ANN HEATH, former announcer on the staff of WDLP Panama City, Fla., is now back as co-host of morning newscast on WRCI Columbus, Miss.

BERNARD HERRMANN, CBS composer and arranger, has been named symphonic conductor of the network.

HENRY J. TAYLOR, BLUE commentator, has received a 2½ months leave of absence to gather firsthand material in Europe. Replacing him is George E. Reedy.

RALPH S. HATCHER has resigned from WTAR Norfolk effective Nov. 10, to accept a foreign assignment with OWI.

HAL GILMAN, program director of WSLB Ogdensburg, New York, reports to the Army Nov. 26.

MARTHA DUNSON, of Atlanta, has joined WGT Charlotte, N. C., in charge of the UP press room. She succeeds David Brinkley.

ROD ERICKSON formerly with John W. Lovetton Inc., New York, has joined NBC as a program director, assigned to Everything Goes. Before joining the Lovetton agency, Mr. Erickson was assistant radio head of the Lucky Strike account at Foote, Cone & Belding, New York, and had previously been at CBS.

CHARLES MILLER has joined the production department of WHO Des Moines. He formerly was program director of KFAB Lincoln, Neb., and WING Dayton, Ohio.

ED LETSON, former chief announcer of KSYL Salt Lake City, has left for the West Coast to take a position as pilot instructor.

ALLEN FRANKLIN, recently released from the Signal Corps, has joined the staff of WJHP Jackson ville, Fla. He was previously program director at KKOK St. Louis and KVOO Tulsa. He also was an actor-sportscaster on WLV Cincinnati.

HARRY BECHTEL, former free lance actor and announcer in Hollywood and more recently with the special service division, radio section of the War Department, has joined KFRC San Francisco as announcer.

YVONNE DALE, former continuity writer and program director of KUBB Watseville, Calif., has joined the continuity staff of KLX Oakland.

In the After-Vacation Listener Survey

In the Hooper Survey in their order follow:

1. On KSD
   • Bob Hope
   • Fibber McGee and Molly
   • Charlie McCarthy
   • District Attorney
   • Aldrich Family
   • Red Theater
   • Walter Winchell
   • Fanny Brice and Frank Morgan
   • Bing Crosby
   • Kay Kyser
   • Screen Guild
   • Joan Davis and Jack Haley

2. Off KSD
   • George Burns

Jack Benny, generally in the last half, had not been back on the air long enough to be rated.

KSD-NBC
PROGRAMS
Continue Their Lead in "FIRSTS"

9 OF THE FIRST 12
TOP PROGRAMS
are on KSD as shown by the Hooper Poll for the period ending October 15, continuing KSD's lead in FIRSTS since 1935.

TIME ON KSD MEANS SALES STIMULATION IN GREATER ST. LOUIS

A Distinguished Broadcasting Station
RADIO STATION KSD
Owned and Operated by the St. Louis Post-Dispatch
National Representative
FREE and PETERS, Inc.
BACK IN APRIL
WE THOUGHT THIS
WAS A RECORD

BUT... LOOK
WHAT HAPPENED
IN SEPTEMBER

SURE, RADIO SALES ARE UP... BUT LOOK

It's a fact. When we looked at our sales figures for last April, we rubbed our eyes. It was hard to believe. We thought that it was one sales record that couldn't be beaten.

But look what happened in September! We reached a new high in sales. And we are mighty proud of that 51% increase because we know that it is an outstanding radio sales record.

It all goes to prove that a lot of listeners and a lot of radio-wise advertisers think WFBR is a great radio station. In fact, it is the station for you in Baltimore... if you want to concentrate your radio efforts on the sixth largest city in the country.

WFBR
RADIO STATION BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
HILL, PORTER ARE ADDED TO NBC FOREIGN STAFF

NBC last week announced the addition to its staff of foreign correspondents of two news analysis and reporters, both former members of the Blue—Max Hill and Roy Porter. Mr. Hill, assigned to Turkey and the Middle East, was manager of the AP office in Turkey at the time of Pearl Harbor, subsequently suffered 17 months in a prison camp. He is author of the book Exchange Ship.

Roy Porter will cover the war in Burma, China and India for NBC. At one time with the Los Angeles Herald, Porter has worked for AP, United Press and INS. In 1937, he covered the Spanish Civil War and the Italian occupation of the Sudeten. He is author of Uncensored France.

DOROTHY FAY, formerly in the publicity department of the Atlantic Coast Network, has joined Steve Haggan’s office in New York to work on Coca Cola radio.

ED STUDEHSHA, formerly with WFMJ Youngstown, Ohio, has joined the announcing staff of WOL Washington.

JIM DOWNING, former farm director and announce for WOC Davenport, Ia., now an aviation official at the Almond John Field, Goldsboro, N. C., is now producing Cadet Hour, which half-hour show is originating at WGBR Goldsboro and fed to the Tobacco Network.

JACK LEVOR, former announcer at WKW Wheeling, W. Va., has joined the announcing staff of WJLS Beckley, W. Va.

ZELDA ZINN, formerly announcer at KYTSA San Antonio, Tex., has joined KOVR Colorado Springs as program director, succeeding Maxine Cooper. Bette Anne Burke is now traffic manager. Gladys Fredericks, recently discharged from the Army, has returned as chief announcer and special events man.

FRANK ACOUSTA and Maynard Stitt, former NBC news writers, now Marine correspondents, are in Washington awaiting assignments. ACOUSTA has recently returned from 10 months service in Iceland and Eire. Stitt has just completed boot training at Parris Island.

McGRATH JOINS WCKY

CHARLES F. McGRATH has succeeded John E. Morgan as director of publicity and newswriter for WCKY Cincinnati, L. B. Wilson, formerly with WCKY last week, arrived here. Mr. Murphy recently left duty in the Navy as a lieutenant (j.g.) at the Naval Air Station, Quonset, R. I. Mr. McGrath was a reporter for the Cincinnati Post before being transferred to the Kentuck Post here, where he served as sports editor and assistant city editor.

ROBERT L. KENNEDY, New York manager of CBS program relations division, is conferring with West Coast program executives on programming problems.

GEROLD COLESON has joined the program department of KGRO Denver.

HELEN MARIE BRENNAN has joined the staff of KYA Seattle.

LYN WILLIAMS, Army Air Corps Reserve, has resigned from the announcing staff of WII, New Orleans, and will go to Randolph Field, Tex., as an instructor in aviation.

DUKE MACDONALD, for the past three years as news editor-in-chief and an announcer for WIND Gary, is now news editor of WWJ Cleveland.

EDNA S. FREDERICK, formerly with the Holland Adv. Co., Cincinnati, has joined the continuity department of WLW-WSAI Cincinnati.

CLAIR WEIDENAAK, announcer and production manager of WOOL Fort Wayne, has left for the Army.

JACK NORRIS, formerly of KARK Little Rock, Ark., has joined the announcing staff of KARK St. Louis.

JAY POIVIN, formerly of WIEB Portland, N. H., has joined the announcing staff of WCHS Portland, Me.

JOHN KEUGH, formerly of KPO San Francisco and more recently with KFAR Fairbanks, Alaska, has joined the announcing staff of KOMO-KJR Seattle as newscaster.

LT. (j.g.) HOWARD M. PAUL, former member of the continuity-publicity staff of WMJ Milwaukee, now in public relations office at Navy Pier, Chicago, has been named publicity director for the Chicago Area Service-men’s League, sports circuit composed of shows for Navy, Marine and Coast Guard stations in the Chicago district.

RON RAEWSON has joined the announcing staff of KMOX St. Louis. He is formerly of KSD and KXK St. Louis.

PRISCILLA PARKER has joined the staff of WWNC Asheville, N. C.

RICHARD E. STOCKWELL, associate news director, Minneapolis, has written an article titled “Food Will Win the Peace” for the November issue of the Survey Graphic.

PAUL HUGUES, newscaster of KTA Phoenix, Ariz., is the father of a boy.

PAUL GIBBEN, member of the program staff of KTA Phoenix, Ariz., is the father of a girl.

VAL BROWNE, former announcer of KHJ Hollywood, has joined WPFW Los Angeles in a similar capacity.

HARRY VON ZELL has been assigned as manager of the CBS Silver Theatre, replacing Henry Charles.

ED STANTON, formerly with KFQD Anchorage, Alaska, and KFBK Sacramento, Cal., has joined KDKO San Francisco as announcer.

This picture will help you get even greater results from your WIBW sales messages. It shows farm boys and girls learning from experience how to judge true values to disregard “flash” and high pressure to select that which will be to their greatest eventual benefit. Trained in this manner from childhood, our listeners appreciate simple facts . . . honestly stated . . . which enable them to arrive at their own decision concerning your product.

Once they’ve made their decision, they’ll be your staunchest friends . . . your steadiest customers. We know, because that’s the way they’ve felt about WIBW since 1924.
RAINBOW IN THE SKY

There is good news in the work of American laboratories. It is a reason for confidence in the war and a promise for the future.

Little is said about our scientists because they labor behind locked doors and their work is secret. But the topside of the German and Japanese armies and navies know about them. Things they do turn up at the front and make life harder for our enemies.

After the war, from these same scientists and their laboratories, will come the things that make jobs, comforts, conveniences and luxuries for the American people. They hold out prospects for good use of the opportunities victory will bring.

The Bell Telephone Laboratories, with some seven thousand workers, are among the many research groups that are devoted to winning the war.

When that is done, Bell System scientists will be back on their old job of making your telephone service, and your human contacts over the distances, easier and better than ever.

BELL TELEPHONE SYSTEM

- HELP THE WAR BY MAKING ONLY VITAL CALLS TO WAR-BUSY CENTERS. THAT'S MORE AND MORE ESSENTIAL EVERY DAY.
Paul A. Doniger, who recently joined the promotion department of \( WOR \) New York, has replaced Miriam Austin, resigned, in the research section. Slater Barkentin, who left his post as commercial continuity editor to join Northwest Airlines as navigator for the Air Transport Command, has returned to \( WOR \) as night supervisor, replacing Charles Godwin, who becomes manager of \( Mutual \) station relations, southern division.

Stephen Fry, director of BBC programs for North America, will leave New York in several weeks for a two months' stay in London.

Mary Jane Kroll of the program department of \( WABC \) New York, has been named director of women's programs.

