ACCOUNT EXECUTIVES, TIMEBUYERS...

Smart agencymen will read the message on pages 48-49 before one of their clients does.
When they write, they're listening . . .
and in Midwest America, people
are listening to WLS. We offered
a ration book holder for a three-
cent stamp. And 105,448 orders
rolled in in a two-week period! We used
82 announcements; so that's 1,300 letters
per announcement! And here's something
else: more than half the 82 announce-
ments were scheduled before 6:30 A.M.,
some as early as 4 o'clock in the morning!
These 105,448 orders for a WLS premium
show that WLS knows how to make the
audience respond—in short, that WLS
GETS RESULTS! We have other evidence
. . . stories about results we get for adver-
tisers. Just ask us . . . or ask any John
Blair man.
The Yankee Network's Local Impact!

There's Smash in Yankee's Local Impact!

There's impact that counts where it will do the most good — the concentrated force of a blow aimed directly at the object — not diffused and weakened by aiming at too many places at once.

For in every one of the twenty best markets of New England, there is a Yankee Network hometown station. It gives you on-the-spot coverage of each of these urban markets and their suburban areas.

No wasted shots. Every shot goes home — to all the homes within the service area of the hometown station.

You can't miss. You take in the entire dealer set-up and consumer market throughout New England. You get the same smashing impact everywhere — and a much greater impact for New England as a whole than you can possibly get in any other way.

THE YANKEE NETWORK, INC.
Member of the Mutual Broadcasting System
21 BROOKLINE AVENUE, BOSTON 15, MASS.

EDWARD PETRY & CO., INC., Exclusive National Sales Representative

Producing for VICTORY!

Even in these days of big figures a half billion dollars is a lot of money ... and when it represents expenditures for war industry within a 100-mile radius it means a market with vast buying power. This half billion dollars includes ordnance plants, iron and steel foundries, refineries, and munition plants in the KWKH area all producing for Victory. It's in a market that will help produce sales for you, too.

Recently published. Write for your free copy of KWKH net circulations day and night maps.

C B S
50,000 WATTS
KWKH
A SHREVEPORT TIMES STATION
REPRESENTED BY
THE BRANHAM CO.
SHREVEPORT, LOUISIANA
NEW YORKERS have terrible memories. As a rule, they can’t remember anything that happened before 8 o’clock this morning.

WEAF, though, is now giving New Yorkers a memory course. It is launching one of the most intensive promotion campaigns ever run by a New York station. By the time it’s over, New Yorkers will never forget that “660 on your dial means WEAF, or the World’s Best Entertainment Free!”

This campaign is running in all eight Manhattan dailies, calls for over 100,000 lines of space, extends over a period of 12 weeks. It underscores WEAF not only as the entertainment station in New York, but also pushes the individual programs heard on it... in a powerful, two-way campaign to attract additional listeners for WEAF advertisers in this greatest of all markets.

This kind of high-powered, don’t-spare-the-horses promotion is typical of WEAF’s wide-awake aggressiveness in building audiences and holding them for all WEAF advertisers. That’s why it’s New York’s No. 1 Station.

WEAF

Represented by NBC SPOT SALES
Radio City, New York 20, N. Y.

This campaign follows on the heels of a 62,000-line newspaper campaign for WEAF, recently completed. Coordinated with other WEAF audience-building exploitation, it is all part of a complete promotion pattern aimed to build bigger and better audiences for WEAF advertisers.
Opening ad in WEAF's newspaper campaign to remind New Yorkers that "660 on your dial means WEAF, or the World's Best Entertainment Free!"
THROUGHOUT the field of advertising—from the lowliest cub to the most respected “elder statesman”—everybody recognizes the value of trade-marks in print.

That concept was solidly accepted decades before anyone had even heard of radio. And now the smartest advertisers have accepted the same principle for trade-marks in sound.

Sonovox offers you the ultimate possibilities in radio trade-marks. Witness the Lifebuoy talking foghorn—the Bromo-Seltzer talking train.

Anybody can sponsor any kind of program material, and lots of advertisers have seen “their” theme-songs, etc. become identified with their artists, rather than with their products. But when you use a Sonovox trade-mark, it dramatizes and identifies your product.

How is Sonovox sold? Essentially like talent. Under each license for specific use, a reasonable license fee is charged for Sonovox performing rights. The only additional cost to licensee is for a trained articulator made available by us in any broadcasting or recording studio in New York, Chicago, or Hollywood, at Standard AFRA scale.

*Space no longer permits a complete list of Sonovox users.*

Some Typical SONOVOX PIONEERS*

- American Chicle Co. (Black Jack Gum)
-  Buick Motors Division, General Motors Corp.
-  Arthur Kudner, Inc.
-  Chicago, Milwaukee, St. Paul & Pacific R. R.
-  Roche, Williams & Company, Inc.
-  Colgate-Palmolive Co. (Feld, Palmolive)
-  Ward Wheelock Co.
-  Delaware, Lackawanna & Western Coal Co.
-  Rothrauff & Ryan, Inc.
-  W. F. Peters, Inc.
-  Wrigley’s Chocolates, Ltd.
-  Warner Brothers Pictures, Inc.
-  Universal Pictures Company, Inc.
-  United States Treasury Dept.
-  Universal Pictures Company, Inc.
-  Warner Brothers Pictures, Inc.
-  Willards Chocolates, Ltd.

*Space no longer permits a complete list of Sonovox users.*

[Image of Sonovox logo]
Ownership Rule Stirs Industry, Congress

Station Sales and Swaps Now Pending

By SOL TAISHOFF

IN A SUDDEN revival of its crusade against purported monopolistic tendencies in broadcasting, the FCC last week promulgated an order banning multiple ownership of standard broadcast stations in the same area.

Immediately effective as to all new grants or acquisitions, the order (No. 84-A) will affect some 40 existing multiple ownership, control or "overlapping" situations on June 1, 1944, except where there are extenuating circumstances. (See page 10.)

Action came last Tuesday without advance warning. The vote was unanimous, with all six members present. No reasons were ascribed, either in the order or in the accompanying "public notice" for the order, drafted off and slightly amended after having been pigeon-holed for two years. FCC Chairman Fly called a special meeting Tuesday afternoon and following a couple hours of consideration, the order was rushed through press channels.

Timing Questioned

Why the Commission issued the order at this time, under war conditions and with the whole subject of the Commission's power being reviewed by two committees of Congress, caused considerable speculation in both industry and Congressional circles. The very question of multiple ownership has been raised several times during the hearings on the White-Wheeler Bill (S-814) now in progress before the Senate Interstate Commerce Committee.

It has been presumed that the White-Wheeler Bill, in revised form, would specify the Commission's authority in dealing with so-called "monopoly" and covering the question of multiple ownership, newspaper ownership and other basic policy considerations where specific Congressional mandate is deemed necessary.

It was expected the Commission's rule, barring Congressional intervention, would precipitate a siege of station "swaps" involving possibly a dozen outlets in primary markets as well as others in secondary areas. Negotiations for sales of stations also may become brisk, it was thought, though the stiff tax situation augurs for trades. When the original rule was announced Aug. 6, 1941 activity developed among station owners who thought they would be affected.

The revised order, which supersedes Order No. 84 adopted by the Commission Aug. 5, 1941, becomes a part of the Commission's Rules and Regulations as Section 3.35. The original order, promulgated without an effective date, was the basis of oral arguments Oct. 6, 1941. At those arguments, representatives of a score of stations, presumed to be affected by the rule, challenged the Commission's jurisdiction and questioned the practicability of adopting a hard and fast rule. The Commission promptly took the matter under advisement, and the action last week was the first formal word since then.

Among the puzzling aspects of the order is the disclosure that the effective date varies with the license tenures of stations. Some owners, it was pointed out, may have a year longer than others in which to divest themselves of second stations. The customary six-month period of grace is allowed in each instance, but the time does not run until action is taken on renewal of license. It is presumed this obvious discrepancy grew out of the great haste with which the order was executed, evidently to meet a suddenly established deadline.

Moreover, it was difficult to reconcile the order with recent actions of the FCC. For example, only a few weeks ago, it authorized WGAR Cleveland to shift frequency to 1220 kc, with potential power of 50,000 w. which would be expected to overlap WJR, Detroit, owned by the George A. Richards interests. Since the original order was drafted two years ago WWVA Wheeling was granted 50,000 w. which may result in overlap with WMN Poughkeepsie, also owned by Fort Industry Co. 'Working Control'

As revised, the order specified that no license shall be granted for a standard broadcast station, directly or indirectly owned, operated or controlled by any person where such station renders or will render primary service to a substantial (Continued on page 10)

OWI Administrative Post to Klauber

Former CBS Chairman Named Associate Director

EDWARD KLAUBER, former chairman of the executive committee of CBS, last Thursday was appointed associate director of OWI effective Dec. 1, Elmer Davis, director, announced last week. In his new post Mr. Klauber will be second in command at OWI, taking over duties formerly handled by Milton S. Eisenhower who resigned Sept. 1 to assume the presidency of Kansas State College.

As associate director, Mr. Klauber who served as CBS executive vice-president for more than a decade, will have administrative supervision of the agency's domestic and overseas operations, including the Domestic Radio Bureau and the extensive shortwave broadcasting activities of the Overseas Branch.

Pioneered News

Responsible for many innovations in radio programming, Mr. Klauber pioneered in the field of news broadcasting. Consequently, it is expected that with his wealth of experience and background in both news and radio, he will be in a position to contribute substantially to the news operations of OWI. Mr. Davis worked under Mr. Klauber's executive supervision while a CBS news analyst.

"I am just trying to help, if I can", Mr. Klauber told BROADCASTING.

Mr. Klauber is the second high official from CBS to receive an OWI appointment within two months. William S. Paley, president, accepted an assignment last month in the Mediterranean theatre of operations to work with the Army's Psychological Warfare Branch. Mr. Paley was given leave by CBS to take the position, which involves the radio phases of OWI propaganda activities [BROADCASTING, Oct. 11].

Mr. Klauber had been with CBS for 13 years prior to his resignation last August because of poor health. As assistant to the president, executive vice-president, executive chairman, and director, he had contributed substantially to the development of the network [BROADCASTING, Aug. 9]. Paul W. Kesten was named to succeed Mr. Klauber as executive vice-president.

Prior to joining CBS, Mr. Klauber was managing director of the Associated Advertising Agency Inc. where he developed many well-known radio accounts. He entered agency and radio work following a distinguished career in the newspaper field which began on the old New York World in 1912. In 1916 he joined the New York Times and remained on that paper for approximately 13 years as reporter, rewrite man and city editor. He was credited with many outstanding news beats during World War I.

Mr. Klauber, 66, is a native of Louisville.

MR. KLAUBER

BROADCASTING • Broadcast Advertising November 29, 1943 • Page 9
Kick in the Teeth for Congress...An Editorial

THE FCC'S utter diadism of Congress is manifested again. In the midst of war, and while Congress—for the first time in 16 years—works on a new law to govern radio, it suddenly blows forth with a slightly revised ghost of its regulation banning multiple ownership of stations.

Nary a reason is given. The Commission simply dug into its inactive files (for the proposed rule had been on ice for two years) and slapped it upon a group of 40 or more unsuspecting broadcasters. And that at the very time two separate committees of Congress are questioning the Commission's right to "legislate." Moreover, the broadcasters haven't been told what kind of multiple ownership is objectionable. The rule is broad. It covers "control," even if it isn't majority stock ownership. And it relates to "primary service," which isn't defined.

One must conclude that the Commission majority promulgated the order as a "trivial balloon." Only a handful of broadcasters really are affected out of the aggregate of 900-odd. So, there won't be a general uprising of stations. Of course, a hearing will be afforded. The only difference is that when the rule originally was drawn more than two years ago, those owners affected had three strikes on them. Now they have only two strikes, but with the pitcher also performing as the umpilne, the technique used is not unlike that of the newspaper-divorcement case. The Commission has permitted that policy to languish for more than two years, too. It issued an order, but didn't make it effective, just as it did on multiple ownership. Then, presto, an order is promulgated, effective on a date certain!

Why the haste? The broadcast band is frozen. Congress is considering the very subject of the Commission's power. There hasn't been a single complaint of multiple ownership abuse, and if there had, the law even now gives the Commission discretion.

At the Senate hearings, the question repeatedly echoed about the Commission's definition. If it bans multiple ownership of standard stations now, what about FM and television stations after the war? There isn't any basic difference in the kind of programs the listener gets from the standard or the FM or television bands. Shall broadcasters risk investments in these other fields if an FCC, by fiat, can rule anytime that there shall be one transmitter to an owner?

Multiple ownership was never broadcasted into the 20's. The reasons vary. Congress didn't bar it—a legislative function. Both Senator White and former Senator Dill, who wrote the 1927 Act, have said that the FCC isn't empowered to write its own antitrust act, and that Congress refused to write into the act that no individual will be allowed to operate more than one station to serve any given area.

Assuming, for the sake of argument, that the Commission's order may be sound, the Commission hasn't yet said why. Moreover there are many cogent reasons why there shouldn't be a blanket ban. Irrespective of that, it's a job for Congress, which Congress is ready and willing to assume.

To us it's just another example of the Commission's determination to run the show, whether Congress likes it or not.

TEXT OF FCC ORDER

ORDER NO. 84-A

In the Matter of: Commission's Order No. 84, Multiple Ownership of Standard Broadcast Stations, Docket No. 6148. WHEREAS, The Commission on Aug. 8, 1941 adopted a proposed regulation (Section 385) with respect to the multiple ownership of standard broadcast stations; WHEREAS, Pursuant to the opportunity afforded by said order interested persons filed written statements and oral testimony on Oct. 2, 1941, prior to the Commission as to why the proposed provision should or should not be adopted, or why it should not be adopted in the form adopted; WHEREAS, After due consideration, the Commission is of the opinion that public interest, convenience and necessity will be served by adopting the policy set forth in the following regulations; NOW THEREFORE, IT IS HEREBY ORDERED, that the following regulation be, and IT IS HEREBY ADOPTED, Sec. 385 Multiple Ownership of Standard Broadcast Stations, as follows:

Section 385. Multiple Ownership of Standard Broadcast Stations; the following regulations shall be adopted as a standard broadcast station, any station operated or controlled (by) a person (as) an individual, directly or indirectly, operated or controlled by such person, except upon a showing that public interest, convenience and necessity will be served by such multiple ownership situation. The word "controlled" is described in the order itself as not limited to majority stock ownership but includes "actual working control in whatever manner exercised."

The order is not restricted to actual ownership of stations by the same interests in a single community, but also includes overlapping of stations in different cities where signal strength is sufficient to provide "primary service." There has been no definition of "primary service," which constitutes "overlapping" or "control" beyond the footnote definition.

Order (Continued on page 56)

Common Ownership of Standard Stations

In Same Community

(Some of the groups which may be affected by FCC Order No. 84-A)

Albany, N. Y.          Idaho, Boise, W. I.  New York City
Istebner stocklocking control (H. E. Istebner, M. Curtis and Eugene A. Janke, (bocker News) control WABY and WGOO.
Day City-Saginaw, Mich.  Kansas, Topeka, K. S.  Oregon, Portland
Harley A. Peet controls WBCM, Bay City, and owns a minority of WSAM Saginaw, across the bay.
Bay City-Saginaw, Mich.  Kansas, Lawrence, K. S.  New York City
Buffalo, N. Y.          Kansas, Leavenworth, K. S.  Oregon, Portland
Buffalo Broadcasting Corp. is licensee of both WGR and WKBW.
Chicago, Ill.           Kansas City, Mo.  Pennsylvania, Philadelphia
Gene T. Dow is controlling stockholder in WBBG, and minority stockholder in WGES and WATF, which he direcrt.

Ralph L. Atlass and family control both WBBG, Chicago and WIND Gary, contiguous communities.
Cincinnati, O.           Cleveland, O.  Pennsylvania, Pottsville
Crooply Corp. owns both WLW and WSAI.
Dallas-Fort Worth, Texas  Colorado, Denver, C.  Michigan, Detroit
KRIC is controlled by officers and stockholders of Beameau Enterprises and Journal Publishing Co., Inc., of Bay City.
Beaumont, Texas          Colorado, Denver, C.  Michigan, Detroit
KXDP is owned by the Fort Worth, Carter Publications Inc. (Fort Worth, Stork-Trompex) own the half-interest in WKBX, Fort Worth, and one-half interest in KGKO Fort Worth.
Denver, Colorado.        Colorado, Denver, C.  West Virginia, Charleston
United Broadcasting Co. (Cleveland Plain Dealer) controls WBAL and WCLE.
Evansville, Ind.          Colorado, Denver, C.  West Virginia, Charleston
Evansville on the Air Inc. is licensee of both WGBS and WGOA.
Fort Wayne, Ind.          Colorado, Denver, C.  West Virginia, Charleston
Westinghouse Radio Stations Inc. is licensee of WOWO and WGL.
Hosston, Tex.            Colorado, Denver, C.  West Virginia, Charleston
KPRC, controlled by Houston Post and KTH, owned by Houston Chronicle; both newspapers have said to be controlled through interlocking stockholdings by Jesse Jones, Secretary of Commerce. (Disassociation of stations claimed by counsel.) KXYZ is operated by M. T. Fisher and Jones, nephew of Jesse Jones.
Little Rock, Ark.         Connecticut, Hartford
KLRB and WMLR are licensed to Arkansas Broadcasting Co., A. L. Chilton.
Los Angeles, Cal.         Connecticut, Hartford
Earle C. Anthony Inc. is licensee of both KFI and KECG.
KLMO and KTLA, controlled by the Sidles Co. (approximately 61%) with minor stockholdings by Lincoln Stiner and Nebraska State Journal.
KLCR, controlled by the Columbia Broadcasting System Inc., is licensee of both WMAR and WMAR.
Lincoln, Neb.             Connecticut, Hartford
KFLA and KFYO are operated and controlled by the KFLA and KFYO, in the following stations:
Newark, N. J.             Connecticut, Hartford
KPRC, controlled by Houston Post and KTH, owned by Houston Chronicle; both newspapers have said to be controlled through interlocking stockholdings by Jesse Jones, Secretary of Commerce. (Disassociation of stations claimed by counsel.) KXYZ is operated by M. T. Fisher and Jones, nephew of Jesse Jones.
Little Rock, Ark.          Connecticut, Hartford
KLRB and WMLR are licensed to Arkansas Broadcasting Co., A. L. Chilton.
Lincoln, Neb.             Connecticut, Hartford
KFLA and KFYO are operated and controlled by the KFLA and KFYO, in the following stations:
Los Angeles, Cal.          Connecticut, Hartford
Earle C. Anthony Inc. is licensee of both KFI and KECG.
KLMO and KTLA, controlled by the Sidles Co. (approximately 61%) with minor stockholdings by Lincoln Stiner and Nebraska State Journal.

Text of FCC public notice of Order 84-A on page 57.
AFM Threatens Strike Against Networks

Contract Expires Before WLB Can Rule

By BRUCE ROBERTSON

THREAT of a musicians' strike against the National Broadcasting Company, particularly NBC and CBS, loomed larger last week when it was learned that there is practically no chance of obtaining a National War Labor Board ruling on the refusal of the American Federation of Musicians to permit its members to work for Columbia Recording Corp., RCA Victor Division of RCA NBC Radio Recording Division before the expiration of network contracts with the union the end of January.

These companies have consistently refused to accept the principle of payment into a union unemployment fund contained in the new contract signed by the union and other network companies. Since the AFM has refused to permit the contract to be signed by one branch of a company while another remained outside the fold, it is considered a definite possibility that the union will refuse to negotiate new network contracts with NBC and CBS as long as their recording affiliates continue to hold out against the AFM terms.

Major Change in Dispute

At the conclusion last Monday of the hearing conducted in New York by the NWLB tripartite panel on the issues involved, Panel Chairman Arthur S. Meyer said that about three weeks would be allowed for filing of briefs and replies, so that the report and recommendation of the panel to the NWLB will not be submitted before the end of December at the earliest, with a remote possibility that it may be nearer to the end of January. The board will then study the voluminous record—nearly 2,000 pages of testimony and dozens of exhibits—and may hear further argument before making its decision.

Status of the recording dispute has undergone no major change since the hearing began Sept. 7, when the union was faced by seven transcription companies whose appeal to the Government for relief from the ban on recordings imposed by the AFM on Aug. 1, 1942, had resulted in the appointment of the panel to investigate the dispute. Before the end of September Decca Recording Inc. met with NWLB to sign contract with the union for itself and for World Broadcasting System.

Shortly thereafter the other transcription companies, with the exception of NBC, signed contracts that were changed in some respects, but which also included the principle of payment by the recording companies of fees on the sale or rental of their recordings directly to the AFM for the union's use in supplying employment to those of its members whose employment opportunities, according to AFM claims, had been curtailed by the competition of mechanical music. To date, 29 companies making phonograph records or transcriptions have signed these contracts, the union has reported.

On the eve of the Decaa-World contract, RCA Victor and CRC were permitted to intervene in the proceedings and the hearing resumed with these companies and NBC's Radio Recording Division pressing their plea for a NWLB order to the union to permit its members to return to work for them without forcing them to submit to the direct payment principle, which they maintained was completely unacceptable.

Colin Charges Subsidy

Opening the companies' summation argument on Monday, Ralph F. Colin, CRC counsel, questioned the union's honesty in proposing this principle and its probable future responsibility in handling the fund, charging that the union's desire to set up this fund is not to help its unemployed members but is based purely "on internal political considerations". Pointing out that the AFM "has made no effort to measure its unemployment problem", Mr. Colin declared that the AFM "intends to set up a subsidy for all time for any member unable to make enough money at music".

Commenting on union references to "shenanigans" of the companies, Mr. Colin said: "It's a question of a kettle calling the kettle black."

In discussing the jurisdictional aspect of the case, Mr. Colin pointed out that the NWLB had accepted jurisdiction, that Federal Judge Barnes in Chicago had ruled that it was a labor dispute and that the American Federation of Labor concurred, in upholding the AFM action, also had termed it a labor dispute. He cited statements made by Elmer Davis, OWI director, and the National Federation of Music Clubs-third parties regarding the necessity of a supply of fresh music to maintain the morale of both the armed forces and the civilian population, to which the NWLB should regard the recording ban as a "substantial interference with the war effort". He added that stations operating 24 hours a day at the request of the Government needed new records to entertain their night audiences, which, he says, are as much entitled to hear new music "as the rest of us."

Mr. Colin stated that while the burden of proof was on the union to back up its claim that records had caused unemployment among AFM members it had failed to do so. He then, in upholding the AFM, to show that only 8.5% of its employable membership is actually unemployed, a figure which bears little relation to the AFM claims that two-thirds of its membership is unemployed. The only unemployment due to mechanical devices demonstrated by the AFM, he added, was the ouster of some 20,000 theatre musicians following the advent of sound motion pictures.

'Second Front' Hinted

In earlier argument Joseph A. Padway, AFM counsel, had stated that the AFM recognized that "the movies have been getting a free ride" and that the union would "open a second front when it's feasible, after the principle has been established". At that time a fight against the movies would take all of the $1,500,000 in the AFM treasury, he said, and even then it would be a losing fight.

