BUY ONE . . .
GET THREE —

Plus!

When you buy WHO you get a primary
daytime coverage that includes or touches
every county in Iowa, Southern Minnes-
sota and Northern Missouri—PLUS a
secondary coverage at least as large—
PLUS a third coverage which brings
nighttime mail returns regularly from 35
to 46 States!

The 1943 Iowa Radio Audience Survey
proves that more Iowa people “listen
most” to WHO than to all other Iowa
commercial stations combined! Check
with your Iowa dealers and distributors—
or write either us or Free & Peters for
definite proof!

WHO

for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, PRESIDENT
J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
LIBERTY is in the public interest, convenience and necessity, and for Liberty Americans will always fight.

Yet, as another wartime Christmas approaches, a world that is weary of blood and tears will again find many who take time out from a bitter, busy day to send greetings to friends and loved ones everywhere, for this fine custom holds a surer, deeper meaning in the midst of war.

May we humbly add our own Christmas Greetings to those coming your way this year and pray, with you, for an early and victorious Peace.

Oklahoma's Most Powerful Station
50,000 Watts
Far-sighted advertisers are spending their money today with an eye to post-war profits as well as immediate returns.

WSIX and the Nashville market fit perfectly into such planning. Here's a market area that's

**BOOMING TODAY, BUT JUST AS PROMISING TOMORROW**

You build permanently when you build a market here in the heart of Tennessee. You build thoroughly when you do it over WSIX.

For coverage, rates, availability, and other data, contact the station or

**SPOT SALES, INC., NATIONAL REPRESENTATIVES**
They Sure Raise Cane

IN WWL-LAND!

They're Part of the 10,000,000 Customers From Five Different States!

$30,000,000 IS A LOT OF SUGAR—Especially since it's the value of an average year's Louisiana sugar cane harvest. AND THERE'S A HARVEST FOR YOU in the 5-state territory dominated by 50,000 watt, clear channel WWL. See for yourself. You'll like the results.

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

SUBSCRIPTION PRICE: $1.00 per year $1.00 per copy

BROADCASTING
The Weekly Newsmagazine of Radio Broadcast Advertising

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Beginning with the issue of December 20th, this space will be devoted (every other week) to the interesting story of a SMALL STATION DOING A BIG JOB

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417 Harbour Commission Bldg., Toronto. Elgin 0776. James Montagnes
IN THE interest of public service and good radio broadcasting, the West Virginia Network will not accept cowcatcher or hitchhiker announcements on local and national spot programs, both live and transcribed, nor on network shows.

Effective Oct. 1, 1944

The West Virginia Network
WCHS—Charleston
WBLK—Clarksburg
WSAZ—Huntington
WPAR—Parkersburg
IF you are looking for a really compact, efficient and economical portable audio oscillator for any purpose requiring a convenient, dependable audio frequency voltage source for checking frequency response on audio systems and circuits, the RCA 325-A will fill the bill.

Also, because negligible drift in output level and frequency is an outstanding characteristic of this oscillator, it is especially usable as a frequency source for AC bridge measurements.

 Twelve frequencies are available; simply push the proper button or buttons to get 50, 100, 400, 1,000, 5,000, 10,000, 12,000 or 15,000 cycles, as desired.

Meter provided to indicate output level continuously.

A limited quantity of these instruments is now in stock for immediate delivery to buyers with approvals in accordance with WPB General Scheduling Order M-293.

For complete specifications, write for bulletin. Please address Engineering Products Department, Radio Corporation of America, Camden, New Jersey.
Cincinnati Leaders... SAY IT WITH RENEWALS ON WSAI

- They buy WSAI... because they know the comparative sales value of local stations.

- They renew on WSAI... because they find that WSAI produces definite advertising results.

Basic Blue Network Station
5000 Watts—Day and Night
Natl. Reps., SPOT SALES, INC.
New York...Chicago...San Francisco.

Extra POWER TO LIFT SALES IN GREATER CINCINNATI
Says—“For over 20 of our 27 years, spot broadcasting has completely solved our every radio problem in this sectional agency.”

- Shucks, Mr. Freitag—when you come right down to it, all broadcasting is sectional. The really swell thing about spot broadcasting is that it allows you agencies to capitalize that quality of radio. And don’t forget that selling, even nation-wide selling, is really a series of local or sectional efforts rather than one uniform national job!

- Hence spot broadcasting can solve every radio problem for any kind of agency—solve it better than any other kind of broadcasting, except perhaps on the score of glamor. Here at Free & Peters, we’ve got some convincing evidence on this point, for any of you agencies or advertisers who want it. Drop us a line!
FCC Newspaper Decision Before Holidays

Wakefield, Craven Tell Committee Of Approach

DECLARATION by the FCC of its long awaited policy on newspaper ownership of broadcast stations—probably holding that it is not desirable but that cases should be decided on their individual merits—will be announced prior to the conclusion of the current hearings by the Senate Interstate Commerce Committee, expected to end within a fortnight.

Both Commissioners T. A. M. Craven and Ray C. Wakefield, told the Senate Committee last week that the FCC was about to decide on policy and that it proposed to submit its ruling to the committee while the hearings are in progress. Commissioner Craven predicted the recommendation will be to ban newspaper ownership. Mr. Wakefield didn’t venture beyond the statement that it ought to be decided after more than two years of delay, and that the committee soon would hear from the Commission. A split vote, possibly of 4-2, is anticipated.

Lively Hearings

These revelations highlighted a whirlwind series of hearings on both sides of Capitol Hill last week, which saw sensational charges made against the FCC, that it was setting arbitrarily and exceeding its powers. It was clear that new legislation will be written as soon as Congress can whip it out, after conclusion of the Senate hearings by mid-December.

Commissioner Craven, consistent opponent of Chairman James Lawrence Fly’s policies, went all out in his testimony urging a new law to curb FCC powers. He made two appearances before the Senate committee during the week and testified at afternoon sessions from Tuesday through Friday before the House Select Committee investigating the FCC. To some extent, the testimony overlapped.

Commissioner Craven, among others, told the Congressional committees in separate sessions that (1) the FCC soon will recommend legislation to prevent newspaper ownership of stations; (2) that he favored the substance of the White-Wheeler Bill to prevent the FCC from exercising control over programs or business management; that the FCC chairmanship should be rotated; that it is a “well-known fact” that Chairman Fly has “visited reprisals” on members of the armed forces who opposed his policies; that the FCC had defied Congress in its ruling that Dr. Goodwin B. Watson and William E. Dodd Jr., of Foreign Broadcasting Intelligence Service, be released and had allowed the employs an opportunity to test the Constitutionality of the rider ordering their discharge; that East-West Coast duplication on clear channels is all right if no interference is caused.

During the week the Senate Committee heard testimony of several other witnesses. Earl J. Glade, mayor-elect of Salt Lake City and vice-president of KSL, last Monday told about the evolution of the NAB code of ethics, and said only about half of the broadcasters subscribed to its terms. The same code was blasted in an appearance by C. Leonard DeCaux, public relations director of CIO, who wanted time sold to labor unions for membership drives and discussion of controversial issues, supporting the position of Chairman Fly.

In contrast to the CIO position, however, two witnesses for the competitive Union, AFL, supported terms of the White-Wheeler Bill which would guarantee a free radio, and deprecated sale of time. They contended they were getting inadequate time now from the networks and stations, though they would like to use radio for membership drives on occasions. The witnesses were Philip Pearl, public relations director, and Lewis G. Hines, legislative representative of the AFL.

Sykes Testifies

Judge E. O. Sykes, former chairman of the FCC and recently appointed legislative counsel of the Newspaper-Radio Committee, testified last Monday both on his own behalf and for the committee. He urged new legislation and suggested that the FCC chairmanship rotate. There ensued the observation from Chairman Wheeler (D-Mont.) that the FCC perhaps would function better as a five-man agency.

A new note—covering activities other than broadcasting—was injected last Wednesday by Joseph Pierson, brusk, outspoken president of Press Wireless Inc., mutually-owned radio news point-to-point organization. Mr. Pierson told the committee the FCC had denied his company facilities for handling of news from the war zones and thereby had impeded the free flow of news to and from areas of vital interest to the public. The committee called upon the FCC for the recommendations on which it acted in denying these applications.

A. Earl Callum, consulting engineer of Dallas, now associate director of Radio Research Lab., Harvard U., told the committee last Thursday the development of new services, such as FM and television, would provide adequate facilities for the broadening of the radio base. He said broadcasting services would be only on infinitesimal part of CIO’s work. He urged that something be done either by Congress or the FCC to let broadcasters operating standard stations know whether they will be permitted to operate FM and television outlets. He suggested that a “time limit” be placed on applications so that the FCC won’t let them lay around for months or years before action.

Jansky Testifies

At last Friday’s session, C. M. Jansky Jr., consulting engineering firm of Jansky & Bailey, and an FM pioneer, kept the committee spell-bound in describing the potentialities of FM after the war. He shared the stand with Commissioner Wakefield, who stood foursquare behind the policy pronounce-ments of Chairman Fly. Commissioner Wakefield ridiculed contentions of network and station witnesses that the Frankfurter opinion meant censorship.

He stoutly defended the network regulations, and urged that Congress not adopt those provisions of the pending bill which would arbitrarily separate the FCC into two three-man divisions with the chairman as executive officer.

Mr. Wakefield called for rigid regulation of radio in all its aspects. He felt stations and networks wanted to have practically no regulation at all, and drew the analogy of the public utilities, which resisted regulation, but then liked it, so he said. Senator Wheeler, however, didn’t agree they were comparable. He will complete his testimony on Saturday (Dec. 4).

From Mr. Jansky, the committee heard that FM would provide room for ample frequencies every-

---

STORY OF AM vs. FM AT A GLANCE

Here is the quick comparison of essential "FM" and "AM" principles given the Senate Interstate Commerce Committee last Friday by C. M. Jansky Jr., consulting radio engineer:

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extent of Band: 6 to 1905 kc.</td>
<td>40,000 to 50,000 kc.</td>
</tr>
<tr>
<td>Total No. of Channels: 106</td>
<td>40</td>
</tr>
<tr>
<td>Necessary Signal to Noise or Interference Ratio for Clear Reception: About 100 to 1</td>
<td>About 2 to 1</td>
</tr>
<tr>
<td>Number of Stations Possible in the Same General Locality on the Basis of FCC Standards: 26</td>
<td>20</td>
</tr>
<tr>
<td>Number of Existing Stations and Outstanding Construction Permits: 912</td>
<td>49</td>
</tr>
<tr>
<td>Outstanding Applications for New Stations: 17</td>
<td>61</td>
</tr>
</tbody>
</table>

* As of Dec. 1, 1943
Fly Reprisals Detailed to FCC Probe

Craven Testifies in Closed Session on Chairman's Military Influence

By BILL BAILEY

CHARGES that FCC Chairman James Lawrence Fly "instigated" the alleged "cashiering" of a high-ranking Naval officer and might "visit reprisals" on others who opposed him, may be brought into the open by the House Select Committee to investigate the Commission, Chairman Lea (D-Cal.), disclosed last Thursday.

In hearings last week FCC Commissioner T. A. M. Craven, who ended his testimony Friday, declined to name certain military officers who, he said, gave him information concerning Mr. Fly's "preponderant voice" over matters military, because "reprisals" might be visited on them.

Chairman Has 4 Votes

Last week's hearings, at which Commissioner Craven was the sole witness, with the exception of several occasions when FCC General Counsel Charles R. Denny Jr. popped up to object and seek to clarify, brought out these disclosures.

Despite a presumption that a Congressional act is Constitutional, the FCC, in conjunction with the Dept. of Justice, allegedly violated a statute prohibiting gratuitous services to the Government by permitting Dr. Goodwin B. Watson and William E. Dodd Jr., to work without pay from Nov. 15-21 to test the constitutionality of a bill in which Congress discontinued their salaries as of Nov. 15.

On general policy questions Chairman Fly usually goes into meetings "with four votes in his pocket".

Although the FCC is a seven-man agency "under the law" it is generally recognized that "the Chairman is the Commission".

Efforts of Eugene L. Carey, committee general counsel, to bring out in testimony from Mr. Craven that Chairman Fly (as charged by Chairman Vinson (D-Ga.) of the House Naval Affairs Committee) might have been partly responsible for Pearl Harbor because of his policies, were blocked by FCC Counsel Denny who protested to Chairman Lea Thursday, resulting in early adjournment of the hearing.

President Roosevelt, on Sept. 9 ordered both the Army and Navy to report to the Board of War Communications, of which Mr. Fly also is chairman, on problems involving disputes over jurisdiction of military communications.

Officers Gagged

At the conclusion of Thursday's hearing Mr. Lea said the committee, which previously had gone into executive session to discuss the alleged "reprisals" against military personnel, "might want to bring it out into the open". He declared that the "committee will consider it further in executive session".

Meantime several Congressmen were reported to have been besieged with telephone calls and letters, demanding that Congress "get to the bottom" of the purported reprisals. On the other hand Mr. Carey informed the committee that the officers in question had been forbidden "by executive order" to testify before the Congressional investigators.

Reminiscent of the early hearings last summer, when Mr. Denny frequently popped up and finally was threatened with arrest by Rep. Eugene E. Cox (D-Ga.), then chairman, if he continued to interfere with procedure, the FCC general counsel took part in all the hearings except Tuesday's last week.

Watson, Dodd Aided

On Wednesday, after he had interrupted several times, Rep. Hart (D-N.J.) said: "Mr. Chairman, I admire Mr. Denny's persistency, but let us have one witness at a time."

Later when Mr. Denny explained that the Commission permitted Dr. Watson and Mr. Dodd to work without pay from Nov. 15-21, Mr. Hart demanded to know: "If the law prohibits their working for the Government without salary, and the law being tested is constitutional, does the FCC stand in the position of an agency that violated the law prohibiting employees from working without salary?"

"If you are referring to the law relating to gratuitous services, I think not," replied the FCC general counsel. When Mr. Carey told the committee that the men were permitted to "remain at their desks" for the "purpose of giving them a legal claim against the United States" if the law abolishing their salaries was held unconstitutional, Mr. Denny asserted: "They were retained so as to afford them a basis to bring suit to test the constitutionality of this law."

"The law having been enacted by Congress, is there not a presumption of constitutionality?" asked Rep. Hart. Mr. Denny said there was and that "the presumption is that every law enacted by Congress is constitutional."

"And in the face of that presumption the FCC accepted the services of these men?" inquired the New Jersey Representative. Does the FCC recognize the presumption in law?" Mr. Denny replied it did.

Fly's Influence

As last week's hearing opened, Tuesday afternoon, Counsel Carey read for the record a speech made in the House Nov. 7 by Rep. August H. Andresen (R-Minn.) demanding that the committee investigate substitution of a CIO speaker for the NBC Voice of the Dairy Farmer program of Nov. 21 [BROADCASTING, Nov. 29]. The complaint was taken under advisement (see page 60).

Rep. Miller touched off heated debate which resulted in an executive session when he asked Commissioner Craven "whether or not you are (Continued on page 62)
Auditing Practices Hit by Music Committee

THE NAB, through the newly formed music committee which held its first meeting last Wednesday and Thursday, in New York, has served notice on ASCAP that certain aspects of the Society's audits of stations were found to violate U. S. Dept. of Justice consent decree and not in accordance with explanations given by ASCAP to individual stations when contracts were signed.

John G. Paine, ASCAP general manager, and Counsel Herman Greenberg, conferred with the committee on Thursday and were told that stations do not intend to submitly by while ASCAP charges per program users of ASCAP music on a half-hourly basis where a station is broadcasting two unrelated quarter-hour programs to be charged by a station break. If for example, a station broadcasts a quarter-hour of ASCAP music, a station-break followed by quarter-hour non-music show, ASCAP, according to the NAB, is charging stations 8% of the total revenue of that half hour on the basis that the station operates on half-hourly time segments and station breaks required by the FCC.

Ask Role in Writing

Another aspect of ASCAP audit practices which drew NAB fire involved the five-minute transcribed Treasury Star Parade series, music for which has been cleared with the source by the Treasury. The NAB charged that where stations broadcast the five-minute transcription in the Musical Neighborhood program, ASCAP demands the 8% commercial fee on the entire program, which may be a hour-long show with the remaining 55 minutes of non-ASCAP music. The music committee requested a written rule from ASCAP on these matters.

In its two-day meeting at the Roosevelt Hotel, the committee, under the chairmanship of Campbell Arnoux, WTNB Norfolk, reviewed the entire field of music, took steps to adopt measures to improve musical programming, to educate new program personnel, utilize the services of the various licensing groups, establish standards of transcriptions, topical bits of selection, etc. The committee is considering the issuance of a standard binder with index tabs that is intended to stations, and the licensing group's material would be of standard size to fit the binder.

On Thursday, representatives of the music licensing organizations appeared at intervals to discuss music problems and made suggestions on coordinating their efforts with those of the music committee. AMP was represented by C. M. Finney, SESAC by Leonard Greenberg, ASCAP by John Paine and Herman Greenberg, and BMI by Sidney Kaye.

Merrit Tompkins and Carl Havelin.

The work of BMI was patented praised by the committee, which reported that out of the list of pop tunes currently played most on the networks, BMI had nine, and lead the Hit Parade for four consecutive weeks with its selection "Paper Doll".

Short Music Needed

At luncheon on Wednesday, Paul Whiteman, musical director of the BLUE, told the group that there was a great need for music on station, especially for radio. "The radio industry needs short pieces, between four and seven minutes in length," he said. "It is doing absolutely nothing to fit his needs of radio music at the present time." The committee had been discussing the possibility of issuing a "suitable investment". He also discussed the possibility that musical programs will replace new broadcasts in listening popularity when the war ends and the news from the battlefronts is no longer foremost in importance.

J. Walter Thompson Takes Over Ford and Vimms Ad Accounts

J. WALTER THOMPSON CO., as of the first of the year, will take over two major accounts, the Vimms portion of Lever Bros., currently handled by BBDO, New York, and all advertising for Food Motor Co., Detroit, now handled by Maxon Inc. of that city.

Vimms vitamin pills were launched in early 1941 after exhaustive market research by Lever Bros. and BBDO. Radio was first tested in the fall of 1941 and within six months the produce was among the leading sellers in the vitamin field. Present radio appropriation is said to be close to $1,000,000. There will be a spot announcement promotion as well as sponsorship of the CBS program Mayor of Our Town. Lever expects to replace that show in January with a variety program starring Frank Sinatra if the singer is rejected by the Army when he takes his physical examination shortly after the first of the year (Broadcasting, Nov. 12).

Ford's national advertising was moved in November 1940 from N. W. Ayer & Son to McCann-Erickson, while Maxon Inc. was named to handle Mercury and Lincoln advertising. Ayer had the Ford Sunday Evening Hour on CBS until Dec. 8, 1940, when McCann-Erickson also took over Ford's network radio ads. On March 1, 1942, Ford "suspected indefinitely" its sponsorship of that program after seven years on the air, giving no reason, although it was generally believed the cancellation was caused by the Government ban on selling new cars and tires.

In July 1942 the entire Ford account was given to Maxon Inc. De- troleum said this was part of an institutional news series with Earl Godwin on 107 BLUE stations seven times weekly. A year later a musical series was considered in place of Godwin. Ford continued the news format, which is currently featuring Godwin five time weekly and Ray Henle on Saturdays and Sundays, 8-15 p.m.

Under J. Walter Thompson's aceso Ford, will probably be handled from the agency's Chicago office, it was reported, but no details on the JWT plans for the two accounts are available as yet.

Dr. Ernest LaPrade, of NBC, spoke on symphonic music at the Thursday luncheon. Present at the meeting were: Campbell Arnoux, chairman; James P. Begley, KYW Philadelphia; Thomas Belviso, NBC; Arthur Church, KMBC Kansas City; Robert Enoch, KTO Oklahoma City; Mr. W. W. Lack, KALE Portland; Elliott Sanger, WQXR New York; Frank R. Smith Jr., WWJW Pittsburgh; John Wahlstedt, WHB Kansas City; Frank White, CBS, and Neville Miller, president, NAB.

ASCAP denied the NAB Music Committee charge that its audits were in any way a violation of the consent decree. John G. Paine, ASCAP general manager, said, "The music committee attack came as a complete surprise to us because at the meeting we were discussing these problems fully and frankly and the committee gave us their assurance that they would aid the Society against chiselers in the radio industry. It seemed like a fluke." The suggestion was deeply appreciated by the society.

No Controversy

"My opinion is that the NAB is endeavoring to use ASCAP per program contract as a means of stimulating an anti-ASCAP feeling in the industry in order to protect BMI, RMI, SESAC and AMP do not even have per-program contracts. Out of the 800 stations that have contracts with ASCAP, there have been only "about a dozen" that have criticized our interpretation of the per-program clauses. There's no controversy between ASCAP and the industry on the per program contract."

Firestone Observes 15th And Tests Video Series

FIRESTONE TIRE & Rubber Co., Akron, celebrated the 15th anniversary of its Year of Radio programs on NBC last Monday by launching the Voice of Firestone Telecasts, a sight-and-sound series, on WNTB, NBC video station in New York. Harvey S. Firestone Jr., president of the tire company, and NFU Trammell, NBC president, inaugurated the television series with brief talks which were filmed by Sound Masters and transmitted and telecast from WNTB's projection studio in the evening.

Opening program was an industrial film, Ford, filmed at Ford's plant, by Jam Handy in the Firestone plant to show the necessity for preserving tires and other rubber articles during the war period. Sweeney & James Co., Cleveland, is the agency.

Fund for Probe

RUNNING ahead of schedule, the House has given its Select Committee to Investigate the FCC an additional $50,000 in funds, making a total of $110,000 allocated to date for the inquiry which was authorized on May 27. Chairman Lea (D-Cal.) said additional funds would be sought if needed.

BROADCASTING • Broadcast Advertising December 6, 1943 • Page 11

CHAINED FOR YEAR is President H. M. Duncan, of the Duncan Coffee Co., Houston, signing Ad Agency on the Lone Star Chain of Texas. Jimmy Pate, general manager of the Steele Advertising Agency, Houston, and Bill Bennetts, sales representative of KXYZ and the Lone Star Chain beam approval of the five-a-week program The Coffee Grinders, to be heard also on 3 additional stations outside the Texas chain.
Dr. Craig Offers New Video System

Fla. Physicist Claims Standard Wavelengths Can Be Used

BLUEPRINT for a new system of televising on wavelengths used by standard broadcast stations was outlined in New York last Monday by its inventor, Dr. Palmer H. Craig, physicist of the U. of Florida, working on the project 15 years. Although the complete system of transmission and reception has not been tested because of the expense of erecting a television station, the component parts of the method have been successfully tested in laboratory, he said.

Dr. Craig's system differs basically from present television transmission in that pictures are picked up in their entirety, converted, broken down into a complex wave and transmitted as a whole, whereas current television pictures are transmitted by a series of dots or lines, he said, which, when translated into black and white at the receiver give the impression of a complete picture.

