UNCLE SAM SAID:

GET IN THE SCRAP

SO - O - O - O - O

THE WLS NATIONAL BARN DANCE DID

2,000,000 POUNDS OF IT!

When scrap metal wasn't coming in fast enough, in parts of Illinois, the regional salvage chairman asked the WLS National Barn Dance to lend a hand, as we had on a couple of occasions last year.

We did—and turned in something more than TWO MILLION POUNDS of scrap metal and waste paper, as a result of two Barn Dance shows in Decatur and Mt. Morris, Illinois. Nine thousand people turned in 100 pounds of scrap each in Macon County for a ticket to see the WLS National Barn Dance show in Decatur and another 3,000 Ogle County people turned in 200 pounds each for tickets to the show in Mt. Morris, Illinois! With extra pounds contributed, the two counties turned in more than 2,000,000 pounds—a Thousand Tons! Radio station WLS paid all expenses of the programs; all proceeds from sale of the scrap—approximately $6,000—will be donated to the Macon and Ogle County United War Funds and to the local Red Cross.

We are proud of the thousands of patriotic listeners who contributed this thousand tons of scrap, and are happy that we could work with them in this joint contribution to the successful prosecution of the war.
THE WOW-LAND* FARMER IS
The World’s Most Favored “Merchant”
... and your BEST customer!

The middlewestern farmer has more “merchandise” on his shelves than ever before, and can sell it all at nearly peak prices. True, he has his troubles; nevertheless, his income has risen tremendously. The WOW-LAND* farmer is your BEST customer.

20 Years of Service Has Made
WOW FIRST with FARMERS

For 20 years WOW has given WOW-LAND farmers the finest NBC and local programs. These farmers aren’t hicks. They like good radio programs, and, with them, WOW is a confirmed listening habit. You can reach a substantial farm audience in 333 counties—using WOW ALONE.

* WOW-LAND = OMAHA + 333 COUNTIES

WOW

OMAHA, NEBRASKA

John J. Gillin, Jr., President
John Blair & Co., Representative
Have You a Recording Date Soon?

You Can Record

MACDOWELL'S—TO A WILD ROSE • FRIML'S—TWILIGHT
INTERMEZZO • H. H. A. BEACH'S—AH, LOVE, BUT A DAY
CADMAN'S—AMERICAN SUITE • LATIN AMERICAN HITS
HILLBILLY, COWBOY & WESTERN TUNES • PATROTIC MARCHES
VICTOR HERBERT'S—BADINAGE • MILITARY BAND MUSIC
CHIU CHIU • GOSPEL HYMNS • COLLEGE SONGS & MARCHES
HUHN'S—INVICTUS • SONS OF THE PIONEERS SONGS—

And 100,000 Other Diversified Compositions

At 2¢ Per Composition - Per Pressing
Performable without Extra Fees on 874
U.S. Radio Stations Licensed by SESAC

Write, Wire, or Phone SESAC Program Department

SESAC

475 Fifth Ave. New York 17, N. Y.
The Largest Spring in the World
-Wakulla, near Tallahassee, Florida-
IS IN WWL-LAND!
and so are 10,000,000 customers from five different states

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

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

WWL
NEW ORLEANS
50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
New Radio Legislation Seen This Session

Witnesses Advise Curb on FCC Authority

WITH ALL semblance of doubt removed about the intention of the Senate Interstate Commerce Committee to push new radio legislation at this session, there was strong prospect last week that a fully revised version of the White-Wheeler Bill (S-814), probably pared down to essential changes to remove all ambiguities in the existing law, will be whipped into shape before the end of the year.

The committee, sitting each morning from Monday through Friday, heard a succession of witnesses who advocate regulation—practically all of it in favor of most of the provisions of the pending bill. FCC Chairman James Law- rence Fly, key witness in the earlier sessions, found many of his theories and philosophies opposed by spokesmen for independent stations, who expressed “fear” of the Commission because of arbitrary methods of regulation—or worse.

Curb on Program Rules

There was no definite assurance as to the kind of legislation that finally will be drafted. Both Chairman Wheeler (D.-Mont.) and Sena- tor White (R.-Me.) have clearly indicated certain provisions they will propose. These include, in some degree, a broadening of the legislative base, but a stripping down of FCC authority, or activities in the sphere of program regulation or scrutiny. The network regulations in substance appear to be destined for inclusion in the new act.

Instead of drafting a bill of the scope and magnitude of the White-Wheeler measure now pending, speculation appears to center around a simple bill which might cover:

1. A ban on program control by the FCC in any form, written explicitly into the law.
2. An expression from Con- gress on newspaper ownership of stations, taking the issue out of the hands of the FCC, which has permitted it to languish for more than two years, while all newspaper applications have been thrown into the suspense files.

3. A revised and widely ex- tended "political section" which might provide that not only equal time, but equal facilities, be ac- corded each spokesman on a controversy issue; that commen- tators who criticize individuals turn over an equivalent amount of time for similar expression.

4. An expression on control of business aspects of broadcasting, limiting, but possibly not excluding the Commission from this field, but certainly removing its power to exclude affiliates.

5. Clarification of appellate pro- visions to insure due and proper hearing to all parties in interest.

The committee heard N A B President Neville Miller at two sessions—on Monday and Wed- nesday—strongly urge Congress to set down the limit of its authority in all fields. Unlike Mr. Fly, he indulged in no personali- ties. He called the right to license the "right to destroy" and asked Congress to set down the guideposts in all policy spheres— pro- grams, business, newspaper own- ership, multiple ownership and legal redress.

Other pleas for legislation were heard during the week from J. Leonard Reinsch, director of the Cox stations, WSB Atlanta, WHIO Dayton and WIOD Miami; Nathan Lord, manager of WAVE Louis- ville, and Don Elias, executive di- rector of WWNC Asheville.

Sykes May Appear

The hearings resume today through Wednesday, and then re- cess to next Monday. Mr. Miller will resume the stand. Chairman Wheeler and Senator White asked former FCC Chairman E. O. Sykes to testify, because of his background and experience. The Newspaper Radio Committee, through Harold V. Hough, WBAP Fort Worth, Chairman, and Sydney M. Kaye, which drafted its hearings, will, according to recent reports, Tuesday, should Mr. Miller con- clude.

NBC President Niles Trammell will appear this week also.

Messenrs. Reinsch, Lord and Elias went all out for new legislation, and suggested rigid restrictions on FCC control over programs or business. The committee reaction ap-peared favorable, though Chairman Wheeler several times served no- tice that something would be done about equal time for controversial issues.

Mr. Elias, in homespun but pow- erful fashion, took the battle to Chairman Fly. He said he "feared" the Commission, and that as a re- sult of his appearance there might be some "reprise!". Broadcasters want "freedom from fear", which Congress alone can provide through a law delimiting the Commission's powers, he said. He quoted state- ments and letters by President Roosevelt, urging that radio be kept as free as the press and that the law be rewritten. Alluding to the FCC's ability to "loop" the band, Mr. Elias "was stooging" for the networks, Mr. Elias raised the question whether the President was "stooging" too, and for whom.

If the FCC wants to "help stations" as Mr. Fly states, it should eliminate the requirement that transcriptions be described as such, Mr. Elias asserted.

Mr. Elias opened with the com- ment that he had been "shocked" by the remarks of Chairman Fly because of his "intemperance" and his "venomous, bitter, scornful ex- coriation of the two leading net- works and what he termed the "stooge organization" NAB".

J. Frank Burke, KPAS Pas-adena, labeled an FCC witness,

(Continued on page 55)

Advisory Board on Air Control Urged

Craven Proposes Plan At Hearing Before Lea Committee

CREATION by Congress of a Ra- dio Advisory Board to sit with the FCC and Interdepartment Radio Advisory Committee in determining future radio allocations and controls under the law was advocated Thursday by T. A. M. Craven, Fed- eral Communications Commission- er, before the House Select Com- mittee to investigate the FCC.

His recommendation followed earlier disclosure by Eugene L. Garey, committee chief legal coun- sel, on March 7, 1942, Rep. Vinson (D.-Ga.), House Naval Af- fairs Committee chairman, wrote President Roosevelt protesting vigorously against FCC Commissioner James Lawrence Fly serving as chairman of the Defense Communications Board (now known as the Board of War Communications).

Mr. Garey read into the commit- tee record last Monday a copy of Rep. Vinson's letter (see page 64). His revelation followed by less than two weeks the disclosure by Sena- tor Tobey (R-N.H.) that President Roosevelt had rejected recommen- dations of the Joint Chiefs of Staff that the FCC Radio Intelligence Division be transferred to the Army and that the FCC Foreign Broad- cast Intelligence Service be abol- ished. Senator Tobey read into the Senate Interstate Commerce Com- mittee hearings on the White- Wheeler Bill (S-814) a letter from Admiral Leahy, the President's Chief of Staff, setting forth the recommen- dation (BROADCASTING, Nov. 8).

Commissioner Craven, who was subpenaed before the House commit- tee to identify minutes of the IRAC, of which he is current chair- man, told the committee he was not in accord with the procedure as now followed by the Commis- sion. He urged the committee to consider new communications leg- islation to "safeguard the rights of licensees".

"I testified before the House Inter- state & Foreign Commerce Com- mittee a year ago that the present procedure is the Commission did not safeguard the rights of licen- sees," said Mr. Craven. "I regard the present procedure of the Com- mission as interpreted under the present Act as not properly safe- guarding the rights of the licensee." Commission Craven said a few years ago he was inclined to agree with Commission procedure but "experience caused me to change my mind". He cited several ex- amples where he thought the Com- mission was wrong. Rep. Miller (R.-Mo.) asked if the Commission has, "on occasion, revoked licenses and made allocations of frequencies held by some stations to other sta- tions".

(Continued on page 51)
McClintock Says Pact Will Provide Funds For Improvements

A NEW standard contract for Mutual's member and affiliated stations which will bring the MBS system of station compensation into line with the practice of other major networks without abandoning or altering the basic cooperative and non-profit policies of the network, was announced last week by Miller McClintock, Mutual president.

Under the new plan, stations will receive no compensation from Mutual for the first 16 unit hours of network commercials during each 28-day period, with the network in return buying all wire free expenditures. For the first 25 hours of commercial programs over the 16-hour deduction, MBS will pay its stations 25% of their average unit hour rate, advancing to 32 1/2% for the next 25 hours and to 37 1/2% for all time above that. Previously Mutual stations themselves paid the line charges and used their contracts with the network were not uniform.

Funds For Improvement

Revenue accumulated by Mutual from this new contractual arrangement will be used primarily for the creation and maintenance of a high quality network program service to stations and their audiences, Mr. McClintock said, adding that the funds will also be extended for research, sales and other network functions.

"After these quality requirements of network operation have been met," he stated "any surpluses created by the new contractual plan will be returned to stations and the network, in an effort of increasing the percentage compensations paid for the blocks of hours used over and above the 16 free hours, which incidentally will simplify substitute schedules and charges heretofore collected by Mutual from the individual stations."

Declaring that the network's shareholders will derive no profits from the new form of financial relationship between Mutual and its affiliated stations, Mr. McClintock said: "Mutual is dedicated to the perpetuation of its past cooperative and non-profit type of operation. The new contractual relations which are being so favorably received by Mutual affiliates are designed to provide more uniform, equitable and fair compensation to stations than has been possible heretofore."

Negotiations in Progress

Members of the network's station relations staff are now visiting stations to negotiate the new contracts, and a number of station contracts have already been converted. WRNR Warren, O.; WNOE New Orleans, La., and KFXJ Grand Junction, Colo., are among the first MBS stations to sign the new contracts. Stations may either convert now or wait until the expiration of their present contracts but the network expects that the contractual transition will be complete within the year.

Richard F. Connor, Mutual station relations director, expressed confidence that the stations will welcome the new contracts. "Many objectionable features now in the old contracts have been removed," he said. "The new contracts have the technical rebate provision and credit liabilities. The new contract will bring into effect a simplified accounting system. An additional feature is that stations will not be required to pay a 15% commission to MBS on cooperative programs locally sponsored."

Elgin Thanksgiving Show

FOR the second successive year, Elgin National Watch Co., Elgin, Ill., has arranged a two-hour all-star program on CBS, Thanksgiving and Christmas Days. The Thanksgiving show, 4-6 p.m., will feature Robert Young as m.c. and will be beamed to American fighting men overseas. Talent includes George Burns and Gracie, Ed Gardner, Edgar Bergen and Charlie McCarthy, Ginny Simms and others. Agency is J. Walter Thompson Co., New York.

MBS Revamps Affiliate Payment Plan

Sinatra for Lever

LEVER BROS. Co., Cambridge, considering a package show built around Frank Sinatra, expects CBS in January for Vittma Vitamins, will sponsor the program if Sinatra is not accepted by the Army shortly after Jan. 10. The program is scheduled to start Jan. 6 in the Wednesday 9-9:30 p.m. spot currently occupied by "Lever's Mayor of the Town." American Tobacco Co. has Sinatra under exclusive contract for The Hit Parade, but is expected to let him appear for Lever. Vittma agency is BBDO, New York.

OWITakes Up With Rail Group Radio Objection to Time Plan

Discrimination Charges Affecting Success of the Bureau's Don't Travel Drive, Says Cohen

OBJECTIONS of radio stations to donation of free time to Government Don't Travel announcements by railroads buy advertising in other media for similar messages were placed before the Assn. of American Railroads last week by the OWI Domestic Radio Bureau. Meeting with Col. Robert S. Henry, assistant to the president of the association, Phil Cohen, chief of the bureau, relayed the request of stations that the railroads give consideration to radio along with other media in advertising war messages. Mr. Cohen stated that Col. Henry is taking up the problem with members and that OWI hopes to have an answer this week.

Wide Objection

Mr. Cohen said he submitted to Mr. Henry reports received from OWI regional consultants regarding the reactions of stations to carrying Don't Travel messages. The consultants reported objections on the part of almost all stations, he added.

The attitude of the stations directly affects the interest of the Radio Bureau, Mr. Cohen explained, because "it is our business when we have a campaign which we are asked by the Office of Defense Transportation to conduct and a situation arises which jeopardizes that campaign."

OWI has assigned Don't Travel messages to approximately 70 network programs under its Network Allocation Plan during the two week period beginning Dec. 6, in addition to three announcements per day on 324 independent stations. The campaign is of special importance at this time, being directed against unnecessary travel during the holidays.

The campaign is designed to allow space for men and women of the military services. Forceful appeals, employing "hard-hitting" messages, are included in the fact sheets supplied program writers, and in the transcribed and live announcements sent stations.

Stations in the Chicago area protested to Elmer Davis, OWI director, early in the month that it was "unfair" to ask broadcasters to carry the announcements [BROADCASTING, Nov. 8]. A letter by Edwin E. Borroff, vice-president of the BLUE and OWI regional consultant in Chicago, stated on behalf of 14 stations that the feeling had reached the point that stations would refuse to carry the messages.

Objections to giving the railroads free time had been made by stations since last summer. A complaint charging discrimination was made by W. L. Gleeson, president of KFRO Riverside, Calif. [BROADCASTING, June 14]. Later, James R. Currie, president of KFRO Longview, Tex., filed a protest with OWI against the use of the advertisements [BROADCASTING, Aug. 23].
HE weekly program schedule of WSIX shows a total of 306 quarter-hours sold for the week ending November 20.

That, in a few words, tells the story of this station's outstanding popularity with advertisers and agencies.

Such popularity must be deserved! It is due, in large measure, to the recognition by advertisers of the thoroughness with which WSIX has developed its coverage of the Nashville market area.

National accounts seeking a tried and tested medium, bearing advertising's own stamp of approval, will find it here . . . and covering a market now at its all-time peak of prosperity.

Wire today for rates, coverage map, availabilities and any other information desired.

SPOT SALES, INC., NATIONAL REPRESENTATIVES
William H. Wagner,
Advertising Executive, Grove Laboratories, Inc.

Says—“Spot broadcasting should be called ‘hot’ broadcasting, because it’s hotter than a firecracker for building sales!”

Okay, Mr. Wagner—but how about calling it “hot spotcasting”? Because, as you yourself have proved so often, spot broadcasting can make even a cold market a very warm place indeed!

Whatever the name, we of F&P have seen spot broadcasting develop into one of advertising’s sharpest tools. We helped pioneer today’s basic time-buying methods; are determined to continue pioneering for even better, simpler, more efficient use of spot broadcasting. And we know that Step Number One toward that goal is to continue giving the most sincere, honest, and constructive service of which we are capable.

Free & Peters, Inc.
Pioneer Radio Station Representatives
Since May, 1932
Blue Promises Sharing of Net Ownership

Affiliates Advised To Apply for FM Outlets

PROMISED an opportunity to participate in the ownership of the network as its expansion to larger cities, about 170 BLUE affiliates were advised Nov. 15-16 at a meeting with the network's executives in Chicago to file applications for FM stations. Those in the larger cities were told to prepare for television.

Edward J. Noble, chairman of the board of the BLUE and its new owner, told the station owners of his plans designed to make the BLUE preeminent in its field. Mark Woods, president, revealed that the length of chain breaks will be extended from 18 to 27 seconds, effective Dec. 13.

Flexible Policy

Emphasizing that the BLUE will not follow outdated rules and policies established because of age, Mr. Noble said: "There are many policies now observed in broadcasting that no longer have merit. We are making a thorough study of freedom of speech, censorship and the regulations governing the sponsoring of programs. At the conclusion we may revise many old policies and create new ones. However, none of our policies will be sacrosanct. As conditions change, so will these policies. It is our intent to keep pace with changing times and not let ourselves be governed by regulations that were passed to meet conditions that no longer exist."

Meeting with the representatives of the BLUE affiliates for the first time since ownership changed, was given to the sale by FCC, Noble said: "The ideal operation of a broadcasting network would see the stock held by more people in America. Unfortunately, this is not practical. Other than saying that I would like to see affiliates and management holding stock, I don't want to go any further at present. Within a year I will be able to come to you with more concrete plans."

Because of the war and uncertainty as to network operations for the next few years, and because of the fact that 5 to 10 million additional dollars must be invested, purchase of BLUE Network stock at this time would be a hazardous investment, Mr. Noble said. He explained that, naturally, any stockholder wishing to sell is entitled to expect a return on his money. Huge expenditures for improvements and advertising might not be so easily handled during the first months of the BLUE. If stock were widely held, he said, and added: "In the beginning I will have to assume the financial risks myself. Naturally, I want to keep the property economically sound, but that is not my sole objective. I wish to make the BLUE America's leading network whether or not the operations in the beginning are profitable."

Other highlights of the meeting, attended by approximately 20 network executives in addition to the 17 station executives, included a report on time sales showing an increase of 61% in the past year; a recommendation that all BLUE affiliates immediately file applications for FM stations, an announcement by Mr. Noble that a station owner or operator will be initially added to the board of directors; and recommendations that all BLUE affiliates in major market cities file applications for television stations. The BLUE will file application for television stations in New York, Chicago, Los Angeles and San Francisco.

Detailed plans for an extensive advertising campaign were outlined by Edgar Kobak, executive vice-president of the BLUE Network. A quarter-of-a-million dollars, in addition to current trade paper advertising and advertising for WJZ, WENR and KGO, will be expended during the campaign, which will copy placed in magazines, newspapers, on outdoor display media and over radio.

Climbing Rapidly

"This is a consumer campaign," Mr. Kobak said, "and is designed not to sell the network directly, but to sell the programs to the radio audience. Radio is a combination of advertising and show business, and it is our belief that merchandising programs for the audience is fully as important as the building of the finest programs we know how to build."

Mr. Woods pointed out that the progress of the BLUE in the past year, both in coverage throughout the country and in programs presented, was made possible only because of the general revenue increase.

"Sales," he said, "have represented more than revenue. They have represented new programs for the BLUE and for the stations. It is because of these new commercial policies that we have been able to spend more and more money on the presentation, at our expense, of many fine, new sustaining programs. We have made far-reaching improvements in quality as well as in the quantity of programs."

Need of Leadership

The BLUE, reported Mr. Woods, is now consistently leading in morning hour listeners. In many markets the BLUE is also leading, in afternoon listeners, he said.

"We're well ahead during the hour-and-a-half that our children's shows are on the air. And at night we are climbing rapidly to the point where we are ahead of one of the other two major networks in 23 evening quarter-hours a week, and either ahead of or equal to the other network in 31 evening quarter-hours."

In introducing Mr. Noble, Mr. Woods said:

"While the record of the BLUE during its 18 months of independent operation has been impressive, none of us, either with the BLUE or with the affiliates, can rest on the job. With FM and television in the offing, and with advertising and program methods changing, we need strong leadership and leadership that envisions broadcasting as a public service and not as a mere profit maker. The BLUE Network Company and broadcasting in general is fortunate to have Edward J. Noble as its leader."

Phillips Carlin, vice-president in charge of programs, in discussing future program policies, said: "In borrowing programs cost is not a factor. We seek talent wherever it may be. We will develop new talent, and spend whatever amount of money is necessary to do so. In the respect our foreign news staff is being increased and we are already making plans for additional foreign pickups."

Advise that the subject of "acquire and hit-and-run" announcements had not yet come up for discussion, Mr. Woods stated that the length of chain breaks had been extended from 18 to 27 seconds.

Keith Kiggins, vice-president in charge of stations, in presiding at the meeting, introduced C. Nicholas Priaulx, complete a thorough study of the complex issues involved in fostering freedom of expression on the air, and be it further.

RESOLVED that the committee hereby requests that special attention be given in such study to the formulation of precepts which will assist the network and its affiliated stations in performing their responsibility to their listeners in equity and freedom. (Continued on page 18)

Harvel News

Harvel Co., New York, which has used radio extensively for its watches, on Dec. 19 starts a new campaign featuring John B. Kennedy on the BLUE, Sundays 1-1:15 p.m. It will be supplemented later with a new campaign, now being lined up by A. W. Lewin Co., Newark, agency in charge. Harvel sponsored news by John B. Hughes on Mutual and Don Lee Network from June to October.

BLUE AFFILIATES met last week in Chicago to meet Edward J. Noble, new network board chairman, and to discuss policies. Among those attending were: First row (1 to r) - P. H. Horgan, Blue; WSGN Bellingham; Earl May, KMA Shenandoah; Edgar Kobak, executive v-p BLUE; Allen Campbell, WXYZ Detroit; Mr. Noble, chairman of the board, BLUE Network; Harold Hough, KPGKO Fort Worth.


ANA Acts to Preserve Advertised Brands

Public Education Planned at N. Y. Meeting

THE DUAL task advertisers face today to do a better public relations job for themselves and for the free system of ad- vertised brands, and at the same time continue the task of educating the public on its wartime responsibilities, was forcibly presented to the assembled audience at the annual meeting of the Association of National Advertisers Nov. 17-19 at the Hotel Commodore, New York.

Freedom of speech on the radio, freedom of press and the whole system of American democracy depend, according to the public's basic freedom to choose a among freely competing brands, it was pointed out to the advertisers, with Paul B. West, president of the exporter, who devoted his entire talk Thursday to the dangers threatening the whole "system of production and distribution of advertised brands."

Radio Clinic

How advertising is meeting the problems of wartime came in for discussion at a panel discussion for ANA members on Wednesday, while specific media problems were examined in four panel discussions for members on Friday. Presiding over the radio session was D. B. Stetler, Standard Brands, chairman of the ANA Radio Committee, who with other radio-minded delegates to the convention talked over such problems facing the broadcasting industry as the current American Federation of Musicians record controversy, the Senate Committee hearings on the White-Wheeler bill and the recent negotiations with American Federation of Radio Artists.

Results of the ANA's fourth survey of public sentiment toward wartime advertising, conducted under direction of the public relations committee and financed by individual voluntary subscription, were announced in "highlight" form, while subscribers receive copies of the full report later this year. In general, the public seems to feel as in May, when the survey was made, that advertising is doing its job to help win the war.

At the morning session on Thursday, C. G. Mortenhamer Jr., General Foods Sales Co., and retiring chairman of the board of the ANA, presided over a session addressed by an agency man, a media executive and an advertiser.

Mr. West

Sharply criticizing advertising for "not doing enough" in the wartime emergency, James W. Young, senior consultant to J. Walter Thompson Co., startled his audience when he stated bluntly that although millions more dollars of space and time were needed to put over the urgency of war messages to the public, a large amount of what the field is doing is going almost entirely to waste.

"Pointing with pride, but viewing with alarm," as Mr. Young put it, to advertising's past, current and future contribution to the war effort, he listed the dangers which the industry seems to be facing. These included an ever increasing belief that the war is almost over, the lack of actual advertising power, and the many jobs the field is asked to undertake, and the many advertisements which still do nothing to help the war job at hand.