Sidney Walton, news commentator of \( WHN \) New York, has been appointed full-time director of the George Hamilton Combs Jr. program.

Robert Lewis, formerly with Middle East office of the American Red Cross, has replaced Jack Shaw in Australia as conductor of Your Red Cross Reporter, heard on \( Mutual \).

HeLEN Lee, formerly in the publicity department of the New York newspaper WMC, has joined WMCA as New York assistant to Leon Goldstein, director of publicity and special features.

Dorothy Wagstaff, new to radio, has joined the continuity staff of \( KDAL \), Salt Lake City. She replaces Mary Lou Weaver, who is now writing for the Gilman Agency, Salt Lake City.

Wells Ritchie, assistant supervisor of publicity of the Canadian Broadcasting Corp., Toronto, is the father of a 10-lb. boy born Nov. 7.

Marcel Ouimet, former chief editor of the Montreal news room of the Canadian Broadcasting Corp., is now in charge of French language news broadcasts prepared and presented by the Canadian Overseas Unit from London.

Steve Allen, former announcer-producer of \( KBYO \) Phoenix, following an honorable discharge from the Army, has returned to the station.

Dorothy Foley has joined the traffic and program staff of \( KTH \) Hot Springs, Ark.

Franke Brown, former program director of \( WAYS \) Charlotte, N.C., is now program director and promotion manager of \( KTH \) Hot Springs, Ark.

Sgt. George H. Wilson, a member of the original announcing staff of \( WSTV \) Steubenville, Ohio, continues his military assignment on Nov. 15, having received a medical discharge from the Army.

Neil Hทธaway, promotion manager of \( WIC \) Washington, has returned following his honeymoon in Capon Springs, W. Va. His bride is the former Polly Hardy of Washington.

Frank Fleming, production manager of \( CJAZ \) Trail, B. C., recently became father of a 10-lb. 11 oz. baby.

Margaret Homuth of the farm broadcast department, \( G \) and \( D \) Broadcasting Corp., Toronto, was recently married to John Thomas Huetter.

Paul Sullivan, news analyst, has joined \( WHN \) New York. He was recently named on \( Mutual \) while substituting for Raymond Clapper during the latter's European trip.

Maurice Waller has joined the announcing staff of \( WDAX \) Fargo, N. D., June Bolin has been appointed public service director.

For the past seven weeks, I have been doing a play-by-play description of college football on \( Mutual \), and in that time, I have had to meet with other Network heads, and by whom. Tom装配s completely out of the picture until each rival network has decided which game it will broadcast, and after the game is chosen, the Network heads will take over. This is a political, and, as often as possible, Mutual, Tom Slater, and I will continue to give our listeners exclu- sive football broadcasts.

Russ Hodges, Mutual's sportscaster, at WOL Washington.

Nov. 9

New Coast Schedule

24 PRODUCTS Inc., Los Angeles, on Nov. 5 began sponsorship of \( WABC \)'s The Name of That Song, quiz program on the full Don Lee Pacific Coast Network and transmitted to four stations in Arizona. Show originates at \( KNBC \) San Francisco, Fridays, 9:30-9:45 P.M. Contracts for 52 weeks. Agency is Hillman, Shane & Breyer, Los Angeles.


No Penny Pinchers

Winston-Salem wage earners are well paid and are sure of their jobs and speed freely. A campaign on \( WAIR \) will convince you that these good people like the good programming of this good station.
VIDEO NEWSPAPER IS COMPLETE SHOW

ADAPTABILITY of television to dramatic news presentation was demonstrated Nov. 5, by General Electric Co. on WRGB, G-E station in Schenectady, before a group of editors and publishers.

Page by page, a television edition of the Albany Times-Union, was projected before the cameras, followed by enactment of features on each page. From page one to the comic page—event want ads and a department store advertisement—were dramatized.

The show demonstrated that television presentation of news will supplement rather than supplant the local newspaper, a view expressed by many of the newspapermen present. George O. Williams, managing editor of the Times-Union who supervised preparation of the material used in the demonstration, said that “the technical requirements of television with respect to coverage of news are so precise and exacting that they never, in my opinion, can supplant newspaper coverage.”

The group inspected the WRGB transmitting plant and relay station in the Helderberg mountains, where pictures from the NBC station in New York were picked up, and O. B. Hanson, NBC vice president of engineering, was addressing the tour from the studios of WNBT in New York. Dr. W. R. G. Baker, G-E vice president in charge of the electronics department, and Robert S. Peare, G-E director of publicity, spoke briefly to the newspapermen at a dinner which preceded the show.

New Glass Format

OWENS ILLINOIS GLASS Co., Toledo, which recently appointed J. Walter Thompson Co., New York, has changed the format of its five-weekly institutional series on CBS, re-titling it Home Front Matinees. Effective Nov. 8 the 4:45 p.m. series, heard on the full CBS network, became entirely musical with Allen Ross’ orchestra, and Alfred Drake, star of “Oklahoma” as m.c. every day except Thursday when a guest m.c. takes over.

New Eversharp Series

Eversharp Inc. executives are considering a new variety program for release on BLUE stations submitted by The Biow Co. and titled Eversharp’s Listeners Digest. The series would present a digest of the best weekly radio fare. Permanent cast would include Robert Benchley as m.c., Billy Artzi’s orchestra and Ken Niles, announcer. Eversharp sponsors the weekly CBS Take It or Leave It with Phil Baker.

WIBC Change

INDIANA Broadcasting Corp., licensee of WIBC Indianapolis, asked the FCC last week to approve a change in ownership structure through which the corporation, owned by H. G. Wall, Margaret B. Wall and Thelma M. Lohnes, would assign its license to a partnership composed of the same individuals.
A 12-WEEK campaign in all Manhattan daily papers is being conducted by NBC in behalf of the New York outlet. WEAF. Campaign is placed by Footes, Cone & Belding, New York, which has relinquished the account. Phrase-theme is "600 on Your Dial . . . the Showcase of NBC."

MEM Co., New York, has named John W. Lovelot Inc., New York, to handle advertising for its toilet products. On Nov. 10 the firm entered radio for the first time with a 13-week test on WQXR New York. Another one-minute transcribed announcement posted weekly.

WALTER FITZPATRICK, an executive in the grocery products division of Borden Co., New York, has been named director of sales of this division, replacing Arthur M. Ramadell, who has been Borden vice-president, resigned. Sam Thompson, who has been with Borden since 1928, and who has also served in the grocery products division, has been appointed assistant sales director and general sales manager of the division.

BLOOMINGDALE'S New York, has replaced Women and the War on WQXR New York with Such is Life, a humorous and philosophical commentary by Angelines Dougherty, the department store's fashion director. Program continues on a three-weekly quarter-hour basis in the 9 a.m. period. Business placed direct.

N. SUELENBERG & Co., Philadelphia department store, has scheduled radio for the first time on a regular basis in signing a 52-week contract with KYW Philadelphia for a daily transcribed serial. The 52-week contract was placed by Seberhagen Inc., Philadelphia agency.

PETER DOELGER BREWING Co., New York, has named J. M. Mathes Inc., New York, to handle its advertising. Spot radio has been used in the tests.

JOHN EICHLER Brewing Co., New York, is sponsoring for second consecutive year the home games of the New York Rangers in the National Hockey League. Broadcasts are exclusively on WHN New York, weekdays at 9:30 a.m. and Sundays at 10 p.m. Agency for Eichler beer is Gear-Marston Inc., New York.

C. M. LEWIS, vice-president and general manager of Brown & Williamson Tobacco Corp., has returned to his Louisville, Ky., headquarters following inspection of the firm's Hollywood-originating network programs.

ELIZABETH ARDEN of Canada Light of Toronto, (cosmetics) on Nov. 15 starts transcribed announcements for local dealer sponsorship on about 25 Canadian stations. Account was placed by Ronalds Adv. Agency Ltd., Toronto.

If you buy or plan advertising for Iowa, you need

THE 1943 IOWA RADIO AUDIENCE SURVEY gives you detailed analysis of "listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits illustrated with pie charts for quick and easy reading. You can get a copy free by writing to

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

STAMBAUGH - THOMPSON Co., Youngstown, Ohio, hardware department store, has renewed sponsorship of its News at Noon program on WNOH. Program is heard five times weekly.

DETROLA CORP., Detroit, manufacturer of radio and electronic products, has named Zimmer & Kell Inc., Detroit, to handle national advertising for the concern.

BLACK AND WHITE Department Store, Memphis, Tenn., now sponsors on WHBQ the Saturday night Down on the Farm hillbilly program. Commerce is aimed to explain reasons for drop in quality of merchandise and service benefitting the war.

CHURNO FOOD PRODUCTS, Hollywood (butter substitute), placing direct, in a test campaign on Oct. 25 started using 500 spot announcements weekly in Kitchen College on KFWB Los Angeles. Contract is for 13 weeks.

FOND HOUSEHOLD CLEANER, Los Angeles, new to radio, is in a test campaign on Nov. 8 started for four weeks using daily participation in Polly & Pat on KPAS Pasadena. Agency is Raymond R. Morgan Co., Hollywood.

CLEVELAND GRAPHITE BRONZE Co. has begun sponsorship on WHK Cleveland of a daily news commentary by Sheelah Carter.

GENERAL FOODS CORP., New York, has appointed Benton & Bowles, New York, to handle all advertising for Gaines Dog Food, beginning in 1944.

EMPIROR DEPT. STORE, Jackson, Miss., has signed for five weekly 30-minute spots on WLW Cincinnati.

NORTHEAST AIRLINES, Boston, has appointed Benton & Bowles, New York, to handle all advertising for their new winter campaign.

WONDER BAKERIES Ltd., Toronto (Peter Pan bread) has expanded its transcribed Peter Pan Adventures, which started recently weekly on CFRB Toronto, to a number of other Ontario stations. Account was placed by J. J. Gibbons Ltd., Toronto.

W. K. BUCKLEY Ltd., Toronto, (cough syrup) has started half-hourly weekly series advertising Le Tour du Monde de la Gare on CKAC Montreal from the stage of the Chateau Theatre. Account was placed by Walsh Adv. Co. Ltd., Toronto.

