

New Radio Code Would Ban Showmanship in Politics

By ROCKY CLARK
Post-Telegram Radio Editor

The nation's broadcasters today have a new code of ethics under which they are expected to operate, effective next Feb. 1. The code, presented to the National Association of Broadcasters at its convention in Atlantic City last week, was adopted by the board of directors Friday, with the board agreeing to "review and revise" those sections that drew complaints from the convention floor.

Greatest opposition was voiced to the proposals that would (1) limit commercial announcements to three minutes during any 15 minute broadcast and (2) ban the dramatization of political or other "controversial issues."

Listeners for the most part, will cheer the three-minute limitation on commercials. Hardest hit by this proposal will be certain disc-jockey shows on which lengthy commercial spots are spotted between almost every record and husband-and-wife shows which are devoted largely to what about the merits of some half dozen sponsors' products.

As for the ban on dramatization of political matters, this column is not enthusiastic. For years we have complained about the overabundance of long boring speeches by politicians during election campaigns. It was not until the presidential election of 1944 that our pleas for showmanship bore fruit.

Democrats Did Good Job

On the night before the election, the Democratic national committee presented an hour long production over all networks, summing up the campaign issues in song and story. Produced by Norman Corwin, it was a humdinger of a show, climaxed with a closing appeal by the late President Roosevelt.

Although we did not subscribe to the New Deal philosophy, we did not refrain from giving credit to the Democrats in the following days. We remarked "The show, parts of which were not considered in good taste" by many listeners, was the first real showmanly enterprise in the campaign. It was what this column has long recommended to the major parties as an antidote to the endless chain of inane speeches that they have insisted on sponsoring.

We still think it was a good job, as for the portions not considered.

Learn to Dance

FOA 1701 - WALTZ - JITTERBUG - POLKA - RUMBA - STAGE DANCING - HOURS 10 A M TO 9 P M

STEVE ONDEK BALLROOM DANCING SCHOOL
1200 S. 9th St. TEL. 5-9791

CETOLA RADIO SERVICE

145 Hurd Ave., Spt. Phone 5-9374

I'm Talking About...

by Doris Irwin

Business men are getting a little panicky. They are very uncertain about the future. Just imagine, the consumer is no longer grabbing everything and everything they come to see. The consumer is becoming more and more selective. He is demanding a more demanding workmanship.

Yes, overnight we don't have to change our service within the store. It was always courteous and informal service, it is still the kind of service that invites confidence. We don't have to bow and scrape to please the customer. We have confidence in the future based on one simple formula: our salespeople are free and informal because they are independent adults (there is no "boss" at O'Brien's) the customer is completely at ease to browse, select or return all items. Right now the entire 2nd floor is completely filled with new Fall coats of every description. Courteous, informal service plus good values. It's as simple as that. Yes, the picnic may be over for some, for us it's just begun.

—Adv.

Sunday Radio Timetable:

Note: (*) indicates program heard on WJZ and WELI.