ARGUMENTS for and against the Sardi's Subsidy Measure Proposed by Morgenthau, WAC

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W-I-T-H’s signal reached 62% of Maryland’s population ... concentrated in and around the booming city of Baltimore. No “gopher hole” coverage but listeners where retail sales are highest. For more-listeners-per-sales dollar, consider W-I-T-H, the people's voice 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
WLW, WSAI Join Nets in Providing Coverage of Exchange Ship Gripsholm

A NEW TWIST in the radio cover-
geage of New York waterfront news—this time the arrival of the exchange ship Gripsholm with its load of refugees from the La-tern Wednesday, Dec. 1 —was the ac-
tivity of two Mid-West stations, which sent a special staff to obtain firsthand interviews with the inter-
nees. The Cincinnati WLW and WSAI cor-
trespondents relay to anxious friends and relatives at home.

The two stations with an eye to the local news value of the event were the most logical to have the assignment in Cincinnati — WSAI and WLW. Operating from special head-
quarters at the Hotel Ambassador, cov-
ering for both stations, were five WLW staff men from the Cincin-
ati office plus the New York rep-
resentative Eldon Park.

Correspondent's Interviews Limited

due to slow pace of the debar-
kation, as passengers were thorough-
lly checked by Army, Navy, Cu-
toms, immigration and Department of Justice officials, no news cov-
erage during the first day was limit-
ed to a few interviews, mostly with jour-
nalistic colleagues. Royal Arch Gunning, correspondent for WLW, was in manila when it fell to the Japanese Jan. 2, 1942, and who with his wife was among the ship's passengers, went on the air at 11:15 p.m. Nov. 29 for an interview with Dave Driscoll, director of war ser-
ices and news of WOR New York. CBS broke into the Crisco pro-
gram Bernadine Flynn, heard at 1:30 p.m. to broadcast a pickup from the pier handled by Douglas Edwards, announcer, who interviewed UP Philippine correspond-
ents over a telephone, who also talked into a commercial program to carry a pick-up from Pier F in Jersey City, canceling Procter & Gam-
bie's Ivory Snow program Woman of America, for 1:15 p.m. for an inter-
view with Robert Callens, com-
mercial photographer and a mem-
ber of the Franciscan Fathers. In-
terviewees appeared to be under some restrictions as to what they could say about their treatment as Japanese internees.

The BLUE confined its coverage of the event to its regular news broadcasts the first day, but sched-
uled for Saturday a two-way con-
tact conversation between four children who arrived on the ship, and their parents, who were picked up by the radio. Mrs. Gunning has not seen them for four years. The Hollywood-New York broad-
cast was scheduled for 7:8 p.m.

Three Foreign Networks, Verti-
hers, and Dom Bell, NBC, and Tommy Worthen, CBS, are still alive, it was disclosed last Wed-
seday by Royal Arch Gunning, Mu-

tual correspondent, as a con-
firmation in New York following his arrival the same morning on the Gripsholm after two years in Japa-
nese prison camps. Since Japanese seizure of Far Eastern territories in which the three correspondents were stationed there have been con-
fliting reports as to their fate. Mr. Gunning reported that all three are still imprisoned in the Santa Tomas prison in Manila.

Railway Group Seeking New Personnel by Radio

FACED with the need to fill nearly 3,000 vacancies in the eastern operations of the nation's railroads, the Railroad General Managers Assn., hiring agent for eastern rail divisions, has entered radio for the first time with a four-week campaign on five stations in the New York area.

To reach the average working class, a daily hourly format, to recruit rail employees, particularly the extra mail and freight handlers needed at this time of the year, the rail group is scheduled to announce three to seven announce-
dents daily in early morning and evening spots on radio stations WEVD WOV and on WAAT, Jer-
si City. Drive started two weeks ago and is expected to continue the four-week period if successful. However results of the railroad's first week in radio were disappoint-

LONDON INTERVIEW of a British housewife is conducted by George Mackay Bothen (1) on WLW Cincinnati while on tour of Eng-
land as a guest of the British In-
formation Service. Interview transmitted to America as a BBC contribution to WLW's Consumer's Foundation program. Listening-in on the broadcast was Alpine, BBC North American talks organizer, who produced and an-
ounced the program. English housewife is Mrs. Rose Buckner.

FM STATION ASKED FOR SPARTANBURG

CONSTRUCTION permit author-
izing a new 10 kw in the Upstate area-
coverage of 26,600 sq. mi. and to operate on 43,500 kc was sought in an application filed last week with the Federal Radio Ad-
vertising Co., licensee of WSFA-
WORD Spartanburg, S. C. Land-
mark, vice president and manager, was seeking permission to come on at 1 p.m., 20-25 miles distant from Spartanburg in Greenville county, for the transmitter, which will give the antenna an elevation of 3,515 ft.

Principal stockholders in the Spartan-Ad Co. are A. B. Taylor (38%), president; Donald Russell (38%); Walter J. Brown (16%); vice president; and Cassie Connor (8%).

Mr. Taylor is also president of the Taylor-Colquitt Co., a re-
creosote treatment of Spartan-
burg, a vice-president and director of the Spartanburg Commercial National Bank and a director of the Union Buffalo Mills, Union, S. C. Mr. Brown, former Washington newspaperman and general manager of WORD-WSPA, is now a special assistant to War Mobilization director James M. Byrnes. In addition to being direc-
tor of the Spartanburg Adv. Co., Mr. Russell is director of the Com-
mercial National Bank, Spartan-

Heiney to J-W-T

JOHN H. HEINETY, creator of the recent BLUE series This Is Official, has been appointed by J. Walter Thompson Co. to handle special as-
signments work in Washington. Mr. Heiney formerly was program di-
rector of WTOP Washington and before that with the Washing-
ton Post as promotion director. Prior to his Washington positions he was with the Des Moines Regis-
ter, Des Moines, Iowa. He was a pioneer in the radio quiz field, hav-

Clements on Coast

F. W. CLEMENTS PRODUCTS Co., Rochester (Buckley's Mix-
ture), on Dec. 4 started for 26-
hour of Hollywood Barn Dance on 8 CBS Pacific stations (KNX KQW KARM KROY KGDM KOIN KRPV), 11 p.m. (PWT). Dave Titus has been as-
signed producer. Agency is Ar-
mand S. Weil Co., Buffalo.

Ring Recovering

ANDREW D. RING, senior member of the consulting engineering firm of Ring & Weil, has died recently from pneumonia, contracted Nov. 28. He became ill after attending the pro-
fessional football game in Washin-
gton. His temperature was practically normal after treatment with sulpha drugs.

3.4% of Americans Want Radios First

Fortune Study Shows Antos At Top of Post-War Buying

BASED on expressed desires of individuals contacted by Fortune magazine only 3.4% of Americans would put a new radio at the top of their shopping list when peace comes.

New cars come ahead of radios for many more people, according to the study, reported in the De-
cember issue of the magazine, with 21% buying automobiles as their first choice. Houses come next, fol-
lowed by items in the house furn-

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You can't go wrong—even if you're near sighted... Just pull the trigger and every shot you fire scores five Bulls Eyes...

"Shooting" Sales on KOA is much more lucrative than big game hunting... and not so much trouble. You just sit in your chair at the office and aim... The sportsmanship is in beating out your competitors... the thrill in listening to your cash register... chalking up profits.

Enlist now in the KOA "$ales Marks-manship" Club. Every member a "Sergeant York" in hitting Bulls Eye Results!

* NBC Tale of 412 Cities
** Ross Federal Survey

Few Stations in the Nation Can Equal KOA's Dominance
'McCLELLAND' LAUNCHING ON AIR
Ceremonies Attended by Family, Friends, of
Radio's First World War II Casualty

LAUNCHING ceremonies of the USS McClelland, a $5,000,000 ex-
court destroyer named for radio's first casualty in World War II, En-
sign Thomas Albert McClelland (BROADCASTING, Nov. 29), former
chief engineer of KLZ Denver, took
place Nov. 28 at San Pedro, Calif.,
and were recorded by Jack Brund-
age (1), engineer, and Cht. Hunt-
ley (2), manager of the station's
news department.

KMX Hollywood rebroadcast the
ceremonies on Nov. 29 and addi-
tional pressings of the recording
were subsequently released over
KOMA Oklahoma City, KYOR
Colorado Springs, as well as KLZ.
Copy has been sent to Neville Mil-
er, president, L.A.B., for filing.

Mr. McClelland, the former
Lowell Mae Leffel, christened the
new ship. Also present at the cer-
emonies in addition to high ranking
Navy officials were Ensign McCel-
lend's two children, Jane, 14, and
Susan, 9; his former employer
Hugh B. Terry, manager of KLZ,
and Mrs. Terry, who was margin-
of honor; Mr. and Mrs. J. I. Meyer-
son of Oklahoma City, representing
the Oklahoma Publishing Co.; Maj.
and Mrs. Virgil Reams. Mr. Meyer-
son is secretary of the KLZ Broad-
casting Co. and Maj. Reams was
formerly a KOMA announcer.

Ensign McClelland died hero-
ically during the attack on Pearl
Harbor when his ship, the USS
West Virginia, was bombed. Al-
though the ship's radio compart-
ment was flooded, he rescued the
entire enlisted personnel, and then
collapsed, victim of gases which
had filled the compartment. He was
posthumously awarded the Purple
Heart for gallantry in action.

Kolynos Latin Plans

KOLYNOS Co., Jersey City, sub-
diary of American Home Prod-
ucts Corp., for Kolynos tooth
tabber, is planning a Latin Ameri-
can advertising campaign which
will include a transcripted quarter-
hour program, newspaper and mag-
azine space. Irwin Vladimir & Co.,
New York, is export agency.

SOY SPOTS

SOY FOOD MILLS, Chicago
(Golden Wheat-soy Mix) in No-
tember, will begin a two-month,
varied schedule of spot announce-
ments and participation shows on
WOR, WJZ, WBBM, WTMJ, WJAC,
WCAE, WYTM, WMC, KMB, WUP, WLM, WMC, WCAU. Con-
tract schedules vary. Agency is Jim
Duffy Inc., Chicago.

Elgin Drops Series

ELGIN NATIONAL WATCH Co.,
Elgin, Ill., will discontinue The
Man Behind the Gun at the con-
closure of a 13-week run Dec. 25,
vacating the Saturday 7-7:30 p.m.
period on CBS. No future radio
plans have been announced. Ag-
tina J. Walter Thompson Co., Chi-
gago.

Plante's Regional

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, Pa., will begin
sponsorship of quarter-hour news pro-
grams Mondays through Fridays on
Dec. 20, originating at WCKY Cin-
cinnati and carried by a regional
network composed of WOSY, WING
Dayton; WIZE Springfield; WCOL
Columbus; WJW Cleveland; WDM
Des Moines; WOR New York; KDKA
Pittsburgh; and KDKR Fort Worth.

MBS Program Board Will
Release New Plans Soon

CULMINATING a three-day ses-
son Dec. 1 at the Drake Hotel Chi-
icago, the program board of MBS
distributed at the McClelland meet-
ing from their deliberations on new
programs and programming plans
for affiliated stations would be re-
leased within the month.

Representatives of MBS at the
meeting included Dolph Opfinger,
MBS New York; L. A. Van 
Horn, Chicago; Lowell Mc,
K helfenstock, president of MBS
and chairman of the program
board. The MBS ex-
ecutive committee is comprised of
Mr. McElhennen; K. H. Carpen-
ter, WHK Cleveland; Ted Streblo,
WOR New York; W. E. McFar-
lane, WGN Chicago; John Shepard
3d, WJZ; and Mr. Weiss.

Hallicrafters 10th

HALLCRAFTERS, world's
largest exclusive manufacturers of
shortwave equipment, celebrated its
10th anniversary Nov. 25 at a
surprise dinner in honor of W. J.
Hallett, presi-
dent and founder. Responding
to tributes, Mr. Hal-
lett gave full credit to the em-
ployees for the suc-
cess of the company and the part its
products

Mr. Halligan are playing in
winning the war. Ray Dun, vice-
president, attributed the growth
of the firm to the cooperation of
employer and employs.

Boatley to Return

AFTER a month in the British
iles making special transcriptions of
his work, England, Julian Ray, Brit,
WLS Chicago, recently returned
to the U.S. Glenn P. Snyder, gen-
eral manager of WLS, an-
nounced last week.

LEWIS SUSPECTS
SABOTAGE EFFORT

FIRE of undetermined origin
damaged the suite occupied by
Fulton Lewis Jr., MBS Washington
commentator, and Fred Morrison,
his assistant, at the Town House
Los Angeles, last Thursday. Mr. Morrison was slightly injured.

Firemen alleged the blaze appeared to have resulted from a carelessly
thrown cigarette, but Mr. Morrison denied that he had been smoking in
bed. Mr. Lewis said the fire may have been an attempt to burn val-
uable papers and disrupt his broad-
castings.

Mr. Lewis and Mr. Morrison
were on the West Coast to tran-
scribe records relative to the ac-

civities of Hans Wilhelm Rohr, Los
Angeles German alien who became
an American citizen three months
before Pearl Harbor while his 
was carrying out secret building
contracts for the Army in Hawai.

'Town Meeting' Contest

WAR BONDS totaling $50,000 will
be awarded in a nationwide con-
test for the best announcers of
postwar employment, it has been
announced by George V. B
dler, vice-president of America
Broadcasting, Inc., sponsors of The
Town Meeting of the Air, heard
8:30 to 9:30 p.m. Thursdays on
the

KICD Joins MBS

KICD Spencer, Ia., on Dec. 5 be-
comes a member of Mutual by
affiliation with the Mutual Broad-
casting System, MBS group. Sta-
tion is operated by Iowa Great
Lakes Broadcasting Co., on 100
watts 1240 kc.

Westinghouse Increase

WESTINGHOUSE Electric & Mfr.
Co. announced on Dec. 5 the high-
est in company history during the
month of October, with net sales of
$26 mil-

Fibber McGee and Molly
Head Hooper 1st Fifteen

HOOPER "national" program rat-
ings report of Nov. 30 shows Fib-
ner McGee & Molly first, Bob Hope
second and Charlie McCarthy third in
the list of "first fifteen" evening
programs, and also shows a rise in
the number of stations sponsored
ne-

Mr. Halligan are playing in
winning the war. Ray Dun, vice-
president, attributed the growth
of the firm to the cooperation of
employer and employs.
A few Saturdays ago, a suave, bow-tied gentleman wandered into our studios.

We recognized him at once—any New Yorker would—from the old World’s Fair days. We remembered the host of that fabulous carnival, the man whose amazing sense of publicity corralled millions into Flushing Meadows, made the Fair one of the great spectacles of our age.

A civilian defense pin now replaced the familiar boutonniere. But Whalen was still on the job—this time as head of New York’s vast CDVO.

“Is Lilian Okun around?” he inquired at the desk.

She was just beginning her broadcast. Before we knew what hit us, he was on the air with her.

And then we knew.

You see, Lilian Okun conducts our “Civilian Defense News” show. In fact, since a few days after Pearl Harbor she’s been driving vital defense messages across, recruiting everything from typists to tires.

Now Grover Whalen explained his mission. WMCA’s spectacular performance was not unrecognized. The CDVO chairman himself was here to say so and under his arm he bore an important token. A Certificate of Merit, highest civilian defense award, paying tribute to WMCA and “Civilian Defense News” for “patriotically and generously promoting participation in all phases of Home Front activity.”

But this is a public service feature—where does an advertiser fit in? Simply that a station which pulls such recognized response (Grover Whalen himself is a past-master of mass appeal) and is acknowledged as an outstanding promotion medium in this huge city—that station has an audience you can depend on. People who generously give generally spend! And that’s the kind of folks you reach on WMCA. Worth more than a passing thought? You bet!

wmca

Representative: Weed & Company • Chicago, Detroit, Hollywood, Boston

AMERICA’S LEADING INDEPENDENT STATION
Radio’s Achievements at Front Lauded at Educators Session

Army’s Salute Given at Chicago by Col. Kirby; Mc Clintock Describes Power of Broadcasts

"THE SALUTE of the Army" was given to American radio at the convention of several hundred educators and radio leaders at the fourth annual School Broadcast Conference in Chicago last week by Col. Edward M. Kirby, chief of the Radio Branch, Bureau of Public Relations, U. S. Army, and principal speaker, who told how "Radio Fights on All Fronts."

"The mission of Army radio," he said, "is to convey the military facts of the war to the American people. In cooperation with the American system of radio, it crosses the seven seas to bring you front line reports from the battlefields of the world, day in and day out. It utilizes every station in the program structure of networks and radio stations. Its methods and techniques are as varied and as multitudinous as the Army of the Air and of the soldier. It has sought the cooperation of American radio, both at home and abroad, and it has never failed to receive it. For this the salute of the Army," Col. Kirby went on to describe the hazards and handicaps of reporting a war, the use of the magnetic wire recorder as a "missing link", of new equipment being readied, and how this war differs from others in that being total war it needs the full support of those at home for success.

Award to Kent

Keynote event was the presentation of the "Award of Merit" to Maj. Harold W. Kent, president of the Assn. for Education by Radio and director of the Radio Council of the Chicago Public Schools, now on military leave in Washington.

On the three-day conference agenda, which began Nov. 28 with a Quiz Kids broadcast fed into the Mason Hall, Chicago, from the blue Hollywood studios, in which James Lawrence Fry, FCC chairman, participated with a minute address from Washington, the sessions were given over to talks by M. S. Novik, director of WNYC New York; Miller Mc Clintock, president of MBS, and Richard S. Lambert, superintendent of educational broadcasts, Toronto.

Mr. Novik compared Axis and American broadcasting in his talk, saying, "Propaganda is just a corollary of education, and like education it has its technique and purpose. We have propagated for democracy and the American way of life in days of peace as well as in war, but we do the same in wartime with few essential differences."

As another speaker on the panel devoted to the educational aspects of radio, Dr. Kenneth E. Novak, New York, said that "American radio, after only 20 years of growth, is the most potent educational influence for the masses of our people which has ever been developed." While Mr. Mc Clintock said he believed that educators could learn much from the creativity and ability of radio, he stressed the fact that the industry should give closer heed to the objectives and techniques of formal education. The responsibilities of educational radio to the listener and of the listeners to radio was brought forth in the address of Leon Le vine, CBS assistant director of education.

CBS News Lineup

CBS has rearranged its 11-11:15 p.m. news period, assigning each news analyst heard in the last five minute commentary portion of the program a specific day in the week. New schedule, which goes into effect this week, is designed for the greater convenience of the listener in locating the current minister of his choice. Following a straight newscast 11:11-11:10 p.m., CBS news analysts will be heard on successive days of the week as follows: William L. Shriver, Quincy Howe, William L Shriver, Bill Henry, Quincy Howe, Max. George Fielding Elliot and Everett Holles. Ned Calmer presents the news report Monday through Friday, while Harry Clark fills the Saturday and Sunday newscasts.

KWBU Opens Dec. 15

HOMER HOGAN, national representative in Chicago for KWBU Corpus Christi, Texas, announces that the new $50,000 w station will go on the air Dec. 15 with a full schedule of programs. The staff of KWBU will be announced at an early date.

Tidewater Spots

TIDE WATER ASSOCIATED OIL CO., New York, on Nov. 8 started a new campaign of live spot announcements. Nine stations are running at the rate of 70 a week through Feb. 8. Oil firm continues a cycle of music and sports programs and electrical transmissions on five other stations. A campaign in 200 eastern newspapers has been scheduled to drive away 100 papers in the mid-continental area. Lennen & Mitchell, New York, handles the account.

BBC Denial

THE BBC has issued a strong denial to program restrictions attributed to it in the London Sunday Chronicle, and which automatically makes its listings of Mutual. KBFO, owned by a police officer, has reduced its fulltime on 1000 watts, 1370 kc, while KWBD, also fulltime on 10,000 w, operates on 1380, with Brown County Broadcasting Co. as owner.

78% in Canada

CANADIAN homes are 78% home equpped according to the findings for 1941, the Department of Statistics reports. Every tenth home was questioned during the census and radios in the home. This sample shows that out of a total of 7,529,890 occupied dwellings, 1,996,820 have radios in operation.

Pulp-Paper Drive

PULP & PAPER INDUSTRY of Canada, Montreal, has started an announcement campaign in all newspapers and radio stations urging farmers to cut pulp wood during the winter months. Account was placed by Cockfield Brown & Co., Montreal.

C & B Discs

CROSSE & BLACKWELL Canadian Co., Toronto, has started a dramatized transcription spot announcement campaign daily on Canadian stations with radio spots in all basic cities. Donahue & Coe, New York is the agency for Republic Pictures.

Lagardia at Club

PRAISING radio for the good job it is doing now and foretelling its great potential influence in the post-war world, Mayor Fiorello H. Lagardia of New York touched on various problems of radio in a brief talk Dec. 2 at the Radio Executives Club of New York, Morris Novik, director of WNYC andWABC New York, was also present, to open the discussion, as well as representatives of the Blue Network, the CBC and the Blue Book, with whom were two not members of the Club, announced that the Dec. 16 meeting would be a business session.

WSBP Now on CBS

WSBP Sarasota, Fla., is now operating as a CBS bonus affiliate with $265 watts on 1,480 kc. Failure to get license delayed the start of operations on a network basis until last week.

NEW ADDITION to the executive staff of Blackett-Sample-Hummert, Chicago, is James P. Duffy, formerly director of concerts, advertising and sales promotion of the Jacob Ruppert Brewery, New York, and advertising manager of the IL&W, Blue Coal Co., New York. Mr. Duffy will continue with the firm of Dancer-Fitzgerald-Sample when the B-S-H company dissolves Jan. 1, 1944.
YOU BRING THE DUCKS!

If WKY invited you over for a duck dinner, it certainly wouldn't ask you to bring the ducks.

Nor when you are asked to put your program on WKY does it expect you to bring your own audience.

WKY can straightforwardly sell advertisers the largest audience of any Oklahoma City station. It offers by far the largest "coverage", too. The latter, however, would indeed be an empty decoy were it not for the fact that 44.0% of the morning audience in Oklahoma City is WKY's, 57.4% of the afternoon audience, and 53.2% of the evening audience (Hooper summer report).

If your program is good enough to attract more and more audience, you can do it much easier on WKY with a far bigger head start than is possible on any of Oklahoma City's three other stations.

WKY
OKLAHOMA CITY
OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
OWI Radio Spots on Canning Draw 1½ Million Book Requests

Offer Made During Period of Only One Week; Wartime Nutrition Guide to Be Issued

THE GREATEST mail pull traceable to any single OWI radio campaign was revealed last week when the Dept. of Agriculture tabulated the inquiries it received for a fifteen book package entitled "Canning of Fruits and Vegetables." Of 2,500,000 requests for this booklet, produced by all media, more than 1,000,000 came directly from the OWI radio announcements. The response was the more remarkable because the offer of the booklet was made for only one week on or before two of the radio announcement plans.