Robert F. Myers, RCA counsel declared that even if the union had proved that recording had created unemployment, which it had not, the solution it advances would still be entirely unjustified. Pointing out that of the 138,000 AFM members only 4,000 to 5,000 are employed at any time in the making of recordings, he said, "The union wants us to relieve unemployment among the more than 100,000 members who never were and never can be—under our standards of quality and progress."

With the AFM policy of admitting almost every applicant to membership, any concession by the recording companies of an obligation to AFM members would lead to an ever-mounting spiral of fees paid to support an ever-increasing membership, Mr. Myers stated. "It is both socially and economically unjustified", he said, "to support large numbers of unemployed in a profession for which they are unfitted."

Describing the principle as setting up a new Clayton Act for musicians, Mr. Myers asserted that "if this union gets relief for non-employees, it is inevitable that every other union will have to obtain a similar plan for the benefit of its (Continued on page 61)

WBFB FREES HOME RECORDING DISCS

RESTRICTIONS on the sale and distribution of blank recording discs (any style or recording needs) have been removed by action of the War Production Board last week in amending Limitation Order L-265, which only disc manufacturers given an AA-1 priority with use of the MRO symbol under Preference Certificate for Discs No. 55, effective Nov. 17, while an AA-2 with the MRO symbol was authorized for use only for recording." The latter ratings can be used if necessary to obtain the discs and styli, but since restrictions have been removed so far as individual purchasers (for home recording) are concerned, it is felt that commercial users of the discs and needles and the manufacturers, remain under control of Order L-265, the Radio & Radar Division of WBFB points out. This order is administered by the Domestic & Foreign Branch of the Division.

Paramount Promotes

PARAMOUNT PICTURES, New York, is preparing a $400,000 campaign from February to May of next year promoting "Lady E. Is Dark," according to Robert M. Gillham, Paramount advertising and publicity director. The feature, in which record albums and programs, will be among media used, along with magazine and newspaper advertising and outdoor advertising, will be announced through period immediately following the New York and Hollywood premiers of the picture.
Equal Time Clause in Radio Law Favor

Wheeler Supports Allotment of Facilities

MOUNTING Congressional sentiment in favor of specific provision in the law guaranteeing equal time on the air for discussion of controversial issues—enacted by allotment of sustaining opinion-time through networks—was foreseen last week as this embattled issue aroused greater interest among members of the Senate Interstate Commerce Committee than any other.

A pet project of Chairman Wheeler (D-Mont.), the equal time issue also would be extended to commercial time of commentators, in cases where an individual is maligned or criticized. Senator Wheeler himself espoused the plan of sustaining opinion-time, outside of commercial options, so affiliated stations would be required to carry both sides, as scheduled by the networks. The networks or originating stations would be held responsible for clearance of material from the standpoint of libel or slander.

House Also Active

Simultaneously it became increasingly evident that legislation to spell out the jurisdiction of the FCC is a goal of the House as well as the Senate. At hearings last week before the House Select Committee to investigate the FCC, with Commissioner T. A. M. Craven the only witness, the view was expressed several times that every effort should be made to draft legislation at this session in view of the May 10 Supreme Court opinion.

A strong case was made last week before the Senate committee by spokesmen for the Newspaper Radio Committee, opposing consideration of the FCC in any form of the right of newspapers to own standard broadcast stations or to go into other radio fields, Harold V. Hough, chairman; Sydney M. Kaye and Whitney N. Seymour, counsel for the group, urged that Congress itself write into the statute explicit prohibition preventing discrimination against newspapers as owners. Their testimony followed the recommendations of Neville Miller, NAB president, and a number of independent broadcasters that Congress establish the policy in the new law, rather than leave it to the FCC.

Mr. Hough, in his testimony last Tuesday, pointed out that Chairman Fly had told the committee he thought it would be wholesome if Congress enacted a policy, but that he doubted "if you would do it." Mr. Hough said he trusted the committee would take action "and not disappoint the chairman."

The committee on Monday heard the concluding testimony of the NAB, through President Miller and James W. Woodruff, WBBL Columbus, Ga., both of whom urged enactment of legislation along the lines of the White-Wheeler Bill (S 1414) pending before the committee.

Last Wednesday, Art J. Mosby, owner of KGVO Missoula, Mont., CBS outlet, testified in favor of his plan of network affiliation for all major networks, under which 45 minutes of each hour of the day would be allotted to the network with which the station is affiliated, while the remaining 15 minutes would be used for other programs, including competing network delayed broadcasts by transcription, national spot or state hookups.

Glade, Sykes Slated

He also supported in general practically all of the views and principles the FCC was presenting. Chairman Wheeler during the last three weeks of hearings.

After the Mosby testimony, Chairman Wheeler recessed the hearings until Monday, Nov. 29.

Indications were that the hearings would run at least another fortnight in elapsed time. Witnesses tentatively scheduled for today (Nov. 29) include Earl J. Glade, vice-president of KSL Salt Lake City; chairman of the NAB Code Committee when the code was drawn up and mayor-elect of Salt Lake City; and Judge E. O. Sykes, former chairman of the FCC, who last week was named legislative counsel of the Newspaper Radio Committee. Judge Sykes will testify on certain aspects of the bill as an individual. He also said he would have some comments to make for the Newspaper Radio Committee.

There will be re-hearing Tuesday, Nov. 30, but on Wednesday Leonard DeCauw, public relations director of CIO, and Fred Weber, managing director of WDSU New Orleans and former general manager of MLB, will testify.

Niles Trammell, NBC president just returned from a war zone tour, is scheduled to testify Thursday, Dec. 3; his schedule has not been completed.

Other witnesses scheduled to testify include Commissioner Craven and, tentatively, Commissioner Ray C. Wakefield; FCC Chief Engineer E. K. Jett, and possibly another appearance for FCC Chairman James Lawrence Fly.

Chairman Wheeler asked if the BLUE network would have a witness, this being a new function of the FCC. So far as known Mutual will not appear, although Louis G. Caldwell, Mutual general counsel, previously had been tentatively scheduled.

Others to Appear

Definitely scheduled to testify, at Chairman Wheeler's request and in connection with the potentialities of FM and other new radio services are: Dr. Edwin H. Armstrong, FM inventor; C. M. Jansky Jr., consulting radio engineer; John V. L. Hogan, consulting engineer and operator of WQXR New York; A. Enar Cullum Jr., consulting engineer now with Harvard U.

Mr. DeCauw is expected to support legislation to provide time for labor organizations to purchase sale of time for controversial issues; a representative of the American Federation of Labor, which recently adopted a resolution supporting new legislation and in effect opposing the stand of CIO; and a spokesman for the Civil Liberties Union which probably (Continued on page 50)

Allocation Trouble Is Laid to Congress

Craven Advises Quick Action to Amend 1934 Law

By BILL BAILEY

VIRTUALLY ASSURED of $60,000 immediately to continue its investigation, and by virtue of an assertion of Chairman Lea (D-Cal.) that new communications legislation is imperative in view of the Frankfurter decision, the House Select Committee to investigate the FCC displayed keen interest last week when Commissioner T. A. M. Craven of the FCC laid Government confusion over frequency allocations on the doorstep of Congress.

Chairman Lea said the House Committee on Accounts had cut his requested $78,000 to $60,000, with the provision that it would consider additional funds if needed. The House is expected to act this week on the appropriation, which would make $110,000 available for the investigation thus far.

'Time For Action'—Lea

After an all-day session Wednesday, following a morning meeting Tuesday, the committee recessed until 2 p.m., Tuesday, Nov. 30, when Commissioner Craven resumes the stand.

When Commissioner Craven referred to the May 10 decision at the hearing Wednesday afternoon both Chairman Lea and Rep. Miller (R-Mo.) requested that both the majority opinion by Justice Frankfurter and the dissent by Justice Murphy be included in the record "for study" by the committee.

"I view a decision of the Supreme Court decision it's time for Congress to take some action," Rep. Lea said, following Wednesday's hearings. "We must adopt legislation to define the power of the FCC and the rights of broadcasters. I believe we should think in terms of immediate remedial legislation."

During the hearings he asked Commissioner Craven to submit in writing "your recommendations for legislation."

Quickier

RALPH CAMARGO, NBC actor and announcer, is a good example of what performers sometimes change their names. Ralph's real name is Jaime Quintillano Tomas Guerino Refuzio Camargo.

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If it's sports, Baltimore wants to listen to ...it's 12:30 on your dial. W-I-T-H brought Baltimore baseball last summer. Now it's pro football. And it's 2 hours a day all year around for the latest race results!

And remember: This is the same station that carries 8 of the smartest Charles Street shops ... 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
CENSORSHIP STOPS CAROL BROADCAST

CENSORSHIP last week used its authority for the first time since the U. S. entered the war, to cancel a scheduled international broadcast of new interest. Authorization was granted CBS to use lines from Mexico City to air an address by former King Carol of Romania, during the Report to the Nation program (9:30-10 p.m.) last Tuesday was withdrawn by the Office of Censorship.

Acting under authority of its control over international communications, the Office of Censorship had granted CBS to use lines from Mexico City to air an address by former King Carol of Romania. The broadcast was canceled after the Office of Censorship was informed by the State Department that its use was not advisable.

JUDGE SYKES

OPA FACES FIGHT ON VITAMIN PRICES

ANY OPA move to force a 15% reduction in the price of packaged vitamin products will be fought to the finish, presumably through the courts and perhaps by appeal to Congress, the industry advisory committee indicated last week after a meeting with OPA. At the same time, James F. Brownlee, former General Foods and Frankfort Distillery executive, now OPA deputy price administrator, said he would sign the proposed order within 24 hours and seek its issuance as soon as possible.

S. DeWitt Clough, of Abbott Labs, Chicago, chairman of the advisory committee, read a statement challenging price reduction regulation on grounds that since there has been no increase in price of the products in question, any reduction by OPA order amounts to an attempt to control profits and is outside the legal authority conferred by the Emergency Price Control Act.

Contention of the vitamin manufacturers is that OPA is using their prices as a guinea pig to test whether price controls can be imposed on U. S. industry. Informed sources believe that it may be some time before Price Administrator Chester Bowles can decide whether he wants to add the drug industry to groups now fighting OPA, inasmuch as the agency is now battling for its life with a hostile Congress.

Blue Coast Plans

SEARCH has started for properties to house proposed BLUE Network broadcasting, television and FM studios in Hollywood when construction materials are available, according to Don E. Gilman, executive vice-president. Mr. Gilman said application for the television and FM transmitters soon will be filed with FCC. "It is also contemplated," Mr. Gilman stated, "that the BLUE will have its own Hollywood station after the war; however, this matter can rest a while since present arrangement with Earle C. Anthony, owner of KECA, Los Angeles network affiliate, has another year to run."

Press-Radio Names Sykes as Counsel

Ex-FCC Chairman to Handle Legislation for Group

APPOINTMENT of Judge E. O. Sykes, former chairman of the Federal Radio Commission and of the FCC, as a legislative counsel of the Newspaper Radio Committee, was announced last week by Harold V. Hough, Chairman.

A member of the original Radio Commission, appointed in 1927, Judge Sykes served as its chairman for several years. He also served as chairman of the FCC upon its creation in 1934. He died in 1939 voluntarily to enter private practice of law. Even prior to the announcement of Judge Sykes' appointment, Chairman Wheeler (D. Mont.) and Senator White (R-Me.) co-authors of the White-Wheeler Bill, had asked Judge Sykes to testify on the new Bill because of his wealth of experience in radio regulation.

Legislative Needs

Chairman Hough said that inasmuch as proposed legislation was being considered by the Senate Committee, Judge Sykes had been retained by the newspaper group so that any legislation suggested would be applicable to the entire industry. He added his committee did not wish to advocate laws which might be considered as partial to their group.

"We merely want to live under the same laws as the rest of the broadcasters," he said, adding that Judge Sykes' past experience "will be helpful."

Legal counsel of the Newspaper Committee remain unchanged. They include Whitney N. Seymour of New York, Sydney M. Kaye of New York, and A. L. Herman of Ft. Worth.

DECREASE, GAIN, IN FCC EMPLOYEES

A NET INCREASE of 101 FCC employees from April to September 1943, but a gain of 14 from June to September, is shown in a report released last Monday by the Tru- man Joint Committee on Reduction of Nonessential Federal Expendi- tures. In April this FCC had 2,296 employees, the report shows. The number was reduced to a low point of 2,281 in June, following the first Truman report which recommended a slash of 300,000 federal employees. In September, however, FCC listed 2,295 employees, a gain of 14.

Largest decrease from June to September was 159,966, effected by the War Dept. When Gen. Eisenhow- er recommended a cut of 65,134, OWI had 4,466 employees in September, an increase of 881, although the Truman report shows that the total figure includes 1,080 employees abroad, not listed previously. Office of Communications employees dropped for a total in September of 12,147. The Truman committee report urges further reductions in Federal employees.
PICTURE OF A LAZY LIFE...

In the Clutches of War Work!

"... used to put in here on vacation cruises now and then. No excitement. Never went ashore except to check gear and maybe pick up some fresh lobsters. Just a nice, relaxing town and harbor, that's all. But boy, you ought to see it now! This is one of those boom towns you hear about."

You may know about this place, but do you know about all the others? The whole country is teeming with boom areas. And it's our job to keep you in pace with these rapid changes. It's our job to know where they are, what new markets they offer, and how best they can be reached.

Proof of the pudding, that we have "know how"... that we know what to do with the information we get, is that we've had an enviable average billing gain of 42% for every year we've been in business. For ten years without a hitch!

Back the attack with War Bonds and Stamps

WEED AND COMPANY

RADIO STATION REPRESENTATIVES

NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD

BROADCASTING • Broadcast Advertising  November 29, 1943 • Page 15
FCC Informally Favors New CBS Affiliate Form

The FCC last week advised CBS in an informal opinion that its new affiliate contract form "appears on its face to comply with the present network regulations." Two weeks ago CBS had submitted to the FCC a scheme for renewal of a contract which the FCC criticized in a letter to CBS Oct. 26, calling attention to alleged infringe- ments of network regulations in at least three particulars and threatening affiliates that their li- cences would be revoked unless the CBS proposals were revised. The opinion raised by a CBS circular letter to affiliates June 8 dealing with op- portunities and conditions of new contracts in its Oct. 26 letter, as ap- parently contrary to that of October's 1047 covering all subject, is still being studied by CBS.

PORK A-PLENTY this winter will garnish the table of textile worker Bob Gore (r), Spartanburg, S. C., because he took the advice of WSPA farm service director Cliff Gray (l). Gore purchased two small pigs which he has raised and cared for after working hours. Farmer Gray was on hand to as- sist Bob in butchering the porkies which have yielded over 1,000 lbs. of meat as well as 100 lbs. of processed lard. The hams averaged around 55 lbs. a piece. Not bad for an original $8 per piggy!

DELOS B. GURNEY, 73, father of Senator Chan Gurney (R.-D.), and a pioneer Yankton business- man, died Thursday after a long period of failing health. He was founder and for many years president of the Gurney Seed Co. His name was often heard daily over WNAX Yankton when the station was owned by his company.

WBZ Ruling Awaited

DECISION by WBZ in a dispute between WMAL Washington and AFRA over question of extra fees for reports on local news in- cluding newsreel services was being awaited last week.

JOHN MORROW, vice-president of Grant Adv. in charge of the New York office and account executive on the NBC and CBS networks and Chile accounts, resigned last week from the agency.

WBZ Plea Denied

PETITION of WBZ Atlantic, li- censed to the Georgia School of Technology, was denied on the ground that "there is no evidence that there has been any case of infraction of any provision of the Act by the said corporation, and that no public interest will be served by an order requiring the use of the license for the purpose of promoting the public interest." The latter was denied by the FCC.

WAUSA HITS EXPRESS PUBLICITY ATTEMPT

RAILWAY EXPRESS has been added to list of transportation- related agencies which have provoc- ed protests of radio because of free-public- ity-seeking attempts tied to the war effort. After a visit from a representative of the Railway Express News Bureau, of 230 Park Ave., New York, General Manager of WAUSA Macon, last week wrote to the Bureau asking if the Office of Defense Transporta- tion had authorized such a promotion of early Christmas mail- ing should be non-commercial.

Union Pacific Buys NBC Coast-to-Coast
Weekly Half-hour Is First
R.R. Time Since 30's

UNION PACIFIC Railroad, Oma- ha, beginning Jan. 8 will sponsor a half-hour variety program, Saturdays, 5-6 p.m., coast-to-coast NBC network, marking what is be- lieved to be the first time since the Empire Builder series for Great Northern on NBC in the 1930's that a major railroad had used a trans-continental hookup.

Featured on the new program, titled Your America, will be a vocal ensemble of entertainers directed by Jose Koenner, augmented by Nel- son Olmsted, famed NBC story tellers, celebrities, soloists and talent- ed workers from the Union Pa- cific's entertainment department. Voca- lists of the states served by the rail- road will be guests on the series, be- ginning with Governor Dwight Gring of Nebraska.

The broadcasts, for the most part, will originate from Omaha through the facilities of WOW. In addition, various pickups will be made from stations along the up- per right-of-way. Contract for the séries is 52 weeks. Agency for the sponsor is the Caples Co., Omaha.

Taylor M.C. on 'Fame'

DEEMS TAYLOR, music commenta- tor on the CBS broadcasts of the New York Philharmonic Symphony since 1936, will be narrator and a perma- nent member of the cast of the Radio Hall of Fame, Philco Corp. program Dec. 6. A Southerner, he said "to see the signifi- cance of a 'public service' unpaid promotional schedule for the Rail- way Express."

"Your problem is no different than that of hundreds of business firms in this country," wrote Mr. Cross. "They too, would like to perpetuate their name, their serv- ices and their trade names for use after the war. In our opinion, if we are to carry the type of copy you are sending, we must discount about 60% of our paid advertising and carry these accounts on a 'free publicity' basis since they, too, are lending every effort to win the war."

PETER FOX ON BLUE

PETER FOX BROWN Co., Chi- cago (Fox-Detroit), on Dec. 21 will begin sponsored by a won- derful half-hour musical program, Foz Deluxe Variety Hall, on 17 BLUE midwestern stations, including WLC- W Cincinnati each Tuesday 7:30-8 p.m. Additional Virginia and West Coast stations are to be added at a later date. Contract is for 52 weeks. Agency is Schimmer & Scott, Chi- cago.

Soldiers Request
News From Home

Exchange With BBC Arranged
By Trammel and Royal

MORE NEWS from home than he is getting now is what the American soldier wants, Niles Trammel, NBC president, and John F. Royal, vice- president in charge of network affairs, reported last week on their return from a six-weeks visit to England, North Africa, Sicily and Italy.

"We have several plans to dis- cuss with Government officials to get more home news to our troops," Mr. Trammel stated. Declining to get into details, he said that discus- sions have taken place, Mr. Trammel said that the news could be handled on the shortwave serv- ice from America to the fighting forces abroad or that more news could be supplied to the army stations.

Change With BBC

The Army Special Service Divi- sion has erected 13 or 14 low-powered transmitters, with about 35 more in government hands, and it also has them in the Medi- terranean region, but their news is confined chiefly to news of the war and to a few items from Washing- ton. Most of the news the troops are getting now comes from the BBC, Mr. Trammel reported.

Explaining that the object of the trip had been to discover ways of increasing and improving service to the liberated countries and our troops abroad as well as the news serv- ice from there back to America, Mr. Trammel said an exchange of entertainment programs between NBC and the BBC has been ar- ranged and will start the first of the new year. Mr. Royal also is reported to have been in Istanbul.

To help satisfy the pent-up interest of the troops, Mr. Trammel said that he and Mr. Royal arranged for Bill Stern's football broadcasts to be sent abroad each Saturday during the season. He stated that recordings of the most popular domestic shows are broad- cast on the army stations, with the commercials deleted, and that there were greatly enjoyed, but that they were several months old and some of them were dated.

He said that NBC wants more recorded programs available for broadcast to America and expressed a feeling that the wire recorder developed by the Army overcame the problem of bulky equipment periods of dis- handicapped the efforts of BBC and CBS to get front line recordings.

Asked about post-war plans, Mr. Trammel said:"After all it appears there must be an organization of free countries to insure that radio will henceforth be used for good instead of evil, so that no small group of dictators will be able to propagate their coun- tries and the world such as the dic- tators have done in the past."

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WORL
LEADS IN BOSTON
AS AN INDEPENDENT

ROUTE  
WASHINGTON  (Presidential Broadcast)  
PHILADELPHIA  
BOSTON  
NEW YORK  
PITTSBURGH  
CLEVELAND  
DETROIT  
CINCINNATI  
CHICAGO  
MINNEAPOLIS  
ST. LOUIS  
NEW ORLEANS  
FT. WORTH  
DALLAS  
SAN ANTONIO  
SAN FRANCISCO  
LOS ANGELES  (Welcome Home Reception)  

DATES  
SEPTEMBER 8  
SEPTEMBER 9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  

BOND SALES  
$100,000,000  
200,000,000  
152,962,500  
87,000,000  
143,700,000  
47,000,000  
19,961,064  
150,000,000  
19,512,000  
32,941,655  
39,015,000  
13,110,000  
37,518,000  
15,250,000  
21,614,600  

GRAND TOTAL  
$1,079,586,819

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LEHIGH ASKS FCC
OK OF STOCK SALE
LEHIGH VALLEY BROADCAST-
ING Co., licensees of WCA-
WSAN Allentown, Pa., applied to the FCC last week for approval of the sale of 496 shares of stock owned by the Allentown Club, a social organization, to Royal W. Weiler (50), J. Calvin Shumberger Sr. (106), David A. Miller (115), Samuel W. Miller (50), Donald P. Miller (50), and Miller Associates (106). This comprises 496 shares (77.14%), which are prorated substantially according to the percentage of stock owned by this same group in the Call Publishing Co. B. Bryan Musselman, a clergyman, retains 147 shares (22.86%) and the Call Co. one share of Lehigh stock not involved in the transfer.

Mr. Shumberger is vice-president and comptroller of the Call Publishing Co., Royal Weiler is president and general manager, David Miller is vice-president and managing editor. All three are officers and directors of the Lehigh Broadcasting Co.

Butcher Resigns
BLAYNE R. BUTCHER has re-
signed as radio director of Ward Wheelock Co., New York, effective Dec. 1. He has not announced his future plans for NBC. A mem-
er joined the company last May. He was previously an exec-
tive in the radio department of TCF & Mi-
nell, New York, for nine years.

Mr. Butcher

Mr. Butcher included supervi-
sion of Radio Reader's Digest, CBS programs and National Catholic Radio Mission.

Salute to Bakers
AS A SALUTE to the baking in-
dustry, America, Standard Breads, New York, on Dec. 21 is sponsoring a special hour of Christmas variety program on CBS, featuring such stars of radio and stage as Ray Cummins, Don Ameche, Bob Burns, Dorothy Lamour and others not yet lined up. The program will be heard on NBC network, 10:11 p.m. (EWT), the show will be entitled "The Bakers of America Presented," and will be promoted de-
fensively by local bakeries around the theme of "Fleetman's new bread is basic." Agency in charge is Arthur Kudner Inc., New York.

