BUY ONE . . .
GET THREE . . .
Plus!

When you buy WHO you get a primary daytime coverage that includes or touches every county in Iowa, Southern Minnesota 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**

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*Blue*  
5000 WATTS

*Mutual*  
980 KILOCYCLES

**WSIX**  
"The Voice of Nashville"  
NASHVILLE, TENN.

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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—Not'l Representatives, The Katz Agency, Inc.
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
HERE’S A HANDY HANDFUL

RCA 325-A PORTABLE AUDIO FREQUENCY OSCILLATOR

FEATURES:

12 Fixed Frequencies—50 to 15,000 Cycles • Push-button Selector
AC Power Line or Battery Operation • Negligible Frequency Drift • Output Level Indicator
Extremely Compact (length 9 in.; width 4½ in.; height 5¾ in.; weight less batteries 6½ lb.)
Delivery from Stock (subject to WPB approval under General Scheduling Order M-293)

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
**Joseph V. Freitag,**  
President, Freitag Advertising Agency, Atlanta

**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!

**Free & Peters, inc.**  
Pioneer Radio Station Representatives  
Since May, 1932
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 with-in 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 other things, told the Congressional committee 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 employees 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 adequate time grants 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 and general manager 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 there- by 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 Colman, 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 the “glowing” part of the FCC’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. And 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., Jr. member of the 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 pronounced by his colleagues and work. He completed his remarks by ridiculing 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 permit 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-
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. Garey, committee general counsel, to bring out 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. Garey 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 F the 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. Garey told the committee that the men were permitted to “remain at their desks” for the “purposes 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 Garey 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 58)

Y&R Named to Direct Part of GE Advertising

WITH announcement by Young & Rubicam, New York, that it will no longer handle the Westinghouse Electric & Mfg. Co. account after March 1, 1944, the agency last week confirmed the report that it would handle a portion of the General Electric Co. account, effective the same date [BROADCASTING, Nov. 29].

H. L. Andrews, vice-president in charge of the appliance and merchandising department of G-E, announced Y&R would place all advertising for household appliances, but no details on media plans were revealed.

FRIENDLY LUNCHEON get-together in New York on occasion of visit by Pete Smythe, program director of KLZ Denver, CBS affiliate, includes (l. to r.): William N. Robson, CBS producer-director; Smythe; Wauhullah LaHay, radio publicity and promotion, N. W. Ayer & Son, New York; and Earle McGill, who also is a producer-director of the network.

COMDR. CRAVEN Double-Header Witness

BROADCASTING • Broadcast Advertising
NAB Warns ASCAP It Violates Decree

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 station bills are patently erroneous and patently in violation of the 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, conferenced with the committee on Thursday and were told that stations do not intend to sit idly 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 separated 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 by the source by the Treasury. The NAB charged that where stations broadcast the five-minute transcription in the Musical Clock program, ASCAP demands the 8% commercial fee on the entire program, which may be an 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 Arnow, WALTER 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 for ASCAP, reducing topical bits of selection, etc. The committee is considering the issuance of a standard binder with index tabs that are instituted 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 Hagenach, ASCAP by John Paine and Herman Greenberg, and BMI by Sidney Kaye, Merrit Tompkins and Carl Havelin.

The work of BMI was patently 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 radio, especially for radio. "The radio industry needs short pieces, between four and seven minutes in length," he said. "It is doing absolutely nothing toward the creation of such music. The industry should take on itself the responsibility of fostering 'radio music' by commissioning established composers. Mr. Whiteman said this would be a "profitable investment". He also discussed the possibility that musical programs will replace news broadcasts in listening popularity when the war is won and the news from the battlefronts is no longer foremost in importance.

J.WalterThompsonTakesOver 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 placed by BBDO, New York, and all advertising for Food Motor Co., Detroit, now handled by Maxon Inc., Chicago.

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.

The agency will handle recruitment 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. 29).

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 programs. On March 1, 1942, Ford "suspended 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- troit said this was for a "five-year institutional news series with Earl Godwin on 107 BLUE stations seven weeks of the year. A year later a musical series was considered in place of Godwin, and Ford continued the news format, which is currently featuring Godwin five time weekly and Ray Hinkle on Saturdays and Sundays, 8-8:15 p.m.

Under J. Walter Thompson's aegis, 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 Arnow, chairman; James P. Begley, KYW Philadelphia; Thomas Belviso, NBC; Arthur Church, KMBC Kansas City; Robert Enoch, KTOK Oklahoma City; John Paine, KDAY Hollywood; KALE Portland; Elliott Sanger, WQXR New York; Frank R. Smith Jr., WWSW 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 me because at the meeting we discussed 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 friendly undertaking 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, SESAC and AMP from the ASCAP revenue they would receive from 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 Voice of Tomorrow program on NBC last Monday by launching the Voice of Firestone Television, a sight-and-sound series, on WNBT, NBC video station in New York. Harvey S. Firestone Jr., president of the tire company, and NFTRA Trammell, NBC president, inaugurated the television series with brief talks which were filmed by Sound Masters of Cleveland, and telecast from WNBT's projection studio in the evening.

Opening program was an industrial film, Ford's Firestone, made 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.

**Funds for Probe**

**RUNNING ahead of schedule, the House has given its Select Committee to Investigate the Ford an additional $50,000 in funds, making a total of $110,000 allocated to date for the inquiry which was authorized on March 3. Chairman Lea (D-Cal.) said additional funds would be sought if needed.**

**CHAINED FOR YEAR**

President H. M. Duncan, of the Duncan Coffee Co., Houston, signing Ad-K datings the Lone Star Chain of Texas. Jimmy Pate, general manager of the Steele Advertising Agency, Houston, and Bill Bennett, sales representative of KXYZ and the Lone Star Chain beam approval of the five-week program The Coffee Grinders, to be heard also on 3 additional stations outside the Texas chain.
War Loan Messages to Be Sponsored

Transcribed Series Will Have Open Ends for Commercials

LOCAL SPONSORSHIP is the key to radio participation in the Fourth War Loan Drive for $14,000,000,000, to run Jan. 18 through Feb. 16, according to plans now being rapidly rounded out by the War Finance Division of the Treasury Dept. Suggestions solicited from the industry following the last drive [BROADCASTING, Oct. 11] led ideas submitted by the NAB special Fourth Loan committee [BROADCASTING, Nov. 16] have been seriously considered, put together in more equal footing with other media in promotion of war bond campaigns.

Two series of transcribed programs, prepared especially for local radio by the OWI, will be available to stations upon request for use during the coming drive. "Treasury Salute" is the title of one series, which consists of 60 quarter-hour programs, largely musical, with a half-minute and a minute open at the ends for sponsor's messages.

Quarter-Hour Series

This first series is a tribute to American men and women in their jobs, stressing the importance of their work in the winning of the war. Singing out a specific year in the current era, each program salutes the achievements of a certain group of workers, both men and women, in some given industry. The importance of these achievements is related to the industrial performance today. David Broekman and his Treasury Orchestra

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 by 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, without fractionation, broken down into a complex wave and transmitted as a whole, whereas current television pictures are transmitted by a series of fractions, he said, which, when translated into black and white at the receiver give the impression of a complete picture.

ARGUMENTS for and against the Cannon Bill (HR-3693), companion measure to the Bankhead Bill (S-1467) passed by the Senate, providing Government subsidies for War Bond advertising in newspapers, were made before the House Ways & Means Committee at hearings last Friday, with Rep. Cannon (D-Mo.) leading an array of witnesses favoring the legislation.

Opposition to the measure was expressed in a statement issued by the War Advertising Council which asserted that it will hinder the war effort, would be wasteful of public funds, would restrict advertising to one medium, and would hurt the permanent interests of the small-town press.

The Committee also had before it a letter written by Secretary of the Treasury Morgenthau to Senator Byrd (D-Va.) asking that the Joint Committee On Reduction of Non-Essential Federal Expenditures "lend its weight now in stopping this proposal from becoming law."

Would Hurt Sales

Referring both to the Bankhead Bill, which appropriates $15 million, and the Cannon Bill, which appropriates $25 million, the Secretary stated: "Ostensibly, this proposal was made in an effort to help sell War Bonds. I should like to have it on the record that the..."
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 Grisophilma

A NEW TWIST in the radio coverage of New York waterfront news—this time the arrival of the exchange ship Grisophilma with its load of radio personnel—was the result of the last Wednesday, Dec. 1—was the activity of two Mid-West stations, which sent a special staff to obtain firsthand interviews with the passengers, which later relay to anxious friends and relatives at home.