Announcement Plan
Radio for this purpose comprised: (1) Announcements on 27 sponsored programs (430 station broadcasts) on the National Spot and Regional Network Allocations for the week of Aug. 16, and (2) a week of 21 station spot announcements on the KW group (403 stations) in the Station Announcement Plan. In addition to this time, the booklet was mentioned in the Women's Radio War Program Guide for August as one of six subjects worth handling by local station homemaking programs and women commentators. It is probable that a major reason due to radio was greater than the 1,500,000 traceable to the OWI programs. Only inquiries addressed to, "Home Canning, Washington, D.C." were counted as coming from radio, although the booklet was mentioned on other non-official radio programs which gave different addresses. The short address, devised by the OWI Public Affairs Division, its radio program, 720 acres fully 75 credit hours of radio broadcast time for the announcement and made it much more easy for listeners to remember. It is probable that many thousands of inquiries resulted from this feature alone.

A significant feature of the home canning mail pull is the fact that out of an estimated 25,000,000 families expected to do home canning, only 7% were estimated as canning for the first time. The purpose of the announcements and of the booklet was to get people to can the right way—in order to protect the public from possible illness due to spoilage and to conserve food which might otherwise be wasted. No detailed explanation of methods being possible over the air, the No. 1 job for radio was to get requests for the booklet.

A comparable test of the pulling power of OWI messages will come the weeks of Jan. 3 and Jan. 10 when the Wartime Nutrition Guide will be featured on the Station Announcement Plan. This will be the first-write-in offer of general appeal to be made on OWI domestic radio allocations since the home canning booklet went out. As in the former campaign, a short address will be used, "Basic 7, Washington 25, D.C."

WNBH Files Application
For Facilities of WOB

COINCIDENT with action by the FCC last week denying in default the application of WOB West Yarmouth, Mass. for renewal of license, E. Anthony purchased the physical equipment of WOB recently at a public sale.

WOB, according to the FCC, has been off the air for several months because of economic conditions. It failed to appear at a hearing scheduled Oct. 28. The principals were Harriet M. Alleman and Helen W. MacLellan doing business as the Cape Cod Broadcasting Co. The station was assigned to 1540 kc with 250 watts. The Anthony Co., in addition to operating WNBH also publishes the Yarmouth-Times Mercury at New Bedford.

Saginaw Situation

Editor's note: We note on page 10 of your Nov. 28 issue of Broadcasting the listing of WSAM under the common ownership of Standard Stations.

We may call to your attention the fact that Mr. E. W. M. Peet purchased and reorganized WSAM in Saginaw, and the information is erroneous. Correction to the radio industry will be appreciated.

ROCKWELL C. FORCE Manager Saginaw Broadcasting Co.

Nov. 29

Pacific Pickup

PLEASANTLY surprised was Pvt. Rodney L. Stanley to pick up his hometown 250 watt W CB 1 Columbus, Miss., while stationed an outpost somewhere in the South Pacific. Station officials have verified the replying air for several key words to his mother, "I was the best sound I have heard since arriving here. It sure makes a fellow feel good to hear or receive something from home."

WJR NAMES BURKE IN REORGANIZATION

CHARLES BURKE has been named sales manager of WJR Detroit in a staff reorganization to meet manpower conditions and facilitate greater operations efficiency. Also promoted was William Seibert of the accounting department, who has been advanced to assistant treasurer.

Basic setup for WJR now is: George A. Richards, president and chairman; Leo J. Fitzpatrick, vice-president and general manager; P. M. Thomas, sales manager; Eric J. Fitzpatrick, in charge of engineering and accounting; Owen P. Urkide, assistant general manager. Working under Mr. Thomas are M. E. McNamara, in charge of transmitter, and A. Friedenthal, master control. Under Mr. Urkide are: George Cushing, news editor; Mark Haas, advertising manager; Charles Burke, sales manager; and Frank Mitchell, director of operations.

Mr. Burke

Ruth F. Crane continues as commercial editor; Eric Howliett, production manager; George Elliott, director of continuity; and G. McPhillips, manager of program traffic. William A. Alis continues as legal counsel.

Paul Chamberlain Head
Of G-E Transmitter Sales

PAUL L. CHAMBERLAIN has been named Manager of Sales, Transmitter Division, Electronic Dept., General Electric Co., Schenectady, C. A. Priest, division manager, announced. Mr. Chamberlain has been with the company two years in charge of the Army Aircraft Section of the Government Division.

Mr. Chamberlain was radio sales manager for the Ochiltree Electric Co., G-E distributor at Philadelphia, joining G-E. He had previously supervised district sales of radio receivers for a number of firms. Earlier, he was a partner in the Brunswick Phonograph Co., the Coln B. Kennedy Corp., and the Center Electric Co., all of Wilmington, Ill., and attended Washington U., St. Louis.

'Special Service' Renewed by FCC

Authorizations Granted To KFAF, WRUF, KPQ, WDAE

THE DEVICE OF "special service authorization," which fell into disuse because of rapid growing count attack was reinstated by the FCC last week in several actions. KFAF Fairbanks, Alaska was granted such an authorization to operate with a 5 kw, 5,000 w power unlimited time until June 1, 1944, subject to certain interference limitations. The action, however, was promised on wartime service needs in Alaska and is regarded as temporary. KFAF has operated on 610 kc with 5,000 w. The 660 kc channel is the WEA New York clear channel but because of geographical separation, the assignment was said to be in accordance with the terms of the Havana Treaty covering Class 1-A assignments.

Denver Protected

At its Nov. 30 meeting the FCC also authorized WRUF Gainesville, Fla. to operate with 1000 w unlimited time after 770 kc until sunset and 5,000 w until sunset at Denver on 850 kc. A special service authorization, this was the first time the U. of Florida station has been authorized to operate beyond limited hours. The station is an MBS outlet. KOA Denver is the dominate station on the frequency, now a 1-B channel.

KPQ Wenatchee, Wash., was granted an extension of its special service authorization to operate on 600 kw with 500 kw night time on local signal until Feb. 1. This authorization is temporary pending completion of previously authorized construction.

WDAE Atlanta was denied a special service authorization to operate on 770 kc with 5,000 w unlimited time with a directional limitation on the station's output. They had sought the authorization until Aug. 1, 1944, on the WJZ clear channel. It now operates on 1,250 kc with 5,000 w fulltime.

'Record' Sells WHAT

WHAT Philadelphia last week filed with the FCC an application for voluntary transfer of control of its license corporation, Independence Broadcasting Corp., from the Philadelphia National Bank to Worthington National Bank through the purchase of 200 shares, 100% of $25,000. Mr. Bank has been a salesman at WIP Philadelphia for the last 14 years.

The Record was given approval to acquire the station July 5, 1940.

Television Society Meeting

PAUL KNIGHT, program manager of WIP Philadelphia, and C. Worthington Minor, program manager of CBS Television in New York, will speak at a meeting of the African American TV Society, at the Capitol Hotel, New York, Dec. 9.
To give advertisers and time-buyers a quick picture of the WOWO Market, we show you a “moon-glow” 200 miles in diameter, a vast circle with its upper rim touching the lower tips of Lake Michigan and Lake Erie. That is the relative position and that is the Primary Area of Indiana’s most powerful station. Two million typical Americans live, love, and labor in this area and they are about evenly divided between city people and farm folk. In the 64-county primary WOWO Market are 21 cities of 10,000 population and up. When making up your schedules, don’t let the name “Fort Wayne” mislead you. That is the originating point of the broadcasts, but 92% of the WOWO Market lies outside of Fort Wayne. That’s not “moonshine.”
Perfect copies of her voice... over an FM wireless network

CRYSTAL-CLEAR! Programs picked up out of the air and rebroadcast—again and again! With no appreciable loss of fidelity! With amazing freedom from static! Perfectly repeated "copies" of the originating broadcast!

This is a practical reality. It is the definite promise of the modern FM chain-broadcasting technique for the sectional network of tomorrow. Already this FM technique is proving itself in time-tested daily use over New England's FM American network—with negligible distortion—with FM's amazing freedom from station interference—and with full coverage of the whole audio range of the human ear. . . . All this with no increase in the exceptionally low noise level of FM.

On regular FM wave-lengths, programs originating in New York's WGYN are relayed to Alpine, N. J., Hartford, Conn., the Paxton station near Worcester, Mass.; then picked up and again rebroadcast by stations at both Schenectady, N. Y., and Mt. Washington, N. H. (With the proper equipment, any station in such a network can originate a program.)

General Electric furnished a substantial portion of the FM equipment for this chain. In fact, G.E. has furnished more than a third of all FM transmitters in America, and a large percentage of the half-million FM receivers.

That FM regional and national network broadcasting will grow rapidly is General Electric's confident prediction. For chain rebroadcasting seems the practical answer to regional FM broadcasts, and General Electric's exclusive S-T relay equipment points the way toward national FM networks. This efficient studio-to-transmitter link permits studio location for maximum convenience; transmitter location for maximum coverage. Without wires!

A PLAN THAT WILL SECURE YOUR PLACE IN RADIO BROADCASTING POST-WAR

General Electric offers you "The G-E Equipment Reservation Plan"—a plan designed to enable you to complete your post-war plans now. It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable you to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. Investigate this plan today and assure your place in radio broadcasting post-war.

Electronics Department, General Electric, Schenectady, N. Y.

Tune in "The World Today" and hear the news direct from the men who see it happen, every evening except Sunday at 6:45 E.W.T. over CBS. On Sunday listen to the G-E "All Girl Orchestra" at 10 P.M. E.W.T., NBC.

BACK THE ATTACK—BUY WAR BONDS!
Discounts Revised
In MBS Rate Card

New Plan Conforms to That Used by Other Networks

A NEW discount structure for Mutual advertisers, with a dollar volume discount system substituted for the former frequency discount method, is contained in the network's new rate card, No. 12. This is similar to the discount plans of other networks and "will facilitate comparison of Mutual values with in the industry," MBS explains. New card went into effect Dec. 1, with the new rates retroactive to Nov. 1.

Under the new plan discounts are allowed advertisers with evening weekly billing of $1,000 or more, starting at 2 1/2% for split-network advertisers and 3 1/2% for advertisers using 41 basic stations and at least 19 stations from the basic supplementary and special supplementary groups. Maximum dollar volume discount is 27 1/2% for advertisers spending $23,000 or more a week for time on MBS.

Double Discounts
Advertisers using 110 stations or more earn additional discounts of 5% for basic and basic supplemental stations and 10% for special supplementary outlets, these discounts being doubled if the full MBS network is used. Maximum discounts are 50% for basic and basic supplementary groups and 60% for the special supplementary group, a downward revision from the former maximum discount of 50% for basic, 60% for basic supplemental and 75% for special supplementary stations. Mutual advertisers with gross billings of $1,200,000 within a 52-week period are allowed maximum discounts on all facilities used.

T. K. Quinn Quits Maxon
Giving Fulltime to WPB

T. K. QUINN, president of Maxon Inc., New York national advertising agency, who has been serving as director general of the War Production Drive Division of WPB, has resigned his agency position to devote all of his time to war work. The War Production Drive Division has been active in promoting formation of Labor-Management committees in hundreds of war plants to secure more effective utilization of men, machines and time. Aim of the activity is to unify efforts characterized by Mr. Quinn as "getting more out of what we have." Functioning of the Labor-Management committees was recently described in a WPB booklet titled 100 Industrialists Report.

Nehi Renews on Coast

NEHI Corp., Columbus, Ga. (Par-T-Pak), on Nov. 22 renewed its varied scheduling and drop schedule announcements on 13 Western stations. Contracts are for 52 weeks. List includes KVLX, KPRO, KGQ, KGW, KVUE, KSRO, KGHL, KGV, KGW, KDYL, KFPY. Agency is BBDO, Los Angeles.

ORCHIDS TO THE GALS of WBNS Columbus for their "uniring efforts in the interest of women's activities, Fern Sharp, celebrating her eighth anniversary in that position. Staff members include (top row, l to r): Juanita Dyer, Jean Wanke, June Penn, Ruth Wooley; (2d row), Laura Redden, Virginia Long, Helen Bitterman, Martha Parkinson; (seated), Ruth Wolfe, Naomi Burrows, Ann Patrick, Maxine Davies. Miss Sharp said "No" to the photographer.

NEW FACTS ABOUT LISTENER MAIL
Unearthed by KMA in Study on Questions
-Supplied by Top-flight Agencymen-

HOW LONG should a mail offer be featured on the air? What makes people write? Who writes the letters in response to radio offers? Should I inject a feminine angle to increase my response?

Answers to these and other questions, obtained directly from agency executives consulted in advance, were sought in the Complete Mail Study, just completed by the Drive Division of WBNS Columbus.

Women were found to have sent 88.49% of all mail received by the station. Even when offers appealed to men exclusively, women wrote 57% of the letters. Inquiries for information accounted for one-fourth of the total mail. More information on the products advertised, specific booklets explaining uses of the product, and catalogues of established mail order houses, were the three objects of mail inquiries.

Premium Data

Premium offers, although curtailed by the war, accounted for 21.5% of the total commercial mail, while free sample offers pulled 18.5%. Self-liquidating premiums, and regular size package sampling campaigns each accounted for over 70% of the response in their respective categories. Direct sales brought in 10.2% of the KMA mail analyzed, and contests 7.7%.

Station promotions drew 15.5% of the total mail response, with letters asking for a station magazine ($1 a year), a "Help for Homemakers" book and a "KMA Song Book!", each priced at 50 cents. KMA management says that such promotional features bring the station and its personalities closer to listeners and help check effectiveness of new programs being groomed for commercial sponsorship.

Six case histories are reported, showing the records of 10 different offers, which indicate considerable variation in effectiveness of offers. The most popular periods for featuring individual mail offers were July and August. They usually reach their average daily response in the second week and their peak daily response in the fourth week. In about 50% of the cases, offers maintain their average daily response for as long a time after peak as it took to reach the peak.

That a mail sample analyzed by the NAB formula had to be 11.1% of the radio home total, or 15% of the complete mail total, before it would exactly indicate the coverage pattern determined by the total mail, is another conclusion from the study.

For six years, KMA has received more mail in January than in any other month, but study of year-round accounts reveals that March is the month in which listeners are most responsive. Though the station has received 40.4% of its annual commercial mail in January, February and March, for the past six years, this was arbitrarily determined by the advertising schedules of clients using the station. The year-round study showed that listeners are only 4.45% more responsive in that quarter than in April, May and June; 9.3% more responsive than in the October, November, December quarter and only 11.28% more responsive than in July, August and September.

Not Habituals

That mail does not come from habitual letter writers is shown by fact that 82.6% came from persons who wrote once in any three-month period. When writing about one offer, 12.91% ordered or inquired about two items; 10.36% about three items.

Farm and small town listeners were 108.5% more responsive than those in large cities and 49.5% more responsive than those in medium sized cities. Listeners in the latter communities were 39.4% more responsive than those in large cities.

Post cards constituted 13.3% of the total mail, but were used for 36% of the total offers and 52% of the requests for free information, booklets and catalogues.

Most listeners prefer to send cash with orders; only 13.7% ordering COD or remitting by check, money order or stamps.

Michigan Outlets Form
Northern Regional Net

FORMATION of the Northern Network, comprising WDMJ Marquette, WDBC Escanaba and WSOO Sault Ste. Marie, effective Nov. 29, was announced last week by Stanley R. Pratt, WSOO manager who also is manager of the new regional net, serving Michigan territory more than 300 miles removed from metropolitan areas.

Through the organization WDBC and WDMJ also became affiliates of the BLUE and Michigan Radio Network (both companies, Nov. 29), bringing the total such affiliates in Michigan to 11, according to Mr. Pratt. The Northern Network's offices and studios are located on Portage Avenue, Sault Ste. Marie.

Bristol-Myers Salute

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), with Dec. 1 broadcast added "Salute to Show Business" as a regular feature of its weekly NBC Time to Smile program. Utilizing guest stars, series promotes contribution of personal qualities and role of show business in the war effort. First salute featured over KYSR, with broadcast emanating from Hollywood Canteen.

Wool-Foam May Extend

WOOL NOVELTY Co., New York, has signed for participations on Dr. Wooly's Flock, a 90-minute program program on WOR New York, in behalf of Wool-Foam, a wood cleaner. Broadcast efforts and promotion may be extended to the New England area. Product was introduced via a test campaign in the mid-West last spring. Redfield-Salton, New York, handles the account.
Portland to Be Major Embarkation Port in Pacific War

Population Gain Seen By Leaders

Hectic Days Ahead Predicted as Fight With Japan Intensifies

PORTLAND is pouring it on...building ships, marine engines, materials and munitions of many kinds...and this unprecedented activity has shoved Portland payrolls up from a pre-war level of $7,500,000 per month to better than $35,000,000 per month. Give your product or service the benefit of the proven pulling power of KEX...Portland's booming BLUE network outlet!
DAY after day, night after night, WMAQ brings to the vast radio audience in America's second largest market the greatest collection of big-time entertainment on the air.

This year WMAQ's schedule of programs is even better than that of previous seasons in which national listener surveys repeatedly rated the shows that it broadcasts

the best 9 out of the first 10-
the best 16 out of the first 20-
the best 34 out of the first 50-
among all programs.

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

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

**WMAQ**

The Chicago Station! Must People listen to WMAQ!

50,000 Watts • 670 Kc.

Represented Nationally by the NBC Spot Offices

NEW YORK • BOSTON • CHICAGO • WASHINGTON • CLEVELAND

DENVER • SAN FRANCISCO • HOLLYWOOD

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**ANNOUNCEMENTS FOR WASTE PAPER DRIVE PLANNED ON OWI POST-CHRISTMAS LIST**

WAR Message schedule for the week of Dec. 27 lists no special message, but continues the War Bond announcements which had been available for sponsorship during the pre-holiday season as part of the "Christmas Present With a Future" campaign.

Waste Paper Salvage announcements are scheduled on the network plan and on the independent stations, thus adding the OWI facilities to the previous radio promotion of this war activity. Waste paper is urgently needed for its customary uses and to supplement dwindling supplies of wood pulp. Listeners are urged to save every kind of paper and to sell it to junk dealers, give it to charitable organizations, or find out how otherwise to dispose of it through the local salvage committees.

The Cadet Nurse Corps announcements are written on the extensive, weekly OWI schedule, to urge enlistment of girls with high school education, 18-35 years of age, who will receive national recognition for taking up nursing as a career. Free scholarships, tuition, uniform books, attractive uniforms are all furnished. Application is to nearest local nursing school, or to Box 88, New York, N. Y.

**FUND PRAISES RADIO**

NATIONAL WAR FUND has written a letter to President Neville Miller of the NAB, signed by Prescott S. Bush, national campaign chairman, thanks stations and networks for "extraordinary" cooperation accorded to the 1945 campaign.

"Without a single exception," the letter continued, "the local stations and networks have performed as usual in giving all out in publicizing our aims and needs. The special bulletin devoted to the Fund which you distributed to the stations was most informative and helpful. And, the active support and interest of the Radio Committee you headed contributed to the success of the radio effort."

**ADAM TO REPLACE**

ADAM HAT STORES, New York, will replace its quarter-hour Sunday night joke program That's a Good One on the BLM with a half-hour evening series in December. Format and title had not been determined last week, according to Leon S. Glikman, advertising manager of the company. Current program stops after the Dec. 5 broadcast.

**PRO GAME SPONSORED**

ATLAS BREWING Co., Chicago, will sponsor the broadcast of the professional football championship playoff game Dec. 19 between the Chicago Bears and the Washington Redskins, probable winner, on WIND Gary-Chicago. Game will be played at Wrigley Field, Chicago. Sponsors have had exclusive coverage of the Bears' games for the season. Agency is Arthur Meyerhoff & Co., Chicago.

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**Check the list below to find the war message announcements you will broadcast during the week beginning Dec. 27. Sell the spots officially designated for sponsorship.**

(Note this week.) Plan schedules for best timing of these important war messages. Tell your clients what spots are available for inclusion in their programs. Each "X" stands for three one-minute announcements per day, or 21 per week.

**WAR MESSAGE**

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<tr>
<th>NET WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT SPOT PLAN</th>
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See OWI Schedule of War Messages No. 88 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

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**ANNOUNCEMENTS FOR WASTE PAPER DRIVE**

**Planned on OWI Post-Christmas List**

**BROADCASTING • Broadcast Advertising**

Page 26 • December 6, 1943
Near where Ben Franklin revealed his electrical discoveries, other American scientists in 1934 first demonstrated to the public a new modern-day wonder... electronic television.

Using equipment developed and built by Farnsworth engineers, the showing drew crowds to Philadelphia's famed Franklin Institute to see a practical exhibition of electronic television. Television is no longer a novelty. After the war, which has slowed its public growth but advanced its technical development, television will offer a most unusual opportunity—especially to those with a background of experience or interest in radio. Hundreds of telecasting studios must be built and operated. Networks must be organized. The field is vast—and promising.

Building the audience and interesting potential sponsors is the job of Farnsworth advertising today. Our 100% war production, our continuing research, too, help to bring the era of universal television closer.

Today, our business is military. Tomorrow, we will be ready to discuss all phases of television transmission and reception to provide for your needs.

*Another in a series of advertisements depicting milestones in the history of television.

Look for the Farnsworth Television advertisement in: November 15 Newsweek and November 27 Collier's.

Farnsworth Television

- Farnsworth Television & Radio Corporation, Fort Wayne 1, Indiana.
- Farnsworth Radio and Television Transmitters and Receivers; Aircraft Radio Equipment; the Farnsworth Dissector Tube; the Capehart, the Capehart-Panamuse; the Farnsworth Phonograph-Radio.
Mo. Brewers Assn. Airs Saint Louis Symphony

THIRTEEN broadcasts of the St. Louis Symphony Orchestra will be sponsored by the Missouri Brewers’ Assn., whose members include Hyde Park Breweries Assn., Griesedieck Bros. Brewery Co., Anheuser Busch Inc., Falstaff Brewing Co., and Columbia Brewing Co., all of St. Louis, the Mueblers Brewing Co. of Kansas City and the M. H. Goetz Brewing Co. of St. Joseph. Stations carrying the half-hour broadcasts are KGBX Springfield, WMBR Joplin, KFQX St. Joseph, KWOS Jefferson City, KWOC Poplar Bluff, KFVS Cape Girardeau, KFBU Columbia, KMBC Kansas City, KOMO Hannibal, KXOK St. Louis, KDRF Sedalia, Olan Adv. Co., St. Louis, is the agency.

OLIVE RACKLEY, goodwill ambassador and women’s program director of WUKY Cincinnati, finds her “box score” for the month of October to be 43 broadcasts over WCKY and 22 speeches before women’s clubs and other groups in Cincinnati.

SAVED BY RADIO
Boy’s Interest in Program
Averted Tragedy

WHAT might have been a day of tragedy last Thanksgiving for a West Virginia family became a day of thankfulness— all because of a child’s interest in a radio program. Mrs. Chester Barker of Danville came home that day to find her son unconscious in the bathtub as the result of inhaling fumes from a defective gas heater. Fortunately, the boy had left the door open in order to hear a program from a radio in an adjoining bedroom and was thus saved from asphyxiation. He was taken to a nearby hospital and is recovering.