CHICAGO DAILY NEWS-Blackhawk Hockey Club, Chicago, on Nov. 4 began sponsorship of play-by-play and resume of hockey games played by the Chicago Blackhawkw on WIND Chicago. The schedule is a weekly weekly for 25 Canadian stations.

ALLEN B. WIRSLAY Distributing Co., Chicago (Olivio Soap), on Nov. 7 began sponsorship of Song Sourcee. A weekly series of transcribed music five minutes each Sunday on WGN Chicago. Contract is for 52 weeks. Account is George H. Hartman Co., Chicago.

Ohioans spoke their piece on whose job it is to see that America gets

ADEQUATE HOUSING

See Pages 22-23

Page 48 • November 15, 1943

BROADCASTING • Broadcast Advertising
Covers Atlanta at lowest cost

WAVE ALIGHTS

1400 KC

SPOT

Represented by SALES

BROADCASTING • Broadcast Advertising

November 15, 1943 • Page 49

William R. Mathews, formerly production manager of Bailey & Collins Printing Co., New York, has joined Philip J. Menny Co., Los Angeles agency. He succeeds Ray Clanton, now in the Coast Guard.

Irwin Allen has been appointed radio director of Eugene F. House & Co., Los Angeles agency.

Helien F. Bond, formerly space buyer, radio director, and talent buyer of Cowan & Denger, New York, has joined the media department of Burrell & Co., New York.

Sherman S. M. Lurie, radio time buyer of H. C. Morris & Co., New York, has entered the Army.

Frankly, we’re not! We think we’d be wasting our time and your money—because little towns like Dog Scratch just obviously can’t produce very much. The Louisville Trading Area—a market with twice the number of income-tax payers found in the remaining 93 Kentucky counties combined—is the surface to gouge in Kentucky! Over a million people live here. They account for 57.5% of all Kentucky’s sales. WAVE gives you complete coverage at lowest cost. Scratch where it’ll do the most good, pardner—with WAVE!
Law Geared to Post-War Urged

(Continued from page 9)

MAURICE BARTETT, of WNJ
New York, joins Harry S. Goodman
Radio Productions, New York, Nov.
22.

WALTER B. MARTIN, formerly
with Rathraub & Ryan, Chicago,
and Paul V. Fitzgibbon, formerly
with Schipper Assoc., Detroit, have
joined the copy staff of Gardner
Ad., St. Louis.

HENRY FLARSHIRM, for m er
manager of the Chicago branch of
the Al Paul Lefton Co., Philadelphia,
has joined the Phil Gordon Agency,
Chicago, as vice-president and account
executive.

LLOYD COULTER, vice-president
in charge of radio of McCann-Erick-
sont, New York, is on a tour of branch
offices, and plans to return to New
York Nov. 20.

GERTRUDE P. GENTZEL, of the
radio department of McCann-Erick-
sont, has been named assistant time-
buyer.

GRANT CHAMBERLAIN, of the
Vogue magazine Chicago office, has
been named head of the new office of
Abbott Kimball Inc., opened last
week in the Sherman Hotel, Chi-
cago. Kimball will handle fashion
magazine and other national adver-
tisements for Marshall Field & Co. and
other retail stores.

CHESTER GIERLACH, formerly an
assistant director at CBS, has joined
BBDO, New York, to direct the
CBS Squibb program under the su-
pervision of Dave White.

ROBERT I. FREIS, formerly adver-
tising manager of Orange-Crush Com-
pany, has joined the publicity and
merchandising department of Blackett-
Sample-Hammond, Chicago.

ARTHUR MEARES, formerly of
Shieffelin & Co., New York (liquors,
facilities polish), has joined Com-
pton Adv., New York, to do merchan-
dising and sales promotion work on
American Home Products.

JOHN GORDON, program super-
visor in the radio department of Com-
pton Adv., New York, is on the West
cost for several weeks.

GERTRUDE BLAIR, formerly food
consultant and copy writer of Charles
W. Hoyt Co., New York, has joined
Publicity Assn., New York.

ERNEST W. EVERSZ, copywriter,
has left the J. Walter Thompson Co.,
Chicago, to join Henri, Hurst & Mc-
Donald, Chicago.

During the next 13 weeks... the New
York and New Jersey listening public
will become even more WPAT conscious through consistent
advertising in the ...

NEW YORK TIMES NEW YORK WORLD-TELEGRAM
NEWARK NEWS PASSaic HERALD-NEWS
PATerson Call

Sell your clients WPAT... the fastest growing
station in the metropolitan area.

radio station WPAT
PATERSON, NEW JERSEY • PARAMOUNT BLDG. • NEW YORK

Law Geared to Post-War Urged

(Continued from page 9)

munications legislation for the first
ime during the current hear-
ings. Mr. Paley on Tuesday read
a prepared statement (see page 11),
in which he offered several recom-
endations. Chief of these was a
plea that instead of Congress
em共产党员n regulations necessary, such regu-
lations should be written into the
law and not left to the discretion of
the FCC. Other recommenda-
tions included:

- Elimination of Section 311, pre-
vent law, which embodies anti-trust
provisions; taking from the FCC
the control of business practice and
program traffic, contending that the
two are "indivisible"; taking from
the Commission the responsi-
bility of making rules and regula-

BILL LOTZ, formerly on the adver-
tising staff of Wilson & Co., Chicago,
and previously associated with the
Edin-Sentinel Radio Co., Evanston,
Ill., has joined the Burton'Brien
Adv. Co., Chicago, as an account
executive. Harry Horan, formerly cre-
tive director at Montgomery-Ward,
Chicago, is now art director for the
agency.

LOGAN & ARNOLD, Los Angeles
agency, has established branch of-
ices at 500 Fifth Ave., New York.
Van Davis has been appointed man-
ger.

COAST WESTERN ADV. Agency,
Los Angeles, has moved to larger of-
ices at 825½ W. Pico Blvd. Tele-
phone is Prospect 3068.

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bility of making rules and regula-
tions to carry out "fairness" prac-
tices on the grounds that "tempta-
tion is most likely to beset a politi-
cally appointed agency"; appeal to
the courts from FCC decisions
which broadcasters feel are unfair;
prosecution of alleged violations
in the courts and not by the FCC.

Government Radio

Seen as the Issue

Tuesday's session was marked by
spirited questionings from vir-
tually every senator present, in-
dicating their keen interest in
broadcasting. Declaring that the
Frankfurter decision "ranged far
beyond the business problems of
the network" regulations created,
Mr. Paley declared that "May 10,
1943 marked for American broad-
casting the end of one world and
the beginning of another".

He denounced the FCC regula-
tions as "unsound and destruc-
tive" but said the "core of the problem
lies much deeper than that".

"The question raised in the
Supreme Court decision and the ques-
tion which is squarely before Cong-
ress today is simply this: Do the
American people want the Govern-
ment to have the power to tell them
what they can hear on the air?"
commented Mr. Paley. "I am firmly
convinced that Congress never in-
tended any such result. Nor do I
believe that the American people
want a radio system which in all
its elements is in the ultimate

The local promotion is just one reason for
KSTP popularity with the Minnesota
farmers. Here are other features of our
continuous audience-building promotion:

1. Big ads in The Farmer (Minnesota area circulation 147,000)
2. Full-page ads in Land O'Lakes News, reaching 65,000 Minnesota farmers
3. Personal appearances of KSTP's Barn Dance Group in Minnesota towns
4. "On the Minnesota Farm Front" (column by Harry Asplund, KSTP's Farm Service Director) carried weekly by 81 country papers
5. "Around Radio Row" (radio news and gossip column) published weekly by 70 country newspapers

Today KSTP is not only a "local sta-
tion" in the rich Twin City market but
also in almost every small town and rural
village in prosperous Minnesota. Every-
where, KSTP is rapidly becoming just
one of the home-town boys!

50,000 WATTS

Clear Channel
Exclusive NBC Affiliate for

the Twin Cities.

Represented nationally by
Edward Peter and Company
control of a small bureau of men with seven-year appointments.

Senator Wheeler (D-Mont.) interrupted to ask how many stations had lost their licenses because of program content. When Mr. Paley answered “two or three” and Senator Wheeler asked if he thought the Commission was wrong, the CBS president said:

“The Commission was wrong in asserting that power but I think it was a good thing that those stations went off the air. I'd rather have two or three or maybe 15 stations go wrong than to have one Commission control all 900—in some cases one man.”

“The Chairman of the Commission interpreted the law to mean that such authority should be granted. Sensor Shipstead said: ‘Of course the Supreme Court is not exactly infallible.’ Discussion as to the FCC’s self-appointed

powers to enforce the Anti-Trust laws as the Commission interprets them brought from Senator Brooks this query:

‘Is it your thought that radio stations be brought under the same laws as newspapers—are they libel?’ Mr. Paley held that radio, as any other business, should be governed by the laws of the land. Senator Ellison D. (Cotton Ed) Smith (D-S. C.) injected some humor into the hearings when he said: ‘I thought you said radio is liable for criticizing the opinion of the court.’ Senator Wheeler promptly checked: ‘If they were I'd be in jail!’

Wheeler Sees Distinction Between Business, Programs

Resuming his prepared statement, Mr. Paley said S. 814 ‘goes a very long way in giving to radio the protection it needs and should have’. He urged, however, that the language of Section 8, which prohibits FCC control of programs, be strengthened. ‘I want to invite your most serious attention to a new threat which has developed here, before you, in the last few days,’ he went on, recalling that Chairman Fly had distinguished between programs and business practices.

“The Chairman of the Commission stated he had no desire to control programs,” said Mr. Paley. ‘He wished only to control the business practices of radio.’

“I think there’s a distinction between the contents of programs and business practices—a vast difference,” interposed Senator Wheeler.

Wheeler Indicates Views On Commission’s Powers

“If restraints are desirable,” said Mr. Paley, “then put them in the law. Don’t leave it to the whims of the Commission.”

“Now you're talking my language,” answered Senator Wheeler, and Mr. Paley was permitted to resume his prepared statement. He touched on the Blue network sale, pointing out that the majority of FCC hearings had to do with programming. He told of the Blue’s program policies and asserted: ‘But until the new management wrote a letter which abrogated these policies, presumably in accord with the Commission’s wishes, this business transfer was not approved.’