To counteract these dangers, Mr. Young offered some suggestions, including a resolve not to slump in wartime efforts until the actual day of victory is here, and to maintain the good reputation the industry has built up,thus winning even more good will from the American public.

Broadcasters Laundered

John Sterling of This Week magazine, in his speech on "What Happens When the Shooting Stops," compared the advertising in the last war, when that world conflict was hardly reflected at all in the advertising copy to the wartime advertising of today which is mature enough to gear itself to the job of telling the people how they can help. Using radio as an example, Mr. Young remarked that broadcasters have become much more conscious of a program's ability to do a good war job than they are of a particular advertiser who seeks one of the desirable hours, which are at such a premium today.

Current daily wartime problems should be the keynote of today's war advertising, Mr. Young stated, with the public consciousness turning to the simple everyday themes of how to live under war conditions. If advertising uses its powers to help win the war, the good will it creates will carry over into the post-war world.

Hit 'Drap Copy'

Speaking on the special problems war has brought to the producers of Trademarked merchandise and the special responsibility it has laid on the advertising manager, Carleton Healy, Hiram Walker Inc., and newly elected chairman of the government public relations committee, placed the responsibility for advertising "squarely...on the producer who signs the page...The space in newspapers and magazines and on billboards and the time on radio are his."

"...The average person doesn't like brag copy in wartime advertising," Mr. Healy continued, adding that "what we are asking for is sincerity and friendliness in copy in a season when business needs friends." He stressed the ANA's continuing interest in the relationship between public opinion and business repute, and recommended "the adoption of war themes" to "preserve brand reputation for the future" and to "make friends among critics also, particularly now."

The morning session closed with a slide presentation of successful advertisements using government themes, with Mr. Mortimer interpreting. He praised the grand job radio was doing as leader, along with other media, and apologized for "not being able to put a radio commercial on the screen."

At the luncheon meeting Tuesday, C. L. Crossley, chief of the division of agricultural economics, Minnesota U., discussed "Can the Farmer and Business Work Together," after which guests heard some of the results of a survey on what the farmer thinks of business, prepared for ANA by Crossley Inc.

Public Sentiment Study

In the absence of Dr. Henry C. Ling of the Psychological Corp., which assists the ANA in its public relations service, Dr. Albert D. Freiberg, Dr. Link's partner, interpreted the fourth of these surveys, with C. C. Carr, Aluminum Co. of America, and chairman of the ANA, public relations committee, assisting. Conclusions drawn from the survey which comprised 1,000 interviews with various economic groups in the four geographic divisions of the country are:

(1) Although there was a 4% decrease in the number of persons believing that companies should keep on with at least some of their advertised business during war, there was a slight increase in those feeling that companies should keep their names before the public via advertising, business going on a sound basis. (2) More than 50% still prefer ads with a war theme to those without. (3) Preference to buy from a manufacturer who advertises rather than from one who does not. (4) Over one-third of those interviewed expect the goods they want to buy after the war to be on the market in six months or less after hostilities are ended, whereas two-thirds named a year or less as the expected time limit for available goods.

Tying in with the last conclusion was the talk at Wednesday's closed session by Henry A. Dinegar, director of the durable goods division of the Office of Civilian Requirements, who said the Government is relying on advertising to help prepare the American people for the "critical period just ahead of us when many products will be going back into limited production." People are getting something in understanding specifically what this period means to them," he continued, "and (Continued on page 18)
BUY ONE . . .
GET THREE . . .

Plus!

Buy one radio outlet—get three markets, plus! That’s what you do when you buy WHO; you buy Iowa Plus—a tremendous territory made up of many groups of markets surrounding each metropolitan area. City, town, farm coverage—a total of 1,930 cities and towns—in a handy, saleable package, through WHO! It takes power to do a job like that. WHO operates on 50,000-watt 1A clear channel—delivers a really serviceable signal throughout the length and breadth of Iowa—offers hundreds of thousands of Iowa listeners the best signal available. Only WHO gives you one-station coverage of Iowa’s three big markets . . . cities, towns, farms. Ask us—or Free & Peters—for proof.

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives
Fly Urges Speed in Allocation Studies for FM and Television

Determination of Frequencies to Aid Manufacturers

AN EARLY study of radio allocations to determine the lowest and highest frequencies which are actually useful for television, FM and other services, plus careful attention to economic considerations were emphasized by Chairman James Lawrence Fly of the FCC at an extraordinary session Nov. 17 of the recently-formed Radio Technical Planning Board, the Interdepartment Radio Advisory Committee, Board of War Communications and the FCC.

Chairman Fly called the meeting Nov. 4 to formulate methods and procedure for cooperation between the industry and Government in the study and exchange of technical information concerning the technical future of radio. While no date for another meeting of the united groups was set, it is understood that exchange of information would begin as soon as possible.

Post-War Preparation

Allocation studies should be speeded, it was felt, subject to priorities of war work, even though characteristics of the higher frequencies are not fully known, because of lack of time to go into lengthy studies.

The economic aspect concerns determination at the earliest possible date of the best frequencies for the various services so that manufacturers can be ready with plans to produce equipment when materials are again made available. It was brought out that if no change is made in allocation of frequencies for television and large numbers of sets are sold under the present commercial standards, the effect would be to freeze the service without giving the public the benefit of new wartime developments.

Government departments concerned with radio problems have been invited to appoint observers to work with the thirteen panels of the RTBP.

Extreme high speeds of modern aircraft give rise to some of the technical difficulties from the standpoint of maximum use of frequencies, it was reported in a discussion of the radio problems in aviation. The meeting was also told about studies the FCC is conducting to determine the possibility of long distance skywave interference in present FM and television bands.

Chairman of the RTBP is W. G. Finch, vice-president of the General Electric Co. The Interdepartment Radio Advisory Committee is headed by T. A. Craven, FCC member. J. W. Jett is also Chairman of the BWC.\n\nRTBP panels and Government groups will study such problems as (a) major changes which may be required with respect to each service, i.e., standard broadcasting, FM broadcasting, television, aviation (domestic and international), FM television, radio-television, radio-television international point-to-point, maritime and Government; (b) changes to be made in the FCC's present standards of good engineering practice and other technical rules and (c) the possibilities of utilizing frequencies above 300 megacycles.

Present at Meeting

Members of the RTBP attending the meeting were:
- Comdr. Frank B. Langford (coordinator);
- Bond Golden (treasurer), RCA;
- George C. Strickler, RCA;
- Robert E. Sale, RCA Short Wave Radio League;
- Walter J. Damm, PMBC;
- Dr. George Gustafson, PMBC, general engineering department, Zenith Radio;
- Dr. Harry A. Elkins, general counsel, national department of Police;
- D. E. Noble, Galvin Corp.;
- H. F. Argento, Raytheon Co.;
- David E. Smith, Philco Corp.;
- F. J. Binger, Philco Corp.;
- Burgess Dempster, Crosley Corp.
- Howard Frasier, NAB; H. H. Beverage, RCA;
- E. W. Engstrom, RCA Laba;
- H. B. Marvin, General Electric; J. M. Con-
- stable; Charles J. Young, RCA Laba;
- John H. Hagan, Pastime Inc.;
- Ralph Brown, Bell Telephone Laba;
- Ray H. Manas, Stromberg Carlson MFG;
- F. M. Ryan, A. T. & T., C. M. Jankys Jr., Jan-
- sky & Bailey; George J. Armstrong, IRE;
- Harald Pratt, Mackay Ray & Tele-
- graph Co.;
- C. S. Julian, RCA laba;
- Fred Guthrie, RCA;
- Herbert A. Frieds, International Municipal Signal Assn.;
- Dr. Alfred N. Goldsmith, W. B. Metz, Syi-
- vanis Electric Exotic;,
- Charles J. Young, RCA Laba;
- John H. Hagan, Pastime Inc.;
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- Herbert A. Frieds, International Municipal Signal Assn.;
- Dr. Alfred N. Goldsmith, W. B. Metz, Syi-
- vanis Electric Exotic;,
Some National Accounts
Now On W-I-T-H

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

Charles Street is the Fifth Avenue of Baltimore. It’s lined with smart shops. They get the carriage trade. 8 of these finer shops use W-I-T-H exclusively.

W-I-T-H is the station that’s listened to... in Baltimore.

THE PEOPLE'S VOICE IN BALTIMORE

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

Represented Nationally by Headley-Reed

Tom Tinsley, President
Disc Strike Panel Holds Quiz Session, With Cases Concluded

NBC WOULD NOT sign a contract with the American Federation of Musicians enabling the network to resume the employment of union musicians for the production of transcriptions unless thenumber of letters of transcriptions is such that the income received from fees directly to the union for the AFM employment fund is required by that contract, C. Lloyd Egner, vice-president, in charge of NBC's Radio Recording Division, stated last Friday.

Mr. Egner made his statement in response to a question from Arthur S. Meyer, chairman of and public representative on the tripartite panel appointed by the National War Labor Board to investigate the controversy between the AFM and the manufacturers of phonograph records. Panel, also including Gilbert E. Fuller as the industry representative and Max Zuckovsky as the AFM representative, has assumed its public hearings on Friday after a recess of 10 days following the conclusion of argument by union and employer counsel.

No Exception

RCA Victor division of RCA, Columbia Records and NBC Radio Recording Division are the remaining parties, most of the other recorders having signed contracts with the AFM containing the principle of payment to AFM of royalties on recordings for the union to use to give employment to its unemployed members, men RCA, CRC and NBC argue they have never employed and so should not be asked to support.

Chairman Meyer pointed out that the AFM had refused to allow NBC to sign a royalty contract for transcriptions unless RCA at the same time also signed the contract for phonograph records. He asked Mr. Egner whether the transcriptions were removed, NBC would accept the contract for transcriptions only, and received a negative answer.

Friday session was a "clean-up" affair, with the panel asking the parties questions on many points covered in previous sessions to clear up apparent discrepancies in the record. One query about the differences in scales between employment of musicians for recording and for live performances drew from Mr. Egner the comment that although sound movies seem to have as great an effect on the employment of live musicians as transcriptions, the musician employed in the motion picture field receives $50 for a six-hour session, whereas he gets $108 for the same time spent in making transcriptions.

Mr. Egner added that in transcription work much is required by the union to spend 45 minutes of each hour rehearsing, being limited to only one 15-minute period within the hour.

Questioned about the view that in an open union like the AFM the equal treatment of an unemployed fund might attract more and more members, so that no matter how large the fund became it would never be large enough to solve the union's unemployment problem, A. Rex Riccardi, assistant to James C. Petrillo, AFM president, said that the union already includes practically all of the country's musicians. The $50 or $60 which any musician might receive from the union in a year would not be enough to keep him from taking other employment, Mr. Riccardi stated.

All They Ask

Expanding on this answer, Joseph A. Payday, AFM counsel, stated that 138,000 musicians are not an unduly large number in a country of 150,000,000 people, and that certainly the 60,000 or 70,000 musicians devoting their full time to music are not too many. But, even taking this number, the union does not ask the recording companies to pay the AFM fund to keep unemployed, he declared. All the AFM asks, he said, is that the recorders contribute fees to help alleviate the distress of those who are displaced largely because of the competition of mechanical reproductions of music. He compared the AFM fund to the WPA, which did not receive full employment to everyone, but which did a great deal to alleviate actual suffering.

Chairman Meyer raised the question of copyright, pointing out that the law favors the creators of music, etc., and asking how it was extended to cover recordings the record manufacturers could hope to have any rights. Robert P. Myers, attorney for RCA and NBC, answered that when one person produces a work of art the copyright will normally be vested in him, but where the work is a combined creation of a number of persons, such as motion picture, the right is vested in the producer, a condition which might also hold in recording.

Legal Provisions

He pointed out that the English, Canadian and Australian laws, which give copyright protection to recordings, vest the rights in recording companies, although the recording artists share in the royalties. Ralph Colin, CRC counsel, amplified Mr. Myers' statement, pointing out that the use of the violin solo comprises not only one man drawing a bow across strings, but another skilled man handling the pedals of the recording machinery.

Afternoon session was taken up with questions asked by the panel. A special session Saturday morning was called. Hearings will be completed Monday.

Ad Club Hears Baillie

HUGH BAILLIE, president of UP, in an address before the Advertising Club last week, warned that Government encroachments on free interchange of news in the future war emergency measure must be eliminated immediately after the war if this interchange of news is to continue. He paid tribute to the late Ed L. Keen who, as general European manager of the UP, did as much as any man to build an independent American news coverage in Europe.

MBS Board Session

MEMBERS of the Mutual Program Operating Board will meet Nov. 29 at the Drake Hotel, Chicago, to discuss winter programming plans. Adolph Offiger, MBS program director, will preside, and those attending will include Miller McClintock, Mutual president, C. M. Hunter, WKRC-CRC Cleveland, Frank Schreiber, WGN Chicago, Linus Travers, WNAC Boston, and Julius Seebach, WOR New York.

WMCA Decision Held

DECISION was reserved Nov. 19 by the appellate division of the New York Supreme Court on the appeal of William Graham from a reversal of the denial of a stay order preventing the sale of WMCA by Edward J. Noble, owner of the BLUE network, pending trial of Mr. Flamm's suit for a rescission of his sale of the station to Mr. Noble in January 1941.

Correction

WERN, Warren, O., which became Broadcasting, Nov. 11 (Broadcasting, Nov. 15), is owned by Frank T. Nied and Appellate Judge Perry H. Stevens of Akron. J. Marion O'Hara is general manager, and not owner, as broadcasting incorrectly stated.

E. Mullen, NBC vice-president and general manager.

No action was taken by the board on district meetings, pending further studies, in view of travel conditions. It is uncertain that a schedule of district meetings not yet held will be worked out for early December or January.

Addition of five members to the post-war planning committee was approved by the board. They are: Lewis Allen Weiss, Don Lee; J. Leonard King, Chicago; and Eugene Carr, George A. Richards stations (WJAR, WGRG, KMPC), and Karl Koerper, KMBC Kansas City, Chairman of the news committee, and Pengert, KNRR Roseburg, Ore., chairman, small stations committee.

Hold-over members are: Messers. Gillin; Nathan Lord, WAVE; G. Richard West, WIS; William Bradley, KYO Tulsa; James W. Woodruff, WRBL Columbus, Ga., all board members, and the following committee chairman: John V. L. Hogan, WQXR New York, and hold over, WSPD Toledo, O., Research.

Page 14 • November 22, 1943  BROADCASTING • Broadcast Advertising
1. Now carrying over 95 sponsored program-hours per week.

2. Advertising under contract more than 50% above last year.

3. Four of Nashville's large department stores using 36 programs per week.

4. National advertiser writes: "You are lowest cost-per-dollar station on our list."

5. Station received mail from all but 63 of 921 counties in 13 southeastern states within a three month period.
TOO POTENT PAPER DRIVE

Mills Again Using Radio to Start Flow
Of Waste Paper From Consumers

announcer's message, which informs the listener where to give his waste paper.

To this end, a campaign now in progress is operating with the approval and cooperation of the Salvage Division of the War Production Board. The Office of War Information has included the appeal for waste paper in its radio allocation program (BROADCASTING, Nov. 8). Because of the critical shortage of waste paper, resulting in the closing of some mills, direct radio announcements on 85 national network programs and 72 regional network programs, was begun for a three-week period starting Oct. 25. It is estimated that this intensive grouping of spot broadcasts, given on both daytime and evening shows, commanded at least 363,500,000 listener impressions. Agency in charge handling the campaign is Ollan Adv. Co., St. Louis, Mo.

Sportscasters Address Radio Executives Club

SPORTS Broadcasters, members of whom were guests of honor at last Thursday's luncheon of the Radio Executives Club of New York, when Red Barber, Joe Has- sel, Ted Husing, Stan Lomax, Bill Stern and Don Dunphy spoke briefly on sports broadcasting in war time. Bertram Lebar Jr., sales manager of WJZ, New York, and sports broadcasts under the name of Bert Lee, acted as chairman for the session.

Out of town guests included: Ben Ludy, WIBW-KCKN; John Ford, WIND; John E. Pearson, John E. Pearson, WKBW, Owego, N. Y.; KFEQ; Lambert B. Beeuwekes, Michigan Network; Fred G. God- dar, KXBO; Elegio Kathryn Richards, USN.

REC President Murray Graham announced that Mayor F. H. LaGuardia of New York will address the Club's next meeting Dec. 2, and that Sen. Burton K. Wheeler has tentatively accepted an invitation to speak Dec. 16.

Film Drive Starting

TWENTIETH Century Fox Film Corp., New York, will blanket the country with spots announcing for the Don Amiche film "Happy Land", starting 10 days prior to its low premiere (Dec. 2) with spots at varying frequencies on 11 midwest stations. Tying in with the Iowa background of the author, McKinley Cantor, Twentieth Century will run transcriptioned dramatic excerpts from the movie. KNTK WMT WNAK KSCJ WOB WBF WKG KMA KBUR KOL, and Burlington, are being chonicized with the release of the movie in other regions. New England is the next area to be covered, and that is Kayton-Spiero Co., New York.

Thompson Award

JACK THOMPSON, foreign correspondent for Mutual and the Chicago Tribune, has won the Order of the Purple Heart for courage sustained when he jumped with Army paratroopers near Victoria, Sicily, during the invasion to an announcement from Algiers Nov. 17. Mr. Thompson is now en route to Cairo.

Patman Upbraided
For 'Political' Talk


TAKING ADVANTAGE of the offer extended by Fulton Lewis Jr., minority commentator, to answer Mr. Lewis' comments in cable dispatches, Rep. Wright Patman (D-Tex.) last Monday night assailed the Republican party in general and Rep. Joseph Martin Jr. (R-Mass.), House minority leader, in particular as "political enemies of the President'.

On the floor of the House last Tuesday Rep. Patman was generally critical of Mr. Martin's remarks, but refused to make the editorial comment on the air. "To do the issue and resort to personalities not only denotes weakness but downright feebleness," he asserted.

Gave Up "Valuable' Privilege"

In his own behalf Rep. Patman said he filed his complaint with the FCC (Miller McClintock, minority FCC president), rejected his demand for time on Mr. Lewis' broadcast to answer the commentator but offered himself at another time to be "mutually agreeable.") Rep. Patman told his colleagues he accepted an offer of Mr. Lewis' manager to speak on the 7:15 p.m. spot "without any reservations."

"I did not presume I would be under obligations to Mr. Lewis by so doing since I was foregoing and giving up a valuable privilege by withdrawing my complaint before the FCC," said Rep. Patman.

In his broadcast, Rep. Patman quoted Raymond Clapper, Scripps-Howard columnist and MBS commentator, as saying: "Several Rep. submissions to this committee were not heard and were returned. The committee was out of line, and I am the one who is to be heard."

Law In Prospect

Rep. Mundt (R-D.) stated he would have a law prohibiting commentaries or columnists who, he feels, have stepped out of line, praised Mutual and Mr. Lewis for their "fairness" in giving Rep. Patman time, but said he would introduce such a measure as a "political tirade" instead of an answer to the commentator.

"I think when private citizens or public officials are attacked or criticized on the air they should have the right of rejoinder," said
When a client recently asked us to make a check of the audience listening to his foreign language program, we called in a reputable survey service. We hoped we'd make a good showing. At our first peep of the survey, our eyes nearly popped out of our heads. The results were so amazing, we could hardly believe our optics.

The first words we uttered were, "ARE YOU KIDDING?", for there in cold typewritten type was an amazing story of listening preference and loyalty. To put it mildly, WHOM, in a survey of one group of homes of foreign born New Yorkers, led every other station in listeners from 6 p.m. to 9 p.m. That's a full three hour period.

From 6 to 8 p.m., WHOM actually had double the listening audience of the four major network key stations combined. Here are the highlights of this survey.

<table>
<thead>
<tr>
<th>Time Period</th>
<th>WHOM</th>
<th>Station A</th>
<th>Station B</th>
<th>Station C</th>
<th>Station D</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-7 P.M. % radios on</td>
<td>7.6</td>
<td>1.1</td>
<td>1.3</td>
<td>.9</td>
<td>.9</td>
</tr>
<tr>
<td>7-8 P.M. % radios on</td>
<td>8.2</td>
<td>3.2</td>
<td>2.2</td>
<td>2.4</td>
<td>1.5</td>
</tr>
<tr>
<td>8-9 P.M. % radios on</td>
<td>8.8</td>
<td>6.4</td>
<td>6.9</td>
<td>1.5</td>
<td>1.3</td>
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<tr>
<td>3 Hour Average</td>
<td>8.2</td>
<td>3.6</td>
<td>3.5</td>
<td>1.6</td>
<td>1.2</td>
</tr>
</tbody>
</table>

Suffice to say, the sponsor stayed put. Perhaps you'd like to have a copy of this survey, so that you may see for yourself that the foreign language audience is worth investigating. We'll be glad to have a representative tell you the story of WHOM, and bring along your copy of this amazing survey. Just phone or write when you prefer to have us call.
ANA Acts to Preserve Brands

(Continued from page 10)

they are going to expect to get at least some of it from you.”

Pointing out that for some time ANA has devoted its attention to an honest depiction of advertised products, Mr. Paul West mentioned the paradox whereby the people showed complete faith in America’s branded and advertised products by buying them, yet at the same time people permit that ABC grade labeling would be a good idea, or support, directly or indirectly, “political thinking that is destructive of this system.”

Querying why advertisers haven’t applied the “same exacting test” to their advertising as they have to a particular branded product, Mr. West said—“The fact is that while our advertising has been predominantly right—honest, truthful and informative—it has too seldom made its usefulness plain to the reading public.”

Mr. West then discussed the hope expressed by the ANA to prepare the advertiser for what Mr. West phrased as “the battle of our economic lives.” Entitled You and Your Brand, the booklet reminds the advertiser of fundamental truths he might forget on how brands first came into existence and how they have become valuable to the advertiser, to the consumer and to the nation as a whole. To put over this value, it is up to the advertiser to follow advertising and sales methods he has members of the FCC and others in the public life, and which have included attacks upon the NAB Code. He likewise was instructed to take into account the position of CIO against the Code and AFL, which have followed earlier CIO legislation for a “Free Radio.”

The NAB Nominating Committee, appointed to consider nominations for the NAB presidency, in view of the expected termination of Mr. Miller’s term next July, met prior to the board meeting without formal action. Don Elias, WWNC Asheville, is chairman. The committee reported to the board that it was exploring the matter and would submit a report later.

The board also adopted a resolution on the Fourth War Loan Drive, pledging the industry’s support. At the dinner meeting Wednesday, Chinese pheasants, shot or trapped by Barney Lavin, WDAY Fargo, were served. Herb Hollister, KANG Wichita, was a popular attraction at the embroidery.

Attending the meeting aside from those mentioned were: Hugh A. L. Half, WAOX; E. L. Hayek, KATE; Leslie C. Johnson, WHFB; Frank King WNNB; J. O. Maland WHO; H. H. D. Smith GO 3; Spence KKRO; Roy Thompson WFBG; Arthur Westlund KRE; Hoyt B. Wooten, WREC; Ed Yocum, KGHL.

ANA Video Audience

NBC Survey Shows 80% Sets Working, Market Assn. Told

SLIGHTLY OVER 80% of the 4,600 television receivers in the New York area are in good or fair working condition, while the average audience of twenty-five persons, according to an NBC survey made during the past four weeks, and released by John T. Williams, manager of the NBC television department, was made on the American Marketing Assn. last Wednesday in New York. C. E. Hooper, of the research firm bearing his name, addressed the group on general audience trends.

The NBC television questionnaire included queries on make of set, size of screen, frame, composition, etc. Based on a 32% return, 11% of the sets are out of commission. Almost 200 public places, primarily police precinct houses, replied that the average audience at their receivers is 155 per set. Despite wartime restrictions, survey showed a responsive television audience throughout the New York area, Mr. Williams said.

Mr. Hooper told the group that the average evening program rating in winter will vary fractionally from the ratings of last year. Giving a break-down on sponsored programs, Mr. Hooper stated that there are now 125 sponsored evening shows as against 127 last year. While this increase under normal conditions might be expected to create an increase in the ‘Sets in Use Index’, and a decrease in the ‘Average Rating Index’ no such result has occurred. The answer probably lies in the fact that many well-established programs, formerly carried on a sustaining basis, this year appear in the column of sponsored shows,” he said.

The General Electric film on television eating, prepared by Robert L. Gibson, in charge of programming, WRGB, the G-E television station in Schenectady.

NAB Board

(Continued from page 14)

Edward Bill, WMDS Peoria, Ill., Public Relations, Rand Corporation, WHO Des Moines, Program Managers; Dietrich Dirks, KTRI Sioux City, Sales Managers; George Burbach, KSD St. Louis, MPRC Milwaukee, WTM Cedar Rapids, Codon.

