DENVER DELIVERS

Season's Greetings

KLZ Delivers the Denver Market

CBS • 560 Kc.
EACH YEAR radio listeners in Midwest America contribute year-round joy to hundreds of sick and crippled children through the WLS Christmas Neighbors Club. We are proud of the opportunity to use our facilities for such a purpose — and proud of our loyal listeners who give so willingly to their less fortunate neighbors.

Merry Christmas, Kids!
— from WLS Listeners

In the past eight holiday seasons, WLS listeners have contributed $45,372.02 to the WLS Christmas Neighbors Club. With this money, WLS has purchased and distributed among some 300 children's hospitals and orphanages:

- 710 wheel chairs
- 419 radios
- 232 medical inhalators
- 119 movie projectors and screens

This year, WLS listeners are giving to a fund to buy invalid and orthopedic walkers, requested by hospitals as their most urgent need.

890 Kilocycles
50,000 Watts
Blue Network

REPRESENTED BY
John Blair & Company

MANAGEMENT AFFILIATED WITH THE ARIZONA NETWORK® KOY, PHOENIX® KTUC, TUCSON® KSUN, BISBEE-LOWELL
"Thanks..."

ADVERTISING AGENCIES
AND
TRANSCRIPTION COMPANIES
FOR RECORDING OVER

600 SESAC Songs

LAST MONTH IN LIBRARY SERVICES and
ON COMMERCIAL TRANSCRIPTIONS*

P.S.
THESE TRANSCRIPTIONS CAN BE PERFORMED ON
874 U. S. COMMERCIAL STATIONS LICENSED BY SESAC
without ADDITIONAL FEES OR EXTRA CHARGES
without BOOKKEEPING OR AUDITING CHECKS
without "CLEARANCE HEADACHES"

SESAC

475 Fifth Ave. New York 17, N. Y.

*NAMES FURNISHED AT THE DROP OF A HAT
They Sure Raise Cane
IN WWL-LAND!

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

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

WWL
NEW ORLEANS

50,000 WATTS—CLEAR CHANNEL
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate—Nat'l Representatives, The Katz Agency, Inc.
WITH our business in every category running way ahead of last year, we want to take time off and express our thanks to the hundreds of advertisers, national and local, who have joined hands with us during 1943 to give WSIX the most successful year in its history.

Better programs ... more listeners ... and greater returns to our advertisers have marked the year now drawing to a close. Prospects for the future were never brighter for all concerned.

Count on us at WSIX, when you need us, to carry your advertising to a prosperous, receptive audience. We shall appreciate the opportunity of serving you.

SPOT SALES, INC., NATIONAL REPRESENTATIVES

Blue

Mutual

5000 WATTS

980 KILOCYCLES

WSIX

"The Voice of Nashville"

NASHVILLE, TENN.
Key to a world within a world

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

This same science of electronics, which finds the structural flaw in war metal, holds great possibilities whose commercial use awaits only the welcome day of peace. Infinite additions to the knowledge, the safety, the comfort of modern man continuously reveal themselves in the quick flutter of the electronic tubes.

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

SYLVANIA ELECTRIC PRODUCTS INC., formerly Hygrade Sylvania Corporation
EXECUTIVE OFFICES: 500 FIFTH AVENUE, NEW YORK 18, N.Y.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES

AIDING THE HOME FRONTS “KNOW-HOW” — Sylvania Fluorescent Lamps and Fixtures give war workers the light they need to produce their ornament miracles. Sylvania Radio Tubes bring the news of the world to the American family, keep our people mentally alert. Sylvania Incandescent Lamps economically protect the eyes of the American family. Indeed, the Sylvania name now, as always, means the ultimate in product performance.
Portland payrolls have increased, since the war started, from an average of $7450,000 per month in 1941—to around $38,000,000 per month. Proportionate increases have taken place throughout the KGW service area. There are plenty of people with money in this market! To sell 'em, tell 'em over KGW.

KGW
PORTLAND, OREGON • NBC AFFILIATE
Represented Nationally by Edward Petry & Co.

A very small portion of the payroll lines at one of the Kaiser shipyards in Portland
George T. Duram

Media Director, H. W. Kastor & Sons, Chicago

Says—“Spot radio reaches selected markets at lowest cost per advertising impression”

- You took the words right out of our mouth, Mr. Duram! As a matter of fact, we were just this morning figuring out the cost-per-advertising-impression for a typical advertiser, spot-casting before 7 a.m., on one of the stations we represent. From audited findings of a recent audience survey, the cost among actual listeners comes to approximately 2,765 listening radio families for one dollar.

- Or 27.6 radio families per cent!

- To be sure, that figure is based on a bargain, early-morning rate, and the station is a terrific stand-out in its market. But the figure is accurate, and even allowing for every “yes, but” that anyone could dream up, it still speaks volumes for this matter of costs for spot broadcasting. . . . If any of you agencies or advertisers want ammunition on spot-broadcasting, give F&P a ring!

Free & Peters, Inc.

Pioneer Radio Station Representatives

Since May, 1932
Senate Hearings Close After Six Weeks

Parting Inventive Hurled by Fly At Nets

IMPOSITION of fines by the FCC for station violations not serious enough to warrant revocation of license, and inclusion in the law of requirements that blocks of time be devoted to public-service sustaining, were the last-fling proposals of Chairman James Lawrence Fly at the concluding hearings Thursday before the Senate Interstate Commerce Committee on new radio legislation.

Closing the hearings in about the same vein as he opened them Nov. 3, Mr. Fly hurled inventive at the "big chains", but singled out NBC and its parent RCA as particular targets, obviously because he didn't like the embattled testimony of NBC President Niles Trammell the preceding week. While he parried the thought of FCC regulation of programs in any way, Mr. Fly nevertheless repeatedly attacked just about everything on the air, and damned the whole NBC program schedule from top to bottom.

Dodge issues

Of the 27 hearing days, Mr. Fly spent five on the stand—three in early November, and the last two on Wednesday and Thursday. He jumped into the committee record reams of FCC statements and proposals essaying to answer every statement or allegation made by preceding witnesses. He dodged the more controversial questions covering newspaper ownership and FCC policy on dual operation of FM and AM stations in the future. But he predicted the end of clear channels on the coasts, and said the multiple ownership order would stick.

With the conclusion of the hearings, Chairman Wheeler (D-Mont.) announced that the committee would consider proposed new legislation in executive session. The White-Wheeler Bill (S. 814) to recoup the FCC and limit the FCC powers, will be used as the base. Chairman Fly opposed the bill almost in toto. Every recommendation he made would tighten, rather than relax, and would give the FCC powers, which, in the judgment of observers, are broadest possible short of actual Government ownership.

The preponderant view was that the Committee wouldn't get to work on the bill until after the Christmas-New Year's holidays—probably during the week of Jan. 3. It also was thought that the Committee would be disposed to write amendments to the existing law, rather than attempt a full-scale revision of the Communications Act of 1934. This was because of impending post-war developments, such as FM, television, and facsimile, and the repeatedly-expressed view of a number of witnesses that the law should be kept flexible until the full effect of these new broadcast services are realized.

Proposes $500 Fines

Chairman Fly proposed two written amendments—one that stations be fined a maximum of $500 a day for each day of violation of regulations, as a means of maintaining order without resorting to the extreme penalty of revocation, and one whereby FCC approval would be required for transfers of 20% or more of station stock, or to meet the present requirement covering control. He suggested orally that Congress might specify that fixed percentages or blocks of time be allocated for particular types of programs. And in his prepared analysis of the bill, shoved into the record without reading, he made a series of suggested changes.

During his first appearances, Mr. Fly was sharply critical of CBS. Testifying after William S. Paley, CBS president, appeared out of turn to allow him to undertake a mission for OWI in the war theatre, Mr. Fly whaled away at him and his network. At that time, the position of NBC on legislation wasn't known, though there were indications it might remain neutral. When Mr. Trammell went all out to curb the FCC and charged Mr. Fly with making loose accusations about "industry domination", the lid was off for the FCC chairman. He let loose with biting condemnation of NBC from all angles during his last two days on the stand. He again hurled the monopoly charge at RCA, and described in infinite detail its far-flung operations in radio and entertainment.

Hot Questions

The last few minutes of the hearing Thursday proved the most important, if not dramatic. Senator Wheeler fired at Mr. Fly a series of questions on hot policy issues that yielded these responses in substance:

1. Clear channels can be broken down on the coasts and probably will be. The Commission may find it necessary to take clear channel stations from the coasts and move them to the interior where they will do the most good.

2. Standard broadcasters who get FM stations do so at their own peril, since the FCC hasn't yet decided whether it will later allow dual ownership of FM and AM stations in the same area, and hasn't decided whether it should move the AM facilities to other areas not served.