In thankfulness, Mrs. Barker telephoned to Charleston to express her joy to Joe Herget, program director of WCHS, which broadcast the program that saved her son’s life. The program, incidentally, was the special two-hour Thanksgiving show sponsored by Elgin Watch Co. on CBS.

WJZ Sales Up 69%
INCREASED business from retailers, and from amusement industries, notably from publications and movie companies, are the outstanding factors in sales increases for WJZ New York, according to John McNeill, manager. November sales were 69% above last year’s figure for the month, and total sales during the first 11 months of 1943 increased 42% over the same period in 1942, he said.

Stokowski on NBC
LEOPOLD STOKOWSKI will take the baton from the hands of Arturo Toscanini to conduct six NBC broadcasts of the General Motors Symphony of the Air, starting Dec. 12. Mr. Toscanini will return March 5 for the winter season’s final six broadcasts.

CHET DUNCAN, director of public relations for KALE Portland, Ore., has replaced Harry H. Buckendahl, also of KALE, as public relations chairman for NAB District 17.

VITAMIN CONCERNS
TEST OPA POWER

THIRTEEN leading vitamin manufacturers seek court determination that OPA authority to order a reduction in the prices of their products. Request for an injunction from the U. S. District Court of the District of Columbia to restrain the OPA from taking the action was denied last Monday for lack of jurisdiction.

The manufacturers contend the agency was circumventing the will of Congress by attempting to regulate profits.

They contend that the Price Act was not applicable since prices had not been fixed, but reduced them an average of 18%, while potency had been increased in some instances up to 500%. They further contend that the proposed ceiling for the Act for appeal to the U. S. Emergency Court of Appeals would not help them since it would be months before that tribunal could act.

Counsel for the drug companies file an appeal to the U. S. Court of Appeals for the District of Columbia. Temporary restraining order was refused. OPA indicated, however, they would not order a ceiling in the week over one week it would voluntarily refrain from taking any action to reduce the ceiling prices on packaged vitamin products while the drug firms prepare their appeal.


Three NBC Renewals
THREE of NBC’s top musical programs, the Carnation Contented show, the Fitch Bandwagon and the Purina Grand Ole Opry, have been renewed for another year, Paul McCluer, sales manager for the NBC Central Division, announced recently. Carnation Contented is sponsored by the Carnation Co., Milwaukee (Carnation Evaporated Milk), through Erwin, Wasey & Co., Chicago, and celebrates its 13th anniversary Jan. 3, 1944, the date the 52-week renewal becomes effective. The program is heard Mondays, 10-10:30 p.m. on 65 NBC stations. F. W. Fitch Co., Des Moines, sponsors the Fitch Bandwagon, Sundays, 7:30-8:00 p.m. on the full NBC network. Agency is L. W. Ramsey Co., Davenport, Iowa. The 52-week program renewal is effective Jan. 2, 1944. Ralston Purina Mills, St. Louis (poultry feeds), sponsors the Grand Ole Opry program, Saturdays, 7:30-8:00 p.m. and 9:00-9:30 p.m. over 27 east and midwest NBC stations. Renewal for 53 weeks is effective Jan. 1, 1944. Agency is Gardner Adv. Co., St. Louis.

SUPPLANTING the current title of the program because its author, Ira Phillips, feels a different title will be more fitting. Loose Women, NBC five-weeks dramatic serial sponsored by General Mills, Minneapolis, on Dec. 15 will be renamed Today’s Children.
Last Sunday at midnight, New Yorkers listening to WNEW heard a top-flight transcribed dramatic thriller.


Our listeners were not surprised. WNEW listeners are never surprised.
VIDE A FIELD IN ITSELF
Peare Finds Light Opera, News Commentaries
—and Full-Length Plays Preferred

TELEVISION is not radio broadcasting, nor is it moving pictures—it is a new field in itself, according to Robert S. Peare, manager of advertising and sales promotion of the General Electric Co.

Mr. Peare told Broadcasting the results of a check on 499 programs broadcast in the WRGB Schenectady area over a period of 18 months ending July, 1943. This showed light opera to be the favorite program with audiences in the Albany-Troy-Schenectady area.

Second was news commentaries, with a series of war map talks; third, full-length plays. Boxing and wrestling ranked high as individual features, and had these two sports comprised a separate classification it would easily have taken first place. The best rating for a single production went to one-act play, "The Valiant", by Holworthy Hall and Robert Middlemass.

Other types of programs which are "naturals" for television are dance programs, hobbies, studio participation shows and children's programs. Checkers have been played on large vertical boards with built-in magnets to hold the pieces in place, while bridge games were televised with large cards held so the audience could see all hands.

Puppets have been unusually well-accepted, Mr. Peare said, largely because the audience, for perhaps the first time, could get a good look at them. He thought that perhaps daytime serials might be televised entirely with puppets.

Like broadcasting, the television program must be executed with split-second timing and perfection. No re-takes are possible, as in moving pictures. In addition to being concerned with such moving picture techniques as lighting, camera angles, focus, close-ups and long shots, television involves some new and peculiar factors of its own. One of these is the small screen of most home receivers. Movies use close-ups for dramatic effect and to register emotional expression. Television uses them for the same reasons and also to let the audience see what the players look like. At times action must be restricted to keep it within sufficiently close range of the camera. Television obtains its best effects with only two or three characters shown sufficiently close up for the figures to be large and the details clear.

As to music, Mr. Peare points out that while the audience may like to see an orchestra, they like even better to see soloists, obviously because close ups bring the performer so much nearer to them. The playing of a harp is much more interesting over television than from a stage because the audience can see the hands on the strings.

Much has been learned about the audience in the course of television programming experiments. Certain peculiarities have been discovered which had no significance until television came along.

People sometimes say that television should be "just like the movies," without realizing that moving pictures and most other entertainment of the present are designed for appeal to large groups. Television, witnessed by, and designed for home groups of three, four or five people, has a much more critical audience and one that is free of the effects of mass psychology. That is why it is extremely difficult to put comedy across—Papa doesn't think a gag is funny and remains silent with the result that Mother merely smiles and junior shows no reaction at all. Also because of this small audience, the pace of a program must be unusually swift. Pauses which would go unnoticed on the stage or even in a film, appear as great, blank gaps on a television screen.

Despite the fundamental limitations of the medium, there are few subjects which cannot be telecast, and which when properly presented, are not favorably received, Mr. Peare declared.

WIAC Transfer
ENRIQUE ABARCA SANFELIZ, licensee and sole owner of WIAC San Juan, Puerto Rico, has filed with the FCC an application for voluntary transfer of license to WIAC Inc., concern formed to take over the operation of the station, for 1440 shares (valued at $100 per share) in the new corporation. WIAC Inc. now has outstanding 10 of an authorized 2,000 shares, divided into two shares each among the following: Enrique Abarca Sanfeliz, president; Enrique Abarca Jr., vice-president; Angel Abarca Portilla, second vice-president; José F. Abarca, treasurer; Thomas Muniz, who is WIAC manager, secretary and assistant treasurer. Seller Sanfeliz is a manufacturer of sugar refining machinery.
Favorable Public Opinion for Broadcasters ... in the Making

Westinghouse believes that a job well done deserves public recognition.
So, through leading opinion-forming publications, Westinghouse is telling, in ads like the one below, the “3rd Front” story of the American radio broadcasting industry ... the “3rd Front” — where man’s mind is the target ... his thinking and morale the objective.

We believe that public awareness of broadcasters’ war services will benefit the entire Radio industry.
Our own wartime assignment is the production of electronic and communications equipment in huge quantities for fighting fronts. But, come peacetime, our war-won knowledge and experience will again be turned to serving the radio broadcasters of America.

A “3rd Front” Victory...
in Johnny’s front room!

"Berlin afloat!" "Huge convoy safe!"
"Japs driven into the sea..." such battle-front news by radio brings heart-lift a-plenty for the mother and dad of Johnny, who is fighting somewhere overseas.
The high morale of the folks at home ... sustained by good tidings via the family radio - within minutes of happening — is testimony of another "3rd Front" victory for America’s radio broadcasters.
Radio serves on the vital "3rd Front" where the minds of an entire people - one whole army - is the target; where "sparking" 150,000,000 minds to work together ... and win together as one - is the mission.

On the vital "3rd Front" ... transmitters and communications equipment engineered by Westinghouse play an indispensable role — offer tangible proof of Westinghouse versatility and pioneering.
New advancements in television, FM ... electronics secrets today ... will tomorrow enable radio broadcasters to render even greater service to our country.

Westinghouse RADIO DIVISION Baltimore, Md.

Reprints of the advertisement (at left) are available for use on station bulletin boards, and for mailing to sponsors. Westinghouse Electric & Manufacturing Company, East Pittsburgh, Pennsylvania, Dept. 7-N.
Join BLUE Abroad

TWO UP correspondents have joined the foreign staff of the BLUE: Donald Coe, as war correspondent at Allied Headquarters in North Africa, and Henry T. Gorrell, attached to Allied Middle East Command, broadcasting from Cairo. Mr. Coe has been with UP since 1935. Mr. Gorrell started with UP in 1938.

AMP Catalog

AFTER THREE years of preparation, Associated Music Publishers, New York, last week released its “Catalog of Orchestra Music.” The 112-page spirally-bound catalog lists approximately 3,000 compositions available from the AMP symphonic rental library.

A Letter for WWVA Every 21.2 Seconds!

Counting every second of every minute of every hour of every day of November, a radio listener mailed a letter or post card addressed to WWVA EVERY 21.2 SECONDS!

This sensational response put us in the select 100,000 - for - one-month classification with a total of—

122,034

Pieces of Mail During November, 1943

(97.5% of total was commercial mail)

—ASK A JOHN BLAIR MAN—

Employ Goodwill

PACIFIC MILLS, Lawrence, Mass., on Dec. 12 begins a series of emple good will programs on WLAW. Employees of the large textile manufacturing concern will take part in the weekly broadcasts to be heard Sundays, 7-7:30 p.m. Included will be a seven-piece employe orchestra.

Construction of two new broadcasting stations, in Queensland and in western New South Wales, is under consideration by the government of Australia, according to the Dept. of Commerce. Licenses for operating single radio receivers totaled 1,342,512 at the beginning of the year, with 35,040 licenses for operating more than one receiver.

WFMU PHILADELPHIA, getting increasing demands for the services of staff members, has established groups and organizations throughout the city, has established a WFIL Speakers Bureau to handle such requests and assign speakers. Serving as after-dinner speakers, toastmasters and lecturers are Jack Stock, public relations director; Tom Moorehead, sports director; John Scheuer, news announcer, and John Corcoran, news commentator.

KFJ Stockton, Cal., is currently airing Stockton Field Army Show Thursdays, 7:30-8 p.m. Program dramatizes experiences of local station operation, with special emphasis on commercial, engineering, program and announcing departments.

In an expansion of facilities, KIIS Seattle has leased the former KVI studios in Olympic Hotel, Seattle.

JUNIOR Association of Commerce and the Victory Bond Wagon in cooperation with WHIO Dayton are preparing for a special War Bond rally on the anniversary of Pearl Harbor Dec. 7.

TO BUY Christmas gifts and set up a letter service to employees of KFIL-KRCA now in the armed forces, the staff of the two stations has organized an employee welfare and recreation association. Proceeds from entertainment will go to permanent service men’s fund. Officers are George Whitney, president, Bob Heistand, vice-president and Josephina Villaseor, secretary-treasurer.

KSQ-KRNT Des Moines radio school, conducted for the purpose of familiarizing each station department with all other departments, has now covered management, programming, continuity, announcing, traffic, music and special events. On agenda for future meetings are promotion, publicity, engineering, and sales.

RADIO Dept. of Montana State U., Missoula, has received complete speech input equipment for the handling of the University’s schedule of programs regularly heard over KGYO Missoula. Programs will now originate direct from campus studios.

WSPB Sarasota, Fla., recently began operation as a CBS affiliate. Contract was signed some months ago, but lines were not available until recently.

Exchange

UNIQUE wartime twist is given to spot announcements sponsored daily by the Commonwealth Edison Co., on WBBM WENR WMAQ WGN WLS Chicago. The campaign suggests customers bring in their old appliances and receive value in war stamps. Some 300 electric appliance dealers are taking part in the campaign to repair and resell appliances to have-nots. Contracts are for six weeks through Foote, Cone & Belden, Chicago.

KMLB Monroe, La., has acquired the special AP radio wire of Press Assn.

Flamm Rule Upheld

APPELLATE Division of the New York State Supreme Court has affirmed the decision of Supreme Court Justice David Peck refusing to grant Donald Flamm a stay order to halt the sale of WMCA New York, until the trial of Mr. Flamm’s suit against Edward J. Noble, to whom Mr. Flamm sold the station in 1941. In his action for rescission of that sale, Mr. Flamm charges that he was coerced into selling the station through a conspiracy between Mr. Noble and two employees of WMCA. Mr. Noble, who has recently become owner of the BLUE Network, has sold WMCA to Metropolitan Broadcasting Corp., headed by Nathan Strauss, former United States Housing Administrator.
By Whose Authority?

THE $64 QUESTION around Washington is "Why did the FCC slip through the multiple ownership order this time?"

People have a way of speculating even though the FCC hasn't divulged an iota of reason for the order, smuggled out of a dusty pigeonhole while Congress is considering the limitations of the FCC's authority. They figure the FCC is clearing the way for a newspaper divestiture order, perhaps first barring the only newspaper in a town from operating the only station. That would hit a mere 74 cases—not enough perhaps to get excited about.

May be we're wrong. But we know that many broadcasters and members of Congress figure it a shenanigan. The order should be resisted, not because multiple ownership is righteous and beyond criticism, but because the FCC hasn't said why or under what authority it attempts this sort of "legislation".

WLB's Snail's Pace

FROM the outset of the war, Government has been cognizant of the need of averting labor stoppages. Thus, the War Labor Board was created in January 1942 to speed the settlement of labor disputes.

So, let's look at Jimmy Petrillo's strike against radio, which started with the transcription ban on Aug. 1, 1942. The time-chart shows that last July, about a year after Jimmy's summary edict, a hearing was held by the board on the jurisdictional question. On Aug. 1 a tripartite panel of WLB was created when the board accepted jurisdiction. It didn't order the "stickers" back to work, however, on the ground that the panel would expedite proceedings.

The panel scheduled hearings in New York Aug. 16. But then Joseph A. Padway, AFM's chief counsel, reported illness, so there was a postponement until Sept. 7. Hearings ended Nov. 22, after repeated stalls during which the panel's chairman, Arthur Meyer, sought to "mediate" a problem that long since had passed the mediation stage. Upon adjournment of the hearings, Mr. Meyer blandly announced it would take from five to eight weeks to prepare a report. That would bring us up to about Feb. 1, when current network contracts with AFM expire. Both parties probably will want to file briefs, and one side or the other can be expected to seek a public hearing. Then, of course, the national board in Washington will have to ponder the case. If it continues at this snail's pace there won't be a decision until April.

Which gets us back to the board's action last July in refusing to order the musicians back to work because there would be an expeditious ruling. Every day the decision is delayed makes it more favorable for the union and more onerous for those companies which haven't yet capitulated to Jimmy's unconscionable "private WPA" demands. And every day of delay strengthens Jimmy's hand in dealing with the networks on renegotiation of musicians' contracts before Feb. 1.

Such inexcusably dilatory tactics prompt the question: Is that what was intended when the WLB was created?

WLB should order the "stickers" back to work immediately. And if it doesn't, there appears to be adequate basis for resumption by Senator E. W. Clark's committee of its inquiry into the whole Petrillo-provoked music imbroglio. Or perhaps the Smith Committee of the House, investigating Government agencies, would find this a fertile domain.

Radio's Warriors

THE ACCENT, these days, is on post-war planning. Radio technical committees are preparing to grapple with the problem of allocations for new services to be unleashed after the war. Radio manufacturers are planning resumption of production lines as soon as they can divert from the multi-billion dollar war production program to civilian needs.

In radio, practically everything appears to be blue-printed except personnel.

Among some 11,000,000 men and women in uniform are hundreds of former radio people—radio technicians, engineers, announcers, writers and salesmen. Because of this, radio is undergoing its most serious manpower shortage.

But when the boys march triumphantly home, what then? With only a few notable exceptions, they have been cast in entirely different roles. Former radio men, except the technicians, are performing duties in any way related to their peacetime pursuits. They will have to learn all over again.

Radio's wartime role is acknowledged in every phase of actual and psychological warfare. After the war, radio's place in the new world also is assured. Broadcasts to occupied nations will be a major function of the post-war radio. There will be radio functions under the military government structures, too. In other words, there probably will be a greater demand than ever for radio-trained personnel after the war, both in private industry (what with FM and television) and in Government service.

So why not form a unit (or several of them) now? Qualified men of radio now in the service, whatever the branch, could be diverted to this specialized training and work. It might follow the pattern of AMG, the Army military government organization.

For the remainder of the war, such trained units of qualified radio personnel could do much to provide the best in radio productions for both domestic and overseas consumption. The classification services of the military branches could ferret out radio men now in service to supply the nucleus. It's no military secret that many of the men now assigned to radio duties are misfits, with no previous training, while a host of competent radio men are driving trucks or making bandages.

We don't profess to know anything about personnel classification. But it seems to us that inauguration of a radio personnel organization would be all on the credit side of the ledger. After the war, there would be available a highly skilled pool of radio men, ready to step into the breach for Government work in the occupied areas, as well as to meet the requirements of a greatly accelerated domestic broadcasting operation.

(Continued on page 48)
IDEAS to make a network

...here's an IDEA that thrills thousands
(IT COULD thrill a sponsor)

We had two ideas. Both good. We know they're good because we tested them. They worked. Maybe they're good for you.

Idea 1: Remember Raffles... that modern London counterpart of legendary Robin Hood... Raffles of short story fame, of books and movies? Probably. Most everyone does.

Raffles is a proved attraction. He's been interesting reading for years. Why not make him interesting to hear? Put him on the air, complete with montage of noises from London streets, docks, traffic, Big Ben and all... Do it so well that you can feel the fog. And get the right cast... skilled players from leading Hollywood radio productions. Play the stories against a background of espionage and sabotage in London's war-darkened streets.

We made it a half hour program. We tested it... and found that 23.1% of the available Pacific Coast listeners* were in the audience. Raffles again! Familiar Raffles, always new, always exciting.

Here comes Idea 2: Why not make Raffles a daytime strip? People read mysteries in the daytime, go to mystery movies. They would listen to a mystery story in the daytime, too, if the right one came along.

The right one came along. Raffles.

Now the program is a tested package, wrapped for delivery to some sponsor. Maybe it's for you.

Raffles, like other Columbia Pacific program ideas, follows a formula... the Columbia Pacific formula: Take a good program idea; add top Hollywood talent, generous portions of CBS production know-how and technical facilities; send the result out over the Columbia Pacific Network. The formula works!

Ask us, or Radio Sales, to tell you more about the Raffles idea, and other Columbia Pacific programs available for sponsorship.

*That's what Hooper says.

COLUMBIA Pacific NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS
Time-buyers' attention is respectfully called to Joe Glutz of Detroit, whose war-time spending is conditioned by some strange new factors, to wit:

1 Even with large chunks out for income tax and War Bonds, the Glutz family's "take home pay" stands at an all-time peak, for not only Joe but his wife and kids are working in war plants. And they're doing just what you'd do in their place—getting acquainted with the good things they've been missing up to now.

2 Though store shelves are pretty well stripped of everything but essentials, Joe has made out all right, especially since rationing came in. He's on an even footing with the Rockebilts in number of coupons per capita, and he's many times as numerous as they.*

3 Joe doesn't price things any more; he just asks: "How many points?"

4 Since money comes too easily to be a major factor in his choice, and since the best costs no more points than the stuff he used to buy, he's going out of his way to cut himself in on the best, which is another way of saying that he's buying advertised brands.

5 Joe is forming preferences, and buying-habits, that will last long after the war.

6 Joe's listening habits haven't changed, though. He and his family listen to WJBK, whose policy always was, and always will be, to program for the masses.

WJBK—Detroit's leading independent station—completely covers the metropolitan area into which are crammed 68 per cent of Michigan's entire population. This is the area where Joe Glutz is riding—and spending—high!

* Population of the Detroit Metropolitan Area is up some 200,000 since April, 1940, according to census estimates. Practically all of this increase is in the wage-earning group. This number, representing just the increase, is a good-sized market in itself.
This is Number 4 in a series of stories of
PUBLIC SERVICE by KOIN, Portland, Oregon

LUKE ROBERTS was granted one of the first Radio Fellowships by Rockefeller Foundation ... in 1935 ... and is at present a national officer in the Association for Education by Radio. Of 15 years in radio 12 years have been spent in educational broadcasting, including 6 as manager of Oregon State's Station KOAC and last 3 in present capacity at KOIN.

LUKE ROBERTS
Director of Education ... Talks ... and Farm Service

EDUCATION ... Two program series, produced in cooperation with Portland Public Schools, have received national recognition. "DUTCH UNCLEs", cited at School Broadcast Conference in Chicago ... and "KID CRITICS" at Institute for Education by Radio. Roberts works in support of current educational events, and through his efforts utilization by schools of CBS "American School of the Air" has quadrupled.

TALKS ... Weekly broadcast, "OREGON AT WAR" ... keeps public informed of work of agencies within the State. Roberts has created Postwar Advisory Committee of 30 leaders and authorities ... to integrate postwar plans in relation to broadcasting.

FARM SERVICE ... For the 196,024 farm population in KOIN's primary daytime coverage area "NORTHWEST FARM REPORTER" is broadcast 6 to 6:15 a.m. on week days, in cooperation with state and county authorities.

KOIN
PORTLAND, OREGON
CBS Affiliate
FREE & PETERS, Inc. National Representatives

At right: "KID CRITICS" in action. Four "primer professors" from Portland elementary schools on the air each week discussing books they've been reading. Mrs. Marion Herr, Children's Librarian (in center) presiding.
Since 1934 world's Largest Manufacturers of sound recording equipment and discs...

...now becoming a major supplier of Electronic Equipment for the Armed Forces

Presto Recording Corporation
NEW YORK 19, N. Y., U.S.A.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Our Respects to
(Continued from page 38)
he clicked from the start, and became a regular staff member.
In five years at Juneau, southeastern Alaska, Bud learned promotion and operation of a radio station. He became commercial manager, and in 1939 was invited to join KFAR. Since 1941, he has been manager of the station.

Though he is station manager, Bud still doubles at the mike, and he is the voice of KFAR sportscasts. KFAR's biggest war program, a regular broadcast over NBC's coast-to-coast network, finds Bud at the mike, interviewing soldiers in Alaska service.

Bud Foster foresees a great future for post-war Alaska, and wishes more people in the United States would get to know the country. He explains the future of Fairbanks as picturesquely told by Gen. James A. O'Connor, commanding officer of the Northwest Service Command, who commanded construction of the Alaskan Highway. "To me, Fairbanks is destined to become the Grand Central Station of the World," Gen. O'Connor said, describing Alaska's position on the air routes to Asia and Alaska.