A detailed report on the NAB Retail Promotion Plan now being shown throughout the country to sell radio as an advertising medium was heard from Mr. Morency, chairman of the committee. President Miller was authorized to appoint a committee to consider how the Plan’s showings should be followed up.

President Miller was instructed to explore the whole question of “Freedom of Radio” engendered as a result of positions taken by

Blue Meeting

(Continued from page 9)

Blue Leases Rights

THE BLUE has signed a one-year lease for the Rights Theatre at 219 W. 48th St., with a carrying capacity of 906 to accommodate the increased studio audiences attracted by the number of programs featuring comedians and “name” stars, it was announced last week. First program to originate from the theatre will be Patsy Kelly’s "Radio Hall of Fame, which starts Dec. 5.
just one man's opinion

It is to be expected that a radio station should have a first-rate opinion of itself, overemphasizing its good points, perhaps, and glossing over its weak ones.

The pictures which Oklahoma City stations exhibit publicly, therefore, are sure to show them from their very best angles.

But there is one painter of radio pictures who is not paid to please a station but to depict it in true detail... the realist, Hooper, who paints pictures of radio listening which advertisers can understand.

Hooper's picture of Oklahoma City shows WKY dominating the summer scene, May through September, with 44% of the morning audience, 57.4% of the afternoon audience, and 53.2% of the evening audience at its feet. Three other stations may be seen sharing the balance.

Hooper's picture is the reflection of majority opinion in Oklahoma City. And majority opinion of both listeners and advertisers is that WKY lives up to all of the beautiful pictures which have been painted of it in the past.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Fifty-one years ago, a young man named James Black came to the then village of Waterloo. He opened a dry goods store... a tiny store... only 20 x 80 feet. “Jim Black” as he was known to the community, had, besides an unlimited capacity for work, a friendly personality. Early morning found him at the door of his store greeting customers. His cheery “Good Morning Sarah, or Jane, or Mary” can even now be recalled by a few of the older residents of this area. He remembered names... he knew the children... he was friend and neighbor to all. He invariably asked as the customer was leaving: “Did you find what you wanted?” If not, Black’s would have it the next time the shopper came in. Yes, Jim Black was a tremendous influence in building the good-will that is Black’s. His successors have carried it on. They have found through KXEL a neighborly and friendly voice—a mass sales and good-will builder which in a measure takes the place of that enterprising young man 51 years ago. As James Graham, President of Black’s today says: “KXEL has shown us the path to successful use of radio in department store operation. A survey recently made convinces us that our customers in the city as well as rural areas listen and act on our programs over KXEL. We have found that a department store can profitably use radio.”

JANE FOSTER...
“For Women and About Women”... is the neighborly friend who calls on KXEL listeners every morning for Black’s. She brings a personal message—a woman to woman, Mother to Mother message—woven around this great store. She has become a potent influence on shopping activities out here. A recent survey shows that three quarters of the women in homes in this area listen either regularly or occasionally to Jane Foster. This program is designed to bring tangible results and it does.

GEORGE CREMEENS...
with the news at 10 P.M. is the nighttime voice of Black’s. In a recent survey, regular and occasional listeners to this program reached the almost unbelievable total of 85% of the farm and city folks in Waterloo’s shopping area. It is natural that an institution like Black’s—an institution that is rooted deep in the Iowa way of life—should render a news service to their host of friends and customers in this area.

JOSH HIGGINS BROADCASTING CO., Waterloo, Iowa
Studios in Waterloo and Cedar Falls, Iowa

50,000 WATTS BASIC BLUE

KXEL
IOWA

REPRESENTED BY
JOHN BLAIR & CO.
When Survey of Radio in Iowa Shows 97.2% Sets Functioning

INCREASED LISTENING REPORTED; COMEDY GAINING POPULARITY, WITH NEWS IN SLIGHT DECLINE

IN THE SIXTH consecutive annual survey of radio listening in the State of Iowa, conducted by Dr. D. E. L. Ketchum, of Champaign, Ill., it has been found that the percentage of sets in working condition has held to a level closely approximating like figures in previous surveys. For the state as a whole, 97.2% of the set-owning families reported ownership of sets in working condition. The percentage of working sets was found highest among urban families, 98.4%, and lowest among farm families, 94.7%.

The survey was prepared by Dr. Whan for WHO, Des Moines, and was published by the station.

Principal cause of the smaller number of working sets in farm homes is shown to be the dependence of 35% of Iowa farm sets on battery power. In the state as a whole, 1,566 homes reporting such sets were asked the condition of the batteries, with answers which were tabulated as follows: "Don't know condition of batteries, 10.5%; Batteries in good condition, 43.9%; Batteries in weak condition, 30.6%; Batteries are dead, 15.8%".

SITUATION EASED

At the time the survey was made (April-May) 25.8% of the dead battery sets had been out of order three to six months; 28.1% for two months and 26.8% for one month. Subsequently, a WPB program scheduling battery production for dealers serving the rural market is believed to have relieved the farm radio battery shortage to a material extent.

In the case of the batteries affected listening on farms is shown by the 16.3% of battery set owners who reported less listening in 1943 as compared with 1942, while only 6.8% of the sets in use higher line power reported less listening.

For the state as a whole, 39.4% of the reporting families said they spent more time listening to radio than a year ago, only 7.7% said that they listened less. The study showed relationship between the amount of listening done and amount of time spent at home, linking both with gasoline rationing as one cause for increased listening. Nearly half reported spending more time at home since gasoline rationing began.

News tops the survey's list of program materials based on listeners' choice of "five best-listened tykes". A comparison of sets in use after 10 p.m. shows that the proportion of broadcasting journalists is in the 10:15-10:30 p.m. period have a much lower tune-off percentage at 10:15 than those whose last news period in the 10:15-10:30 p.m. period. It would seem that a portion of an audience can be held until a later hour by use of a newscast," the survey concludes.

An outstanding feature of the Iowa survey is the data provided on specific best-liked programs, and the effect of age, sex, education and place of residence (reflected occupation) upon the selection of programs by the listener. One tabulation in this section of the study shows trends in popularity of program material. This shows, interestingly, that while news broadcasts top the list, their popularity has declined slightly from last year.

Comedians, popular music, complete drama, variety shows, classical music and serial drama have increased in popularity among both men and women since the last Iowa survey was made. While the male audience would add audience participation shows, devotional and religious music to the list, three types which showed slight declines in favor with women listeners. Other types which declined slightly in popularity among both men and women were, in addition to newcasts: sportscasts, market reports, oldtime music, band music, and music and radio news.

Texas Game on Shortwave

IN RESPONSE to petitions from the AF overseas requesting broadcast of the traditional Texas A. & M. vs. Texas football game, Mutual has arranged with Humble Oil & Refining Co., Houston, owner of exclusive rights, to present the entire game Thanksgiving Day 2:45-5:00 p.m. (EWT), on a coast-to-coast hookup, with shortwave broadcasts to the European and Mediterranean theaters, the Aleutians and Alaska, South and Central America and the Pacific. Humble will sponsor the game daily.

Candy Campaign

CAFÉ ZANZIBAR, New York, is venturing further into radio, with a new schedule of spot announcements on WNEW WHN WHF WPAT. The restaurant is testing various stations, times, and commercials, the latest announcements combining club talent with brief poetry passages praising the night spot's romanticforeign atmosphere. The club midget follows the spot introduction with the cale of 'Zanzibar'. A sample of pianist Maurice Rocca's "ragtime" is included in the one-minute transcription. Club uses both daytime and nighttime spots. While initial use of radio has been satisfactory, newspaper advertising continues to get the majo part of the appropriation, according to Blackstone Co., New York, agency in charge.

SPECIALS

The new series features Daniel Schacht in the role of Count Dubiliers, a Polish nobleman who lives in the Athenaeum and has been forced to flee his homeland during the war. The action takes place during World War I and revolves around the fate of the Dubiliers family. The series is produced by Allied Pictures and is distributed by Mutual.

Capitol Quiz

WASHINGTON radio quiz titled "Battle of the Bureaus" has started on WTOP Washington. It was arranged by John McLean from the recreation center of Arlington Farms, home for thousands of girls just across the Potomac River in Virginia. Show is a competition between two government bureaus, each bureau represented by a team of four persons. Questions are varied and often unique; prizes are War Saving Stamps. A bureau executive from each competing government division serves on the committee of judges. Program is prepared by Women's Wearing Apparel, Washington Clothing Firm.

Nets Beam News Direct From Italy

CBS, NBC, BLUE Reporters Broadcast From Naples

FIRST American news broadcasts to come to the ears of enemy territory on the European continent in the last three years reached listeners to three of the major networks on Nov. 14, when CBS, NBC and the BLUE carried news reports by their respective correspondents from allied headquarters in Naples.

Winning first chance by the toss of a coin, the foil of the American correspondents was CBS, whose dramatic news summary of the American Fifth army at 9 a.m. on the CBS News of the World program was followed by Don Hellenbeck for NBC, George Hicks for the BLUE, and Merrill Mueller, also for NBC. Each of the radio correspondents spoke via an Army Signal Corps vhf transmitter, perhaps the first of which were from a former NBC transmitter, constructed by NBC engineers 10 years ago and salvaged at various times in its travels about the world.

Mutual reported that Seymour Korman, its correspondent with the allied forces in Italy, broadcast a report from the Naples station Nov. 16, 10:45-11 a.m.

Gripsholm Pickups

Another dramatic radio pickup also took place last week when the press ship "Gripsholm" docked Nov. 15 at Rio de Janeiro, with Mutual, CBS and NBC presenting special broadcasts. Mutual's correspondent in Manaus who was interned by the Japanese, interviewed various passengers on the ship at 6:55 a.m., on Mutual, while NBC, by request, not of MBS, carried a transcribed rebroadcast of his report at 11:25 p.m. CBS picked up Jack Adams, a local Rio correspondent, while WOR, by request, carried interviews of whom have been interned by the Japs since the fall of that city.

According to Mr. Gunnison on his broadcast, "the real news from East Asia is that there are segments of the population waiting for enough United Nations forces to arrive to permit them to rise against the Jap invaders and help drive them into the sea."

Rallroad's Spots

UNION PACIFIC RAILROAD, Los Angeles (help wanted), in addition to a weekly quarter-hour newscast, currently sponsors twice-monthly music programs in Mutual's Liebehallum, with daily participation in Facing Facts on KFWB Hollywood. The railroad also uses three spot participations per day in the Consolidated Merchants program on KFWB and KMPC, Beverly Hills, with daily participation in Polly & Pat on KPAS Pasadena. Agency is Cables Co., Los Angeles.

Page 22 • November 22, 1943 BROADCASTING • Broadcast Advertising
THERE’S A CHAIR RESERVED FOR YOU!
AT THE FARM BREAKFAST TABLE

Farm BREAKFAST HOUR
6 A.M. TO 7 A.M. MON. THROUGH SAT.

LIVE NEWS — LIVE TALENT — LIVE REPORTS
A “live wire” show now being sold on the participating basis!

Yes sir, a spot on the WSPD Farm Breakfast Hour—6 to 7 A.M.—is like sitting at the breakfast table with hundreds of thousands of Ohio, Michigan and Indiana farmers—listening to their favorite music—talking about your product.

This established show, built for the rural audience, is now open to national advertisers.

Just Ask Katz

WSPD
TOLEDO, OHIO
IF IT’S A FORT INDUSTRY STATION YOU CAN BANK ON IT
AMONG THOSE ATTENDING film showing of "Air Force and the Retailer" at Barbizon Plaza, New York, Nov. 18 were group of Compton Advertising Agency executives. Presentation was under auspices of WABC, WEAF, WJZ and WOR. Left to right: John McSweeney, timebuyer; Jean Lawler, radio dept.; Harriet Bellille, Fed Apt, buyers.

N.Y. Retailers Are Stimulated by NAB 'Air Force'; Voice Some Criticism, Too

EFFECTIVENESS of NAB’s "Air Force and the Retailer" in stimulating interest in radio among retailers was demonstrated last week's showing in New York. Advertising and merchandising executives of the city's major retail establishments expressed almost complete agreement in praising the presentation as far as it went, but criticized its failure to deal specifically with local problems of the stores.

Length Criticized

The more than 200 retailers almost unanimously requested the five "How to Do It" booklets, expressing the hope that these volumes would provide more direct answers to questions about the application of broadcasting to their individual advertising problems. A more direct effect of the presentation was voiced by the sales manager of one large department store who said he had been thinking about using radio, without doing anything about it, but as a result of the showing he was now taking action to put his store on the air.

Colin Cruikshank, advertising manager, Spear & Co., described the presentation as "straightforward and clear; it should help every retailer," adding that he was looking forward with much interest to getting the booklets. Bertha E. Helzer, personnel director of Hearns Dept. Stores, found the showing "very interesting and very enlightening, something that we all get something out of." A. Ferris Spear, merchandising manager, James McCravy & Co., said: "The presentation was well done, but from our point of view it was not localized enough."

J. H. Kanner, manager of the New York Better Business Bureau, declared himself "deeply impressed" with the showing, stating "I wouldn't have missed it for anything." May Deutsch, training director, Saks 34th St., praised the presentation, but said she came away feeling "a little cheated" because there was not enough on the application of radio to the retailer's immediate problems. The length of the showing was criticized by a number of store executives who felt it could have been shortened without injury.

Lewis H. Avery, NAB director of broadcast advertising, expressed gratification at the tenor of the comments, explaining that the presentation was designed to stimulate the retailers' curiosity about radio, but did not pretend to supply any specific answers to their questions. Some of the answers, he said, will be furnished by the follow-up booklets, which he described as direct sales promotion literature, but he added that the job of getting the individual stores on the air is the job of station salesmen, whose knowledge of local retail problems cannot be duplicated in any general presentation or literature.

Four Sessions

The New York showing was presented in four sessions, Monday through Thursday of last week, with Mr. Avery as master of ceremonies. On Monday James V. Connell, WEAF, introduced Mr. Avery to an audience of advertising agency, newspaper and trade press representatives. Tuesday the audience was made up of department store executives, and John S. McNeil, WJZ, handled the introduction.

Arthur Hull Hayes, WABC, opened Wednesday's showing to a group of national advertisers, and Rufus C. Maddox, WOR, started the Thursday session for teachers of business administration and marketing at New York's colleges and universities. Total attendance during the four days was esti-
Key to a world within a world

To inspect metal, judge its inner worth with the aid of electronics, is to add a vital chapter to war industry's book of knowledge. More, it is to write a preface to the mightier book of the future.

This same science of electronics, which finds the structural flaw in war metal, holds great possibilities whose commercial use awaits only the welcome day of peace.

Infinite additions to the knowledge, the safety, the comfort of modern man continuously reveal themselves in the quick flutter of the electronic tubes.

This is an inspiring reason why at Sylvania, in our work with electronics, as in everything else we do to widen the range of the eye and the ear, we set for ourselves a single goal — the highest standard known.
RADIO NACIONAL LINKS AMERICAS

SERVING as a cultural link among the Americas and as a potent weapon against Axis propaganda, Radio Nacional, the most powerful shortwave station in South America is now concluding its first year of operation, chalking up another triumph for wartime radio engineering.

Dedicated "to the service of civilization, to the purpose of good neighbor relations, to the sacred cause of freedom", this Brazilian Government RCA unit transmits programs in English, Spanish and Portuguese. Reports from Europe, Africa, Asia, Australia and the Americas attest to the technical excellence of its transmission and the quality of its programs.

A 50 kw transmitting RCA Type 50-HF, carries the voice of Brazil around the world. This is the same type as that used at Leopoldville in the Belgian Congo and at Brazzaville in French Equatorial Africa. It includes two of the complete radio frequency channels which permits rapid setting up or changing frequencies to any point in the range from 6 to 22 megacycles.

Installed by RCA

Radio National's transmitter, located about 12 kilometers from Rio de Janeiro, was installed by the international department of RCA Victor through its subsidiary company, RCA Victor Radio, S. A. of Rio de Janeiro, with John Dawson, company engineer, supervising installation. The equipment was shipped out of the U. S. a time when coastwise service along the Atlantic was menaced by World War submarines and the project was completed under great hazards.

Development of the 50-HF transmitter was begun by RCA about a year before Pearl Harbor, when the increasing importance of high-power international broadcasting became apparent. It is now being produced by RCA for United Nations shortwave activities throughout the world.

The Rio transmitter is laid out with power supply and modulator units in the center, so arranged that they may be switched out of either of the RF channels located at left and right of the central compartment. The switchover requires no more than 5 seconds. Each of the channels is complete from crystal to output amplifier stage and contained in a separate compartment with separate interlocking system so that one may be entered for work while the other is on the air.

Five of the station's eight antennas are directional, two of which are beamed to the U. S., two to Europe and one to Asia. The three non-directional antennas operate on the 16, 25 and 31 m. bands. Shortwave broadcasts are transmitted under three identification calls with the following frequencies and wave-lengths: PRL-7, 9,500 kc, 30.86 mc.; PRL-8, 11,720 kc, 25.60 m.; PRL-9, 17,850 kc, 16.91 m.

Home of Voice of Brazil

MJ. Armstrong Disputes Interpretation

Put On Jett's Statement Of FM's Future

Editor's BROADCASTING: IN YOUR issue of November 6th, under the heading "FCC Calls Post-War Technical Session", you quote the Commission's Chief Engineer, Mr. Jett, as follows:

"FM is not destined to become the primary broadcast to the future, despite its advantages of high fidelity and in elimination of noise, because listeners in the primary areas of many powerful stations get highly satisfactory reception and would not likely care to change to FM exclusively."

While I seldom find occasion to disagree with any statement of Mr. Jett, I would certainly do so in this instance he had drawn the conclusion that FM is not destined to be the standard broadcast system of the future. The fact is that Mr. Jett did not draw such a conclusion. What he said was the following, and I hear quote from the release by the Commission of Thursday, November 6th entitled "Notes From News Conference":

Q: Do you think that standard broadcasting will be continued when the new allocations are made?

Mr. Jett: Yes, because as I have said . . . there are 60,000,000 standard band receivers in this country. It is quite possible that personal savings of many of these receivers will not wish to shift to FM until they have had the opportunity to test its qualities in their local areas. Then, it will be a long time before FM is available throughout the country. It must be borne in mind that primary service in the standard band is very good, and many of the present owners of standard band receivers will not wish to change to FM. So the new bands will not be a threat to the standard service.

Edwin H. Armstrong

Department of Electrical Engineering
Columbia University
New York City

Nov. 15, 1943.

The Broadcasting account of Mr. Jett's observations on the future of FM included the following sentence, in addition to the portion quoted by Maj. Armstrong: "because the FCC's version of the proceedings, from which Dr. Armstrong quotes, is entitled "Notes on News Conference", and is a revised and edited account based on the transcript.

WJW Cleveland

Now in Operation

Move From Akron Affect Without Interruption

WJW Cleveland is now operating full time with 5,000 watts as a basic BLUE outlet, having effected its transfer from Akron without interruption. The station began broadcasting from its new location Nov. 14, 520 kc. (BROADCASTING, Nov. 15). It formerly operated on 1240 kc.

 Owned and managed by W. M. (Bill) O'Neil, WJW started with 500 watts in Mansfield, Ohio in 1926. In 1932 it moved to Akron with 100 watts, later increasing to 250 watts. The increase to its present power was originally granted for a time before the new transmitter was put in operation the move to Cleveland was negotiated and the 5,000 watts installation including the four tower directional system was moved to North Royalton, 10 miles south of Cleveland.

WJW studios are in the renamed WJW building on Euclid avenue at 4th street, formerly the Kinney-Levan building. Formal opening, awaiting final decorations, will be celebrated by appearances of many BLUE stars and several network originations.

Waddell Continues

Hal Waddell continues as sales manager. Waddell, formerly program director of WCLF Chicago, has been named program director. Robert Wheeler, formerly of the Akron Beacon Journal, heads the local sales department, with G. H. Fleishman, salesman.

Jerry Roberts continues as chief engineer, with a staff including Douglas Rouch, John McPherson, Ray Bailey, C. A. Gillian and Everett Fritchard.

L. A. Gifford, formerly of WHBF Rock Island, is production director; Jean Law, women's director; Frank Gajewski, traffic director; Luddy Griffen, formerly with NBC Chicago, traffic manager, Bruce MacDonald news editor; Don Kayler, musical director; Earl Harper, sports; and C. M. (Bobbie) Robert- son and Ben Stiller, publicity and promotion.

Announcers include Marvin Cade, Dick Hatton, Stanley Peyton, John Beaudette, John and Lee Leonard. Other staff members are Lilly Heyer, Miriam Orr, Charles Dolan, Marjorie Morley, Maurice Goldman, George Stewart, Lois Becka and Virginia Heidt.

WDAY's Future Home

WDAY Fargo, N. D., has purchased the Orpheum Theatre Bldg. as the future home of the WDAY studios and administrative offices. The building was acquired in September and the time during which construction operations are permitted, quarters in the Black Bldg. having been outgrown.
Twelve hilarious Quarter Hours for your Christmas Promotions

"Happy the Humbug," is best described as the present-day Alice in Wonderland. Written primarily for children, this great recorded show—with its charming, whimsical, tender humor—is also chock-full of uproarious tongue-in-cheek stuff that sails over the little ones' heads and socks the papas and mamas right in their risibilities.

The superb cast is headed by Budd Hulick (of Stoopnagle and Budd fame), and includes an imposing list of prominent radio voices. You'll find this magnificent series of twelve 15-minute broadcasts ideal for every sort of Christmas promotion and for building goodwill.

Better hurry, though! "Happy the Humbug" is ready to start now, on two- or three-a-week schedules, or for twelve consecutive broadcasts. Write, wire or phone for information today!

IN THIS new series of 26 quarter-hour broadcasts, Sam Hayes, All-American sports commentator, takes you down the memory lane of sport.

You'll relive the great moments of sport, dramatically re-enacted...hear stories with titles like, "The Only World's Champion Who Was Never Knocked Out"..."The Track Man Who Was Made a Knight"..."The Forgotten Side of Babe Ruth"...and in each program a humorous incident under the title, "Sports Grin."

"Through the Sport Glass" is particularly valuable at this time, both to replace sports announcers no longer available...and to satisfy the American hunger for sports comment when live sports news is so scarce.

Following on the heels of Sam Hayes' own "Touchdown Tips," this new program will benefit from the large nationwide following of this famous sports personality.

Time provides for two commercials and an opening announcement. Write for presentation, rates and audition record.
man GODFREY...

This Arthur Godfrey is uncommonly popular—not only with the solid audience that tunes him in morning after morning, but popular with sponsors, too.

Today, 17 sponsors share his program. 17 make a full house.

Even though he isn’t available now—you ought to know about red-headed Godfrey because his unusual character produces an unusual radio show. It’s totally the man himself: no trick formula, no razzle-dazzle scripting, no 20-piece band—just a real personality with a warm voice and an unpredictable line of chatter that’s humanly and deeply interesting because it has humor and sincerity. Godfrey talks, sings, plays a banjo and piano tolerably well. Sometimes he even kids his sponsors.

And they like it. The man’s voice and the faith his followers have in him sell the products he talks about—sell them far better than some of the shiny, persuasive commercials his sponsors sometimes hand him.

Getting up in the morning, dressing, eating breakfast, listening to Godfrey’s program (6:30-7:45 A.M.) is a daily rite for more than 155,000 radio families. And the Godfrey loyalty those families feel extends to buying the brands he recommends. That explains why dozens of sales-wise sponsors have used and reused his program—with happy results—over the past two and a half years.

Of course, Godfrey’s on WABC.

We have some sizable files of Godfrey success stories we want to show you. And, providing you’re in no immediate hurry (since good things are worth waiting for), there’s always the chance of future participations.

You might well discuss them with us or with Radio Sales.

Represented by Radio Sales, the SPOT Broadcasting Division of CBS
INCLUDED on the roster of new KOA Denver programs is a six-weekly quarter-hour series on post war living, a program of information primarily on the Catholic religion and a series of lecture-concert programs. Titled Future Unlimited, the first program is sponsored by the Industrial Federal Savings & Loan Assn., Denver, and is interspersed with music and information on recent advances made by science as well as aids to better living. The second program is presented every Sunday evening by the Catholic Archdiocese of Denver. Designed to answer questions on religious belief, worship and practice, the quarter-hour program is titled Ask and Learn. American composer Roy Harris, his wife Johana Harris, pianist, and various artists of Colorado are presented by Colorado College on the third program, Let's Make Music, aired every Sunday afternoon, 5-5:30 p.m. These lecture-concerts cover a wide range of music and musical developments.