The two stations with an eye to the local news value of the event were the Mid-West station—Cincinnati—WLW and WCLW. Operating from special headquarters at the Hotel Ambassador, covering for both stations, were five WLW staff men from the Cincinnati office plus the New York representative Eldon Park.

Correspondent's Interviews Limited

Due to slow pace of the debarkation, as passengers were thoroughly checked by Army, Navy, Customs, Immigration and Department of Justice, only two broadcast coverage during the first day was limited to a few interviews, mostly with journalistic colleagues. Royal Arch Gunning, former WLW's head of the Union, was in Washington 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 a.m. with Dave Driscoll, director of war services and news of WOR New York.

CBS broke into the Crisco program Bernardine Flynn, heard at 1:30 p.m. to broadcast a pickup from the pier handled by Douglas Edwards, announcer, who interviewed UP Philippine correspondent and returned to Oakland. Dave Driscoll also broke into a commercial program to carry a pick-up from the public, whose Edwards, announcer, who interviewed UP Philippine correspondent and returned to Oakland. Dave Driscoll also broke into a commercial program to carry a pick-up from the pier handled by Douglas Edwards, announcer, who interviewed UP Philippine correspondent and returned to Oakland. Dave Driscoll also broke into a commercial program to carry a pick-up from the pier handled by Douglas Edwards, announcer, who interviewed UP Philippine correspondent and returned to Oakland. Dave Driscoll also broke into a commercial program to carry a pick-up from the pier handled by Douglas Edwards, announcer, who interviewed UP Philippine correspondent and returned to Oakland. 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Set Your Sights for Guaranteed Bulls Eyes on KOA!...

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 “Sales Marksmanship” 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
LAUNCHING ceremonies of the USS McClelland, a $6,000,000 escort destroyer named for radio's first casualty in World War II, Ensign 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 Brundage (1), engineer, and Chet Hunte- ley (1), announcer, both of the LA Galaxy of KXN Hollywood.  

KMX Hollywood rebroadcast the ceremonies on Nov. 29 and additional pressings of the recording were subsequently released over KOMA Oklahoma City, KYOR Colorado Springs, as well as KLZ.  Copy has been sent to Neville Miller, president and general manager, of the former Lowell Mae Leffel, christened the new ship. Also present at the cere- monies in addition to high ranking Navy officials were Ensign McCel- land's two children, Jane, 14, and Susan, 9; his former employer Hugh B. Terry, manager of KLZ, and Mr. Terry, who was mayor of honor; Mr. and Mrs. J. I. Meyen- son of Oklahoma City, representing the Oklahoma Publishing Co.; Maj. and Mrs. Virgil Reams. Mr. Meyerson is secretary of the KLZ Broad- casting Co. and Maj. Reams was formerly a KLZ engineer.

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

Kolynos Latin Plans  

KOLYSONS Co., Jersey City, sub- sidiary of American Home Prod- ucts Corp., for Kolynos tooth powder, is planning a Latin Ameri- can advertising campaign which will include a transcribed quarter- hour program, newspaper and maga- zine space. Irwin Vladimir & Co., New York, is export agency.

Soy Spots  

SOY FOOD MILLS, Chicago (Golden Wheat-soy Mix) in No- vember began a six-week, 30-minute, five-times-a-week, regional, distributed into 18 participating cities. The program is being sy- nchronized with WOR, WJZ, WBBM, WTMJ, WBZ, WCOVID WTSM, WOC, WCAU, WFLD, and WABC. The program is under the direction of Irwin Vladimir & Co.  

Elgin Drops Series  

ELGIN NATIONAL WATCH CO., Elgin, Ill., will continue the Man Behind the Gun at the con- clusion of a 13-week run Dec. 25, and continue with Elgin Drops, a series of adventures for boys, running Tuesdays and Thursdays at 8:30 p.m. on WGN. All programs are broadcast for 10 minutes.  

Hallcrafters 10th  

HALLICRAFTERS, world’s largest exclusive manufacturers of shortwave equipment, celebrated its 10th anniversary on Nov. 20 with a surprise dinner in honor of W. J. Hallinan, presi- dent and founder. Responding to tributes, Mr. Hal- linan gave full credit to the em- ployees of the company and the part its products played in winning the war. Mr. Hallinan also made a comparison of the growth of his company with the growth of the firm to the cooperation of Mr. Lewis, general 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. The Town House, Los Angeles, last Thursday, Mr. Morrison was slightly injured.

Four men who 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- casts. He reported to the police $2000 missing following the blaze.

Mr. Lewis and Mr. Morrison were on the West Coast to trans-cribe records relative to the activi- ties of Hans Wilhelm Rohl, Los Angeles German alien who became an American citizen three months before Pearl Harbor while his firm was carrying out secret building contracts for the Army in Hawaii.

‘Town Meeting’ Contest  

WAR BONDS totaling $60,000 will be awarded in a nationwide con- test for full-time and part-time postwar employment, it has been announced by George V. Brice, president of the American Broadcasting Co. The CBG program contest is part of the program contest for affiliated stations which will be re- leased within the month.

Representatives of MBS at the meeting included Dolph Opfingen, MBS New York; Linus O’Hara, WHK Cleveland; Julius Seebach, WOR New York; Frank Schreiber, WGN Chicago; L. A. Weitzen, WOR New York; Pinky Hunter, WHK Cleveland; and Miller McClintock, president of MBS and chairman of the program board. The MBS ex- ecutive committee is comprised of Mr. McClintock; H. K. Carpenter, WHK Cleveland; Ted Streibel, WOR New York; W. E. MacFar- lane, WGN Chicago; John Shepard 3d, MBS New York; and Mr. Weiss.

KICD Joins MBS  

KICD Spencer, Ia., on Dec. 5 be- comes a member of Mutual by af- filiation with the Mutual Broad- cast Latinos MBS group. Station is operated by Iowa Great Lakes Broadcasting Co., on 100 watts 1240 kc.

Westinghouse Increase  

WESTINGHOUSE Electric & Mfr. Co. will continue the highest in company’s history through the month of October, with net sales of $63 mil- lion, 29% higher than last August, the previous high month.

Fibber McGee and Molly Head Hooper 1st Fifteen  

HOOPER “national” program ratings report of Nov. 30 shows Fibber 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 ratings of nationally sponsored network programs from 114 for a similar report in 1942, to 131 for this year.

Other evening programs in or- der of their ratings among the “first fifteen” were Lux Radio Theatre, Aldrich Family, Jack Benny, Frank Morgan, Benny Brice and Walter Win- chell, Mr. District Attorney, Abbott & Costello, Screen Guild Play- ers, Fibber McGee & Molly, Ray Hale, Kay Kyser (first half-hour), Burns and Allen, and Great Gildersleeve. For the fifth consecutive report, Red Skelton and his programs broadcast after 10:30 p.m., and therefore not measured in the eastern time zone.
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 generously spend! And that's the kind of folks you reach on WMCA. Worth more than a passing thought? You bet!
Radio’s Achievements at Front Lauded at Educators Session

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

“The SALUTE of the Army” was given to American radio at the convention of several hundred educators and radio and radio leaders at the fourth annual School Broadcast Conference in Chicago last week. Col. Edward M. Kirby, chief of the Radio Branch, Bureau of Public Relations, U. S. Army, and principal speaker, 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 and in day out. It utilizes every station in the program structure of networks and radio stations. Its methods and techniques are as varied as and as multitudinous as the Army and 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 Division 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 Hotel, Chicago, from the BLUE Hollywood studios, in which James Lawrence Fly, FCC chairman, participated with a one-minute address from Washington. The sessions were given over to talks by M. S. Novik, director of WNYC New York; Miller McClintock, president of MBS; and Richard S. Lambert, superintendent of educational broadcasts, Montreal.

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, and, as we do the same in wartime with few essential differences.”

As another speaker on the panel devoted to the educational aspects of radio, Col. Kirby 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. McClintock said he believed that educators could learn much from the creative 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 Levine, 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 constant narrator of his choice. Following a straight newscast 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, Major 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 watt 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 CO., New York, on Nov. 8 started a new campaign of live spot announcements over several hundred radio stations, including nine stations in San Francisco, 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 supplemented by a display ad in 100 papers in the mid-continental area. Lenner & 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 published an article by Thomas Burtis’ story War of the Wildfires. In addition to live commercials concentrated in the daytime period, it was advocated extensive use of radio advertising and billboard posters, and additional news in eight New York papers. A broadcast release of radio campaigns are running are or planned in all basic cities. Donovan & Coe, New York is the agency for Republic Pictures.