An active Rotarian and Elk, Bud Foster is an amateur photographer, and an enthusiastic basketball and baseball player and ice skater. While in Juneau in 1937, he married Miss Birdie Jensen—the "Miss Juneau" of 1936.

Kaltenborn on Tour
H. V. KALtenborn, NBC commentator, is touring the Pacific fighting front as an official war correspondent of the Navy. His route includes Hawaii, New Hebrides Islands, Australia, and the Solomon, where he will spend most of his time, with headquarters at Guadalcanal. Mr. Kaltenborn's Monday through Friday, 7:45-8 p.m. broadcasts for Pure Oil, Macmillan Petroleum and Reid's Ice Cream, are being filled by Robert St. John, but he was heard during his regular period on NBC last week in a pick-up from the Southwest Pacific.

KSL Staff Changes
EDWARD J. BROUMAN is now sales manager of KSL Salt Lake City, in charge of local and national sales. Ralph W. Hardy is the program director, with Earl J. Glade Jr. as supervisor of program operations. Barrat Chadwick became continuity editor and feature script writer in the several KSL staff changes announced by Ivor Sharp, director of station operations.

Russell Recovering
FRANK M. (Scoop) RUSSELL, NBC Washington vice-president, is now recuperating at his home at Epping Forest, Md., following a serious illness. He expects to leave for Pinehurst, N. C., this week for additional rest before returning to his NBC post.

Personal Notes
FRANK E. MULLEN, vice-president and general manager of NBC, has been elected corresponding secretary of the National Interfraternity Conference, which closed its 35th annual session last week in New York.

RUSSELL HOLT, manager of WOLS Florence, S. C., has returned to the station after an appendectomy operation.

KEN SOBLE, manager of CHML Hamilton and manager of Metropolitan Broadcasting Service, Toronto, is the father of a girl born Nov. 23.

RALPH A. HACKBUSCH, vice-president in charge of radio and director of the radio division of the Research Enterprises Ltd., has rejoined the Stromberg Carlson Co. of Canada in a new capacity as vice president and general manager.

HOWARD RAY, former commercial manager of KIPR Riverside, Cal., has assumed duties as publicity director of the Institute of Religious Science, Los Angeles.

ERNEST BAGGE, account executive of CBS Hollywood, is the father of a girl born Nov. 22.

CARL E. HAYMOND, owner of KMO Tacoma and KIT Yakima, Wash., was recently elected to World Affairs Council directorate in Tacoma.

LEO HARDY, formerly of the Chicago Herald-Examiner, has joined WJJD Chicago, as a salesman.

ELIFANOURE ULMER has been named sales promotion director of KYW Philadelphia, succeeding Harold M. Coulter, who left recently to join the Mutual network in New York. Prior to joining KYW, Miss Ulmer was with the sales promotion department of WLW Cincinnati.

JOHN W. O'BARROW, general sales manager of WZGO Grand Rapids-Kalamazoo, and Mrs. Harry H. Freeman, research director for Peter Eckrich & Sons, were married on Thanksgiving Day.

BENNETT SCOTT, formerly of the Chicago News-Chicago, sales staff, has joined the staff of WINT-Gary-Chicago.

ROBERT B. KELLY, new to radio, has joined the Kallejo sales dept. of KSHO Santa Rosa, Cal.

H. D. COLSON, formerly manager of KVAK St. Joseph, Mo., known on the air as Harry Doyle, is now a private in the Army and is currently stationed at Buesdesc Field, Col., awaiting assignment.

HORACE FITZPATRICK has been named sales manager of WSLS Roanoke, Va. He succeeds Frank E. Kohler, now in the Army at Camp Walters, Texas.

HARRY I. TALBERT, formerly with WIBG Greenbay, N. C., has joined the sales staff of WPFO St. Augustine, Fla.

WBRC Elects Bell
JOHN C. BELL has been elected president of the Birmingham (Ala.) Broadcasting Co. Inc. (WBRC) at a joint meeting of the board of directors and stockholders. He succeeds K. G. Marshall who has been president since 1937, Eloise H. Hanna was named vice-president and Howell C. Cobb, secretary. John Connolly will continue as assistant manager.
is usually a matter of local flavor

Habitual champions of the National Professional Football League, the Chicago Bears are pro football favorites in Chicago.

And in radio, the local Chicago preference has long been reflected in a distinct partiality for WGN.

Most advertisers take advantage of this in the Middle West, hence WGN leads all other major Chicago stations in volume of retail, local and national spot business.
Dr. Chase Spots
DR. A. W. CHASE MEDICINE
Co., Oakville, Ont., has renewed
for 1944 spot announcement cam-
paign on 55 Canadian stations. Ac-
count was placed by Ardel Adv.
Agency, Oakville, Ont.

G-E Purchasing Dept. Changes
J. W. WHITESIDE has been ap-
pointed buyer in the tube division of
the electronics dept., General Elec-
tric Co., Schenectady, according to
R. J. Behr, department purchasing
agent, who also announces the ap-
pointment of R. P. Whitmyre as his
assistant.

In Kansas City

Radio Repair Materials
Eased by WPB Ruling

Liberalization of WPB re-
strictions on controlled materials
for use by repairmen, including ra-
dio repair shops, was effected last
week in CMP Regulation 9(a),
which was revised to provide that
repairmen may buy, in each calen-
dar quarter: 20 tons of steel; 500
lbs. of copper and copper base al-
loy mill and foundry products; 200
lbs. of aluminum; $150 worth of
cooper wire (or 1/3 of the amount
used in 1941); or other material and
repair parts which may be needed,
but not parts subject to Order L-265,
which appear on the A and B list of
PR-3 (radio transmitting and receiv-
ing equipment, electronic intercom-
nunication systems and public address
systems).

A rating of AA-3 is allowed in
the purchase of the above men-
tioned materials, which the repair-
man can purchase with the use of
the Articulation and the Allotment
Symbol V-3. Delivery of the parts
or material may not be accepted if
inventory is therefore caused a
day need, or of cooper wire over a
15-day need.

Practical effect of the change,
so far as the repairman's needs are
concerned, is to make limited
amounts of cooper wire available.

SOCIETY OF Motion Picture Engi-
ners will hold its 55th annual tech-
nical conference April 25-27, at the
Hotel Pennsylvania, New York.

WHB is to WHB

It's a Merry Christmas indeed for
those foresighted advertisers who use
WHB in Kansas City! The tinkle of
Christmas bells is accompanied by
the jingle of busy cash registers as
WHB sponsors set new sales records.
And WHB itself has set something
of a record as it zooms to daytime
leadership in this rich market. 

January 3, 1944: Fulton Lewis, Jr.,
three nights weekly. Ask
Your Mutual Friend" for details.

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BEHIND
the MIKE

ENSIGN ELLIOTT P. MILLER,
former announcer of WDRF Hart-
ford, received his wings and was
graduated with honor from the US.
N. S. Naval Air Station college for
primary flight instructors at New
Orleans.

JOSEPH KJAR, announcer of KSL
Salt Lake City, has reported to the
Navy. He has been a member of the
Naval Reserve and for some months
studying at the U. of Utah.

FRED SCHWEIKHER who pro-
duces dramatic and musical pro-
grams for WRC Washington, leaves
for the Army Dec. 6.

HOWARD STANLEY, press-infor-
mation director and sales-promo-
tion manager for WTOP Wash-
ington, is now a member of the public-
ity committee for post-war planning in
the District of Columbia.

ALICE SMART, who has been as-
signed production director at the
New York office of OWI, is transfer-
ing to England where she will work
for Haverford radio and for CBS
special events chief, and radio di-
rector of the OWI office in London.

MAB MCMANN, formerly head CBS
receptionist, who has been with the
network since 1929, has been named
assistant to Winifred Law, CBS cast-
ing director.

LOWELL BLANCHARD, program
director of WNOX Knoxville, has
been elected chairman of the Knox-
ville City Council on the independent
ticket. As of the WNOX Midday Merry-
Go-Round, it is official announce-
ments for the competing tickets, his
own paid announcements being done
by a member of the cast.

GEORGE ROSEN has succeeded
Ben Bodec as radio editor of Variety.
Mr. Rosen has been on the home
office editorial staff. Mr. Bodec re-
signed to join the radio depart-
ment of J. Walter Thompson Co., New
York.

ART PRIMM, former newscaster of
KQW and KJBS San Francisco, has
joined the news staff of KFRC San
Francisco.

GIFFORD C. CAMPBELL has left
WOR New York, where he headed the
record library, to join the armed
forces.

FRANCIS BALLARD, Roch-
est, N. Y., has joined the produc-
tion and continuity department of
WLSR Ronneke, Va. Edward D. Sko-
th, former production manager, has
joined KYW Philadelphia. J. Alton
Hampson has left to join WMAL Wash-
ington. Walter Harris recently suc-
cedeed as chief announcer by Walter Harris. Lee Geoller has joined the
announcing staff.

JAMES CREASMAN, formerly
newscaster and writer of KTAR
Phoenix and for the past two years
in the New York division of the Co-
ordinator of Inter-American Af-
fairs, has returned to Arizona for
Army duty.

THOMAS B. ROONEY, WSC, Mar-
time service, formerly with CBS as
director of promotion for KOMX St.
Louis, has been named public relation
officer, War Shipping Administration,
Training Office. The Office of the
WRA Area, Office headquarters are
in Kansas City.

JACK RICHARDSON, formerly
Hollywood manager of an NBC radio
recording division, has been appointed
production manager of Standard Ra-
A razor blade? The New England market? What's the connection? Simply this...

The American people know that a razor blade is essential...or back we'd go to wearing beards.

And American businessmen know that advertising in the right markets is essential—particularly today...or back they might go to wampum and fur-trading with a nearby tribe.

New England is one of these right markets...and WBZ-A are the essential stations in that market. WBZ-A offer top NBC programs to 75% of the listeners in the whole New England area. With purchasing power 30% above the national average and per capita retail sales among the U. S. A.'s highest, the WBZ-A market gives advertisers a plus value for every dollar spent.

**WBZ-A...BOSTON-SPRINGFIELD**

**One Market of Eleven Essential Markets**

Represented by NBC Spot Sales

Here's why eleven stations in these markets are essential to you:

1. They broadcast to 55% of the radio homes in the U. S.
2. They are in markets whose buying power is 34.2% higher than the country's average.

Essential? Yes, indeed. These eleven stations are as essential to American business for its sales—both now and in the post-war period—as a razor blade is to your own appearance.

WBZ-A—BOSTON-SPRINGFIELD

| WEAF—New York | KPO—San Francisco |
| KYW—Philadelphia | WGY—Schenectady |
| WRC—Washington | WTAM—Cleveland |
| KOA—Denver | WOWO-WGL—Fort Wayne |
| WMAQ—Chicago | KDKA—Pittsburgh |

**NBC SPOT SALES**
BILL McHAN has left the announcing staff of WCBI Columbus, Miss., Francis Dill, new to radio, has joined the staff to handle traffic and continuity.

LARRY CHATTERTON, announcer of KIRO Seattle, has joined the Merchant Marine.

MARION STEVENS, editor of the CBS house organ "445" joined United Press, Nov. 20, as radio news writer. Miss Stevens was formerly radio and literary editor of the Miami Herald.

BILL LESTER, new to radio, has joined KGY Phoenix as announcer.

LEE NEAL, announcer of WIP Philadelphia, has returned to his duties after being hospitalized.

JEAN COLBERT, women's commentator of WCAU Philadelphia, is now director of women's activities of WTAM Cleveland.

FRANKLIN EVANS, announcer of KYW Philadelphia, returned to station duties after an extended absence because of illness.

GLENN HUSTON, announcer of KMO Tacoma, and Flora Church of the Living, are to be married Jan. 22.

MURRAY BOGGS, freelance, has joined KMO Tacoma as announcer.

HOWARD WILEY, assistant production manager at NBC Chicago, will transfer to the NBC West Division in Hollywood Jan. 1 because of his son's health.

FRAN HARRIS, former freelance radio actress, has become a news commentator on WQXK, Chicago television station.

STONEY MELNICK, sports editor and announcer of WIP Philadelphia, has been elected president of the Philadelphia Sporting Writers Association.

HERBERT DEXTER, former announcer of WFEN Philadelphia, has joined the staff of WAAT Newark, N. J.

EARL CARLISLE, formerly of WPFT Raleigh, N. C., has joined the announcing staff of WING Philadelphia.

EDWIN L. ROGERS, formerly of WMAI Washington, has joined the announcing staff of WFIL Philadelphia, replacing John Newhouse.

ALLEN POST, formerly with WAKR Akron and WTAR Norfolk, and Al Stein, formerly with KFUN Las Vegas, KIDO Boise and KPRO Riverside, are new additions to the announcing staff of WIND Gary-Chicago.

JIM HARVEY, announcer of KYW Philadelphia, who had been on an extended leave from the Army during which time he continued at the station, has returned to active service. He has been assigned by the Army to the GI Training Service to teach a course in Navigation and aeronautics.

JOHN C. HARMAN Sr., Sgt. USMC, former program director of WGVO Valdosta, Ga., has been assigned to duty overseas.

WILBUR HATCH, Hollywood musical director on the weekly CBS Screen Guild Players, is the father of a girl born Nov. 10.

GEORGE W. IRWIN, has been assigned Hollywood newscaster on the new five-week and quarter-hour series sponsored by Seaboard Finance Co. on BLUE Pacific stations.

CHRIS KENYON, announcer at WMFS Memphis, has announced his forthcoming plans to marry Lyle Hendrix.

BILL ERIN, program director and sports announcer of WIZE Springfield, O., entered the Merchant Marine December 19.

IRVING KAUFMAN, known to radio as "Happy Jim Parsons", became manager of WJSR Syracuse on Dec. 1.

WARD KEITH, former newscaster, has joined the news department of WHIP Rock Island-Illinois Republic, Bill Selah, formerly of KMMJ Grand Island, Neb., is now doing newscasts at WHIP.

ROGER (Bob) CHASE, formerly with the announcing staff of WIL St. Louis, has joined the announcing staff of WJDD Chicago.

PHIL FORTMAN, news editor at NBC Chicago, has joined the Marines. He is replaced by George Faber of Sioux City, Ia.

BOB BEATTY, women's commentator on WOR New York, has received the annual radio award of the Woman's International Exposition of Arts & Industries.

DAVE SPICER, sales, USMC, formerly in the office of Fulton Lewis, Jr. of WOL Washington, is now a member of the newly established Third Wing Public Relations Unit of the USMC.

Pulpit to Mike

JOHN BRINN, minister of Columbus, Miss., in addition to attending to duties at his church is now broadcasting extensive test transmissions for WCBI Columbus, and is also doing a two-hour stretch at the control board as operator-announcer.

JAMES R. BRITE is now news editor of WIOD Miami, Fla., replacing Frank Malone, resigned.

JACK STEVENS, former sports commentator, has joined WDRC Hartford, Conn., as announcer.

PAUL JONES, former veteran WLW-WSAI Cincinnati announcer, has joined the Marines.

DALE HOWARD has joined the announcing staff of WJNC Rice Lake, Wis.

KEN CARTER, formerly with WJNC Rice Lake, Wis., has joined the staff of WBKB LaCrosse, Wis.

JAMES ROBERTSON, formerly with WICO Janesville, Fla., replaces Don Stanley on the announcing staff of WTMJ-WMPM Milwaukee.

GLEN HOWARD and Warren Weeks have joined the announcing staff of KOW-KEZ Portland Ore.

JOHN GROVER, announcer of KPO San Francisco, is the father of a girl born Nov. 12.

FLORENCE ALLEN, former secretary to program director Ray Bufton of KPO San Francisco, now heads the AFRA office in San Francisco.

MAURICE BRENNER, former freelance announcer with NBC Chicago, has joined the W. E. Long Agency, Chicago, as a dialogue writer.

ALBERT C. BROWN, Vallejo newscaster at KSFK Santa Rosa, Cal., has resigned.

Reported Missing

FLIGHT OFFICER Ben O. Byers, formerly of NBC Hollywood publicity staff and for the past six months active with the 329th Bombardment Group, 329th Squadron, American Air Forces, has been reported missing in action over Germany since Nov. 13, according to information received by his family. Byers joined the RAF about two years ago, and then transferred to the American Air Forces, being in active service for approximately 18 months. On leave of absence from NBC, he was in charge of trade press news before enlisting.

From Maine's woodsmen to California's cuties; from Florida's fishermen to Montana's ranchmen . . . everybody, from helper to executive, listens every night to the authoritative voice of Mutual's ace newscaster . . . Fulton Lewis, Jr. Indicative of his popularity are the reports of successful campaigns for advertisers sponsoring Fulton Lewis, Jr. Hundreds of satisfied sponsors are climbing on the Lewis bandwagon with all speed.

Fulton Lewis, Jr.'s name is one with which any sponsor would be proud to have his product linked. Sell him at your one-time quarter hour rate per week . . . Wire, phone or write WM. B. DOLPH, WOL WASHINGTON, D. C. . . . TODAY!

ORIGINATING FROM WOL WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

Page 42 • December 6, 1943

BROADCASTING • Broadcast Advertising
SANTA CLAUS—to service men around St. Louis—is a blonde... a young and personable pin-up who plays Kris Kringle just as generously as that old bay-windowed gentleman with the whiskers.

Her name's Venida Jones. Her Sunday night show, Sing, America, Sing, is a rallying point for the boys in khaki and blue in this area. Though she's been on KMOX every week for more than two years, Christmas is always Venida's peak season. Weeks ahead, she combs the shops for presents service men need and like. Thousands of KMOX listeners help out, send in their own offerings. Then, in these pre-Christmas weeks—when soldiers and sailors are most likely to be homesick—Santa Claus Jones makes sure that each and every one of them attending her KMOX broadcast gets a gift.

That's just one timely example of how Sing, America, Sing specializes (52 weeks a year) in keeping our fighting men happy.

The show gets underway two hours before its 10:45 P.M. airtime. A packed studio, kindled by Venida's personality (and her melodic skill at the KMOX console), soon finds itself in a round of games, quick wit and uninhibited harmony. Then, when the party's really rolling, Sing, America, Sing goes on the air with an enthusiastic chorus of male voices and a sprinkling of bright interviews. And the vast KMOX audience gets as much fun out of this quarter hour as the studio participants themselves.

Miss Jones (who plays Santa Claus) would like to meet up with another Santa in the person of a sponsor. Sing, America, Sing would be a mighty fine year-round gift for any sponsor to give his product or service. Your inquiries—by reindeer, dog-sled, or wire—can be profitably directed to us or to Radio Sales.
Quot, Silas, you old goat!

Heck, honey—
I feel all romantic,
after that first program
on WDAY!

Coincidental telephone surveys prove that 59.5% of all radio sets in the Red River Valley are tuned to WDAY at all times. When you consider that WDAY serves 1,537,477 people around Fargo, 59.5% really means something. Talk it over with Free & Peters.

WDAY
FARGO, N. D. . . . 5000 WATTS . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES
Some day a building will be demolished, a bridge built, tons of heavy equipment moved...with radio supplying the power. Already as much as one horsepower has been transmitted and present-day scientific experiments indicate that this is only the beginning. Radio faces vast new fields of endeavor...amazing new possibilities of service...after the four corners of the world again join hands in peace and friendship.

The Leadership of Today is the foundation upon which will be built the leadership of Tomorrow.

Consistently WCAU has been Philadelphia's pre-eminent radio station—consistently offered unrivalled coverage of the Philadelphia market area with its 50,000 watt, clear-channel, non-directional signal pattern—consistently a proponent of the highest standards of broadcasting (Philadelphia's first FM station and one of the first stations in the country licensed for Television).

The WCAU record of Tomorrow will be a greatly enlarged repetition of its outstanding performance Today.
TYLER DAVIS, recently named radio director for the Chicago office of J. Walter Thompson, assumes his new post Jan. 1. He was assistant to the president of L & K Business Television, Memphis, and prior to that was radio director of Kenyon & Eckhardt, New York. He replaces Buckingham Gunn, newly-appointed program director of WGN Chicago.

CHARLES KONDLA, formerly with the W. W. World Telegram, has joined Blackstone Adv., New York, as account executive.

TERENCE F. MacGRATH, formerly vice-president and account executive of Kelly, Nixon Inc., New York, has joined Cecil & Frechney, New York, in a similar capacity.

GEORGE T. BERTHON, formerly sales manager of Oxo (Canada) Ltd., has joined the Montreal office of Young & Rubicam. He was at one time with A. McKin Ltd., advertising agency, at Montreal and Winnipeg offices.

MARVIN GREEN, formerly head of agency bearing his name, has joined Associated Adv. Co., Chicago, as account executive.

WARREN JOHNSON, account executive at Ruthrauff & Ryan, Chicago, has joined the Navy.

E. NORTON HUNT has left Benton & Bowles to join John Fulkner Arndt & Co., Philadelphia, as assistant to David B. Arndt.

JOHN F. GREIG has been appointed treasurer and head of the media department of A. E. Nelson Co.

Kudner in S. F.

ARTHUR KUDNER Inc. announces the opening of a Pacific Coast branch at 215 Market St., San Francisco, with Lloyd Myers, for 11 years with Bowman, Deute & Cummings, San Francisco, in charge. Firm will handle the Matson Navigation Co. account.

ARLYN COLE, who joined the Navy about one year ago and is on leave of absence from MacWilliams, Cole & Weber, Portland, Ore., agency, recently was commissioned a lieutenant (j.g.) in the Naval Reserve and was director of public relations for that agency.

LARGER quarters in the London Guarantee Building, Chicago, have been taken by both Soot Sales, Inc. and the John Pearson Co., station representatives.

MARY HARRIS, formerly production assistant on Phil Baker's CBS program, and previously with Ruthrauff & Ryan, New York, has joined Young & Rubicam, New York, as assistant to daytime programs.

RUSS JOHNSTON, West Coast radio director of McCann-Erickson Inc., is in New York for several months to develop new shows. Lloyd Boulter, vice-president in charge of radio, has returned to New York.

CONDON Co., Advertising, Tacoma, Wash., has moved to larger offices at suite 1100, Rust Bldg.

DIE STANLEY, former freelance writer, has joined Hollywood staff of Tenor Fidelio Inc., national publicity service.


L. W. HOFFMAN is now production manager of Erwin, Phoenix & Co., Seattle.

MARY E. HUSSONG, formerly account executive of Fuller, Smith & Ross Inc., New York, recently joined the creative staff of Boettford, Constantine & Gardner Inc., San Francisco.

GERALD ARNOLD, formerly an executive of Advertising Counselors Inc., Phoenix, has formed his own agency under name of G. E. Arnold Co. Adv., with offices at 515 Title & Trust Bldg.

MAX F. SCHMITZ, formerly director of advertising and sales promotion of Collins & Aikman Corp., has joined J. Walter Thompson Co., New York, as account executive.