WKST Control Changes
WKST New Castle, Pa., last week took over control of the station from New Castle Broadcasting Co., Watauga County, Pa., upon the acquisition of control by Wanda E. Townsend and S. W. Townsend through transfer of 80 shares (38%) of stock from Joseph A. Townsend, as to Wanda Townsend, wife of S. W. Townsend, president and manager of the station, for $8,000. The transfer gives Mr. and Mrs. Townsend a combined total of 78%. The application stated that Wanda Townsend felt it necessary to withdraw from the business in order to devote full time to a job as secre-
tary and counsel with the Firestone Tire & Rubber Co.

AMONG THOSE attending the annual football luncheon of the San Francisco Rugby Club were (1 to r); Lt. Spike Nelson, coach of the Moraga Air Devils (Navy Pre-Flight School at Moraga, Cali.); Harold R. Deal, advertis-
ing and sales promotion manager of Tide Water Associated Oil Co., now in its 18th year of football sportscasting; Lt. Bill Kern, coach of the Pre-Flghters at Del Monte, Cal.

Gillet Add
GILLETTE SAFETY RAZOR CO., Boston, has added 11 CBS stations to the group carrying each of the new Gillette series, "Blades for Men." The Sugar Bowl classic, at 3:45 p.m., will also be heard on three CBS foreign out-
lets—two in Hawaii, and one in Puerto Rico, while the Orange Bowl game at 3:30 p.m. will also be carried on the CBS network station in New York.

Joint Sponsors
AMERICAN AIRCRAFT Insti-
tute, Chicago, and Fred Harvey Co., New York, on Nov. 22 began joint sponsorship of a one-
hour musical program titled Some-
thing Old, Something New, featur-
ing Don Norman, Mondays through Thursdays on WAAF Chicago. Con-
tracts are for 13 weeks. Agency for American Aircraft is Raymond Hutchins, Chicago. Agency for Fred Harvey Restaurants is George Hartman Co., Chicago.

Biggar From Britain
GEORGE C. BIGGAR, program di-
rector of WLW Cincinnati, in Eng-
land as guest of the British Infor-
mation Service, will be heard on four
shortwave pickups from the BIC in London, transcribed for WLW's "Everybody's Farm Hour" program. Broadcasts were sched-
uled Nov. 24, Dec. 4, 6, 9.

Utility Series
COMMONWEALTH EDISON Co., Chicago, on Nov. 23 began sponsorship of a quarter-hour transcribed series, Dick Tracy, on WGN Chi-
icago. The show is transcribed for broadcast to 25 stations in 25 cities. The show is for 25 weeks. Agency is Foote, Cone & Belding, Chicago.

EDMUND B. (Tiny) RUFFNER, most recent vice-president in charge of the Hollywood office of Rutford & Ryan, on Dec. 6 joins WJAR, Providence, R.I., as director of daytime programs. He has re-
signed to enter commercial radio.
"They Tell Me I'm a Typical-Looking NEBRASKA FARMER"

— and that you'll be seeing me often in these KFAB ads. And that's all right with me, because I figure you and I have a lot in common and ought to get acquainted. You're my customer and I'm your customer.

I'm one of the thousands of farmers in the KFAB area who are busy raising grains and meats and food products that are later shipped to you. And, if you're in business, you probably have something to do with supplying us with some of the many products we need.

I guess it is because we are doing business together that KFAB wants us to get acquainted.

They tell me that in the next ad you will see me as a business man. Believe me, farming is a business...a mighty good business these days.

Later you will meet my family and you'll understand why I'm so proud of them and so anxious to give them all the good things of life. Now, thanks to good crops and good prices, I'm in a position to buy the things we need and want. So, if you have something to sell, just remember that we will be listening to KFAB. It's a habit we have all had since that friendly neighbor came into our homes 20 years ago."

"The BIG Farmer of the Central States"

KFAB
LINCOLN, NEBRASKA
780 KC-10,000 WATTS
Represented by EDWARD PETRY COMPANY
OWI Spots Under Sponsorship Policy To Be Transcribed 50 Seconds Long

Because of the six-to-seven-week interval required for preparation and recording of OWI war messages, it will not be possible to put the announcements on a fully sponsored basis. A new campaign, beginning the week of Jan. 17, according to William F. Fairbanks, chief of the Allocations Division of the OWI Domestic Radio Bureau.

As announced in Broadcasting last week, it was decided at a meeting with OWI regional station relations in Washington Nov. 19 to record all station announcements 50 seconds long and make them available for sale to local sponsors beginning Jan. 15. Since the week actually begins on Monday the 17th, it is planned to record all of the messages on the new basis for broadcast beginning that date. Other factors which interfere with any earlier change are the need to make messages which have already been written and that recordings are cut for two weeks at a time.

Easy Solution

The decision to permit local sponsorship of radio announcements is seen as a simple solution for several perplexing problems. The burden of selling is placed entirely on the station and there is no longer any need for OWI to decide whether or not a campaign ought to be sponsored. That question will now be decided by radio salesmanship, which must reach the advertiser who is interested in sponsoring war information material on a given subject.

This puts radio on much the same basis as the pressure for the new war message material is concerned.

Mr. Fairbanks pointed out some stations will prefer not to sell the announcements and will carry them entirely as a contribution to the war effort; others will sell them as a step toward giving the messages better time position, while in many instances sponsorship by local concerns will be sought as contributing to the effectiveness of a given campaign.

Got the News

Utilizing a middle local announcement break in Carey Longmire’s NBC war commentary, W.R. Peterson, news editor of WIS Columbia, S. C., gave station listeners a local bulletin involving the kidnapping of a police officer who killed a South Carolinian. Longmire is sponsored on WIS Marion. Peterson is to be heard on WBBX Charleston Mondays, Wednesdays and Fridays, but local story broke on WBBX after turning for the first part of Longmire’s newscast and Peterson took advantage of the announcement break. Otherwise listeners wouldn’t have gotten the story for several hours.

Only one new campaign appears in the OWI Packet table for the week of Dec. 20. This is the appeal for coal miners. Three thousand strong, able-bodied men, preferably coal miners with coal mining experience, are needed immediately to man coal mines in Colorado, Utah, Wyoming, Washington, and Montana. The announcements will give the men to report immediately to their nearest U. S. Employment Service Office for these vital, well-paid war jobs.

The Save Critical Resources campaign, added late last week to the schedule for Dec. 13, and to be repeated the week of Dec. 20, is an emergency drive on the Network Plan, aimed at fuel conservation. Fact Sheet No. 182, based on material supplied by the War Production Board, points out that America is moving into a serious fuel shortage. All fuels—coal, oil, and gas—are short, and the national requirements are interdependent. What seems to have called for the emergency action via the network is that announcements are the “hard fact that we do not have enough coal to go around.” It is said that if every man now employed in the nation’s mines were to work every day the mines could only produce enough coal to meet total requirements during 1944. During the week of Oct. 18-24, the Solid Fuels Administration diverted the production of 1,800 mines to retail yards for emergency domestic heating use. It may not be possible to do this should the need arise again.

Two Angles

Thus, radio war messages for the week of Dec. 20 will seek to tackle two angles—recruiting of mine labor, and consumer conservation of coal and other fuels interchangeable with coal.

No announcements are scheduled on the Network Plan for Christmas Day, inasmuch as so many network programs are specially written for the holiday.

CATCHING UP on current radio events, Lt. Peter Roebeck, formerly of CBS Hollywood transcription department, chatted with Ben Paley (left), supervisor of CBS West Coast production operations, during his recent furlough. An AAF bombardier, Lt. Roebeck has received the Order of the Purple Heart and Distinguished Flying Cross with two clusters. His Flying Fortress was shot down over the Mediterranean by a German-man, captured P-38. Lt. Roebeck spent 60 hours in the water before being rescued.

Sealtest Cast Stays

REJECTING an offer of American Tobacco Co. (Luckykes) to head a new network variety show, Joan Davis, comediane, will continue to be starred on the weekly NBC Joan Davis-Jack Haley program sponsored by Sealtest Inc.

New 52-week contract negotiated with the agency, McKee & Albright, is said to give Miss Davis full control over all elements of her program, with a considerable salary increase. The reported offer by American Tobacco Co. was $15,000 a week and a non-cancelable 65-week contract.

RALPH HACKBUSCH, vice-president of Stromberg-Carlson, Teletone Mfg. Co. of Canada Ltd., Toronto, has returned to the company after being on loan to the radio division of the wartime government-owned Research Enterprises Ltd., Toronto. He has been appointed managing director of the Canadian Stromberg Co., and recently was elected vice-president of the Institute of Radio Engineers.

FILLER ENJOYMENT from your radio is the plan behind the vigorous promotion campaign WGY Schenectady has carried in newspapers and on the air, for the "Calendar for Good Listening." The program calls for programs for every day in the week, to be filled out by the listener, with spaces provided as well as those regularly scheduled.

In addition, the booklet features a WGY program listing and pictures and activities about WGY entertainers. The series of ads to acquaint the public with the Calendar stresses radio’s role in gas-rationed times, as the richest source of entertainment. Calendars are available to listeners who write a card to WGY, the NBC G-E station.

Humphrey to N. Y.

H. B. HUMPHREY Co., Boston, has set up New York offices at 424 Madison Ave., with Frank S. Christian, account executive, in charge. Telephone number is Plaza 3-8000. In addition to handling accounts of all Humphrey clients, the New York office handles the agency’s placements for General Aircraft Corp., manufacturer of the “Skyfarer” plane. New York office handles very little radio at present. Boston office now handles Christian Science Monitor radio activities.

‘Mrs. Miniver” Series

“MRS. MINIVER,” the M-G-M picture, becomes a radio series Dec. 5 produced by CBS in collaboration with Henry Sourville Inc., who has acquired radio rights from M-G-M and Jan Struther, author of the book. Provided as a complete episode each week, the series will be heard Fridays, 11:30 p.m., and will deal with experiences of the Minivers in the United States.

WTO, in Cumberland, To Join NBC on Jan. 1

WTO CUMBERLAND, Md., will become an NBC outlet Jan. 1, according to an announcement last week by Mrs. Aurelia S. Becker, president of general manager. The station last month was authorized by the FCC to operate full time on 1450 kc. with 250 watts, after having operated during the war time on 820 kc. for several years.

Mr. Robertson, Mrs. Becker also announced the effective Dec. 1, Dale Robertson, general manager of WARM Scratchon, joins WTO as station and commercial manager. Mr. Robertson has managed the Scratchon station since April 1941. He formerly served with WIBM and WMB, and also has managed WIBX Utica, WBAX Wilkes-Barre, and KGGU Albuquerque.
From October 8, 1942 to October 8, 1943 (First 12 months of 50,000-Watts Operation) Uncle Sam's faithful mail carriers delivered 675,788 pieces of listener mail to our studios. Of this impressive total 95.7% was of the much desired commercial variety.

**Proof of Coverage**

218,264 pieces of this mail came from Pennsylvania; 216,610 from Ohio; 157,422 from West Virginia; 18,854 from Virginia and 12,114 pieces from Maryland. These represent our 123-County primary area states. 52,524 pieces were received from 42 other states and Canada.

We have a certified breakdown of our tremendous listener response which can be had for the asking. It proves one of the most responsive buying audiences in America.

**WWVA**

**WHEELING, W.VA.**

*Ask a JOHN BLAIR MAN*
WMC Grants 40-Hour Week For Detroit Radio Employees

Only Engineers Exempted in Critical Labor Area Decision by Michigan Office

BROADCASTERS of Detroit, a critical labor area, have been given permission to continue employes, except technicans, on a 40-hour week, under an opinion by the Michigan State office of the War Manpower Commission. The decision is viewed with interest by 76 other area broadcasters.

The broadcasters' petition, filed by Raymond J. Meurer, general counsel for King-Trendle Broadcasting Corp. (WXYZ and Michigan Radio Network), also was in behalf of stations WJR WWJ WJBK and WJJB Detroit, along with CKLW Windsor-Detroit, the latter a Canadian station which maintains studio in Detroit.

Engineers Interchangeable

After receiving the petition, the WMC granted the broadcasters' request to maintain the 40-hour schedule, except for technicians who are employed under a contract with the IBEW on a 44-hour basis. The Commission ruled that technicians should operate on a 48-hour week because these jobs are interchangeable, but it held that this condition "does not apply to other radio broadcasting jobs".

The petition listed working schedules and various classifications of WXYZ employes. The schedules, the petition concluded, "should demonstrate that petitioner has made the fullest possible utilization of the services of all employes in its various departments consistent with peak-load requirements of the station and their respective capability as a unit".

Technicians only have been on a schedule in excess of 40 hours, it was set forth, the 44-hour schedule for this class of employes effecting "the fullest possible utilization of their services consistent with the peak-load factor and which also permits petitioner to handle emergency situations the best way possible."

A foreword to the petition called attention to the importance of the time element in radio broadcasting operations, stating that the over-press of split-second precision timing is therefore pertinent to a marked degree in making a determination of its manpower requirements.

Citing Congressional testimony to prove its contention that "no industry has been more highly regulated by Government authority than the broadcasting industry," the petition asserted that "overlapping jurisdictions of Government might well place the industry in a situation unable to fulfill the requirements for which it was ordained, namely, public service."

The petition listed the following station personnel as having unlimited hours: director of opera-

tions, general manager, general counsel, sales manager, promotion and publicity manager, merchandising manager, station manager, radio beau, studio production manager. All other personnel were listed as working 40 hours or under union jurisdiction and not subject to scheduling.

Under a classification embracing the traffic and operations department, in which the employes average 48 hours, the petition stated that these activities are of a highly specialized task which is not interchangeable.

It was stated that hours and duties of sales department representatives do not permit a schedule of operations, that these employes are paid on a commission basis and are not subject to the Fair Labor Standards Act.

The petition listed five employes of the accounting department, each having separate and distinct duties, scheduled on a 40-hour basis. None of these positions, it was stated, is interchangeable.

The petition declared that actors, announcers, singers and sound effects employes are under the jurisdiction of AFRA and are paid according to the nature of their work and are not subject to scheduling on a 48-hour basis. The same applied to musicians, arrangers and copyists as well as librarians under the jurisdiction of AFPM.

Writers and special events announccers and news commentators, together with the transcription librarians, because of their work, are not subject to scheduling on a 48-hour basis, the petition stated.

Opper Joins Blue

BY ARRANGEMENT with the Chinese Government, the BLUE is now using the Chinese official receiving post in Ventura, Calif., as a relay point for all BLUE broadcasts picked up from Chungking.

Frederick B. Opper, editor of the recently revived Shanghai Evening Post & Mercury in August 1939, is now set up a local edition of his newspaper. He left for China in July of this year.

Study Video Clarity

RESULTS of a field survey of the three television transmitters in the New York territory will be given by Allen B. Du Mont, president, and Thomas T. Goldsmith Jr., of the Allen B. Du Mont Labs, at a joint meeting Dec. 1 in New York of the IRE and the Radio Club of America. Design exten- sively with the multi-path problem in television broadcasting which causes multiple pattern in the received pictures, the findings show that the lower frequency channels still display the multi-path interference in a metropolitan territory such as New York City.

AFRA Elects

NEW YORK local of AFRA has elected 22 to be members of the Local Board for the coming year. Of this number, one is a representative for sound effects men, who may be given full membership. Candidates elected are Bill Adams, Frank Altman, Carl deCorsia, Eric Dressler, Carl Eastman, House Jameson, Jay Jostyn, Anne Seymour and Ned Vetterling.

AFRA Holds Meeting

An address to the New York American Federation of Labor, on "The American Federation of Labor," was given by Milton J. Cross, Ben Grauer, Hugh James, George A. Putnam, and Ken Roberts. Also attending were Phil Dury, Travis Johnson, Jack Keating, Felix Knight, Evelyn Macdougall, Alex McKay, Delegate elected for the sound effects men is M. C. Brauchusen.

News Listening Down

TOTAL LISTENING in the New York area in October rose 15.3% over the average for 1942, and gained 3.7% over the first nine months of 1943, but news program audiences decreased for the first time since the Pearl Harbor, according to the October newsletter of The Pulse of New York. Development is interpreted as evidence that news interest has reached the saturation point. The report discloses that launching of "HF America, Home of war," with the accompanying element of suspense, draws larger listening interest than allied victories, defeats, and concluded campaigns.

WCHS' Wish

PERSISTENCE, thy name is Charleston, The West Virginia city wants an airport—but so, since Nov. 19, WCHS, the only station of the West Virginia Network has doggedly repeated with each broadcast. This WCHS, Charleston—the only city of its size in America without an airport—Station director Howard L. Chernoff says the announcement will be discontinuing—when Charleston gets the airport.

Mr. David

DAVID LEAVES FCC FOR DUTY IN NAVY

NATHAN DAVID, assistant counsel without portfolio of the FCC, was to report for duty Nov. 27 to the Navy in Washington. No successor has been named to his FCC post. He volunteered for induction. Mr. David was appointed to the law depart-

ment of the FCC in January 1941, and in July 1941 was made chief of the litigation sec-

A FEW WEEKS ago the Navy announced that "the last three weeks have shown the lowest listening to news programs recorded since the advent of the war." The report was based on a war-time survey of ten cities, including New York, which was used to compile the statistics. The survey showed that the average daily listening to news programs was down from 75.5% to 73.2% from the previous week. This decline was attributed to the end of the war and the resulting decrease in news interest. However, the survey also showed that listening to music programs increased during this period. The report concluded that the war had significantly affected news listening patterns and suggested that the war was likely to have a lasting impact on the way people consume news and entertainment. The report's findings were widely reported in the media and helped to shape the public's perception of the war's impact on media consumption. Overall, the survey provided valuable insights into the changing habits of news listening and helped to inform discussions about the role of media in wartime society.
And here's what it adds up to:

Each letter represents a personal interest in programs scheduled by the Big Aggie station, WNAX.

So the figures add up to something far beyond a new record in WNAX mail. More important, they reflect the keen neighborly interest that folks in Minnesota, Iowa, Nebraska, North Dakota and South Dakota take in WNAX.

For years, WNAX has been top farm station on the Columbia network, serving a market of four million people, of whom 82% live on farms.

Now, with "America's Tallest Radio Tower" and a five-fold increase in night-power, engineers estimate that WNAX is heard by 25% to 40% more families than ever before . . . families living in an area whose tremendous production (and income) will continue undiminished in postwar years . . . families to whom WNAX is a friend in whose words and whose advertisers they believe.

County by county mail maps are available. Write for yours today.

America's Tallest Radio Tower

570 on the dial

WNAX

The Billion Dollar Market

Sioux City • Yankton

A Cowles Station • Affiliated with Columbia • Represented by the Katz Agency
S TRESSING the type of buyers in a retail locale rather than a numerical audience, WLS Chicago, through its president, Burridge D. Butler, and the Mitchell-Faulk, A. D. V. Agency, Chicago, has launched a unique advertising campaign. Conceived from the philosophy of Mr. Butler, which contends that the people of Illinois and nearby, of Michigan, Wisconsin and Indiana, hold to the same thinking as that of Abraham Lincoln, Mitchell-Faulk will distribute to agencies and advertisers booklets titled "How to Talk to the People of Lincoln Land." Without attempting to tell the advertising man how to write copy, the pamphlet of messages will demonstrate the sort of appeal to which the best respond. Campaign will extend through next June and will utilize daily newspapers, trade publications and certain other national magazines.

House Organ for Clients

FOUR page house organ prepared exclusively for the program directors of the company for the WLS 1484-44 schedule of its client, the Dr. L. D. Le Gear Medicine Co., St. Louis, has been released by Simon & Smonds, Chicago, agency handling the account. Printed in brown on yellow pages, the 3% x 5% folder, titled Dr. Le Gear Radio Round-up, tells of the pioneer veterinary's 50 years of study in pharmaceuticals for live stock, dogs and poultry. ability to handle a variety of newspaper columns on the LeGear programs and lists the stations carrying the 26 week campaign.

Service Cards

TO KEEP druggists and grocers informed of manufacturers' current radio advertising support, KGW San Francisco has produced an eye-catching service bulletin card. The card is studded with name of the manufacturer and the product being advertised, together with the name of the program, the date of broadcast, and is mailed to all grocers and druggists in the San Francisco area.

Met Anniversary

WINDOW DISPLAYS of New York stores cooperating in window promotion for the opening night of the Metropolitan Opera Diamond Jubilee Season, will be made, according to a committee including S. M. Birch, advertising manager of Texas Co., sponsors of Opera broadcasts on the LUE and Texis Huhn, radio director of Wrico & Legler, agency for Sherwin-Williams Co., sponsors of Opera auditions on the same network.

Comic Strip Basis

IN REVERSE of the usual sequence whereby radio borrows program material from established magazines first, the daily radio strip for Chic Carter, juvenile detective series started on Mutual several months ago, is the basis of a new current comic strip for Chic Carter, Radio. Radio series is building up a Chic Carter following through its "Inner Circle" Club.

Merchandising & Promotion

House Organ for Clients—Comic Strip Basis

Weather Service Ads

ONE-MINUTE weather report is worth publicizing according to Wagon Oil Co., Brooklyn. running an ad in the Sunday section of the Times, News and Journal to dispel the notion of the housewife, key person in the purchasing of fuel oil for the home, to the service on WHN New York. advertisement will carry a schedule of a 4-week Nov. 8-Dec. 4 test on WHN. Paragon has taken the B-Fighting Weather Weather test. Monday through Saturday in the 7:30 a.m. period following a news program.

G I CARAVAN AT THE PYRAMIDS

Hittenmark Hits Desert Trail to Dig Up Transcribed

Stories for the Folks Back Home

HITTENMARK HAS HIT THE-trail—the desert trail—of the Middle East and promises to send back, for the radio audience, the thoughts and feelings of the folks at home. Maj. Gordon Hittenmark of NBC Washington fame, noted for recent Army Radio Battalion, has the idea that there are some thrilling stories yet untold by the "forgotten men" on the supply lines of the Middle East, and he feels those at home would be interested.

So a caravan, complete with Maj. Hittenmark, Corp. Joseph (Jopk) Raymond, formerly of Stromberg-Carlson, and Sgt. Wallace (Juke) Reed (1 to r), command car and trailer has set out for the outposts, armed with machinery to record the GI voices. The major writes "I will interview them, take a picture of them at the mike, and send them back to the station that the family listens to and the picture to the paper they read." The equipment is a 15-inch British Mobile Recording set, rebuilt American style.

Radio Mark Hittenmark, as the major was known in Washington, used to awaken the Nation's Capital as WMAQ's timekeeper. He has handled the Strip Service Radio into producing dimes for the Mile of Dimes Paralysis Drive, and more dolls for the Christmas "Hittenmark's Doll House" in front of the Willard Hotel. After leaving NBC in March of this year, he was sent to his present overseas assignment. He has helped organize the Special Service Radio network and many special forces programs now on the air.