Senator Wheeler interrupted Mr. Paley to say that he had received communications from small businessmen complaining that they couldn’t buy radio time because it was taken by big business. He asked Mr. Paley:

“Supposing you say to one busi-
ness, 'you can't have time, you're a competitor of one of our sponsors?""

"Couldn't the FCC or Dept. of Justice take care of that?" re-responded Mr. Paley. Senator Wheeler said: "I doubt it."

"Certainly, if the Commission has the authority to tell us to whom we must sell time. . . ." began Mr. Paley but he was interrupted by Senator Wheeler in assertion: "I don't think the Commission should have that right."

Senator VI. R. (R-Ne.) inter-jected: "Either the Commission should have authority over the sale of time or that should be lodged with the licensee. Personally I have felt that broadcasters should have that power."

Mr. Paley resumed his statement pertaining to the BLUE sale and again Senator Wheeler inter-rupted to say: "What I understand from hear-say, the Commission questioned the BLUE as to whether or not they shouldn't sell time to labor organi- "I don't think it was restricted to labor organizations," said Mr. Paley. Again taking up his pre-pared statement, Mr. Paley said: "Look through the window of almost any broadcast practice in radio and you'll find program mechan-"The reason Mr. Hitler, Mr. Stalin and Mr. Mussolini have re-mained in power is because they "There is, moreover, a provision in these sections that the Commis-sion shall make rules and regula-tions to insure the fairness of the air. It is precisely in this area of political discussion that temptation is most likely to beset a politically appointed agency. That is why in this area especially it is most urgent that control by the Commis-sion be avoided."

Paley Stresses Danger Of Political Control

"Under the network rules we can't," responded Mr. Paley. Then Senator Wheeler commented, "I think so far as the regulation is correct, it should be written into the law."

Speaking on "fairness of the air" as set forth in another section of the proposed bill, Mr. Paley sug-gested that many broadcasters "will solve the problem of avoiding unfairness by simply not broad-casting political programs. This result would amount to a great pub-lic disservice," he added.

All Prayers

FIRST COPIES OF the book "Minute of Prayers", con-taining the 956 prayers of all faiths used on Mutual's daily program during the past year, were presented to Chaplain William R. Arnold, chief of Army chaplains, and Chaplain Robert B. Hart, chief of Navy chap-lains, at the Hotel Statler, Washington. Publication of the prayer book ($1 per copy) marks the first time that prayers of Catholics, Protestants, Jews and Chris-tian Scientists have been printed in one volume. All proceeds will be donated to the United Service Organiza-

"What I understand from hear-say, the Commission questioned the BLUE as to whether or not they shouldn't sell time to labor organiza-tions."

"I don't think it was restricted to labor organizations," said Mr. Paley. Again taking up his pre-pared statement, Mr. Paley said: "Look through the window of almost any broadcast practice in radio and you'll find program mechan-"The reason Mr. Hitler, Mr. Stalin and Mr. Mussolini have re-mained in power is because they controlled what the people heard," commented Senator Wheeler for the second time during the hear-ing.

"In Germany," said Mr. Paley, "the radio is government-con-trolled."

Senator Wheeler was disturbed, however, over the fact that when a political speaker goes on the air over a network only "10 or 15" sta-tions carry him, whereas every sta-tion carries the President. He re-"I think you've put your finger on the only weakness in our opera-tions," said Mr. Paley. "When the networks offer speakers to affiliated stations, we are never able to say what stations will take them."

Speaking of equal time on con-troversial issues, the CBS head said one speaker may cover three issues whereas the person who takes the other side may answer only one of the issues. Senator Wheeler questioned organis-ability of granting to individuals "something that belongs to the public and let the chain and participat-ing stations say what should go on the air".

"By and large it has worked out pretty well," replied Mr. Paley. "I agree with you," said Senator

The most extensive study of ra-dio mail ever made is now available to the entire industry, Earl May, KMA president, has announced.

Original plans were to limit distri-bution to agency men and com-pany advertising managers. But so many requests have been com-ing from radio station men that all who want a copy may now have one, Mr. May said.

This study is based on 486,479 pieces of commercial mail received by the station from April, 1942 through March, 1943. Dozens of such important ques-tions as the following are an-swered:

- "How large a mail sample does it take to determine station cov-erage?"
- "Who writes to radio stations—men or women?"
- "What kinds of offers are most successful—contests, premiums, free samples, etc.?"

Because of current paper restric-tions, copies of the printed study will be mailed only on request. "So, if anybody wants one," said Mr. May, "he'd better write, right now—to the KMA Research Direc-tor. If requests don't beat our order to the printer, they will be too late!"
Wheeler, "but they might abuse that power. If it's vested in the Commission they should use good common sense."

Senator Smith, who had moved from the end of the long committee table to a seat beside Senator Wheeler, exploded: "Good God Almighty, good common sense—where do you get that?" The hearing was plunged into laughter.

"But I believe that best, the safest control will be found in competition," said Mr. Paley. "Radio's stock in trade is good will. My answer to your question (addressing Senator Wheeler) is, if you're not prepared to trust the checks and balances I just spoke of, I hope you don't go to the other extreme and give a Government agency that power. The middle ground, if there is any, should be put in clear language."

Smith Sees Road Back to Supreme Court

When Mr. Paley objected to section 10 which he termed "a back door" for the FCC to enforce its regulations, and urged that the courts not the Commission decide on alleged law violations, Senator Smith wanted to know:

"Are you satisfied with the opinion of the Supreme Court?" When Mr. Paley answered in the negative, Senator Smith demanded:

"Then what in the name of God do you want to go back there for?"

Time Personnel Spots

TIME Inc., New York, on Nov. 10 started an eight-week help wanted campaign, using 15 one-minute announcements weekly on 10 Chicago stations to secure personnel. Young & Rubicam, New York, is agency.

"I don't see how we're going to get around the Constitution and get around the Supreme Court," interjected Senator Tunnell. "We could pass a law but the Supreme Court would interpret it."

"I've heard the Supreme Court opinion," said Senator Smith, "and the dissent of Judge Murphy. If you can get two widely separated opinions as that, there's no hope for it."

Mr. Paley suggested that if radio is deemed guilty of unfair practices the Commission should bring suit in the courts. Senator Wheeler felt, he said, that if a case goes to the courts, it will be delayed (Chairman Fly previously had made a similar statement). "You've got to give it to the Commission," he added with reference to "fairness" interpretation.

"Then you are going to have a radio situation that blends into the wishes of the Communications Commission," commented President Paley.

"Isn't there this to be said," asked Senator Brooks (R-III).

"When you go to court, the court

r

W

HEN it comes to coverage, you need nothing short of WTAG to reach the Central New England radio audience. Keeping the dial on Worcester’s Columbia outlet has become as fixed a habit in this concentrated war production area, as going to bed.

WTAG faithfully upholds its reputation as Central New England’s local reporter of the air. WTAG is a Must Station to the families of Worcester’s 400 different war working industries, no less than their half billion dollar income is a Must Market in Massachusetts.
"Have you had any complaints!" the committee chairman asked.

"None officially," said Mr. Paley. "But we have had complaints in speeches by members of the Commission. A lengthy discussion on broadcasters and commentators, in which Senators Wheeler, Tunnell and Hawkes participated, brought out that CBS exercises full control over its newsroom; that they must subscribe to the CBS code of ethics before they are employed and that if a sponsor doesn't like a particular commentator and cancels, the network keeps that commentator on the air if he is doing what Mr. Paley termed a "public service."

When Mr. Paley completed his prepared statement Senator Wheeler adjourned the hearings until 10:30 Thursday morning.

**Fly All Set to Aid In Writing New Law**

That the FCC will lend a big helping hand to the Senate committee in drafting new communications legislation was assured by FCC Chairman Fly as Thursday's hearing opened.

"We will prepare a memorandum, discussing each portion of the bill, section by section," said Mr. Fly. "At that time I shall take the liberty to suggest to you changes in the draft that I think should be made. I have already suggested graduated penalties other than revocation."

Mr. Fly said he thought Congress should give serious attention to regulating the "various machines that emit radio energy," such as diathermy and similar electrical apparatus which sets up interference. He was thinking, he said, in terms of television and what the future holds.

The FCC chairman also said the Commission should have some control over the transfer of a "substantial portion" of minority stock in a station.

Attacking the testimony of Mr. Paley, Chairman Fly said the president's chief interest was in restoring "monopolistic practices."

Declaring that Mr. Paley's testimony was "designed to create a fear of censorship and program controls", Mr. Fly charged the CBS president spoke "under that guise so you would grant the big networks the right to go back to monopolies". He denied the FCC network regulations had anything to do with program content. Referring to Mr. Paley's plea that free competition be preserved, Mr. Fly exclaimed: "Free competition me foot. What he wants is a return to monopolistic practices."

**Free Speech Called 'More Duty Than Right'**

Senator Brooks, Mr. Fly said the First Amendment to the Constitution "does apply in principle" to radio, a similar case in Boston wherein the Commission exacted an affidavit from John Shepherd, head of the Yankee Network, wherein Mr. Shepherd agreed that Yankee would refrain from broadcasting editorial opinion.

Summing up the "free speech" angle, Mr. Fly said, "the broadcaster has more of a duty than a right" to see that freedom of speech is protected on the air. Senator Wheeler posed the hypothetical question, in case three applicants file for the same frequency in one city and all three have equal qualifications, "don't you have to take into consideration which is going to be able to do the best service?"

"I would imagine the Commission would give some attention to the general types of programs, to the general quality of programs," said Mr. Fly. Senator Brooks asked if one of the applicants were a newspaper, what action the Commission would take. To that question Mr. Fly said:

"I would assume if it were a 50-50 choice, the Commission might well choose the other applicant." He admitted that although the FCC has studied the newspaper ownership problem but has made no ruling, the Commission has not granted a license to a newspaper to operate a station since the study has been made.