DIAL SETTINGS	8:00 A.M.	8:15	8:30	8:45
WICC-600 WNBC-460 WOR-710 WJZ-770 WNVC-830 WCBS-880 WHN-1050 WNAB-1480 WQXR-1850	WELI-860 WTIC-1080 WNEW-1130 WLIS-1190 WNHC-1240 WCV-1290 WMCA-1470 WSTC-1600	Chapel in Sky Children's Concert Weather: News Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	WICG WNBC WOR WJZ WNVC WCBS WHN WNAB WQXR	Radio Officers Congress: Coffee Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper
9:00	9:15	9:30	9:45	
Revelation Youth's Church World News Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Revelation Youth's Church World News Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Revelation Youth's Church World News Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Revelation Youth's Church World News Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	
10:00	10:15	10:30	10:45	
Polka Time Radio in Glass Bible Highlights Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Polka Time Radio in Glass Bible Highlights Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Polka Time Radio in Glass Bible Highlights Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Polka Time Radio in Glass Bible Highlights Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	
11:00	11:15	11:30	11:45	
Heran Church United Church Children's Hour Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Heran Church United Church Children's Hour Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Heran Church United Church Children's Hour Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Heran Church United Church Children's Hour Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	
12:00	12:15	12:30	12:45	
Gypsy Airs Hour Hour Hour Hour Hour Hour Hour Hour	Gypsy Airs Hour Hour Hour Hour Hour Hour Hour Hour	Gypsy Airs Hour Hour Hour Hour Hour Hour Hour Hour	Gypsy Airs Hour Hour Hour Hour Hour Hour Hour Hour	
1:00	1:15	1:30	1:45	
Italian Melodies Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Italian Melodies Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Italian Melodies Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	Italian Melodies Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper Newspaper	
2:00	2:15	2:30	2:45	
Lee Sweetland Hour Hour Hour Hour Hour Hour Hour Hour	Lee Sweetland Hour Hour Hour Hour Hour Hour Hour Hour	Lee Sweetland Hour Hour Hour Hour Hour Hour Hour Hour	Lee Sweetland Hour Hour Hour Hour Hour Hour Hour Hour	
3:00	3:15	3:30	3:45	
Lasie Hour Hour Hour Hour Hour Hour Hour Hour	Lasie Hour Hour Hour Hour Hour Hour Hour Hour	Lasie Hour Hour Hour Hour Hour Hour Hour Hour	Lasie Hour Hour Hour Hour Hour Hour Hour Hour	
4:00	4:15	4:30	4:45	
Our Children? Hour Hour Hour Hour Hour Hour Hour Hour	Our Children? Hour Hour Hour Hour Hour Hour Hour Hour	Our Children? Hour Hour Hour Hour Hour Hour Hour Hour	Our Children? Hour Hour Hour Hour Hour Hour Hour Hour	
5:00	5:15	5:30	5:45	
1400 Club Hour Hour Hour Hour Hour Hour Hour Hour	1400 Club Hour Hour Hour Hour Hour Hour Hour Hour	1400 Club Hour Hour Hour Hour Hour Hour Hour Hour	1400 Club Hour Hour Hour Hour Hour Hour Hour Hour	
6:00	6:15	6:30	6:45	
Drew Peterson Hour Hour Hour Hour Hour Hour Hour Hour	Drew Peterson Hour Hour Hour Hour Hour Hour Hour Hour	Drew Peterson Hour Hour Hour Hour Hour Hour Hour Hour	Drew Peterson Hour Hour Hour Hour Hour Hour Hour Hour	
7:00	7:15	7:30	7:45	
Condit Mike Hour Hour Hour Hour Hour Hour Hour Hour	Condit Mike Hour Hour Hour Hour Hour Hour Hour Hour	Condit Mike Hour Hour Hour Hour Hour Hour Hour Hour	Condit Mike Hour Hour Hour Hour Hour Hour Hour Hour	
8:00	8:15	8:30	8:45	
Detroit Symphony Hour Hour Hour Hour Hour Hour Hour Hour	Detroit Symphony Hour Hour Hour Hour Hour Hour Hour Hour	Detroit Symphony Hour Hour Hour Hour Hour Hour Hour Hour	Detroit Symphony Hour Hour Hour Hour Hour Hour Hour Hour	
9:00	9:15	9:30	9:45	
Walter Winchell Hour Hour Hour Hour Hour Hour Hour Hour	Walter Winchell Hour Hour Hour Hour Hour Hour Hour Hour	Walter Winchell Hour Hour Hour Hour Hour Hour Hour Hour	Walter Winchell Hour Hour Hour Hour Hour Hour Hour Hour	
10:00	10:15	10:30	10:45	
Theater Guild Hour Hour Hour Hour Hour Hour Hour Hour	Theater Guild Hour Hour Hour Hour Hour Hour Hour Hour	Theater Guild Hour Hour Hour Hour Hour Hour Hour Hour	Theater Guild Hour Hour Hour Hour Hour Hour Hour Hour	
11:00	11:15	11:30	11:45	
Post-T. UP News Hour Hour Hour Hour Hour Hour Hour Hour	Post-T. UP News Hour Hour Hour Hour Hour Hour Hour Hour	Post-T. UP News Hour Hour Hour Hour Hour Hour Hour Hour	Post-T. UP News Hour Hour Hour Hour Hour Hour Hour Hour	
12:00	12:15	12:30	12:45	
Johnny Long Or. Hour Hour Hour Hour Hour Hour Hour Hour	Johnny Long Or. Hour Hour Hour Hour Hour Hour Hour Hour	Johnny Long Or. Hour Hour Hour Hour Hour Hour Hour Hour	Johnny Long Or. Hour Hour Hour Hour Hour Hour Hour Hour	
1:00	1:15	1:30	1:45	
Deal Arnes Hour Hour Hour Hour Hour Hour Hour Hour	Deal Arnes Hour Hour Hour Hour Hour Hour Hour Hour	Deal Arnes Hour Hour Hour Hour Hour Hour Hour Hour	Deal Arnes Hour Hour Hour Hour Hour Hour Hour Hour	

Five New Shows, Football on Air

With the football season arriving this week, radio's Saturday schedule undergoes several changes. Three new programs make their debut during the week, and two old favorites return:

Tuesday
THE ZANE GREY SHOW, adaptations of 63 published and 47 unpublished works by the prolific writer of western stories, begins over WICC-MBS at 9:30 p.m. Vic Perrin stars as the hero, Tex Thorne.