3. Very little of the "critical materials" frozen under the April 27, (Continued on page 10)

Fly Discloses FCC Policy Lethargy

Questions by Wheeler Fired at Close Of Hearings

SOME LIGHT but more confusion about future FCC policy on salient issues such as ownership, licensing practices and allocation were developed at the concluding hearing before the Senate Interstate Commerce Committee last Thursday after Chairman Wheeler (D-Mont.) fired a series of pointed questions at FCC Chairman James Lawrence Fly. On the hot issue of newspaper ownership of stations, Chairman Fly said he thought the Commission would render its decision in a "matter of days".

[Commissioner Ray C. Wakefield previously had testified the Commission would announce its policy, probably in recommendations to the committee, before the hearing ended. He advocated no categorical rule against newspaper ownership but proposed that it be considered an element in all situations and particularly competitive ones, with the non-newspaper applicant thereby placed in a favored position. Commissioner T. A. M. Craven who predicted the Commission would favor divestiture of newspapers from station ownership, repeatedly has said he favored no discrimination whatever. It was presumed the Commission would decide the issue this week. A meeting is scheduled on it today (Monday). The administration has been represented as favoring divestiture and therefore the best guesses are that some modified ban will be voted 4-2: Fly, Wakefield, Walker and Durr for, and Craven and Case against.]

Interest in Line Savings

Because of the significance of the Wheeler questions and the Fly answers, during the waning minutes of the hearings, they are abstracted herewith:

WHEELER: How much of a saving in line costs did the recent reduction on broadcast lines made by the telephone company amount to, do you know that? . . .

FLY: I think that was about a 25% overall savings.

WHEELER: Now, was any of that passed on to the broadcasting stations, or was it all taken by the networks?

FLY: Mr. Norfleet (FCC chief accountant) draws attention to the fact that a number of the charges involving particular charges were reduced as much as 50%, but the overall result was a reduction of 25%. Now, I don't know how much of that saving has gone back to the stations themselves. I am afraid it is a rather small percentage.

WHEELER: The reason I brought it up was, I received a letter from a broadcasting station in the South west in which they complained that the reduction of the line charges (Continued on page 68)
FCC Extends Licenses to Three Years

All Standard Stations Covered by Ruling Effective Dec. 15

BROADCAST licenses of the 912 standard broadcast stations, issued for two-year periods since Oct. 1941, last week were extended by the FCC to the statutory maximum of three years effective as of Dec. 15. This was done in accordance with a commitment made by FCC Chairman Lawrence Fly to the Senate Interstate Committee last month.

Under the Commission's action, the license tenure will be staggered by frequency groups in such a manner as to bring up expirations in orderly fashion and spread the work load of the FCC License Division over the full three-year period. The initial renewals, the Commission announced, will be staggered one to two and nine months.

The Commission's action was by unanimous vote, but it was understood that at least three members, including Chairman Fly, expressed exasperation at this time, but did not feel strongly enough about it to cast negative votes.

Mr. Fly, in his testimony before the Senate Committee Nov. 3, declared in response to a question by Sen. Hawkes (R-N.J.) that the Commission had considered issuing licenses for three years. Sen. Hawkes had suggested "continuing" licenses and other witnesses had proposed licenses of 20 years or practically permanent ones to give stability to the industry.

Work Distributed

The Commission announcement explained that stations are grouped in order of the different license expiration dates in such manner as to include in each group a fair cross-section of the entire license roster. This, it was stated, will automatically accomplish a fair distribution of the work load on renewal applications.

In 1927, when the Federal Radio Commission was created, licenses were first issued for 60 days. In 1928, the license period was extended for a three-month period. This was increased to six months in 1931. In 1939 the FCC authorized issuance of licenses for one-year periods and in Oct. 1941 the tenure proposed was increased to two years. Questions consistently raised in Congress and in the industry about the short license tenure:

"This action is in line with the policy of the FCC and its predecessor, the Federal Radio Commission, to extend the length of licenses whenever the advancement of the radio art and the growth of the radio industry seemed to warrant such extension," Chairman James Lawrence Fly said last Wednesday in connection with the FCC's announcement.

"In deciding the matter of extending the normal term of licenses, the Commission has always had to consider the concept of a license as a public trust and the need of the industry for all the assurance and stability that seemed consistent with the public trust concept."

Text of Revised Rule

Following is the full text of Section 3.34 of the Commission's Rules and Regulations as amended:

The Commission on Dec. 14, 1943, adopted the following amendment of Section 3.34 of the Rules and Regulations, to become effective with respect to licenses granted on and after Dec. 15, 1943:

3.34 Licenses for three years...

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NBC Stations Committee Selects District Agents

H. W. SLAVICK, WMC Memphis; Edgar Bell, WKY Oklahoma City; and Richard Lewis, KTAR Phoenix, have been elected members of the NBC Stations Planning & Advisory Committee to represent districts 4, 6 and 7 respectively during the coming year.

Districts re-elected as follows: District 1, Paul W. Morency, WTIC Hartford; 2, James F. Platt, WOR New York; 3, James D. Shouse, WLW Cincinnati; 5, Stanley E. Hubbard, KSTP Minneapolis-St. Paul; 8, Arden X. Faw, KGO San Francisco; and District 9, Canal Group will meet in New York Jan. 5 and 6 to elect a chairman and to discuss station problems with NBC executives.

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TABLE Top might well have been cheese, when this agency-sponsor-network sextet convened in Hollywood on Dec. 15 for an entertainment program conference. Members of sextet are (1 to r): W. F. Lockridge, Chicago vice-president and account executive of J. Walter Thompson Co.; Kraft agency; Sidney A. Brotz, NBC western division vice-president; Cecil Floyd, NBC midwestern manager; and Chicago vice-president, respectively, of Needham, Louis & Broydy, servicing Parkay margarine account; J. H. Platt, advertising director of Kraft Cheese Co.; Norman Blackburn, Hollywood talent buyer for J. Walter Thompson Co.

(Continued on page 58)
William B. Lewis to Manage FM American Network Inc.

Former OWI, CBS Official Takes Over April 1; Shepard Named President; Expansion Voted

APPOINTMENT OF William B. Lewis, former OWI radio official, as executive vice-president and general manager of the American Network Inc., was announced last Friday by the board of directors of the FM organization. The appointment becomes effective about April 1, after completion by Mr. Lewis of the nationwide program study he is making for William S. Paley and CBS.

Expansion Voted

At the annual stockholders meeting of American Network in New York Dec. 1, the following directors were elected for a one-year term: Carlyle K. Sitbel, Walter J. Damm, Eric V. Hay, John Shepard 3d, Harry Stone and O. L. (Ted) Taylor. The new board reelected Mr. Shepard, Yankee Network, as president, and Mr. Damm, WTMJ Milwaukee, as vice-president. Robert Ide was reelected secretary-treasurer.

Among other actions, the stockholders voted to renew American Network's application for a construction permit for an FM station in the New York market and to apply for construction permits for network-owned stations in Chicago and Los Angeles. Seven new applications for membership were accepted and will be announced as soon as contracts are completed, increasing to 20 the number of members in the network.

Mr. Lewis succeeds John R. L. C., who was former vice-president in charge of programs for CBS and subsequently chief of the Radio Bureau of OWI.

Mr. Lewis recently completed an eight-week trip through the East and Midwest, interviewing broadcasters, public leaders and typical listeners as part of a survey to evaluate the present radio program service and to report to CBS any findings which might lead to improvement. After January 1 he will travel through the South and Southwest, Rocky Mountain region and the Pacific Coast, and will complete his CBS study before assuming his new duties with American Network.

All Nation Should Hear Series, Durr Writes to Sen. Maybank

HOPE that the "full effect of the network regulations is felt" and that the entire country will be able to hear broadcasts of the 1944 World Series expressed to Senator Burnet R. Maybank (D-S.C.) by Federal Communications Commissioner C. J. Durr in a letter to the Senator released last week.

He enclosed a map (published herewith) showing areas of the country which might have had 1943 Series broadcasts but didn't "solely because the stations serving those area did not choose to, or because of the absence of connecting lines, could not provide them."

One in Each Area

"While it is readily apparent from the enclosed map that large areas of the country are still without the benefit of the Series broadcasts despite the existence of available facilities," Commissioner Durr wrote Senator Maybank, "nevertheless, the total number of stations which carried the broadcasts of 1943 was far in excess of the 1942 figure."

"The Commission is in hopes that as the full effect of the network regulations is felt, the broadcasts will be made available to, and be used by, broadcast stations throughout the country. In this respect, however, the proper objective would seem to be assurance that the broadcasts will be carried by at least one station in each service area, rather than compulsory broadcasts of the Series by all stations."

New Series Pending On Major Networks

Socony, Auto-Lite, Goodyear, Ford and Others Planning

NEW BUSINESS on the networks to start after the first of the year was taking definite shape last week for over a half dozen accounts, although as BROADCASTING went to press, full details on the programs were not available.