76% in Canada

CANADIAN homes are 78% radio equipped according to the findings in 1941 of the Dominion Bureau of Statistics reports. Every tenth house was questioned during the census as to radios in the home. This sample shows that out of a total of 5,272,629 occupied dwellings, 1,996,820 have radios in operation.

Pulp-Paper Drive

PULP & PAPER INDUSTRY of Canada, Montreal, has started an announcement in Hamlet and French on a number of eastern Canadian 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 a radio branch of Canadian stations. The account was placed by A. McKim Ltd., Toronto.

Continental Renewal

CONTINENTAL BAKING CO., New York, is understood to have renewed for another year its national campaign of transcribed radio activities with Bates Inc., New York, places the business.


Too American

“UNDUE devotion” of New York broadcast author- ities, who had concluded that New WABO features was criticized in a radio column by “Ulysses” in The New Zealand Observer. The feature, which airs weekly, shows the preponderance of such American events as The Texaco Star Theater, The Spotlight Band, OWI features, Command Performance, etc., which Ulysses feels “that one cannot understand such affairs.” He adds that “Freddie Waring must have been wearing himself out” because he appeared in the listings so often.

Republic Film Spots

On New York Stations

PROMINENT radio spots on New York stations.

PRAISING radio for the good job it is doing now and foreseeing its great potential influence in the post-war world, Mayor Fiorello H. LaGuardia of New York touched on various problems of radio facing in a brief talk Dec. 2 at the Radio Executives Club of New York, Morris Novik, director of WNYC New York, Morris Novik, director of WNYC New York, was the speaker’s table, as was James Lawrence Fly, chairman of the FCC, and Mark Woods, president of WBBM, and H. William Kinney, Chicago, who handles the Kellogg and General Foods radio account, the 100th anniversary of the WBBM news service. Account was handled by WBBM.

Lagardia at Club

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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 1 1/2 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 little booklet entitled "Canning of Fruits and Vegetables." Of 2,500,000 requests for this booklet, produced by all media, more than 1,200,000 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 only two of the radio allocation 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 six-page booklets 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 the greater response due to radio was greater than the 1,500,000 traceable to the OWI programs. Only inquiries addressed "Home Canning, Washington, D. C." were counted as coming from radio, although the booklet was mentioned on other official radio programs which gave differing addresses. The short address, devised by the OWI radio department, is being used in the former campaign, a short address will be used, "Basic 7, Washington 25, D. C."

PNBNH Files Application
For Facilities of WOBC

COINCIDENT with action by the FCC last week denying in default the application of WOBC West Yarmouth, Mass., for renewal of license, E. Anthony Burke, manager of WBNH New Bedford, Mass., filed an application for the station's facilities. It is understood that Anthony purchased the physical equipment of WOBC recently at a public sale.

WOBG, 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. Allen 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 WBNH also publishes the Mid-Century Mercury at New Bedford.

Saginaw Situation

Editor Broadcasting:

We note on page 10 of your Nov. 29 issue of Broadcasting the listing of WSAM under the common ownership of Standard Stations.

May we call your attention the fact that Mr. C. M. Blackmore is in WSAM, and the information is erroneous. Correction to the radio industry will be appreciated.

ROCKWELL C. FORGEY
Manager
Saginaw Broadcasting Co.
Nov. 29

Pacific Pickup

PLEASANTLY surprised was Pvt. Rodney L. Stanley to pick up his hometown 250 watt W C B I Columbus, Miss., while stationed at an outpost somewhere in the South Pacific. Station officials have verified reports saying they had not heard from him for several months. "It 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 operational efficiencies. Also promoted is William Seibert of the accounting department, who has been advanced to assistant treasurer.

Basic setup for WJR now is: George A. Richards, president and chief; Leo J. Fitzpatrick, vice president and general manager; P. M. Thomas, sales manager; R. W. McPhillips, in charge of engineering and accounting; Owen P. Uriddle, assistant general manager. Working under Mr. Thomas are M. J. Breslin, in charge of transmitter, and A. Friedenthal, master control. Under Mr. Uriddle are: George Cushing, news editor; Mark Haas, advertising manager; Charles Burke, sales manager, and Franklin Mitchell, director of operations.

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

Paul Chamberlain Head
Of G-E Transmitter Sales

PAUL L. CHAMBERLAIN has been named Manager of Sales, Transmitter Division, Electronics Dept., General Electric Co., Schenectady, N. Y. He will have charge of the entire N. Y. market and other sales territory.

Mr. Chamberlain was radio sales manager for the Ochiltree Electric Co., G-E distributor at Philadelphia, before joining G-E. He had previously supervised district sales of radio receivers for a number of firms. Earlier, he had served as general manager of the Brunswick Phonograph Co., the Collin B. Kennedy Corp., The Vanguard Corp., and the Philadelphia D. S. Directory Co., of Wilmington, Ill., and attended Washington U., St. Louis.

'Special Service' Renewed by FCC

Authorization Granted To KFAR, WRUF, KPQ, WDAE

THE DEVICE OF "special service authorization" which fell into disuse during the immediate postwar period is now reactivated by the FCC last week in several actions.

KFAR Fairbanks, Alaska was granted such an authorization to operate temporarily at the rate of 7500 w power unlimited time until June 1, 1944, subject to certain interference limitations. The action, however, was premised on wartime service needs in Alaska which is regarded as temporary. KFAR has operated on 610 kc with 5000 w in some previous operations. The 660 kc channel is the WEAF 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, Florida to operate temporarily at 100 w after sunset and 5000 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 kc with 5000 w daytime and 1000 w local sunset until Feb. 1. This authorization is temporary pending completion of previously authorized investigations.

WDAE Tampa was denied a special service authorization to operate on 770 kc with 5000 w unlimited time with a directional pattern on 770 kc and 4000 w on 1070 kc, pending the approval of a new license.

'Rcord' Sells WHAT

WHAT Philadelphia last week filed with the FCC an application for voluntary transfer of control of its licensee corporation, Independence Broadcasting Corp., from the Philadelphia National Banks through the purchase of 200 shares (100%) for $22,500. Mr. Banks has been a salesman at WIP Philadelphia for the past 14 years.

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

Television Society Meeting

PAUL KNIGHT, program manager of 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."

WESTINGHOUSE RADIO STATIONS Inc
WOWO • WGL • WBZ • WBZA • KYW • KDKA
REPRESENTED NATIONALLY BY NBC SPOT SALES

You're "on the beam" with WOWO
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 us to plan definitely for large-scale post-war production, thereby giving you the fastest possible post-war delivery and the savings of planned production. 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!

GENERAL ELECTRIC FM·TELEVISION·AM

See G.E. for all three!
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 in advance, were sought in the Complete Mail Study by KMA to the effort to ascertain what the advertising men wanted to learn about radio mail.

Women were found to have sent 88.49% of all mail received by the station. Even when offers appealed to men exclusively, women wrote 57.5% 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 7, 9 and 14 weeks. 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; 12.91% 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 an item.

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 60% of the reply cards and 55% 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, WBDC 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 northern regional network for 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 Networks. (Company, 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 promises the contribution of personalities and role of show business in the war effort. First salute featured Walter Kyeser, with broadcast emanating from Hollywood Canteen.

Wool-Foam May Extend

WOOL NOVELTY Co., New York, has signed for participations on Dr. Wool-Foam program on WOR New York, in behalf of Wool-Foam, a good commercial offer for its product can be extended to the New England area. Product was introduced via a test campaign in the mid-West last spring in Redfield-Johnstone, New York, handles the account.
PORTLAND is pouring it on... building ships, marine engines, materials and munitions of many kinds... and this unprecedented activity has shoveled 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!
Announcements for Waste Paper Drive Planned on OWI Post-Christmas List

WAR Message schedule of the OWI Domestic Radio Bureau for the week of Dec. 27 lists no sponsorable 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 waste 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 committee.

The Cadet Nurse Corps announcements are written 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, board 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 in 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 1943 campaign. "Without a single exception," the letter continued, "the local stations vied with the chains 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."

Beaty to WBAP

LAYNE BEATY has been named director of the new Farm Service Dept. of WBAP-KGKO Fort Worth, according to the station manager, George Cranston. He is from the South-west, and has had 12 years' experience in helping ranchers and farmers solve their problems. He has kept in close contact with agricultural and livestock agencies. Governmental efforts in production and marketing will also be interpreted by the new farm service director. WBAP presents Mr. Beaty at 5:45 a.m., Mondays through Fridays, and at 10:15 a.m. every Sunday. His activities will be directed to consumers, stockmen and farmers.