Revival by Radio

RADIO REVIVAL in Canada of "Jimmie Dale", investigator of fictional fame 20 years ago, has stimulated interest in American broadcasts of the mystery series and in a reprint of one of the original novels, according to Hillman Periodicals, New York. Radio series is produced by Harry Foster Associates, Toronto production firm which secured broadcasting rights in Canada and the United States. "Jimmie Dale" is the widow of the author, Frank L. Packard. Program started eleven weeks ago and is now heard on approximately 36 Canadian stations on a three-weekly quarter-hour basis. Negotiations are said to be underway for the production of a similar series for the U.S.

Weekly Resume

A PANORAMIC resume of the week's local events is presented by WFIL Philadelphia in a new Sunday program series called This Week In Philadelphia. WFIL microphones are set up each week at local civic, social and political gatherings to record the words of prominent speakers for later playback to the general public, using material that is not generally broadcast during the week and at the time giving listeners an opportunity to catch up with the goings on in town. Broadcast material is gathered by the WFIL Special Features Program staff and the weekly half-hour show is directed by Don Martin, production manager of WFIL.

WINNER of 1943 Eastern Time Zone National H. P. Davis Memorial award, Don Lyon, announcer of WSYR Syracuse, is presented with pen and pencil by John Donohue, executive vice-president of Empire Steel Co., sponsor of Sunday half-hour show on station. Lyon is narrator on program. At right is E. Wade Hofsness, assistant to the president of WSYR.

Canadian Farm Series

PLANNING for plenty is the theme of the new weekly Canadian Broadcasting Corp. network National Farm Radio Forum series, which started early in November, and will deal with forthcoming farm policies relating to prices, planning, production, health, finance and the rural community. United States and Canadian farm specialists from government departments as well as individual farmers will take part in the series. Every fourth broadcast is to be a report from farm forum secretaries across Canada on work by the forum in each province.

Service Series

STROMBERG-CARLSON Co., Rochester, active at present in presenting programs on FM stations, has launched a weekly program Mission Accomplished on WHAM Rochester, originating Wednesday nights at 7:15 p.m. from the Sampson Naval Training Station on Seneca lake. The half-hour series, including WAVES stationed at Sampson, enacts stories of naval engagements in which men at the base have participated, with music by Art Jarrett's orchestra and a glee club. Each week outstanding seamen at the base are awarded War Bonds.

Xmas Series

JUVENILE program, appealing also to adults, has been released by NBC's Radio Recording Division for use by the wholesale and retail trade during the Christmas season. Titled Happy the Humbug, the series consists of 12 quarter-hour recordings relating the story of a fantastic creature of the animal kingdom and his two-and-four legged friends, including the Pink Elephant, who dances on walls, and the "Bum Steer", who plays the role of the suave villain. Material is based on a children's book written by Steve Carlin for later publication.

Folk Song Series

TAKING advantage of the growing popularity of the hillybilly and folk songs among city folk, KXVW Philadelphia has inaugurated a Sunday afternoon series titled Songs Made in America, and devoted to folk songs known and loved for generations.
Air-cooled high-power tubes are another RCA development.

Air-cooling, wherever practical, offers many advantages over water-cooling.

Air-cooling costs less to install, less to operate, less to maintain.

It gives less trouble, presents no danger of freezing in winter.

First used in the RCA 5D transmitter, it proved very successful.

Today, RCA air-cooled transmitters are used in broadcast stations from coast to coast.

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.
House Defeat of Newspaper Subsidy Bill Predicted; Senate Rejects Other Media

DEFEAT of the Bankhead newspaper subsidy bill (S-457) when it reaches the House was predicted late last week by both Republican and Democratic Representatives. The original measure was virtually rewritten by amendments from the floor and when it passed Tuesday afternoon, 40-35, it provided that the Treasury spend 12½ to 15 million dollars annually for War Bond advertising in newspapers published in communities of less than 10,000 population.

Committee Divided

Efforts of several Senators to include radio, billboards, motion pictures and other media were voted down. Senator Taft (R-O.), who vigorously opposed the subsidy in both committee hearings and on the floor, read into the Congressional Record a story published in the Nov. 8 BROADCASTING quoting the OWI as estimating radio’s contribution to the war in terms of more than 103 million dollars in time and talent annually.

Senator Lister (R-N.D.) introduced an amendment to set aside 5 million dollars of the appropriation for War Bond advertising on small stations which, he told the Senate, also are hard hit by war conditions. It was defeated 54-21, with 21 not voting. Senator Wheeler (D-Mont.), chairman of the Interstate Commerce Committee which is conducting hearings on the White-Wheeler Bill (S-814) to rewrite the Federal Communications Act, was among the 21 Senators voting for the amendment.

Ten members of the committee voted for the measure, 10 against it and one, Senator Bone (D-Wash.) did not vote. Following is the complete tabulation:

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Pillow Participations

A NEW “Foxhole Pillow” is being advertised as a holiday gift for the serviceman by C W Products, New York, in a test campaign now running on eight stations throughout the country. Firm is using participations on early-morning shows in the women’s interest category. Schedule includes two participations weekly for 13 weeks on Ed East’s Breakfast in Bedlam on WJZ New York. Cavanaugh & Hedrick, New York, handles the account.

Sylvania electric products has purchased land for a research center at Bayside, Long Island. Because of wartime restrictions, there will be no immediate building program.

COLUMBIA SURVEY Inc., Washington public opinion analysts, has opened a New York office in the Time Life Building, as a special assistant to vice-president in charge Otto T. Win- pe Jr., recently assistant to the president of Allied Aviation Corp., Balti- more (Gliders).

LYMAN AGENCIES Ltd., Montreal (Fellows’ Syrup) has started Moderan Rambler. transcribed quarter hour show, twice weekly as a test on CKXN, Ottawa, Ont., CKCL Toronto, and CFBF London, Ont., (for Pacquin’s hand cream) has started weekly transcribed Pacquin’s 6th Parade on CKKJ. Account was placed by Ronald Adv. Agency Ltd., Toronto.

AMERICAN Federation of Radio Artists has negotiated one-year renewal contracts with WLW Cincinnati and WINX Washington, the union has announced. Terms remain the same except for minor adjustments.

From BORDER to BORDER and COAST TO COAST

other radio stations ask WCPO—excerpts from letters on file at WCPO

We would greatly appreciate your helpful suggestions and comments on our program director’s schedule.

—Walt Zusser, manager, World Wide Radio Station, New York.

Sincere personal congratulations for the splendid rating you have at WCPO. May it grow many more powerful.

—The same of WCPO is well known way out here in California.

CINCINNATI’S NEWS STATION

Now More Than Ever the Talk of the Agencies

Page 32 • November 22, 1943

BROADCASTING • Broadcast Advertising
GEORGE WASHINGTON WAS NOT THE FIRST PRESIDENT OF THE U.S.!!

AND — NO "OUTSIDE" STATION CAN POSSIBLY BE FIRST IN THE GRAND RAPIDS-KALAMAZOO AREA!

Give it a few minutes' thought, and you'll see that, regardless of claims, no Chicago or Detroit radio station can possibly cover the Western Michigan market. Both cities are over 150 miles from the center of this area—and Western Michigan has a fading condition that makes it virtually impenetrable from such distances, regardless of power.

Besides, why should people in Grand Rapids and Kalamazoo listen to any outside station? WKZO, with 5000 watts at 590 kc, brings them the best of local and CBS offerings—and with a strong, clear voice!

Yes, Sir—all the above is subject to proof, and we'd be glad to submit it. Telephone Free & Peters, or drop us a line direct. How about now?

*If you doubt this statement—or any others on this page—drop us a line!

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS  590 KC  CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES
WBAL means in
Fastest Growing Big City in the East
Great Industrial Center
Diversification Insures Progress
Plane and Shipbuilding Center
A Great Port with a Great Future
Intelligent Post War Planning

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
This Is It!

IN EMBATTLED Washington, hub of a war-entwined world, radio is facing its greatest crisis. Legislation, for good or bad, is being fashioned at hearings before the Senate Interstate Commerce Committee. These columns in recent months may appear to have been overwrought with discourses on the need for a new Congressional mandate to safeguard radio for the future. It may be regulated to death by an overzealous FCC seeking to grasp more and more power.

During the last fortnight the committee has heard both sides on the pending legislation—the White-Wheeler Bill to reorganize the FCC. Chairman Fly again demonstrated his prowess as a witness par excellence, though his story under scrutiny didn’t hang together any too well. He will testify again, we’re certain, to answer his critics, just as he vehemently denounced William S. Paley as a sort of monopolistic ogre seeking to throttle everything in sight because, we assume, Mr. Paley had the temerity to oppose his views.

The other side of the story is being told by representatives of independently-owned stations. NAB President Neville Miller stated it simply when he asked Congress to determine and settle radio’s rights by statute, to end the confusion and make possible orderly development in the era ahead. But the committee is finding out things on its own. It is learning that while the FCC may not directly essay to control programs (which authority Chairman Fly has said the FCC doesn’t want), it is by indirect accomplishing that result.

Take the case of a station which recently under the NAB Code of Ethics refused to sell time to a labor union. The station owner Shortly thereafter got a call from his Washington attorney saying the FCC was “raising hell” over the incident. The union had protested to the FCC—as CIO repeatedly has done. The station carried the program, code or no code. Is that program control?

At the Senate hearings last week, it was brought out, with J. Frank Burke, president of KPAS, Pasadena, on the stand supporting the FCC’s position, that the Commission required a station which held an exclusive lease for an FM site on Mt. Wilson, overlooking Los Angeles, to revise it on a non-exclusive basis, so other proposed FM stations could get the same location. The records show that both CBS and EARL C. ANTHONY (KFI-KECA) had sites atop the mountain, but that both FM construction permits had lapsed under the freeze order. That caused Senators to prick up their ears—the spectre of a Government agency restricted to regulate communications dictating the terms of real estate transactions? Is that regulation of business? Chairman Wheeler states his committee will begin drafting new legislation in a couple of weeks. The committee sentiment is in favor of a new or revised law. That doesn’t mean the new law will be less stringent in all respects. Mr. Fly seeks more teeth in it. Senator Wheeler wants a substantial rewriting of the political section so that all candidates for public office or perhaps spokesmen on controversial issues will be accorded equal time on equivalent facilities. Senator White proposes to write into the law the “substance” of the FCC’s network regulations.

All these factors require scrutiny and consideration. The penalty of error will be reflected in the future of all radio operations. Keep in mind 16 years have elapsed since the laws which govern radio today were written.

Every practical broadcaster realized long ago that the honeymoon was over, and that Government had moved in where Congress said it shouldn’t.

All radio wants is to be as “free as the press”. Every broadcaster should so advise his representatives in Congress whose concern is to end the dilution of the station’s freedom and the “scarcity” of assignments, overlook the fact that FM should provide a superabundance of facilities.

As far as radio is concerned, this is it. Congress can’t act unless it knows the facts. Congress can be best told through the individual constituents of each legislator.

Subsidy Dollars—Bonded

FOR THE sake of appeasing some small newspapers, the Senate by a close vote last week passed the Bankhead newspaper subsidy bill. It provides, in modified form, for $12,500,000 to $15,000,000 a year for advertising in small-town newspapers, to promote war bond sales. Radio, though lauded for its selfless contributions, was passed over.

Radio never did like the bill. Radio feels that if the Government is to spend money for advertising, it should do it along business lines and through established agencies and buy time or space where it will get results, dollar for dollar. The Bankhead bill, no matter how it may be gilded, is still a subsidy bill, which endangers freedom of the press.

What radio resents is the discrimination implicit in the bill. It recognizes the press but ignores other media. Radio could say: “you’re buying space in newspapers. Go to them for your plug”. It would be justified in taking such a step. But radio won’t.

It is clear that Senator Bankhead and those 39 Senators who voted with him after two days of debate, feel that radio should contribute from its herewithal gratis, while it’s newspaper competitors get paid. The same situation exists in military recruiting.

Smaller stations to whom war bond advertising is out-of-pocket expense or close to it, have a justifiable complaint on more than one count. The Bankhead bill is double-edged. These small stations are not only deprived of needed revenue but their newspaper competitors can and do solicit other local business with a Government stamp of approval. That has happened in the recruiting campaigns—paid newspaper bills are hawking the air.

Radio of course will continue to cooperate with Uncle Sam. It has worked harmoniously with the OWI’s well-organized Radio Bureau. It is radio’s patriotic duty to do so. Our only point is that the rules of fair play appear to have been discarded in the Senate. There is the House to be heard from.

But, whatever happens, radio won’t put a price on patriotism.

ROSEL HERSCHEL HYDE

A NEW CAREER in radio law almost came to an early end for Rosel Hyde in the reorganization of the FCC which followed the change in administration in 1932, and if it had, the world of banking and finance might have gained the talent which before it left Idaho for Washington, general counsel of the FCC in charge of broadcasting.

His promotion from the ranks on a merit basis has justified the Commission’s judgment, that the same human qualities plus the analytical insight which made him, as manager of the local bank, the trusted confidant of a small Idaho community would make him a good Commission employee and a valuable attorney.

Rosel Herschel Hyde was born in 1900 on a farm near Downey, Idaho, and many a day of grueling farm work went into the building of his tall, spare frame, just under 6 feet. He attended the elementary public schools of Idaho, was graduated from high school in Salt Lake City and later attended the Utah Agricultural College.

But business and financial matters appealed to him more than farming, and 1924 found him manager of the Downey State Bank, a job which automatically made him legal as well as financial and business advisor to farmers and townsmen of the Downey area. Large responsibilities, those for stripping of $4. But young Mr. Hyde was already displaying the keenness and maturity of judgment which later were to characterize his work as an FCC examiner and attorney.

He had already observed that a small-town banker, without a wider range of professional skill than the elementary knowledge of law he had acquired, was not likely to go too far. And young Rosel had a special reason for wanting to get ahead. Mary Henderson had come to teach school in Downey, and Rosel and Mary had some bright ideas about the future. She highly approved Rosel’s professional ambition, and they decided to marry in 1924 shortly before they left Idaho for Washington, D. C., where Rosel got a job as clerk in the Civil Service Commission while studying accounting at night. He won the clerkship on a competitive basis.

Rosel however would need a greater knowledge of law, Rosel entered George Washington Law School in 1925, the same year he moved from the Civil Service Commission to the Office of Public Buildings and Parks. He completed his law course in 1928, although he had been ad- (Continued on page 38)
When the tired business man of the future comes home after a hectic day at the office... he won't take a vitamin pill from a bottle — he'll get his vitamins by turning on the radio. Scientific experiments now indicate that specially treated radio waves will soon create vitamin-packed atmospheric conditions right in the home... radio vitamins — with all the exhilarating "lift" of the bottled variety — waiting at the click of a switch.

In such things flares the promise of many future miracles... undreamed of wonders of radio and television that belong to the wider world to come when Victory is won.

The basis of future radio marvels is leadership today of the type upon which WCAU's reputation and tradition are founded. WCAU progressiveness and "know-how" initiated the first and only international shortwave transmitter to operate in its area (1930)... made it the first FM station in Philadelphia... one of the first stations licensed for television.

As in the past, Tomorrow will find WCAU pioneering in the development of the highest standards anywhere known in the field of radio.

**WCAU**

*50,000 WATTS IN ALL DIRECTIONS*

**PHILADELPHIA'S PRE-EMINENT RADIO STATION**
WHAT IS TELEVISION?

This over-simplified explanation is offered to you who soon will enjoy the full opportunities of television.

Pauline Goddard is televised by a camera which has a vacuum tube with a surface of tiny particles of an unusual substance. Here we electrons are free. When light hits us, some of us absorb enough energy to jump.

When the light of Pauline's image falls on this surface, we jump with joy, and jump right off! It's really the light that makes us leave, and the stronger the light, on each point of the image, the more of us jump.

Here I am again - Little Alex Electron
I'm the works in Television - and how!

Now, this tube has a squad of electrons who check up on us. They act as a Cathode Ray beam, and wish it thirty times each second they scan the surface left so right, top to bottom, as you'd read any page.

These messages, both starting signals and the number of electrons leaving each point are sent to the television transmitter, broadcast, and instantly intercepted and sent into your receiving set.

They send out messages telling just when each new "scanning" star (scientists call it the synchronizing signal). As they scan the picture they also send information as to the number of us jumping from each point.

The radio wave orders are picked up by the radio wave orders are picked up by the

DuMont Laboratories in the Cathode Ray Tube in your receiver. This Cathode Ray Tube is the heart of the television set, commercially developed by DuMont. As the Sergeant respond to the radio signal they maneuver us to scan the fluorescent screen in perfect coordination with the electron beam in the camera tube. As directed, they send exactly the same number of us to each point of the screen in your set, as was on each point of the screen in the television camera.

DuMont Laboratories await peace to return to commercial television. Then the name DuMont will be foremost in television transmitting and receiving equipment.

That's how we put the picture in your television set almost as the instant it is "scanned" in the studio. Back in the station those M.P. 's are sending out thirty pictures every second. Of course, nobody's eyes work that fast, so the effect you get is of one continuous moving picture—or television.

(Continued from page 36)

Our Respects to

EDWARD J. McGRossin Jr., attorney, has been transferred from the legal division of NBO's New York office to Chicago.

FRED G. HEBERT has been appointed national accounts representative of CHMIL Hamilton, Out., with office in Toronto.

EARL C. REINEKE, president of WDAY Fargo, N. D., married Marie Ruby of Fargo on May 12.

JULIAN BOONE, recently honorably discharged from the Army and formerly on the sales promotion staff of KSEE Pendleton, Idaho, has been appointed to the sales promotion staff of WJZ New York. He replaces ROBERT L. HUTTON JR., who has been promoted to the blue sales promotion staff as a copywriter.

UTAN SIMPSON, manager of the KPO San Francisco press department, has resigned to join the sales staff of KPRB San Francisco.

JOSEPH MAHLER, formerly with WTTW Hartford, has joined the sales staff of WICC Bridgeport.

GEORGE H. GRIM, former radio director of the Minneapolis Star Journal and Tribune, is now in Chungking as one of the four experts sent to the Chinese Ministry of Information by the U.S. State Dept.

GEORGE R. JENEBERG, formerly sales manager of the Hotel Gibson in Chicago, has joined the sales staff of WSAI Cincinnati.

JOHN HUNT, formerly salesman of CFAC Calgary, has taken a similar position with CCKX Vancouver.

ERWIN McCABE, account executive of KWRC San Francisco, has been appointed sales manager.

Hatcher to OWI

RALPH S. HATCHER director of sales promotion of WTNORFolk, Va., has been appointed Field Representative, Outpost Bureau, OWI, and left for Washington Nov. 15 to arrange details of departure to a post as yet unannounced.

Mr. Hatcher, who has been with WTNOR continuously for 13 years, has been granted leave for the duration of Mr. Hatcher his assignment. His assistant, Frances McLeod, will handle sales promotion until his return.

Sevareid Home Again

ERIC SEVAREID, CBS correspondent in Chungking, has returned to New York after narrowly escaping death in a plane crash in Northern China. Arriving in Washington Nov. 13 after a seven-day flight from India, Sevareid was guest on the CBS The World Today program, and last week was guest on two other CBS shows.
The United Press is the largest and most far-reaching news service in the world. Clients receiving news direct from United Press number 2161—hundreds more than those of any other service.

United Press dispatches reach every country outside the Axis. This includes all the Americas, Britain and all her empire, Iceland, Sweden, Switzerland, Finland, Iraq, Iran, Palestine, Turkey, Egypt, Portugal, Russia and Free China.

The United Press was founded in 1907 to provide an independent source of world news. Its steadfast loyalty to this purpose has been a fundamental factor in achieving first place among the world's news services.
LEWIS CHARLES, announcer, has rejoined WOVY New York following a four-month discharge from the Army Signal Corps. He was inducted last February.

DR. PHILIP EISENBERG, former psychology teacher, has joined the CBS research department as study director in the program analysis division.

DONALD BAKER, announcer, recently of WWJ Detroit, has joined CBS New York to form the daily news department of WQXR New York, has joined the CBS news department.

GLADYS M. FOX, Greensburg, Pa., has joined the continuity staff of WJPA Washington, Pa.

GEORGE GOW has been named chief newscaster of WSAI Cincinnati.

TOM LIVESTEY, Philadelphia announcer for the past 12 years, has joined Brewster Aircraft, Philadelphia, as an inspector of radio equipment. Tom has also been named "Ranger Joe" each Sunday on WCAU for Ranger Joe Inc.

CARL ERBE, director of publicity and promotion for WNEW New York, will soon leave to give full time to his own business.

THOMAS H. MOORE Jr., former commercial production manager of WOR New York, has been promoted to head the 24th Division, stationed in Australia. Sgt. Moore broadcasts a daily program of war news and comment over the division’s radio station.

MURRAY SALBERG, formerly of the N. Y. Times city Staff, is the publicity director of WOR New York, as feature service editor, replacing Hiram Dyer, who becomes photo editor.

ANNA MARIE EHlers has returned to the continuity staff of WPTI Philadelphia, succeeding Pat Hibbard, resigned.

MARIAN BASSEL, former production man and sports announcer of WBYN Brooklyn, and later an announcer of WYND New York, has joined the staff of WCAU Philadelphia as announcer. He will change his name to Martin Basel.

JOHN NEWHOUSE has resigned from the announcing staff of WPTI Philadelphia, to become program director of WSHR Stamford, Conn.

PARKER SUTTON, announcer at KJAR Phoenix, has returned to the station after a lengthy illness.

TOM McCARTHY, news chief of WKRK Cincinnati, has been named honorary mayor of the city of Felicity Ohio, while members of his news staff, Bob Otto, Vern Seehafer, John Stinson and Carl Pena have also been awarded civic titles. The honors were conferred on the WKRK news men in recognition of their outstanding service to regional news reporting they have done.

BORS T robber, editorial associate of the New York newspaper, on December 12 will start a quarter-hour Sunday afternoon program, "Spouting Rock," on WBNY New York, on which he will review latest publications, discuss books and author news and interview guests.

CYRIL WAGNER, formerly of the publicity department of WGN Chicago, has been named head of the publicity staff on WLS Chicago.

News Hungry

MARINES in the Southwest Pacific are hungry for news from their home region but find that it is necessary to curb this craving with war news (mailman's holiday to them), according to a story received from Marine correspondents SGT. Benjamin Goldberg. The boys are tired of hearing about the Russians recapturing another unwinnable town, the "slogging progress of the Fifth Army in Italy" and "London protesting criticism by the Senators who toured world battlefronts". The boys want to know "what the civilians are doing; what they are thinking about" as well as sports results and the news "they used to read to pass the paper for back home." It is for this reason Sgt. Goldberg has sent an SOS for real news.

BERT WINN has re-joined the staff of KROW Glendale, Calif., as program director, after an absence of three years spent at KSFO San Francisco and as production supervisor of short wave stations KWID and KWIX.

BILL MACK, formerly announcer of KDJO Salinas, recently discharged from the Army, is now on the announcing staff of WBON Chicago.

CATHERINE PRILL has joined the continuity staff of KSO-KNRT Des Moines, Ruth Anderson, new to radio, has been named traffic assistant.

FRED FREELAND succeeds Clair Weidenauer, now in the Navy, as production director of WOWO-WGL For Wayne, Ind.

DONALD H. McCaig, traffic manager of KLZ Denver, has been commissioned 2nd lieutenant in the Colorado Civilian Air Patrol.

HERBERT GOCHROS has joined the news department of WICC Bridgeport.

CBS Staff Changes

FOUR operating divisions within the CBS department of construction and building operations have been set up and personnel changes made, according to G. S. McAllister, director of the department. The construction operations division is headed by C. R. Jacobs, assistant to Mr. McAllister and now on the West Coast. Acting head in Rowland Young. Manager of the building service operations division is John R. Carey, with J. M. Cote as supervisor of the 485 Madison Ave. offices, and Thomas Brady as supervisor of the CBS studio buildings and shortwave offices at 49 E. 52d St. The third division, theatre operations, covering the five CBS radio theatres, is headed by James Stevens, formerly an executive of the Home Owners Loan Corp. Walter Weiler is manager of the national security division, which covers emergency protection operations, guard service and fingerprinting.

Writers Elect Scofield

RADIO WRITER’S GUILD, in a national poll tabulated in Chicago last week, elected Lou Scofield, Chicago radio writer, national president. Those elected include: Ken Petrus, NBC Chicago, Chicago regional vice-president; Peter Lyon, freelance writer, New York regional vice-president; Sam Worre, collaborator on The Great Gildersleeve, Los Angeles regional vice-president; Dave Pelta, OCD Chicago writer and Lou Terkel, Chicago writer of Women in War, regional consuls.
In food, Chicagoans prefer beefsteak—(when they can get it). Long a Chicago specialty, beefsteak is tops in taste in Chicago.