Ford Motor Co. executives in Detroit are completing plans for the five-weekly BLUE series expected to feature Tommy Dorsey, as well as a new half-hour show for Saturday or Sunday airing on either the BLUE or CBS. Auto-Lite Battery Corp., Toledo, plans to start its Command Theatre program on NBC in the Tuesday 7:30-8 p.m. period, now occupied by Goodyear Tire & Rubber Co.'s Salute to Youth. Tiret distributor, which recently appointed Young & Rubicam to handle its account, is discontinuing the NBC show the end of December and plans to start a variety program on CBS.

Socony Music

Socony-Vacuum Oil Corp., on Jan. 13 goes on CBS with a series featuring a name orchestra, although time and details are still being settled, according to Compton Adv., New York. Eversharp Inc., Chicago, was showning on its new BLUE show for inauguration after Jan. 1, and two other accounts—Newsweek magazine and RKO Radio Pictures Corp., are said to be considering network shows.

Larus & Bros. Co., Richmond, Va., will drop its national spot radio schedule after the first of the year to sponsor a BLUE program featuring Guy Lombardo's orchestra, starting Jan. 16. The program was heard in behalf of Edge- worth tobacco and Chesie cigarettes on 62 stations, Sunday 10:30-11 p.m. Lombardo's CBS program goes off the air after the Dec. 20 broadcasts will be replaced by P. Ballantine & Sons with a musical comedy series.

Larus ventured into the popular music field last June with Chelsea's Band of the Week, a five-minute recorded show on WJZ, BLUE outlet in New York. This program will go off the air along with other spot radio, although the firm may continue to use a few individual stations. Larus radio activities for the past six years have been confined largely to spots, transistorized programs and regional network sports briefs, one exception of an NBC-BLUE program, Alias Jimmy Valentine, back in 1938. Warwick & Legler, New York, handles the account.

WKNY Joins Mutual

NEWEST Mutual station is WKNY Kingston, N.Y., 250 w on 1490 kc. The station became an MBS affiliate Dec. 15.
House Probers to Hear FCC Jan. 17

Garey Charges Lea, Fly Usurping Duties Of Staff

CHARGES that Chairman James Lawrence Fly of the FCC and Chairman James P. Lea (D-Mo., Cal.) of the House Select Committee to Investigate the Commission were collaborating to present the Commission in a false light in the inquiry, were brought out in open hearing Thursday by Eugene L. Garey, committee general counsel.

A heated argument by Mr. Garey and Charles R. Denny Jr., FCC general counsel, with Rep. Edward J. Hart (D-N.J.) and Chairman Lea (who was absent until sent for), resulted in the general agreement that the Commission will begin presenting answers to charges thus far made by witnesses and through documents, next Jan. 17.

Thursday's heated debate, which brought the assertion from Mr. Denny that he was under instructions to "have no further negotiations" with Mr. Garey, was the climax of a week of strained tension and heated words over procedure of the committee (see page 64).

Developments Listed

Testimony submitted to the record last week included, among other things, these developments:

That the FCC failed to turn over to the FBI 250,000 sets of fingerprints of amateur and commercial radio operators until "some time after Pearl Harbor," despite requests from the FBI.

That the FCC asked the commission of certain labor organizations to turn over to the FBI fingerprints of radio operators.

That in 1936 prominent upper New York State Democrat wrote President Roosevelt and the late Aiming S. Prall, then Commission chairman, protesting against a construction of a station by the Black River Valley Broadcasts Inc., for a station in Watertown, N. Y., on grounds that the corporation was controlled by Republicans and that the FCC canceled the CP shortly thereafter.

That some licenses had been granted to members of the Japanese Nisei, who held dual citizenship—that is, citizenship in the United States and in Japan.

That licenses were issued to several aliens, subsequent to an Act of Congress in May 1923, prohibiting the issuance of radio operators' licenses to aliens. This came about, evidence disclosed, because the FCC took "no affirmative action" to back statements made by licensees.

That the FCC acquired a supplemental appropriation from Congress in May 1923, out of some $2,000,000, of which that part of the money was used to give salary increases in the FBIS.

Testimony given by J. B. Beadle, FCC operators' license section chief, in executive session Monday afternoon was ordered placed in the record Tuesday. Mr. Beadle testified that in 1940 the FCC required of amateur and commercial operators statements of citizenship and fingerprints; that the fingerprints were kept in a confidential file at Commission headquarters and were not turned over to the Dept. of Justice until June 1944.

Mr. Beadle told the committee that after the fingerprints were turned over to the FBI it was discovered that some "three or four thousand" had criminal records, although mostly for misdemeanors. With reference to non-citizens holding licenses, Mr. Beadle said most of them were Canadians, as he recalled. Rep. Hart asked that a complete report be filed with the committee.

Mr. Garey read into the record correspondence between the FCC and various labor organizations in which the Commission asked permission of the unions to turn over to the FBI the fingerprints of union members. The unions disented, but on May 25, 1942, in a joint communication to Chairman Fly the suggestion the Commission obtain permission of each individual. Subsequent correspondence disclosed that in late June 1942 the FCC, at the insistence of the Dept. of Justice, did turn the fingerprints over to FBI.

Mr. Beadle said he had not seen the correspondence.

Roosevelt Brought In

Sylvia Mercer, former secretary to John A. Kennedy (now a Navy captain on active duty), testified that Mr. Kennedy, head of the Charleston Broadcasting Corp., licensee of WCHS, was interested in the Kanawha Valley Broadcasting Corp., licensee of WGKV, when it was built in 1939. Mrs. Mercer, who was assistant treasurer of the Charleston corporation, inferred a relationship between that firm and the Kanawha Valley corporation.

Mr. Kennedy, after the investigation, it was disclosed, when testimony of Lt. Henry A. Wise and Elliot C. Lovett, taken in executive session Dec. 7, was admitted to the record last Tuesday. Mr. Wise testified that in January 1936 he and others organized Black River Valley Broadcasters and began to operate a station in Watertown, N. Y. In April that year an application was filed with the FCC for the station and hearings were conducted before Examiner Melvin H. Dolkberg.

In the hearings, Lt. Wise testified, there was considerable opposition, but the examiner's report recommended that a construction permit be granted the Black River Valley Broadcasters. The Commission, on Sept. 22, 1936, entered final order, granting the CP effective Oct. 15, 1936. Lt. Wise said the following telegram, signed by John R. Reynolds, assistant secretary of the FCC, was sent to his corporation Dec. 3, 1936:

"Order of Commission granting your application for a construction permit for hearing December 20, 1936, was not revoked. There has been a suggestion that an interfering station, the Kanawha Valley Broadcasters, is licensed to operate in close proximity to your station, but the Commission finds that no interference exists. You are therefore advised that an application for renewal of the license for your station will be entertained without prejudice to any further action sought by any party interested."

Political Angle

The lieutenant, now on active Army duty but granted a leave to appear before the Commission, was efforts to ascertain from the Commission what had caused the reversion in value. At that time, he asserted, his company had spent some $8,000 for the station, with antenna up and studios nearing completion. A permit later was granted the Watertown Broadcasting Corp., he added. Before litigation, he ended Black River Valley Broadcasters Inc. spent about $16,000, Mr. Wise declared.

Mr. Robert McCall, assistant committee counsel, read into the record letters addressed to President Roosevelt and the late Aiming S. Prall, when he was FCC chairman, purporting to express interest in a stock transfer to Lt. Wise's station. Howard H. Vrooman, of Watertown, sent the similar letters to President Roosevelt and Mr. Prall, declaring that the Black River organization was a "political outfit" and utilities-controlled. He named several whom he informed the President he was interested in the station. They were Republicans.

"What will that mean to the future of the Democratic party in Northern New York?" he wrote. Letters from Hudson C. Bull, director of the New York State 4-H Extension Federation, and F. S. Robinson, vice-president of the Federation, to President Roosevelt, were turned over to the FBI. The same were addressed to President Roosevelt, and were in the record.

BORN OF THE WAR is the hurry up letter from Robert P. House (v), president of the Crosley Corp., Cincinnati, in charge of broadcasting, just back from six months in Britain as special consultant to the OWI. Mr. House confided to Robert E. Duvene (t), vice-president of the company's Canadian division, the general manager of broadcasting division, that he raised the mustache to occupy his time on the long boat voyage home.

FCC Calls Hearing On WGKV Renewal

Hidden Ownership Issue Will Be Studied by Commission

APPLICATION for relinquishment of control by Worth Kramer of the Kanawha Valley Broadcasting Corporation, known as WPWT, which operates WPWT, WSA, WVA, and WPVB, was filed with the FCC last week coincident with release by the Commission of its bill of particulars on issues, including alleged "hidden ownership," to be investigated on a license renewal hearing for the station. Mr. Kramer has been both president of the corporation and general manager of WGKV.