PHOTOGENIC FARMER is Albert Ebers, near Seward, Neb., who has been making WWL Lincoln as "Nebraska's Typical Looking Farmer." Hugh Felts, station manager announces Dick Ebers pictures, and photos of his family, will be used regularly in KFAB advertising. Pictures of over 100 farmers were entered in competition, which gave KFAB many opportunities to become acquainted with its farm listeners. Theme of the Ebers ads will be the new KFAB slogan: "The Big Farmer of the Central States."　●　●　●

Newsmen Reactions

REACTIONS of 7 newspaper editors and publishers on NBC Voice of a Nation are presented in a single-fold black and gray promotional piece utilizing letter facsimiles, recently completed by network Western division sales promotion department. Sponsor opinion of the sustaining series which is cooperatively sponsored on Pacific network stations, is represented by a similar letter facsimile.

Listener Promotion

KGW Portland, Ore., has distributed 108,000 listener promotion booklets to homes in the Portland area. Printed in color, the 24 page booklet contains pictures of stars heard on radio and local programs and local stations, and also includes a brief history of KGW's 21 years of service. Distribution was preceded by newspaper promotion and spot announcements.

Wrigley Promotion

SCHOOL PARTIES of high school and collegiate students are being organized by Wm. Wrigley Jr. Co., Toronto, through advertising in student publications, to attend the Wrigley Air Band broadcasts Friday evenings on CFRB Toronto. Broadcast promotions are listed in the promotion section.

For Studio Audiences

EVENING attending audience programs at WWL New Orleans is now presented with a booklet, WWL Program Notes and Personalities, which contains bits of news about the staff, photographs, and stories of the personalities in radio. Program notes and listings are also included.

ERIK BARNOUV, assistant manager of NBC's script division, has begun a weekly series of shortwave newscasts in Dutch. He is now in Holland for the Office of War Information. Mr. Barnouw's talks are also rebroadcast to Holland by the BBC.
A definite cultural factor in the lives of 130,000,000 people, NBC has enough ex-professors and instructors on its staff to stock a good medium-sized university.

For instance, the director of our Public Service Department is a former president of one of the world's greatest universities. Our director of the Music Division taught at a great musical institute. Our director of News and Special Events was managing director of a great press service. Our vice-president in charge of International Relations has visited and/or lived in 54 countries. So it goes down the line—men and women who have lived with and mastered their subjects.

In all, there are 682 pieces of sheepskin hanging around NBC—286 of them honorary degrees!

This is the "faculty" of NBC. This is the caliber of the people who guide its work, create its policies, shape its future.

A highly trained, imaginative personnel, a body of experienced experts, a group of people—from president to office boy—who are devoted to the task of making broadcasting better, richer, more adult and more effective throughout—these are among the things that make NBC "The Network Most People Listen to Most."

—the National Broadcasting Company
America's No. 1 Network—A SERVICE OF RADIO CORPORATION OF AMERICA
New Disc Contract Described as First In History Providing Direct Payment

AN INSIGHT into the long-range thinking of the American Federation of Musicians regarding the future of its relationships with the recording industry, and the principle of compensation that the union established by the new AFM recording contracts, is contained in a report of AFM President James C. Petrillo to his membership.

Since the AFM convention at which the report is usually submitted was omitted this year due to war conditions, it is being printed in the next issue of the union paper, *The International Musician*, beginning in the November issue.

Pioneers

Describing the new contract as “the first in the history of labor-employer relationship wherein an employer gives money direct to a labor organization to provide employment for members of that organization,” Mr. Petrillo states: “You, the members of the AFM, are the pioneers in this battle. Perhaps you and I will never reap the full benefits in the few years ahead, but certainly we are paving the way for the next generation in the music business, so they will not have to work and fight in competition with a machine that destroys their livelihood.”

Reporting Decca estimates that if all record and transcription companies sign the contract the AFM will derive a postwar income of $10 million for all years in royalties, Mr. Petrillo continues: “But supposing we find that when the war is over it will be only two million or as low as one million dollars per year—the fight which was carried on by your officers was to establish a principle and that principle has been established and a concrete foundation laid for the future...”

“Keep in mind that this money, which is to be paid to the Federation, will be paid from the profits of the companies because the Office of Price Administration in Washington will not permit any of these companies to increase the sale price of the records. If these companies were permitted to increase the price of records anywhere from five to 10 cents each, then the Federation would probably receive in the neighborhood of from 15 to 20 million dollars a year.

“ASCAP has been fighting since 1909, when they were successful in getting a law passed in Congress to get royalties on their music. Up to this date their entire income from theaters, hotels, radio stations, etc., is approximately 5 million dollars per year. They had a 34-year start on us. We certainly should be happy about our agreement.”

They’re ‘Permanent’

An editorial in the same issue underlines Mr. Petrillo’s statement as follows: “This is perhaps the first instance in the history of labor of an industry evolving a sense of responsibility toward the individuals from whom it must draw its living source of supply.”

“For, make no mistake, this is not a case of an employer (i.e., the recording companies) feeling it advisable to recompense a class of workers who have been displaced by a mechanical contrivance, pension off as it were, and having the workers till their death relieve them of the problem. These payments are to be a permanent dispensation for musicians, not as a group outmoded by modern machinery but as one made, through an extension of its scope, even more effective.”

Beck Changes Plan

A. S. BECK SHOES, New York, has reduced its commercials from 60 to 30 seconds and has placed them on a 100-time weekly basis on WMCA and WNEW, New York, through Time and Life, New York. Shoe store retains the musical jingle but eliminates descriptive reference to a survey, the basis of the jingle theme, that the A. S. Beck shoe is a favorite of Fifth Avenue. Original plan to use spot radio in other areas [BROADCASTING, Aug. 30], has been put aside due to limited merchandise. Beck has 65-70 stores in Greater New York area, and some 40 in other cities.

Ford Show Signed

TED BATES Inc., New York, has signed a contract with “Senator” Art Ford, for four more years of the comedian’s radio production *Can You Top This*. Program still had two years to run as of last October; it now is assured for the next six years, subject to 13-week cancellation. In addition, Series X is sponsored on NBC by Colgate-Palmolive-Peet Co., Jersey City, and on WOR New York by Kir- kman’s Soap Division of C-P-P. Both accounts are through Ted Bates Inc., New York.

Illegal Station Closed

CLOSING of illegal station, WDRS, Boone, N. C., was announced by J. B. Meyers, monitoring officer in charge of the Raleigh, N. C. office of the FCC. The station, broadcasting on 780 kc., was operated by Kermit Irvin Dacus, who pleaded nolo contendere to the charge of operating a radio station without a license. He was fined $300 and placed on probation for three years. The station was operated on a commercial basis, carrying local advertising, according to Mr. Meyers.

SUBJECT of the fourth annual Health Education Conference of the New York Academy of Medicine, to be held in New York Dec. 14, will be “Radio in Health Education,” according to an announcement last week by Dr. Iago Galdston, executive secretary of the academy’s medical information bureau.

KENNETH THOMSON, executive secretary, Screen Actors Guild, has resigned effective Dec. 31, 1943, to join the William Morris Agency, talent management organization.
THE BIRTHPLACE OF AVIATION

WING

The Merchandise Mover

There are two important claims which a "top" radio station must be able to make...

1. It must be the advertising choice of local retailers and accepted by national manufacturers...

2. It must have a vast number of regular listeners in its immediate trading area...

WING

enjoys both of these attributes in the greater Miami Valley market...in addition to responsive audience, retailers endorse it whole-heartedly as the low cost "message medium" with multiple effectiveness.

WING

is referred to as "the station that sells merchandise", so—don't just consider WING as merely another advertising medium...but decide that for prompt sales response...you must have...

*Figures compiled by the Dayton Chamber of Commerce.

Yes, Dayton has plenty...plenty of opportunity for those who recognize the importance of the tremendous population increase, the constantly expanding market of higher salaried wage earners and the continuing need to house, clothe, feed and furnish the families of the Miami Valley with essential as well as luxury wants.

BUSINESS CONTINUES TO SHOW BIG GAINS

FOR FIRST 9 MONTHS OF 1943 OVER 1942*

BANK DEBIT ($1,256,863,578) ............... UP 26%
BANK DEPOSITS ($163,889,685) ............. UP 2.4%
BANK CLEARINGS ($196,209,771) .......... UP 15%
DEPARTMENT STORE SALES ................ UP 15.6%
INDUSTRIAL POWER CONSUMPTION .... UP 34.4%
POSTAL RECEIPTS ......................... UP 7.4%
SALES TAX COLLECTIONS ................. UP 3.7%
LONG DISTANCE PHONE CALLS .......... UP 37.9%

BASIC BLUE—5,000 WATTS

Ronald B. Woodyard, Executive Vice-President

Bonus: WIZE, Springfield, Ohio, is a bonus when WING is purchased on a national spot basis by adding 30% of the time cost on WING.
**CASH INCOME AND GOVT. PAYMENTS**

Source: Department of Agriculture, 1940

- $2,217,768,000
- $133,256,000

**FIVE WHO STAGED the NAB Retail Presentation in Youngstown, O., were (1 to r) Warren P. Williamson Jr., president and general manager of WKBN; Lew Avery, of NAB, m.e. of the program; George V. Thompson, of TRUE, chairman of the retailers' committee, and Len Nasman, commercial manager of WFMJ. The capacity audience numbered over three hundred.**

**THRONG in Dallas Shown NAB's Film**

**NAB Retail Film Draws 250; Repeat Shows Asked**

MORE THAN 250 outstanding Dallas retailers and agency representatives formed the largest audience to see and hear the NAB "Air Force" film in the Southwest, with R. C. Dolbin, secretary of the Dallas Retail Merchants Ass'n. as chairman of the arrangements committee. Other committee members were Milton J. Pandres, advertising manager, Tiche-Goettinger Co.; Mrs. Thelma Gaines, president, Dallas Adv. League; and Harold McEwen, merchandise manager, A. Harris & Co. KGKO sponsored the showing.

Results of the showing in Tacoma, Washington, according to KMO, were "amazing", "a total success", with more than 200 business men and women in attendance. Early promotion and split-second timing in presentation of the program were credited with adding to the good impression on visitors.

The four-day presentation in New York has already brought requests from several department stores, a large industrial firm and motion picture producers for special repeat showings of "Air Force", according to James V. McConnell, WEAQ, chairman, and Lewis Avery, NAB director of broadcast advertising.

**Press Takes Notice**

The Saturday, Nov. 20 issue of Editor & Publisher, carries a commendatory review by T. S. Irvin, promotion columnist, who writes: "Radio has set an example of cooperation, of working together toward a single goal, which the newspaper industry cannot laugh off." The newspaper boys have been taking the stores for granted, he continues, adding: "When an affectionate stranger comes along, he'll at least get a hearing."

In an editorial on the exhibit in the same issue, E & P calls upon all newspapers to review and overhaul their editor-publish relations. "It is sort of late for some to start who have been hightailed with their local merchants," but most newspapers can "resell" themselves again and again, it concludes.

**STORMS STOP PICK-UPS**

MAGNETIC STORMS developing over the Atlantic Nov. 21 gave both NBC and CBS trouble with some of their overseas pick-up programs, with the atmospheric disturbance seriously affecting NBC's Army Hour, 3:30-4 p.m., and the CBS half-hour program at 2:30 p.m., Admiral Radio's World News Today. The later show was unable to tune in Algiers, Cairo, Moscow or Stockholm. CBS also had trouble picking up Edward R. Murrow from London at 1:30 p.m., and NBC's Upton Close could not carry out plans to report from Italy at 3:15 p.m.

**SALE of KEVE Asked**

KEVE Everett, Wash., last week filed with the FCC an application for voluntary transfer of control of its license corporation, Cascade Broadcasting Corp., from Dr. J. R. Binyon and L. E. Walgren to J. W. Taibot. Action involves transfer of 125 shares of common stock at a total price of $27,500 (Binyon and Walgren each hold 62 1/2 shares). Mr. Taibot, late purchaser of KGEZ, subject to FCC approval (BROADCASTING, Nov. 22), is owner of KEVE steals, which he purchased last May.

NEED for a limited number of graduate engineers who have had at least two years experience in electronics since graduation and who are not over 40 years of age has been announced by the Marine Corps. Those having these qualifications and who are interested in obtaining a commission in the Marine Corps should contact this branch of the service.

**UNIVERSAL MICROPHONE Co., Inglewood, Cal., has added a division for production of the new Army Signal Corps lip microphone.**
Can you see the entire picture?
Who is it? Just for fun, jot it down on your memo pad and check with the answer next time!
Answer to preceding ad:
THOMAS EDISON

Buying Time

IS ONLY

HALF THE PICTURE

You've got to buy the RIGHT time on the RIGHT station, for a successful campaign!

If you're considering the Baltimore market, WCBM is the RIGHT STATION. Here's why:

WCBM, BALTIMORE'S Blue Network Outlet offers you:

1. Complete Baltimore coverage
2. A profitable market
3. Distinctive programming and a receptive audience
4. Economical rates

It's a perfect selling picture... the reason so many of our advertisers find IT'S EASY TO SELL WHEN YOU BUY WCBM!

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

FREE & PETERS, INC. National Representatives
How to Concentrate on a Million

From Nashville, center of a trade area of over a million listeners, WSIX broadcasts to a big, loyal listening audience that’s ready to hear what you, Mr. National Advertiser, have to say.

Carrying the featured programs of both Mutual and Blue networks, this station has the power and frequency to deliver its signal effectively to this entire territory.

If you want to concentrate your radio efforts in this booming Nashville area, and at a coverage cost that will show bigger profits, we will be glad to show you what WSIX can do.

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

APPEALS by radio are credited with saving Minnesota's 1943 pea crop, the OWI Domestic Radio Bureau has been informed. More than 8,000 men, women, boys and girls from cities, towns, and Indian Reservations responded to pleas, made exclusively by radio, for help to harvest the crop which matured earlier than usual because of excessive heat.

When the emergency developed late last June, said a report from Hayle C. Cavanor, OWI regional station relations chief in Minneapolis, the immediate requirement from the War Manpower Commission was for 500 men to aid farmers and processors. Announcements were sent immediately to 12 radio stations covering areas in which canning factories are located.

Need for Help Grew

"The stations ran the announcements as often as every 30 minutes," Mr. Cavanor reported. "Within 36 hours, 8,000 men and boys over 16 had been recruited but WMC then reported that the canning factories had underestimated their need and that 5,000 to 6,000 were needed.

Nearly 6,000 men and boys had been recruited it was apparent that women and girls over 16 would have to be used to reach a total of 9,000, which was the figure finally decided upon." New announcements, stressing the need and calling for women and girls went out.

"Radio stations became so interested in the situation," the report continued, "that those located outside the Twin Cities telephoned the radio division long distance every day to ask 'How are we doing?' and to give bulletins such as 'We have just sent 360 Indians from the Blue Earth Reservations down to the canning factory at Le Sueur in school buses' or '25 business and professional men in this town have closed up shop for three days and are out picking peas.'"

At the end of the second week, the report stated, 1,000 Jamaica Negroes, scheduled to come into Minnesota for the normal canning season, arrived. With those previously recruited, the needs were largely met.

"Due to the rush of the emergency," the report concluded, "the regional WMC office did not send any stories to the press. Radio did the job so fast it made their heads spin and they needed no further publicity."

S-B Xmas Special

STANDARD BRANDS Inc., New York (institutional), will sponsor a special 60-minute Christmas variety show on CBS stations, Tuesday, Dec. 21, 10-11 p.m. (EWT). Program will be shortwaved to the AEF. Talent line-up currently includes Don Ameche, Edgar Bergen, Bob Burns, Spike Jones and his City Slickers, Dorothy Lamour, Jose Iturbi and the Dudley Chambers Choral group. Many Manheim will write the show, with Earl Ebi as producer for J. Walter Thompson Co., agency.

Planners News

PLANTERS NUT & Chocolate Co., Wilkes-Barre, Pa. (peanut butter), in October and November began sponsorship of quarter-hour news programs Tuesdays and Thursdays on WBBM Chicago, Monday through Saturday on WHAM Rochester, and a quarter-hour musical program Monday through Saturday on KDKA Pittsburgh. Contracts are for 52 weeks. Agency is Goodkind, Joice & Morgan, Chicago.

POST WAR opportunity for 5,000,000 salesmen was predicted by Lee McCanne, secretary and assistant general manager of the Stromberg-Carlson Co., at a recent luncheon meeting of the Sales Executive Club in New York. Mr. McCanne presented four major principles which should guide selling to become most effective in the postwar period and he also outlined the sales course being provided for the Rochester war workers as it was prepared by the sales managers of some of the nation's largest sales corporations.
ITALIAN LANGUAGE BROADCASTS
BY WOV PLAY VITAL WAR ROLE

Wartime broadcasting presents a special challenge to WOV, New York—which signs itself WOV—\(\ldots\) for Victory. Its service to the public is twofold, for it broadcasts in English from 5:45 A.M. to 8 A.M.—in Italian from 8 A.M. to 6 P.M.—in English from 6 P.M. to midnight.

With the largest Italian-speaking audience in the world—not excepting Radio Rome—one of the principal functions of Control Room is to keep Italo-Americans fully and accurately informed of the news in their own tongue, explain and clarify international events, help to weld this foreign-born segment of America into a unified, patriotic whole.

When Sicily was invaded, special news bulletins and features were flashed over WOV stressing the fact that this was not conquest but liberation for the Italian people and a great step toward peace.

**---**

HELP WANTED

Faced with a total loss of 3,000 tons of tomatoes unless they were canned immediately, a West Coast packer turned to radio. Spot announcements over KFVFD and KRKD in Los Angeles and KFOX in Long Beach brought 176 volunteers in less than two hours. Working all Saturday night and Sunday, these emergency workers processed some 72,000 cans of tomatoes!

To help the Coast Guard recruit 500 SPARS by the end of the year, KPO, San Francisco, is airing a weekly series of recruitment programs.

A new program—"Job Counselor"—was started recently by KLX in Oakland, Cal., stressing the importance of doing war work and giving a resume of jobs available in that area.

To help harried housewives feed their families, WOWO, Fort Wayne, offers a Home Forum program weekly and has been conducting a canning school. WNBC, Hartford, gives helpful tips on rationed items, canning, shopping and cooking.

**---**

Graebner (Western Electric Distributor in U. S. A.) stands ready to be of any possible service.

Let's talk about YOU!

If your station has done a war job you are proud of, send your story to Radio War-Gram Editor, Western Electric Co., Room 928, 195 Broadway, New York 7, N. Y. If suitable, we will use it in one of this series of War-Grams.

Like shooting ducks

Just as you must "lead" a duck—aim ahead of him in order to hit him—so an anti-aircraft gun must be aimed not at the plane but at a point far ahead of its observed position. The Electrical Gun Director—one of Western Electric's many war products—instantly and continuously aims the guns with uncanny accuracy, puts enemy planes on the spot!

**---**

DE boat named for KZL engineer

Ensign Thomas A. McClelland, U.S.N.R.—who was chief engineer of station KZL in Denver when he volunteered for active duty with the Navy in 1941—lost his life at Pearl Harbor. Radio's first casualty in World War II, Ensign McClelland was awarded the Purple Heart posthumously. To honor his memory, a new Destroyer Escort, to be christened soon, will be given his name.

**---**

KFEL picks slogan

A contest to put the call letters of KFEL, Denver, into the war effort was won by the slogan: "Keep Faith—Enjoy Liberty."

$10,000 for one pair of Nylons?

Yes! Believe it or not—that was the War Bond bid that won the precious hose auctioned off by WINX, Washington, during the Third War Loan. All over the country, stations pitched into this Drive with both vim and ingenuity—contributing well over two million dollars worth of time and talent, according to an estimate by the OWI, which does not take into account the many programs arranged and cleared locally.

Almost certainly the greatest single bond selling job of all was done by Kate Smith, who took part in all CBS programs from 8 A.M. to 1 A.M. the following morning—rolled up an amazing total of $30,407,550!

In Worcester, Mass., WTAG sponsored the Armada of War Heroes and Screen Stars on September 14—arranged a luncheon and rallies—raised over $3,000,000.

In Anderson, S. C., WAIM had to move its "outdoor rally" indoors because of heavy rain. But the enthusiasm of buyers wasn't dampened. Witness bond sales of $1,625,000.

KVOR, Colorado Springs, put on a radio auction including everything from a suit of clothes to 12 quarts of champagne—netted $250,475.

In Hammond, Indiana, WJOB turned over an entire day to War Bond sales to the tune of $465,476. Not only during Drives, but all the time, buy all the War Bonds you can!
...rare treasure here!

But only to those who know

Ambergris...just a waxy lump on a tropic beach. But in the hands of experts ambergris yields rich profits...it is a vital ingredient of rare and costly perfumes.

Not unlike spot radio advertising, which also can yield rich profits in the hands of those who've studied all of its potentialities.

This company is equipped to give you expert, professional advice with your radio campaign. Let us help you uncover some of the hidden treasures of spot broadcasting.
The Law & The War

WHATEVER the scope of the legislation that will emerge from the Senate Committee hearings on the White-Wheeler Bill, it is a surefire bet that the majority wants the political section broadened to guarantee equal time for discussion of controversial issues. They are talking, privately, in terms of "priorities" for such programs, or possibly "sustaining option-time" to be given networks by their affiliates for clearance on specific public issues. And there is the insistence that commentators who slander or slur "tell falsehoods" be required to turn over their time for answer.

This constitutes only a part of the thinking of Chairman Wheeler of the committee. Senator White (R-Mo.) co-author of the bill, seems to think along the same line. The question, of course, arises as to who would administer such program controls. Senator Wheeler insists it can't be left to the "whim" of station owners. Broadcasters dread the thought that it might be given the FCC, which then would have the broadest sort of program control.

We should like to see some voluntary system whereby stations would agree to allot to their networks a specified block of sustaining time for public discussions or forums. True, such time probably will rate considerably lower than those soap operas about which so many of our advertisers and legislators are prone to rant. But there is justifiable complaint, on those rare occasions when stations carry only one side of a public discussion or when some so-called commentator appears to go beserk. In the latter instance there isn't anything involved that a hard-bitten news editor couldn't care for with a blue-pencil, as on newspaper desks.

There's another approach. Senator Wheeler and his colleagues, intrigued by the prospects of FM, television, facsimile and other new services, will hear engineering testimony. Such men as Crane, Jett, Armstrong, Jansky and Hogan are scheduled to appear. We believe they will bring out of the White-Wheeler hearings that the day may not be distant when sufficient frequencies will be available for every community in the country.

The need for regulation always has been premised upon the scarcity of frequencies. If frequencies of equal value in the ultra-highs are available to accommodate FM for all qualified applicants, the need would be only for a "licensing" agency, to maintain technical order, and not for a "regulatory" authority. A station could be started as easily as a newspaper (and there's some question even today about which is more difficult).

Competition then would take care of things. Network, program, business and other regulations could be forgotten in the Communications Act. The laws of the land of general application could be invoked where there are transgressions. There would be a complete metamorphosis of radio.

Thus, whatever Congress essays to do about a new law, we trust it won't attempt a full-scale revision of the act. The law should be left sufficiently flexible to accommodate these impending changes. Once victory is won, the secrets of radio's war role will be known and the future can be appraised.

Big Business

FEW IN RADIO would ever feel that what's happened in their dealings with one Czar James C. Petrillo has been a side-show. Yet, that's the way it looks now.