Senator Brooks inquired about the FCC's interest in foreign language stations. Mr. Fly testified that no license had been revoked but that "some of the personnel" had been investigated by the FCC in cooperation with the Office of Censorship. "That is no longer an acute problem," he said. When Senator Brooks referred to Mr. Paley's suggestion that alleged violations on the part of broadcasters should be called to the attention of the

**Channing Cope's New Yellow River Farm Program**

Channing Cope's new "Yellow River Farm Program is important to you because, as Georgia's most comprehensive feature for Atlanta-market farmers, this daily program (11:30-11:45 A.M., Monday through Saturday) is attracting thousands of new listeners to WAGA — for the information, suggestions and entertainment designed specifically for the needs and tastes of Georgia farmers. Get in touch with WAGA or Headley-Reed for all the interesting details.
LABOR BROADCAST
Six-Station Hookup Plugs
Utah AFL Employers

NON-CONTROVERSIAL, with
commercial emphasis war
and community activities of Utah union
members and plugging industries
and businesses in the state which
employ AFL workers, a ten-minu-
tine news summary by
 Hackenber of the
Utah State Federation of Labor
started Nov. 1 for 52 weeks, Mon-
day through Friday, on KUTA Salt
Lake City and five stations of the
Intermountain Network, KLO Og-
den, KOVO Provo, KVNU Logan,
KUEB Price, KSUB Cedar City,
all in Utah.

Getting together on the agree-
ment for this commercial program,
something of a rarity because spon-
sored programs by labor unions are
frowned upon by the NAB code of
ethics, are (1 to r) Lynn Meyer,
sales manager of the Intermountain
Network; Fullmer Latter, presi-
dent, Utah State Federation of Labor;
J. B. Willson, Federation cincin-
treasure; Victor V. Bell, radio
director account executive,
Gillam Adv. Agency, which han-
dles the account.

Mr. Paley back and "have him
tell you how Ceci Brown's spot
was filled?" When Senator Wheeler
asked: "How was it filled?" Mr.
FLY replied: "I don't know, sir."
Senator Wheeler asked: "who
put Jay Franklin on the air?"
Mr. FLY didn't know but volunteered
that he'd find out. Then he offered
to provide the committee with in-
formation about several commen-
tators but said "I'd rather do that
t off the record in executive ses-
ion."

Mr. FLY felt the "networks"
income warrants moving out and
giving service to remote stations.
If I were running a network, he
said, "I think I would consider
that my duty". He said the whole
purpose of the network regulations
was to give all stations a "free
choice of programs". Reading
a letter from A. J. Mosby, owner
of KGVO-Missoula, Mont. which said
that of 3.5 million dollars spent in
retail advertising in San Fran-
cisco, radio got only $25,000, Mr.
FLY commented: "They just threw
in the switch and let New York
grind in. They ignore local pro-
grams and local merchants."

Reading from section 326 of the
1934 Communications Act, which
prohibits the FCC from exercising
the powers of censorship over ra-
dio, Mr. FLY remarked: "I should
think if this committee is con-
cerned about our censorship ac-
tivities—our interest in programs,
you ought to consider the present
law." Senator White said "I missed
your suggestion."

"I meant for you to miss it," said
Mr. FLY. "If we've done
that sort of thing, I think you
should have us up here now across
the barrel."

Mr. FLY then defended his own
actions, declaring "We never tried
to dictate the kind of programs;
we've never held a hearing when
soap operas come in for a trim-
ing, but I think it's (soap oper-
as) one of the cheaper and worst
forms of public service."

Senator White wanted to
know why "so many stations" had
told him they were "deadly afraid
of the Commission."
"I wish you'd bring one in,"
shouted Mr. FLY. "We'll frame him,
hang him up as exhibit 1. I've never
seen one."

"They're afraid of you," Senator
Wheeler dryly remarked. The hear-
ing broke into a general tirade
against "soap operas" and gen-
erally demoralizing programs. (See
page 9). Mr. FLY terminated
Thursday's session with: "Gentle-
men, I'm talked out."

When Horace L. Lohnes, presi-
dent of the Federal Communica-
tions Commission, opened the group's
views Friday, Chairman Wheeler
was interested in executive com-
mittee's membership, particularly
whether any of them represented
the networks. He also asked that

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

Robert A. STREET
National
Sales Manager
Paul N. RAYMOND CO.
National
Representatives

McClatchy
Broadcasting
Company
Sacramento, California

An ad for McClatchy Broadcasting Company, featuring the Bee network, which is part of the All Newspaper Network. The ad boasts that California's billion-dollar market and western Nevada is within reach through the Bee network. It also highlights the occasion of the Bee network's 50th anniversary. The ad mentions that the Bee network offers valuable advertising opportunities, noting its presence in key markets across the state. The text also highlights the company's commitment to providing quality advertising solutions to its clients. Overall, the ad promotes the Bee network as a strategic choice for businesses looking to reach a large and growing audience in California and beyond. The ad ends with a call to action, encouraging readers to consider the Bee network for their advertising needs. The Bee network is known for its innovative programming and commitment to local journalism, making it a credible choice for advertisers. The ad concludes with a list of key statistics, including the network's reach and impact in the marketplace.
Mr. Bingham agreed that "nuisances" had come up from time to time; on the other hand intervenors with definite interests had been denied the right by the FCC to be heard, he said.

The association favors that section of the proposed bill which organizes the FCC into two divisions, with the chairman as executive officer. Senator Wheeler thought the chairman of the Commission ought to be at least permitted to sit on both divisions. He's going to be held responsible," he said.

"I never felt that in this proposal," said Senator White, "we have relegated the chairman to an unimportant spot."

On the declaratory rulings section, which makes it mandatory on the part of the Commission to issue such rulings concerning the rights, status and other legal relations on petition of a licensee, Senator Wheeler objected on the grounds that the "Commission would be doing nothing else." Mr. Bingham cited two examples where declaratory judgments might help. In one instance, he said, a broadcaster may have a program that borders on lottery. Unless the FCC issues a declaratory ruling the only way that broadcaster has of knowing whether he violates a rule or law is to put on the program and then wait for the Commission to bring him in for a violation.

Senator Wheeler said: "If I were thinking of a program I wasn't sure about, I'd go to the Attorney General and get an opinion." Nobody pointed out, however, that the Attorney General cannot give opinions other than to Government executives.

"And all of them have done very fine work," he added. "I don't think it's 100% perfect. I don't think the Commission has been 100% perfect. What we are trying to do is to improve the law so that the Commission can improve."
Military Electronic Production Soars, Civilian Tube Deliveries Up, Says WPB

MILITARY requirements for electronics equipment are "mounting steadily", Ray C. Ellis, director of the WPB Radio & Radar Division, told a conference of 50 field service men of the Division last week. From a volume of $250 million per year, electronics production has risen to $250 million per month, and the program for next year calls for an increase to over $300 million per month, Mr. Ellis said. To a large degree, the stepping up of production has been accomplished through a decentralization policy, he declared, adding that the Division has been operating on a decentralization program since last January.

"Today our main purpose is to produce military equipment, but along with this effort we are also giving consideration to supplying civilians with the equipment which is allowed the home front for the necessary utilization of its radio sets," said Mr. Ellis.

Civilian Tubes Up

During the meetings it was revealed that October production of receiver tubes allotted to civilians totaled 1,600,000 tubes, a quantity which Frank H. McIntosh, who heads the Domestic & Foreign Branch of the Division, said was more than had been delivered to distributors in any month since last spring. At the same time, he stated that the assortment of types left much to be desired, in that the quantities of certain badly needed types were inadequate.

Frank S. Horning, chief of the Field Service Branch, described the magnitude of the electronics production program, with its more than 1,000 direct contributors of electronic components and 6,000 manufacturers of non-electronic parts, all of which must be made according to close specifications and flow steadily to the 161 prime contractors who build the finished equipment.

Mr. Horning said that the value of direct contact with manufacturers through the regional offices had been recognized for many months, and to "give you an idea of the work load we can report that in 1942 the volume was approximately 13% telephone and telegraphic equipment, 70% straight radio and 17% other military electronics. As we near the close of 1943, telephone and telegraphic requirements are being reduced to 8%, straight radio to 50%, with the phenomenal demand for other military electronics jumping to 42%.

Methods Changed

Showing how war has influenced production methods, Sidney K. Wolf, assistant director for production, said that three new "tools" are being employed today which were not in use a year ago. These are standardization of components, better control of inventories and closer liaison with ANEPA (Army and Navy Electronics Production Agency).

Standardization has reduced meter types from 22,000 to 1,800, Mr. Wolf said, and added that variety of other components had been reduced correspondingly, thereby adding as much as 25% to production in some plants. Redistribution of excess inventories and salvaging of excess components resulting from contract cancellations will be achieved by the inventory control program. Speedier handling of rated orders is being achieved by location of a score of military officials of ANEPA in areas adjoining the Radio & Radar Division instead of at the Pentagon Bldg. in Arlington, Va.

Discussing manpower problems, Harold Sharpe, assistant director for Labor, said that there are now 600,000 persons engaged in the electronics production industry.

Adam Spot Drive

SUPPLEMENTING its BLUE broadcasts of top boxing bouts, Adam Hat Stores, New York, this week completes launching of a nation-wide spot campaign in markets where its 2,000 dealers are located. The drive got under way Nov. 1, with final placements going into effect Nov. 15, the schedule consisting of 30-second transmitted announcements aired 10-50 times weekly on 44 stations. Wherever possible spots have been secured near broadcasts appealing to male listeners. Badger, Browning & Hershey, New York, is handling Adam Hats' spot radio.
Retail Promotion Keeps On Clicking
Advance Work by Stations Credited For Results

FINE ADVANCE work by sponsoring stations is resulting in continued enthusiastic reception of the NBC's "Air Force" retail promotion unit. Numerous requests for the "How to Do It" booklets indicate the active interest of retailers. With two more booklets ready for mailing by Nov. 16, only the "How to Promote Your Radio Program" remains yet to be prepared.

Seattle stations reported 600 attending, with this comment from G. G. Woodridge, president of MacDougall-Southwick, Seattle department store, reflecting the retailer's reaction: "Mr. Wright (m.c. Frank Park Wright) . . . is definitely right!". Chattanooga stations reported 165, with a leading department store executive calling the facts revealed "most amazing and unbelievable".

Praise From Press

The Rock Island-Moline-East Moline meeting reported 236 and "even our friends from the newspapers who attended were outspoken in praise". WBTI Knoxville had 95, and an executive formerly with cold toward radio requested he be contacted immediately. Kalamazoo reported 95 attending. Grand Rapids' 65 were disappointed when the sound equipment failed in the middle of the presentation. Plans for a future showing are contemplated. Peoria reported 150, "reception excellent"; Davenport, 158.