Transfer of 28 shares of stock from Mr. Kramer to Eugene R. Custer, secretary-treasurer, and Richard E. Venable, vice-president (each 14 shares), has already been consummated and record of the stock transfer was made with the FCC, although the transfer of control was involved no formal application for such transfer had heretofore been filed. The agreement in this transaction remains unexecuted. It is alleged was to relieve Mr. Kramer of certain financial obligations as he expects to be inducted into the Army. Mr. Kramer retains 100 shares (40%) in WGKV, Mr. Custer now holds 75 shares (30%) and Mr. Venable 75 shares (30%).

Issues Cited by FCC

Among the issues cited by the FCC in the bill of particulars were: "To determine whether the applicant made full disclosure as to all parties in interest in the applicant corporation, the distribution of the stock of said corporation and outstanding stock, the stockholders of the corporation, whether the licensee assumed and has exercised the responsibilities incident to the management, operation and control of said station to obtain full information respecting the manner in which and by whom the station has been and is now being operated, the character of the service that has been and is now being rendered; whether the statements and representations made by the applicant in the various applications and documents filed on behalf of the applicant, its officers, directors and agents, fully and accurately reflect the facts, or whether same were false and misleading; what contracts, options, or other instruments of oral agreements or understandings have been incorporated into the applications, and whether the transfer of stock to the licensee corporation, and whether same were filed with the Commission as required; whether the station, or any person, has been granted by the Commission in violation of the Communications Act of 1934; to determine whether the transfer of control of the licensee corporation to Worth Kramer, and whether said transfer of control was reported to the Commission pursuant to the Act and rules, especially 43.1.

(Continued on page 65)
BUY ONE...  
GET THREE...  
Plus!

When you buy WHO, you get 50,000 watts of power at the very center of Iowa—PLUS the only 1A clear channel in the State—PLUS middle-of-the-dial frequency... all of which add up to the most listenable signal in Iowa. • • •

Not that we believe WHO's top position is due solely to mere mechanics. Obviously there are other important reasons why more Iowa people listen to WHO than to all other Iowa commercial radio stations combined (as proved in the 1943 Iowa Radio Audience Survey). But better listenability does count. Check with your Iowa distributors and dealers—or write either to us or to 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

BROADCASTING • Broadcast Advertising  December 20, 1943 • Page 13
War Adds to Industrial Growth, Population, in West and South

THAT THE center of gravity of American economic life has shifted noticeably westward and southward during the war is indicated by a Dept. of Commerce study released last week under the general title: "Regional Shifts in Population, Production and Markets—1939-43".

The study points to a rise in the relative importance of the Pacific, South Atlantic and East South Central regions, and a relative decline in the importance of the populous Middle Atlantic Region.

These wartime changes, with some exceptions, represent an extension of previously indicated long-term trends. From two to five percent of the total economic activity of the country is affected. For example, the net population shift has affected about two percent of the civilian total, while the net shift in income payments has amounted to nearly five percent of the national income total.

EastDeclinesRelatively

The study, made by K. C. Stokes, of the Bureau of Foreign and Domestic Commerce, U. S. Dept. of Commerce, correlates the previously reported regional shifts in population [Broadcasting, Aug. 2] with data on war production, employment, income payments, number of operating business firms, consumer spending, bank debits and consumption of electric power.

It is presumed that most of the wartime changes have two to five percent of the total economic activity of the country is affected. For example, the net population shift has affected about two percent of the civilian total, while the net shift in income payments has amounted to nearly five percent of the national income total.

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It doesn't cost a fortune to tap the booming Baltimore market... to reach 62 per cent of Maryland's population within the range of W-I-T-H's signal. Follow the lead of Baltimore merchants, and astute national merchandisers who know you don't need "gopher hole" coverage to sell the buying-power of Baltimore. Buy W-I-T-H and find out for yourself what a great job this station does in Baltimore!

TOM TINSLEY, President

Represented Nationally by Headley-Reed

THE PEOPLE'S VOICE IN BALTIMORE
ON THE AIR 24 HOURS A DAY—7 DAYS A WEEK
Control of Profits Viewed as Killed Bowles Action in Vitamin Case Regarded Indicative

FORCED reduction of packaged vitamin prices, contemplated by OPA, and contested in the courts by a group of 13 leading vitamin manufacturers [BROADCASTING, Dec. 6] will be delayed at least until a study has been completed on increased potencies of the products in question, OPA Administrator Bowles announced last week. He said he had been informed by the manufacturers feel that the prices have already been reduced inasmuch as they do not reflect increased potencies said to be general throughout the industry. Postponement is regarded by some sources as killing the regulation "for keeps".

Injunction Asked

In their plea for an injunction restraining OPA from ordering the 15% cut in the retail price the industry members had charged OPA with attempting a trial of "profits control", prior to imposing of such control, the group contended in a brief and a direct to Economic Stabilizer Fred M. Vinson, issued Monday, Dec. 13, to both WBP and OPA, ordered both agencies to take profits into consideration in a program for stimulating production of scarce items which manufacturers have dropped from their lines, generally in favor of higher-priced items with higher profits.

The view taken by Washington observers is that the "profit control" emphasis in the Vinson directive is a larger charge against objections to the price increases which will be permitted to secure production of the needed items.

AP Executives Take Over Added Wartime Duties

FOUR MEMBERS of the executive staff of the Associated Press were made assistant general managers last week, according to Ken Cooper, AP executive director and general manager. Appointments were made in connection with the assumption of active administration of the Associated Press Ltd. by Lloyd Stratton, president of the firm's subsidiary, incorporated in Great Britain and distributing news and newspaper services in the EAM, British Empire.

The new assistant general managers are Alan J. Gould, formerly executive assistant supervising news and newspaper operations; Frank J. Staelin, traffic director in charge of traffic and membership departments; Claude A. Jagger, executive director of overseas interests; and Paul Miller, chief of Washington Bureau. Cooper said, in addition to his position the managers would continue to supervise departments to which they were assigned. Frank J. Staelin remains secretary of the AP, but is no longer assistant general manager.

OCT Survey of Wartime Needs Shows 32,500,000 Radio Homes

Tubes Principal Factor in Sets Out of Order

With 3/5ths Lacking Needed Types

FIRST FIGURES from a wartime census of U. S. radio homes, compiled by the Federal Communications Commission when the Office of Civilian Requirements released its findings in the nation-wide Survey of Consumer Requirements. The study, made by the Commission on a sample of 5,000 homes, scientifically selected to provide an accurate sample, disclosed that approximately 32,500,000 American homes have one or more radio sets, or 89% of all families in the country.

The sample showed that: 59% of U. S. families have one radio; 24% have two radios; 6% have three or more radios.

Out-of-Order Sets

As to the condition of sets, the figures revealed that the out-of-order total has risen 2.1% as a result of wartime conditions. A total of 63% of American families have one set in working order; 15% have two sets in working order; 4% have three or more sets in working order, totaling 82% of all U. S. families with one or more sets in working order, according to the survey. It is indicated that 7% are defective sets which would not function, amounting to about 8.5% of the country's radio families. The figures do not include the six million or so automobile radios, or any portable sets.

On the condition of the "set most relied upon," 54% of the families reported this set's condition as "very good", while 9% noted it in a condition was "workable" and 8% that the set was out of order. This compares with normal out-of-order estimates of from 4% to 6%.

The principal factor in the percentage of sets out of order is the scarcity indicated in certain types of radio tubes. On the basis of the same sample one out of 1.5 families tried to buy radio tubes during the past three months. About 2/5 of this number were successful in getting what they needed and 3/5 were not able to find the kind of tube needed. Radio tubes were high on the list of items which consumers classed as hard to get or unobtainable. The study has now reached its climax was indicated last week by Frank H. McIntosh, chief of the Domestic and Foreign Branch, Radio & Radar Division of WBP, in a speech to the American Marketing Assn. in New York. Mr. McIntosh reported steps which WBP has taken to improve the supply of tubes. (See story on page 22.)

The battery set picture was revealed by the survey to have changed little and was not expected to change significantly since the low point last summer. About 15% of the farm families contacted said they had tried to buy a radio battery within the past three months, and one-half of this number were successful in doing so.

In spite of war curtailment of radio production, the study shows that about one per cent of all U. S. families bought a new radio set within the past year, and another one per cent bought a used radio. Between 2 and 3% made an unsuccessful attempt to buy a radio, but felt that the one they needed a radio it was no use to even look for one. Thus, a total market of about 6% of U. S. homes is indicated for the war year of 1945.