Unless the White House intervenes, or one side or the other capitulates, there will be a musicians' strike affecting NBC and CBS and their affiliates by Feb. 1. Other networks may be drawn in too.

It has been building up to that for weeks. Hearings concluded last week before the tripartite War Labor Board panel in New York on the refusal of AFM to permit recording for Columbia Recording (CBS) and RCA Victor (sister organization of NBC). It is evident that no ruling will come from the War Labor Board in Washington prior to expiration of the network contracts Jan. 31.

Obviously, pressure is put on the heat, and Jimmy some months ago notified his locals in New York, Chicago and Los Angeles, not to negotiate new network contracts. He has served notice, informally, that his new demands will be made known before Christmas.

The RCA and CBS recording companies have refused to accept the "private WPA" principle enunciated by Petrillo, and accepted under duress by other recording firms. AFM won't sign with one branch of a company while another remains outside. Thus, it's clear that Jimmy isn't disposed to deal with NBC or CBS as long as their affiliates hold out.

Some observers probably doubt making too much difference. It's a safe conclusion that AFM will ask the networks to increase staff quotas—made-work of the worst form. It's equally safe that he will demand that network boycott stations which the union labels "unfair" because they haven't hired established quotas of musicians or they play or don't. And, of course, Jimmy already has served notice he wants private payment of relief to the union direct from all concerned—relief for the allegedly unemployed for whom radio isn't and never was responsible.

Any one of these demands would be repugnant to American ideals. Combined they constitute a kind of tyranny unheard of except from the likes of Jimmy. Perhaps this time, the powers that be will step in, to avoid a strike that would disrupt wartime morale. Or maybe Congress, which at long last appears to be getting impatient about unions and dictators, what with the political tides running as they are, will see fit to make unions subject to the same statutes as industry. They're "big business" now too, you know.

Thomas Alfred McClelland
March 13, 1925
December 7, 1941

LAST SUNDAY, Nov. 28—a week before the anniversary of Pearl Harbor—the Destroyer Escort USS McClelland slid down the ways at San Pedro. It's the first warship to be named for a radio man, and that man was radio's first casualty of World War II. He was at Pearl Harbor on Dec. 7, 1941, and d'ed a hero's death.

The christening of the McClelland is symbolic of radio's contribution of manpower to this war. Some 40 of radio's sons have made the big sacrifice for their country since this nation was plunged into the conflict.

Tom McClelland's widow, who christened that trim ship at San Pedro, and her two children, had reason to be proud. Ringing in their ears were the words of commendation from Tom's superior, for his heroic performance that night of Dec. 7. He had been awarded the Purple Heart posthumously. Proud, too, were his old colleagues and associates at KLZ Denver where he served long and faithfully as chief engineer, until the war clouds beckoned.

Tom was part of the war through his own design. It wasn't by accident that he was aboard the USS West Virginia on the morning of Dec. 7 when Jap bombs struck the ship on both sides. And it was in the order that characterized Tom's life that he should be at his battle-station in charge of the radio division when water rapidly filled his compartment and he set about to rescue the wounded and unconscious men who were working with him.

With no thought for his own safety he evacuated all of them to a position of relatively less danger and was himself overcome by fumes from an enemy bomb. His comrades carried him on deck but he died on his way to the Naval hospital. To quote the words of Frank Knox, Secretary of the Navy, in a letter to Mrs. McClelland, he died "upholding the finest traditions of the Navy, in the defense of his country!"

Another letter, from Comdr. R. H. Hillen.

(Continued on page 36)

This is a reproduction of a photo of Ensign McClelland taken Nov. 29, 1941 in Honolulu to be sent as a Christmas present to Mrs. McClelland. Remembering that he had mentioned having had it taken in a recent letter, Mrs. McClelland wrote to KGMB Honolulu. Members of the KOMU engineering staff conducted a search among Honolulu photography shops and located the picture.
Practically every action involved in driving your car is a habit.

You don't really think about it. You do it automatically.

The people of Southern New England have developed a habit, too. It's the habit of listening regularly to WTIC, the station that has always satisfied their desire for the best in radio fare.

The wise national advertiser can immediately recognize the importance of this habit. It means that his sales message over WTIC will reach a constant and attentive audience . . . an audience possessing a buying income that is 50% greater than the average for the entire United States.

Get into the habit of using WTIC. It's a sure way to create a swift and healthy sales response to your advertising message in the wealthy Southern New England market.

**IN SOUTHERN NEW ENGLAND**

**PEOPLE ARE IN THE Habit OF LISTENING TO WTIC**

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

The Travelers Broadcasting Service Corporation

Member of NBC and New England Regional Network

Represented by WEED & COMPANY, New York, Boston, Chicago, Dallas, San Francisco and Hollywood
HELP!

If it's "HELP WANTED" by a War Plant in your area — we can do a job!

60 Transcribed 5 Minute Programs Titled

"To Whom It May Concern"

Now Sponsored by
Bethlehem Steel Company WJZ New York
U. S. Rubber Company WPRO Providence
U. S. Aluminum Company WICC-WNAB Bridgeport
Carnegie Illinois Steel Co. WCAE Pittsburgh
Continental Aviation Co. WBKZ Muskegon

ONE SPONSOR REPORTS
2 TO 1 RADIO RESULTS
OVER NEWSPAPERS

"To Whom It May Concern"

programs vividly describe the extreme sacrifices being made by our American boys on the fighting fronts. The stories mix dynamic fact and sentiment so powerfully, they are bound to hit the American Arm Chair Brigade right between the eyes. The brilliant writing and dramatic narrating in this series pack a punch no listener can escape.

And then — the question —

"What are you doing to help win the war?"
These programs produce results.
They do send manpower to war jobs!

Send $3.00 deposit for audition disc.

EXCLUSIVE RIGHTS GRANTED

Our Respects to

(Continued from page 34)

koetter, said: "He performed his duties courageously and unfinchingly, and the end came to him when he was doing his utmost to assist his fellow-men. His shipmates on the West Virginia knew him as a particularly cheerful, industrious, and altogether pleasant companion, with whom it was a pleasure and a joy to be associated.

Tom McClelland now lies in the Red Hills Naval Cemetery near Pearl Harbor. In his memory, his widow, Mrs. Lovellmae Leffler McClelland, sponsored the launching of the destroyer escort last Sunday, in memory of, too, the Kansas City Asm. of High School Women has awarded three scholarships.

Thomas Alfred McClelland was born in Kansas City, Mo., on March 13, 1905. From the time he was 13, radio was his consuming passion. On the third floor of their home he spent hours with one of the first crystal sets built, and operated a spark-gap transmitter, with all the verve of the early "ham" era.

The lure for radio was so great that Tom often played hookey from school. He disliked studying subjects not of his choosing. When he graduated from high school, his mother gave her consent for him to enlist in the Navy. In 1924 he was in the Navy Radio School. Honorably discharged in 1928 with the status of radioman first class, he became chief engineer of WDAF Kansas City. There he remained seven years.

In 1935, Tom joined KLZ as chief engineer. They still talk about the fire which gutted the studios and offices and threatened the Savoy Hotel in August, 1936. Tom calmly went about the business of covering precious equipment and kept the station on the air although bremen were overcome by the smoke and had to be carried out.

They still talk, too, about the Colorado Roosevelt Forest fire in '38. Tom and Fred Fleming, then news editor of KLZ, went into the roaring blaze wheeling a large mobile truck. For a time they were cut off and a back wind could have eaten the truck and the men in one mouthful, but the controls of the radio unit functioned, for word had to reach the outside. They did the job.

Nor do the KLZ old-timers forget the arduous hours Tom spent helping to plan and build the new KLZ transmitter in 1936. It was his pride. Tom was a typical station engineer, hard-working, modest and devoted. His mother died in May 1941. His two sisters are Mrs. Beverly Dille and Mrs. Betty Sue Garrett, of Kansas City, both of whose husbands are now in foreign service. There are two children, Jane, now 14, and Susan, 9.

Those who worked with Tom remember him for his ready cooperation, his quiet efficiency, his quick wit and his even temper. Then his courage and sane judgment. They remember that when he saw the gathering war clouds, he promptly went into the Naval Reserve in late 1939 and was commissioned an ensign. He was president of the Naval Reserve of Denver in 1940, and in April, 1941, took leave from KLZ to attend postgraduate school at Annapolis. He shipped to Pearl Harbor on Sept. 13, 1941, on the Honolulu and loved and knew during his first hitch in the Navy.

Last Message

A Christmas card mailed to his family from Honolulu at 11 a.m. on Dec. 7, 1941 said in part: "I am scheduled to replace Mr. Law-rence about Jan. 1st. He had been teaching radio for one hour a day aboard ship, and this promotion would have made him chief radio officer of the West Virginia. But it was willed otherwise, and Tom McClelland, who preferred the simple, the unassuming, the real; who played the piano well by air; who liked tennis, fishing and horse-back riding with Jane; who found his first joy at home, died with as little fanfare as he had lived.

Tom McClelland occupies a permanent place in radio's lore. As a radioman, he died, so Democracy could live.

YOUR PROGRAM MAKES NEWS when it's on WROK

The Breakfast Club with Don McNeill, sponsored by Kellogg's and Swift and Company, is one of the many BLUE network programs which we're promoting to the limit. We make good use of the effective promotion kits from BLUE's Bert Hauser to build and maintain the audience for your show.

DON McNEILL

ROCKFORD WROK ILLINOIS

Owned by Rockford Consolidated Newspapers
National Representatives: HEADLEY-REED

BROADCASTING • Broadcast Advertising
Modern Mexico offers a rich field to progressive American advertisers — particularly those with a thought to the future — those who are making plans now for the new era in advertising that will come with Victory. There is no better time than now to enter the Mexican market — and no better selection than Mexico's greatest network. We invite your inquiries.
DAVID H. SIMMONS, who recently received a medical discharge from the Naval Reserve, has joined the sales staff of KPO San Francisco. Prior to his enlistment, he was associated with KDYI, Salt Lake City and KSRO Sioux Falls, S. D.

EDGAR E. HINKLE, formerly sales promotion and merchandising manager of WMBD Peoria, Ill., has joined WSGN Birmingham in the same capacity.

RAY RHODES, account executive of KFRC San Francisco, is the father of a girl born Nov. 9.

GERALD J. MORSEY, general manager of WNLC New London, Conn., is the father of a 6 lb. 12 oz. girl born Nov. 9.

DON MACKAY has been appointed manager of CICJ Calgary succeed ing J. E. Gerke.

JAMES T. BUCKLEY, chairman of the executive committee of the Philco Corp., has been elected a director of the Federal Reserve Bank of Philadelphia for a three year term beginning Jan. 1, 1944.

EARL W. BOLTER, secretary-treasurer of Don Lee Inc. and the Don Lee Broadcasting System, Los Angeles, has been elected to membership in the Controllers Institute of America.

WAYNE W. CRIBB, station director of WHQL Sheboygan, Wis., has been appointed assistant manager of KHMO Hannibal, Mo.

ELMER F. GRAEF, of Mutual's sales service department, has been named assistant sales service supervisor to George Chambers.

New Video System

TELEVISION system employing radically new principals of operation will be announced today (Monday, Nov. 29) at a meeting for press and technical men at the Yale Club, New York, by Dr. Palmer H. Craig, inventor in the electronics field, who is professor of electrical engineering and head of war research laboratories at Florida U. While no details were to be released before the formal announcement, it was stated that the new invention, known as the Craig System of Television, would simplify the problem of getting television on a wide scale with comparatively few stations. Victor van de Velde, New York, has been appointed to handle advertising and publicity.

HILLBILLY program Grand Ole Opry celebrated its 15th anniversary on the air Nov. 27. Now heard on NBC under sponsorship of Purina Mills, St. Louis, the folk music originated in 1925 on WSM Nashville.

**Informal**

**WITHOUT OFFICERS, dues, rules of order, or formal speeches, women broadcasters of Detroit now gather once a month to try out their wares on each other, to exchange ideas, relevant or irrelevant, about the women's movement. In the group are Edythe Fern Melrose, WXZT; Betty Roberts, WJKB; Fran Harris, WWJ; Ruth F. Crane (Mrs. Page), WJR; Miriam Lane, WLB; Mary Morgan and Myrtle Lattib, CKLW.**

GILBERT McCLELLAND, formerly assistant to Emmonds Carlson, head of NBC's central division promotion, has joined the Chicago promotion staff of Mutual Network to work on promotion and presentation.

RAY NELSON resigns as director of daytime programs and news producer of television of WOR New York Dec. 5.

G. B. DRISCOLL, formerly of WBZ-WBZA Boston and now program director of WTAD Quincy, Ill., has resumed his family name of Bottorf and henceforth will be known as W. Gernid Bottorf.

DICK WIORA, formerly chief announcer and news editor of KBIZ Otmuna, Ia., has joined the announcing staff of WOC Davenport, Ia.

JACK RICHARDSON has resigned as Hollywood manager of NBC Western division radio-recording division. Walter B. Davison of the network's New York radio-recording division has been shifted to Hollywood as temporary manager, taking over Richardson's former assignment.

FREDDIE MARTIN takes over as musical director of the weekly CBS Jack Carson Show Dec. 15, replacing Charles.

DR. J. M. COOPERSMITH, director of the music library of WOR and head of the copyright division of Mutual, has accepted an invitation from the Dominican Republic to make a four-months study of its musical resources. He will leave Dec. 1 via clipper for Trujillo City, capital of the Republic to begin his work.

ROBERT LEWIS, WTOP Washington reporter, is the father of a girl.

ROB SHIELD, production chief of KDRA Pittsburgh, has been inducted into the Army and will report Dec. 3.

MAJ. DICK DIEPBECKER, Canadian Army, and Lt. Andy Medcalf, Royal Canadian Air Force, radio liaison officers for the armed services shows from Britain to Canada.

Sgt. FLETCHER MARKLE, Royal Canadian Air Force radio liaison public relations branch, has gone overseas to furnish on-the-spot broadcasts to Canada.

JACK RYAN has joined the announcing staff of WNLC New London, Conn.

**MUTUAL'S ONLY OUTLET in**

**The Youngstown-Warren**

**and Niles Area**

"The Nation's 34th Market" is

**WRRN-WARREN**

**BURN-SMITH—National Representatives**

**Page 38 • November 29, 1943**
A MAJOR development in simplifying modern broadcast transmitters first became available when RCA introduced transmitters operated directly from alternating current.

This improvement completely eliminated the use of motor-generators in the station set-up.

In their place RCA pioneered the use of high-efficiency mercury vapor rectifier tubes and of A.C. operated filaments.

Stations were benefited by lower first cost, lower operating expense, less maintenance, and less time lost.

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.
MARIE H. HOULAHAN, director of publicity for WEET Boston, has been named chairman of the radio committee for the New England Women's Press Assn.

BILL DILLNER has left WDEC Chicago to join the announcing staff of WDSU New Orleans.

STEVE ROBERTSON, announcer of KOA Denver, entered the Merchant Marines on Nov. 20.

BROTHERS Don and John French have joined the staff of KSYM Mankato, Minn. Paul Santee, formerly of WDDY Minneapolis, has joined the announcing staff.

LT. JIM McVEIGH of the Air Corps, former San Francisco commentator, is currently on duty in Washington, D. C.

DOROTHY McFARLAND, formerly with the continuity staff of WAGF Cleveland, has joined the continuity staff of WAPT Chicago.

DON NORMAN, formerly staff announcer at WATP Chicago, has joined the announcing staff of WAAT Chicago. Ed Humphries, formerly staff announcer at WIND Chicago, will replace Don Norman at WAPT.

ROBERT HENDRICKS, assistant director of guest relations and public service in NBC's western division, Hollywood, has been named to the post of Mr. W. H. Wood. 

FRANCES PLASHDST, new to radio, has joined KJH Hollywood news department and is now the voice of the station.

WILLIAM S. BAILEY, new to radio, has joined WTHS Hot Springs, Ark., as apprentice announcer.

LOUISE LANDIS, who resigned early this year as head of the KPO- KOOL San Francisco press department to direct the news division of the Standard Oil Company's public relations department, has returned to her former post, replacing Sten Simpson, who has joined the sales staff of KJBS San Francisco.

CHARLES A. LEWIS, with KMTR Los Angeles for seven years, has joined KSAL Salina, Kansas.

MRS. BOB ADAMSON, former traffic manager of KSAL Salina, Kansas, is the mother of a girl.

JOHN HARLETT, formerly of WIXN Washington, has joined WBBN Birmingham as production manager. In addition to the announcing staff, his position includes: Loel Passe, formerly of WLAB, Akron, Ohio; Larry Keith, formerly of WDAK Columbus, Ga.; and Bob Jacobson, formerly of WYRD Tuscaloosa, Ala.

JIM LISTER has joined KSBO Sauna, Calif., as newscaster and Vallejo program supervisor. He was formerly with WCLQ Janesville, Wis.

FRANK ALLEN, formerly of WWB Topaz and WBQ Kansas City, has joined the announcing staff of WWL New Orleans.

HEN KIRK, formerly of WBBM Chicago, has joined the announcing staff of WBSA Pittsburgh.

TOM DOWLING, former announcer of WSB Atlanta, has returned to the station after having served with the armed forces for over a year.

HELENA RUTAN has joined KIKO Riverside, Calif., as traffic manager. She was formerly with KGK-KEKX Portland.

ROLAND TRENCHARD has been appointed to the newly created position of director of commercial programs for WATT Newark. He will continue as program director, in addition to his duties as program director. The station.

KMO TACOMA

Put your spots before BUYERS—in prospect-rich Tacoma. Remember that the Tacoma market demands complete, concentrated LOCAL spot coverage—a fact proven by many a local Tacoma-seattle advertiser* who buys KMO, Tacoma. Do not forget the "Plus-Value" of McChord Field and Ft. Lewis—both just a few miles south of Tacoma.

*Names and data on request

Tacoma is more than a "lumber town" now! Forest products are still important, yes—but low power rates have brought Tacoma a growing Electro-Chemical and Electro-Metallurgical industry. That means bigger payrolls, today—tomorrow—always! And don't forget the "Plus-Value" of McChord Field and Ft. Lewis—both just a few miles south of Tacoma.

CARL E. HEYMOND, Owner

TACOMA, WASHINGTON'S ONLY NETWORK STATION

5000 Watts
Mutual—Don Lee

Represented by
Joseph H. McGilvery, Inc.

And for Central Washington—Buy KIT, Yakima

Buy KMO

"Spots" Before Your Eyes?

Dortioning * Broadcast Advertising

WASHINGTON'S NUMBER TWO MARKET!

The Voice of the Mississippi Gulf Coast

Blue Network

Gulfport, Biloxi, Miss.

Prosperity Spot of the Deep South! Mississippi's No. 2 Market! Tremendous Payrolls! Thousands of Southern Buyers with Money to Spend!


DON PFRYOR, CBS news reporter in New York and former editor of the CBS news bureau and short-wave listening station in San Francisco, has been assigned to the network's Washington news staff to handle news programs and round-ups. Mr. Pryor recently completed a coast-to-coast tour of assignment for CBS to study the average American's reaction to the war and to postwar problems.

Gunn Joins WGN

BUCKINGHAM GUNN, radio director of J. Walter Thompson Co., Chicago, since 1953, joins WGN Chicago as program director on Dec. 6, replacing Kenneth W. MacGregor who will become a producer with the William Esty Co., N. Y.

MARGARET BRENNA, formerly copywriter of T. F. Coney Inc., San Antonio, has joined CBS as an assistant in the program promotion department. She has served as commercial writer of KOY Phoenix and as copywriter of M. Mathes Inc., New York. Network's research department has acquired the services of Dr. Joseph W. Jackson, qualitative research analyst. Thomas Flynn has returned to CBS press information after receiving a honorary degree from the Army. CBS assistant director of education programs, Louie Levine, has been appointed to the health education advisory committee of the New York City Department of Health. Norman Paul has resigned from CBS press information to take a writing assignment on the West Coast. PBS, CBS comedy-variety program.

RICHARD C. FERNALD, most recently a public relations director for Bell Aircraft Corp., has joined the CBS press information staff replacing Carleton Pearl, now in the Army.

HAL BLOCK, script writer, has returned to this country from England where he has been working on a special assignment with the BBC.

HAROLD (Had) HUGHES, program director of KOIL Omaha, has been appointed assistant manager of the station.
“Adams says we just bombed Berlin again...”

TWICE each weekday, within the 139 counties of WCCO’s primary area, more people tune to Cedric Adams than to any other newscaster.

Hooper says that Adams’ midday broadcast—from 12:30 to 12:45—has a rating of 17.6.

His last nighttime rating, during his 10 o’clock quarter hour, hit a whopping 25.4.

This is earned popularity. To his regular following of hundreds of thousands of Northwest families, Cedric Adams is an old and reliable friend. Year after year, he delivers straightforward, succinct, “natural” reporting of the news—with a rare and happy overtone of friendliness, warmth, and humor.

In his 13 newscasting years, Adams has never been without a sponsor. He is not available for sponsorship today. But you can put your name on the waiting list, in case.

His success is a good example of WCCO’s keen understanding of the listening likes and needs of the people we serve—and of our determination at all times to be Good Neighbor to the Northwest. That determination has won a dominant share of Northwest audiences—not only for Cedric Adams, but for dozens of other WCCO programs tailored with equal skill to the special audience—which is a whale of a market for goods and services.

A few of those WCCO-originations have a “for sale” tag on them. They’re smart buys. Ask us—or Radio Sales—and we’ll tell you more about them.

Good Neighbor to the Northwest
ONE REASON FOLKS LISTEN TO WAGA is LEW CHILDRE, the"Boy from Alabam" one of the South's favorite hillbilly stars. He must be popular to have not one, or two—but FOUR sponsored quarter-hours daily—and such sponsors as Mentholumulsion, Pepsi-Cola, Dozier Laboratories and Tenderflake Flour. Programs that PRODUCE make WAGA a better buy in the Atlanta market.

WAGA ATLANTA

5000 WATTS DAY AND NIGHT
590 KC.

National Representatives
HEADLEY-REED COMPANY

Affiliate of the Blue Network

NO INTERLOPERS IN ROANOKE!

HOW MANY really worth-while communities can you think of where the radio audience isn't divided and then subdivided by the audience-competition of several fairly powerful radio stations?

Roanoke is one of them. WDBJ is the only station that gives satisfactory listening throughout the Roanoke-Southwest Virginia area—and this market represents 25.8% of all Virginia's buying power!

Thus, when you use WDBJ, you get as much actual audience as you could expect in a much larger community where you have to share the listeners with other big stations. Ask Free & Peters for the proof!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives
Agencies

CLIVE R. BISHOP, formerly assistant advertising manager of the Public Service Co. of Northern Illinois, recently was appointed an account executive at Neosham, Louis & Brophy, Chicago. John Kies, former assistant art director at McGann-Ericsson, Chicago, has been appointed associate art director.

OFFICERS of the Melchor Guzman Co., New York as now constituted are: Melchor Guzman, president and treasurer; A. M. Martines, vice president and director; Ada Guzman, secretary; and Leopoldo Hahn, manager of research and promotion.