Macon, Ga., 114, "much praise expressed"; WDBJ, WLSL Roanoke, 60; 125 booklets requested; WBOW Terre Haute, 136; WCAE Philadelphia, 75; WWCN WISE Asheville, N. C., 125; WSPA, WORD Spartanburg, S. C., wrote "more value in relationship with retail merchants than anything done . . . . Bristol, Tenn., 70. Many were enthusiastic about their investments in radio", WFDF Flint, "200 attended including important General Motors officials"; Ft. Wayne, 90, "good reactions"; WAAT Newark, "presentation will have far reaching effects".

New York showing is scheduled for Nov. 15-18 at the Barbizon Plaza Hotel, with 2,500 invited. Monday showing will be for representatives of retail trade publications.

Michigan people spoke their piece on wartime food problems

See Pages 22-23

REVERSING USUAL ORDER, radio station and agency people were the guests of the advertiser at a party given by Dr. Raymond Shane, head of the Shane Diagnostic Foundation of Bakersfield, Sacramento, Stockton, Oakland and San Francisco. Seated at table (1 to r): Ewing C. Kelly, head of Kelly Advertising Agency, San Francisco; Mrs. Kelly; Philip G. Lasky, vice-president, KROW Oakland; Mrs. Lasky; Leo Ricketts, manager, KFBK Sacramento; Mrs. Ricketts; Mrs. Raymond Shane; Dr. Shane; Herman Bullock; Mrs. Gene Brown; Gene Brown, office manager, Shane Foundation; Leslie Gillen; Mrs. Don Pederson; Don Pederson, manager, KVA San Francisco; Mrs. Kelso Norman; Kelso Norman, head of Kelso Norman Advertising Agency, San Francisco; Mrs. William Clements.

Flamm Asks Permission To Intervene on WMCA

DONALD FLAMM, former owner of WMCA New York, through his attorneys, Handelman & Ives, New York, last Wednesday filed a petition with the FCC asking to intervene in the sale of WMCA by Edward J. Noble, new owner of the BLUE Network, to Nathan Strauss, New York philanthropist and industrialist, on the ground that the sale would put it out of the power of Mr. Noble to comply with a possible order of the New York Supreme Court rescheduling the sale of the station.

Mr. Noble bought WMCA from Mr. Flamm in January 1941, and Mr. Flamm brought suit for recission last August, charging fraud and coercion [Broadcasting, Aug. 16]. The petition also stated that Mr. Flamm wished to present evidence showing the proposed transferee would not be in the public interest and that no decision on it should be made by the FCC until the New York Supreme Court rules on the recission suit.

KPRO to Blue

KPRO Riverside, Cal., on Nov. 15 was to become affiliated with the Blue Network as a supplementary station to the Pacific Coast group, bringing the total of BLUE outlets to 171. Owned by the Broadcasting Corp. of America, KPRO operates fulltime on 1000 watts, 1440 kc. Network evening hour rate is $60.

HILLMAN-SHANE-BREYER, Los Angeles agency, continues to service Beneficial Casualty Insurance Co., Los Angeles, placing all media, Ivan Hill Air, Chicago, is placing radio in that city and midwest markets.

CY HOWARD, who left WBBM Chicago to join Jack Benny's writing staff, will take a leave of absence to play a lead role in Maxwell Anderson's Storm Operations. He will continue to write for Benny.

Knockin' on Wood - more retail dollars

-ARE BEING SPENT IN VIRGINIA NOW THAN EVER BEFORE... AND IN VIRGINIA YOU REACH PEOPLE AT LOW COST ON RICHMONDS NATIONALY RECONOZED STATION...

5000 WATTS NIGHT AND DAY 910 KC

EDWARD PETRY & CO., INC. NATIONAL REPRESENTIVES...
BETTER WAR LOAN Plans in Process
More Sponsorable Programs Recommended to Treasury

BETTER HANDLING of radio participation in the coming Fourth War Loan Drive got off to an early start last Thursday as a committee of industry men met with representatives of the Treasury Dept. in Washington. The Fourth Loan campaign is scheduled to begin early in 1944.

In view of the feeling of many broadcasters that radio deserves more suitable consideration with others, and that radio's potential assistance can be greatly increased, the committee discussed certain recommendations with the Treasury men. These included better timing of bond days and bond information and program releases, and more programs for sponsorship, with sales portfolios describing the programs.

The Committee
Taking part in the meeting were: Irving G. Abelloff, program director of WRAV Richmond; Stanton P. Butler, general manager of WMMN Fairmont, W. Va.; Edward C. Obrist, program director of WFIL Philadelphia (representing John E. Surrick, commercial manager); Willard D. Egolf, assistant to the president, Arthur Stringer, director of promotion, Lewis H. Averly, director of broadcast advertising of the NAB; and Vincent F. Callahan, director of advertising, press and radio, and Emerson Waldman, director of the radio section, of the War Finance Division, Treasury Dept.

IRE-RAA Meeting
ANNUAL joint meeting of the RAA and IRE was held in Rochester, N. Y., Nov. 8-9, with more than 300 radio engineers attending the two-day session at which Dr. W. R. G. Baker gave a detailed report on activities of the RTRP, of which he is chairman. Of particular interest to broadcasters were papers on "Demountable versus Sealed Tube" by I. E. Mouromtseff of Western Electric & Mfg. Co.; "Twenty-Eight Volt Operation of Electron Tubes," by William D. Egan of Sylvania Electric Products; "Message of RMA Director of Engineering," by Dr. Baker.

Join 20 Year Club
EDGAR KOBACK, executive vice-president of the BLUE, is among five radio veterans to be admitted recently to membership in The Twenty Year Club headed by Mr. Kaltenborn, NBC commentator. Other new members are: Everett Litteell, director of agriculture, NBC; Charles Holm, CBS; Walter Butler, NBC engineer in Chicago; Wilfred A. Wood, chief engineer and treasurer, WBBM, Chicago; and Kenneth M. Hance, vice-president and treasurer, KSTP, St. Paul.

Anacin, Kolynos Shift Programs to Half-hour
ANACIN Co., Jersey City, and Kolynos Co., New Haven, sponsors respectively of the three-weekly quarter-hour programs Easy Aces and Mr. Keen, Treasurer of Lost Persons on CBS, are playing both shows on a half-hour basis, and Anacin is starting a new program effective the first week in December.

On Dec. 1 Easy Aces will be shifted from Wednesday, Thursday and Friday, 7:30-7:40 p.m., to Wednesday only, 7:30-8 p.m., while the following day Mr. Keen, heard the same three days 7:45-8 p.m., will shift to Thursdays only, 7:30-8 p.m. on Dec. 2. Anacin will start a new popular music program, as yet untitled, in the 7:30-8 p.m. period Fridays, Agency for both companies is Blackett-Sample-Hummer, New York.

Anchor Glass on CBS
ANCHOR Hocking Glass Corp., Lancaster, Ohio, producers of glass containers andware, through its newly appointed agency, William H. Weintraub & Co., New York, will enter network radio for the first time as sponsor of CBS-built program Corliss Archer. Revolving around the antics of a 15-year-old high school girl, program is slated for 5:50-6 p.m. period, Saturdays, on CBS. Jan. 8 is the tentative starting date, but lineup of stations has not yet been announced.
Pearson KWBU Rep.  
HOMER HOGAN & Co., Chicago, national representative for KWBU Corpus Christi, has announced appointment of John E. Pearson Co., Chicago and New York, to handle all eastern advertising contacts for the new 50,000-watt Texas station. Although KWBU is not scheduled to go on the air until late November or early December, sales promotion has been launched by Mr. Hogan and his associates. Offices of Homer Hogan & Co. in Chicago are located in the Wrigley Bldg. The Pearson Co. offices in New York are in the Postum Building, 250 Park Avenue.

WHBU Transfer Asked  
ROY E. BLOSSOM and L. M. KENNEDY, joint owners of WHBU Anderson, Ind., last week asked the FCC to approve sale of 499 shares by Mr. Blossom and 1 share by Mrs. Blossom to Mr. Kennett for $10,000 cash. The sale would give Mr. Kennett sole control of the Anderson Broadcasting Corp., licensee. Mrs. Kennett owns one share of the total of 1,000. Mr. Blossom gave ill health as his reason for retiring from the business.

Lanteen Placing  
LANTEEN MEDICAL LABS, Chicago (Vi-teens vitamins), effective Nov. 15 will place its advertising through McCall-Erickson Adv., Chicago. Contract for six weeks calls for 16 spot announcements weekly in Midwest and New England markets.

A 50,000 watt audience at a 250 watt rate  
...but don't take our word for it — look at the record!  
C.E. HOOPER for Julie's Restaurant  

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WGRG Mutual  
LOUISVILLE'S TRADING AREA  
= 47% OF KENTUCKY'S POPULATION  
= 57% OF ITS BUYING POWER  
Burn-Smith National Representatives.

Turn About  
WEEK AND A DAY after the Dayton presentation of "Air Force and the Retailer," the equipment and the largest studio of WHOI were being used for a newspaper presentation, with charts and transcribed copy telling how cheap and effective is newspaper advertising. Present at the show, Nov. 4, were executives of agencies, three Dayton paper stations, WING and, of course, WHOI. Dayton radio men were glad to give the press its turn, saying they saw no danger of "Air Force" having been so well-attended on the preceding Wednesday.

ANA PLANS SESSION  
IN N. Y. NOV. 17-19  
ASSN. OF NATIONAL ADVERTISERS will hold a war conference Nov. 17-19 in New York at the Commodore Hotel, with the Tuesday and Friday session closed to all but ANA members. The first day will be devoted to case histories showing how advertisers are meeting current wartime problems, as well as to a discussion of the paper situation, while the final day will feature roundtable groups discussing all advertising media, including radio.

A symposium on war theme advertising followed by sessions on what farmers and the public think of business and advertising will fill the Thursday morning meeting. Featured speaker at the annual dinner Nov. 18 will be Secretary of The Treasury Henry Morgenthau, who will talk about wartime advertising.

J.W.T. Hollywood Changes  
TO ACCOMMODATE expanding Hollywood operations, J. Walter Thompson Co. has taken additional space at 1649 N. Vine St., now occupied by South Music Co., Music City, now located 6255 Hollywood Blvd. Al Riniker, who recently joined the agency's New York staff, has transferred to Hollywood and assigned producer of the weekly CBS California Carry On, sponsored by Bank of America, Sheldon Stark, New York writer, has also joined the agency's Hollywood staff. Daniel Danker, vice-president in charge of West Coast radio, has been elected to the agency's board of directors.