Pro Game Sponsored

ATLAS BREWING Co., Chicago, will sponsor the broadcast of the professional football championship playoff games this year 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.

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
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 & 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 Muelbach 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, KFEQ St. Joseph, KWOS Jefferson City, KWOI Poplar Bluff, KFVS Cape Girardeau, KFRI Columbia, KMBC Kansas City, KSHO Hannibal, KXOK St. Louis, KDRQ Sedalia. Olian the agency.

OLIVE CACKLEY, goodwill ambassador and women's program director for KFEQ Saint Louis, Mo., be assigned to women's program director OLIVE SEDALIA, OLIAN the agency.

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 McNell, manager. November sales are 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 Toscannini to conduct six NBC broadcasts of the General Motors Symphony of the Air, starting Dec. 12. Toscannini will return March 5 for the winter season's final six broadcasts.

CHEF DUNCAN, director of public relations for KALE Portland, Ore., has replaced HARRY H. BUCKENDEL, also of KALE, as public relations chairman for NAB District 17.

$500,000,000

Even in days of big figures a half billion dollars is a lot of money. This is the amount spent on war industry within a 100-mile radius of Shreveport ... an expenditure that adds to a market with vast buying power. Investigate this market to sell now—build sales for the future.

VITAMIN CONCERNS

TEST OPA POWER

THIRTEEN leading vitamin manufacturers seek court determination of 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 an average of 18%, while potency had been increased in some instances up to 500%. They further contend that the provision of 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, that for a period of not 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 Pitch 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 12th 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. Pitch Co., Des Moines, sponsors the Pitch Bandwagon, Sundays, 7:30-8:00 p.m. on the full NBC network. Agency is L. W. Ramsey Co., Davenport, 1a. The 52-week contract 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.

SUPLANTING the current title of the program because its author, IRNA PHILLIPS, feels a different title will be more fitting, LESSY WOMEN, NBC five-a-week dramatic serial sponsored by General Mills, Minneapolis, will be renamed Today's Children, respectively.
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.
VIDEO 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 18 months on WRGB Schenectady 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 was for a 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 them.

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, 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 closeups 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 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 two shares each among the following: Enrique Abarca Sanfeliz, president; Enrique Abarca Jr., vice-president; Angel Abarca Portilla, second vice-president; Jose F. Abarca, treasurer; Thomas Muniz, secretary and assistant treasurer. Seilor Sanfeliz is a manufacturer of sugar refining machinery.

Birthday

BIG FIGURES were celebrated by WOOD Grand Rapids interview team of Glenn and Lenore when, on their noontday broadcast at the Regent Theatre they marked both their 2,000th broadcast and their 10,000th guest, at the end of five years of continuous broadcasting.
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 aflame" "Huge convoy safe!"
"Japs driven into the sea..." such battle-front news by radio brings heart-lift aplenty 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 at the happenings... is testimony of another "3rd Front" victory for America's radio broadcasters.

Radio serves on the vital "3rd Front"...in the vital "3rd Front"...transmitters and communications equipment engineered by Westinghouse play an indispensable role...offer tangible proof of Westinghouse versatility and pioneering.

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 1939.

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.

Exchange

UNIQUE wartime twist is given to spot announcements sponsored daily by the Commonwealth Edison Co., on WBBM WENR WMAG 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 & Belding, 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 Straus, former United States Housing Administrator.

IF IT'S YOUR BANK, IT'S OUR BUSINESS

-- WILLOWBROOK STATE HOSPITAL --

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 list 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

WWVA

50,000 Watts

WHEELING, W. VA

BLUE

If it's a Fort Industry Station you can bank on it

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

KRG Stockton, Cal., is currently airing Stockton Field Army Show Thursdays, 7:30-8 p.m. Program dramatizes experiences of airman who have graduated from Stockton Field and includes soldier talent headed by George Hope, brother of Bob. Former radio man Capt. Peter Matherall, public relations officer at the field, is in charge of the program.

WCOV MONTGOMERY, Ala., has inaugurated a radio school. Classes are planned for training of local station operation, with special emphasis on commercial, engineering, program and announcing departments.

In an expansion of facilities, KIRO 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 employes of KFI-KRCA now in the armed forces, the staff of the two stations has organized an employes' welfare and recreation association. Proceeds from entertainment will go to permanent service men's fund. Officers are George Whitney, president, Bob Heitland, vice-president and Josephina Villasenor, secretary-treasurer.

K5O-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.

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

Emploi Goodwill

PACIFIC MILLS, Lawrence, Mass., on Dec. 12 begins a series of employment goodwill 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 50,640 licenses for operating more than one receiver.
By Whose Authority?

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

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 divorce 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.

Maybe 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."

WLW'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 WLW was created when the board accepted jurisdiction. It didn't order the "strikers" 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 WLW was created?

WLW should order the "strike"ers back to work immediately. And if it doesn't, there appears to be adequate basis for resumption by Senator Worth 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 — managers, engineers, technicians, writers, newscasters and managerial and sales people. 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. Few radio men except the technicians, still 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 continue. 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 bring together 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)
We had two ideas. Both good. We know they're good because we tested them. They worked. Maybe they're good for you.


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.

*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
It takes
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.

Among National Accounts Reaching Joe Glutz Over WJBK:
Cadillac
General Motors
Grove Laboratories
Pillsbury Mills
Palmolive
Griffin Shoe Polish
Quaker Oats
True Story Magazine
Musterole
Super Suds
Tastyeast
Rinso
Virginia Dare
Wildroot
R. C. A.
Ward Baking
Marvel Cigarettes

More than $2,000,000 in War Bonds have been sold to Joe and his folks over WJBK's counter, by means of WJBK programs, in the last 16 months.

STATION WJBK DETROIT
James F. Hopkins, Inc.
1490 Kilocycles :: 250 Watts :: 24 Hours a Day
This is Number 4 in a series of stories of
PUBLIC SERVICE by KOIN, Portland, Oregon

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.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

Since 1934

Our Respects to
(Continued from page 36)

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.

Russ Holt, manager of WOLS Florence, S. C., has returned to the station after anappendicitis operation.

Ken Soble, chairman of ChML Television and director of Metropolitan Broadcasting Service, Toronto, is the father of a girl born Nov. 23.

Ralph A. Hackbusch, vice-president and general manager of KPRO Riverside, Calif., has assumed duties as publicity director of the Institute of Religious Science, Los Angeles.

Ernie Bagge, account executive of CBS Hollywood, has joined WJJD Chicago, as a salesman.

Elefante 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'Harrow, general sales manager of WXYZ Grand Rapids-Kalamazoo, and Mrs. Harry T. Freeman, research director for Peter Eckrich, Sons, were married on Thanksgiving Day.

Benett Scott, formerly of the Indianapolis News, Chicago, sales staff, has joined the sales staff of SUNG-Gary-Chicago.

Robert B. Kelly, new to radio, has joined the Vallejo sales dept. of KSHO Santa Rosa, Calif.

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

Horace Fitzpatrick has been named sales manager of WSLS Roanoke, Va. He succeeds Frank E. Renn, now in the Army at Camp Walters, Tex.

Harry L. Talbert, formerly with WIBG Greenboro, N. C., has joined the sales staff of WPFL 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.

KSL Staff Changes

Edward J. Bromman 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 writer in the several KSL staff changes announced by Irv 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 in California. He expects to leave for Pinehurst, N. C., this week for additional rest before returning to his NBC post.

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

A Clear Channel Station

CHICAGO
50,000 WATTS
ILLINOIS
720 KILOCYCLES

EASTERN SALES OFFICE:
220 E. 42nd Street, New York 17, N. Y.
PAUL H. RAYMER CO.
Los Angeles 14, Cal.; San Francisco, Cal.
In Kansas City

Radio Repair Materials Eased by WPB Ruling

LIBERALIZATION of WPB restrictions on controlled materials for use by repairmen, including radio repair shops, was effected last week in CMP Regulation 9(a), which was revised to provide that repairmen may buy, in each calendar quarter: 20 tons of steel; 500 lbs. of copper and copper alloy mill and foundry products; 200 lbs. of aluminum; $150 worth of copper wire (or ¼ of the amount used in 1941); or other material and repair parts which may be needed, but not parts subject to Order L-265, or which appear on the A and B list of PR-3 (radio transmitting and receiving equipment, electronic intercommunication systems and public address systems).