In radio, local preference is reflected in a distinct partiality to WGN—the Chicago station with a "home-town" origin and viewpoint.

This is another reason why WGN leads all other major Chicago stations in volume of retail, local and national spot business.
ROBERT F. YOUNG, former member of the WBAA West Lafayette, Ind., has joined WAOV Vincennes, Ind., as announcer.

KEN HEGARD, formerly of WJRN Madison and Bill Wright, formerly of KTFI Twin Falls, Ida., have joined the announcing staff of KDYT Salt Lake City.

KATHARINE DUNN has resigned as policy reader of NBC's script department. She is replaced by Celeste Dionas, of the network's production department.

JIM AUSTIN, announcer, formerly with WPAR Parkersburg, W. Va., has joined WLW Cincinnati.

SAM PERRIN, Hollywood writer, after nine-year absence has returned to the staff of the weekly NBC Jack Benny show replacing Cy Howard who resigned to portray comedy lead in Maxwell Anderson's play, "Storm Operations."

JEAN MEREDITH, of CBS Hollywood publicity department, has been named assistant to Lloyd Brownfield, direction of special news of the network.

DON Doolittle, of WAIT Chicago, has joined the announcing staff of WJJD Chicago.

ADDISON AMOR, assistant night manager in the BLUE production department and James Stinson, formerly in charge of the night desk of NBR's press department, have been appointed to the BLUE production staff.

FRANK WILLIAMS, announcer of CKOM Vancouver, is the father of a girl.

BILL HERBERT, formerly chief announcer of CBC Vancouver, has been promoted to corporate in the Canadian Army.

PETE STURSBERG, formerly news editor of CBC Vancouver, now Canadian Broadcasting Corp., war correspondent, is back in England after covering the Sicilian and early Italian campaigns.

BOB BOWMAN, formerly supervisor of news of the Canadian Broadcasting Corp., Toronto, and recently CBC war correspondent in Britain and Australia, has joined the Washington staff of the Southam newspapers. Canadian newspaper chain with affiliation in the States.

BILL STEWART, announcer of CKOV Kelowna, B.C., has joined the announcing staff of CKWX Vancouver.

LARRY HETWOOD, announcer of CKWX Vancouver, is the father of a boy.

CHARLES MARION, radio writer, has joined staff of the weekly NBC Abbott & Costello Show.

BILL GORDON, formerly writer-announcer of Don Lee Broadcasting System, Hollywood, and now with W. S. Army, has started officers candidate school training at Fort Huachuca, Ariz.

FRANK MCGIVERN, WFLC Chicago staff announcer, will leave the station shortly to join the Air Corps as an air cadet.

VICTOR REED, news editor in the NBC Central Division News and Special Announcements department, is the father of a boy.

BRIICE STARR, honorably discharged from the Army, has joined WCAU Philadelphia as a staff announcer.

ROLLIE TRUJT, sports announcer and director of public relations for KOW-KEN Portland, Ore., was re-appointed "Citizen of the Week" by the Portland Traction Co. which honors one of its outstanding citizens each week on special car cards.

DISCUSSION each Tuesday evening on KRNT Des Moines of significance of the week's news highlights is conducted by the entire KRNT news staff. The program, Newsroom Roundtable, is sponsored by Davidson's home furnishing concern. Left to right are: Gene Shumate, John R. Irwin, Betty Wells, Ed Linehan (KRNT program director, who acts as moderator), Glen Law, Stanley Dixon and George Sudermann.

Shaw Joins CBS
CHARLES C. SHAW, newspaperman and broadcaster, has joined CBS staff of foreign correspondents and was awaiting transportation to London last week, to join the network's European news bureau, headed by Edward R. Murrow. Mr. Shaw organized the news department of KTA, San Antonio, where he has made his home since 1939.

Louis Katzman
LOUIS KATZMAN, 53, former musical director of WINS, New York, died Nov. 13 at his home in New York following a long illness. Associated with various musical companies including Edison Phonograph Co. and M. Witmark & Sons, Mr. Katzman was a member of Broadcast Music Inc. A widow and two children survive.

STATE-WIDE survey of the radio facilities and listening in Minnesota schools will be made by the Minnesota Radio Council in cooperation with WCCO Minneapolis, Max Karl, WCCO educational director, represents the activities.

SIDELIGHTS on the war was said in his report to the War Department on captured enemy signal equipment in the North Africa area, said that German radio equipment is "five years behind our own." The inferiority is apparently due to the fact that the Germans standardized their radio apparatus during 1934-38 and have not made improvements since, he said. He also said that German signal prisoners did not seem well trained on technical lines, although they were fairly good operators.

STATE-WIDE survey of the radio facilities and listening in Minnesota schools will be made by the Minnesota Radio Council in cooperation with WCCO Minneapolis, Max Karl, WCCO educational director, represents the activities.

A DRAMATIC SERIES, titled The Voice of Freedom, produced and broadcast by WOR New York up until several months ago, is being used in the teaching of Italian by the Army Specialist Training Program at Ohio State U. The transmissions were sent out to Ohio at the request of the Army in response to a request for discs which would be suitable for teaching Italian conversation.

CPAR Flint, Mich., is now operating at 1250 to 250 watts on the Radio Branch, Department of Transport, Ottawa, announces. Former frequency was 1400 kc with 150 watts power.

FAMILY SERIAL The Goldbergs, rounds out 14 years of broadcasting Monday, Nov. 22. Program is sponsored by CBS by meter. Gamble.

KFI, Los Angeles, on Nov. 15 started nightly frost warning forecasts for the citrus industry in California and Arizona.

Broadcasters Get Preferred Rating
WPB Order P-133 Amended
To Ease Maintenance
A HIGHER preference rating for broadcasting equipment was granted last week by the War Production Board when Order P-133 was amended to give broadcasters an AA-1 rating, combined with permission to use the "MRO" symbol to get materials for maintenance, repair and operating supplies.

Under the revised order issued Oct. 8, broadcasting equipment was rated AA-2, while radio communications was given the higher rating of AA-1. Latter rating is unchanged in the amended version which was issued Nov. 17.

Another change in the order gave commercial sound recording an AA-2 rating, with use of the "MRO." Formerly, sound recording had AA-5, without the "MRO" symbol.

Needs Considered
Radio & Radar Division of WPB, which administers the order, said that while the changes in rating may not result in a greater supply of the rated equipment or supplies, it would make these items more readily available to the broadcast and radar firms. Where a broadcaster can not obtain needed equipment under the assigned rating, he can apply for a directive which is considered in line with the circumstances of the individual case.

A further change in the order is for purposes of clarification in the wording of the section on tube purchase or repair. This now reads:

1. To buy or repair a tube, unless he has first operated a similar tube to failure, and has in stock less than one new and one rebuilt or two rebuilt spare tubes for each active tube socket. All operable tubes which have not been rebuilt shall be counted as new tubes. All power tubes of 250 watts or more (plate dissipation), which have been sent to failure and are not to be repaired, shall be returned to the manufacturer.

Intent of the section is to limit the broadcaster to two spares per socket, with not more than one of these a new tube. Full text of the order, of which the foregoing is an amendment, was published in Broadcasting Oct. 15.
National Advertisers follow the rule of 3p's to sell 108 Quality Products in the Western Michigan Market

**GRAND RAPIDS**

It takes people to make a radio market. Grand Rapids is the population center of Western Michigan. Grand Rapids is larger than the next three West Michigan cities — Kalamazoo, Muskegon and Battle Creek — combined.

It takes programs to make a radio market. WOOD is the only NBC outlet between Detroit and Chicago. Its Parade of Stars is radio's finest entertainment. WOOD gets a 14 to 1 preference by Grand Rapids listeners over any other 5000 watt station anywhere.

It takes power to make radio market. WOOD is the only high-powered station transmitting from Grand Rapids. Its 5000 watts are radiated not from the fringe of the Western Michigan Area, but from the very center.

There's a time-tested rule for selling Western Michigan. It's the Rule of 3 P's.

**GRAND RAPIDS**

**NBC 5000 WATTS**

**"OUTSTATE MICHIGAN'S GREATEST STATION"**

Broadcasting • Broadcast Advertising

November 22, 1943 • Page 43
OWI PACKET, WEEK DEC. 13

Check the list below to find the war message announcements you will broadcast during the week ending Dec. 13. Sell the spots officially designated for sponsorship. Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 15 per week.

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<th>STATION ANNOUNCEMENTS</th>
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See OWI Schedule of War Messages No. 86 for names and time of programs carrying war messages under National Spot and Network Allocation Plans. * Station announcements 66 seconds available for sponsorship.

Buy Bonds, OWI Urges Xmas Shoppers; Don't Travel Campaign Also in Offing

URGENCY of several wartime problems dictates the composition of the OWI Domestic Radio Bureau's campaign list for the week of Dec. 13. All stations are due to receive the OWI Bond announcements which are being counted upon to help stem inflationary pressure of a Christmas buying stampede. Independent stations will get the same number of Don't Travel announcements which they are scheduled to receive the preceding week of Dec. 6, in order to cut down the holiday travel jam which transportation authorities fear will materialize. The two campaigns were tied together last week in a statement by ODT Director Joseph B. Eastman. "Persons who give War Bonds or Stamps will automatically lighten the holiday transportation load," Mr. Eastman pointed out. Both campaigns are available for sponsorship by local advertisers.

Another interlocking theme is seen in the Fight Waste campaign aimed at conservation of all civilian goods and services. Demands of the armed forces and our allies preclude any unnecessary production to meet civilian needs. The announcements, on the KW group of stations, urge listeners to buy sparingly, share willingly, and salvage those things formerly thrown away.

Stick to Your War Job returns to radio on the National Spot Plan through live announcements. The seriousness of the labor turnover in war plants is shown by the necessity to hire a total of 17 new workers monthly for a net gain of three workers per 100 employed. As for manufacturing as a whole, OWI states that workers are not being hired fast enough to replace those leaving industry.

Two military recruiting campaigns are scheduled for the week of Dec. 13. The SPARS, celebrating their first birthday as the women's reserve of the Coast Guard, need more recruits to 20 to 30, married or single, with no children under 18. The announcements are scheduled on the OWI stations.

The messages calling for Army Aviation Cadets stem from the urgent need for youth to man the high-powered military aircraft in production lines in daily increasing numbers. Young men of 17 may enlist now, with parental consent. These announcements will be carried on the Network Plan and (transcribed) on the National Spot Plan.

Kidd on Radio Accounting

N. L. (CAP) KIDD, treasurer of WSTR Syracuse, and former member of the accounting committee of the National Association of Broadcasters, has written a chapter on radio accounting in Handbook of Accounting Methods recently published. Mr. Kidd, who was partly responsible for the brevity of the FCC's annual questionnaire, gives a description of the business, theory of accounts, accounts required, chart of accounts, and numerical and bookkeeping methods in the radio industry.

Regional Wartime Radio Conference

The Conference held at Stephens College, Columbia, Mo., Nov. 30, had as its special guest Jane Foster, director of women's programs of KXEL Waterloo, Ia. Miss Foster concluded her early morning broadcast direct from the conference.

Phoenix View

RUSSIAN expert who has never left the U. S., Paul Hughes, KTAR Phoenix production manager and news commentator, has written a successful novel of the battle of Russia, Retreat From Rostov, published by Random House, New York. The Oklahoma State account of the 34 days in the autumn of 1941 when Hitler's armies suffered their first defeat, has been received very favorably by reviewers, and the "Cathedral scene" was dramatized on NBC's March of Time broadcast. Each of the decisive 34 days following Nov. 4 is a chapter in the book, and many of the characters are real.
Hallicrafters Was Ready!

Under the abnormal climatic and operating conditions of war, the Signal Corps SCR-299 communications truck, built by Hallicrafters, is providing peak performance for the Allied armed forces, fighting throughout the world.

Hallicrafters peacetime communications equipment is meeting the wartime qualifications and demands of the Military!

Just as Hallicrafters Communications receivers are meeting the demands of war today—they shall again deliver outstanding reception for the Peace—Tomorrow!

BUY MORE BONDS

Hallicrafters

World's largest exclusive manufacturer of short wave radio communications equipment...first exclusive radio manufacturer to win the Army-Navy Production Award for the third time.

BROADCASTING • Broadcast Advertising

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R. J. Davis Resigns

WITH the resignation of Robert J. Davis, vice-president and manager of the Los Angeles Office of Brissacher, Davis & Van Norden, the name of the agency has been changed to Brissacher, Van Norden & Staff, as announced by Emil Brissacher, president. Robert T. Van Norden, vice-president and manager of the agency's New York Office, has been transferred to Los Angeles to become residential partner in charge of that branch. A new manager in New York will be announced in the near future.

LENORE HAHN has resigned as treasurer of Meichner Gurman Co., New York, international advertising media representative.

HUBBELL ROBINSON, associate director of radio for Young & Rubicam, has returned to New York after several months in Hollywood.

LOUIS M. LUDKE, production manager and space buyer of Brissacher, Davis & Van Norden Inc., Los Angeles, has resigned.

A. B. POYNTZ, formerly of Stevenson & Scott, Toronto, has formed his own agency, Alford R. Poyntz & Co., 195 King St., Toronto, with Claude Naab and George Bickett as associates.


CONSELIO EVANS, in Metropolitan newspaper advertising work for the past ten years, has established an advertising agency under the name Consuelo Evans Inc., in the Paramount Building, New York. Media will include radio.

JOSEPH CESARE, formerly of the production department of Ruthrauff & Ryan, New York, has joined Hill Adv., New York, as director of production and traffic.

JOHN V. MORRIS, for 26 years with N. W. Ayer & Son, Philadelphia, has joined the production staff of Gray & Rogers, Philadelphia advertising agency.

ERWIN D. SWANN, who has served as copy chief of Ward Wheelock Co., Philadelphia, and as copy and art head of Foote, Cone & Belding, New York, has joined Blackett-Sample-Hummert, New York, as copy director.

LEE GRAVES, former manager of the traffic department of Compton Adv., New York, has been appointed to the newly-created position of manager of the agency's traffic department.

CAB Agency Franchises

CANADIAN ASSN. of Broadcasters has granted a franchise expiring May 31, 1944, to 23 Canadian advertising agencies, including a number of branches of United States agencies. Since the start of the war the number of Canadian branches opened by American agencies has grown, and the new CAB franchise will include Canadian offices of Atherton & Currier, Toronto; D'Arcy Adv. Agency, Toronto; Ellis Adv. Co., Toronto; Ruthrauff & Ryan, Toronto; J. J. Alter, Thompson Co., and Montreal; Young & Rubicam, Toronto and Montreal.

WFIL Philadelphia is asking listeners to enlarge their family listening groups on Christmas Day by including members of the armed forces who are stationed in the city. Spot announcements and circulars distributed in various radio and civil service organizations are being used. Public is instructed to phone or mail invitations to the station, and these will be forwarded to local public relations offices of service branches and issued to servicemen.

A PAMPHLET on radio tube substitutions, containing charts and data helpful to radio servicemen, has been compiled by Sylvania Electric Products Inc., Emporium, Pa. Pamphlet includes substitution charts for 150 milliamperes AC, 200 milileampere AC-DC receiver tubes and battery tube types. First and second choices are given.

PRANKSTERS at the WTM Cedar Rapids-Waterloo studio now have their own little zoo, with Wanda Montz, ad writer, as the caged creature who wows the gang with her monkey act. Gag developed when the lady peeked her head through the telephone cubicle, inspiring Benne Alter, station announcer, to compose the danger sign.

Fritz Blocki Agency

FRITZ BLOCKI, writer-director, will leave J. Walter Thompson Co., New York, around Dec. 1 to set up his own radio firm under the name Fritz Blocki Productions. To produce package shows, Mr. Blocki will enlist the services of radio writers with specialized talents in various types of programs, while he himself will act as writer-producer-director. First two writers to join his staff will be Nancy Webh, freelance, and now doing the "Quartermaster" transmitted series, and Wayne Shoemaker, who writes the juvenile detective series "Big Boy Carter," on MBS. Mr. Blocki will continue as radio consultant for 20th Century Fox, and directing radio exploitation.

London Dissolution

LORD & THOMAS Ltd., London, has been dissolved, and the business taken over by Lt-Col. Leonard M. Masius and B. Ferguson. A new agency, Masius & Ferguson Ltd., continues at the same offices. Managing director of Ltd.'s English office since 1940, Mr. Ferguson continues as such with Masius & Ferguson.

Crosby Leads Poll

BING CROSBY, heard on NBC, will be the most popular male radio vocalist in 1944, leading Frank Sinatra, and Dinah Shore (CBS) will head the roster of favorite feminine singing stars according to a survey of trade officials made by Accurate Radio Survey, temporary organization set up by Harry Futterman, CPA, to conduct the poll for an unnamed agency client.

GE Finance Firm

TO WIDEN the scope of activities carried on since 1932 by the General Electric Credit Corp., G-E has formed the General Electric Credit Corporation, an investment company in New York State. The company will provide financing for war construction and production work.

Agencies

DAVID STEINFELD, director of textiles and fashions of Roberts & Reimers, New York, last week joined the newly organized agency Albert Woodley Co., New York, where he will handle advertising in radio and other media in the textile and fashion field.

LOIS REA, formerly head of advertising production for the Ziff-Davis Publishing Co., Chicago, has joined Beaumont & Hohman, Chicago, as production assistant.

ROBERT N. D. ARNDT has been appointed executive vice-president of John Fallon Arndt & Co., Philadelphia, in charge of service and operations.

KEEPS THIS MARKET IN YOUR MIND

Now a teeming city of over 101,400 people, Corpus Christi rates as one of America's six fastest growing cities with best prospects of retaining wartime growth, according to Philip M. Hauzer of the Census Bureau. Surely, here is a market to keep in mind . . . one to cultivate today for sales today and tomorrow. In oil, cotton, farm lands, cattle raising, chemicals, and shipping facilities assure Corpus Christi of even greater growth in the future. And KRIS—the only major Corpus Christi station carrying network shows, offers your Hooper-authenticated domination at surprisingly small cost. Call in your Branham man for full information today.

KRIS

CORPUS CHRISTI, TEXAS
MEMBER OF NBC SOUTHWESTERN GROUP
represented by the Branham Company

Special Combination Buy—KRIS and KXYZ, Houston . . . Investigate!

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BROADCASTING • Broadcast Advertising
La Guardia in Jam Takes Fly's Advice
WHN Also Broadcasts Answer To Mayor's Charges

MAYOR F. H. La Guardia of New York was to turn over 10 minutes of his weekly "report to the city" over WNTC, New York's municipal station, yesterday (Nov. 21) to Thomas J. Curran, chairman of the New York County Republican Committee, following the unofficial advice of FCC Chairman James Lawrence Fly that the Mayor's broadcast of Nov. 7 had contained political charges which the Republican party spokesman should be given an opportunity to answer.

Mayor LaGuardia on Nov. 7 had broadcast what he termed a non-political speech during which he charged the Republican party with responsibility for the election of Thomas J. Aurelio to the State Supreme Court. Nominated by the Republican and Democratic parties, Mr. Aurelio was disavowed by both after he had been accused of soliciting support from the underworld.

The following day Mr. Curran demanded time on the Mayor's next broadcast to reply. Mr. LaGuardia submitted the matter to Mr. Fly for a ruling and after reading over the air Sunday, Nov. 14, Mr. Fly's opinion that "the Republican County Committee should be enabled to express its view," he immediately invited Mr. Curran to speak on his next broadcast, Nov. 21.

WHN Offer

M. S. Novik, director of WNYC, had already offered Mr. Curran time on WNYC, and equal time to the Democratic and American Labor parties. Mr. Curran at the invitation of WHN spoke last Monday at 10:30 p.m. forcefully contradicting the Mayor's statistics and accusing him of deceiving the radio audience.

Alex Rose, state secretary of the American Labor party, was granted similar time on WHN Wednesday night, and he also accepted the invitation of WNYC to participate in a future symposium on the Aurelio election. Spokesmen for the Democratic party showed no interest in the controversy.

Radio Poll Cancelled

ANNUAL POLL of favorite radio programs and stars taken among radio editors of the United States and Canadian newspapers by the New York World-Telegram has been cancelled this year under the paper's policy of conservation and elimination of features due to wartime paper shortage, it was announced last week. Results of the poll, covering such classifications as "Star of Stars," "Best Radio Comedian," "Best Radio Singer," have been announced for the last 12 years in January.

JACQUELIN PALEY, daughter of Jay Paley, CBS board director, and niece of William S. Paley, network president, has been signed to a 20th Century-Fox film contract starting at $100 per week.

"How'll I reach with one package not only San Francisco but all that booming area around it?"

THAT'S A one-dollar question, friend. There's only one 50,000 watt station north of Los Angeles, south of Seattle, west of Salt Lake and east of Moscow.

KPO's 50,000 watt beams climb our man-sized mountains like nothing at all. . . sound your commercials nice and clear in homes throughout the Central Pacific Coast market.

And folks out here like NBC's star-studded programs. They like KPO shows, beamd from our own Radio City . . . the

Represented by NBC Spot Sales Offices New York Chicago • San Francisco Boston • Cleveland • Denver Washington • Hollywood

THE BIG STATION OF NORTHERN CALIFORNIA A SERVICE OF THE RADIO CORPORATION OF AMERICA

MARKET TIP
San Francisco Bay Area has doubled payrolls over 1942, is now first in rate of population increase of all American metropolitan markets.

Broadcasting • Broadcast Advertising November 22, 1943 • Page 47
RAINBOW BREAD Co., Denver, has contracted for time on KOA Denver for the ninth consecutive year. Current program, six-weekly quarter-hour Musical Magazine, started in 1937, has been renewed for another year. Company also has purchased chain breaks.

ILLINOIS COMMERCIAL Men's Assn., Chicago (memberships-insurance), on Dec. 4 will begin sponsorship of a quarter-hour news program featuring Nate Gross, Chicago columnist on WRBM Chicago. Contract is for 52 weeks. Agency is the L. W. Ramsey Adv. Co., Chicago.

DENVER & Rio Grande Western Railroad on Dec. 5 will begin sponsorship on KOA Denver of Eye Witness News, quarter-hour transcribed program to be heard Fridays, 8:45-9 P.M. Contract is for 26 weeks, through C. F. Casack Agency, Denver.

NEWARK PACKING Co., Newark, has named S. Duran Lyon Inc., New York, as agency for peanut butter and salted peanuts. Radio is contemplated.

F. W. CLEMENTS PRODUCTS Co., Rochester (Buckley's Kazoo cough mixture), on Nov. 15 began sponsorship of six-times weekly of quarter-hour program on WBYT Springfield, Mo. Contract is for 52 weeks. Concern also began sponsorship on Nov. 15 of quarter-hour portion of Morning Showboat WJJD Chicago. Contract is for 26 weeks. Agency is Armand S. Weil Co., Buffalo.

ODELL Co., Newark, N. J., has appointed Lawrence C. Gamberino Adv., New York, to handle advertising for "Troll" hair tonic. No radio plans for the present.

LARRY COMPTON has succeeded William B. Smith as advertising manager of The Knox Co., Hollywood (Cystex, Mendace). Mr. Smith recently resigned to join the Los Angeles staff of Simpson-Reilly Ltd., publisher's representative.

GORDON BREAD Co., Los Angeles, in a six-week campaign which started Nov. 8 is using approximately 15 transcribed musical announcements daily on five local stations. List includes KJH KECA KFAC KMPC KMPT. Agency is The Meyers Co., Los Angeles.

PINE FOREST Co., Chicago (cosmetics, medical products), on Nov. 15 begins sponsorship of a half-hour program on WOR New York. Contract is for 52 weeks. Agency is Goodkind, Joyce & Morgan, Chicago.

WOODWARD Department Store, Vancouver, has started half-hourly weekly sewing lessons on CKWX Vancouver. Account was placed direct.

CORONET MAGAZINE, Chicago, has started Sunday evening Coronet Little Show on CKCL Toronto and CKLV Windsor-Detroit. Account was placed by Schrinner & Scott Adv. Agency, Chicago.

BANK OF AMERICA Nat'l Trust & Savings Assn., San Francisco, has placed its radio advertising with J. Walter Thompson Co., San Francisco. Charles R. Stuart Co. continues to handle balance of bank's advertising.

NEW APPRENTICE engineers, 1943 style, line up before the mike at KYW Philadelphia. The girls will be trained by Ernest Gager, plant manager, to fill future vacancies in KYW's engineering department. Left to right: Alice Cleveland, Lillian Talbot, Marie Conley, Winifred Hunt, Joyce Avery and Jo Basil.