Timlin Named  
JOE TIMLIN, director of radio for the Branham Co., Chicago, radio and newspaper representatives, will join Schwinn, Gerber & Scott Adv., Chicago, Nov. 15 as director of radio service. Prior to his association with the Branham Co., he was radio director of J. Walter Thompson Co., Chicago.

GARDNER NURSERY Co., Osage, Ia., has stipulated with the Federal Trade Commission to cease representing that 50 cents or any other specified amount of money is the maximum assessment made to cover shipping or delivery expenses when charges are assessed before delivery of the advertised article.

Soap Operas Probed  
(Continued from page 8)  
a particular station or program."
Chairman Fly said some of the programs had been reported to the Dept. of Justice, but nothing had been done. "I think today more of those damn things are on the air than ever before," he shouted. Senator Wheeler opined that if "people want lottery, we ought to repeal the lottery laws."
Mr. Fly attacked "cheap programs", "as if it were rotten as you want," he exclaimed, pounding the table. "You'll get more people." Senator Wheeler thought radio should appeal to the "higher instincts" of the masses. Senator Hawkes (R-N. J.) said he thought the "general impulse of the average American citizen who is doing business leads him to decent things". He quoted a "well-known actor" who told him the "people establish morals. They'll pay $5 to see a morally low show and won't spend $2.50 to see Shakespeare," said the New Jersey senator who is chairman of the board of Congoleum-Nairn Co., Kearney, N. J.

"I think the people ought to raise their voices—yes, Senator Hawkes—and speak up for a higher quality through programs." Mr. Fly. "I am simply pointing out to you, if the Commission had a duty to do anything about it ("soap operas", etc.) the Commission has been derelict." Senator Hawkes wanted to know if the Commission had a plan to curb such programs. "Who's going to measure just where it begins or ends?" he asked.

"The broadcaster," Mr. Fly answered. The moral decline of children, as reported by the FBI, according to Senator Wheeler, the "hushed emotion" of "soap operas", as defined by Mr. Fly, "some vile, some rotten" drama that "goes in to homes with children", and the general quality of programs were taken over the goals by Senator Wheeler and Mr. Fly. The FCC chairman wasn't all critical, however. Said he:

"I think the programs on the air around noon Sunday and Sunday evening alone justify the system of American broadcasting. I don't say that to detract from other statements I've made here. This is a matter of leadership, not the means of following. I don't think you can legislate it. I don't think you can regulate it."

Rochester Meeting  
ANNUAL Rochester Fall Meeting of the Radio Manufacturers Assn. and the Institute of Radio Engineers was held in Rochester last Monday and Tuesday, Maj. James L. Heins, Army Signal Corps, addressed the general session Monday evening. Remainder of the two-day meeting was devoted to technical papers and panel discussions.

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AA-1 Rumored

THAT a change in the priority rating for broadcasting equipment is imminent was freely discussed in Washington radio circles last week. The change, which would raise the rating from AA-2 to AA-1, is reported to have been approved by higher authorities in the WPB, although no announcement has been forthcoming from the Radio & Radar Division, or from its Domestic & Foreign Branch, which administers Order P-153. A revised version of this order was issued Oct. 8, embodying the AA-2 rating which first became effective July 10. Reuther date, broadcasters had used the same rating as the radio communications industry—AA-2X. The chain's storm was worsened by the WPB order, which is the same date, broadcasters had changed then adopted revised communications to AA-1, and gave broadcasting AA-2.

RALLYING ROUND for post-broadcast party when the weekly Gracie Fields Victory Show resumed on Mutual stations in October, were those in New York, and the American Cigarette & Cigar Co. Pall Mail sponsors the five-week-hour series. Party-minded folks (1 to r): Henry Omerle, New York vice-president and account executive of Routhrauf & Rydens to Mrs. Lewis Allen Weiss, wife of the vice-president and general manager of Don Lee Broadcasting System, Hollywood; Gracie Fields; Mr. Weiss; Murray Bolen, agency producer.

Benny's Don Lee Repeat

GENERAL FOODS Corp., following an agreement worked out with the American Federation of Musicians, on Nov. 7 started sponsoring a transcribed repeat broadcast of the NBC Jack Benny Show on 34 Don Lee Pacific stations, Sunday, 8:30-9 p.m. (PST). Live show is released on NBC stations, Sunday 7:30 p.m. (EWT). With Young & Rubicam handling negotiations, AFM ban against network transcribed broadcasts was relaxed when agency agreed to pay weekly $36 per musician and $75 for Phil Harris, musical director. A formerly transcribed West Coast repeat had been discontinued when AFM ban was invoked. BLUE was unable to clear time. World Broadcasting System is cutting the series.

Krank's News


KEEP UP WITH THE SHIFTING MARKETS WITH RADIO

Dr. MELCHIOR PALY, economist, has joined WIND Chicago as commentator.

IRE Elects Officers

HUBERT M. TURNER, of New Haven, has been elected president of the IRE, succeeding Dr. Lynde F. Wheeler, Chief of the Technical Information Div. of the FCC, Washington, the board of directors announced last week. Mr. Turner is Associate Professor of Electrical Engineering at Yale U. Ralph A. Hackenschuch, vice-president in charge of radio for Research Enterprise Ltd., Leaside, Ont., was elected vice-president for three-year terms were Raymond F. Guy, radio facilities engineer of NBC New York; Lawrence C. F. Horle, New York, consulting engineer; and author on television; William C. White, engineer of the GE electronics laboratory, Schenectady.

ROBERT HURLEIGH, Chicago manager of PA, signed a contract Nov. 15 and joins CBS Chicago as a commentator, effective Nov. 22.

Radio Saves Lives

PROMPT WARNING by KSTP of a violent storm in the Minneapolis-St. Paul area last week-end is believed responsible for the safety of many lives in the blizzard which caused a shutdown of business offices, stores and schools. Little loss of life is reported, although last year's storm was worse than the 1940 Armistice day storm.

SD JOHNSON, promotion and research director of the Bingham Co., Chicago, station representatives, reported to the Army Nov. 13. His wife, Rebiqua Johnson, will take his place.

PAUL WHITEMAN and orchestra will provide music for Radio Ball of Fame, Philco program starting on the BLUE Sunday, Dec. 5. Mr. White man is BLUE's director of music.

SARNOFF FORECASTS TO END OF CENTURY

"WHEN this war ends, we shall be on the threshold of a new era of radio—an era in which man will see as well as hear, distant events," David Sarnoff, president of RCA, told the Lancaster Chapter of the American Assn. for the Advancement of Science, in an address Nov. 11 on "Industrial Science Looks Ahead.

Predicting that the "fourth two decades" of this century may "introduce international television with pictures in color," Mr. Sar noff continued that "it is even possible that in the final two decades, we may complete the century with power transmission by radio, and its use in the operation of vehicles, automobiles, ships, and railroads and airplanes."

FCC Refuses CIO Plea For Censorship Hearing

CIO PETITION asking the FCC for an informal hearing on charges of censorship and operation contrary to public interest by WHKC Columbus, O., filed about three months ago, was denied last week. WHKC had deleted last August, from a speech by Richard T. Frankenstein, vice-president of the UAW (1942). The petition of Senator Swet (R-Ohio) and Rep. Vorys (R-Ohio) [BROADCASTING, Sept. 27].

While no comment was forthcoming from the Commission, it was learned at Mr. Frankenstein's office that the UAW considers that FCC has made clear its views on discrimination by radio stations against labor unions in the record of the hearings on transfer of the BLUE Network last September, and in subsequent speeches by Chairman Flynn and Commissioner C. J. Durr.

4

Italians, all born in Italy, spoke their piece regarding

FASCISM

See Pages 22-23

Page 62 • November 15, 1943 BROADCASTING • Broadcast Advertising
TO EASE the demands made on local radio stations by public service groups, and to permit community organizations to use radio effectively through better planning, talent development and script writing, the Community Council in Winston-Salem, N. C., will sponsor a local experimental radio project, under the direction of Charlotte Demorest, originator of the Apartments on Parade programs on WQXR New York. The local Junior League will finance the project. As radio consultant for the Council, Miss Demorest will work with the two local stations, WAIR and WSJS, and more than 30 community groups to develop a more effective use of radio by Council organizations such as the Red Cross, Boy Scouts and the Chamber of Commerce, as well as by war agencies such as the Civilian Defense Volunteer Office. Plan of action calls for a preliminary study of available talent and material and community needs, followed by training of talent before final airing of programs.

**Merchandising & Promotion**

Promotion Exchange—Taysee Hay—Coon Hunt

**Merchandising Evidence—Teasers**

**STANDARD OIL CO., of California—**

Announcements for Nov. 1 of Lowell Thomas on the Pacific Coast BLUE five nights weekly, Mondays through Fridays, 9:30-10:45 p.m. (PWT), is following up its initial broadcast with an intensive campaign for the commentator. Large and medium sized ads are being used in papers in all of the larger western cities for the next two months; three announcements weekly in approximately 350 smaller western newspapers for the same period; daily station and chain breaks on the BLUE during November and December; tie-ups in movie houses using Fox-Metronome News; broadsides to dealers; announcements during the weekly *Standard Symphony* programs; and folders to stockholders.

**Regional Campaign**

**EXPENSIVE** newspaper and subway and railroad poster campaign begun the week of Nov. 5 and continuing throughout the month is being conducted by the Yankee Network for its latest morning program, conducted by Gilbert Chase, the book is titled *Folkways in Music*, name of the three-year course offered on NBC Inter-American University of the Air.

**Handbooks**

**VOLUME THREE of Music of the New World handbooks describing the 19 programs which form Part One of the second year of the NBC series, has just been issued. Written by Gilbert Chase, the book is entitled *Folkways in Music*, name of the three-year course offered on NBC Inter-American University of the Air.

**Kansas City Teasers**

**SERIES of teaser and display advertisements in Kansas City newspapers was used by KQZY, Kansas City FM station, to announce the shift from the old K49KC call letters.
RENEGOTIATION

See Pages 22-23

Page 64 • November 15, 1943

BROADCASTING • Broadcast Advertising
WANTED AT ONCE!