A rating of AA-3 is allowed in the purchase of the above-mentioned materials, which the repairman can purchase with the use of a transfer certificate. A new certificate, the Allotment Symbol V-3, Delivery of the parts or material may not be accepted if inventory is therefore created. The same day need, or of copper wire over a 15-day need.

Practical effect of the change, so far as the informal radio repairers are concerned, is to make limited amounts of copper wire available.

SOCIETY OF Motion Picture Engineers will hold its 55th annual technical conference April 25-27 at the Hotel Pennsylvania, New York.
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
KYW—Philadelphia
WRC—Washington
KOA—Denver
WMAQ—Chicago
KPO—San Francisco
WGY—Schenectady
WTAM—Cleveland
WOWO-WGL—Fort Wayne
KDKA—Pittsburgh

NBC SPOT SALES
BILL McHAN has left the announcing staff of WCBF 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 KOY 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 WTM Cleveland.

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

GLEN HUSTON, announcer of KMO Tacoma, and Flora Church of the Church of Christ, have been married Jan. 12.

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

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

FRAN HARRIS, former freelance radio announcer, has become a new commentator on WXXBK, Chicago television station.

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

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

EARL CARLISLE, formerly of WPTF Raleigh, N. C., has joined the announcing staff of WIBG Philadelphia.

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

ALLEN POST, formerly with WAKR Akron and WTVR Norfolk, and Al Stein, formerly with KFUP Las Vegas, KIDO Boise and KPRO Riverside, are new additions to the announcing staff of WNDG 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 to the Army to the China-Burma-India Theater Training Service to teach navigation to Navy Aviation cadets.

JOSEPH C. HARMAN Sr., Set. USMC, former program director of WGOY 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. 18.

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

CHRIS KENYON, announcer at WMPS Memphis, has announced his forthcoming plans to marry Lyle Hume.

BILL ERIN, program director and sports announcer of WIZE Springfield, O., entered the Merchant Marine Dec. 1.

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

WARD KEITH, former newspaperman, has joined the news department of WHBF Rock Island-Moline-Hodgeport, Bill Selah, formerly of KMMJ Grand Island, Neb., is now doing newscasts at WHBF.

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

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

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

NORMAN SPICK, Seg. 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 and regular religious newscasts for WCBF 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-WZL 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 WBBF LaCrosse, Wis.

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

GLEN HOWARD and Warren Weeks have joined the announcing staff of KXK-PF Fontana, 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 Dunham of KPO San Francisco, now heads the APRA office in San Francisco.

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

ALBERT C. BROWN, Valieo newscaster at KSDO Santa Rosa, Cal., has resigned.

 Reported Missing

FLIGHT OFFICER Ben O. Byers, formerly of NBC Hollywood publicity staff and for the past six months acting as a bomber pilot in the 329th Squadron 329th 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.

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

ALL OVER AMERICA
PEOPLE ARE LISTENING TO
FULTON LEWIS, JR.

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!

Page 42 • December 6, 1943
SANTA CLAUS—service men around St. Louis—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. Your inquiries—by reindeer, dog-sled, or wire—can be profitably directed to us or to Radio Sales.
PROMINENT educators and writers, such as Mark Van Doren, Robert Hutchins, Alfred Noyes and Walter Lippmann, will be heard in a weekly quarter-hour series starting on Mutual Dec. 13 under the title Education For Freedom. General purpose of the program, as explained by Miller McClintock, president, is to air the views of leading educators on the American educational system and on what needs to be done "in order that America shall become a better informed nation." Series will originate from Mutual stations throughout the country. One speaker will be heard on each program.

Coxiou 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

Peace Plans
OBJECTIVES of peace plans have been discussed by church, educational and civic leaders in a Sunday night series Plans for Peace (7:15-7:45 p.m.) on WKRC Cincinnati. Starting Oct. 31 with the Most Rev. John T. McNicholas, Catholic archbishop of Cincinnati, who discussed "The Catholic View of Universal Peace", series will conclude Dec. 12 when Harry B. Mackay, past president, Kentucky Bar Association, discusses "The Keland, Stassen and Miscellaneous Plans." Other speakers have included Charles P. Taft, member of the national committee, World Council of Churches, representing for Protestants; Dr. Victor E. Reichter, rabbi, Rockdale Temple, Cincinnati; Judge Charles Davis, Common Pleas Court, Cincinnati; Dr. Morton L. Person, dean, College of Law, U. of Cincinnati; Judge Florence E. Allen, U. Circuit Court of Appeals. At conclusion WKRC will issue transcript of discussions for local study groups.

KQW Contest
PERFORMERS from stage, concert and radio who have set aside their careers to work in San Francisco shipyards spotlight These Are The People, new show heard at 6 p.m. (PWT). Each competition for the weekly award of a $25 War Bond and an opportunity to appear on the final broadcast and win the grand prize of a full week's engagement at the Warfield Theater in San Francisco.

Gripsholm Series
WHN New York has been running a series of programs tying in with the return voyage of the prisoner exchange ship Gripsholm. Third of the series before the scheduled arrival of the boat Dec. 2, was an interview with Joe J. Mickle, secretary of the Foreign Mission Conference of North America, who gave some information on the Protestant missionaries on the ship.

On Record
POPULARLY RECORDED program entitled Battle of the Songbirds, in which featured artists must rate a weekly total of 5,000 votes from listeners in the contest, is heard five times weekly on WMCA New York.

Library Series
PUBLIC service series, Reading Is Fun, has been resumed by KEX Portland, Ore., in cooperation with the Oregon Junior League and the city's Library Association, to promote reading among children. Series has been broadcast regularly during the past five school years. Each Saturday condensation of a book recommended by the library is dramatized.
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.
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 MacWilliam, Cole & Weber, Portland, Ore., agency, recently was commissioned a lieutenant (j.g.) in the Naval Reserve and is director of public relations for that service.

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

M. HARRIS, former 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.

RUSST JOHNSTON, West Coast radio director of McCann-Erickson Inc., is in New York for several months to develop new shows. Lloyd Moulter, 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.

EVE STANLEY, former freelance writer, has joined Hollywood staff of Time-Findley Inc., national publicity service.


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

M. R. HUSSONG, formerly account executive of Fuller, Smith & Ross Inc., New York, recently joined the creative staff of Boston, Conant & 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., with offices at 515 Title & Trust Bldg.

MAX F. SCHMITT, formerly director of advertising and sales promotion of Collins & Aiells 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. Mathus Inc., New York.

HAROLD E. MIDDLETON, formerly with Advertisers' Inc., C. C. W. Inc., has joined Nunez 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 New York, as executive contact man.

JAMES B. NOVIS, formerly with Young & Rubicam, New York, has joined the New York office of Joseph Katz Co.

SAM BLAKE, formerly of the Earl 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 TAYLOR, formerly assistant general program supervisor of the Canadian Broadcasting Corp., has opened offices under his own name as broadcast counsel and entertainment bureau at 165 Yonge St., Toronto.

ERNST (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 now non-existent Robert Palan & Co., St. Louis agency, has joined Glaser-Penney & Co., Los Angeles, as account executive.

RCA Demonstrator

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

Oliver Kelley

Page 46 • December 6, 1943

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 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, acquired a partnership in the Surety Adv. Co., 260 Madison Ave., New York. Mr. Chason will head the company as president while his associate, Milton M. Rockmore, who founded the agency five years ago, will be vice-president. Three of the agency's ten accounts are utilizing radio: Purepac Corp. (proprietaries 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. 28 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 "Time of Time" on KFVD, instructions were "no telephone or mail order" 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 Mayers 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 their activities, according to Mr. Singer.

Monk Opens Agency

RICHARD MOUK, formerly on the sales staff of the Blue, has opened his own advertising agency at 10 Fifth Ave., New York. Telephone is Plaza 3-5688. 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 advertising 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, Pond's 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 Asn. 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

UNITED PRESS NEWS

BUFFALO'S MOST POWERFUL TRANSMITTER PLANT

BUFFALO BROADCASTING CORPORATION

COLUMBIA

December 6, 1943 • Page 47
CUSHMAN BAKING Co., Boston, in a 30-day pre-Christmas campaign, on Nov. 24 started transcribed quarter-hour Children’s program, Cinnamon Bear, six times per week on WNAQ Boston, WAAB Worcester, WEAN Providence, and WQAN Portland. Harry M. Fratol Co., Boston, has the account. Transcribed series is handled by Spot Sales Inc., New York.