Wednesday
FRANK MORGAN with his tall tales, Frances Langford with his songs, Don Ameche in romantic comedy sketches, and guest-stars previewing their new records begin over WCBS at 9 p.m. Carmen Dragon conducts the orchestra.

Thursday
"WATERFRONT WAYSIDE," based on stories told to a young author seeking material for a book at a waterfront inn, begins over WICC-MBS at 8 p.m. Don Becker is the author.
EDDIE CANTOR returns to WNBC at 10:30, with Arnold Stang, comic; Cece Blake, 18-year-old songstress; Bert "Mad Russian" Gordon, and "Cookie" Fairchild's music.

Friday
"INFORMATION PLEASE" returns via WICC-MBS at 9:30 p.m., with Clifton Fadiman as quizmaster; John Kieran and Franklin P. Adams on the experts' panel, with Fred Allen and Robert Montgomery as guests.

Saturday
FOOTBALL GAMES: The following broadcasts are scheduled—Army vs. Villanova, WHN-MBS at 1:45 p.m.
Yale vs. Kings Point, WNHC at 2 p.m.
Holy Cross vs. Dartmouth, WOR at 2:15.
Georgia vs. North Carolina, WNAB-ABC at 3; WCBS at 3:15.
Minnesota vs. Washington, WNBC at 3:45.

PROGRAM NOTES
The Rev. Nils H. Janson of Wesley Methodist church speaks on WNBC's "Morning Devotions" Monday through Wednesday at 7:45 a.m., with the Rev. Eric C. A. Lindner of the Swedish Congregational church, taking over Thursday through Saturday. Allen Prescott subs for vacationing Don McNeill on the WNAB-ABC Breakfast Club for three days starting tomorrow at 9 a.m. Mrs. John Davis Lodge, wife of the Congressman, and Doris Hoskins, ABC London secretary, are Nancy Craig's guests tomorrow at 12:35 p.m. "Hop Harrigan" moves ahead to 5 p.m. on WOR as "Captain Midnight" returns via WICC-MBS tomorrow at 5:30.

Henry Morgenthau, Jr., speaks for the United Jewish Appeal over WCBS tomorrow at 8:15 p.m. "Books on Trial," over WHN tomorrow at 8 p.m. spotlights Faith Baldwin's "Give Love the Air" with Ed Fitzgerald as prosecutor and his wife Pegreen as defense attorney. David Lilienthal, chairman of the U.S. Atomic Energy Commission, speaks from Crawfordsville, Ind., over WCBS tomorrow at 11 p.m. "Should We Accept the New Fashions for Women?" will be the Town Meeting topic on WNAB-ABC Tuesday night at 8:30, with Constance Bennett and Gilbert Adrian taking the affirmative; Firn Beneson (Countess Illinsk) and Mrs. Howard Hawks, the negative. Bob Burns may return with a five-week 15 minute show.

For whatever it means: Winchell had the highest Hooperating in the Sept. 15 report, with "Mr. D.A." second, Radio Theater 3d, Charlie McCarthy 4th and Hit Parade 5th. Jack Paar's wife is recovering from a major operation.

WHAT HEARING AID IS BEST FOR ME?

MOST HEARING AID OFFICES HANDLE ONE TYPE OR MAKE OF HEARING AID. AT OUR OFFICES WE CARRY PRACTICALLY ALL LEADING MAKES OF HEARING AIDS FOR TRIAL AND TEST

see the new ALL-IN-ONE Hearing Aids
Only One Cord — One Handsome Case
That's All There Is!
No Battery Cord — No Bulky Batteries

BATTERIES, CORDS AND REPAIRS FOR ALL MAKES OF HEARING AIDS

HOME EXAMINATION AND DEMONSTRATION BY LICENSED DOCTOR. NO OBLIGATION OR CHARGE.

COME IN — PHONE 5-8986 OR WRITE

Personal Hearing Aid Bureau

ALLAN M. DUBIN

73 PLAZA — CORNER JOHN & MIDDLE ST.
STREET LEVEL — WALK IN



THE BELVEDERE

Magnavox

RADIO PHONOGRAPHS

SEE IT... HEAR IT AT

ZIMMELBROS.