YOUR 1944 YEARBOOK QUESTIONNAIRE.
If you haven't yet sent the required information for your listing, please hurry it along. Printer is waiting.
Send all questionnaires, corrections and changes to:

Yearbook Dept., Broadcasting Magazine,
National Press Building,
Washington 4, D. C.

Situations Wanted

SALESMAN-WRITER-ANNOUNCER — 5 years merchandising experience Heart of America advertising departments. 5 years staff member leading business research organization, 6 years commencing New York-Chicago-Europa to represent 200 largest retailers, textile mills, etc. Long featured writer for No. 1 business publications, principal newspapers, Liberty, Nation, Life — while consultant to country's outstanding publishers, manufacturers, retailers. Recent radio background, Draft exempt, college graduate, open. Sell, write, announce, money, geography secondary. Box 517, BROADCASTING.

Producer—Long experience, honorable discharge, seeks connection in major radio center. Box 518, BROADCASTING.

Paul F. Godley Consulting Radio Engineer
Montclair, N. J.

George C. Davis Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

McNary & Wrathall Consulting Radio Engineers
National Press Bldg., D.I. 1205
Washington, D. C.

Hector R. Skitter Consulting Radio Engineers
Field Intensity Surveys
Station Location Surveys
Custom Built Equipment
Saint Paul, Minnesota

Radio Engineering Consultants
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Ringe & Clark Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg., Republic 2347

BROADCAST REPAIR SERVICE COMPANY
Specialists in The Repair Of Reproducing and Recording Equipment
334 Arcade Bldg., St. Louis, Mo.

Please Return Promptly the 1944 Yearbook Questionnaires
Legislation, Other Vital Issues On NAB Board Session Agenda

Post-war Planning Activities and Dispute Over Controversial Problems Also Slated

WITH the NAB membership at an all-time high of 556, the NAB board of directors meets in Washington Nov. 17th for an all-day meeting. NAB's new full agenda, with emphasis on the current legislative situation. It is expected the hearings before the Senate Interstate Commerce Committee, of the White-Wheeler Bill (S-814) will be in progress at the time, since Chairman Wheeler (D-Mont.) has announced his intention of keeping the record open until after the election, NBC president now in the war theatre, returns from Europe a fortnight hence.

While the legislative situation will be the board's main topic, the whole music situation stemming from the AFM Czar James Caesar Petrillo's recording strike will be canvassed. Post-war planning activities also will receive particular attention, particularly in the light of the scheduled Nov. 17 meeting called by the FCC on technical planning relating to FM and television.

Agenda Wide in Scope

The agenda for the two-day meeting planned by President Neville, the 17th included the following issues of importance to radio trade and policy activity. The current dispute over controversial issues also is slated for detailed consideration, in the light of the FCC's direct attack on the NAB Code of Ethics in the recent decision approving sale of the BLUE Network to Edward J. Noble. This, in the view of Washington observers, invaded directly the field of program regulation, one of the burning issues currently being considered by the Senate committee.

At least two members of the NAB's 26-man board will be absent. James D. House, WLW-WSAI, is in Europe at the invitation of the British Broadcasting Corp. Frank M. Russell, NBC Washington vice-president, is in a Washington hospital recuperating from pneumonia. Other members of the board who are expected to attend are: Don S. Elias, WNNC; John E. Fetzer, WKZO; John J. Gillin Jr., WOW; Rolin Hager, WGY; Hugh A. L. Halff, WOA1; E. L. Hayek, WTIC; Herb Hollingsworth, WURB; KANS; Leslie C. Johnson, WHFB; Paul W. Kesten CBS executive vice-president; Frank K. King, WMBR; Barney Lavin, WDAY; Nathan M. Loeb, WPTF; O. Markland, WHO; Paul W. Morency, WTC; G. Richard Shafto, WIS; Calvin J. Smith, KFC; Harry R. Spence, KXRO; Roy Thompson, WQOC; Walter Travis, WRBO; Arthur Westlund, KRE; James W. Woodruff Jr., WRBL; Hoyt Wootten, WREC; Ed Yocum, KGHL.

The NAB membership report reveals a total of 542 station members, 19 associate members, 2 FM members and two networks (NBC and CBS) for an aggregate of 566. This compared to the previous high of 522 in 1941 and 508 last year. Since June 3 a total of 26 new members have been added while one member was dropped for non-payment of dues.

Considering industry memberships on the basis of ownership or operation of more than one station, it is estimated that parties or corporations which own 700 of the 911 commercial stations are represented in the membership. It also is estimated that NAB membership does 90% of the dollar volume of the industry's business.

Contrary to inferences regarding NAB membership given the Senate committee during the testimony of FCC Chairman James Lawrence Fly, the membership breakdown revealed that network affiliated stations constitute the bulk of the association's members. Mutual, with 299 affiliates has 130 NAB members or 62.2%; BLUE with 169 affiliates has 115 members or 71.1%; NBC with 137 affiliates has 18 members or 78.8%; CBS with 133 affiliates has 107 members or 80.5%. There are 323 non-affiliates, of which 123 or 38% are NAB members.

EFD on Forum

THE four major networks will broadcast the speech by President Roosevelt Nov. 17 delivered to the closing session of the New York Herald-Tribune 12th annual forum on current problems, held Nov. 16-17 at the Waldorf Astoria, New York.

NRDGA to Meet

NATIONAL Retail Dry Goods Assn. will hold a "Victory and Postwar Conference" Jan. 10-14, 1944, at the Hotel Pennsylvania, New York, it was announced last week by Lew Hahn, general manager of the association. Edward N. Allen, president of the NRDGA, will make the opening address and will be toastmaster at the annual dinner Jan. 13.

BUTCHER CREDITS STAFF FOR COUP

EDITOR BROADCASTING: Yesterday I happened to be in the P.R.O.'s office and was given a copy of Broadcasting for Sept. 13. In this issue you emphasize the recognition given radio when the military armistice with Italy was announced.

I think the story is well justified by the facts but I notice a paragraph indicating that I might have been responsible for the arrangement. Actually I was not. It was the result of normal staff planning which to my mind makes the recognition much more substantial than if I or any other former broadcaster had devised the plans.

COMDR. HARRY C. BUTCHER
Allied Force Headquarters
Oct. 30, 1943

Coast Ratings Up

AVERAGE RATINGS for Pacific evening programs for the September-October period are 22 4% over the preceding month, and 4 4% over a year ago, according to the C. H. Hooper "Pacific Program Ratings Report", covering the first two months of fall. The number of evening sets-in-use is up 3.5 over the last report and up 0.7 over a year ago.

WLIB Brooklyn, following the expiration of its contract with Local 802 of the American Federation of Musicians, Nov. 1, has extended its agreement with the union on a week-to-week basis, ending final negotiations.

Donald Shaw Gets Sales Post at Blue

Leaving CIAA; Will Manage Commercial Program Sales

DONALD S. SHAW, manager of the New York radio division of the Coordinator of Inter-American Affairs, on Nov. 15 joins the BLUE Network in the newly-created position of commercial program sales manager. His appointment marks another step in the gradual development of the BLUE's commercial program department created in September, 1942, according to Edgar Kobak, BLUE executive vice-president.

Mr. Shaw will specialize in selling programs built by the network, and will supervise program sales, working with George F. Sieger, network sales manager. In the same department is Melvin P. Wamboldt, commercial program supervisor, whose special duties are to work with agencies and clients on current commercial shows and to develop new shows for sale.

Joined NBC in 1930

Active in the agency field since 1920, Mr. Shaw first entered radio in 1930 when he joined NBC and for three years was Eastern sales manager. In 1936 he returned to the agency business as assistant to the president of McCann-Erickson, New York, where he had charge of all radio activities. Before joining the CIAA, he was vice-president and general manager of WMCA New York. Earlier in his career he was partner in the advertising agency of Cleveland & Shaw, sales promotion manager of the Vacuum Oil Co., and merchandise manager of Hunter Mfg. & Commission Co.

Succeeding Mr. Shaw as head of the New York radio division of the CIAA is Wilfrid S. Roberts, who retains his position as program director for the radio division, according to Don Francisco, assistant coordinator and director of the radio division. Prior to joining the CIAA a year and a half ago, Mr. Roberts was production manager of NBC.

MGM Withdraws Morgan

ACTING on a provision in its film agreement with Frank Morgan, MGM has served notice on Benton & Bowles Inc. that the comedian would be withdrawn from the weekly NBC Maxwell House Coffee Time in three weeks. After giving no reason for the withdrawal, film studio is packaging a half-hour variety show with MGM talent, to be offered for sponsorship up at a cost of $25,000, or $15,000 weekly. Besides Morgan, proposed program will include Robert R. Smith, Dorothyessenger, with Phil Rapp as writer-director, a name orchestra and singer.

"We had to get a young home director ... Mrs. Primpus couldn't get meat from the butcher!"

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and when you do, you'll find why KMBC is first in the hearts of America!

It's the old principle of giving the customers what they want, when they want it. Rural thousands, 49% of the population in the "Heart of America," prefer KMBC because this is the one station with a program service tailor-made for their needs. Only KMBC maintains a farm department of two full-time farm experts. Only KMBC has a complete livestock farm, operated in behalf of its listeners. Only KMBC has the exclusive right to broadcast official market reports direct from America's largest livestock building. It's like adding two and two together. The answer is obvious. As for that urban 51% of the population, authentic surveys are the evidence of proof that KMBC is first with most of the listeners—most of the time.

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KMBC OF KANSAS CITY
FREE & PETERS, INC.
SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
Landing Ships for the Navy!
Sea Barges for the U.S. Army!

From the “Shipyards of the Rockies” now come amphibious landing craft and 300-ton sea barges, or floating piers. This dry-land branch of the Mare Island navy yard began fifteen months ago to fabricate steel hulls for destroyer escorts. The parts are shipped overland for assembly on the Pacific coast.

This is just one of the startling developments of Denver area industry in wartime. The 1000th Flying Fortress just recently rolled from Denver’s huge modification plant. A small-arms ammunition plant today employs more workers than were employed in manufacturing in the entire state before the war.

Colorado’s playground days are a thing of the past. Today the Denver area is hard at work delivering materials of war.