HERT PIERCE, former automobile editor of the New York Herald Tribune, has joined the publicity department of J. M. Mathes Inc., New York.

AROLD E. MIDDLETON, formerly with Advertisers' Inc., C. C. Win- nings Agency, and Chrysler Corp., has joined Ruthrauff & Ryan as space-buyer in the agency's Detroit office.

FREDERICK W. LUTTMANN, formerly with Benton & Bowles, has joined Grey, Cowell & Newell, New York, as executive contact man.

JAMES S. NORRIS, formerly with Young & Rubicam, New York, has been appointed copy director of the New York office of Joseph Katz Co.

SAM BLAKE, formerly of the Earle Ferris Publicity Office, is handling both national and Greater New York radio publicity for the 1944 "March of Dimes" campaign of the National Foundation for Infantile Paralysis.

GEORGE TAGGART, formerly assistant general program supervisor of the Canadian Broadcasting Corp., has opened offices under his own name as broadcast consultant and entertainment bureau at 165 Yonge St., Toronto.

ERNEST (Bunny) CHARLES, producer of CBS Hollywood, has joined the staff of Young & Rubicam and currently is assigned assistant producer on the weekly CBS Dinah Shore program.

STELLA CHANEY, formerly manager of the non-existent Robert Pisan Co. & Co., St. Louis agency, has joined Sklar Advertising Co., Los Angeles, as account executive.

RCA Demonstration

RCA dynamic demonstrator, a circuit diagram designed for laboratory and classroom instruction in radio, is now in production and is available to schools and training classes on a priority basis.

REACH THE WOMEN OF THE OHIO VALLEY WITH

WORTON K. C.

BROADCASTING • Broadcast Advertising
Bernard Schnitzer Heads G&G Retail Department

BERNARD B. SCHNITZER, agency merchandising director of Garfield & Guild, San Francisco, has been appointed head of a special retail advertising department formed to service retailers in Northern California interested in radio advertising as a result of the current radio industry promotional drive.

Mr. Schnitzer, who will work with Walter Guild, vice-president in charge of radio, is former market editor for both Women's Wear Daily and the Daily News Record.

Chason in Agency

HERBERT S. CHASON, formerly advertising director of WHN New York, and prior to that in the sales promotion department of Garfield & Guild, has acquired a partnership in the Surety Adv. Co., 290 Madison Ave., New York. Mr. Chason will head the company as president while his associate, Milton R. Rockmore, who founded the agency five years ago, will be vice-president. Three of the agency's ten accounts are utilizing radio: Purepac Corp. (proprietary and insecticides); B. Nelson Co. (shoes); Stationers Specialty Co. (stationery), all of New York.

M. H. Roberts

M. H. ROBERTS, president and treasurer of Roberts & Reimers, New York agency, died Nov. 26 at Greenwich Hospital, after a brief illness. Mr. Roberts was active in the founding of Kerr, McCarthy & Roberts, which eight years ago became Roberts & Reimer.

WNYC, New York's municipal station, on Dec. 6 starts a series of six Monday afternoon concerts by the New York Philharmonic-Symphony orchestra from Hunter College.

Pottery Pull

WHEN Eastern - Columbia Los Angeles department store, offered 500 sets of 20-piece colored pottery at 94c on its nightly musical Time on KPVD, instructions were "no telephone or mail orders" sales. Some 2,000 persons jammed the front doors the following Monday morning and police were called. Campaign of approximately 10 announcements was designed by The Meyers Co., Los Angeles agency servicing the account, as check on the 10 p.m. to 1 a.m. weekend listening audience.

Hayden, Singer, Agency

HARRY HAYDEN, formerly general manager of Guide Magazines Group, and Harry Singer, previously national advertising manager of the N. Y. Daily Mirror, have formed an advertising sales and promotion agency under the name Hayden & Singer, at 521 Fifth Ave., New York. Radio will figure prominently in the activities, according to Mr. Singer.

Mouk Opens Agency

RICHARD MOUK, formerly on the sales staff of the Brown agency, has opened his own advertising agency at 50 Fifth Ave., New York. Telephone is Plaza 3-6608. The new firm will specialize in radio advertising, with emphasis on postwar production and consumption.

Marvin Quits Esty Post To Join Ward Wheelock

RICHARD MARVIN, for four years radio director of William Esty & Co. and previously with J. Walter Thompson Co., has been named radio director of Ward Wheelock Co., New York, succeeding Blaine Butcher, resigned. Mr. Marvin entered advertising in 1926 as contact man and copy writer for Frank Presbrey. He joined J. Walter Thompson in 1929 as copy writer and was soon assigned to the Montreal office, where he handled radio for Canadian accounts.

Returning to the New York office in 1932, he worked on radio for Chase & Sanborn, Ponds and other accounts. He was made radio director of the Chicago office, remaining there until the fall of 1938 when he joined Esty. Mr. Butcher has not disclosed his plans.

Gerber Elected

JOSEPH R. GERBER, president of Joseph R. Gerber Co., Portland, has been elected chairman of Board of Governors, Pacific Council, American Ass'n of Advertising Agencies, succeeding Dan B. Miner, president of Dan B. Miner Co., Los Angeles. Terrell T. McCarthy, president of McCarthy Co., Los Angeles, and Warren C. Kraft, vice-president and Seattle manager of Erwin Wasey & Co., were named vice-chairman and secretary-treasurer, respectively. Mr. Miner and Robbins Milbank, San Francisco manager of Young & Rubicam, continue on Board of Governors for unexpired terms.

BULLETIN!

- "Durango, Colorado: The War Food Administration awards MONTEZUMA COUNTY'S FARMERS Agriculture Department's 'A' for outstanding production in 1943."

KIUP

DURANGO COLORADO

MONTEZUMA COUNTY'S ONLY RADIO COVERAGE WITH A COMPLETE FARM SERVICE—PLUS}

UNIVERSAL PRESS NEWS

COLUMBIA

50,000 WATTS
1520 K. C.
BUFFALO'S MOST POWERFUL TRANSMITTER PLANT

December 6, 1943

BROADCASTING • Broadcast Advertising
WHERE-IS-I-AT SYSTEM for relaying producer's signals from control booth, is inspected by its inventors, Amos 'n' Andy and NBC engineer. Installed recently in network's Hollywood studios, the new cue box signals "speed up," "the nose" and "slow down" with red, white and green lights respectively. Device-inspectors (1 to 1) are Harry Bryant, network engineer, Freeman Goden (Amos), and Charles J. Correll (Andy).

OLD MINTY GUM has signed a 26 week contract with WORL Boston for a 15-minute period across the board. Account was placed through H. L. Moore Agency, Boston.


GENERAL FOODS Corp., New York, has acquired the assets and business of Jersey Cereal, Chicago, with plants at Irvin, Pa., and St. Joseph, Mo., according to an announcement by Austin S. Ligeber, new president. Jersey Cereal operations will remain unchanged by the deal, he said.

NUGGET PRODUCTS Ltd., Montreal (Polidor) has started five-minute musical spots thrice-weekly on a number of Canadian stations. Account was placed by A. McKim Ltd., Montreal.

M. WEINSTEIN, Los Angeles (jeweler) heavy user of local radio, on Nov. 27 started sponsoring the four weekly quarter-hour AP feature, Today in History, on KECA. Contract is for 26 weeks. Adolph Wendland Adv., Los Angeles, has the account.

SEARS ROEBUCK & Co., Los Angeles, in a three-week pre-Christmas campaign which ended Dec. 8, is using participations in the combined Housewives Protective League and Favorite Salutes, and Bob Anderson News on KNX, as well as a total of 521 transmitted announcements on 13 local areas. Top list includes KECA KHF KFIV KKRK KFOX KOFO KMFC KFWW KGGI. KECA's agency is The Mayers Co., Los Angeles.

DE FOREST'S TRAINING, Inc., Chicago, has named McDonald-Koach Adv., Chicago, to place its radio copy in several key cities. One series features W. N. Tilton, chief of the educational staff. DeForest's Training, in talks on WCFL Chicago.

H. SCHOFIELD & Sons, New York, has named S. Duane Lyon Inc., New York, to handle advertising and promotion of Sunned, sliced mushrooms and paprika. No radio contemplated for the present.

CALIFORNIA Walnut Growers Association, San Francisco, is testing a foreign language campaign (Spanish) in Southern California using spot announcements over KMTR Los Angeles. The spots emphasize the protein value of Diamond walnuts and suggests their use as a meat substitute. Campaign will extend through the holidays.

MEIER & FRANK Co., Portland, Ore. (department store), has begun sponsorship of its annual Christmas show, Letters to Santa, Class, on KEX. Series begins each year day after Thanksgiving and ends Christmas Day.

CAROL ALTON, with Wilson Bros, Chicago (men's furnishings), since 1939, has been named advertising manager of the concern.

Ivoryne on Blue

GUM LABORATORIES, Philadelphia (Ivoryne chewing gum), on Dec 13 will begin sponsorship of a quarter-hour musical program, Hello Sweetheart, on 38 BLUE stations, Saturdays, 5:45 p.m. Program will feature Nancy Martin, BLUE network vocalist, whose autographed picture and a box of Ivoryne gum will be sent to service men on request. Additional outlets are to be used. Contract is for 52 weeks. Agency is McJunkin Adv. Co., Chicago.

FLASH! The shortest distance to profitable results in California's billion-dollar market and western Nevada is...
In competition with America's leading announcers heard over NBC and its affiliated stations, Dick Keplinger was chosen winner of the 1943 H. P. Davis Memorial Award. Winner of this award is selected on basis of "personality, diction, voice, versatility, and maintenance of consistently high standard in presentation of programs...judged from transcriptions taken at random without knowledge of the announcer." It is with pride that we point to Mr. Keplinger's seven years with these stations as chief of our news bureau. His achievement is recognition of the high standard of performance and production which this organization earnestly endeavors to maintain. GOOD radio production is an actuality in growing, prosperous Seattle! Keplinger programs include daily newscasts for Rhodes Department Store, and 4-a-week "Stories of the Day" for Grove Laboratories.
### STATION ACCOUNTS
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### KFI Los Angeles
- Southern Pacific Co., San Francisco (employment), 2 in weekly, AT Paul Lefton Inc., N. Y.

### KYW Philadelphia
- Edward G. Budd Co., Philadelphia (war materials and auto bodies), 6 as weekly, thru Lewis & Gilman, Philadelphia.
- Abbott Dairy, Philadelphia (Jane Logan and Abbott ice cream), as weekly, thru Richard A. Foley, Philadelphia.

### KMPC Beverly Hills, Cal.
- Garrett & Co., Brooklyn (Virginia Dare wines), 16 in weekly, thru Russell & Ryan, N. Y.
- Wheelans Corp., Rahway, N. J. (Wheatena), 6 in, ws weekly, thru Compton Adv., N. Y.
- Airport Ground Schools, Los Angeles (airline pilot instruction), as weekly, thru West-Marquise, Los Angeles.

### WAIT Chicago
- Western Electric Co., Chicago, 3 ap weekly, 13 weeks, direct.
- Sun Life Insurance Co., America, Baltimore (insurance), 5 t weekly, 13 weeks, thru United Advertising, Chicago.
- Hello Minerals, Gordon Service Co., Detroit, 6 ap weekly, 13 weeks, thru United Advertising, Chicago.

### KFRC San Francisco
- Coronet Magazine, Chicago (periodical), 6 in weekly, thru Schwimmer & Scott, Chicago.
- A.M. Carroll, Oakland, Cal. (Refrig-O-Master), 3 as weekly, thru Leonard's Mutual Casualty, Chicago (insurance), as weekly, thru Loe Burtner, San Francisco.
- First Federal Savings & Loan Association, Oakland, Cal. (savings), 3 weekly, thru Pacific Advertising Staff, Oakland.

### RADIO IS FAVORITE FOOD AD MEDIUM
- REVEALING that radio is the favorite medium for food advertising, the Federal Trade Commission has reported these results of its 3½-year study of established trade practices in the selling and distribution of important products. The report sharply criticized selling and distribution methods as cumbersome and expensive, taking as much as in some instances as one-half the consumer dollar.

### Plans for Advertising
- The four companies studied, the advertising breakdown was radio, 24.2%; newspapers, 14.81%; magazines, 4.11%; trade journals, 4.18%; outdoor, 3.8%. Leaflets and literature for local distributors received 9.9%.
- Radio was a strong favorite with cereal firms, receiving 54.82% of the advertising budget of the firm of cereal products received.
- Flour flour studied favored radio for advertising expenditures, receiving 45.8%. Magazines received 12.54%; newspapers, 8.15%; trade journals, 2.57%; outdoor, 2.19%.

### Advertising habits of canners were strongly influenced by brand name packers, but packers, then the report showed. Of 28 firms studied, only 7.2% of their advertising. Of this sum, magazines received 29.8%; newspapers 7.7%; radio 6.5%; trade journals 2%.

### Planning Session
- EXECUTIVE Engineering Committee of the NAB discussed the extent and nature of the participation of the firm of radio in the advertising industry and in the panels soon to be established by the Radio Technical Planning Board to study the standard broadcast, the FM and television channels, at a meeting held Friday afternoon. The meeting was attended by O. B. Hamilton, WRC, Franklin Doolittle, WDRC; William Lodge, representing E. K. Cohen, CBS, Howard S. Frazier and Arthur Stringer, NAB. G. Porter Houston, WCII, could not be present, but sent his suggestions by wire.

### The CBS Reference Library
- Established three years ago, it was expanded and renamed the CBS reference center. William C. Ackerman, director of the library, in charge of operations. Functioning with the recognized division will be a program research division, headed by Stephen Mirkin, formerly of the CBS program department. Miss Agnes Law, as librarian, will be in charge of the library division of the reference department.

### WINTERINE MFG Co., Denver
- (Antarctic antifreeze) has been ordered by the Federal Trade Commission to cease advertisements on the air that the product will protect a normal temperature system from freezing for a full winter season without rusting or deteriorating the hose and without clogging the passages in the cooling system.
As simple as dialing...

SPOT BROADCASTING CONNECTS YOU WITH CUSTOMERS Wherever and Whenever You Want!

- Have you noticed how many advertisers... large and small... are turning to Spot Broadcasting? It's the fastest-growing form of radio advertising today, and here's the reason: Spot Broadcasting works with all the selling power of radio... yet it's completely flexible—sales-manageable to meet today's rapidly changing conditions!

In Spot Broadcasting, the advertiser picks the markets he wants. He picks the stations, securing the best in each market regardless of network affiliation. And the advertiser has free choice of programs and announcement times with ready-made audiences... to give his advertising maximum effectiveness everywhere at minimum cost.

Bring your current advertising problems to your John Blair man. Chances are his market facts, his merchandising experience, his knowledge of radio and fine radio stations will contribute greatly to their solution.
Charges Against FCC Heard
(Continued from page 10)

committee that "there's still too much advertising matter on the air. Not all of the stations adhere to the code."

"We feel that our efforts have gone a long way toward improving broadcasting generally," said Mr. Glade. He enumerated the improvements as six: (1) lessening the volume of advertising copy; (2) removing from the air many "unpleasant types of advertising copy"; (3) securing a definite improvement in the quality of children's programs; (4) broadening of religious programs; (5) developing more interest in local programs; and (6) providing for proper handling of controversial issues other than said to be done.

Senator Wheeler complimented Mr. Glade on the code but said "unfortunately many of the stations do not comply with it. He specifically mentioned Serutan, Carter's Little Liver Pills, and Ex-Lax as "offensive" commercials and blamed the networks for permitting them on the air.

"Should or should not the Commission do with it (certain advertising) in the public interest?" asked Senator Wheeler. "It's apparent your organization cannot enforce it, yet the decency element of the industry wants to do it. I am not in favor of the Commission doing it, but something has to be done."

Mr. Glade said the NAB was "hopeful that the various organizations called radio councils will be able to put the pressure on stations not abiding by the code." When he said the Federal Trade Commission "has been doing a good job" in enforcing certain phases of the law in connection with advertising, Chairman Wheeler surmised that FTC could "get at" only a "very small portion."

Allocation of Time
For Issues favored

"I still feel the tremendous potentials of these organizations," said Mr. Glade, "I conclude they are much cleaner than some magazines are radio; it is cleaner than some movies. So I applaud the advertisements, however they shouldn't be on the air." Answering a direct question from Senator Wheeler, Mr. Glade said he would guess about half the NAB membership adheres strictly to the code, although he posed the question: "Is it fair to take one station and judge all stations on that basis?"

Senator Wheeler said he referred to the networks in connection with certain Doré-Gateman charges. Then asked: "If the networks don't live up to the code how are you going to make the little stations need the money comply?" When Mr. Glade said he had been reminded that Serutan was on the BLUE Network and that the BLUE and Mutual were not members of the NAB, Senator Wheeler declared: "If the network plainly the only BLUE Network was part of NBC. That's no excuse. You can't dissociate the BLUE Network from NBC."

Mr. Glade said he was figuring aside a portion of the code for the discussion of public issues. Senator Wheeler proposed having the "chains" take an option on time each day or each week and set that aside for the discussion of public issues. Wouldn't that solve it?" he asked.

The witness pointed out that the "evolution of wide-range recording makes it possible for an agency to put out the losses of money" in cases where a network offers a speaker, such as Winston Churchill, in a time sold locally. He explained the local station could record the talk and put it on later.

When Senator Wheeler asked the question he has asked of practically every witness: "Do you believe when a commentator makes an attack on an individual or public officer, the person attacked should be given equal time on the commentator's own program?" Mr. Glade answered in the affirmative. He explained that KSL had taken off all news analysts and is sticking to objective reporting. Senator Wheeler complimented him.

Sykes Favors Rotating Chairmanship

Judge Sykes, who served first on the old Federal Radio Commission and later the FCC (1927-1939), went on record opposing a provision of the proposed bill which would break the FCC down into divisions of common carriers and broadcasting, which, he said, would be "natural divisions." He urged the committee, however, to consider further steps and rotate the FCC chairmanship each year as well as the chairmanship of the two divisions. He explained the belief that the chairman should serve at some time as a commissioner and that a commissioner should serve as chairman. He opposed an even number on either division however, on the basis that decisions could be held up due to a split.

Senator Wheeler asked if a five-man Commission wouldn't serve better than only seven men. "I've always thought that some commissions are too large," he said.

"There is enough work for seven men," said Judge Sykes. "I have a lot about developments in radio. We have heard a great deal about inventions and improvements, but in a way, to a great extent, revolutionize the present allocation of frequencies. The President assigns frequencies for Government services through the Interdepartment Radio Advisory Council, and that clears through the Commission.

"As the law now stands," said Senator White, "the President may take any frequency he so desires for the Government."

"Is it conceivable, under the law as it is now, asked Senator Hawkes, "that the Commission could assign all frequencies to the Government and keep private interests off the air?"

Explaining that the President, under the law, assigns Government frequencies, Judge Sykes said it is possible for the President to assign all standard frequencies to Government departments, although he added that the President is guided by the limitations placed by IRAC, which takes in frequencies that won't interfere with private broadcasting.

"I think the only limitations are his conscience," remarked Senator White.

"It isn't conceivable that the President would do it," said Senator Hawkes, "but he could, under the present laws, do so and the President made an emphatic yes." Judge Sykes recommended that no Commissioner be permitted to succeed himself as chairman. He said he was in accord with other provisions of the bill which set forth the chairman's duties.

Sykes, Wheeler Agreed On Intervenor Section

"I think the setup was correct in the first place," said Senator Wheeler, referring to the original Senate bill which provided for a five-man Commission broken into two divisions. "The Commission ought to have two divisions of five members."

On the right to intervene Judge Sykes approved the proposed measure as it stands, contending that while the phrase "aggrieved or adversely affected" appear in the present law, "we have taken those two words to mean the same." "The intervenor section and the appeals section simply mean this," he continued. "Anyone who has a right to appeal after a decision also has a right to intervene before the decision is made." Senator Wheeler was in accord with Judge Sykes.

Judge Sykes urged a series of graduated penalties short of revocation for infractions. He divided violations into two categories—which those which violate the law and those which are infractions or "misdemeanors" against Commission regulations. He also recommended that Congress define "gift enterprises" with relation to lottery.

Business Control
Related to Program Control

Again Chairman Wheeler said that many broadcasters "see how far they can go without actually violating the law." Judge Sykes suggested Congress strike the phrase "gift enterprise" but Senator Wheeler said it might pave the way for "near-violations." The former FCC Chairman told the committee he favors the declaratory judgment clause.

Judge Sykes said he favored the clause which prohibits the Commission from exercising any control over business practices of broadcasters and that there. the hearing into heated debate, with Senator.
Established as a Symbol of National Service...

Like the coat of arms of ancient families, the Insignia of the CBC has a special significance. Two golden electric flashes converge below a map of Canada symbolizing the fact that, through the medium of national radio, each part of the Dominion is brought into contact with all other sections of the country.

Just as our fathers and grandfathers talked familiarly of the CPR, the GTP and the CNR so today modern Canadians think instinctively of the Canadian Broadcasting Corporation in terms of the initials CBC.

That is because CBC is an established institution whose influence is felt in every province, county and township in the Dominion. Day after day CBC makes a definite contribution to the pattern of our national life. Day after day it covers all Canada in a broad, national service... enabling Canadians everywhere to share fully in the panorama of music, drama, entertainment, and news services provided by the converging of many of the finest programmes from five other great broadcasting systems with the network programmes of the CBC.
... i'm Tommy Johnson

I'm 10 years old. And I'm in 5th grade.

The other day a lady telephoned and she said, "What radio station are you listening to?" It was 20 minutes to five. And she should have known our radio was tuned in to "The Seashound".

That lady could call me any school day between 4:30 and 6:30 and she would find that I would have my set tuned to WTCN.

"Cause that's where all the programs are we kids like!"

*In almost every home where there's a Tommy, Annie, Mary or Johnnie the radio set is tuned to "Kid Shows" during the Children's Hour. And that's 4:30 to 6:30 weekdays... over WTCN.

Wheeler carrying the torch in favor of Commission control.

Senator Wheeler contended that business control had to do with a person who might go on the air and take one side of an issue, yet the opposition would not be permitted to reply. "That's business practice," he declared.

"I don't agree with you, Senator," replied Judge Sykes.

"I don't see how you can disagree," replied the chairman. "What is public interest?"

"It's the service a station proposes to render the public," replied the witness. "You don't want supervisory control over programs, but you do want the Commission to have a broad power to determine whether the service of a station has been in the public interest, convenience and necessity. Under my idea you couldn't regulate programs."

Senator Wheeler referred to the three cases in which licenses were revoked—Schuler, Brinkley and Baker, and demanded to know if the Commission didn't exercise program control.

Judge Sykes said the Commission at the time weighed all evidence and felt that the stations in question were not operating in the public interest.

"Supposing the present Commission should say that certain commentators were not in the public interest," said Chairman Wheeler. "If we put a provision in saying the Commission can't regulate business practices, then they couldn't put those commentators off the air." Judge Sykes said the Commission, when he was a member, considered the character of a licensee and all phases of his operations. "We tried as much as we could to not censor anything," he added.