AMERICAN OPTICAL Co., Southbridge, Mass., on Nov. 22 will inaugurate an extensive series of "help wanted" programs on WTAG Worcester. The concern which recently had started one minute announcements on the station has now contracted for five-minute programs, six days weekly.

FEDERAL OUTFITTING Co., Oakland (men's furnishings), has started sponsorship of Western Rangers, transcribed, across the board on KROW Oakland. Contract is for 52 weeks and was placed through Rhoades & Davis, San Francisco.

WALTER MCKEE, former sales manager of the retail division department of Colgate-Palmolive-Peet Co., New York City, has joined Peckson Co., Chicago, as a vice-president.

LINK AVIATION DEVICES Inc., Binghamton, N. Y. (Link Trainer), has placed its account with Craven & Hedrick, New York. Radio plans are said to be included.

TUBE REDUCING Corp., Wallington, N. J. (Beechite Steel Tube), has named Michel-Cather, New York, as agency to handle its account. Plans are said to be included.

STEVENS Cleaners and Hatters, Portland, Ore., have begun sponsorship on KEX Portland of a locally prepared weekly show Tuesdays and Fridays at 7:15 p.m. BRUCE co-op program. Roy Porter News, have been sold by KEX to the Davidson Baking Co. of Portland.

CALIFORNIA FICCO Co., Los Angeles (coffee substitute), on Nov. 15 started daily quarter-hour Strolling Tour on KKH Hollywood. Contract is for 13 weeks. Agency is Culbrett Sudler Co., Los Angeles.
LOW RATES A PROBLEM IN S. AMERICAN ADVERTISING SAYS CARTER EXPORT HEAD

UNLESS more American exporters start their Latin American advertising, they will find local (Latin American) manufacturers have clinched the post-war market in southern countries, the Export Advertising Assn. was told at a luncheon meeting in New York, last Wednesday, Nov. 17. The speaker was A. L. Abkarian, Carter Products' export manager, who has just returned from a three-months tour of the Caribbean area. The competition will come from local firms which have continued to build up their trade names during the war.

A serious problem has been created by exporters who place their advertising locally through their own agents, he found. Newspaper and radio representatives complain that some of the rates they have to quote in order to obtain business placed by local agents leave them with barely enough to cover costs. "It's up to the newspaper and station owners to get more starch in their spines and hold out for one card rate which would apply both to advertising placed locally and advertising placed through agencies in the States," he said, adding that if that didn't work, the newspaper representatives in the States could help by bringing up the level of the low rates paid by local advertisers to standard prices.

Mr. Abkarian said Mexico had real sales potentials. Rates are cheap in Haiti, but this is offset by the fact that electricity is turned off at set hours throughout the day and from 10 p.m. on.

In Venezuela, copy used in a number of cities must be approved by the Ministry of Health. Stations change the copy, and only recordings made in that country may be used, he said.

Turning to Panama, Mr. Abkarian commented on the need for a "good radio man who thinks in terms of American programs directed to English speaking listeners." Programming of this type would enhance the value of this potential consumer market, he said. The Coordinator's Office and Sterling Products are buying up practically all the time on La Voz de la Victor, and other stations in Costa Rica with the result that availabilities are very tight, he stated. Continuing his appraisal of the Central American advertising set-up, he cited El Salvador stations and newspapers for moderate rates, good programming and keeping to schedule.

For miles on either side of Fargo stretch the biggest, richest farmlands in the world. Fargo is the hub of the Red River Valley. In this Valley, 1,537,477 people plan their daily lives by the weather, time and market reports from WDAY—enjoy its entertainment, listen to its news. WDAY has a rating of 59.5% of the audience at all times. Let us prove the results.

BROADCASTING • Broadcast Advertising

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WHO Des Moines

John Coughlan
American Chicle
The Hi-Lex
Morton thru Street
Margulis, St. Louis.
weekly, Dunlap, ta
Dunlap, ta

Gooch Food Products Co., Lincoln, Neb. (mascaroni) 5 as weekly, thru Knu-Van Pietersen-Dunlap, Milwaukee, Ws.
Arvey Corp., Chicago (R-U Life) 8 as weekly, thru First United Broadcasters, Chicago.
American Chicle Co., Long Island (Dentine Gum) 4 as weekly, thru Badger & Browning, Boston.

WJJD Chicago

Radiant Arts, St. Louis (station) 6 as weekly, thru Shaffer-brennan-Margulis, St. Louis.
Industrial Tape Corp., New York, N. Y. (instrumental) 6 as weekly, thru H. Hackett Co., N. Y.
Stanback Co., Salisbury, N. C. (headache remedy) 8 as weekly, thru Carlson Brandyt Adver., Salisbury, N. C.

WJZ New York

John F. Troemer Int., Brooklyn, (White Label beer) 6 as weekly, thru Federal Adv., N. Y.
E. Fougera & Co., New York (Magix dog Shampoo) 6 as weekly, thru Stroh, Foner, N. Y.
Coughlin Co., Orange, N. J. (Chimney Sweep Socket Destroyer) 3 as weekly, thru Advertising Associates, Newark, N. J.

WMAQ Chicago

Wylar & Co., (Soppy) 2 as weekly, 13 weeks, thru Aubrey, Moore & Wallace, Chicago.

KECA Los Angeles

Interstate Bakeries Corp., Los Angeles, Calif. 5 as weekly, thru Dan B. Miner Corp. Los Angeles.
O'Keefe & Merritt Co., Los Angeles (institutional) 7 as weekly, thru John R. Ferris, Los Angeles.
Omegas Shoe Polish Co., Los Angeles (shoe polish) weekly sq, 6 weeks, thru John H. Kordes Inc., Los Angeles.
Hartz Mountain Productions, New York (bird nest, dog food), weekly sq, 26 weeks, thru George H. Hartman Co., Chicago.
Murine Co., Chicago (Murine) 5 as weekly, thru DBDO N. Y. 6 as weekly, thru Dana Jones thru Los Angeles.
Golden Age Corp., Los Angeles (mascaroni) 4 as daily thru 12 weeks, thru Yachter.
Davis & Van Norden, Los Angeles.

KMPC Beverly Hills, Cal.
National Schools, Los Angeles (training course) 7 as weekly, thru Adolph Winkaw Adv., Los Angeles.
Star Outfitting Co., Los Angeles (chain clothing) 15 as weekly, thru Allied Adv., Los Angeles.
Bendix Aviation, N. Hollywood, Calif. (em- ployment) 5 as weekly, thru The Telephones, Co., Los Angeles.
Southwest Pacific Co., San Francisco (train transportation) 15 as weekly 26 weeks, thru L. T. Franz, Con., San Francisco.
Hollis P. Dees, Hollywood (West Coast chain) 6 as weekly, thru Dan B. Miner Co., Los Angeles.

KJH Hollywood

Bonnie Belle Cosmetics, Cleveland (cosmetic) 2 as weekly, thru Edy- the Fern Menlowe, Detroit.

KFRC San Francisco


WGY Schenectady

Dunlop & Palmer (750 v) thru New York (gravy master seasoning) as weekly, 26 weeks, thru Everson, Dunlop & Palmer.
W. W. Lee Co. Waterliff, N. Y. (Save the baby cold remedy) 3 as weekly, thru Leighton & Nelson, Schenectady.
International Salt Co., Saratoga, Pa. (salt) 3 as weekly, thru J. M. Mathes, N. Y.

Carleton & Hovey Co., Lowell, Mass. (Father John's Medicine) 16 as weekly, thru John W. Queen Inc., Boston.

WQXR New York

Parfums Well Paris, New York, 4 as weekly, thru Kelly Nason Inc., N. Y.
John T. Thompson Inc., Brooklyn (White Label beer) 52 as weekly thru Federal Adv., N. Y.
Penick & Ford, New York (My-T-Fine Deartist) 13 as weekly, thru BDBO, N. Y.
Book of the Month Club, New York, week- ly 13 as weekly, thru Schwab & Scotty, N. Y.
Crawford Clothes, New York (men's clothes) 6 as weekly, thru Al Paul Lefton Co., N. Y.

WJZ Kalama Zonamor Grand Rapids

Chamberlain Sales Co., Des Moines (hand lotion) 3 as weekly, thru Eagle-Alworth Adv., Des Moines.
Murphy Foods Product, Burlington, Wis. 5 ep weekly, thru Wade Adv., Co., Chicago.
Sal-Payne Corp., Dayton, 3 as weekly, thru W. Douglas Tall, Dayton.
Waste Paper Consuming Industries, 3 as weekly, thru Olan Adv., Co., St. Louis.

WCBI Columbus, Miss.
Dr. Pepper Bottling Co., Dallas, 6 ep weekly, thru Tracy-Lockwood.
Lime Cola Bottling Co., Macon, Miss., 35 as weekly, thru Swift & Co., Chicago (meats) 100 as direct.

RCA Phototube and New Power Amplifier Offered

TWO new tubes are described in the November issue of TV Tipps, monthly letter to the broadcasting industry, published by RCA. First of the two new types is the RCA-689-B, which is described as a push-pull r-f beam power amplifier of improved design with total maximum plate dissipation of 40 w. Replacing the former RCA-829, the new tube is said to have a higher plate voltage rating (75 v) and improved internal structure to permit use in applications involving considerable vibration. It is recommended especially for use in r-f power amplifier equipment.

RCA-931-A, which has the same size and general appearance as the 931, when it replaces, is described as an improved 8-stage multiplier phototube. Small in size, it is offered for use in light-operated relays, sound reproduction from films, facsimile transmission and in military equipment.

KGEZ Transfer

APPLICATION was filed with the FCC last week by Donald C. Treloar, licensee and sole owner of WJES, for war time transfer of the war time transfer of the control of the station from Mr. Treloar to A. W. Talbot, owner of KEVR Seattle, for a period of two years. Mr. Talbot would also acquire option to buy the station at the end of the period. The contract effective date of the contract for $16,000.

Mr. Treloar agrees to assume part time management of KGEZ for the balance of the first year to control of KEVR Seattle, which was ac-quired last May for $17,516.

Mr. Talbot controls both Rogers & Co., Seattle, investment securities, and is the sole owner of Belling- ham Marine Railroad & Boatsbuild- ing Co., Bellingham, Wash. He previously owned an interest in WKLW Longview, Wash., which he sold several years ago.

War Products Exhibit

SIGHTS and sounds of the world's battlefronts are reproduced in "War Communicate," exhibit opened at the Kearny (N. J.) plant of Western Electric Co., to give W-E employees an understanding of the importance of the work in the production of war communications equipment. Sponsored by the Labor-Benchmarking Production Commission Committee, the display includes large dioramas with appropriate sound effects, demonstrating actual land and sea battles in which W-E ma- terial played a part.

WTCM On Mutual

WTCM Traverse City, Mich., went on the air Nov. 15 as a new affiliate of Mutual network. WTCM operates fulltime on 1400 kc with 250 w power.

Commissioners For Engineers

U. S. MARINE CORPS has an- nounced that it plans to take an unlimited number of graduate engineers with at least two years experience in electronics stations, and is also interested in obtaining a commission should contact Capt. Michael J. Cromwell, USMC, 1320 0 St. N. W., Washington, D. C.

FORGING AHEAD
Three boom markets linked together by one merchandising thrust, growing, expanding, meeting the ever-greater needs of the country.

THE PACIFIC NORTHWEST GROUP
KESC Seattle, Wash.
KPSY Seattle, Wash.
KPLZ Seattle, Wash.

KWLY Spokane, Wash.
KQIR Spokane, Wash.
KIPD Spokane, Wash.

KJUC Boise, Idaho
KNDH Boise, Idaho
KHTR Boise, Idaho

KULC Lewiston, Idaho
KIDR Lewiston, Idaho
KJDF Lewiston, Idaho

KIRR Richland, Wash.
KZFT Richland, Wash.
KQKW Kennewick, Wash.

KATC Sandpoint, Idaho
KJWJ Sandpoint, Idaho
KQWJ Moscow, Idaho

KHDH Moscow, Idaho
KGNN Moscow, Idaho
KQCF Idaho Falls, Idaho
Radio Advisory Board Urged
(Continued from page 7)

The chairman of the FCC has unlimited authority under present procedure," he asserted. "It seems to me that Congress could specify this matter more clearly by law." He recommended that Congress empower the President to appoint the IRAC. Such action would "legalize" the advisory board, whereas today it has no legal authority. Congress should define the duties of the IRAC and the FCC in all matters of broad policies, he said. Then he recommended establishment by Congress of an advisory board, including representatives of the Government, radio and "private citizens" to pass on such policies.

"I think it's going to be very important as we go into the future that these matters be determined on a broader scale than they are now," he asserted. "I have realized that the subject of radio frequency allocations is of growing importance to the public as a whole. I have felt that the preponderance of one voice is not good."

With reference to IRAC, Mr. Garey read into the record excerpts from minutes of several meetings in which the expanding powers acquired by Chairman Fly were exerted, with Presidential blessing, over the advisory committee. For more than two years, the minutes indicated, the committee argued over a proposed executive order draft to submit to the President. But each time it came up the FCC representative objected on the grounds that the Commission chairman was opposed to it.

Examples Shown

Specifically the minutes developed that Mr. Fly opposed the election of a chairman by members of IRAC, favoring appointment by the President; opposed the committee reporting to the President except through him; brought pressure to bear on several Government departments to prevent the committee from going ahead with the draft. Finally on May 7, 1942, the record disclosed, the committee voted to table the draft.

During the morning session Thursday, when Mr. Garey was reading the minutes into the in-
NAB Booklets Out
REQUESTED by thousands of retailers, agency and radio execs, four of the five “how to do it” booklets prepared by the NAB Retail Promotion Committee for the Broadcasting Industry were completed last week and mailed to the requestees. Booklets are packed with facts, figures and advice on use of radio by retail stores. Titled of the published booklets are Radio and Retailing in 1945, How to Buy Radio Time, The Elements of a Successful Radio Program, How to Measure Radio Audience. Number 4, on How to Promote Your Program, will appear in the near future.

director, who gave testimony in New York last August and September to Ambrose McCall, member of the committee’s legal staff, identified transcripts of statements they had made as “true and correct” and testified they were not “coerced, brow-beaten nor intimi-
dated” into giving the statements. Mrs. Blow, who had been sworn as a witness by Rep. Eugene E. Cox (D-Ga.), when he was com-
mittee chairman, took a second oath from Chairman Lea.

Testimony of the three officers in-
volved operations of Shortwave Re-
search Inc., which was incorporated in October 1941 and suspended early this year. It was brought out that the organization received more than a half-million dollars from OWI for salaries of scriptwriters and employees and that approxi-
mately $30,000 of the amount was distributed to educational and charitable organizations chosen by the directors when the organization suspended.

Boston Incident
Mr. Garey read into the record correspondence between Alfonso Lambiase, former announcer of the Italian Hour on WCBP Boston, and T. J. Slowik, FCC secretary, in which Mr. Lambiase alleged he was discharged at the behest of a re-
presentative from the FCC. He also read into the record a copy of Rep. Vinson’s letter which charged that the “military com-
munications are too important and too secret to be administered other than through the highest control” (see text herewith).

Chairman Vinson also charged that: “Because of his successful opposition to the wire-tapping bill, and to eliminating (lack of coordination) the foreign language broadcasts in Hawaii, he (Mr. Fly) must share in the cir-
cumstances surrounding Pearl Har-
bor and his opposition in the Senate to HR-5074 delayed its passage until after Pearl Harbor and may have resulted in some losses.”

Mr. Fly’s “activities in connec-
tion with television and frequency modulation seriously delayed putting these into service, and in turn deprived the armed services of the technical advances which would have accrued from these new types of services,” Rep. Vinson informed the Chief Executive.

“I express the hope that you will, without delay, reorganize this set-
up and place the direction of com-
munication activities directly under armed services, with an ex-
perienced Army and Navy officer in charge. It is a vital matter,” the letter concluded.

Attending last week’s hearings were all members of the committee, although Rep. Magnuson (D-Wash.) arrived a short time before adjournment Thursday afternoon. Chairman Lea announced the hear-
ings would be resumed at 10 a.m. Tuesday, Nov. 23.

In the meantime Mr. Garey and his staff buckled down to preparing the remainder of the investigation. Reports that the staff would resign unless the committee started action gave way in the House last week to assertions that “Garey is staying”. Chairman Lea said the question of legal counsel “is unchanged” and that Mr. Garey “will remain for the present”.

It was reported that if Mr. Garey had resigned at least three members of the committee would have refused to accept the resignation. Robert P. Barker, investigator, left the staff Nov. 13 for “personal rea-
sons”.

Chairman Lea requested an addi-
tional $75,000 of the House Com-
mittee on Accounts early last week. He said House action would be taken this week.

The TEXAS RANGERS now
Selling
Cold Tablets
on
WDBJ
Roanoke, Va.
also selling many other products on many other stations.
George E. Holley
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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
sEl YOUr cLiEnTS WPAT ... the fastest growing
station in the metropolitan area.

RADIO STATION WPAT  PATerson, NEW JERSEy  PARAMOUNT BLDG. NEW YORK
Mr. Miller told the committee he thought Mr. Fly would be “much happier” if Congress told him just how far he could go on declarations of policy. The question was repeatedly asked whether broadcasters “feared” the FCC, and the answer usually was affirmative. Chairman Wheeler wondered whether broadcasters feared “the Commission or Mr. Fly?” Senator Tobey (R-N.H.) observed once that “they’re synonymous.”

During Mr. Miller’s testimony, Senator Barkley, of Kentucky, Democratic leader and a member of the committee, sat through the hearings and participated in the interrogation. It was one of the few times within the recollection of Capitol Hill observers that the majority leader had attended a radio hearing in the last decade.

Members of the committee present during the third week of hearings were: Wheeler, Barkley, Truman, Clark (D-Ida.), Tunnell (D-Del.), McFarland (D-Ariz.), White Tobey, Reed (R-Kan.), Gurney (R-S.D.), Brooks (R-III.), Hawkes, Moore (R-Okla.).

When Chairman Wheeler called the hearing Monday morning Mr. Burke of KPAS was not present, so he asked Mr. Miller to proceed. The NAB president summarized his organization’s interest as twofold: first, the necessity of additional legislation to define the interests and duties of the FCC for the benefit of American broadcasters; second, to offer suggestions for new legislation.

Mr. Miller explained that in April 1942 there were 924 stations or construction permits granted by the FCC, whereas today the total is 913. NAB membership in April 1942 was 494 and today it is 845, a 69% increase. Replying to critics that “large” stations dominate the NAB, Mr. Miller said that of the 51 new members the last year and a half, 28 are locals and 15 regional outlets. As to votes, Mutual affiliates have the most, he pointed out.

“The networks do exercise a big influence over your organization, do they not?” asked Senator Wheel-

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they are a dominating force."

"In other words that you're not just a stooge for the networks?" asked Senator Wheeler.

"That's right," exclaimed the NAB head.

Mr. Miller outlined the NAB code, told how it was conceived and finally worked out after all members were asked to submit ideas. "That code, I think," he said, "was a very distinct step forward. It solved some of the problems but it didn't solve all of them." He explained that the code dealt with controversial public questions but added, "I don't think you'll find a solution that is 100% perfect."

Senator Wheeler criticized radio, declaring "you haven't done a very good job in some instances."

"If your organization had written a code and forced it through, you wouldn't have to write it into law as I think it should be. If you have a code, you don't pay any attention to it. It's up to your industry to adopt certain things rather than have Congress do it."

After some discussion of ethics, the NAB president told the committee that as far back as March 18, 1941, the NAB Board adopted a resolution calling for remedial legislation. He explained that on April 29 this year the Board appointed a legislative committee to consider provisions of the White-Wheeler bill.

That committee reached two conclusions. One, the broadcast industry is dependent for proper operations on legislation, and two, notwithstanding almost phenomenal growth, radio is now functioning under legislation 16 years old, legislation not designed to cope with problems which have arisen today.

"The big problem of broadcasting is uncertainty," said Mr. Miller. "That uncertainty is wholly unrelated to the war. It existed before the war, it exists now and it will exist after the war."

There was considerable discussion on the "intervention" clause of the proposed legislation. Mr. Miller felt that Congress should define the right of an intervenor more clearly than the proposed law does. He cited the KOA case in which the Commission denied the Denver station the right to intervene when a Boston station wanted to operate on the same frequency.

Asks Congress Consider Network Regulations

"A network is a program-producing agency," said Mr. Miller, "and when you start regulating a program-producing agency you get into Government control."

ed a debate on the FCC network regulations, upheld by the May 10 Supreme Court decision. Mr. Miller contended that if such evils, as the FCC contended, exist, then "Congress should put the regulations into the law."

"I think this Congress should consider these regulations and then pass such, if any, they want," he added, "if regulations are found to be sound, then they should be in the law."

"I think your organization and the industry had better make up its mind that the substance ... and I emphasize substance ... of the regulations will be written into the law by Congress," said Senator White.

"When you come wanting to write regulations into the statute," asked Senator Tobey, "Aren't you getting into dangerous territory? Conditions change from day to day and if we write a lot of regulations into the statute, they may not apply tomorrow."

Mr. Miller agreed "to a certain extent" but said Congress should outline policies such as were outlined in the Interstate Commerce Act.

"I think that what we're asking for is not a strait-jacket for the Commission but to set up some guidelines," said the NAB president. "I think we should specify the maximum and minimum regulations the FCC should put on. I think, for instance, we ought to have a longer term of license."

He suggested, answering Senator Clark's question, a 10-15-year term. But Senator Wheeler wanted to know how to control a station that might step out of line and "ignore public interest." Mr. Miller said such situations could be taken care of "by other means," if there were violations of the law. Then added:

"I think that's the price we've got to pay for freedom of radio, the same as freedom of the press."

Miller Links Two-Year License to Program Control

Although Mr. Miller went on record as in favor of giving the Commission "power to cite a station for violating the law," he asserted that "coming in every two years doesn't accomplish anything but control over programs."

He pointed out that the FCC dwells at length on programs when considering license renewals, contrary to previous testimony by FCC Chairman Fly that the Commission wasn't interested in programs except possibly "types."

The NAB president said there should be fines or some punishment other than revocation for technical violations. When Senator Wheeler questioned whether the FCC based licenses on programs, Mr. Miller said the sale of the Blue Network left "no question in my mind but what the Blue sale was on program control."

He explained that many stations are operating under temporary licenses today and that the licenses are kept in a state of "uncertainty."

"What you mean to say is that stations are under constant fear and worry that their licenses will be revoked," commented Senator Wheeler. "I greatly sympathize with the idea that the Commission should not have the power to regulate program control. I do say that if a station should go wild, it would be up to the Commission to do something and Congress will have to. I think radio should take into consideration public interest, both with reference to program content and advertising."

"I don't think anybody in radio claims to have done a perfect job," said Mr. Miller. "Mr. Fly stated they are making a lot of money."

He pointed to the Philharmonic program on CBS and the NBC Symphony, both sponsored programs, as "better type" shows...
For quite some time we have been aware that in Don Lyon we had a top-notcher—so the announcement of the H. B. Davis Memorial award did not surprise us nearly as much as it did him. Don’s talent is not restricted to announcing. On some of his shows he does writing and producing as well.

At present, these Don Lyon shows are available for sponsorship:

* "We Were There"—interviewing service men recently returned from combat.
* "Up to This Minute"—daily 15-minute news commentary.
* In Production—a weekly half-hour quiz from a theater stage.

Again WSYR has lived up to its reputation of “the station that builds stars and shows.” 21 years of constant improvement provides the atmosphere in which talent can thrive. And that’s why, in Syracuse more people listen to WSYR— the only NBC Station covering Central New York

WSYR

Syracuse, N. Y.
Basic NBC Red        H. C. Wilder, Pres.
5000 WATTS at 570 KC
which have not suffered by commercial sponsorship.

Senator Clark asked: "Don't we have to distinguish between program content and seeing it that the public gets good programs? Take a man that lets his whole program structure go to pot. I'm not at all convinced the Commission shouldn't come in and say 'you're not giving the public good programs'."

**Rights of Press and Radio Compared**

"I think we would agree," said Mr. Miller, "that the Government wouldn't exercise that control over newspapers." An argument followed over whether radio and the newspaper are similar. Senator Clark thought there was no comparison. Mr. Miller thought there was.

"I don't think a group of any seven men could sit up here and tell all the people over the country what they are going to hear," declared the NAB head. "If you open the door just a crack, you'll have the Government in all the way. I think the Government should license radio because of the technical phase. The nub of the whole thing is, how far can you let the Government in on physical and technical phases and close the door on programs? We'd like to see the door closed very definitely. It's up to Congress to close the door."

"Don't you think you'd object to Congress limiting programs?" asked Senator Tunnell.