U. S. Counsel Sought

RESOLUTION authorizing a House Committee on Appropriations subcommittee to employ counsel in any Government in the suits of Dr. Goodwin B. Watson and William E. Dodd Jr., former FCC commissioners; Miss Morss Lovett, assistant counsel, to test constitutionality of a rider passed in a deficiency bill, was introduced last Friday by the House by Rep. John H. Kerr (D-N.C.), subcommittee chairman. A companion resolution authorizing expenditure of not more than $15,000 for the defense also was introduced. Both were referred to the Committee on Accounts.

Freer Heads FTC

CHAIRMANSHIP of the Federal Trade Commission, which rotates annually, goes Jan. 1 to Robert E. Freer, youngest member and one of the two Republicans on the five-man authority. Mr. Freer has been on the FTC, since 1935, and will be his second year as chairman. Mr. Freer is 47, a veteran of service in France in World War II, and a graduate of government according to Washington as an attorney for the Interstate Commerce Commission, which in 1941, Dr. John C. Freer, chairman of the FTC, yet finds time for outside interests which include lecturing at American University in railway economics and public law.

Pro Playoff Hookup

WILSON SPORTING GOODS Co., Chicago, is lining up stations for a coast-to-coast broadcast of the national professional football championship game at Chicago Dec. 26. A hookup originating on WJR is planned by Stanley G. Young, Co. Ltd., Detroit agency. Game will be played by the Chicago Bears and the New York Giants. The first division playoffs between the New York Giants and Washington Redskins.

W. E. POOR, president of Sylvania Electric Products, New York, has issued invitations to a pre-publication dinner Dec. 21 at Hotel Astoria for Don P. Caverly, author of the new book Primer of Electronics.

Canada to Offer Data on Coverage

Canada's broadcast stations will supply advertisers reports and coverage data compiled by an independent impartial source, according to Jack Coke, chairman of the Canadian Broadcasters and Advertisers Assn. of Advertising Agencies, and the Canadian Advertisers, recommended approval of the coverage method developed by the subcommittee, establishment of a Bureau of Broadcast Measurement, and the retaining of the firm of Elliott-Haynes Ltd., Toronto and Montreal research organization, to do the impartial survey work.

The three recommendations are to be brought before the annual meetings of the three organizations for approval. It is expected that early next year the BBM will be established, to make Canada the first country to have approved standard coverage statistics for its broadcasting industry.

Financed by Industry

The BBM is to consist of three broadcasters, one of whom will likely be a member of the Canadian Broadcasting Corp.; three members for the Canadian Advertising Agencies, and three from the ACA. It is to be financed by a nominal membership fee to agencies, advertisers and probably also broadcasters, and an assessment based on a time unit for all stations.

The method whereby coverage is to be measured is the result of 20 months of work on the part of the sub-committee, consisting of Jack Coke, general manager of Northern Broadcasting & Publishing Co., Timmins; Ray Barford, J. C. Gibbons, advertising agency; and Lou Phener, Canadian Cellulocotton Products Ltd., Hamilton. Method whereby coverage is to be measured includes features from methods now in use in both the United States and Canada.

The Joint Research Committee consists of the above three members and Adrian Head, J. Walter Thompson Co. Ltd., Toronto; Tom McReynolds, advertising manager, Colgate-Palmolive-Dist., Co., Toronto; H. Rimmer, advertising manager, Canadian General Electric Co., Ltd., Toronto; and H. Gooderham, president, CKCL Toronto.

Cuff Named to DuMont

SAMUEL H. CUFF, radio commentator and broadcasting authority on The Face of the War and active recently in producing television programs at the B. F. Goodrich Laboratories, has been appointed General Sales Promotion Manager, for Television at DuMont.
Somebody should catch hell for this!

Overnight, almost, a new market developed right under our noses. A terrific potential for our setup, and we got caught off base . . . competition got there first "with the mostest" by smart use of spot broadcasting.

Somebody should catch hell for this!

Does he mean you? Markets moving too fast for you?
Allegedly dead areas suddenly booming with war activities?
Yours is admittedly a tough job, the responsibility to your client for keeping pace with the rapid developments in war markets. That’s where we come in.

Watching out for your interests is our specialty . . . making calls and interviewing key people, over and over and over again!
Makes it possible to contribute to your success.

We have “know how,” and our own success story proves that we can turn it into money.
Our index of success is a 42% annual average gain in billing for ten years straight.
For your success see Weed and Company.

Buy War Bonds and Stamps

WEED AND COMPANY
RADIO STATION REPRESENTATIVES
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO • HOLLYWOOD
Engineers Will Review Standards in Medium Frequency Band

To review and develop standards for the improvement of broadcasting in the medium frequencies, the Panel of the Radio Technical Planning Board has been called together for its first meeting which will be held Jan. 5, 1943, at Hotel Pennsylvania, New York. Notices have been sent to the membership by Howard S. Frazier, NAB Director of Engineering, who is chairman of the panel.

It is expected that the entire day will be devoted to the organization of the panel and subcommittees, the designation of studies to be undertaken, and special task groups. A tentative agenda is now being prepared and suggestions have been invited from the entire membership.

Attendance Urged

Mr. Frazier has urged that all organizations included in the panel membership be represented at the meeting and that plans be made to give as much time as possible to the day's proceedings inasmuch as the entire panel will meet only occasionally. Much of the panel work will be conducted by mail and through meetings of subcommittees and task groups.

The broad objectives of the panel were outlined by Mr. Frazier as follows:

To improve coverage of standard broadcast stations.

To reduce interference between stations.

To study static elimination devices.

To provide room for additional standard broadcast stations.

To study broadcast transmitters and receivers, with a view to the improvement of the audio fidelity of reception to the listener.

To accomplish these objectives, the standard of engineering practices of the FCC will be reviewed for the purpose of recommending possible improvements. The panel will also review standards for the manufacture of transmission and receiving equipment and make recommendations.

Five classifications of engineers compose the panel. These are: (1) broadcast station engineers, representing individual stations or networks; (2) consulting engineering companies, representing engineering firms; (3) broadcast receiver design engineers, representing receiver manufacturers; (4) broadcast transmitter design engineers (including radio equipment), representing transmitting equipment manufacturers; (5) government observers, representing the FCC, war, and public agencies.

RAMBLER'S RETURN
Heroes Boost Workers' Morale
On WXYZ Broadcast!

TRIPLE-HEADED opportunity of the anniversary of the Wright Brothers' Kitty Hawk run-off of the newest Liberator bomber from Willow Run, and the opening of the "Michigan Aviation Week" was occasion for a pilot-driver presentation on WXYZ Detroit linking real warriors with those on the IDE.

After 56 combat missions, the "Rangham Liberator" Liberator returned "home" to Willow Run with its crew of decorated soldiers under a holder of the D. F. C. and the Air Medal with clusters. Maj. Cleon H. Engstrom, chief of the 6th Service Command and Lt. J. Gordon Lloyd, formerly account executive at WXYZ, received permission from the FCC for a two-way shortwave direct communication between the plane and the studio. They were not only the pilots of the historic bomber, but also they had rebroadcasting privileges and piped in every aircraft passing over Willow Run in a plant in a 50-mile radius, plus the Muzak system. After a huge public display, a dramatic conversation took place between the plane's crew and inspectors at the bomber plant.

RWTXZK Transfer

FCC last week granted consent to the voluntary assignment of the license of WTKO Kalamaazoo, Mich., from WTKO Inc. to John E. Fetzer and Rhea Y. Fetzer, doing business as the Fetzer Broadcasting Co. The Fetzer's are sole stockholders in the station, the transfer affecting a change of the licensee from a corporation to a partnership. Purpose of the assignment is to simplify operations. Because of the change, it is desired to eliminate considerable work necessary under Michigan corporation law.
Grand Rapids is the market center of Western Michigan. WOOD in Grand Rapids is the only station between Chicago and Detroit that delivers the unbeatable combination of the 3 P's — POPULATION — PROGRAMS — POWER.

Grand Rapids is the largest market in Michigan outside Detroit. Grand Rapids is larger than the next three West Michigan cities — Kalamazoo, Muskegon and Battle Creek — combined.

WOOD is the only NBC outlet between Detroit and Chicago. WOOD'S Parade of Stars is radio's finest entertainment. WOOD programs are tops in popularity ratings.

WOOD is the only high-powered station transmitting from Grand Rapids. Its 5000 watts are radiated not from the fringe of the Western Michigan area, but from the very center.

The "Rule of 3 P's" is a time-tested guide to station selection. 68 National Advertisers are currently using WOOD to sell 108 Quality Products in the Western Michigan Market.

GRAND RAPIDS NBC 5000 Watts Outstate Michigan's Greatest Station
AMONG INDUSTRY personalities present at the San Francisco showing of "Air Force and the Retailer", NAB retail promotion film, were (front row 1 to r): Ray Rhodes, KFRC San Francisco sales; Arch Kerr, KFRC sales; Martin Mundorf, KGO San Francisco director of television; Earl Smith, Edward Petry & Co.; Byron Nelson, KGO sales; Eugene Grant, BLUE San Francisco sales; Don Donnelly, KFRC manager; Merwyn McCabe, KFRC sales manager; Frank Wright, master of ceremonies.