ROBERT MENDITE, former eastern sales promotion manager for Canada Dry and sales promotion manager for the Jacob Hornig Brewing Co., Philadelphia, has joined the staff of John Fulkner, Arndt & Co., Philadelphia, as assistant to Robert N. Arndt.

LINDSEY M. W. NEVILLE, an executive of Fortune Radio Productions, New York, has been elected president of the 1943-44 Advertising and Selling Congress of the Advertising Club of New York.

JON SOBOTKA, formerly copy chief and assistant to the director of advertising of Roy Scouts of America, has joined the publicity staff of New York World-Telegram.

MARCIA KNAPP, formerly with the Katz Agency, station representatives, and the W. Kantor & Sons Adv., both of Chicago, has joined MacFarland-Aveyard & Co., Chicago, as assistant time buyer to Bergliette Bee.

Agencies Elect

J. W. THAIN, director of A. McKim Ltd., Toronto agency, was elected president for the coming year at the recent annual meeting of the Canadian Assn. of Advertising Agencies, succeeding E. W. Reynolds of E. W. Reynolds & Co., Toronto. J. L. Anderson, manager of the agency's Toronto office, was elected vice-president, and Henry M. T. Deham, director of the agency's Toronto office, was elected secretary. Directors elected for the CAA were Morgan Eastman of McConnell, Eastman & Co., Toronto; Hector Fontaine, Canadian Ad Agency, Montreal; Adrian Head, J. L. Anderson, Toronto; Russell C. Ronalds, Ronalds Adv. Agency, Montreal; Rex H. Vickers, Vickers & Benson, Montreal; Thomas E. Walsh, Walsh Adv. Co., Windsor, Ont.

JACK SHARP, formerly a member of the executive staff of WGN Chicago, has joined Ruthrauff & Hymn, Chicago, as a copywriter.

PERRY B. THOMAS, formerly manager of the advertising department of the Kansas City office, recently was transferred to the advertising agency's Chicago office.

FLORENCE GRAUMAN MOORUCH, formerly with the agency's advertising department, has joined Leo Burnett Co., Chicago, as a research director. He will retain his position at the university, where he has served as an instructor for 20 years.

SCHUYLER HOPPER, formerly in the advertising department of Butterick Co., New York, fashion field publishers, has opened an advertising agency under his own name at 11 West 42nd St., New York. The Schuyler Hopper Adv., as the agency will be known, will handle radio.

HOWARD M. ANDERSON, account executive, and Robert D. Stewart, assistant copy chief of Arthur Kaden, Inc., New York, have been appointed vice-presidents. They have both been with the agency since 1935.


JACK GALE, formerly in charge of radio exploitation for films of 20th Century-Fox Studios, has been appointed West Coast radio director of Buchanan & Co., Los Angeles.

B E R T O N B R A L E Y , freelance writer and correspondent, has joined the publicity relations staff of J. Walter Thompson Co., New York.

EDUARDO T. MARTINEZ, former associate advertising manager, and previously editor of Latin America Buyer, has been appointed media department manager of National Export Advertising Service Inc., New York.

HARRIETT MILLER, former assistant advertising director of WTOP Washington, has joined the Harwood Martin Agency, Washington, as copy writer.

CLIFTON THORN has been appointed manager of the Montreal office of James Fisher Co., John C. Walsh, manager for two years, will continue as an account executive.

R. W. WEBSTER Adv., Los Angeles, has opened branch offices in Big Bear, Calif.

FOOTE, CONE & Belding, servicing accounts of RKO Radio Pictures Inc., has established an office on the film studio's lot, at 780 N. Gower St., Hollywood. Office is under director of Erichson Vinyon, account executive.

WILLIAM BLEES, vice-president in charge of West Coast operations for Young & Rubicam, Inc., after more than two months in New York for home office conferences, has returned to Hollywood.

DALE LINDSEY, formerly assistant to the president of Chas. W. Hoyt Co., New York, has joined Hill Adv. Inc., New York, as assistant to Weston Hill, president, and as account executive.

KENNETH MACGREGOR, former program director of WGN Chicago and previously a radio producer for Benton & Bowles, New York, has joined Wn. Estry & Co., New York, as a producer-director.

First on New York's Dial...570

WINN LOUISVILLE

WINN

BLUE NETWORK STATION

in

LOUISVILLE, KY.

D. E. "Plug" Kendrick
President and General Manager
G. F. "Red" Bauer
Sales Manager

SHOWS

MEAN

AUDIENCE!

JOHN FREEDOM

THE SOUTHERNAIRES

THAT'S A GOOD ONE

THE PARKER FAMILY

LET'S LEARN SPANISH

METROPOLITAN AUDITIONS

DUNNINGER-MASTER MIND READER

ALL ON—

WINN

LOUISVILLE

with

WINN

Your

BLUE NETWORK STATION

in

LOUISVILLE, KY.

page 44 • November 29, 1943

BROADCASTING • Broadcast Advertising
Tentative Line Up Places 45 Stations On One New Canada Net, 25 on Other

By JAMES MONTAGNES

TENTATIVE lineup of the newly formed Trans-Canada and Dominion networks to be operated by Canadian Broadcasting Corp. from Jan. 1, 1944, [Broadcasting, Nov. 15] places 45 stations on the Trans-Canada net and 25 stations on the Dominion chain. No official release showing the actual lineup of stations has been issued yet by the CBC.

The Trans-Canada net, now known as the CBC National Net, will cover from coast to coast with the following stations: CBR Vancouver, CJFC Kamloops, CKOV Kelowna, CJIA Trail, CKLN Nelson, CBK Watrous, CKY Winnipeg, CCKX Regina, CJCA Edmonton, CFAC Calgary, CJOC Lethbridge, CBL Toronto, CBO Ottawa, CKWS Kingston, CFCH North Bay, CKJL Kirkland Lake, CKGB Timmins, CKSO Sudbury, CKPR Fort William, CKLW Windsor, CKOC Hamilton, CGBQ Owen Sound, CFQ Montreal, CBM Montreal, CBY Quebec, CJN Chicoutimi, CHNC New Carlisle, CJBR Rimouski, CHGB Ste. Anne de l'Ascension, CCKV Quebec, CKY Hull, CKYD Val d'Orc, CKRN Rouyn, CHAD Amos, CBA Sackville, CHNS Halifax, CJCB Sydney, CFPC Charlottetown, CKCW Moncton, CHSJ Saint John, CFNB Fredericton, CJLS Yarmouth, CJFX Antigonish, CHGS Summerside, CKNB Campbellton.

Dominion Network

The Dominion net lineup consists, from east to west, of CHLT Sherbrooke, CKFC Montreal, CKCO Ottawa, CHOV Pembroke, CFNC Brockville, CJBC Toronto, CHEX Peterborough, CHML Hamilton, CKTB St. Catharines, CFWL London, CFCO Chatham, CHIC Sault Ste. Marie, CJRL Kenora, CKRC Winnipeg, CKX Brandon, CJGX Yorkton, CKRM Regina, CHAB Moose Jaw, CFQC Saskatoon, CKBI Prince Albert, CFCN Calgary, CFRN Edmonton, CHWK Chilliwack, CJJOR Vancouver and CJVI Victoria.

In western Canada three stations formerly on the CBC National Net—CHAB, CFQC and CKBI have moved to the Dominion net, denoting full commercialization of the CBC 50 kw CBK, which like CBA on the east coast, was not used commercially at first and is listed only at a nominal rate on the current rate card.

The original announcement of the formation of the two nets said 19 Canadian stations would not be on either net, either because of lack of line facilities or because their area was covered by other stations. Included are the CBS outlets CFB and CKAC at Toronto and Montreal, and the Mutual outlet CKCL Toronto. These as well as stations with wireline facilities and not on either network can take sustaining CBC programs carried on either network, in programs of national importance, and it is expected will be booked in for commercial broadcasts if the advertiser desires the duplicate coverage, as at present on some sponsored programs.

No rate cards have been issued yet for either commercial network, but are expected shortly since operations start on Jan. 1. The

Demoted

BRITISH HUMOR—or call it what you will—prompted this item appearing in the “Personal Pars about Press People” of the London-published World Press News of Oct. 28: “Two National Broadcasting Company of America staff men, Miles Trammell and John Royal, have arrived in Britain from the States.” Couplla like men, no doubt.

Mystery Series on 22

NEW mystery series produced by Frederic W. Ziv, titled Manhunt, is now heard on the following stations: WHP WGAL WRAC WSKK WSAN WFBG WBOB WINC WGNY WFAA WJEJ WDEL WWDC WAAT KWAK WGIN WIRE WKBW WRRN. Series consists of 78 quarter-hour episodes, each a complete mystery, and is recorded open end for local or regional sponsorship.

CONCERTS of the Cleveland Symphony Orchestra, heard on Mutual Sundays, 9-10 p.m., are now available to the entire 36-station Radio M-1 network in Mexico.

Trans-Canada net will carry about 17 hours daily of sustaining and commercial programs, and the Dominion net will operate between 8 and 11 p.m. EDT and at other periods when necessary, for the present.

BUILD ON ROCK

Your house, founded on the rock of sales and service, cannot fall. But both sales and service are mighty difficult to supply these days. So, hard-headed businessmen are building a supplementary foundation against the future—based on the established fact of past solidarity and the rosy promise of the future.

Advertising your name is what counts now—what will pay dividends later. And, to make sure your message reaches the largest possible number of listeners, broadcast it, in Canada, over CFRB. This station covers the biggest share of Canada’s richest market. That’s why so many top-flight advertisers broadcast over CFRB. And they do! In a key area, fed by three stations, CFRB broadcasts half the leading sponsored programmes. Make yours one of them.

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LAST CALL

for 1944 YEARBOOK advertising copy. Final forms are about to close, so please rush copy today.

If you have not yet reserved space in BROADCASTING’s YEARBOOK, please wire collect immediately. Regular rates and sizes prevail.

One time rate: Page $230; half page $130; quarter page $72. Yearbook insertion may apply against regular schedule and earn frequency discounts.

BROADCASTING • Broadcast Advertising

November 29, 1943 • Page 45
THE Business of Broadcasting

STATION ACCOUNTS

ap-studio programs
sb-news programs
tc-transcription announcements

WFIL Philadelphia
Dad's Old Fashioned Root Beer Co., Philadelphia (root beer), 17 to weekly, 52 weeks, thru J. M. Korn, Philadelphia.
Lyona Finance Co., Philadelphia (finance service), 16 to weekly, thru J. M. Korn, Philadelphia.
Sollite Laboratories, Montclair, N. J., (Elastovate Weatherstrip Tape), 5 as weekly, thru Advertising Associates, Newark, N. J.

Seeman Bros., New York
Meyenberg
Regal Amber Brewing
Haas

Agency, San Adv., to weekly, thru Weintraub, sa weekly, Philat.
Livingston
San Francisco (beer), thru M. Bros., San Y. W.

Finance Laboratories, Montclair, NJn, WFIL Philadelphia (finance service), 16 to weekly, thru Harry Oppenheimer, New York.

Brooklyn (shop), thru Dana Jones & Co., Philadelphia.


KDKA Pittsburgh
Maoi Magarine Co, Cincinnati (New Maid) 5 as weekly, 26 weeks, thru G. H. Hinkle Co., Cincinnati.
Mt. Pidd Bedding Co, Pittsburgh 3 ap weekly, 13 weeks, thru Smith, Jeffkes, Pittsburgh.
Elitetted Air & Chocolate Co., Wilkes Barre, 5 as weekly, 52 weeks, thru Goodkild, Joao & Morgan, Chicago.
Resinol Chemical Co., Baltimore (Resinol Ginstrent), 100 as week, thru Courland D. Ferguson Inc., Baltimore.
James Austin Co., Pittsburgh (cleaners), 5 as weekly, thru H. B. Humphrey Co., Boston.

KRCF San Francisco
Western Book & Tract Co., Oakland, Cal, 2 as weekly, 52 weeks, direct.
6 Products, Los Angeles (shampoo and hair oil), 5 as weekly, thru Hillman-Bliss-Jrven, Los Angeles.
All-State Insurance Co., Chicago (insurance), 5 as weekly, 12 weeks, thru Ruth- rauff & Ryan, Chicago.

Winterland-Folesi Berden, San Francisco (Folesi Berden), 2 as weekly, thru Allied Advertising Agencies, San Francisco.

WAIT Chicago
Galvin Mink Co., Chicago (Motorola radio), 5 as weekly, 13 weeks, thru George Jaworski Adv., Chicago.
Kraft Foods Co., Cincinnati, 16 as weekly, thru Craven & Hedrick, N. Y.
Prince George Hotel, New York, 35 as weekly, 13 weeks, thru Frank Best & Co., New York.
E. E. Iskaroff, New York (help wanted), 15 as weekly, thru Young & Rubicon, N. Y.

K哥伦比亚 San Francisco
Regal Almon Brewing Co., San Francisco (beer), 1 as weekly, 26 weeks, thru M. E. Harlan Agency, San Francisco.
Morgan Brothers, San Francisco (match), 5 as weekly, 10 weeks, thru M. E. Harlan Agency, San Francisco.

KFWY Philadelphia
Regal Almon Brewing Co., San Francisco (beer), 1 as weekly, 26 weeks, thru M. E. Harlan Agency, San Francisco.
Morgan Brothers, San Francisco (match), 5 as weekly, 10 weeks, thru M. E. Harlan Agency, San Francisco.

KFWY Philadelphia
Regal Almon Brewing Co., San Francisco (beer), 1 as weekly, 26 weeks, thru M. E. Harlan Agency, San Francisco.
Morgan Brothers, San Francisco (match), 5 as weekly, 10 weeks, thru M. E. Harlan Agency, San Francisco.

S. O. Coast Special
STANDARD OIL Co. of California, San Francisco institutional, in keeping with salute to the armed services, will sponsor a 60-minute variety program approximating the ambiance of the 100 NBC stations on Dec. 25 only, Saturday, 12 noon-1 p.m. (EWT).

Vulture 52 Weeks
FOUllowing a two month test with six 15-minute weekly Consolidated Vulture Aircraft Corp., has signed for 52 weeks on KGB San Francisco. The launch was made during the beginnings of the dramatic adventure series, titled "The Voice of the Liberator." The new combination went on the air with an added 30 minutes Sunday night for a musical program using employee talent. Paul Terry is producer-director for Barnes Chase Co., agency.

NBC Sport Discs
RECRATING famous sports events, and featuring Sam Hayes, West Coast newscaster as narrator, NBC Hollywood radio recording division, has started cutting a new series of 60 quarter-hour library transcriptions titled Thru the Sports Glass. Frank Bartan is announcer for the series. Harry San handling production.

THE NEWS ROUND-UP on Mutual by The Christian Science Monitor, Monday through Friday, 8:30-8:45 p.m. has been in local sponsorship since Nov. 1, when it was made available for commercial sale. Advertisements are: Wm. H. Runyon, WGR, Buffalo, Kerr Department Stores, on KOY, KOMO-KOY, KOMO, and Kingsway Mayonnaise Products, on WLOL, Minneapolis. Program is titled The World's News ROUND-UP.

RECRATING the American economy's move made by KIRO Seattle for KFAR Fairbanks, Alaska. Kenneth Teed, KIRO's educational director says they will be rebroadcast for schools and adult listeners in the territory.
Giant General Shermans have irresistible power, because they are constructed with adequate power to do the job designed for them. Crashing over practically any obstacles, they are magnificent examples of our modern equipment in waging this global war.

WDOD, too, is equipped to do the job in Chattanooga... with adequate power to cover this rich, productive territory.

SPEAKING OF HOOPER!
Hooper figures for Chattanooga show WDOD far out in front morning, afternoon and night.
SUPPOSE WE SAY IT LIKE A PRIMER...

What is the man doing?
The man is thinking

What is the man thinking about?
The man is thinking about WOR and the New York market

He looks worried
He is worried. You see, he's been spreading client money over war-active cities from coast to coast, but forgetting that one of America's greatest boomtowns is right where his agency's located — New York.

Is this news?

It seems so. WOR finds that New York just hasn't been talking about itself. WOR finds, for instance, that a lot of agency-men and advertisers don't know that $550,023,000 worth of things to wear were sold in New York in 1942 . . . or 200% more than was sold in the next highest ranking city, Chicago.

New Yorkers are well-heeled, yes?

They have $2,000,000,000 more to spend for the things you make today than they did in 1941.

They say people haven't been moving into New York.

Peculiar. WOR has found that 200,000 people have moved into New York during the past year.

Do New Yorkers eat well?

Well, New York ranked first among all American cities in food sales in 1942. Food was bought to the tune of $1,000,-
687,000 worth, to be exact. Probably will be much greater than that in 1943, considering the way population's grown.

How's the job situation?

Manufacturing has jumped so greatly in the past year that unemployment is off 80%. Probably the greatest gain made by any city in so short a time.

our address is WOR

that power-full station

at 1440 Broadway, in New York

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

(Continued from page 18)

will be against any circumvention of the FCC's effort to get broader possible authority.

Senators who attend the hearings last week included Wheeler, Clarke (D-\(\text{D.La.}\)), Tunstall (D-Del.), McFarland (D-Ariz.), Tobey (R-
\(\text{N.H.}\)), Reed (R-Kans.), Gurney (R-S.D.), Hawkes (R-N.J.), Moore (R-Okl.). Senator White, co-author of the measure, was absent and was out of town part of the time.

Only Wheeler At
Monday Session

Chairman Wheeler was the only committee member attending Monday's session, which heard Mr. Woodruff and Mr. Miller.

"I am convinced of the need for Congress to consider the problems of our industry and to pass such new legislation as will tell me more clearly than at present what my rights are and what my duties are under the law," said Mr. Woodruff, as an individual broadcaster, operating three 250-w stations. "If this bill or any other measure hereafter to be written, tells me when, and under what circumstances I have the right to be heard before the Commission and, if necessary, the courts; the extent to which I am to remain as the judge of what is broadcast over my station; and the limits of the controls which the Commission is able to exercise over my operations, then I am 100% in favor of it."

Mr. Woodruff recommended some penalty "short of revocation," declaring that "some of the fear and uncertainty" of broadcasters "is due to their knowledge that any violation of a rule or regulation, regardless of how innocent or minor it may be, could result in the loss of a station's license or an expensive and lengthy hearing before the Commission on an application for renewal of license."

While Mr. Woodruff didn't offer a solution, he opposed suspension of operation because "that would penalize the listening public." He urged clarification of the section of the proposed measure governing "equal rights of all political parties to time on the air.

Woodruff Sees 'Endless Cycle' Answering Commentators

"Why didn't the NAB clear up some of these things?" demanded Senator Wheeler. "It's what you wouldn't have to come to Congress or wait until the Supreme Court takes a whack at you and then come here." That touched off the debate which has featured virtually every session of the hearing, namely: The right of a person "attacked" by a commentator to reply. Mr. Woodruff contended the law should not favor any broadcaster to initiate a broadcast on a controversial subject, but should a station air such a program, then the opposition should be afforded equal time.

Senator Wheeler also asked Mr. Woodruff a question which he posed on several previous occasions: "Do you think you should be responsible for programs originating in Hollywood and New York?" In cases of "slander or libel" Mr. Woodruff said he thought a network affiliate should not be held liable, inasmuch as generally a station doesn't know what's to be said on network program. "I definitely feel that the network's responsibility," he asserted.

When Senator Wheeler brought up his proposal that public officers attacked by commentators should have the commentator's time to reply, Mr. Woodruff said: "I see in that an endless cycle, eventually excluding commentators from the air. The time has come when there should be some identification differentiating between opinion and fact. An amendment where commentators are required to label opinion and facts should be the answer. It would keep commentators from going off the deep end. I'm heartily in accord with a curb on this polling snowball which is growing."

House Committee
Testimony Introduced

When Mr. Miller took the stand he read into the record a transcript of testimony taken last Aug. 10 before the House Select Committee to investigate the FCC in which Robert Richards, assistant to J. Harold Ryan, Assistant Director of Censorship in charge of the Broadcast Division, testified. That testimony had to do with a conversation Mr. Richards said he had Aug. 25, 1942, with Sidney Spear, then of the FCC.

Mr. Richards told the House committee that when Lee Falk, then of OWI, found a foreign language announcer he felt should be taken off the air, Mr. Falk would suggest it to the station manager. If nothing happened the broadcaster would discover he was having trouble getting his license renewed before the FCC. Then he'd fire the individual in question and his license would be renewed.

As Mr. Miller read the Richards testimony, Charles R. Denny, FCC general counsel, gave to Edward Jarrett, committee clerk, a copy of the Congressional Record dated Nov. 2, 1943. Mr. Jarrett handed it to Senator Wheeler. When Mr. Miller concluded, Senator Wheeler said:

"I have been handed a speech, under Extension of Remarks by Congressman Coffee of Washington." He read the speech, part of it aloud. The Representative, a Democrat, brought out that Mr. Spear left the Commission eight days after the alleged conversation with Mr. Richards, that he was inducted in the Army, and that he had written a denial that the conversation occurred. When the Congressman referred to the purported activities of Messrs. Spear and Falk, Mr. Wheeler said: "I think it amounts to a lot more than cooperation between two agencies," he declared. "It certainly shouldn't be for the Commission to say they ought to fire him unless he's guilty of some sub-

... and
81 Newspapers, too!

Rural Minnesota sees as well as hears what Harry Aspleaf, KSTP's Farm Service Director, has to say.

No—we're not televising yet, but, in addition to broadcasting 18 popular programs weekly, Harry writes a by-lined column, "On the Minnesota Farm Front." And despite space limitations, 81 papers publish Harry's column each week, winning hosts of new friends and keeping old ones sold on KSTP and its Farm Service Director— the northwest's outstanding radio agriculturalist.

This is just one more way in which KSTP is constantly cultivating and enlarging its important rural audience. Other features of our current promotional campaign are:

1. Big ads in The Farmer (Minnesota circulation, 147,000).
2. Full-page ads in Land O'Lakes News, reaching 65,000 Minnesota farmers.
3. Audience-building ads in 344 rural newspapers.
4. Personal appearances of KSTP's Barn Dance group in Minnesota towns.
5. "Around Radio Row" (radio news-and-gossip column) published weekly by 70 country newspapers.

Sales-wise promotion like this adds an important plus to KSTP's effective and economical coverage of the rich Twin Cities market. Let KSTP do the big selling job for you in Minnesota.

50,000 WATTS... Clear Channel

Exclusive NBC Affiliate for the Twin Cities

KSTP MINNEAPOLIS... ST. PAUL

Represented nationally by Edward Petry & Company

Page 50 • November 29, 1943

BROADCASTING • Broadcast Advertising
Voice communications on every front...

Whether by radio or land wire telephone, a voice command gets the job done with clarity and speed.

UNIVERSAL microphones are playing a vital part in voice communications of all the Armed Forces... being the first instrument through which a command is given. Care must be taken that the electronic patterns of the voice are held true for the many electrical circuits through which they must later pass. UNIVERSAL microphones with their precise workmanship are carrying the message through in all forms of voice communication whether from a tank, ship or aeroplane. UNIVERSAL products meet all U.S. Army Signal Corps Laboratory tests. Standardization of parts, inspection, and workmanship of high order combined with the best of material, make UNIVERSAL'S microphones and accessories outstanding in every application.