ELECTRICAL APPLIANCES • RADIOS • RECORDS
243 FAIRFIELD AVE. • PHONE 6-1851
FREE PARKING — FAIRFIELD AVE. COR. BROAD ST.

Dell's, Inc. Offers You Zenith Radio With The Greatest Array Of New Features Ever Seen

Zenith Model 12H094-E

- New radionic Cobra tone arm
- Silent-speed record changer
- Plays 10" and 12" records (mixed) automatically
- New long-life floating filament
- 64 tonal combinations with famous radiogon
- FM reception on two bands
- Authentic cabinet design

\$39.50

SALES AND SERVICE

1238 STRATFORD AVENUE BRIDGEPORT, CONN.

PHONE 5-3480



Rudy Blech, jazz critic and author, conducts the "All Star Stompers" on the Saturday afternoon "This is Jazz" program over MBS. Starting this week, due to the football season, the program will shift to Saturdays at 5 p. m.

"In good taste", broadcasters could easily remove them by careful editing of scripts. Except for this broadcast, political programs have always been devoid of showmanship and just about the most boring thing on the air. At times, listeners have openly expressed resentment at a candidate whose speech has forced a popular entertainment feature off the air.

Let us hope that the broadcasters can work out a better solution to this problem.

Otherwise, the new code is commendable in establishing standards for advertising content, children's programs, crime and mystery stories, news broadcasts, contests, religious broadcasts, etc.

SOAP OPERA FACTORY
Products of the soap opera factory of Frank and Anne Hummert of Greenwich, may be heard during one-eighth of all network time available during daylight, according to an article by Thomas Whitehead in the forthcoming October issue of Reader's Digest. Last year, he reveals, the Hummerts' output was 2940 scripts totaling six million words for their 14 serials. They employ 14 "captive playwrights" for this quantity production of what Whitehead calls "an art form admirably adapted to the pace of a machine age."

GOSSIPY BITS
With city police and special detectives on duty to protect five million dollars worth of jewels on last Sunday's "Counterspy" program, actor Mandel Kramer, who plays "Peters", reported he gold the clasp missing after the broadcast! Radio's latest feud is between Arthur Godfrey and John Reed King, the quizmaster. Godfrey, incidentally, is to be the "fall guy" at the Circus Sains and Sinners luncheon Wednesday at the Waldorf-Astoria. Featuring those ultra-smart Eddie Steiner arrangements, Roy McKinley's versatile crew plays for the dancers tonight at the Ritz Ballroom. WJZ's PM affiliate, WMGM, is back on the air, on its new frequency, channel No. 2 with 100.3 megacycles. Its power will be boosted from 1,000 to 10,000 watts shortly.

Jack Benny has resigned his four writers—Sam Perrin, Mill Kaufman, George Raizer and John Thackberry—for their fifth consecutive year.

A series of discussions on "The Cost of Living" starts on the American Forum over WICC-MBS Tuesday at 10 p.m., with C. H. Eibman, Gordon Corbaley, Kermit Elms and Roderick Kelly discussing "Food." Rabbi Dudley Weinberg, affiliates at a Kol Nidre service to be broadcast by WICC-MBS from Temple Onabel Shalom, Brookline, Mass., Tuesday night at 10:30. Speaker of the House Joseph W. Martin speaks from a Republican dinner at Milwaukee over WNBC Wednesday night at 11:30. Sen. Robert A. Taft speaks before the World Affairs Council at Tacoma, Wash., over WCBS, Thursday night at 12:30. Louise May Alcott's "Little Women" is to be dramatized in two installments on "American Novels" over WNBC starting Friday night at 11:30. Highlights of the week at the UN General Assembly, with recordings of prominent speakers, are presented over WJZ Saturday at 1 p.m.

TELEVISION PROGRAMS

WCCB-TV—Channel 7
1:30 Baseball: Dodgers vs. Boston Braves
7:00 "Archibald, Junior Edition", Audience Participation show
8:00 "Week in Review", news highlights
8:30 Feature Film
WNET—Channel 4
2:00 Baseball: Giants vs. Philadelphia Phillies
8:00 Author Meets Critics: Arthur Hays Sulzberger "Steps Out on the Spotlight"
9:00 "Night in Review", news highlights
9:30 Feature Film
No programs scheduled on WARD