Phillip G. Lasky, KROW Oakland general manager. Second row (1 to r): Ellis Rehm, BLUE sales; Don Pederson, KFY San Francisco general manager; Don Searle, KGO general manager; Adriel Fried, KLX Oakland general manager; Frank Samuels, KGO sales manager; Paul M. Lasky, KFRC President; S. Spyk, vice-president John Blair & Co.; S. S. Fox, KDYI, Salt Lake City general manager; Al Crapsey, KPO San Francisco sales manager; John Elwood, KPO general manager.

Home Front Problems Are Main Target In OWI's Packet for Week of Jan. 10

ASIDE from recruiting announcements for the Cadet Nurse Corps, war messages scheduled by the Domestic Radio Bureau of OWI for the week of Jan. 10 are aimed at home front problems related directly to the effectiveness of the war effort.

Bracketed with Save Critical Resources are two series of messages on the twin themes of Car Sharing and Conserve Gasoline. Since the Resources campaign is also directed at conservation of oil, as well as other fuels, it is assumed that the gasoline and fuel oil situation has again become serious. This might presage preparations for further large scale military movements, as well as reflecting the drain for high octane gas in the stepped-up offensive, and the requirements for such fighting petroleum products as butadiene (synthetic rubber) and toluene (for TNT).

Crude Problem

Basic reason for present petroleum conservation measures is that part of crude oil is reaching maximum capacity, while consumption is exceeding the discovery of new reserves. The Car Sharing messages will say that civilians may have even less gasoline in 1944 than in 1943. The Conserve Gasoline theme is to the effect that since cost and length of the war depend on use of gasoline supply, every citizen should conserve to the utmost by playing square in gas rationing.

The inflation threat, recently underlined by the disclosure that money in circulation has passed the $19 billion mark (three to four times the figure formerly considered necessary for the transaction of normal business, is the target of three of the eight campaigns on the week's schedule. These are: Fight Inflation, Wage & Price Stabilization, and Home Front Fudge. See OWI Schedule of War Messages 90 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Effective Jan. 17 until further notice all station announcements will be 200 seconds and available for sponsorship.

WWJ Forum Sponsored By Store Minus Plugs NO COMMERCIAL announcements are heard on the WWJ Detroit Victory Round Table (7:45 p.m. Fridays), although the program is sponsored by J. L. Hudson Co., second largest department store in sales volume in the country. Courtesy credits are given at the beginning and close of the forum-type program.

Prominent state and city officials, as well as civic leaders, military officers and others widely known take part in weekly discussions, at which George Stark, newspaper columnist, president of the Detroit Historical Society and author of City of Destiny, a history of Detroit, is moderator. Stark recently was named City Historian of the motor metropolis. Victory Round Table is one of three public service programs sponsored by Hudson with no commercials.

Simons-Michelson is agency.

Calavo Spots

CALAVO GROWERS OF CALIFORNIA, Los Angeles (avocados), on Jan. 10 starts for 60 days of sponsoring a weekly program of participation in Home Forum on WRC, Washington, D. C. Cooperative group on Jan. 17 starts a similar campaign on KPO, San Francisco, utilizing thrice weekly participation in Woman's Magazine of the Air. Agency is J. Walter Thompson Co., Los Angeles.
In the primary areas served by the stations of Westinghouse are 18,000,000 people. Twice as many people as there are in the Army. Roughly one-seventh of all the people in the continental United States. Running a big hotel... even a chain of hotels... is fairly simple compared to catering to this enormous potential audience. It calls for balanced programming... a proper proportion of news to entertainment to church services to sports to market reports and so on.

Westinghouse programming is meeting the need, too, as improvement follows experience and as business ethics and audience research monitor the whole procedure. Not only are the country's top shows, NBC's Parade of Stars, available to these eighteen million people, but the abilities and facilities of Westinghouse programming are put behind local programs as well.

The end-result for sponsors is that all-important Westinghouse Response Ability on the part of these 18,000,000 house-guests... these Westinghouse guests.
Set Up Keep Is Good, Marketing Assn. Is Told by WPB Official

McIntosh Says Maintenance Low Point Is Past; Luncheon Heats Talk on Video for Stores

POST-WAR developments in the allied fields of radio, FM and television will bring revolutionary changes in the American home as well as in American buying habits, according to the featured speakers last Wednesday at the December luncheon of the luncheon of the American Marketing Assn. at the Hotel Sheraton, New York.

Frank H. McIntosh, chief of the Domestic and Foreign Branch of the WPB Radio & Radar Division, spoke on “War Production of Radio-Radar Equipment — Effect on Post-War Radio, FM and Television.” The possibilities of display advertising through television for department stores in the not too distant future were explained by the second speaker, Ira A. Hirschmann, vice-president of Bloomingdale’s New York department store, and Metropolitan Television Inc., owner and operator of the New York FM station, WABF.

Receiver Picture ‘Good’

Giving first publicity to the findings of the WPB survey of consumer requirements, which covers the radio home set maintenance problem in a series of several questions, Mr. McIntosh said it had revealed that the total requirement “for maintenance and repair, compared to the military production, is ten times as large.” During his address he had pointed out that military electronics production now totals as much as in 20 days as the industry formerly produced in a peak year prior to Pearl Harbor.

“It can be seen,” he said, “that in general the radio picture is good; that we still have more than an average of one set per home and that practically 90% of the homes are equipped with radio. It does show, however, an increase over normal times in the number of radio homes without radio service. This figure is 7.8% according to this (WPB) data, while the pre-war figure was something between 4 and 6%.

“In connection with our program and plans for the coming year we have included a minimum required for a station in our current schedule production of radio receiver tubes and the production of tubes for civilians has been concentrated on types known to be most needed as a result of the WPB requirements schedule. We expect a sudden and complete recovery of this relatively small per cent, we do expect a definite improvement in the situation. Necessary steps to provide a balanced stock of tubes at each manufacturer’s plant for his distributors, made necessary by the concentra-

tion of types to increase production are being made this way.”

Mr. McIntosh had stated that the “low tide (for civilian tubes and parts) has reached” and that “conditions will not be worse but definitely better in the future.”

Will Not Supplant

Although Mr. Hirschmann predicted that the day was coming when it would be possible to find the solution to the present static window display will eventually find their answer in the dynamic television screen,” he warned against the dangerous impression that “immediately or soon after the war a fully operating television set will be in everybody’s home,” or that “television will be accepted generally with or without the moving picture business, the radio business, or the newspaper business.”

Expressing the hope that department stores will realize the necessity for good standards of programming for television in its early stages and will begin now to study television technique, Mr. Hirschmann spoke of the way in which “stores have fumbled around in the use of radio.” “When it was a new medium they ignored it,” he said, “then feared to use it, and finally edged into it the wrong way. I see symptoms of stores finally coming around to approaching radio in the intelligent way and I hope they still will to it.”

Television by department stores “will offer a miniature show window in everyone’s home,” he continued, and use of the new medium will help “bridge the gap between the merchant and the individual customer.”

See Video Problems

Discussing post-war probabilities, Mr. McIntosh posed the question whether wartime developments would “open a new world after the war,” and to this he gave a “yes and no” answer.

Marked technical advances are being concentrated on specialized equipment, some of it of purely military value. “There are operational problems which may be more of a controlling factor than the technical advances during the war,” he pointed out.

The greatest demand, Mr. McIntosh said, will be for “home radio receivers, and the greatest technical advance that will have something definite to offer to the public is television, we’ll FM also has some definite appeal.” He continued that there are many things to be done in the television field before it can be said to be on the road to full development. Among these are:

1. Channels must be determined
2. Standards of quality and determination of specific technical factors must be made.
3. Production of home sets and methods of programming must be developed.
4. A commercial market must be available in order to provide an impetus to move forward in this field.

In regard to the marketing of home receivers, the speaker said that “sets are not necessarily purchased because they are needed nearly as much as because they are sold by some new feature or gadget. Mr. McIntosh said, on the basis that repair of the old set would provide a substantial amount on the purchase of a new set.”

A market of between 17 million and 21 million home receivers is a set of figures, Mr. McIntosh said, on the basis of deferred demand brought about by cessation of production in April 1942. These sets are likely to

Swift Sales Circuit

Hears Company Policies; Plans

For 1944 Advertising

LATTICE FROM DES MOINES Cowles stations to enter the armed services are three members of KSO and KRTN who have joined the Marines. Left to right: Gene Shumate, news and sports; Mable Boddicker, publicity; Bill Baldwin, announcer and musician. Miss Boddicker is now in training at Camp Lejune, N. C. Shumate and Baldwin are both stationed at San Diego. Service flag of Des Moines Cowles stations contains 26 stars.