U.S. Army Signal Corps and U.S. Navy plugs and jacks are offered as voice communication components to manufacturers of transmitters and sound equipment for the Armed Forces. Catalog No. 830 contains complete details.

UNIVERSAL MICROPHONE CO. LTD.
INGLEWOOD, CALIFORNIA
Tunnell vs. Tobey

PARTISAN politics burst into the open during the Senate Interstate Commerce Committee hearings last Tuesday when Senator Tunnell (D-Del.), an Administration adherent, tangled verbally with Senator Tobey (R-N.H.), an Administration critic. Out of a clear sky, with Harold V. Hough, chairman of the Newspaper-Radio Committee on the stand, Mr. Tunnell turned to his New Hampshire colleague with the comment, "You have been trying to play politics during these hearings." (He presumably had reference to Mr. Tobey's interrogation of Chairman Fly on the recommended transfer of Radio Intelligence Division to the military and the abolition of Foreign Broadcast Monitoring Service of FCC.) Senator Tobey protested it was "unfair" to attack a colleague at a public hearing, but Mr. Tunnell said, "You have made incendiary remarks about me." Mr. Tobey disclaimed this, and Mr. Hough picked up his testimony where he left off.

Network Licensing Hinted by Wheeler

Senator Wheeler inquired about NAB revenue "in view of the fact that a charge has been made here, but denied". In response to direct questions, Mr. Miller said the NAB annual revenue is about $330,000; that NBC-owned stations pay $41,700 annual dues; CBS $45,000; MBS affiliates and operated by NAB board members, $7,328, and BLUE owned and operated stations, $4,600.

"Roughly I'd say NBC contributes about 19 or 20% of our revenue, and CBS about 25%," said Mr. Miller. He agreed to provide exact figures for committee records. Mr. Miller explained that in all war activities the NAB services the stations in the country, non-member and member stations alike.

Senator Wheeler again gave an indication that he might feel that networks should be licensed by asking: "If you don't license the networks, would you hold each individual station responsible if the network broadcast libel or scandal?" Mr. Miller said the originating station should be held responsible. As for licensing networks the NAB president remarked: "How are you going to regulate networks? In many cases, while you're holding the original station liable, it is a net-owned station. We have laws for prosecution of violations without licensing networks."

"I wish you'd give that further study and let us have your views," said Senator Wheeler. He inquired about Mr. Miller's views on commentators. After some discussion Mr. Miller commented, "It seems to me that what you want is to prevent the abuse rather than a remedy. The point is, how can you prevent it without abridging freedom?"

"I don't want to abridge the freedom of speech," asserted the chairman, "I want to expand it. Either one of two things has got to happen. A commentator has got to give the people he attacks an opportunity to answer or we've got to stop him."

Senator Wheeler read into the record a letter from Norman Thomas, perennial Socialist candidate for president, in which Mr. Thomas urged that the law provide a certain portion of time be set aside for public forums on a sustaining basis, that program emphasis be placed on balance, that radio be obliged to sell time to cooperatives, farm unions and labor organizations "the same as corporations", that controversial issues be handled strictly on sustaining time and that responsible speakers not be required to submit to "station censorship."

Newspaper Ownership Issue Wins Avid Interest

Avid interest was shown by the committee in opening testimony last Tuesday on the newspaper ownership issue. The overall contention of spokesmen for the Newspaper Radio Committee was that Congress should take the whole question out of the FCC's hands and write into the law provisions clearly preventing discrimination against newspapers or any other class on the basis of business or profession. The manner in which newspapers have been handicapped not only in preserving their lot, but in pioneering such new fields as FM and television was emphasized by Messrs. Hough, Kaye, Seymour and Sykes, all appearing as newspaper committee witnesses.

Chairman Wheeler stated several times that provision should be made in the law to guarantee equal discussion for all sides of controversy and to guaran
tee against projection of newspaper editorial opinions on the air. He said that commentators repeatedly indulged in editorial criticism and, oftentimes, in "falsehood" and that people slandered in such instances should be given the same time to reply to the same audience.

Mr. Hough said he was general manager of WHB Fort Worth, KVOY Fort Worth, Dallas, and principle stockholder in KTKO Oklahoma City. He also is treasurer and director of Star Publications, a group of newspaper publishers of the Star Telegram. He explained that the committee is made up of 140 newspaper stations of all classes and that it was formed when Order 79 was
broadcast allocations are frozen when power and point out. Moreover, Mr. Hough contended that the present "freezing" of newspaper applications by throwing them into a wastepaper basket, as described as the "agony file" has discriminated against newspapers and retarded progress. The crux of Mr. Hough's argument was that it is "a bad thing for a Commission to exercise for two years and eight months a right which they themselves say is so doubtful that about two years after the hearings they cannot make up their minds whether they have the legal power or not, and yet exercise that power and refuse to turn it loose."

Mr. Hough said that as the record now stands, there are 169 majority-newspaper-owned stations operated in the same towns where the papers are printed—out of a total of 801 stations at the date when the hearings started, and about 900 stations today exclusive of non-standard broadcast stations.

Says Commission Should Not Rule on Own Powers

Asserting that the whole issue of newspaper ownership had been greatly exaggerated, Mr. Hough contended that proceedings of the Commission that a decision would be forthcoming shortly. He said there has been almost two years since hearings on the Commission were stopped, but not closed. Only the other day, he said, Mr. Fly testified that the matter would be disposed of "at an early date." The whole question now becomes acute as to the future construction, Mr. Hough declared. While broadcast allocations are frozen he said some day "there is going to be a thaw. Some feels that is in the air now," he said. "Certainly the day will come when the war is over and victory is in sight, and this will be the hour when radio equipment again will become available". The building of 1,000 FM stations requires thousands of dollars of development and long planning, both engineering and financial. Thus, he said, newspaper stations may find themselves behind the rest of the time they win their legal victory. That, he added is why action by Congress is now imperative.

Mr. Hough insisted he did not think the FCC ought to rule on its own powers. Answering senatorial questions, he said that while newspapers may be biased editorially, this is not reflected in their station operations. Senator Wheeler recalled the testimony of J. Frank Burke, KPAS Pasadena, who admitted that he was "editorialized" on the air. Mr. Hough questioned Mr. Burke's status as a newspaperman, and subsequently Mr. Kaye said he thought that Mr. Burke's qualifications as a newspaperman itself constituted a controversial question. If newspapers editorialized, Mr. Hough declared, that would be a question for the Commission to handle. Thereupon Mr. Wheeler and Mr. Burke said that the question of program content, asserting that on such matters authority would have to be vested somewhere.

Agrees on Commission Control of 'Equal Time'

Mr. Hough proposed that these matters should be handled by the industry and that steps long taken to insure equal time for both sides. He said if the industry did not "clean up the situation," he felt it was their duty to do it for us". Senator Gurney, himself a former broadcaster, commented that the industry had gotten the point in that regard and Mr. Hough agreed. Senator Wheeler, however, insisted that something have to be written into the law to require that both sides are presented.

Questioned by Senator Tunnell, Mr. Hough later said he thought the Commission should control the allocation of equal time on the air. Again Senator Wheeler observed the industry would not have the power to enforce any equal time provisions and that the only way it could be accomplished would be to write the provision into the law. He alluded to the Drew Pearson statement regarding the reprimand of Gen. Patton and the subsequent denial from the military authorities. He said someone certainly should go on the air, using Pearson's time so as to reach the same audience with the denial. Senator Gurney, however, raised the question whether anyone had made a request for the time. Senator McFarland said he thought matters of that kind "always get muted themselves," since he had noted newspaper stories that Gen. Patton was reported to have used, the enlisted man in question.

Opposing any plan to give the FCC authority over allocation of time, Senator Harkiew said that any such law could be used to exercise in an arbitrary manner and that he could not understand how language could be written to avoid such a development.

It's a woman's program from start to finish—bright, amusing, sensible talk about things women want to hear, plus their favorite (and requested) recordings. Anne Haney, one of Birmingham's best-known newspaper women, writes the script. Louise Holloway, a young lady with an unusual quota of microphone charm, does the broadcasting.

Unpretentious, human, sparkling —Musical Notebook gets action.

The little while ago 2,280 of its listeners wrote for sample packages of a sponsor's breakfast food.

Musical Notebook has produced action for many a participating sponsor—selling furs, drugs, groceries, cosmetics and other products to Alabama women. And it's still producing.

Right now, there's time available on this popular show—either for 3 to 6 days a week, or on a participating basis.

Ask us or Radio Sales.

Anne Haney and Louise Holloway get action.

Every weekday morning (9:00—9:15) they present WAPI's Musical Notebook.

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Ask us or Radio Sales.
No. 1 Station in a No. 1 Market

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PORTLAND, OREGON
CBS Affiliate

FREE & PETERS • National Representatives

If you buy or plan advertising for Iowa, you need THE 1943 IOWA RADIO AUDIENCE SURVEY

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

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

No buying time for controversial issues. On paper, financially able will get on the air, whether capital or labor, said Senator Wheeler.

"I think that the radio industry—the chains—should put contro-
versial issues on option time that they get from the stations," Chairman Wheeler asserted. "For instance if they put John Smith on from Washington, John Doe should go to the other station. We should write into the bill that where you put one side on you must put on the other."

Asks For Discrimination On Lamef Occupation

Declaring that newspaper stations are ready to be measured by the same yardstick and are ready to live up to the same rules and render the same public service required of anybody else, Mr. Hough said the one thing newspaper stations don't want "is to be segregated into a special class along with any monarch criminals and told that they, as a group, are unfit to engage in radio."

Mr. Hough admitted that Congress has written a law which will be so clear that no man can ever again doubt thateraldization should be regulated, on its individual merits and that no man should be discriminated against because of race, creed or lawful occupation.

Mr. Kaye, second witness for the Newspaper Committee, reviewed the proceedings before the FCC, pointed out that more than 3,500 pages of testimony, two-thirds introduced by Commission counsel, and more than 400 exhibits, 90% introduced by the Commission, had been put in the record. He said he had heard no claim from any one that the thousands of pages of evidence tend in the slightest to show that stations associated with newspapers fall short in any way from the highest standards of public service.

Alluding to the discussion on equal time for controversial issues, Mr. Kaye said that the making of a rule newspaper would need a complete answer to the newspaper situation. He assumed the rule to be more equitable than the present "paralyzing" one.

Mr. Kaye referred to the recent statement of Commissioner T. A. M. Craven, pointing out that in many cities there are more radio stations than newspapers and that less capital is required to establish a radio station than a newspaper and more equitable distribution of facilities than the "present block system" and that the FCC should be debarred from engaging in it.

Mosby Outlines His Affiliation Plan

Newspapers were in the forefront pioneering the present system, Mr. Mosby said, and it was necessary in pioneering the fields of the future, said Mr. Kaye. If they are not going to be barred permanently, they need the clear air to go ahead signal now, Mr. Kaye said, and that relief can only come from Congress.

"The need for Congressional action is not only admitted and it is urgent," Mr. Mosby concluded. "The discrimination which exists has already done harm which cannot be measured."

Mosby after witnesses to appear Wednesday, outlined to the Committee his plan of network affiliation for all major networks, whereby stations would return a firm option on the last half hour of each day, and the last hour of each evening for local programs, regional, transcription, or competing networks. Originally submitted several months ago, Mr. Mosby said the plan he has fixed up to protect the stations indicated that a 15-minute segment would be ample both day and night for non-network programs.

Suggesting use of off-time recordings of network programs so that similar periods could be used in all time zones for the same programs, Mr. Mosby said his plan had the blessing of many broadcasters and even of Chairman Fly. But he pointed out Mr. Fly held it was a matter over which the FCC has no jurisdiction and one that would have to be resolved by the networks themselves.

Under this plan, as revised, Mr. Mosby said the parent networks would have a firm option on affiliated stations' time during the first three-quarters of every hour, 18 hours a day. This would eliminate one-hour shows, he held that two present day half-hour programs could be condensed to fit the 45-minute period. His plan, Mr. Mosby said, would permit more equitable distribution of facilities than the "demand block system" and that the FCC should be debarred from engaging in it.

For the newspapermen in the field of radio the present situa-

"Little Chief" says: GUFF! GUFF!*

*KSEI is your best bet in IDAHO

MONEY TO BURN Farmers in this six-
state area never had more money in their lives. They're BUYING WIBW can make them ask for your product.

WIBW The Voice of Kansas in TOPEKA

Proposed Change

HERE is how the Newspaper-Radio Committee would have the proposed Bill amended to eliminate discrimination against newspaper-owned stations forever more.

Insert after the word "shown", Line 10, Page 56, Section 18-2, amended to:
"neither the Commission deny or withhold any rights, privileges, benefits or licenses, or those exact, enforce or demand any penalties, denials, prohibitions or conditions, because any applicant or other person has been, is, or shall be engaged or interested in any lawful business or occupation."

Urges No Announcement Of Transcripts As Such

The Montanan strongly urged elimination by the FCC of the requirement that the transcriptions be announced as such. He said the quality of transcription programs is so high that network programs, because of the limitations of the lines and that there was no longer...
FREE SPEECH

Supported by Resolution
Of Grange for Query

RESOLUTION drawn up at the Nov. 17 convention of the National Grange in Grand Rapids, Mich., favors a congressional investigation of radio to aid in the preparation of any legislative action which may be necessary to prevent undue governmental regulation, believed by the Grange to be a threat to free speech and press. Following is full resolution:

"Whereas it is an established policy of the Grange to support free speech and free press and whereas The Grange recognizes the great value of the press and radio in the dissemination of information, and whereas The Grange believes that these facilities should be operated with a minimum of governmental regulation and supervision, therefore be it resolved that the National Grange ask for a fair and impartial investigation by Congress of the entire radio set-up as a background of any congressional action that it may be necessary to maintain competition and to prevent the unwarranted restraint of free speech either by the use of federal regulation or through the conduct of private or publicly operated radio stations."

of licenses, and suggested a fine varying with the ability of stations to pay. Stations should have recourse to the courts in their local communities, since many of them cannot afford to come down to Washington for hearings.

Mr. Mosby agreed with Senator Wheeler that a "malignant" person should be given an opportunity to answer a commentator on the latter's own time. He said he thought this should be only in cases of individuals, rather than on issues.

Senator Wheeler interposed that he wanted to clear up the record in connection with his comments the preceding day regarding Drew Pearson's broadcast on General Patton. Originally, he said, he had been news dispatches that General Eisenhower had stated that there was nothing to the story, but that now it had been confirmed "and more too". He said he wanted to make this statement in fairness to the commentator.

Apropos transcriptions, Mr. Mosby said that they are "just as canned" as network programs.

called them simply a "delayed version", and saw no reason why the FCC should require the transcription announcement. This feeling, he asserted, is general among non-network operators. Moreover, he said that it would improve the business of most of the stations in the West, which do not receive full commercial network schedules.

Mr. Mosby finally suggested that there should be perhaps an hour a week on the networks devoted to controversial issues or to government and that each local station might follow up with a 15-minute discussion of the local angles of the same question. Such a development, he said, would be healthy.

Seymour Pleads For Fundamental Freedoms

Mr. Seymour, appearing as counsel for the Newspaper Radio Committee, was the last witness on Wednesday prior to recess until Monday. He made a powerful plea for Congress to make explicit in the statute a prohibition against FCC discrimination as to classes of licenses. He branded the newspaper divestiture proceedings as striking directly at freedom of the press, and at the fundamental freedoms guaranteed in the Bill of Rights which heretofore have never been violated.

In a learned dissertation, Mr. Seymour, member of the firm of Judge Thomas D. Thacher, originally chief counsel of the committee and now on the New York Supreme Court, discussed the dangers to free speech and freedom of the press involved in the Commission's
proposed action. He held that the Commission proposed to do was not only beyond any existing power of the Commission but beyond any which could be committed to it, and that it would be a dangerous experiment upon an invasion of rights guaranteed by the first amendment to the Constitution.

The Commission's proposed action, Mr. Seymour declared, is based upon an "entirely novel theory" of the duty of the Commission and the government which had never before been advanced or supported by anyone in government.

This theory is that the government and the Commission charged with the duty of providing media for expression to as many groups or interests as possible, and to perform that duty they ought to limit those who now have one medium for reaching the public from requiring additional media.

Calling this move the first step in "tampering with our liberties", Mr. Seymour said that the intention seems to be that, since newspapers already have one medium for reaching the public, other groups should be allowed the opportunity of reaching the public through radio and that newspapers as groups should be denied that opportunity.

**Says 'Reconstruction' of Freedoms is Forbidden**

The First Amendment, Mr. Seymour argued, forbids any reconstruction of the great freedoms and the concepts of a new era of constitutional liberties should be "stopped in the blue-print stage". Pointing out the dangers of the Commission's move, Mr. Seymour said that the necessary implication is that the Commission would be free to say to anyone having a radio license and thus a forum for speech, that he acquire other media of communications at the peril of losing his access to the air. The Commission might say to Republicans and Democrats that they have access to media of expression so that broadcast licenses ought to be granted to Communists and other groups who do not have the same opportunity. Similarly, the large radio companies have been alleged to have a duty to give such groups as the Jehovah's Witnesses, who do not now have the same opportunities to reach large congregations.

Under the First Amendment, the government is not a "wet nurse" to those who seek to exercise their rights of expression. They must make and find their own opportunities without interference by government, he said.

While the Commission might answer that it has no intention ofpressing the theory, Mr. Seymour observed that "a former mayor of New York once said, "Good men in good times should not set precedents for bad men in bad times." He urged that Congress stop the departure from historic principle now by an "explicit prohibition, before we even find out by bitter experience how far the present or future members of the Commission propose to press the new theory."

If the Commission has this power, Mr. Seymour said, there is no reason why some other agency may not take or be given authority directly over the press, regulating all of its activities. And such power could not be limited to the newspaper press but would reach all publishers. Such an "economic sanction" can "strangle the press economically as effectively as more direct burdens", he said.

**FCC Ownership Rule**

(Continued from page 10)

becomes effective midnight May 31 in cases where multiple ownership exists, this rule provides that the Commission may extend the licenses of stations involved in any particular case to determine the applicability of the regulation or to permit "orderly disposition of properties."

In its public notice, the Commission said that it will hear a motion by early hearing to secure a determination of the applicability of the regulation to them, main departure from the original order. The Commission will designate for hearing the applications of all stations considered to be affected by the regulation, regardless of expiration dates.

"At the hearing," said the public notice, "a full opportunity will be afforded for showing that a multi-ownership station as stated in the regulations does not exist, or that if such a situation does exist, public interest, convenience or necessity will nevertheless be served by a grant."

Since issuance of the proposed order in 1941, several deals have been consummated through sales. Most of the situations remain unchanged, however. Since then the Commission had been seeking to knock out multiple ownership stations through suasion or refusal to grant stations improved facilities unless sister stations constructed as falling outside the purview of multiple ownership, were sold. The BLUE Network purchase by Edward J. Noble is a case in point. He was obliged to sell WMCA before he could acquire the network in view of its ownership of WJZ.

**Moving Problems**

Were it not for the wartime freeze, it is presumed a number of multiple owners would seek to move their secondary outlets from existing markets as a means of compliance. Since critical manpower and probably some critical materials would be entailed, it is doubted whether such moves would be possible now. Moreover, physical moves are difficult because of the generally crowded spectrum in major markets and the competitive aspect.

Among the obvious multiple ownership situations cleared up since the original order were the sale by the Buffalo Evening News of WWEB while retaining WBEN. Yankee Network removed WJAB from Boston to Worcester, retaining WNAC. Arde Bulova, watch manufacturer, had sought to dispose of WOV New York because of his majority ownership of WNEW. The Government blocked that, however, because of the value attached to WOV's Italian language broadcasts and the desire to retain the station under proved ownership.

The knottiest of the multiple ownership problems was cleared up through the sale of the BLUE Network. RCA-NBC had a difficult situation by NBC's ownership (before separation of the networks) of WEAF and WJZ in New York, WMAQ and WENR in Chicago, and WPO and KGO in San Francisco.

**Not Clarified**

The FCC has not published a list of the stations which, in its judgment, fall within the scope of the duplicating service rule. Unofficially, it is estimated that a minimum of 40 such situations appear to exist, involving possibly 90 odd stations. Under the order as adopted, the "border line cases" presumably will be governed by formal hearing notices to the stations. Likewise, the Commission has not interpreted the word "control" beyond saying that it is not limited to majority stock ownership. It has been stated that because of the variables involved, the Commission would not attempt to establish the exact limits on duplicating service.

With the original order was promulgated two years ago, many station proprietors were bewildered...
because of the failure to provide data upon which to determine the manner in which the regulation would affect operations. The only answer then was that any doubt should be resolved in favor of the Commission. Since then, there has been no clarification whatever.

While the records appear to reveal about 33 cases of multiple ownership, the number of "overlapping" situations or those involving less than majority interest, there are many cases where one station operates in a market with substantial power, whereas a second station owned by the same interests operates in an adjacent market with less power. The question there would be whether the rule is applicable since the overlap might occur on only one way.

NAB President Neville Miller did not comment on the new order upon receipt, but he is observing that "the Commission should determine policy at this time in view of the hearings now being held before the Senate Commerce Committee."

The public announcement by the FCC of its action follows:

The Commission today (Nov. 29) adopted Order 34-A which promulgates Regulation 3.35 setting forth the Commission's policy with respect to the multiple ownership of standard broadcast stations. This policy has been adopted after extensive consideration of the problem raised by concentration of control over standard broadcast stations serving substantially the same area.

The regulation is effective immediately with respect to all applications for construction permits, or for assignment of license or transfer of control. With respect to existing stations, the regulation is to take effect Monday, May 31, 1944, provision is made, however, for further postponement, upon a proper showing, enforcement of the regulation in any case where the Commission finds the orderly disposal of properties.

Any application for construction permit, or for assignment of license or transfer of control now on file or hereafter filed which may result in a situation of multiple ownership as stated in the regulation will be designated for hearing.

As to existing stations, no action will be taken except as follows: beginning May 31, 1944, except where individual licensees request an early hearing to secure a determination of the applicability of the regulation to them, licenses which expire between Nov. 23, 1943 and midnight May 31, 1944 will be extended to midnight May 31, 1944. Promptly after termination of the suspension period, it is contemplated that in each case the regulation may be applied, application for renewal of license of the stations involved, will be designated for hearing, regard less of the date when the application is filed.

Any determination that the regulation is applicable in a particular case, however, will not become effective until the then current license of the station involved expires.

At the hearings a full opportunity will be afforded for showing that a multiple ownership situation as stated in the regulation does not exist, public interest, convenience, or necessity will nevertheless be served by a grant.

CONGRATULATIONS to Nate Gross (1) of Chicago Herald American, who is being extended by Walter Preston, WBBM-CBS Chicago program director (r), on the following column in which Mr. Gross will start on WBBM beginning Dec. 4, under 52-week sponsorship of Illinois Commercial Men's Association, through L. W. Ramsey Adv. Co., Chicago. Center man in the trio is Ed Furman, WBBM salesman.