Asking permission to leave his role of "individual" and speak as counsel of the Newspaper Radio Committee, Judge Sykes urged the committee to adopt an amendment clarifying the law so that the Commission cannot make any occupational discriminations.

He was given permission to include in the record a 17-page statement prepared by Herbert Bingham, general counsel for the Federal Communications Bar Assn., but which Mr. Bingham couldn't use because Senator Wheeler asked him to remove from it comparisons of the proposed legislation with the old Sanders Bill. The statement included comparisons between the two bills.

Gas Cookin'

WHEN Chairman Wheeler of the Senate Interstate Commerce Committee said last Wednesday that Congress ought to lay down some definite rules in the law so that the radio industry knows what's what, FCC Commissioner Craven exclaimed: "Now you're cookin' with gas." Replied Senator Wheeler: "I don't know what you're talking about." "He means you're hot," interposed Senator Tobey and Commissioner Craven clarified it with: "I mean you're on the right track."

Craven Forecasts Electronic Developments of Future

Commissioner Craven, who a fortnight ago told the House Select Committee investigating the FCC that Congress must revise the Communications Act of 1934 and spell out the Commission's powers (Broadcasting, Nov. 22-29), told the Senate committee Tuesday that the White-Wheeler bill is "in general form and should be enacted into law in some form". He said, however, that certain provisions needed strengthening. He called on the committee to "weigh all evidence very carefully" in adopting legislation in final form.

Mr. Craven mentioned developments in radio and the relation of future technical progress to today's legislation. He told of improvements in international communications and warned that "in this field alone Congress will be confronted with real problems of the future".

Through developments in the field of microwaves, which the Commissioner termed "short-range", he declared, "the useful radio spectrum will be extended 300-fold, thus making space not only for some sorely needed radio channels for domestic communications and broadcasting but also for some new uses of radio". Through the microwaves, stations will be "in the sky," explained, "to constitute a system".

Mr. Craven touched on wide-band transmission developments, told of research in Craven's field of FM. As a result of expanision in electronics he predicted telegraph trunk lines will be replaced by radio; color television will be broadcast on a nationwide scale; telephones will have video attachments; radio will play a new and important role in post-war aviation and in control centers for doctors' calls, taxi-cabs and even in the delivery of airmen's goods.

Electronics will be important to chemistry, medicine, surgery and in manufacturing; electric cars will be in every driveway and will cut down traffic jams. Television will be broadcast on a nationwide scale; telephones will have video attachments; radio will play a new and important role in post-war aviation and in control centers for doctors' calls, taxi-cabs and even in the delivery of airmen's goods.

Sees New Era, With Huge New Industry

"I foresee a new era which I like to term the 'electronic era'," Commissioner Craven asserted, "the importance of which in modern social economics cannot be disregarded. A huge new industry is possible—just the kind of life-blood
No sport makes more exacting demands than ice hockey. The professional team must possess both precision and timing and a high degree of ruggedness as well.

Radio amplifiers manufactured for Navy aircraft by Sound Equipment Corporation of California must meet similar requirements. They too combine high accuracy with the sturdiness to “take it” when the going gets tough.

The same engineering and manufacturing skill, which provides this wartime dependability will assure years of faithful service to our peacetime products.

Send for our new booklet “Sound”

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Manufacturers of Aircraft Radio Equipment • Amplifiers • Precision Coils
**Results Keep Fulton Market Using KSO**

... Says Roy Huntoon, Jr.

In New York, you'd think of Park & Tilford... in Chicago, of Stop & Shop... in Baltimore, of Hopper Mccaw... and in Central Iowa, to find outstanding food items, you'd think of the Fulton Market, Des Moines.

On the Fulton Market's experience with broadcasting, comes this report from the general manager, Roy Huntoon, Jr.:

"We began using radio as an experiment. Through a combination of judgment and luck, we chose KSO, in a broadcast featuring their home economist, Helen Watts Schreiber."

"This program has been highly successful because of its sincere nature and because Mrs. Schreiber deals particularly in foods. Commercial messages, as she gives them, are so naturally worked into the conversation that their effectiveness is increased."

"Our original three-a-week schedule has become six-a-week... our test period of three months has stretched into three years... all for one reason—Results."

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the nation will require after this war."

Declaring that present-day limitations will be "obsolete and for-gotten," the Commissioner said "it is obvious that we shall have new communication problems for Congress and the Commission." He cautioned against basing long-term legislation upon "what may appear to be an acceptable solution of today's minor troubles."

That doesn't mean, he emphasized, that "we should hesitate or falter in enacting today's legislation which has cast doubt upon the rights of applicants for, and licensees of, radio stations and also as to what extremes regulatory power may be exercised."

Present Law Makes Commission Legislate

Pointing out that future responsibilities of the Commission will be "more than present," the Commissioner forewarned that under the present law, confusion "in the most critical stage of the history of radio," the FCC's draft legislation containing "statements of broad policy, together with such checks and balances as are deemed necessary to insure the development of radio as an American enterprise in which the public has confidence."

He said the present law does not define the rights of broadcasters, that under its interpretation the Commission is set up as a legislative body, and that the "majority of the Commissioners" feel the 1934 act fails to define properly the responsibilities and powers of the FCC.

Control of the radio spectrum is "just as complex as it is important to the application of radio to the service of the public," said the Commissioner. "The nature of the radio frequency allocations of the future will influence the trend of the new industry. That past phase of radio is not susceptible to the legislative treatment in detail because radio frequency allocation is always in a state of flux. On the other hand, radio frequency allocations influence not only the philosophies of radio regulation but also the progress of a vast industry."

Mr. Craven explained the interdepartment Radio Advisory Committee, of which he is present chairman, and how it must report to the President through FCC Chairman Fly who also is chairman of the BWC. Telling the commissioners that "the majority of IRAC are not satisfied with this arrangement," he said "they believe that in time of peace, as well as during war, the chairman of the FCC has extraordinary opportunity to influence the control of the radio spectrum and, consequently, development and use by the Government."

When Mr. Craven said considerable conflict has existed between the FCC and IRAC and between the State Dept. and FCC as to their respective jurisdictions, Senator White interposed: "It might be well also to add the word friction." Senator Wheeler wanted to know how that confusion and friction came about.

"Through the FCC wanting to run things," asserted Mr. Craven, Wheeler Says President Need Not Take FCC Advice

"That's up to the President any way; there's no way you could write that into the law," commented Senator Wheeler when Mr. Craven suggested that IRAC set up IRAC and an overall supervisory board to act in case of the President's failure to give the Administration's view to IRAC. The President could ignore either IRAC or a super-committee and "call in some outside source," Senator Wheeler remarked.

"Congress sometimes thinks, the President ought to hear it, but he doesn't."

Chairman Wheeler and Commissioner Craven argued on the President's powers and on giving IRAC legal status by authorizing him to create the law. Mr. Craven admitted the President can make decisions but "owns rights which have private industry before him?"

"You can't make him take advice," parried Chairman Wheeler.

"Nothing under the law can compel the President to take the advice of the FCC. I've heard rumors that he calls in members of the Supreme Court and others."

Commissioner Craven said he felt legislation would "eke through out much of the confusion existing between Government agencies over their respective jurisdictions with reference to frequency allocation."

"Senator White recalled that the confusion "dates back to the early days" and "has been growing rather than disappearing." Mr. Craven declared that because of that confusion FM and the "best development of television" have been retarded.

Cranen Says Enough Channels for Competitive Rule

Although Senator Wheeler disagreed that legalizing IRAC would help clear up the confusion, he declared: "I'm not married to any particular views, I'm interested in getting all views."

Continuing a prepared statement Mr. Craven said: "It is my firm belief that, if the Government so desires, we can allocate sufficient radio channels to provide broadcasting with such opportunities for competition that the effect of natural laws can be more of a controlling factor in radio in the future than has been possible in the past."

"Some persons do not agree with this philosophy," he said. "Because of the inability of broadcasters to achieve "idealistic perfection" "these persons are prone to advocate more stringent regulation of the composition of the traffic of broadcast licensees. They believe that such regulation would eliminate potential abuses and make radio broadcasting an ideal medium for the dissemination of facts and opinions."

Commissioner Craven said the proposal to give the FCC control over "composition of traffic" in conjunction with its licensing duties "will jump from the frying pan into the fire" and "nullifies all freedoms, including what rights may be transmitted to radio from the freedom of the press."

"If the Bill of Rights is to mean anything for radio, it should mean first of all, freedom from fear of Government reprisals or pressures administered by the radio licensing authority, namely, the FCC," he declared. "It must be remembered that if this regulatory power is combined with the radio licensing power, the Commission could exert..."

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BROADCASTING • Broadcast Advertising

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Senator Wheeler wanted to know "what freedoms have been nullified?" Mr. Craven replied: "If you're going to let the FCC regulate the composition of traffic all you'll have in the end is Government control." He pointed to three cases handled by the FCC in the past which, he said, he felt demonstrated that the FCC is exercising control over the "composition of traffic." Among them was the BLUE network sale which, he asserted, was decided on the issue of the network's responsibility, but in fact was based on the BLUE's programming.

"That demonstrates how a Government agency can control the dissemination of facts and opinion," he said.

"Isn't it dangerous to have that controlled by a few big networks?" asked Senator Wheeler. If the composition of traffic were in the hands of a few individuals, as the Senator inferred, that would be dangerous, too, Mr. Craven agreed, but he added "my concept is, the Government does "Bill Rights" when it attempts to control programs. The chairman held control by a small group of individuals would be "more dangerous than Government control."

"A licensee should not have freedom from competition," said Mr. Craven. "Our forefathers thought enough of freedom of the press and freedom of speech to write it in the Bill of Rights. I think there's one place you won't get freedom of speech. That's if you rest in the

**Symphony Plans**

SPONSORSHIP of the Boston Symphony Orchestra Saturday evening concerts on the BLUE by Allis-Chalmers Mfg. Co., Milwaukee, will start Dec. 28, the BLUE announced last week. Heard 8:15-9:15 p.m., the concerts will be carried on the full BLUE network with Dr. Serge Koussevitzky conducting. Agency is Compton Adv., New York.

Commission power of control over the composition of traffic.

"That has become acute since the Supreme Court Decision," remarked Senator White. Senator Wheeler once more brought up the question of controlling the commissions. Mr. Craven said he had "heard a good many complaints that on one network all the "commentators have the same philosophy".

"I know of a case where a certain broadcast procedure called the President and asked if he should put a certain Senator on the air," remarked Chairman Wheeler.

Wheeler Insists 'Equal Time' Must Be in Law

"I question the wisdom of conferring upon the FCC powers to regulate the composition of the radio traffic such as is implied in Sections 7, 10, and 11 of S-814," continued Mr. Craven. Senator White interposed:

"As far as I have it in my authority, I write this bill, I want to say," said Senator White, "that I have never agreed with Justice Frankfurter that the Commission should have jurisdiction over the composition of traffic."

Mr. Craven discussed Sections 7, 10, and 11 and concluded: "I refer to rely on the potentialities of greater opportunities for competition in the future than upon amendments to the law which in themselves may give rise to other serious problems involving the control of free speech." Senator Wheeler insisted that "equal time" in controversial issues and to answer commentators couldn't be expected unless "we write it into the law!"

Mr. Craven said his opinion was, after studying the testimony before the Senate committee, that there was "some confusion as to the right to respond to slander and the right of response to political questions." He opposed putting such an amendment into the law on the grounds that it would "lower radio."

**Says Public Wants Control Through the Dial**

"You can't lower radio any more than they are now," exclaimed Senator Wheeler. "As far as I'm concerned, I'm going to write it into the law—or try to write it into the law." He didn't agree with Mr. Craven that the right to redress is in the courts, declaring: "We've got to give the public the right to hear both sides."

"Freedom of speech is not to compel the people to listen to one station or tune to another," said Commissioner Craven. "In my opinion the public is going to have all sides if the decision is left voluntarily to the intelligence of broadcasters."

"I'm not going to have a handful of chains control public opinion no matter how much intelligence they have," shouted Senator Wheeler.

"In my opinion," said Mr. Craven, continuing with his prepared statement. "Section 8, which is intended to prohibit the Commission from interfering, either directly or indirectly, with free speech, should be strengthened as to make certain that the Commission cannot, through the exercise of licensing power, control in any way, directly or indirectly, by implied threat or otherwise, the right of free speech of any person in this country. I suggest the public desires to retain control through the dial. The public does not want seven men in Washington who are not elected to office by the people, telling them what kind of programs they should have. If we are not careful, a Commission could regulate the life out of the only radio alive in the world today."

On the "right to listen" Mr. Craven pointed out that "8 families out of 10 are very likely to push the button whenever they hear the beginning of an oration delivered by the average speaker. Of course," he went on, "some of the deep thinkers of the country listen to many of the speeches over the radio. On the other hand there are many instances in which a radio station loses the audience during the broadcast of speeches."

He urged the committee to weigh all angles if it felt that a "fairness" amendment had to be written into the law.

"What we're all trying to get at," said Chairman Wheeler, "is to reach a method that is fair. It's very difficult."

Mr. Craven told the chairman

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Metropolitan San Antonio (Bexar County, Texas) increased its effective buying income by 63.2% since last year. Only TWO counties in the entire United States showed a greater percentage of increase!

In percentage of increase in retail sales over 1942, metropolitan San Antonio ranks fourth in the nation!

These figures—taken from Sales Management’s Nov. 10 Survey of Buying Power Supplement—are indicative of the tremendous surge of buying power in Central and South Texas.

This is the market in which WOAI sells more merchandise to more people than any single medium—at a lower cost per sale!

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AFFILIATE NBC MEMBER TGN

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he was opposed to licensing networks because the “chain companies are program sources”.

Pursuing the same sort of question to which he had subjected other witnesses, Chairman Wheeler asked Commissioner Craven whether those networks should be licensed. Responding negatively, Mr. Craven said network stations are already licensed and that it would be difficult, in his judgment, to write a law which would not cover program organizations which are not in the broadcasting field per se.

Opposing provisions of the White-Wheeler Bill which would govern equal time for dissemination of controversial issues, Mr. Craven said he felt the position of CBS and the views of Ed Craney, President of Mr. Wheeler’s, were sound. He also lauded the NAB Code of Ethics which he described as far from perfect but “nevertheless a constructive step.”

As now phrased, Commissioner Craven declared that S-814 would provide “Eulogy for the FCC” and that the listeners would be subjected to a babble of oratory. The “push button is a marvelous invention,” he said, declaring that the public would prefer push buttons of competition to regulation of programs by a Washington bureau.

Commissioner Craven recalled that the present Section 316 of the law has caused the FCC considerable worry. It even projected the Commission into the field of “Radio Rights,” he said. Chairman Wheeler, however, contended that any candidate for Federal office has a right to be heard irrespective of state laws regarding qualifications.

Commissioner Craven’s plea was that Congress write a law so explicit that it can be understood by a “Commission of laymen”. He pointed out that he is an engineer and that under the law the President can appoint an entire Commission of non-lawyers.

Raising again the question of program quality, Chairman Wheeler debated vigorously with Commissioner Craven over the past played by radio and other public medium juveniles delinquents. While Commissioner Craven disclaimed any personal like for crime programs or “soap operas,” he said he felt it was not up to the government to do anything about them. Chairman Wheeler agreed he did not think that programs should be regulated by law, but he did not want “Hollywood and New York” to “lower the morals of my grand-children.”

Insisting that he wanted the public to control programs, Commissioner Craven said he didn’t want “mediocre grandfathers in Washington telling us what to do”.

AFL, For Air Freedom

Like Press Freedom

On Wednesday Mr. Hines submitted for the record or a resolution adopted by the AFL at its Boston convention Oct. 8. (Boston Oct. 18) urging that Congress “at the earliest possible date, assure the preservation of freedom of speech on the air by making changes in the present Communica-

“Good Choice”

WHEN EARL J. GLADE, vice-president of KSL Salt Lake City and recently elected mayor, took the stand before the Senate Interstate Commerce Committee last Monday to testify on behalf of the White-Wheeler (S-814) Chairman Wheeler dryly remarked: “Senator White tried to get elected mayor but they sent him to the Senate to get rid of him.” To which Mr. Glade retorted: “Well, that was a wise choice.” When Mr. Glade concluded his testimony Senator Wheeler told him: “You’ve got a great station.” The Salt Lake City broadcaster had mentioned that his station always carried Senator Wheeler’s talks.

Mr. Glade said to the committee: “I predict that the rich will get richer and the poor get poorer in the network rules. In the long run you’re going to find the trend of the money will go to the networks having the best stations.” Senator Wheeler questioned the witness as to the profits made by the networks. Mr. Craven said: “The chain companies make a good profit; so do the affiliates. I think the most money is made by the key stations owned by the networks. On the other hand, the affiliates are making money, too.”

“Shouldn’t chains arrange it so that all their good programs go to all their affiliates?” asked the chairman.

“That’s a condition I’d like to see come about,” replied Mr. Craven, “but it’s up to the man who buys the time.” Senator Wheeler contended that if a rule made it mandatory that a timebuyer had to take all stations it would render a public service. “Should a company be permitted to come in and say ‘We’ll just pick out a few good stations in the country’?” he asked.

“You’ve got a complex situation there,” said Mr. Craven. Then came an argument over the term “public interest” and when the Commissioner said he couldn’t define it, Senator Wheeler demanded to know why.

Senator Toby objected to interpreting his own statement, remarking: “I think this statement is a very good contributon to the wealth of material. Is he going to finish the paper and then be interrogated?” Senator Wheeler surmised that when Mr. Craven read his paper he was finished, then continued ques-

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

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POPE To Be Heard

POPE PIUS XII will again broadcast a Christmas message, and the Christmas midnight Mass will also be short-waveed as in previous years, according to Dr. Max Jordan, NBC director of religious broadcasting who has received what is said to be the first direct message from Vatican City's radio station since Rome was occupied by German troops. The Pope's address had not been definitely scheduled by the other networks last week. Mutual indicated it would probably carry the talk however.

unsuitable or contrary to the public interest, or from substituting therefore a program of outstanding local or national importance;
(3) Which prevent another station serving a substantially different area from broadcasting any network program or programs;
(4) Which provide by original term, provisions for renewal, or otherwise, that the station will broadcast the programs of the network organization for a period longer than three years;
(5) Which give the network organization an option upon periods of the station's time which are unspecified, or which can be exercised to renew the station within less than a reasonable time, such as 28 days.

Craven Likes Idea of Rotating Chairmanship

Although Senator Wheeler again declared himself against placing the power of disseminating facts and opinion in the hands of a few, he said: "We ought to lay down some definite rules which the radio industry will know what's what. That's what we're going to try to do."

Discussing the the Commission's power to revoke licenses for infractions of laws, Mr. Craven said: "It is my belief that the Commission should not have this indirect power because it does not accord to license-holders due processes of law guaranteed to them in the Bill of Rights and it also amounts to an unfair concentration of judicial power in an administrative agency."

He told the committee he favored "reorganization of the Commission to do away with the White-Wheeler Bill. Senator Tobey asked if the chairmanship of the FCC should be rotated, as suggested by Judge Sykes. Mr. Craven said he hadn't proposed it himself but thought it was a "splendid suggestion". Senator Craven wanted to know if "other members" of the Commission were "pretty positive forces" or "do the powers just come to you?" Mr. Craven parried the question but commented: "I think the chairman has been very effective getting his new policies across. I congratulate him."

Says FCC Will Ask Bon on Press Ownership

Commissioner Craven literally tossed a verbal bomb into the hearing when testifying on the newspaper-ownership question, he said: "You are about to get a recommendation from the Commission that Congress prohibit newspapers from owning radio stations."

"Did I understand you to say that the Commission is preparing an order to prohibit newspapers from owning radio stations?" asked Senator Tobey.

"I didn't go quite that far," replied Mr. Craven. He repeated his statement.

"In your mind, if such an order were in the making," persisted Senator Tobey, "would it go far as to say that newspapers owning stations today had to get rid of them?" Mr. Craven remarked that he was glad to note that Chairman Craven had tossed the newspaper-ownership question in the lap of Congress. He added that hearings were about completed and that the Commission had tentatively made up its mind.

Mr. Craven said he personally opposed legislation prohibiting any business or occupation from "having newspapers" from owning radio stations because such action would be "both unnecessary and dangerous."

Choice Between Two Kinds of Administration

The Commissioner concluded that the Senate committee is faced with the choice of two forms of administrative Government. One is where an "agency of Congress with powers to regulate private enterprise within the scope of a law which the rights of the agency are defined and safeguarded." The other is where an independent administrative agency has "vested legislative and judicial powers to regulate private enterprise because the law does not either specify the limits of power of the agency or define the rights of the regulated.

"In my opinion Congress should choose the first by enacting legislation similar to that suggested in S-814," he said. "The second course, in my opinion, is bureaucratic in its extreme form, and constitutes a trend toward a change in the form of our Government, and, of equal significance, it seems to me, this course leads to regimentation of technological progress along the grooves charted by a centralized bureaucracy."

Senator Wheeler inquired about clear channel stations, then challenged Mr. Craven's statement that the clear-channel group "does a better service to rural areas." Mr. Craven said "I am convinced, as an engineer, if you destroy all the clear-channel stations you destroy the coverage of the country."

Joseph Pierson, president and general manager of Press-Williams Inc., made a deep impression in advising the committee that the FCC had denied his company permission to operate in "several" theatres of war, without hearing, but had granted licenses to rival firm, RCA and Mackay Radio, also without hearings. He supported the intervention clause in the proposed legislation, declaring that the Commission "finally granted us a hearing" but that no decision had been handed down.

He testified that the Press-Williams filed application for license to operate in Algiers on Dec. 18, 1942, and was the first such firm to file. On Feb. 5, this year, he said, the FCC granted Mackay Radio a license to operate in Algiers. He said the Commission gave no formal reason that he could remember, but informally had told him that the Joint Chiefs of Staff requested...
Congress Shelves Probe
On CIO-NBC Controversy

ATTEMPTS to have Congress probe into the affairs of NBC because a CIO speaker was substi-
tuted for the voice of a former Soap Farmer Nov. 21 [BROADCASTING, Nov. 29] have been shelved.
S enator W. Wheeler (D-Mont.), chairman of the Senate Committee on Interstate Commerce, said no action would be taken on a resolu-
tion (S. Res. 21) introduced Nov. 25 by Senator Langer (R-N. D.) calling for an investigation as to
why the dairy program was canceled by an FM radio speaker, who discussed subsidies.

CIO Opposed to Cut
In Communication Powers

Appearing Thursday to protest any change in the present Com-

 munications act that would "curtail the present powers of the FCC, Mr. DeCaux charged that a labor's chief
difficulties in getting time were due not only to the employer-minded-
ness and prejudices of a number of station owners, but to "every general policies and practices of the
industry as embodied in the code of the

He told the committee that fre-

quently the CIO had complained to the
FCC but had been "advised" that "our only recourse is to make a complaint that a particular station has not been operated in the
class of interest, at the time when
to the renewal of its licenses comes up be-
fore the Commission".