UNICORN PRESS, Brooklyn, printer of the Funk & Wagnalls Encyclopedias, on Nov. 20 took over sponsorship of a Saturday afternoon show within New York. The half-hour program features two teams of New York City school children answering queries. Account is handled direct.

WAGRAM PHARMACEUTICALS, Inc., Los Angeles, on Nov. 29 began sponsorship of a weekly half-hour program on WMAC Chicago. Contract is for 32 weeks. Agency is Schwerin & Scott, Chicago.

G. BRESHEARS & Co., Los Angeles (investments), in a test campaign currently is utilizing a schedule of five spot announcements per week on KMPC Beverly Hills, Calif. Contract is for 26 weeks. Agency is Elwood J. Robinson Adv., Los Angeles.

METROPOLITAN Federal Savings & Loan Assoc., Los Angeles (investments), on Nov. 27 started sponsoring a 60-minute recorded program of classical music & KMPC Beverly Hills, Calif. Contract is for 26 weeks. Agency is Elwood J. Robinson Adv., Los Angeles.

NEHI Corp., Columbus, Ga. (Par-T-Pak), in a Los Angeles area campaign which started Nov. 22, currently is utilizing a schedule of daily recorded announcements on eight stations. List includes KMPC KPAR KIEV KFAC KFOX KECA. Contracts are for 32 weeks. BBDO, Los Angeles, has the account.

HAMILTON County Savings & Loan W. Va. Bankers Committee, recently sponsored Nov. 28 on WSAI Cincinnati of Salute to Our Heroes in the interest of bond sales through savings and loan associations. Program is heard at alternate Sundays 6:00 p.m. (CWT).

WARD BAKING Co., Chicago, recently named J. Walter Thompson Co., Chicago, to handle the advertising of its Tip Top Bread, effective Dec. 31. Tip Top is now being handled by W. E. Long Co., Chicago.


PETER DOELGER BREWING Co., New York, through its newly appointed agency J. M. Mathies Inc., New York, on Dec. 6 starts a series of station breaks and recorded musical spots with a gay nineties flavor on WAAT Jersey City.

EIGHT-IN-ONE (cold tablets), on Nov. 30 began sponsorship of a quarter-hour musical program, Music for Fun, on WMAQ Chicago, Mondays, Thursdays, Saturdays. The program replaces the Radio Gossip Club. Contracts are for 26 weeks. Agency is H. W. Kantor & Sons, Chicago.

AXELRAD FURNITURE Co. has bought a quarter-hour transcribed musical program on KSL Salt Lake City.

LENNEN & MICHIEL has resigned the Better Vision account effective Nov. 26.

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”, “on the nose” and “slow down” with red, white and green lights respectively. Device-inspectors (1 to r) 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.

LITTLE CHINTZ, Inc., New York, men’s clothes, will expand its spot radio coverage in New York and New Jersey with a three-weekly quarter-hour sports news and personality program conducted by Sam Taub on WMCA New York starting Dec. 5. Store continues with spot announcements on WNEW, news on WNEW, music on WAAT Jersey City, and Italian language programs on WHOY in that city. Business is placed by Bach Bernstein & Associates, New York.

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

NUGGET PRODUCTS Ltd., Montreal (Poli-form) has started five-minute musical spots, three-weekly, on a number of Canadian stations. Account was placed by A. McKinn Ltd., Montreal.

M. WEINSTEIN, Los Angeles (jeweler), heavy user of local radio, on Dec. 27 started sponsoring the four weekly quarter-hour AP feature, Today in History, on KECA. Contract is for 28 weeks. Adolph Wendland Adv., Los Angeles, has the account.

SEARS ROEBUCK & Co., Los Angeles, in a three-week pre-Christmas campaign which ends Dec. 18, is using participations in the combined Housewives Protective League and Sunrise Salute, and Bob Anderson News on KNX, as well as a total of 521 transcribed announcements on 13 local area stations. List includes KECA KFI KIYV KRRN KFAC KFOX KKEC KDJO KFJF KFMR. Agency is The Mayerson Co., Los Angeles.

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

H. SCHEINFIELD & 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 Assn., San Francisco, is testing a foreign language campaign (Spanish) in Southern California using spot announcements on 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 Claus, on KEX. Series begins each year after Thanksgiving and ends Christmas Day.

CAROL ALTON, with Wilson Bros., Chicago (men’s furnishings), since 1932, has been named advertising manager of the concern.

Ivirony on Blue

GUM LABORATORIES, Philadelphia (Ivirony chewing gum), on Dec. 13 will begin sponsorship of a quarter-hour 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 Ivirony gum will be sent to service agents on request. Additional outlets are to be used. Contract is for 52 weeks. Agency is McJunkin Adv. Co., Chicago.
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.
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 the 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 good programs through amateurs, and (6) providing for proper handling of controversial issues other than said programs.

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 decision is the element of the radio 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 Surman surmised that FTC could "get at" only a "very small portion".

Allocation of Time For Issues Favored

"I still feel the tremendous possibilities of these organizations," said Mr. Glade, "consummate has much cleaner than some magazines is radio; it is cleaner than some movies. So are 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 Democratic issues, then asked, "If the networks don't live up to the code how are you going to make the little stations that need the money comply?" When Mr. Glade said he had been reminded that Serutan was on the NBC Network and that the BLUE and Mutual were not members of the NAB, Senator Wheeler declared: "If you just recently the BLUE Network was part of NBC. That's no excuse. You can't dissociate the BLUE Network from NBC."

Mr. Glade said he was taking a side portion of time 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 "revolution of wide-range recording makes it possible to conduct without the loss of money" in cases where a network offers a speaker, such as "Heroin Church", 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 favoring 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 expressed the belief that the chairman should serve at some time as a commissioner and 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 know of a lot about developments in radio. We have heard a great deal about inventions and applications, however, may, to a great extent, revolutionize the present allocation of frequencies. The President assigns frequencies to the Government and the intervenor may appeal to the FCC down into 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 Governmental 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 law, could he not?"

Judge Sykes gave 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 "aggravied or adversely affected" appear in the present law, "we have taken those two words out of it."

"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 was 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—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 threw 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 Seashore".

That lady could call me any school day between 4:30 and 6:30 and she would find that I would have our 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 proposed 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 it from comparing 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 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 a 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 generally sound 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 and 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 seriously needed radio channels for domestic communications and broadcasting but also for some new uses of radio". Through the microwaves, stations might be hung, he explained, "to constitute a system".

Mr. Craven touched on wide-band transmission developments, told of research in color and FM. As a result of expansion 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, taxicabs and even in the delivery of farmers' goods.

Electronics will be important to chemistry, medicine, surgery and in manufacturing, he added, but he brought out that new uses for radio no doubt would create some interference, "with communications on one hand and industrial electronics on the other".

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. The broadcast industry is possible—just the kind 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”

Sound Equipment
Corporation of California
6245 Lexington Avenue, Hollywood 38, California
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."

KSO
BASIC BLUE AND MUTUAL
5000 WATTS

KRNT
BASIC COLUMBIA
5000 WATTS

The Cowles Stations in
DES MOINES

Affiliated with Des Moines Register & Tribune
Represented by The Katz Agency

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BROADCASTING • Broadcast Advertising
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, 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's 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 conducted by Dr. Serge Koussevitzky. 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 whether the FCC should regulate the composition of the traffic such as is implied in Sections 7, 10 and 15 of S-814," continued Mr. Craven. Senator White interposed:

"As far as I have in my authority to 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 15 and concluded: "I prefer 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 could not 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."

**Elected Public Wants Control Through the Dial**

"You can't lower radio any more than you can now," exclaimed Wheeler. "As far as I'm concerned, I'm going to write it into the law—or try to write it into the law."

"I don't agree with Mr. Craven that the right to redress is in the courts," asserted: "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," amended 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, 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, "one 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."

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

Mr. Craven told the chairman

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**Third in the Nation!**

Metropolitan San Antonio (Bexar County, Texas) increased its effective buying income by 63.2 percent 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! 50,000 WATTS CLEAR CHANNEL AFFILIATE NBC MEMBER TGN

---

**WOAI San Antonio**

Represented Nationally by EDWARD PETRY & CO.

The Powerful Advertising Influence of the Southwest

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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 channel 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 were in the broadcasting field per se.