Tums Change

LEWIS-HOWE Co., St. Louis (Tums), on Jan. 18 replaces ‘The Eve of a Great Christmas’ series with Judy on 126 NBC stations, Tuesday, 8:30-9 p.m. (EST). Built around adventures of a 15-year-old girl, comedy-drama series stars Louise Erickson and Dix Davis. Art Baker will announce. Roche, William, & Construction, Chicago, services the account. Packaged by James L. Saphir Agency, Hollywood talent service, series had its first airing last summer as replacement for Bob Hope Show and Time to Smile on NBC stations.

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BROADCASTING • Broadcast Advertising

Legear Spots

DR. L. D. LEGEAR MEDICINE Co., St. Louis (Legear’s), begins thrice-weekly news and spot announcements participating in network from Dec. 15, 27 and continues for 26 weeks. Five to 15-minute programs will be heard on stations WIXY, WBY, WHAS, KTHF, WRFU, KMA, KSAL, WMOX, KWDB, WDBC. Agency is Simmonds & Simmonds, Chicago.

Of higher quality than pre-war models, he said, due to the fact that manufacturers have been accustomed to working to military specifications. Having been tooled and geared to quality production, “will find it to their advantage both economically and from a sales standpoint to continue in a measure their present high standards,” he said.

To Tribute Industry

Mr. McIntosh paid high tribute to the radio manufacturing industry and endorsed following a line in order to convert the ‘r plants to military production. He cited the remarkable military victories scored through use of electronic devices. These include function of radar warships at night by gun fire through electronic detection and ranging devices, the defeat of submarine drives in the North Atlantic by equipment used in patrol bombers and surface vessels and the surrender of the Italian fleet brought about by broadcasts on the international distress frequency.

Reviewing the problems encountered by the industry in converting to war equipment, he traced the steps taken to meet these difficulties. One of these was an extensive program of standardization of component parts for home receivers. Four standards developed and adapted under the procedure of the American Standards Assn. reduced the number of parts to be stocked from 2,700 to 12; of electrolytic condensers, from 450 to 10; of paper-type condensers, from 370 to 9, and of condensers and chokes, from 250 to 12.

Production requirements due to military demand are still going up he said, quoting the slogan: “For every three in ’43, we need four in ’44.”

Swift SALES CIRCUIT

Hears Company Policies; Plans

For 1944 Advertising

HOLDING a radio sales meeting over a closed circuit, over 3,000 Swift & Co. personnel gathered at BLUE and Williams Radio Station 11 to hear John Holmes, president, say that goodwill is that company’s most valuable asset in post-war planning. Mr. Holmes outlined Swift’s wartime policies of first, doing everything possible to help the war and second, safeguarding quality and making every effort fairly to distribute available civilian supplies. O. E. Jones, vice-president in charge of sales, described the salesman most needed today as one who has the vision and imagination to understand national problems and help him find solutions for them. A presentation of Swift advertising plans for 1944 revealed that Dec. 9’s Breakfast Club, on the BLUE five times weekly, will continue offering help to situations and the cost of meat, tying in with the government’s food program.
Merry Christmas

W COP

BOSTON
SEASON'S
GREETINGS
As the holiday season approaches, we bid farewell to the year that is past with thankfulness for the definite and encouraging progress it has brought. Such success as has fallen to our lot, we owe to the many advertisers whom we have had the privilege of serving; and we take this opportunity to express the hope that the services we have rendered them may also have contributed to their success. With the hope that the New Year may be for all of us a year of continued progress, we extend to our advertisers and their agencies, and to all who may chance to read this, our sincere wishes for a joyous holiday season.
No...YOU wouldn't buy a coat that fits like this one!
And so it is with radio...you don't buy a station that gives you coverage you don't need...and you don't buy a station that doesn't completely cover a market. You want a station with coverage that fits! Without paying for excess coverage that trickles over into other miscellaneous markets in which you are not interested, or overlaps other radio stations on your list!

Concentrated coverage, saturation of the nation's 6th largest market, is yours for the asking.

In Baltimore, the station that does just that is WFBR, with a signal that is strong enough and clear enough to reach into the homes of over a million people that live in the city that is the 6th largest in the country.
Development of Armed Forces Network Praised as Achievement of Col. Lewis

SMASHING all barriers of distance, psychological as well as geographical, the Morale Services Division of the Army has developed in 18 months the largest network in the world to bring radio to American troops in all theatres of war. Employing every medium of broadcast ng, from 100,000 watt shortwave transmitters to the old acoustic spring-wound playback, the Armed Forces Radio Service is carrying radio in some form to the solders, sailors and marines, wherever they may be stationed.

The story of this achievement, credit for which goes to Lt. Col. Thomas Lew's, former vice-president of Young & Rubicam, who heads the Armed Forces Radio Service, was told recently by Capt. Martin H. Work of the Division in an address before the Los Angeles Advertising Club.

Started from Scratch

Col. Lewis was given his biggest "account" to handle when he took over the radio operation for Morale Services, a job to inform, educate and orientate, through the medium of radio entertainment, 11 million Americans removed from established radio facilities. Starting from scratch, Capt. Work recalled, Col. Lewis had to tackle problems which embraced production, transmission, distribution and reception.

Recruiting his key men from commercial radio, Col. Lewis started his first program in July 1942. It was Mail Call, a half hour "letter from home" once a week. By last September, the Morale Services Division was turning out 42 hours of programming a week, of which 14 are written and produced by the Division to meet special needs of the armed services and the remaining 28 of which are reproduced from network programs with commercials deleted. The most difficult problem which faced the Division was the dissemination of programs—the problem of reaching the Marines on Tara-

wa, the pilots in China, the men on the Aleutians. The Division found that it had to bring every medium of broadcasting into play to solve this problem.

Thousands of hand-operated play-back machines have been sent to areas where there is no electricity available and transcriptions of programs are being supplied continuously to these areas, in some places by parachute from transport planes. The "modern victrola" was the first instrument used in bringing radio programs to troops and is an important medium of distribution.

Stations Discovered

Local stations serve as the basis of the Armed Forces Radio Service. Australia, most of the Middle East, and parts of Alaska are covered by these stations. The Division discovered foreign stations which most Americans never knew existed. Last January, seven of these stations were releasing AFRS programs. Today, there are 120 stations from Diego Suarez on Madagascar to Suva in the Fiji Islands transmitting the programs.

Another medium is the short-wave transmitters, operated by the OWI Overseas Branch, which now beam 420 hours of AFRS programs a week to the various war theatres. Thirteen transmitters broadcasting on eight different beam from the east and west coast broadcast presidential talks, sports events, and other current happenings. Shortwave reception, however, suffers from atmospheric disturbances, enemy jamming, and lack of powerful receivers by the average soldier.

To the playbacks, shortwave transmitters, and local foreign stations, the Army has now added American Expeditionary Stations which the AFRS decided were necessary to obtain adequate coverage. Beginning last March with the installation of a transmitter in Casablanca, this project has grown to 46. These stations, which move with the troops, have been established in Trinidad, Panama, New Caledonia and Newfoundland and will soon be found wherever American troops are stationed.

In places where radio cannot be received, turntables and public address systems carry the programs. Army hospital ships and troop transports are beginning to receive a two-hour supply of transcription daily with similar arrangement for submarines.

For VICTORY Today . . . and Tomorrow!

Production for Victory is a half billion dollar industry down in KWKH-land.

And while we're producing for Victory today we're building for Victory tomorrow. It's a "must" market for alert advertisers who want to sell now—build sales for the future.

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

WBNX
5000 Watts

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

New York City

FOR OFFENSE - FOR DEFENSE BUT U.S. BONDS TODAY

KWKH
50,000 WATTS

A SHREVEPORT TIMES STATION
SHREVEPORT, LOUISIANA

FOR REPRESENTED BY

THE BRANHAM CO.
IS TELEVISION READY?

I am Alex Electron. I know all about Electronics, Electricity, Radio and Television. I'm here now to bring you up-to-date on Television.

1. Is Television ready?

Yes: 9 U. S. Television Stations are broadcasting regularly. There are three in New York, including station W2XWV operated by DuMont, one in Schenectady, one in Philadelphia, two in Chicago and two in Hollywood. Wartime manufacturing restrictions retard Television's expansion today.

2. When will new Television Receivers go on sale?

New Television sets probably will be available within 6 months after peace in Europe. Many Television sets are in use today. Major premia distribution was by five manufacturers, one of which was DuMont.

3. What will be the sizes of Television pictures?

Depending on the size of the Receiver, from about 8" x 10" up to approximately 20" x 24".