Fly Is Guest Speaker At 'Quiz Kids” Program

DOROTHY LEWIS, director of the listener activities committee of the NAB, was chairmanship last Sunday, Nov. 28, at a meeting of the School Broadcasters Conference at the Morrison Hotel, Chicago. A quiz session on "The American System of Broadcasting" was held, with two of the "Quiz Kids" joining a panel including Miller McClintock, MBJ president; John Gillin, WCM, Chicago; Earl Glade, KSL; William Quarten, WMT; Mark Haas, WJR, and E. F. Sorof, vice-president of the BLUE's central division.

Following the quiz, the regular broadcast on the BLUE of the Quiz Kids program, was presented from the conference, with James L. Fly, chairman of the FCC, as guest speaker.

WFMJ Youngstown, O.

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

Maj. Isaac Brimberg
MAJ. ISAAC BRIMBERG, 40, U.S. Army Signal Corps, on leave from his post as chief engineer of WNYC, New York's municipal station, died suddenly Nov. 24 at Brooklyn Field, Mineola, N.Y., word received by the station. Joining WNYC in 1924 as chief public service system operator, Maj. Brimberg was named chief engineer in 1928. He joined the Signal Corps in May, 1942, and was raised to the rank of Major this summer. Surviving are his wife and two sons.

Yankee Net Meeting

YANKEE NETWORK station managers, meeting at the Hotel Kenmore, Boston, on Nov. 23, discussed all promotional and merchandising activities of the network for the coming months. John Shepard 3d, chairman and general manager, president, with Linus Travers, executive vice-president, was one of the first speakers.

NEVILLE MILLER, NAB president, has been appointed chairman of the National Radio Division of Infantile Paralysis, the organization which sponsors the celebration of the President's birthday. Mr. Miller filled the same post in the last campaign.
Allocation Troubles

(Continued from page 18)

added. "I feel it's necessary for Congress to set forth the procedure which will influence the radio spectrum. I feel that the great brains of the nation should be called upon to guide the future of communications, particularly radio."

Commissioner Craven made it plain that the confusion in IRAC, in his opinion, was due to per- sonalities "so much to do the law. "The Commission, in my opinion, has taken advantage of the law," he added.

"Do you feel if the law were sub- stance, you would reject the question of personalities wouldn't enter into it?" asked Rep. Magnuson.

"There is no animosity for any personal member of the commit- tee," said Mr. Craven, "but the de- partment represented in IRAC do feel that the Commission has as- serted control when it shouldn't."

"Time For Action"--Craven

"Do you feel that much of this confusion can be cleared up by provoking amendments to the Act?" continued Rep. Magnuson.

"I want to make one point clear," said Commissioner Craven. "The recent decision of the Supreme Court has indicated the law in such a way that the Commission has almost unlimited powers. I think the time now has arrived for Congress to take such a step."

The phrase "public interest, con- venience and necessity" was dis- cussed at great length. Commis- sioner Craven, answering a direct question from Mr. Garey, told the committee he did not know the meaning of "public interest".

"It's like due process," he re- marked. "You'll see what powers the Supreme Court says the Commission has under the term 'public interest, convenience and necessity'. I believe the minority opinion of Mr. Justice Murphy expresses my view as to what should be done." Mr. Craven was frank to admit, answering Rep. Miller, that he had never heard any member of the Commission define "public interest, convenience and necessity."

'cessation of Gradualism'

Mr. Garey asked Commissioner Craven if he had observed a ten- dency on the part of the FCC to adopt the Communistic technique of "cessation of gradualism." Mr. Craven said he had held that the "Commission retracted in not com- mencing to Congress to seek power. I have thought in the past that the Commission has, through the broad phase of 'public interest, conven- ience and necessity', taken upon itself legislative powers," he asserted. "I believe that such an attitude on the part of the Commission shows a trend toward the adoption of Communistic gradualism. That's where a group imposes its own doc- trines on the people without coming to Congress. I have felt that the Commission has been- ing methods of cessation of gradualism."

Mr. Craven quoted from both the

Supreme Court majority dissenting options, contrasting and interpre- tations placed on the law. "There is a difference of opinion as to the Commission's power," Mr. Craven said. "While I hold, in my opinion, that the Commission has practiced ces- sation of gradualism, the Commis- sion was upheld by the Supreme Court."

"Unlimited Control' Seen

Rep. Miller, inquiring about the FCC network regulations, asked if they provide any method of compensating any parties for losses sus- tained through the promulgation of such rules. Mr. Craven answered several instances in which, he said, he felt the FCC exercised control over "composition of traffic" in granting licenses. He mentioned specifically the Blue Network sale. He cited another instance in which a station's renewal was dependent on "grounds of program content". In that case the station, it developed, was granted a broadcast a dramatization of the Pulitzer prize play "Beyond the Horizon" and "the Commission had no power to remove it because of the flood of protest against the Commis- tion's questioning the right of the station to broadcast the play, which it alleged might be "profane" language, he asserted. "I think the time has come," Mr. Craven said, "when Congress must say the FCC cannot control the composition of traffic. That's the most dangerous thing we can have in the Government today. I feel that the regulation by aspects be- gins in the unlimited power which the Supreme Court said to the Commission. We have unlimited control over the composition of traffic."

Temporary Licenses

Mr. Craven said he opposed tem- porary licenses. He urged Congress consider licensing stations for a minimum of five years or even 10 years to promote 'sta- bility' of radio. He referred to tem- porary licenses as "the most direct club any Government agency could hold over the expression of free opinion in this country". When Rep. Miller asked if the "radio industry fears the Commission" Mr. Craven replied, emphatically: "Yes". Both Chairman Lea and Rep. Miller asked many questions on the Commission's alleged control over licensees through program content. Mr. Craven said that the temporary license was unfair to the broadcaster who might meet some funds and couldn't get them because of the uncertainty of his license. He also said, referring to Rep. Miller, that a temporary license would tend to keep a broad- cast station out of getting necessary busi- ness.

"While I have been an engineer all my life I have been short-sight- ed, too," said the Commissioner. "I believe the developments made

through the war should change our thinking. We have looked at the radio spectrum as limited. I think we can get sufficient channels in the future to afford all the competition we need."

Committee members attending last week's hearings included Rep. Hart (D-N.J.) in addition to Chairman Lea and Reps. Miller and Magnuson.

Blocked Alaska Stations

How FCC Chairman Fly is al- leged to have exerted his efforts to deny entertainment by radio to soldiers in Alaska outposts, de- spite plans of the War Dept. for build- ing soldier-morale, was brought out in testimony before the committee Tuesday when Mr. Garey read into the record more minutes of the IRAC.

The committee thought that the IRAC on Nov. 18, 1942, gave the War Dept. approval by tele- phone to install eight low-powered stations in various Alaska outposts. At a later date, however, Mr. Craven, as the FCC rep- resentative, was obliged to withdraw the FCC support of the Army trans- mitters "under instructions from the chairmen," he was quoted as telling his colleagues on the com- mittee.

Made part of the House com- mittee record was a memorandum dated Nov. 21, 1942, and directed to Commissioner Craven by Chair- man Fly in which the chairman...
wrote: "Although it is the understanding that the committee is authorized to handle day-by-day normal governmental frequency applications on an interim basis, pending approval by the Board of War Communications and executive orders prepared by the committee, it seems to me that whenever the committee is requested to approve a new service or an appreciable expansion of any governmental communication facilities, it would be advisable for such matters to be brought to the attention of the Board and Commission before, rather than after, committee approval."

Felt Action Wrong

Mr. Craven testified that while he was obliged "under orders from the Chairman of the Commission its vote approving the Army frequencies, he felt, personally, that such action was wrong. He added that while, in his opinion, the Chairman's action would have been supported by a majority of the Commission, the question was never laid before the Commission to his knowledge; neither was it put before the BWC.

Questioned by Mr. Garey as to the IRAO's action after the memos were presented, Commissioner Craven said "all departments except the FCC were in favor" of the grant to the OWI. He added that it referred to BWC for instructions, but my motion failed for want of a second". Mr. Garey, in reading excerpts of the IRAO meetings, emphasized that Mr. Craven said he "had a duty to perform on behalf of the chairman of BWC and FCC". In cross-examination counsel brought out Mr. Craven's failure to instruct from the FCC Chairman.

Rep. Magnuson questioned Mr. Craven as to the functions of the IRAO charged with regard to determining policy for other departments. When Mr. Craven told him IRAs were responsible for allocation of frequencies, Mr. Magnuson asked: "Would the FCC have nothing to say about it?"

"I'd say they should have anything to say," replied Mr. Craven. "I think the general feeling of both Republicans and Democrats is the Government should not have radio stations to broadcast direct to the public. I think the attitude of Congress is that the Government should not broadcast direct to the public at large."

Again Mr. Craven urged that Congress authorize the President to establish a non-partisan advisory board to consult with the IRAO and FCC on issues in which controversy arises [Broadcasting, Nov. 29].

Mr. Magnuson engaged in considerable questioning and discussion with both Mr. Craven and counsel Garey. He wanted to know what members of IRAO were qualified to pass on frequencies, other than the FCC representative. Mr. Craven told him "all but the State Dept. representatives are engineers."

As Mr. Garey read more minutes of IRAO meetings in which committee members argued their stances, Mr. Magnuson criticized IRAO for "wasting a lot of time and paper" holding meetings to argue about its status when it should have been taken up with the President.

Mr. Craven explained that IRAO members wanted to settle their own problems before going to the President, although he made it plain that executive order made it mandatory that it report to the President through the BWC and not direct. Mr. Garey interposed: "We had Mr. Fly acting in the dual capacity of chairman of the IRAO and the BWC, seeking to reach out for more power." More discussion over confusion in Government took place, with Mr. Garey charging that Mr. Fly created the confusion of IRAO. Mr. Craven blaming the Communications Act of 1934 as the "source of all confusion."

"That's the situation in all Government departments. They seem to be a state of confusion."

Delayed Two Months

The IRAO minutes indicated that the War Dept. request was delayed two months because of Chairman Fly's insistence that action be withheld except through the BWC. Mr. Garey read a memorandum from Mr. Fly, instructing IRAO to submit to the BWC future applications before IRAO took action.

The general counsel had presented the memo merely to be included in the record but Charles R. Denny, FCC general counsel, asked that Mr. Garey read it.

A letter dated June 9, 1943, signed by Secretary of War Stimson and Mr. Fly, were addressed to President Roosevelt, also was read into the record.

Mr. Garey testified that he learned "only yesterday" that the purpose of the Commission in opposing the War Dept.'s claim in Alaska was to permit OWI personnel to operate them, rather than soldiers. A letter from Brig. Gen. Frank E. Spire, acting OWI station executive officer, addressed to Mr. Fly dated Feb. 28, 1943, outlined the purposes of the Alaskan stations. A memorandum to the President from Secretary Stimson May 1, protesting FCC's insistence that OWI personnel operate the stations, was also included in the record.

OWI Chicago Plan

OFFICIALS of the OWI Domestic Radio Bureau will meet with network, station and agency representatives at a conference in Chicago on Dec. 1. The meeting will be similar to one held in New York on Oct. 29 at which President Roosevelt, in bringing vital war information to the public was discussed [Broadcasting, Nov. 1]. Philip P. Dutton, head of the Bureau, and William M. Spire, deputy chief, will attend the Chicago meeting. John D. Hymes, chief of the station relations division, and Jack Mullen, chief of the production and editorial division, will also attend.

To Manage GJBC

SPENCE CALDWELL has been appointed manager of GJBC, Toronto, key station of the new Canadian Broadcasting Corp. Dominion network. He comes to eastern Canada from CKWX Vancouver, where he has been commercial manager. As a teen-aged youth he sold crystal sets in Winnipeg department stores. Later he became western representative of Rogers-Majestic-De Forest-Crosby-Scott, Toronto. In 1933, after a business trip to England, he was made western representative of the Canadian Marconi Co.

**Actions of the**

**FEDERAL COMMUNICATIONS COMMISSION**

**NOVEMBER 20 TO NOVEMBER 26 INCLUSIVE**

**Decisions . . .**

**Tentative Calendar**

**KDBR Sedalia, Mo.—Voluntary assignment license from**

**KOIN North Platte, Neb.—Granted voluntary assignment license**

**WINE New York.—Granted CP for change of 10,000 to 1001 kc**

**WAGR Syracuse.—Granted voluntary assignment license from**

**WBNG Flint.—Licensed by WNFN to WYFL, New York.**

**WBOS Flint.—To WYFL, New York.**

**WAGT Atlanta.—License renewal hearing (Nov. 29).**

**Network Accounts**

**All Time Eastern Time unless indicated**

**New Business**

**ANACIN Co., Jersey City (headache pow-**

**der), on Dec. 3 starts Broads. Calling on**

**CBS stations, Fri., 1:15-6 p.m., Agen-**

**ENCY: Buxton, Morris & Associates, New**

**York.**

**VICK CHEMICAL Co., New York (Vora-**

**ton, Yum, Yum, Yum), on Dec. 23 started**

**for 15 weeks. Where in the News, on 6 CBS**

**stations, Tues., Thurs., 4-4:15 p.m. (PWT),**

**Agency: More, Inc., New York.**

**Network Changes**

**PUREX Corp., Los Angeles (bleaching solu-**

**tion), Dec. 8 replaces Rocker Center for**

**11 Mutual-Don Lee stations, Mon., Wed.,**

**Fri., 8-9 a.m. (PWT),” with “Rex Miller**

**on Don Lee stations, Sun., 9-10 a.m. (PWT),”**

**Agency: Foot, Cone & Belding, Los Angeles.**

**WESTERN SUGAR REFINERY, San**

**Francisco (Sea Island sugar), on Dec. 9**

**shifts I Was There on 8 CBS stations,**

**from Mon., 9-10 a.m., to Mon., 9-10 a.m.**

**(PWT), Agency: Barton & Stephens, Los Angeles.**

**PET MILK, Bellew Corp., St. Louis, Nov.**

**27 shifts Mary Lee Taylor from 71**

**CBS stations, Tues. and Thurs., 11-11:15**

**a.m., to Sat., 10:30-11 a.m. (rebroadcast**

**2 p.m., adding 8 Pacific coast stations,**

**making a total of 70 CBS stations.**

**Agencies: Gardner Adv., St. Louis.**

**COMMERCIAL RADIO EQUIPMENT CO.**

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**Washington, D. C.**

**M. W. Woodward, Ch. Eng.,**

**Plant Mgr.,**

**231 East Gregory Blvd.,**

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members, with the result that there will be a whole series of private unemployment funds which, in the aggregate, will undo the Government system. It is the Government that has stumbled on a nationwide basis." The plan is, in effect, an evasion of the tax law, he stated, as well as in- flationary, pointing out that if an union can get money directly and then distribute it to its members, wage stabilization "goes out of the window". Without relying to the charges of company counsel, Mr. Padway said the Business men had a right to turn their jobs if they don't want to work for their employers, pointing out that Congress has not as yet passed any law like that in England compelling men to stay on their jobs if their work is concerned with the war. He asserted that the courts have ruled that members of an orchestra are employees of the leader, and not on the company for whom the orchestra may perform, adding that even if there had been an employer-employee relationship between the recording companies and the men, it had been dissolved.

If the panel should recommend, and the NWLB order, that the union lift its ban on recording, the result would be a formal strike by the union, he declared, saying that the only way the men will return to work for the holdout companies, unless they should agree to accept the union's conditions, is for the Government to take over their recording plants and order the men back to work. "We would contest such an order in the courts," he said, "but we wouldn't defy the Government order and we would go back to work."

Denying that there is anything new or revolutionary about the principle, the union is seeking to establish, Mr. Padway said it is merely an attempt of the AFM to do what many other unions have done before, "to get a fund to care of unemployed workers, or displaced workers, or men who do not get jobs because of a machine". Discounting arguments of the companies that in the other cases cited as precedent the workers aided by such funds had actually been employees of the employers contributing to the funds, Mr. Padway asserted that in this case "the machine hurts not those in the industry but those outside it. In or out is immaterial; that men are hurt is the important factor."

Cites Article
In his rebuttal Mr. Colin quoted from an article written by Mr. Petillo and appearing in the current issue of the AFM publication, The International Musician, in which the union leader called the contract with recording companies "the first contract in the history of labor-employer relationship in which the employer gives money directly to a labor organization to give employment to its members".

New Canada Call
CFBB is the new call of CPLIC Brockville, Ont., which takes the air shortly on 1450 kc. with a new 100-watt Marconi transmitter.
Local and International Radio Stressed at Stephens Meeting

Speakers Indicate Post-War Changes Are Expected To Remedy Iills From Lack of Local Emphasis

MORE than 400 leaders in educational, commercial and governmental broadcasting from 13 states and two foreign governments were represented at the Regional Radio Conference at Stephens College, held Nov. 19-21.

Highlighting the parley was Professor Fedor Licht, commentator on South American problems; Robert Lewis Shayon, post-war research analyst for CBS; Willard D. Egolf, assistant to the President of NAB; Miss Hilda Yen, Chinese diplomatic corps and Maj. Ralph P. Forster of the British Embassy in Washington.

Local Radio Stressed

Speaking at the annual conference dinner, Mr. Egolf told radio educators that failure to recognize the importance of the maintenance and education, serves and influences the masses and promises to enlighten the peoples of the entire world. (2) A system of local communication, which means of local transmitters, studios and equipment, provides news, entertainment and education designed for those people who do not have the means to hear. It covers areas and augments this service through national and international hookups in a matter compatible with local public interest. "A broadcast service may serve the world and ignore his own community," Mr. Egolf said. "National and international programs must be sifted through the screen of local public interest. This is not only the law, but a true American system."

Mr. Shayon, speaking on "Radio Looks Ahead," said that he could see no reason why there cannot be more networks in post-war radio. "Under the impact of war research, combined with the pressures of FM and television development, which utilize shortwaves, the regions above 1600 kilocycles—up to the starting points of 10 million kilocycles have been indicated as practical radio frontiers," he explained.

More Competition

"After the war there probably will be a re-allocation of the whole spectrum band by the FCC; and the space for standard broadcasting will be opened up to hold new stations. This will mean to the operator new frequency, more power, more time. It also will mean more competition, which will force him to bid for the attention of listeners with the strongest possible schedule. To the educator it means a great opening of doors for the kind of program he would like to do—but it also means a challenge. For chain broadcasting, it also means more breathing space."

Mr. Shayon said that FM broadcasting could make room for 6,500 stations with limited range and no overlapping, as against 940 stations today. He said that FM has the green light in the post-war world.

Miss Yen predicted global broadcasting as the force that will cement the post-war world. Differences in languages will be solved, she said, by the adoption of two basic languages in the two world tongues most universally spoken. They should be called, she said, "The Pacific language and the Atlantic language."

Broadcasting his Saturday night news commentary on Latin America from the conference banquet, Mr. Tomlinson said: "I believe the Cordell Hull way in conducting international relations is at least as practicable and effective as any other way. For today the Americans present a solidarity and a collaboration unequalled in the history of the world."

War 'Advertised'

The Northwestern Reviewing Stand was broadcast over Mutual on Sunday, with Clarence A. Peters, speech department of Northwestern U., as moderator. Discussing "Our War Propaganda," Bower A. Key, department of speech, Missouri U., said that we should not deceive the Germans with propaganda, but rather teach them through programs that are fighting the greatest land army in the world—Russia, the greatest sea power in the world—Great Britain, and the greatest industrial power in the world—the United States. Mr. Aly also said that war has been advertised in the same way as soap and cigarettes. There has been a complete invasion of the war to the American people—no elementary facts of geography and history, he said.

Panel discussions were held daily. Maj. Harold W. Kent, president of the Association for Education by Radio, and Education liaison for the War Department, said that an international governmental body, based on the elements of all the world nations will be necessary in the post-war world, and he continued that "radio should be concerned in developing the construction of this international body and explore all the implications that it can contribute."

In discussing service broadcasts Maj. Kent called for a high quality of program material as insurance

James to FCC Post

ERVIN (Red) JAMES, assistant to Commissioner Clifford J. Durr, was last week appointed as secretary of the FCC. Mr. James, a graduate of the George Washington U. Law School and a member of the District of Columbia and Alabama bars, has been with the Commission since December 1941. Before that he was office manager in the Employment Division of the Federal Works Projects Administration, Office of the Secretary, Dept. of Commerce. Before coming to Washington, Mr. James was with the Alabama Relief Administration in Montgomery and had worked with Western Union Telegraph Co. in Montgomery and Chicago. Mr. James was born in Montgomery in 1911. He is married and lives in Alexandria, Va.

Young & Rubicam Quits

As Westinghouse Agency

YOUNG & RUBICAM, New York, last week announced its resigna- tion of the Westinghouse Electric & Mfg. Co. account, effective March 1, 1944. The agency has handled the broadcasting of the electricity giant for some 15 years, and it is understood, will continue to supervise the Sunday afternoon Westinghouse program on NBC until that date.

It was also reported that a portion of the Goodyear Tire & Rub- ber Co. business as well as some of General Electric Co.'s business, has been slated to go to Y & R soon. The agency stated that for Goodyear a dramatic program featuring music and starring name stars was already under consideration, but gave no details on G-E plans.

Maj. Kent Honored

MAJ. HAROLD W. KENT, Radio Council director, Chicago Public Schools, on leave as liaison officer with the War Dept. to the Office of Education, Washington, D.C., in Nov. 29 was to be given the Fourth Annual William Eddy Memorial Award at Mer's School Broadcast Conference for "outstanding and meritorious service in educational radio."

JOHN WHITMORE, former assistant director of war news and service of WOR, New York, on Nov. 29 joins the Mutual program staff as manager of the news division.

against tuning out. He mentioned three objectives of service broadcasts. First, to assure the home front people of the care of the service men; second, to make every one realize this is a cause for every one, and third, to convince the soldier that he has worthy allies. Also speaking on service broadcasts, C. G. Renier, of KMOX St. Louis, told listeners that service broadcasts do not want any government subsidy for producing service programs.

Television Education

Judith Waller of NBC said she felt stations should use those programs which only the Government can provide, but should refrain from editorializing and should develop the stations’ own policies and ideas.

Speaking on television for the future, Comdr. William C. Eddy of the Ninth Naval District at Great Lakes said that after the war television will be applied to education. Commander Eddy, former director of television for Paramount Pictures, further stated that the Navy’s accelerated program has found it necessary to utilize visual education. Visual education will be a great factor in the post-war education, he said. Continuing further, the commander said that schools will tune in the best lecturers of specialists and education leaders through television.

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The Colorado vacation playground of other years is producing and delivering munitions, minerals, and agricultural products in quantities never before equaled. The Denver area is today one of the country's top markets both in activity and mass of buying.

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Colorado set new highs in wheat and potato production this year . . . led the nation in onions and bromozone . . . raised record crops of sugar beets, beans, barley, eye, and peaches. One third of the country's winter-fattened sheep and lambs go to market from Colorado farms.

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Retail sales in Colorado for the first 9 months of this year were 18% above the same period in 1942 at which time it was showing a gain of five times the national average. Denver is delivering sales today as it never has before.