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KFH, that selling station in Wichita, 5000 watts full time, can do your sales job in this rich market. Remember, too, that Wichita's wartime industries are peace-time industries—you buy both the present and the future with KFH.

*Reference, Sales Management's November 10 issue, Marketing.

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CBS—5000 Watts Day and Night

See any Edward Petry Office.

**SPURNING A CIGARETTE**

Don Searle, manager of KGO San Francisco, offers Bob Davis of the San Francisco office of Rhodes & Davis, a Life Saver instead. Since FCC approval of the BLUE sale to Edward J. Noble, chairman of the board of Life Saver Corp., the candy product has replaced cigarettes in the box on Mr. Searle's desk and callers are greeted with offer of a Life Saver.

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**Burke Details Moves On License And Equipment**

Mr. Burke opposed the proposed legislation that he had asked favor of giving the FCC unlimited powers in control of what he termed "public interest". Committee members, however, that they didn't think a move was needed when (1) Mr. Burke had been granted a new station license for KPSA without a hearing; (2) he had been granted 10,000 w power on the April 27 freeze order, and (3) the stockholders listed with the FCC didn't correspond to those enumerated by Mr. Burke.

Mr. Burke was opposed to propaganda, he declared, especially when a member of CBS headed a West Coast radio committee to study the proposed White-Wheeler legislation. He charged that the network representatives as committee chairman, "suggested we use civic clubs and newspapers to put out propaganda for the bill". That's

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why Mr. Burke resigned from the committee, he said. But when Senator Wheeler, referring to the pamphlet, said:

"You've done quite a lot of propagandizing yourself, haven't you?" Mr. Burke replied: "Absolutely, absolutely, I believe in it."

After considerable questioning by senators as to how he obtained his license for K Pas and how he managed to get materials for a 10,000-w transmitter after the freeze order, Mr. Burke admitted these facts: That on Sept. 9, 1941 a construction permit for 10,000-w was issued by the FCC that he couldn't get a 10,000-w transmitter so on Dec. 9, 1941, after Pearl Harbor, the Commission granted a special authorization for a 9,000-w station; that the FCC freeze order, in line with the WPB freeze on materials, went into effect April 27, 1942; that on Nov. 15, 1942, a temporary license was granted by FCC and that on Feb. 24, this year, a regular license for 10,000-w was granted without hearing.

**Wanted to Get On the Air**

"When you applied for a license was there any public hearing?" asked Senator Wheeler.

"No, not the kind I had to come to," said Mr. Burke. "I was more interested myself in presenting my views editorially than I was in a license. I had been struggling to go on the air as a night station for five years. I felt and do believe that control has got to rest somewhere. From my point of view I would feel that control should rest with the Commission."

Mr. Burke didn't believe a radio station should have a policy, but an individual should. When Senator Wheeler asked if he branded his editorial policy as such on the air he said: "I do not."

Considerable time was given to an inquiry into the ownership of KPas and KFVD with which Mr. Burke said he was affiliated. Senator Wheeler inquired about the stockholders. Mr. Burke couldn't remember them. Several times he remarked: "I'll have to refresh my memory."

From a list in front of him Senator Wheeler read names of officers which Mr. Burke identified as

**INUNDATED by WOWO's Modern Home Forum mail, homemaker Jane Weston and announcer Herb Hay of the Ft. Wayne station gave helpful hints to housewives on shopping, rationing, baby care, cooking and how to put the in out. Program has drawn 82,344 pieces of mail in the first nine months of this year; many of those shown are penny postcards which brought a merchandising leaflet to listeners.**

**Burke resigned from the**

He said he raised $25,500 to put into the station through "my own resources." Mr. Burke testified that some of his stockholder friends had "helped" him get the station, that for five years he used various means of exerting pressure on the FCC to get license. He tossed a verbal bombshell by advocating that the FCC be endowed with powers to control leasing of land for transmitters. Mr. Burke told the committee that stop Mr. Wilson in California was "the best spot for an FM station" but when he attempted to lease it he learned another company had been granted a license. He told the committee that the FCC should have the power to determine whether a land-owner could lease his property to anyone and to whom. Mr. Burke told the committee that the FCC refused to accept an exclusive lease on the part of his rival "as part of the arrangement" for a license.

"You mean the Communications Commission takes the position that the owner of land must lease it to other people?" asked Senator Wheeler. "No, but they say you can't shut other people to get a license from us," asserted Mr. Burke. He told the committee he wasn't interested in other sites for an FM station because Mt. Wilson was the "best." Questioned as to the Commission's procedure in the FM case, the witness said: "The Commission should have the power to protect the public interest."

"Admitting there's a need for what you are talking about, isn't your method wrong?" asked Senator McFarland. "You're giving the FCC power to take property away from people without due process of law."

"What you want is for the Commission to have the power of eminent domain," remarked Senator Wheeler. "Here's my point, folks," said Mr. Burke. "The ones with control in the public interest should not have a financial interest."

"You've done a pretty good job of propagandizing yourself over your own interests," commented Senator Wheeler.

Senator Moore (R-Okla.), who had attended but had taken no active part in the hearings, was interested in the FM land-rental deal. "Do you contend that the owner has no right to make an exclusive contract?" he asked.

"But the Commission won't let the other party have an exclusive contract," insisted Mr. Burke.

**Tells of Giving Views On Local Legislation**

After more argument about the "rights" of a land-owner to enter into an exclusive rental contract Senator Tobey remarked:

"In other words you want to be saved from yourself by the FCC."

"Right," exclaimed the witness. "But some people want to be saved from the FCC," added Senator Tobey.

Senator Wheeler explained that notwithstanding Mr. Burke's insistence that the FCC have powers to control land leases "I don't think under the laws of this coun-

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November 22, 1943 • Page 57
try the Congress has got that right?"

On commentators, Mr. Burke told the committee he had gone on the air to speak against some local legislation in which various oil firms were interested. Senator Wheeler elicited the information that Mr. Burke went on the air "to take a stand against that legislation but that he charged the opposition for time to refute his statements. He testified, also, that his salary as a "commentator" was $750 a month.

Mr. Burke contended that such things as dual ownership and newspaper ownership of radio "can't be controlled by law". Rather they must be controlled by individual cases, he said, and in such cases the FCC should have that power.

The committee extracted from Mr. Burke that he formerly owned and published newspapers in Elyria, O., Santa Ana, Cal., and was a member of the Democratic State Central Committee of California, in addition to being an attorney.

After questioning Mr. Burke as to how much help various Congressmen had given him in obtaining his license without a hearing, Senator Wheeler said: "That concludes your statement."

**Courts Closed to Review Of Most FCC Cases**

Resuming the stand Wednesday NAB President Miller reviewed portions of the White-Wheeler Bill proposed by the Federal Communications Bar Assn., recommending made by NAB both at hearings in the House on the old Sanders Bill and in the present proposed legislation and provisions of the pending measure on which the NAB had not previously expressed an opinion.

He told the committee that NAB had endorsed provisions of S-814 recommended by the FCC.

"The industry has been subjected to a great deal of criticism—some of it perhaps justified—because it has not shown that it has not resisted certain action of the regulatory authority," said Mr. Miller. "In assessing the validity of this criticism certain facts must be borne in mind. One of these facts is that the law does not provide for a paper or ap- pendural steps which must be taken by the Commission in disposing of many controversial matters. Another is that it is well nigh impossible in the present state of the law to secure judicial review of Commission action, no matter how onerous or capricious."

**Miller Says Only Law Can Provide Guideposts**

"It is unfortunately the fact that the great majority of all cases in which judicial review of Commission action has been sought through the courts in the last 10 years has not been dismissed or disposed of upon procedural or jurisdictional grounds and without consideration of the substantive questions which were sought to be presented.

When Senator White asked if Mr. Miller didn't think language of the proposed bill defining the term "license" "does in a substantial way on the road you think should be followed," Mr. Miller said:

"One of the complaints has been that the broadcast companies have not had the right to intervene in the many cases where a Commission has not issued a license but special authorization.

"It seems more important now that Congress put in some guideposts as to what the Supreme Court Decision. Mrs. Miller spoke of the "obvious importance of the interpretation of the present Act" and declared that "such a situation cannot be remedied by criticism of the administration or by petitions to its members. It can only be remedied by the adoption of statutory provisions."

Mr. Miller cited the Sanders Bill case in which the Supreme Court held that the Commission had no right to regulate business practices, then pointed to the May 10 decision which gave the Commission authority over the "composition of traffic". Senator White commented that the May 10 decision did not override the Sanders opinion.

"The court was trying to interpret, what Congress thought was law," said Mr. Miller. "It seems to me the good result would be accomplished for all purposes if this court would lay down now what the law is."" I appreciate that the industry would like for the Commission control merely electrical apparatus or the physical aspects," said Chairman Wheeler, "but for one say if we're going to have a Commission limited to that field, we might as well say we're not going to regulate the industry at all. If we're going to regulate the business practices, you think we ought to spell it out for the Commission. That they can't Washington on last Monday at Government expense to tell the Congress that their statements were "true and correct", in line with procedure established by Chairman Lee [BROADCASTING, Oct. 18]. Each was paid $6, the usual per diem expense, plus $20.60 transportation.

**Expensive**

IT COST the taxpayers $79.80 for three witnesses to tell the House Select Committee to investigate the FCC that statements they made and signed in New York before a member of the committee's legal counsel "true and correct" and were made "without coercion, brow-beating and discour- tune treatment".

One of the three, Mrs. Marya Blow, former president of Shortwave Research Inc., now impera- tive, was sworn twice, first by Rep. Eugene E. Cox (D. Ga.) then he was chairman, and next by Rep. Clarence F. Lea (D-Cal.), present chairman. He told the committee the Supreme Court has said the Commission can regulate practically anything and everything.

Mr. Miller told the committee that the NAB believes the Commission should be organized into towers on the basis of proposed legislation provides. When he suggested that Judge E. O. Sykes, former Commission chairman and now a practicing attorney, be asked to appear before the committee, Senator Wheeler asked: "Is he attorney for a network?" then added:

"I have a high regard for him, regardless of who his clients are."

Dealing with complaints again came in for considerable argument. Mr. Miller supported that part of the proposed law making the declaratory-rulings mandatory that the Commission where recovation of license was involved. Senator White's remarks were rejected on the ground that petitions for rulings would flood the Commission and keep it from doing other work, but added:

**Wheeler Says 'Judgment Procedure' Can Be Devised**

"In my judgment I think it can be worked out so the Commission won't be cluttered up. I think the question of procedure ought to be worked out."

Mr. Miller, referring to testimony of Chairman Fly on Nov. 11 that the Commission soon would issue a ruling with reference to newspaper ownership of radio, said the FCC chairman "avoided any reference to the fact that the decisions of the Federal Court for the District of Columbia has already construed the Act in such a manner as definitely to exclude any order or part of the Commission to render any determination adverse to applicants of this class based upon their other occupations or interests."

He read from the court's decision the Stahlman case which held that the Commission's authority "does not embrace and should not be extended by implication to embrace a ban on newspa-
pers as such, for in that case it would follow that the power to exclude exists also as to schools and churches; and if to these, the interdict might be applied wherever the Commission chose to apply it." Mr. Miller commented:

Commission Acts in Fields Of Doubtful Authority

"I regard the chairman's statement and the situation to which they refer, as of special significance for two reasons. In the first place they show the willingness of the Commission to proceed with a determination of the character in the face of judicial declarations by a court of competent jurisdiction which flatly stated that the Commission has no such power. In the second place, they are indicative of a state of mind which influences the Commission's actions in other matters. The Commission is not only willing but anxious to take action in fields of doubtful authority irrespective of the intention of the Congress as shown by the Statute and irrespective of consequences to the industry which it was established to regulate."

Questioned by Senator White, Mr. Miller said the FCC began its newspaper-ownership study about "two and a half years ago" and that since then all applications of newspapers to acquire stations by transfer had been "put in suspension."

"I know of no provision in the law that prohibits any class of business from obtaining a license," declared Senator White. "That's a major policy and one that Congress should pass on."

Senator McFarland cited some instances in Arizona where newspaper ownership was held in abeyance because applications had not been acted on by the Commission. Senator Clark was interested in the number of newspapers which have filed for license transfers.

FM Seen Delayed By Uncertainty on FCC

FM came in for considerable discussion. Committee members indicated keen interest as Mr. Miller said that in the last installment newspapers have done good jobs in the radio field but hesitated to go into FM because of the question as to whether the Commission would grant a license and "come around next month and say 'we decided against it.'"

"If that's our responsibility as a committee of Congress, I think we'd better decide it," declared Senator Clark.

"I think the Commission's attitude at the present would necess-

sarily stop the regular procedure of business," commented Senator Gurney. He posed this question: Supposing a broadcaster wanted to buy a newspaper. Mr. Miller surmised that the Commission might direct the broadcaster of his license should it decide against newspaper ownership.

Ownership Discussed In Relation to Monopoly

Senator Wheeler asked if Mr. Miller thought one station should hold more than one station in a town. Mr. Miller said he felt that was a question to be decided on the merits of the case but he didn't think "there is any provision in the law where the Commission can decide that. It should come up here."

"What should be done about it should be written in the law," said Senator Wheeler. "I think it's a serious question, with a limited number of frequencies, when any one person should have two or three stations in any town. He's not going to get competition. In some smaller communities I can visualize where a newspaper shouldn't have all the avenues of publicity in the town."

Mr. Miller explained that the Commission has licensed two stations owned by the same interests in a community but when application for increased power for one of the stations comes up, the Commission is likely to say "unload the other station and we'll increase your power."

"The Congress, as the source of all Commission authority, should make its wishes known in a manner which requires no construction and affords a basis for misunderstanding," said the NAB head. "Like the old saying, the power to tax is the power to destroy. The power to license is the power to destroy."

"You'd like to have your industry controlled by rule of law rather than by rule of man?" inquired Senator Hawkes.

"Yes sir," replied Mr. Miller. "If a man pioneers in FM and comes back a year from now for increased power, and the Commission-whether it's to sell his other station, it would retard FM."

Senator Wheeler asked what if the TV stations applied for registation, but Mr. Miller suggested that engineers, who will appear later, could better answer that question.

Clark For Guideposts With Room For Discretion

"Because of the importance of FM in the future, it might be wise to look into it in view of writing legislation," added Senator Wheel-

er. Continuing his argument in favor of laws governing the Commission's regulations, Mr. Miller said:

"On merit's you might very well exclude the persons who know the most about FM. We're all agreed we want to get away from monopoly, but by putting on the brakes you might retard FM."

Senator Clark mentioned the "whole field of television" as something to consider.

"I can see your point and I agree with you," he told Mr. Miller. "We've got to have guideposts, but we've got to invest the Commission with some discretion."

"We agree with you," replied the NAB president, "but we feel you can go a long way in clearing this up without putting the Commission in a strait-jacket. Con-

gress is busy, I'll admit, but we get a revision only about once every 18 years."

Senator Wheeler returned to program control and asked: "Don't you think the Commission, in deciding what's in the public interest, should have the power to say whether or not several kinds of stations should produce several kinds of programs?" Mr. Miller said he thought the Commission should have "adequate power to decide what's in the public interest" but shouldn't go beyond that in the control of programs.

Senator Wheeler asked about the revocations of three or four licenses some years ago for alleged program control. Mr. Miller said: "We don't blame that on Mr. Fly. That was before his time."

Senator White interposed: "I think we've got enough on him without going back."

"We think Congress can make Mr. Fly happier by knowing what his powers are," added Mr. Miller. And Senator White quipped:

HOOKIN', ANY BUSINESS IN FISH TRAP (Ky.)?

Don't expect many nibbles in Fish Trap, stranger, you'll just be wastin' your time! The big run in Kentucky is the Louisville Trading Area—and that's where you'll find the real sport. Three sections covered by WAVE is a market with 17.4% more retail sales than all the rest of the State combined. A good base here and you've really got something! How about throwing some plugs over thisaway?
“Mr. Fly hasn’t emphasized that.”
Applying for Richard T. Frank-
enstein, vice president of UAW, Mr. Thomas, called
on the Senate to investigate imme-
diately sale or allotment of time
in favor of discussion of con-
versial issues. He cited what he
said were a number of clear-cut
instances wherein network sta-
ions alike have refused time
to his union and to other unions.
Mr. Thomas contended the NAB
Code, restricting the operation of
stations for controversial issues, “must go”. He
said it was a set of private regu-
lations set up without official
action and which “serves merely to
gag the free use of radio in the
United States”. Second, he be-
said that labor and other groups be
protected access to the radio “by
legislation if necessary” on the
same terms and conditions as
manufacturers with goods to sell.

Third, “a thorough-going inves-
tigation must be undertaken
to determine how widespread
the present gaps are and what addi-
tional steps must be taken to eli-
minate them”. Abolition of the Code
and equal access of time should not
await the results of the investiga-
tion, he insisted, but should be
acted upon without “even a month’s
delay.”

In a detailed prepared state-
ment, Mr. Thomas cited the refusal of
WHKF Columbus to permit Mr.
Frankenstein to use ‘contracted
time without sharp censorship of
his address. He admitted that the
address was controversial, but con-
tended that in wartime practically
all subjects fall in that category.

Urges Union Time
Egal to Corporations’

Asking the Committee to go on
record as opposing any regulations
discriminating against unions and
cooperatives, Mr. Thomas applaud-
ed the position of Chairman Fly
on “free speech applied to radio”. He
made specific reference to Mr. Fly’s
address before the Radio Execu-
tive’s Group in New York last
month.

Quoting from a recent article in
casting on the use of radio by
the Defense Information or-
he said that if the FCC
banned unions, “it would be intoler-
able”. Yet he added the NAB,
“a gentlemen’s club or clique”, had
done so.

When Senators Wheeler and
White commented that they
planned to write into the new law
a provision requiring equal time
and facilities for discussion of
controversial issues, Mr. Thomas
held that he felt that was not suf-
ficiently broad. He urged legisla-
tion on the right to time
available to labor unions “on
a basis equal to corporations” and
that he would be perfectly satisfied
if allowing opposing viewpoints to
utilize the same time.

Assenting the problem was not
local but a national issue, Mr.
Thomas cited a series of recorded
protests of stations by UAW
at full commercial rates. The NAB,
he charged, stepped in and warned
stations not to carry the transcrip-
tions on the ground that they were
conflict with the NAB Code. The
NAB defense, he said, was that stations
should allow free time for discussion of
such issues. Nevertheless, he con-
tended, the stations which refused
to sell UAW time did not offer
to give the union time gratis.

Mr. Thomas loosed an attack up-
on Fulton Lewis Jr., Mutual
commentator. He charged Mr. Lewis
was employed for a time by the
National Association of Manufac-
turers. He described the labor
history of “labor-busting pure and simple”, Mr.
Lewis, he alleged, “knives labor
every day in the week and
labor cannot buy or borrow a chance to
answer him.”

Senator Wheeler interjected that
if the law carried a provision under
which any commentator who at-
tacked a person would be required
to allow that person to answer
over the same facilities, he felt it
would “soon put an end to these
attacks on the air”. The union head
thought that was “a splendid idea”.

Senator Wheeler pointed out that
networks in all cases wherein
newscasts are broadcast is
difficult to write into the law. He
dserved the public interest
at the microphone “crackpots who have
the money could expand their
views”.

Commission Said to
Deny Having Jurisdiction

Mr. Thomas declared that his or-
ganization planned to submit to
the Committee a complete paper
advancing its ideas on handling of
such broadcasts. Senator Wheeler
said it would take more than
table discussion to cover up
the misunderstandings about
sale of political time, Mr. Reinsch
said the general practice is to sell time
during political campaigns. His sta-
tions charge only the regular rates,
his, he said. At all other times, the
policy of all stations is to give
time to public office holders to
allow them to report to the elector-
ate. He said he would hate to lose
the impression that radio operates
only by the dollar mark.

This brought from Senator To-
hey high praise for the public ser-
ices of networks and stations.

Wheeler Raises Question
Of Super-Power

Recalling the testimony of Chair-
man Fly that public service pro-
scribes such stations are
prosperous, Mr. Reinsch said
theoretically this was possible, but
practically it was too much. He
recited the manner in which the
Cox stations guard against
immovable stations. At WSB a
couple of years ago, he recalled,
the entire commercial schedule
was torn up to accommodate emergency
operations during a
blizzard which inundated traffic
and utilities.

Senator Wheeler, for the first
in the hearing, raised the ques-
tion of superpower. Mr.
Abernethy Condemns Fly's Comments On Soap Operas; Quotes Memphis Edit

SPREADING IN BEHALF of a free radio, which “this Government should and will ever maintain”, Rep. Thomas G. Abernethy (D.-Miss.) condemned the stand of FCC Chairman James W. Fly on “soap operas” and other type programs which the chairman had inferred were objectionable.

Mr. Abernethy, in an extension of remarks made in the House Nov. 17, and printed in the Appendix of the Congressional Record, said the chairman “apparently has proposed to make a federal administrative decision that will extend to him and the Commission the privilege of removing from the air soap operas and other programs which he and the Commission, as the sole arbitrators, might construe as objectionable; thus the Commission could, by the same law, bar from the air broadcasts to my liking or to yours or that of some other American citizen, and at the same time deny this medium of advertising to legitimate business.”

“I submit that the Commission should not be so empowered.”

Quotes ‘Commercial Appeal’

To support his position, the Mississippi Congressman referred to an editorial in the Memphis Commercial Appeal Nov. 15, as expressing the degree of development, he added, depends on “where we stand as newspaper stations”. He said that newspapers were blocked today on expansion and do not know where they will go. Possibly will be fessed out of business”, he said.

When Senator Hawkes observed that all business men want to put things where the labor they invest, Mr. Reinsch said that the newspaper station does not wish to “get down to the 30 yard line and have the rules changed”.

Handing very deftly a cross-fire of questions from a half-dozen senators, Mr. Reinsch stated his position on several controversial matters. He said he did not favor editorializing by stations; he is against the Fly proposal that stations keep records on requests for time for public discussion and show the disposition of each; he wanted the stations given “a little leeway” without being encumbered by questionnaires and the like; he feels station management is thoroughly capable of running its own affairs.

Mr. Reinsch’s comment on questionnaires brought from Senator Hawkes the observation that the people think the radio stations are “sick and tired of these Washington bureaucrats who are interfering with the thousands who are interested in and who want to hear us”, and that the view “is going to be further expressed”, he said, informing the Congressman that he was to demonstrate that.

“Leaving the room to attend other business, Senator Hawkes said he wanted to commend Mr. Reinsch for “making one of the finest statements he had heard before any committee of Congress.”

Chairman Wheeler commented the same opinion he held on Mr. Fly’s alleged violation of the privilege of a free radio.

The editorial, which was printed in the Appendix, follows:

"That commentator on WDFD Flint Michigan was right—our post-war problems are terrific!"

WIBW The Voice of Kansas in Topeka

WGY Nomination for Most Important Non-Network Show

"Speaking of Books"

SCHENECTADY, N. Y.

For the 7th time

1/2 of New England

with

STATION

LAWRENCE, MASS.

WLB

680 K.C.

WIBW has developed America’s most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.
Reinsch said that if the newspaper had “very positive editorial opinions” he would be inclined to say “no,” but he observed that it would be better to have a “few isolated examples” of extreme cases than to adopt a hard and fast rule against such ownership.

He was disposed to agree with Senator Wheeler that instead of making a definite rule such situation might be left up to the Commission. As things stand now, he said, under the newspaper rule, “we shall call under a blanket in-
dictment”.

Mr. Reinsch pointed out that mention had been made during hearing of the ICC and its harmony with regulation of radio. While, he said, he was not a lawyer, he pointed out there was a difference between railroad and radio stations. A common carrier and open to all comers. Radio is not a common carrier. Business regulation of radio might lead to rate fixing for stations, he said. Senator Wheeler interjected: “there has been no attempt to regulate rates”.

“I am glad to hear that, sir”, Mr. Reinsch responded.

Answering the talk of censorship, Mr. Reinsch said there appeared to be a great deal of confusion on it. He said there is only one real radio censor—Mr. John Q. Public. “If he doesn’t like my talk, or my guitar-strumming, he flicks the switch or, on the more modern sets, he pushes a button, and if he doesn’t listen to that, I’m off the air.” He pointed out that there are accurate surveys of audiences which indicate why the Jack Benny or Fibber McGee retain their radio contracts.

**Complaints Alleged**

**On Political Time**

Continuing his testimony on Friday, Mr. Reinsch asked that Congress decide the matter of newspaper and non-newspaper ownership so that the Commission will have available for its guidance, in crystal clear language, the matter of its authority. Every person, he is agreed, that, where competition exists, “there should be no distinction between newspaper and non-newspaper stations”. In that narrow, restricted area where there is one newspaper and one station, he said he thought Congress should express itself, but that he preferred to leave Congress and to the Newspaper-Radio Committee, the matter of degree and language.