Opposing provisions of the White-Wheeler Bill which would guarantee equal time for discussion of controversial issues, Mr. Craven said he felt the position of CBS and the views of Ed Craney, Zebra of Mr. Wheeler's, [BROADCASTING Oct. 18] 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 that "Utopia for crackpots" 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 and programs 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 "Utopia for crackpots," 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 could appoint an entire Commission of non-lawyers.

Raising again the question of program quality, Chairman Wheeler denied vigorously with Commissioner Craven over the part played by radio and other public media in juvenile delinquency. 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 grandchildren."

Insisting that he wanted the public to control programs, Commissioner Craven said he didn't want "anybody's grandchildren in Washington telling us what to do".

AFL For Air Freedom Like Press Freedom

On Wednesday Mr. Hines submitted for the record a resolution adopted by the AFL at its Boston meeting Oct. 8. [BROADCASTING Oct. 18] urging that Congress "at the earliest possible date, assure the preservation of freedom of the air by making changes in the present Communicat-

"Good Choice"

WHEN Earl J. Glade, vice-president of KSJ and Sisutrio, Youngstown, U. S.

Mr. Glade and 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.

Richer and the poor get poorer in the network rules. In the long run you're going to find the trend of the money is going 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 Tobey objected to intermediate stations and read his statement, remarking: "I think this statement is a very good contribu-

"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.

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

WFMJ Youngstown, O.

Stavin and Wright

KANSAS CITY'S PIONEER FM STATION

KOZY


Commercial Radio Equipment Company

 Owned and Operated by COMMERCIAL RADIO

BROADCASTING • Broadcast Advertising

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This is the document in a natural text format.
Chainman Wheeler said the FCC should make a study and "then come before Congress. We'd like to have the Commission do what the ICC does—when it isn't sure of its powers it comes to Congress."

Craven Suggests Network Rules For Enactment

"In view of the potentialities involved in the majority decision of the Supreme Court and in view of the logical results demanded by the minority opinion of that Court," declared Mr. Craven, "I am more convinced than ever that it is best for this country to limit the Communications Commission to the scope of the Communications Act and to require the Commission to recommend to Congress from time to time what changes in the law are necessary. I cannot urge too strongly that Congress clarify the Communications Act of 1934 so that this may be the future procedure."

Explaining that broadcasting has benefited by an abnormal situation arising out of the war, Mr. Craven suggested provisions in the law which would "prohibit the licensee from entering into any contract or other arrangement with a network organization" containing these restraints:

(1) Where the station is prevented from broadcasting public service programs of any other network;
(2) Which prevent the station from rejecting or refusing network programs which the station reasonably believes to be unsatisfactory, 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 keep 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 definite rules in the law so 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 it the opportunity of following procedures of law guaranteed to them in the Bill of Rights and it also amounts to unfair concentration of judicial power in the administrative agency."

He told the committee he favors reorganization of the Commission set up in 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 Wheeler wanted to know if "other members of the Commission were "pretty positive forces" or "do these things together?" 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 Ban 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."

"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 so 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 Ely 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 "such as the 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 is given powers to regulate private enterprise within the scope of a law in which the rights of the agency are defined and safeguarded." The other is where an independent administrative agency has "vast 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 by S-814," he said. "The second course, in my opinion, is bureaucracy 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 "renders a service to rural areas". Mr. Craven said "I am convinced, as an engineer, if you destroy all clear channel stations you destroy the coverage of the country."

Joseph Pierson, president and general manager of Press Broadcasting Inc., made a deep impression in advising the committee that the FCC had denied his company permission to operate in Selected News Theaters of war, without hearing, but had granted licenses to rival firms RCA and Mackay Antenna Inc. without hearings. He supported the intervention clause in the proposed legislation, declaring that the Commission "finally gave us a hearing" but that no decision had been handed down.

He testified that Press had无线 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 read but that informally had told him that the Joint Chiefs of Staff requested

**BOOM!**

There's a boom back home, too, in the town where this gun was made.

**COVER THESE NEW MARKETS WITH RADIO**

**REED AND COMPANY**

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

**BROADCASTING • Broadcast Advertising**

December 6, 1943 • Page 59
that only one firm be permitted to operate in North Africa.

Philip F. Silling, chief of the International Division of FCC, who was a spectator, was called to the stand Thursday, and Wheeler asked to produce his written recommendations in the various cases involved.

CIO Opposed to Cut in Commission Powers

Appearing Thursday to protest any change in the present Communications act that would "curtail the present powers of the FCC, Mr. DeCaux charged that labor's chief difficulties in getting time were due not only to the employer-mindedness and prejudices of a number of station managers, but to general policies and practices of the industry as embodied in the code of the NAB.

He told the committee that frequently 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 public interest, at the time when renewal of its license comes up before the Commission".

Mr. DeCaux left four recommendations with the committee: (1) That a larger proportion of free time should be made available to labor organizations than has been the case in the past, particularly 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 drive; and (4) That serious consideration should be given to the establishment 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 possibilities of radio after the war and called on Congress to give "immediate consideration" to post-war broadcasting. As a result of war training in both the Army and Navy, many engineer-technicians will be available to private industries to give to civilian enterprise the knowledge they have acquired in the service.

He stressed the necessity of exploring FM and television. Although he said that standard broadcasting will continue, he predicted that FM and television will be used intensely in metropolitan areas, thus freeing many AM frequencies for wider rural coverage. He mentioned particularly that the area from Washington to Boston is adapted to FM.

Senator Wheeler questioned him as to the advisability of making FM available to AM broadcasters and asked if it should be coordinated with standard broadcasting or should be handled as a separate function. Mr. Cullum urged coordination. He opposed decimation of FM by the FCC conduct a probe, but Chair- man Lea said there was no evidence to indicate the FCC had anything to do with the program change, but should "evidence develop in due course the committee probably will take it up". He said preliminary inquiries had disclosed no pressure on NBC to carry the CIO program.

Congress Shelves Probe on CIO-NBC Controversy

Attempts to have Congress probe into the affairs of NBC because a CIO speaker was substituted for the voice of the Steator Farmer on Nov. 21 [Broadcasting, Nov. 29] have been shelved.

Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, observed no action would be taken on a resolution (S. Res. 213) introduced Nov. 25 by Senator Langer (R. N. D.) calling for an investigation as to why the dairy program was canceled by the AM speaker, who discussed subsidies.

In the House Rep. Andrews (R-Minn.) demanded that the Senate take action. In investigating, he opposed decimation of FM by the FCC conduct a probe, but Chairman Lea said there was no evidence to indicate the CIO had anything to do with the program change, but should "evidence develop in due course the committee probably will take it up". He said preliminary inquiries had disclosed no pressure on NBC to carry the CIO program.

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

There are no shortages of frequencies any more, said Mr. Cullum. "As a result of spending millions of dollars in war developments we have a lot more frequencies. And if we make use of them it will relieve a lot of our problems. During this war period there was a tremendous 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 be protected in rural coverage. The witness said engineers consider a 500-microvolt signal is required to give coverage to rural areas. "In FM we can do good rural service with 50 microvolts and in some cases only 10 microvolts," he said.

To Senator Wheeler's question as to whether receiving sets would embody equipment for A.M. television and FM, Mr. Cullum said reception of all three is possible in the "same box". In television, he said, the biggest problem has not been the need of frequencies but one of transmitting programs from city to city.

"As a result of this same rush and money that's been spent on research, he said, we're going to have point-to-point service that we won't have to depend on telephone lines. We use a very special direction.

"Do you feel that the Commission itself should do something about it?" asked Senator Wheeler. "Yes," he said, with reference to post-war radio and the new developments.

"The time has come when considered facilities can be given," said Mr. Cullum. "It should be encouraged by Congress."

Cullum Urges Action to Speed Applications

Urging the government to prepare "the "electronic techniques" that will be available after the war, Mr. Cullum emphasized that standard broadcasting will be only a small part of the post-war regulatory problem. Tremendous new uses of radio in navigation, stemming from war developments, will give the FCC a vast amount of new work, he said, aside from many other non-broadcast and broadcast uses.

While standard broadcasting is

Influencing Sales

FAR Beyond Pontiac

In cities...villages...towns...for miles and miles and ground pounders...broadway agents, regional and local advertising agencies are hued over WCAR's creamed wealth.

GET THE FACTS

PONTIAC

MICHIGAN

or the Foreman Co. Chicago New York

WBAL

means business

in Baltimore

A-PE-CO

means business

in Chicago

A-PE-CO

uses Photo Exact to make their own photo-exact copies of diagrams, blueprints, tracings and drawings. The ease, speed and low cost with which this modern, versatile method photo-copies anything written, printed, drawn or photographed appeal to all. An A-PE-CO Photoshop quickly pays for itself.