Mr. DeCaux left four recom-

mendations with the committee:
(1) That a larger proportion of
free time should be made avail-
able to labor organizations than
had been the case in the past, par-
ticularly in the form of regularly
recurring sustaining programs;
(2) That labor organizations should
suffer no blanket restriction on
their right to purchase radio time;
(3) That labor organizations should
suffer no blanket restrictions on
their right to use radio for the
solicitation of membership or in
organizing drives; and
(4) That the CIO should be
given consideration in the estab-
lishment of machinery for the
relief of labor and other
organizations in cases where there
is a discriminatory denial of their
right to buy or receive free time on
the air.

Coordination of FM and AM
Urged by Cullum

Mr. Cullum outlined the possi-

bilities of radio after the war and
called on Congress to give "imme-

ciate consideration" to post-war
radio. As a result of war train-
ing in both the Army and Navy
many engineer-technicians will be
available to private industry to
give to civilian enterprise the
knowledge they have acquired in the
service. Mr. Cullum perceived the necessity of ex-
ploring FM and television. Al-
though he said that standard broadcasting will continue, he pre-
vented the use of FM in the
larger metropolitan areas, thus
freeing many AM frequencies for
rural coverage. He mention-
ed particularly that the area from
Washington to Boston is adapted to
FM.

Senator Wheeler questioned him

contending that they "blanket out" local stations which really serve
their communities.

The National Broadcasting Co.,

there are no shortages of

"There are no shortages of

frequencies any more," said Mr. Cullum.
"As a result of spending mil-
lions of dollars in war develop-
ments we have found a lot more
frequencies. If we make use of
them it will relieve a lot of our
problems. During this war there
was an enormous amount of training. Before the war we had few men who could install and operate FM or television.

Chairman Wheeler, reading a
question, asked how FM signals
would compare with AM in rural
coverage. The witness said engi-
neers consider a 500-microvolt signa-
I have no idea how to answer this question, but I will try my best to provide an accurate answer.

Firstly, the FCC has set aside special frequencies for rural use. These frequencies are designed to provide good service to rural areas, especially with small communities.

Secondly, FM signals are more powerful than AM signals. FM uses a frequency modulation technique which allows for a clearer and more stable signal, especially in areas with a lot of natural noise such as mountains.

Finally, the FCC has provided regulations to ensure that FM signals are not interfering with AM signals. These regulations are designed to protect the AM signals from degradation due to interference from FM signals.

In conclusion, while FM signals have advantages over AM in spatial areas, the FCC has taken measures to ensure that both AM and FM signals are protected and available for use in rural areas. Therefore, it is possible to provide good service with both AM and FM signals in rural areas.
doing a "good job", Mr. Cullum said that even better service will be possible with the development of FM and television. He urged the Commission to provide more channels for both services and suggested higher frequencies for television, especially where there are already high-power AM stations. He further stated that the Commission might want to consider somewhat higher frequencies for FM, too, since he believed that stations could be made useable, and might want to avoid suppression of these techniques. Many of them are already known to the enemy, and consideration should be given to making them available as quickly and as effectively as possible.

Asked by Senator Tunnell whether allocations should be made by statute or by the Commission, the engineer said he did not feel qualified to answer.

Without criticizing the Commission, Mr. Cullum urged steps to speed action, citing again the time that was lost. In many cases, he said, months go by before an application is set for hearing and the additional time is lost. He recalled applications which were pending before agencies for a year or more. The Commission was asked to consider this and take steps to prevent this kind of waste.

Several members of the Committee agreed with his view. Chairman Wheeler commented that these delays, both before agencies and the courts, tend to destroy confidence in government.

Chairman Wheeler said he had gleaned from Mr. Cullum's testimony that he felt there should be some policy on allocation of FM to standard broadcast facilities and that if the Commission were to expedite matters if broadcast licenses knew whether or not they could go into this new field. He pointed out that if sufficient facilities are provided, there would be enough channels to accommodate any foreseeable demand. He urged that a survey be made to determine potential needs.

Television, the witness said, is the Voice of the Mississippi Gulf Coast.

The Sweet Buy and Buy of the NOW is thru WGCN, consortium of the famed Mississippi Gulf Coast, where Millions are being spent Monthly!

The World of Broadcasting sitges at the "California Pacific International" against all odds.

In “quite a chaotic condition” because prospective licensees do not know in what portion of the band they will operate.

Jansky Lectures On FM and AM Services

Mr. Jansky took the Committee on a tour of his personal laboratory and the day-long discussion of FM versus AM broadcasting and described in lay language the difference in quality, propagation and service. Drawing upon his 23 years' experience in radio allocation, he told of his own experimentation with FM, through regular operation of an experimental station in Washington during the last four years. The cure for the problem with some stations was poor FM, he predicted. Without mentioning specific numbers, he said that thousands of FM stations be accommodated on the present FM band, without interference, as against only 912 stations in the same frequency band. There are only 40 FM channels at present as against 106 AM frequencies.

Mr. Jansky explained how this is possible. He pointed out that the necessary signal to noise or interference ratio for clear reception in the AM band is about 100 to 1. In FM, he said, it is 2 to 1, making it possible duplication of stations on the same frequency at some 30 or 40 mile intervals. In the same city, it is only possible to license a maximum of 22 standard broadcast stations operating simultaneously because stations must be separated by at least 3 non-used channels. In FM, every other channel can be used so that with the present 40 channels, 20 stations can be operating in each locality.

There is a severe limitation on AM coverage at night on duplicated channels, Mr. Jansky pointed out, and substantially the same coverage is available day and night. Moreover, he said, there is much less static in FM than in propagation for less distortion and more life-like reproduction.

FM stations can cover 100 miles, he estimated with substantial power and under optimum conditions. He said the cost of FM construction today is about the same as AM.

Pointing out that it is possible to provide an FM facility with a service on the same frequency, he said, Mr. Jansky said he would leave "it to your imagination" what the future will present in the way of FM service.

Predicting automatic relay of FM signals to subscribers, he said, "the FM services could be set up at the point of the service area and retransmit to another. Mr. Jansky said this could be done over and over again and without the necessity of wireline relays. While he declared the possibility of automatic rebroadcasts are great, he said there would be many cases where wireline will remain desirable.

He predicted that FM would have a "very sizeable effect" upon AM. He urged, also, to Senator Wheeler, that AM broadcasters of today be given full opportunity to operate FM stations. The outstanding contribution of FM will be the provision of sufficient facilities, so that all who have a right to operate stations can be accommodated. The competition is for facilities and not for business. With FM the competition will be for business, parallel operation of newspapers, on which there is no facility limitation.

As Chairman Wheeler whether he felt Congress should write into the law specific and adequate regulations for FM, Mr. Jansky said he saw no reason why Congress should have to legislate. The FCC, he said, recognized FM's requirements originally but the engineers were too conservative. He said he thought the band should be enlarged and said "FM could do a pretty good job if we had one more television channel!"

Chairman Wheeler wondered what Congress might do to "encourage" adequate allocations. Mr. Jansky reiterated that he felt the Commission had treated FM justly.

Commissioner Wakefield did not complete reading his prepared statement at the Friday session and was to return Saturday. He opposed Section 3 of the Bill which would separate the Commission into two autonomous divisions, declaring that the Commission now has authority to diffuse its functions.

With so many developments impending after the war, he felt the Commission organizations should be left flexible so that would be shifted from one division group to another.

Answering the earlier testimony of CBS President William S. Paley, attacking the network monopoly rules, Mr. Wakefield supported them, not as being letter but as constituting a "sound basis" for the enhancement of free speech.

Recollecting the earlier testimony of Chairman Fly, he pointed out that CBS "continues to make money greater than ever before" and that recent figures for the "blue" indicated its net earnings were up $2,000,000. He placed in the record a CBS brochure to advertisers containing the regulations would not be detrimental to its operations.

CBS, he said, said the regulations...
The CBS Station for a million people in 22 counties of 3 states... the heart of the Textile South.

SELL THE 7th. STATE

* CUT YOURSELF 1/4 NEW ENGLAND

WASHINGTON WSP draped by Nashville

STATION WLAW LAWRENCE, MASS. 680 K.C.

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WHN NEW YORK

20,000 Watts in America's Greatest Market

5000 Watts Full Time

St. Louis, Blue Network

5000 Watts Full Time

Represented by John BLAIR & Co.

are destructive but "would not produce the corpus delicti." Senator Hawkins interposed that the money now being made by industry under abnormal conditions could not be regarded as indicia to what will happen after the war. He said he felt the network regulation would do little to further the object of the legislation for, to current business conditions. Mr. Wakefield agreed these were "abnormal times.

Mr. Wakefield disagreed vigorously with the contentions of Messrs. Paley, Neville Miller and Commissioner Craven that the Supreme Court opinion gave the Commission the power to censor programming. He said there could be no confusion about the meaning of the word "composition" and that it is interpreted as meaning "content.

Mr. Wakefield said he felt the Commission can require that a station offer a "balanced diet" of programming and that it should not broadcast one type to the exclusion of all others. Also, he thought the Commission had the right to concern itself with the "general program level.

See Early Action

On Newspaper Issue

On the newspaper ownership issue, Mr. Wakefield said he thought that had been taken earlier and that it would have except for the war. He admitted the Commission had only held up applications of newspaper stations and that he was confident a decision would arrive without delay. Mr. Wakefield felt the newspaper opinion would be forthcoming "while this Committee sits" and that he felt it would be a recommendation to the Committee

Senator Wheeler made several significant observations during Mr. Wakefield's testimony. At one point, he said, it should be up to the broadcasting to determine what constitutes the "public interest." But he felt that if a station does not give both sides of public issues the Commission ought to have a right to so determine. At another point he observed that there was a "radical" -something done by the Commission to prevent broadcasters from appearing before the Commission. There has been too much of this from the start, he declared.

Commissioner Wakefield held there was no justification for such fear. He said he knew of no political considerations in FCC actions, but Chairman Wheeler cut him short with the observation that he knew of a number. Commissioner Wakefield said he did not believe the Commission has "excessive powers" and that the effort is "dilute" the Commission's powers.

Commissioner Wakefield referred to situations, presumably actual, where an applicant invests $10,000 in a station with a government facility and soon finds it worth $100,000 or a few hundred thousand. He said he did not know the answer to such situations.

Again taking up the cudgels in support of the Fly philosophy in his prepared statement, Mr. Wakefield deplored the rule that no time should be sold for discussion of controversial issues. This was also in line with what Mr. Wakefield held to the CBS policy of handling controversial issues and that espoused by

House Probes Fly Reprisals

(Continued from Page 10)

protecting the identity of any person or persons. Mr. Miller referred to testimony previously offered by Mr. Fly that FCC Chairman McNeil had exerted influence over IRAC and the armed forces in the allocation of Government frequencies. When Mr. Craven replied that he hesitated to disclose names in a public hearing, Rep. Miller asked: "Why do you state whether your disclosure of names of such person or persons might subject them to the visitation of reprisals by the chairman of the FCC?

"That is what I fear," replied Mr. Craven.

"After all, is that a one-man Commission?" demanded the Missouri Congressman. Mr. Craven replied it was a "seven-man Commission, by law.

Rep. Miller did not press the witness to name members of the armed forces against whom the alleged reprisals might be taken, but when Mr. Garey asked:

Ed Crane, head of KGIB Butte, Mont., in an article published in Oct. 18 issue of Broadcasting, Mr. Crane's solution of "wide and free discussion seems to be widely different from and vastly preferable to Colson's policy of very limited discussion.

Mr. Wakefield urged that the record be one to see if new Hearings that reached after delay. Mr. Wakefield felt the newspaper opinion would be forthcoming "while this Committee sits" and that he felt it would be a recommendation to the Committee.

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Ballantine Change
P. BALLANTINE & SONS will change the talent and format of "Three Ring Time on CBS, dropping Guy Lombardo's orchestra and Ogdan Nash, comic lyricist, and substituting another show. Although the sponsor is contemplating the use of a larger nighttime network, it is more likely that the proposal will be that at time that would prevent the Ballantine show from expanding in its present spot.

Dear Time Buyer —

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

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.

AWAKED
TOWERS OVER AKRON
Basic Blue Network
5000 WATTS, DAY & NIGHT

FIRST IN ALASKA

970 KC
KFQD 10,000 W
ALASKA BROADCASTING CO.

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
WBNX
5000 Watts
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET,
newyorkcity
For Offense - For Defense - For Sale - For Buy - U.S. Bonds Today

in the CONTROL ROOM

AURiLE BoISvERT, technical director of the Comco Co., recording engineer, in person on loan to Exclusive Radio Features, Toronto, as technical director.

BILL McGOWAN, operator and announcer of CHBN Chicago, however, has returned to the station after a lengthy illness.

WR ROBERT A. Axford, new to radio, has joined the engineering staff of WRG Philadelphia.

GEORGE STEINHARDT, engineer of WFEL Philadelphia, has been called for induction into the Army Dec. 18.

KENNETH WANNENWETSCH, new to radio, has joined the technical staff of KIEV Glendale, Calif.

FRED MARMIE, technician of KDFN Casper, Wyo., has joined the technical staff of KVIW.

FRED McMARRIN, engineer of KTSO San Antonio, Tex., is the father of a boy.

SAM MACE, formerly with the Bendix Radio Corp., has joined the engineering staff of WLSR Roanoke, Va.

DICK DELLPE, engineer of WFIL Philadelphia, is recuperating from a serious illness.

W. ROY NUS, veteran engineer of KYW Philadelphia, has been assigned to the field engineering division of the Westinghouse Electric & Manufacturing Co., to work on materials.

FRANK T. ENNIS has joined the engineering division of the recording studios of WOR New York.

WILFRED C. PRATHER and George F. Rogers, NBC Chicago engineers, recently reported for service with the armed forces.

ERMADEEN METZ, formerly of Indianapolis, has joined the engineering staff of WICR Washington.

ROBERT BROOKING, of the engineering staff of WGES Chicago, recently was inducted into the Army.

He has been replaced by Francis Bishop, formerly a radio man in the Merchant Marine.

DAVID SOHM, technician of WNEW New York, has been elected vice-chairman of the Atlanta Branch of the National Association of Broadcasters.

THE BIGGEST SPOT of Eastern New York

Only Blue Network Station Covering This Area
Help Wanted

Texas: Finest Local Station—Joining CBS network approximately January 1st, has opening for two announcers, Salary. Excellent living conditions. Especially interested good morning shift man. Send details and credentials. Reply Chief Engineer, Box 111—McComb, Miss.

Announcers—Personal or transcribed auditions for experienced men. Salary $65, 5 day week. Write to Fred Wilson, WTC, Gary, Indiana.

ENGINEER—Operator for 1000 watt day-time station. Draft exempt. Real opportunity for growth by planning post-war expansion. Must be willing to work nights and weekends. Box 583, BROADCASTING.

Two first class transmitter engineers—By 10,000 watt station. Good opportunity and excellent working conditions. Write John L. Cole, Radio Station WNOX, Knoxville, Tennessee.

Conscientious Young Man—With good background in announcing and production, wishing to become associate of manager of network affiliate. Must be good all-around announcer capable of handling special programs, and able to develop his own voice and traffic and studio details. Real opportunity for man who wants to work for a station that is looking for future management. Write full details and salary expected to Mansfield, W.R.V, Fourth Floor, N. Y.

Wanted—Announcer-operator with first class license. Must be capable of news and general announcing network stations. Send details to KSEI, Pocatello, Idaho.

WANTED—Technician with first class telephone license for South Florida station. Address P. O. Box 4691, Miami 1, Florida.

SALES PROMOTION ASSISTANT—One in New York City, must be good, versatile, enthusiastic. Has opening for two announcers, Salary. Excellent living conditions. Especially interested good morning shift man. Send details and credentials. Reply Chief Engineer, Box 111—McComb, Miss.

Announcers—Personal or transcribed auditions for experienced men. Salary $65, 5 day week. Write to Fred Wilson, WTC, Gary, Indiana.

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House Probes Fly Reprisals

(Continued from Page 68)

"I don't know whether the Commission did," replied the witness, "I heard there had been some facilities granted to Dr. Watson and Mr. Dodd, but we didn't have these letters issued in the courts." Mr. Craven said that although he felt both men were entitled to the test of constitutionality, he was personally opposed to the employment of Dr. Watson and felt that "it was a matter for Congress to settle and was none of the Commission's business."

Counsel Garey read into the record Thursday letters addressed by Commissioner Secretary T. J. Slowie to Dr. Watson and Mr. Dodd, pointing out that while they worked from Nov. 7 to 23 (pay period) their salaries were terminated Nov. 15 by action of Congress.

Mr. Craven read into the record statistics on the RID which he hadn't possessed on Wednesday. From July 1940 to December 1943 the RID made 10,284 investigations, the record disclosed and found 33 illegal or unauthorized stations, a large number of which, Mr. Craven said, were operated by minors. A total of 75 arrests were made as a result of the RID activities, he added, and 33 were convicted of felonies.

Most of the unauthorized stations were found before the U. S. entered the war, he said, and estimated that less than 10 had interfered with military operations. RID activities led to the suspension of 85 operators' licenses and 12 stations had their licenses revoked, said Mr. Craven. He said the RID discovered a station at the German embassy, prior to the war, and found Japanese stations "on Army property."

The witness said he understood that the RID had monitored what it thought was an enemy vessel at sea, but investigation by the Navy disclosed that the station in question was operating from Japan.

"I can recognize very clearly that the Commission's activities and personnel are not suitable for military functions as such," he added.

Commissioner Craven said it was generally felt at the Commission that the RID and FBIS were of special interest to Chairman Fly and that "he exerts greater interest than any other Commissioner in them". Mr. Garey had asked if RID and FBIS weren't "pet babies" of the chairman.

The former Naval officer told the committee that early this year he heard rumors that the Navy and Army were dissatisfied with "what the Commission was doing with RID" and that he told Chairman Fly of the reports.

"I assure you there was nothing to it, that it was a matter the budget bureau was taking up," he added.

Caveat Emptor?

CUSTOMERS SELL THE merchandise they are buying in the new Sears' Knockout program on WTAG Worces-

ter. Announcer Bob Dixon questions customers on what they are purchasing. If they "know their stuff", they are awarded the item. Series—
called Know Toward—also features music from WTAG studios, and is heard three times weekly, 10:30-10:45 a.m.

Radio Preparation

Lacking at Pearl Harbor

Mr. Garey called attention to letters written last February by Adm. Leahy of staff to the President on behalf of the Joint Chiefs of Staff, to the Secretaries of War and Navy, urging that the President transfer RID activities to the armed forces. Subsequently on Feb. 8 letters signed by both secretaries, and urging the transfer, were also transmitted to the President. Mr. Craven said he first heard of the letters last July when they were brought in the House committee hearings.

He said he didn't recall whether he took it up with the chairman after being appraised of the recommendation, but stated: "I do know that the President has acted and I must remain obedient to him."

Questioning centered around the Hawaiian Islands and the activities of the FCC before and after Pearl Harbor, and when Mr. Garey asked: "Isn't it true prior to Pearl Harbor the Navy came to the chairman of the FCC and asked him to stop broadcasting in Japan?" Mr. Craven replied, "Adm. Hooper did, but that the FCC didn't stop the broadcasting. "I don't think we could," he added.

Mr. Denny asked permission to speak to the chairman. There was a lengthy conference and Mr. Garey then called on Mr. Denny to object to the procedure on the grounds that such discussions at 12:30 p.m. should give the Commission a "black eye". Mr. Craven had testified that after reading the recent FBI report he had concluded that the "failure at Pearl Harbor was due to a lack of alertness and full preparation", which included lack of "proper radio preparation".

Facts Given Navy

By FCC Questioned

On Friday when Mr. Garey attempted to draw from Mr. Craven the FCC's rapidly emerging picture in evaluating information it had given the Navy in connection with Alaskan waters, Mr. Denny asked permission to "what was the incident, and why?" the incident took place, and to ask if Mr. Craven had considered FCC records.

Mr. Garey, who had not objected to Mr. Denny's interruption, said he thought that question was out of order and FCC counsel rephrased it. Mr. Craven replied that the officers who told him should be brought before the committee. Mr. Denny agreed, and committee counsel declared "we would have produced these men except that the FCC had managed to silence them through executive order."

Acting Chairman Hart passed the question from counsel to proceed. Mr. Garey read into the record a letter dated Sept. 7, 1943, from President Roosevelt to the Secretaries of War and Navy rejecting their recommendations that military intelligence functions of the RID be transferred to the armed forces. In the final paragraph the President wrote: "It is in my desire that matters of this sort be handled by the proper agencies. In the future the courts should deal with this matter, and be reviewed by the Board of War Communications."

"So what this letter suggests is," said Mr. Garey, "if the Army and Navy cannot get along with Mr. Fly the chairman of the FCC, they must take it up with Mr. Fly, chairman of the WBC; isn't that true?" Mr. Craven declined to answer the question on the ground that he must remain obedient to the President.

"I think the committee can draw its own conclusions," said Mr. Hart. The hearings then adjourned, subject to call by the chairman.

Mr. Garey said plans call Lt. Harold N. Groves of the Navy, former assistant chief of the FBIS; T. A. Moore of the FCC and Mr. Fordham of WJW to testify next in connection with FBIS activities.

Shiver for Williams

WILLIAM L. SHERR, CBS news analyst, is now heard on Sunday, 7-7:30 p.m. under sponsorship of J. B. Williams, Cleveland, Ohio. Mr. Shiver's broadcasts in behalf of Williams have been a hit. He rasied $7,250 last Sunday, Dec. 5, on 46 CBS stations. Agency is J. Walter Thompson Co.

DREW FOR BROADCASTING BY SID HIX

"It's all right, Mr. Belcher... they said it was just a gap for that 'People are Screwy' Program!"

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BROADCASTING • Broadcast Advertising
on any other radio station in the world.

more advertisers spend more money to tell

motion pictures account for the fact that

of the dominance they enjoy on the nation's

great middle west. the vivid picture it portrays

hooper's portfolio on all radio listening in the

their audience is "the listening finger points,"

current favorite among wtm advertising and

for tuesday
Fog has suddenly closed in. Yet the big transport pokes its nose through the murk—and 21 passengers alight on schedule!

For radio beacons have kept this plane rigidly on its course. A friendly voice from the airport warned of the ugly weather ahead and suggested the best way to meet it. Then, as the plane roared in to the runway, the radio voice directed a perfect, unobstructed landing.

Aviation is only one of many fields in which radio is stimulating progress. While today radio manufacturers are all out for Victory, technical improvements developed in wartime will enable them to bring you new and better radio-electronic products when Peace comes.

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

Pioneers in the field of radio-electronic research, RCA Laboratories, through fundamental study and endless experiment, serve America's great radio industry at war. When peace returns, RCA will continue to make available to American manufacturers of radio equipment new discoveries and inventions in radio and electronics. RCA research means greater progress for the industry, finer radio and television for the home!