Mr. Reinsch quoted from the Nov. 8 broadcast of Broadcasting, the OWI figure that $103,000,000 in time and talent is being donated for Government programs. He said this took into account only actual allotments and excluded the war messages in commercial.

“It is the hope of every broadcaster I know that the rules of the game be written at this session for all realize the freedom of radio is at stake,” he declared.

Senator Wheeler read from a letter which he said was written by a defeated political candidate in Miami’s elections last May. The candidate alleged that the Miami Daily News and WIOD quoted him exorbitant rates for time and that two commentators on the station promoted the incumbent.

Mr. Reinsch was familiar with the case but made it plain that the newspaper and station were two separate operations. He also emphasized that rates for political broadcasts were the same as for commercial programs. The committee chairman repeated what he had said many times during the hearing. Mr. Reinsch pointed out that the Commission was not permitted to express views without providing time to the opposition to answer.

“Should commentators resort to the air,” said Mr. Reinsch, “I firmly believe Congress should take action.” He told the committee he’d like to get the records and present them “so you’ll have all the facts.”

Senator Reinsch informed the committee “that man doesn’t work for WIOD anymore.”

**Lord Suggestion on Political Censorship**

Discussing the provision in the White-Wheeler Bill that political candidates shall be afforded equal time Senator White said it had been a question in his mind as to whether the committee or the Commission.

“I think something’s got to be done by the radio stations themselves,” said Senator Wheeler. “I’m constantly getting complaints.”

“A newspaper is a factual reporter of news,” said Mr. Reinsch.

Nathan Lord, general manager of WAVE Louisville, said he favored generally sections 7-11 of the proposed bill but brought up a question in the language which prohibits the Commission and broadcasters from censoring political material, and if any one is or upon behalf of any person or organization which advocates the overthrow of Government by force or violence. He asked that the words “for or upon behalf of any person or organization” be stricken since a person, even though be affiliated with a subversive organization, might run for office if he qualifies otherwise. By denying him time a broadcaster would be violating another provision which makes it mandatory for him to give equal time to political parties.

When Mr. Lord expressed the belief that programming should rest solely upon the station licensee, Senator Wheeler remarked that his attention had been called recently “to the outrageous practices of some stations”.

“Over a course of years I’d rather see the monopoly of programs left to the hands of 900 broadcasters rather than narrowed to a 7-man bureau in Washington,” Mr. Lord asserted.

“If abuses and privileges are granted a broadcaster and he abuses that which is public, do you think the Commission shouldn’t have anything to say at all?” asked Chairman Wheeler.

“Yes,” said Mr. Lord, “except when the abuses have an adverse effect on the public, then he should lose his license.”

“Nobody wants to establish programs control for the Commission,” re-plied Mr. Lord.

Senator White asked the Louisville broadcaster, a former newspaper man, to give the committee his suggestions in writing.

“The old law, before the Supreme Court opinion, we were charged with programming our stations,” Mr. Lord continued. “The Supreme Court decision has given the F.C.C. the right to censor. The Commission decides what’s in the public interest, not what the people think is public interest.

Under the Supreme Court decision I think the former power has been granted the Commission which has not been used.” Senator Gurney said he was not a fact that stations must have listeners to succeed. Mr. Lord exclaimed: “Without listeners, radio ain’t anything!”

Considerable discussion arose over language of a section providing equal time for controversial issues and political topics. Mr. Lord pointed out that 100 persons with 100 different views might want to reply to the original speaker. Three might have legitimate public interest, but the other 97 wouldn’t.

“If you permit a man to discuss a public question you don’t want to be under obligation to permit a reply,” said Senator Wheeler. Mr. Lord answered: “I’m already under obligation. I can’t operate in the public interest if I use a public frequency to dictate what’s in the public interest myself. It would be better if the guarantee was given under the license.”

“Had good sense,” quipped the committee chairman. Then he commented: “You’ve either got to write it into law or turn it over to the Commission.”

**Wheeler Puts Commission In Charge of Public Interest**

“T’m afraid that goes too far,” said Mr. Lord. “It opens the door wide.” The committee chairman mentioned a hypothetical case in which several persons disagreed on one subject, then remarked:

“That’s something very difficult to work out. The question is, you’ve got to leave it up to the Commission to decide what’s in the public interest or you’ve got to put it in the law.”

With reference to procedural sections of the proposed measure, Mr. Lord stated his attorneys advised they were an improvement over the present law and therefore I urge their adoption”.

Don S. Elias, executive director
of WWNc Asheville, N.C., and vice-president of the Asheville Citizen and Asheville Times, injected humor into the hearings and frequently departed from a prepared text to offer his personal comments. He expressed displeasure at Chairman Fly’s opening day testimony.

“I was shocked at what seemed to me to be the intemperance of expression indulged in by him, his venomous, bitter scurrilous excoriation of the two leading networks and what he termed the stogey organization NAB,” Mr. Elias began. “He made the declaration, for whatever reason, that there would be no attempt to secure new legislation on the part of the Commission if it had not been for the network regulations issued by the Commission and the subsequent Supreme Court decision sustaining the power and authority of the Commission to issue such regulations. I disagree with him completely—100%. We have been trying since 1936 to get the radio law rewritten.”

He recalled that on June 13, 1934, President Roosevelt, in a message to the Radio Manufacturers Assn. convention said: “Radio broadcasting should be maintained on an equal footing with freedom of the press; freedom of speech and freedom of the press are twin branches of the same tree, and our American heritage is the same at home and abroad.”

Mr. Elias pointed out that on Jan. 25, 1938, addressed to Senator Wheeler, urging new legislation “so clear that the new administrative body will have no difficulty in interpreting and administering the law.”

At that time the President expressed dissatisfaction with the power granted the administrative machinery of the Commission.

“I have come to the conclusion,” read Mr. Elias, quoting the President’s letter to Chairman Wheeler, “that the new legislation is necessary to effectuate a satisfactory reorganization of the Commission.”

“I make this point to show this committee that this isn’t something which came up since the regulations have been made and ascribed to the broadcasting industry. It is not a new law I’m going to attempt to say for whom the President was stooging, unless it was for the 150 million people of the U.S.”

Referring to the Supreme Court decision in which he said the high tribunal said it was “simply interpreting the law as written” and “if anyone felt that the law should be changed, that person should come to Congress to get a different law.”

Mr. Elias told the committee: “We are over here before you, not at the instigation of the networks but at the invitation of the Supreme Court.”

Invitation to Hearings

From the Supreme Court

“The fact remains that until the Supreme Court reverses itself or Congress speaks its own sovereign mind in contrary language, that decision is the law of the land. As long as the FCC possesses that power without exercising it, the fundamental freedom of radio is in peril.”

Mr. Elias recalled Chairman Fly’s testimony that the Commission wanted no control over programs, hadn’t exercised any and had no intention of it. “If he was sincere, and I think he was, then he’s no fool,” he said. “He referred to program control. ‘I’d like to make it so a fellow wasn’t under the fear of the Commission.’”

Senator Wheeler suggested Mr. Elias to frame his picture and send it to Mr. Fly, who previously had told the committee that if its members found a broadcaster who feared the Commission to “bring him in and we’ll frame him and hang him on the wall.” The FCC chairman said he’d never seen one.

“I may get some reprimands for what I’m saying here today,” said Mr. Elias, “The broadcasters of this country are under a compulsion that’s invisible. We want the Congress to write down how we shall operate.”

“The Congress to write down how we shall operate.”

“I agree with you,” said Mr. Wheeler, “you ought to be out from under that fear.” Mr. Elias said: “That’s an unhappy condition but it exists.”

“I believe the average citizen is capable of choosing his Senator or Representative,” he added, “and he’s just as capable of choosing his own programs. I don’t agree with Mr. Fly that the American people can’t choose their own type of program.”

“But, as I gather, the programs to which most of the spirited exception has been taken cannot be classified as indecent or obscene or blasphemous in the commonly accepted interpretations of these words. The general indictment against them is that they are not in good taste. The whole discussion has raised some very significant questions: Is radio to appeal only to the intellectual and cultural upperperclass. Is its music and its drama and its humor?” He mentioned hill-billy music, crooning and swinging as “distasteful”, but “to millions of Americans hill-billy is the most satisfying music.”

Elias Against

‘A Tyranny of Taste’

“After all, the question of taste is settled in every instance by the standards of the person who happens to be doing the talking at the moment,” the witness went on. “I don’t think there ought to be a tyranny of taste.”

“Our license to broadcast derives from the Federal Government but our right to prosperity comes from the listeners.”

There are 900 radio stations scattered throughout the land. These stations are owned and operated by American citizens of all political faiths, of all religious beliefs, all economic classes. The essential freedom of radio is safer in the hands of these 900 broadcasters than in the custody of seven men domiciled in Washington. I greatly doubt that free speech will be safe in this country if we ever take its security for granted or cease being vigilant about it.”

Mr. Elias opposed the FCC regulation requiring stations to identify transcriptions at the beginning and end of each recorded program on the ground that it frequently transcended standards set by locally produced entertainment or in some cases than the network productions. He said that although Mr. Fly didn’t promulgate the rule “he could have corrected it.”

The witness objected to giving the Commission control over business practices saying: “It may not come out and smash you between the eyes but it will find devils ways to do it.”

On newspaper ownership he told the committee: “If the Congress believes that newspapers as such should be barred from the ownership of radio stations, then it should also Congress say to the newspapers they are unfit to operate stations.”

He objected to the Commission taking such authority. Concluding his statement, Mr. Elias said: “Broadcasting freedom will never be safe in this country if we leave it to the tender mercies of official discretion.”

Mr. Radio Executive:

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

You’ll be only a few steps from your representative, your network and the radio agencies. Our private pass to WABC from Grand Central Station leads right to the lobby where you can register for a comfortable room and bath from $4.50.

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

Hotel Roosevelt

Madison Ave. at 45th St., New York

A Hilton Hotel

Robert P. Wilmont, General Manager

Dominating Its Community in Public Service!

Koin

Portland, Oregon

CBS Affiliate

FREE & PETERS - National Representatives

Don’t dig so hard for sales when they come so easy in Albany!
EDWARD PETRY

The 64 November
PORTLAND, OREGON
TO
in the
CBS
raveFANS
should
Kilocycles
Station
timed.'
Kilome.
leaves to
WIS
moted to chief control
SHELDON
The Dalles, Ore., has joined the engi-
neering staff of KGOV Missoula, M. H.
SHELDON WEYLAND, Sanford, Me., new to radio, has joined the engi-
neering staff of WYDB Portsmouth, N. H.
LOUISE NEWTON has been pro-
 motioned to chief control operator of
WIS Columbia, S. C.
WILLIAM PEARSON, CBS engi-
neer, is the father of a boy.
ELWOOD DIONE has joined the engi-
neering staff of WRTL Philadelphia
replacing George Steinhardt, who leaves to join the Army.

Network Accounts
All time Eastern Wartime unless indicated

New Business
SEABOARD FINANCE Co., Los
Angeles, Calif. has acquired
News by Murray Snyder on 8 BLU
Stations recently (see CKYK Kiph
KPRF KBOB), Mon., thru Fri., 8:45-15
(PWT). Agency: Smith & Bull Adv.,
Los Angeles.

H. J. HEINIS Co., Inc. of Canada Ltd.,
food products, on Mon., thru Fri., 8-15
Ltd., Toronto.

SPARLETT'S DRINKING WATER Co.,
Los Angeles, on Mon., thru Fri., 5-15
(PWT) Agency: Raymond M. Morgan Co.,
Hollywood.

ANACIN Co., Jersey City (headache lab.
als), on Mon., thru Fri., 8-15 (PWT)

MARVEL Co., New York (watches), on
Mon., thru Fri., 8-15 (PWT) Agency:

LEWIS-HOWE Co., St. Louis (Toms,
Chem.), on Mon., thru Fri., 8-15
(PWT) Agency: Copley Press Co.,
New York.

AMERICAN TOBACCO Co., New York
(Lucky Strikes), on Mon., thru Fri., 8-15

KVOE, San Angelo, TX, 6-15
(PWT) Agency: Foote, Cone & Belding

SKELLY OIL Co., Kansas City (petro-
lab products), on Mon., thru Fri., 8-15
(PWT) Agency: Henry Hurst Co.,
Chicago.

Network Changes
SHERATON Co., Inc., Jersey City, on
Mon., thru Fri., 8-15

JOS. WEED & CO.
350 Madison Avenue, New York

Page 64 • November 22, 1943
BROADCASTING • Broadcast Advertising
Help Wanted

Announcer—Permanent position with 5 kw. regional network station for draft deferred experienced man. Box 544, BROADCASTING.

SALES MAN—Draft exempt, with one or two years radio experience, has syndicate experience, currently field manager of a well-known national network. Write full details to Manager, WDFD Flint, Michigan.

WANTED IMMEDIATELY, TWO ANNOUCERS WITH CUSTOM或多 SHOWMANSHIP; MUST BE ABLE TO DO GOOD WORK FOR COMMERIALS. KNOWLEDGE OF SPORTS AN PLEASING WORKING CONDITIONS. STATE ALL INQUIRIES. Box 565, BROADCASTING.

ANNOUNCER—Will consider man with skilled background, currently field manager of a well-known national network. Box 567, BROADCASTING.

Situations Wanted

A HAD WORKING, PROMOTION MINDED salesman offers his services to a station which includes a high caliber manager to develop into sales promotion manager. Now doing a big-time selling job for a news service and radio syndicate to several hundred stations and publications. Highly recommended. Draft exempt. Box 561, BROADCASTING.

RADIO NEWS EDITOR—Experienced newsman with foreign and domestic experience. Available January first. La Presa, Apartado No. 514, Panama City, Panama.

Woman’s Position—Employed. Desire change soon. Experienced women’s features, announcing, newscasting, drama, special events, interviews, continuity, etc. Box 569, BROADCASTING.

TWO MEN TO DO THE WORK OF TEN for the salary of five. 1 Sales & Promotion Manager; 1 Program Director; 2 Announcers; 1 Publicity & Booking Writer; 1 News Editor; 1 Special Events Sportsman; etc. Of course, they have had Class Tickets. Box 557, BROADCASTING.

Young woman—Desires position as continuous writer. Experienced, attractive, college grad. Any type script—drama, music, comedy, etc. If you have a dandy’s shows, commercial copy. Production experience. Available for one year. Box 558, BROADCASTING.

TOP-FLIGHT PRODUCTION MANAGER—JUNIOR class driver. Seven years experience radio, television. Novice operator. Licensed professional in broadcasting. Interested in first-rate job with agency or network in New York. Chicago, Hollywood. Box 559, BROADCASTING.

SPECIALIZED RADIO SECRETARY desires position with Chicago, etc., University degree in English and advertising. Two years radio experience. Typing 70, shorthand. 45. 46. week. Address: Mrs. M. S., 908 East 97, Chicago.

Attention Station Owners—My services as “Musical Clocker,” will make your station leader in its community. I am a veteran broadcaster with 18 years experience. Box 556, BROADCASTING.

Mr. Broadcaster—Man with twelve years experience all phases radio, management, sales, public relations. Network and manager’s background. Unless permanent position where proven sales ability can be utilized. References and record will bear closest investigation. Married. Draft exempt. Box 541, BROADCASTING.

Wanted to Buy

Wanted to Buy—One Western Electric type 10A tuner in good condition. Box 547, BROADCASTING.

Wanted to Buy—Wanted 50 watt transmitter complete with any or all other station and studio equipment. Box 538, BROADCASTING.

For Sale

WANTED — Operator—permanent position with 5 kw. network station. Write Box 540, BROADCASTING.

TECHNICAL OPERATOR—You can be trained to handle our international short wave stations. If you have a broadcast operator’s license and some amateur radio experience, write full details to Manager, WDFD, Flint, Michigan.

TECHNICAL OPERATOR—I am ready to handle our international short wave stations. If you have a broadcast operator’s license and some amateur radio experience, write full details to Manager, WDFD, Flint, Michigan.

TECHNICAL OPERATOR—You can be trained to control our international short wave stations. If you have a broadcast operator’s license and some amateur radio experience, write full details to Manager, WDFD, Flint, Michigan.

Programs Listed As Education Aids

Nets and Office of Education Select for Classroom Use

AN EDUCATIONAL program listing service for teachers has been started by the Federal Radio Education Committee and the U. S. Office of Education of the Federal Security Agency. Twenty-seven network programs are on the first list which the Agency has sent to all state superintendents of schools for local school distribution. It will be a monthly service.

Fourteen representatives from education and the radio industry comprise the Radio Committee which recommended the listings, in order to utilize fully the educationally valuable network programs.

The programs are chosen by each network's suggesting such programs for the service. Four members of the Committee select those most suited to their needs. These go into the list which are sent to the state departments of education, with the caution that they can be best used as a springboard for further listings including local and regional educational programs.

“Three major considerations” agreed upon by the advisory board as a basis for judgments are: educational significance—if it contributes to the democratic way of life, politically, culturally, socially and ethically; radio program quality—if in good taste as to writing, production, presentation; instructional adaptability—if it lends itself to classroom needs and timing.

Members of the Advisory Committee appointed by U. S. Commissioner of Education, John W. Studebaker, Chairman of the FREC, are:

Belmont Farley, director of public relations, National Education Assn.
Elisabeth Goody, director of radio and visual education, Los Angeles County Schools, now on leave as specialist in training techniques of visual aids, U. S. Office of Education.

Clyde M. Huber, registrar, Wilson Teachers College, and chairman, radio committee ex-officio, District of Columbia schools.

L. I. (Jim) Hazel Kenyon Marke, educational director, KIRO Seattle, on duty as assistant administrative officer, radio section, Office of Public Relations, Navy Dept.

WANTED CHIEF ANNOUNCER

Important CBS outlet in excellent Southwestern market.
Salary $65 per week.
Give draft status.
Box 546, BROADCASTING

PROFESSIONAL DIRECTORY

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

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

PAUL F. GODLEY
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

GEO. C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 4354
Washington, D. C.

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FOR INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

RING & CLARK
Consulting Radio Engineers
WASHINGTO, D. C.

McNary & Wrathall Consulting Radio Engineers

Radio Engineering Consultants
Frequency Monitoring


- Evening Star Building, Washington, D. C.
- E. Gregory Boulevard, Kansas City, Mo.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.
All OWI Disc Spots Available For Local Sponsorship Jan. 15

Decided by OWI Domestic Radio Bureau in Meeting With Regional Chiefs and Consultants

ALL transcribed spot announcements carrying messages will be made available for sponsorship effective January 15, it was decided at a meeting Friday of the OWI Domestic Radio Bureau with regional station relations chiefs and consultants. It was also decided to confine the announcements to 50 seconds to allow time for sponsorship identifications.

The question of sponsorship of war messages was one of a variety of subjects discussed at an open forum session which was attended by representatives of nearly 200 stations. Previously, the group heard a presentation of Radio Bureau plans and facilities. Philip H. Cohen, chief of the Bureau, presided.

Discuss 'Don't Travel' Considerable discussion was given to the "Don't Travel" campaign with which the group had been familiar from his conference earlier in the week with Col. Robert S. Henry of the Asst. of American Railroads (see page 8). Mr. Cohen promised that radio stations will be advised of the expression from the railroads which is expected this week regarding their position on the purchase of food during the current times.

A proposal that national spot transcriptions be sent out only to independent stations was given serious consideration, several of the regional representatives contending that the growth of network affiliated stations obviates the need for these spots. The affiliates carry the messages through the network programs in which they are grouped, and many of them are not disposed to carry the transcriptions also.

There was some disagreement, however, as to the general use of the transcriptions by affiliates, and the discussion ended with an agreement to obtain further information before taking major action. One suggestion was that only transcriptions which are "natural" for local sponsorship be distributed.

John D. Hymes, station relations division chief, gave the conference an overall picture of the regional operations of the Radio Bureau. He described a typical week's activities of a regional office, citing the handling of war messages for 45 Government agencies, assistance given agencies in arranging programs, and services to stations through clearing operations. The regional offices are indispensable to the Bureau's operations, he said.

William M. Spire, deputy chief of the Bureau, traced results of past radio campaigns and touched briefly on future programs. He reported on a three-week drive, conducted exclusively by radio, which doubled the recruitment of WAVES and continued to bring in increased enlistments for weeks afterward. A "terrific increase" in recruitment of WAC followed a radio campaign, he said.

Mr. Spire cited the Fats and Grease campaign as an outstanding example of radio's contribution to the war. He cited surveys showing a substantial increase in collections by housewives, due in large part to radio. Among other "success stories", he reported the recruitment by radio of 20,000 men for the Merchant Marine, the housing of 1½ million workers by War Housing Centers in existing structures and the resulting saving in critical materials and manpower for new construction, an increase from $485,125 to $732,183 in food production loans to small farmers in one region of the Farm Security Administration, and an increase of 81% in recruitment of aviation cadets in New York in October over the previous month.

Mr. Spire told the conference that future campaigns will be grouped to include related subjects. Other presentations of Radio Bureau operations were given by William F. Fairbanks, chief of the allocations division; John A. Mullen, chief of the production and editorial division, and Mrs. Betty W. Cohen, starter of the special assignments division.

Palmer Hoyt, OWI Domestic Director, told the group at a luncheon that he believed the Radio Bureau, under Mr. Cohen's charge, was one of the most efficient operations in the Government. He added that the Bureau's effectiveness is due in large part to the excellent cooperation of practical broadcasters who have served voluntarily as consultants.

Brief luncheon talks were also made by Robert R. Perry, assistant to Mr. Hoyt, and Neville Miller, NAB president.

Information chiefs of Government agencies collaborating with the Radio Bureau in campaigns addressed the conference at an afternoon session at which Mr. Cohen presided. Among the speakers were: Col. E. M. Kirby, chief of the Radio Branch, Bureau of Public Relations, War Dept.; J. Harrison Hartley, chief of the Radio Section, Office of Public Relations, Navy Dept.; Philip Broughton, Director of Information, War Manpower Commission; Vincent Callahan, press and advertising, War Finance Division, Treasury Dept.; and Donald McPhail, director, Office of Field Operations, Information Department, OPA.

Game Rules

IF LEONARD Reinsch, director of radio for the Cox stations (WBB, WIO, WHIO) ever decides to give up radio, he can take a fling at professional lecturing. He made his maiden appearance last Thursday before a Congressional Committee to support new radio legislation.

Senator Hawkes (R-N.J.) of the Senate Interstate Commerce Committee commented: "I would like to commend you for making one of the finest statements I have ever heard before any committee!" Chairman Wheeler (D-Mont.) observed that Mr. Reinsch worked for a man (former Gov. Cox of Ohio) who has a "public touch and great experience". Leonard's theme was that Congress "write the rules of the game".

Dinner Given Fly Assailed by Keefe

Wisconsin Says Guild Honors FCC Chairman's 'Contempt'

CHARGING that the National Lawyers' Guild dinner for FCC Chairman James Lawrence Fly last Friday night was tendentious for the controversy the Guild has shown Congress, Congressional committees and individual members of the National Legislative, Rep. Frank B. Keefe (R-Wis.) read the "Don't Travel" Fly what was tendered the Guild and FCC chairman.

Rep. Keefe read into the Congressional Record the letter of invilation to the $54.50-a-plate dinner, sent by D.C. Chapter of the Guild, in which the Guild wrote: "As chairman of the FCC and BWC Mr. Fly has led the war of the horse. Friday bitterly assailed the Guild and FCC chairman."

It is unique in the history of America for a so-called organization of lawyers to this honor one so contemptuous of the nation's law-making body, "Rep. Keefe told his colleagues.

Rep. Keefe said "it seems strange that the expensive dinner to honor Mr. Fly should be held within three days of strenuous rationing. A document accompanying the announcement of the Fly testimonial dinner bears the notation 'Standard Form No. 64-office memo', and is signed Harry M. Plotkin. That paper indicates that officials and employees of the FCC are probably being solicited to purchase dinner tickets at $45.00 a throw, since Mr. Plotkin happens to be a member of FCC's legal staff." Chairman Fly dwelt mostly upon international communications after the war. His only reference to broadcasting was at the close, when he said: "International radio broadcasting and, when possible, international television must complete this world communication picture. I have not developed this phase of the problem here simply because it is a separate subject.

He urged that all countries "be encouraged to establish comparable and reciprocal arrangements and facilities in this field." In broadcasting and all forms of public communications each country should adopt policies against the intrusion into purely domestic affairs and attacks upon nations, races and creeds," he added. He concluded: "This nation, and with it, the world, missed an opportunity at Versailles in 1919. Shall we miss it again at the next peace conference?"
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