Legally Accepted Photocopies of

Letters Pictures Documents Drawings Records Receipts Blueprints Shop orders

Same-size permanent copies of anything up to 18" x 22". Eliminates errors. Saves stenotyping, tracing, proofreading. No camera, focusing, film or moving parts. Any employee quickly becomes expert. Lowest

Investment. Use on any desk or table. You need A-PE-CO. Let us show you how you can use it to expedite office and shop copying. Immediate delivery on any thousand are in use. Send for A-PE-CO folder.

AMERICAN PHOTOCOPY EQUIPMENT CO.

235 N. Clark St., Dept. 5-17, Chicago 14, Illinois.

Representatives in principal cities and Canada.

"Ordering 104 More Shows" advises Fred Cannon—ALL-CANADA RADIO LTD.

THE SHADOW

Available locally on transcription—C. MICHelson 67 W. 44th St., N.Y.C.
doing a "good job", Mr. Culum said that even better service will be possible with the development of FM and television. He urged more channels for both services and suggested higher frequencies for television, pointing out that the Commission might want to consider somewhat higher frequencies for FM, too, he said, in urging steps to be taken to avoid suppression of these techniques. Many of them already are 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. Culum urged steps to speed action in applications. In many cases, he said, months go by before an application is set for hearing and the additional time is entailed. He recalled applications which were pending two years before the war. Many broadcasters would rather have a decision even if it is against them, he said, so that service will not be lost to the particular community. He urged a time limit on pendency of applications.

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. Culum's testimony that he felt there should be some policy on allocation of FM facilities to standard broadcast stations. Mr. Culum said he would expedite matters if broadcast licensees 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 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 the personally conducted tour 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 interference problems are FM, he predicted. Without mentioning specific numbers, he said "something like 100 FM stations could be accommodated on the present FM band, without interference, as against only 912 stations in the same frequency range. 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 only 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 25 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, whereas substantially the same coverage is available day and night. Moreover, he said, there is much less static in FM than in AM broadcasting for less distortion and more life-like reproduction.

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

Pointing out that it is possible to give a complex telephonic or facsimile service on the same frequency used by an FM station, 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 to AM, he predicted that FM could be picked up at a point in the AM service and re-broadcast to another. Mr. Jansky said this could be done over and over again and without the necessity of wire- line relays. While he declared the possibilities of automatic relays 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, replying to Senator Wheeler, that AM broadcasters of today be given full opportunity to operate FM stations.

The outstanding contributions of FM will be the provision of sufficient facilities, so that all who have a right to operate stations can be accommodated. Today, he said, 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 told by Chairman Wheeler whether the Congress should write into the law specific and adequate allocations for FM, Mr. Jansky said he saw no reason why Congress should have to legislate. The FCC, he said, recognized FM's requirements but the engineers "were too conservative". He said he thought the band should be enlarged so that 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 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 work could 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 better, but as constituting a "sound basis" for the enhancement of free speech. Reminiscent of the earlier testimony of Chairman Fly, he pointed out that CBS "continues to make news" and if a few less than ever before. He placed in the record a CBS brochure to advertisers contending the regulations would not be detrimental to its operations. CBS, he said, said the regulations being made a "good job", Mr. Culum said that even better service will be possible with the development of FM and television. He urged more channels for both services and suggested higher frequencies for television, pointing out that the Commission might want to consider somewhat higher frequencies for FM, too, he said, in urging steps to be taken to avoid suppression of these techniques. Many of them already are known to the enemy, and consideration should be given to making them available as quickly and as effectively as possible.

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House Probes Fly Reprisals
(Continued from Page 10)

"Reprisals have been visited upon certain members of the armed forces who had opposed the chair-
man of the Commission's policies; isn't that true?", Mr. Craven de-
clared: "That is a well-known fact among the armed services."

Reprisals Detailed
In Executive Session

As Mr. Garey continued questioning
on that subject, Rep. Magnuson
wanted to know: "What does Mr. Fly
to have to do with the personnel
problems of the War and Navy De-
partment?" Mr. Craven said he didn't see "any reason he should have anything to do with them, but he did". As Rep. Magnuson pressed further, Commissioner Craven ar-
serted:

"One of the leading men in radio
in the Navy was practically cash-
iered and placed on the retired list" at the "instigation and insistence of the chairman of the FCC." As Mr. Magnuson pursued his questioning Mr. Garey said:

"I think it would be fair to ad-
vice the Congressman that we have
testimony that we are not permit-
ted to use that confirms what the Commissioner has testified, given by one of the men involved."

An exchange of words between Rep. Magnuson and Mr. Garey over
what constituted public testimony
brought an admission from Mr. Garey.

Craven replied that the
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Ballantine Change

P. BALLANTINE & SONS will change the talent and format of their radio show on CBS, dropping Guy Lombardo's orchestra and Ogden 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 program will be a network 10:30-11 p.m. spot on CBS stations will be held, according to J. Walter Thompson Co. The repeat broadcast of Blondie that time 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.

Edward 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.

I've been listening to WFDF Flint Michigan all evening, sir.
It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director CHNS © Lord Nelson Hotel Halifax, Nova Scotia or Joe Weed, New York City

Network Accounts

All Times Eastern Winter unless indicated

New Business

J. B. WILLIAMS Co., Glastonbury, Conn., has been granted a license for new FM station to operate on 93.9 kc and 770 kc, effective Dec. 6.

J. ROBERT McJUNKIN, Chicago, has been granted a license for new AM station to operate on 1520 kc, effective Dec. 6.

CROOKLYN TED BOARD, New York, has been granted a license for new FM station to operate on 98.3 kc, effective Dec. 6.

There are no changes in license assignments, effective Dec. 6.
SALES PROMOTION ASSISTANT
Wanted
Announcers
Radio
Texas
Conscientious Young Man
BROADCASTING
salary expected. KDLR
tric
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has opening for
people in a
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traffic and studio details. Real
MIII to war.
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BROADCASTING.

-1st
BROADCASTING.

for
-17
years small station and net-
Experience.
Excellent references. Available December
564,
Mo.

WANTED
-250 watt transmitter
complete with any other radio station
equipment. Box 586, BROADCASTING.

WANTED TO BUY
-250 watt transmitter
complete with any other radio station
equipment. Box 586, BROADCASTING.

FOR SALE
-Complete mobile recording equipment; 2 Presto 6-N table
record, automatic equalizers, Presto 26-A ampli-
ifier, 8 position and preampifier, radio tuner, 2 Carver 702-M
monitors, 3 wheel trailer ready for operation $700.
Will sell all or in
part.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
SERVICE OF BROADCASTING

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

HECTOR R. SKIFTER
CONSULTING RADIO ENGINEERS
FIELD INVESTIGATIONS
SITUATION SURVEYS CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

COMMERCIAL RADIO EQUIP. CO.
- Washington Star Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. - Republic 2347

PROFESSIONAL DIRECTORY

December 6, 1943 - Page 65
House Probes Fly Reprisals
(Continued from Page 68)

Counsel read from an FCC chart that the RID operates 12 primary and 69 secondary monitoring stations and is "engaged in a comprehensive surveillance of the entire communication spectrum to guard against the use for subversive or other illegal purposes".

When the witness stated that the RID was not taking locations of "subversive" stations, but of "intelligence centers" and is "engaged in a comprehensive surveillance of the entire communication spectrum to guard against the use for subversive or other illegal purposes".

In connection with the proposed suit to test the constitutionality of the Congressional rider in the section covering the audibility of names, Mr. Denny submitted the salaries for Dr. Watson and Mr. Dodd, Mr. Denny admitted that he suggested and worked out the procedure of keeping the men in question at their desks for a week in "the event the Commission wished to give them an opportunity to test the constitutionality".

Denny Admits Planning Retention of Watson, Dodd

"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, and these letters were issued in the courts." Mr. Craven said that although he felt both men were entitled to test the constitutionality of the law, 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 act 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 10,294 investigations, the record disclosed and found 35 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 exerted 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 had 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.

"He assured me there was nothing to it, that it was a matter of the budget bureau was taking up," he added.

Radio Preparation Lacking at Pearl Harbor

Mr. Garey asked permission to read from an FBIS report which 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 to Mr. Dodd in listening to the FBIS adequately equipped in evaluating information it had given the Navy in connection with Alaskan waters, Mr. Denny asked permission to read from an FBIS report which 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".

Counsel read from an FBIS report which 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".
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