4. What will be the sizes of Television Receivers?

Virtually the same as radio receivers—from the size of larger portable to wide-screen d.c. luxe console models.

5. What will Television Receivers probably cost?

The first models of Television Sight-and-Sound Receivers probably will range from $200 to $700.

6. How far can Television programs be broadcast?

Today, the best reception is within 60 miles of the station. Engineers hope, by using improved equipment, to have Television networks cover the world.

7. Will Television carry news, sporting events and motion pictures into your home?

Yes: Television can carry anyacey that cameras can record, whether it be from the studio or from the field.

8. How perfect will Television pictures be?

Now, Television is as good as 16 mm. motion pictures; after the war it may equal theatre motion pictures.

9. Who invented Television?

Many engineers have made valuable contributions. It was Allen B. DuMont who brought from a laboratory curiosity to commercial reality the heart of the modern Television Receiver—the Cathode Ray Tube.

10. What part will DuMont play in post-war Television?

DuMont's Television activities will fall in three divisions: the manufacture of fine Television Radio Receivers; the operation of its own commercial Television Stations; and the manufacture of Precision Electronic Equipment for Television pick-up and transmitting stations. Of the 9 Television Stations now regularly on the air are DuMont equipped.

WOMEN of Philadelphia NAB stations, who organized in October, added three new members at their second meeting held Dec. 10. Newcomers are Dorothy Flagg Biddle, news commentator of WHAT; Polly Whitaker, of the WDAS program department, and Mrs. A. F. Downie, new promotion director of KYW. Guest speaker at the second get-together was Dorothy Lewis, welder-ordinator of listener activities for the women's division of NAB.

TOUR of the Army's first overseas type hospital train was conducted recently for the benefit of the KOA Denver audience by announcer Jack Hitchcock. Program which included special entertainment as well as description of the hospital unit was broadcast from Denver's Union station where the train was on exhibit.

WHEB Fitchburg, Mass., has appointed the Walker Co. as exclusive network representatives.

FRANNY MURRAY, WIBG Philadelphia sportscaster and former Penn All-American, awarded gold engraved fountain pen to the players selected by his All-Scholastic Advisory Board to make up the WIBG All-Scholastic. Presentation was made on a special broadcast. Selections are made from Philadelphia high school squads.

WHEB Portsmouth, N. H., new publication, "Radio Forecast", is now being distributed. Program listings, notes and program highlights are contained in the four-page sheet which supplements the normal program style used by the station.

BRIGHT Christmas edition of "Playboy's Gallery" has been published by the Manitoba Telephone System, Winnipeg, radio branch of which is CKY Winnipeg and CKX Brandon.

WCKY Cincinnati is participating in the current Hamilton County War Chest Drive with special programs and station breaks.

RUTH LYONS, who presents the Pottstown Partlyline program over WSAI Cincinnati, announces that the program is sponsoring its usual Christmas party for the benefit of the local Children's Hospital. Party is broadcast from the playground of the hospital on Christmas day before Christmas.

FIFTH anniversary of WOR World Boston 920 Club participation program Dec. 22 will be celebrated by a special cocktail and dinner party tendered the WOR staff by station manager George Lasine.

KLX Oakland, Cal., has inaugurated a new policy by which all hourly news periods, after the closing commercial, will be followed by some hearty service tune before another commercial is allowed on the air. Set-up abolishes the so-called "hitch-like" announcement. Station is also cancelling out all five-minute announcements, effective immediately for many but still continuing until expiration of contract for a few. Opening and closing announcements on other shows have been reduced to one minute in length.

IN ORDER to boost local sports, CJAT Trail, B. C., has distributed a 48-page booklet giving 1944 hockey rules, listing all sport events for the winter season. There is no price for the booklet, except the station's plug: "Distributed by CJAT-Trail's Community-Minded Station." To ascertain what features of Victory Bond drive the listeners like and do not like, CJAT is asking listeners to write in their views on Victory Bond publicity of the past campaign. Results will be turned over to the local National War Finance Committee to aid in preparation for the Sixth Victory Loan drive next spring.
TWO ANNOUNCEMENTS PRODUCE 2,017 REQUESTS FOR A PICTURE OF THE "OZARK RAMBLERS"

Replies came from an area of 13 midwestern and southeastern states, proving not only that the Ozark Ramblers are immensely popular . . . but also that KXOK has unusual listener interest, plus wide coverage.

The offer was made on two regularly scheduled Ozark Rambler programs on KXOK—6:15 a.m., Oct. 18th, and 12:45 p.m., Oct. 22nd.

Yes . . . these results are remarkable, considering that one of the greatest mail pull stations in the nation with 10 times the power of KXOK recently pulled only slightly more on a two announcement offer!

KXOK
SAINT LOUIS, MISSOURI

630 KILOCYCLES • 5000 WATTS — FULL TIME • BASIC BLUE NETWORK
Owned and Operated by the St. Louis Star-Times
AFFILIATED WITH KFRU, COLUMBIA, MISSOURI • REPRESENTED BY JOHN BLAIR & CO.
Advisory Group Idea Proposed To Aid Medical Use of Radio

Government’s Success in Use of Medium Is Told At Meeting of Health Education Conference

RADIO as a medium for disseminating health information to the public was discussed between radio executives and leading health officials last Tuesday at the fourth annual Health Education Conference at the New York Academy of Medicine.

Dr. Iago Galdston, executive secretary of the Academy’s Committee on Medical Information, called for a plan whereby the three types of health organizations—voluntary, governmental and medical—might correlate activities.

As an example of one of the many “health talk” programs, Dr. Paul Lazarfeld, director of the office of Radio Research of Columbia U. broke down a recent broadcast on the subject of the X-Ray, which had been studied by his “program analyzer” method.

OWI’s Success

Recommending that health education groups place their messages on network, regional or local programs whose listening audiences are already established, Philip H. Cohen, chief of the Domestic Radio Bureau of the OWI, explained how successful this method proved when the OWI was first faced with the problem of instructing the American public at the start of the war. He pointed out that in the past year radio has contributed about $103,000,000 in time and talent to governmental war messages.

The complexity of the radio field and the necessity of catching the listener’s interest with candid and artistically presented facts on health were points brought up by both Frank E. Hill of the CBS education department, and Dr. Alan Gregg, director of The Medical Sciences of the Rockefeller Foundation.

A definite remedial step to help the health educators do a better job via radio was offered by Dr. Ernest L. Stebbins, New York City Commissioner of Health. He suggested organization of an advisory committee of health education representatives who could work with the broadcasters on the best program techniques of presenting public health information.

Willard D. Egolf, NAB assistant to the president, said the four major networks in the past year

Meat Series on Blue

AMERICAN MEAT Institute, Chicago, on Jan. 16 begins sponsorship of The Life of Reilly, a half-hour dramatic program, Sundays, 2-2:30 p.m., on 157 BLUE network stations. Contract is for 52 weeks. Agency is Leo Burnett Co., Chicago.

had presented some 902 programs on subjects pertaining to public health. Of this 902, 22 were placed in class A time or 6-11 p.m., he said, while 875 were in class B time (9 a.m.-6 p.m.), and five were in class C time before 9 a.m. and after 11 p.m.

Leon Goldstein, special features director of WMCA New York said 29 such programs were given in November on five local New York outlets.

To put on “good” health education programs, Dr. H. B. Summers, manager of the public service division of the BLUE, advised the medical profession to “consolidate” its many branch organizations, to “prepare and make available” a list of good speakers in the profession who might develop into real radio personalities, to allow professional scriptwriters more freedom in putting health or medical broadcasts into “laymen’s language,” and finally to give the professional men selected to speak on programs more time to prepare and rehearse for coming broadcasts.

Approval of the health education committee to study and supervise broadcasts was voiced by Dr. Lyman Bryson, CBS director of education, while Miller McCintock, president of Mutual, summed up the day’s meeting with the opinion that such a committee should provide itself with a staff capable of producing test shows of the health education type, as well as serve as a liaison. Morris Novik, director of WNYC, suggested that perhaps health educators, with the assistance of the stations or networks, might build up a program or programs of such high calibre that in time a sponsor or sponsors could be found to present them in much the same way the major symphony orchestras, for years sustaining features, are now commercially presented by national advertisers.

Crossley's

OUTLINE OF LISTENING

THE 14-billion-dollar retail market dominated by the power (50,000 watts) of the programs (NBC, plus the foremost local shows), and the popularity (based on 21 years of service) of WGY.
Out in a California training camp, a couple of thousand soldiers are howling their heads off at a gag...the band plays a short fanfare...applause...the announcer comes in with his commercial.

A neat, smooth operation—yet the comedian and announcer are 3,000 miles apart, and probably have never met each other. They're "mixed" in a studio in Chicago.

When there's to be a pick-up from any out-of-the-studio spot, NBC sends equipment and engineers to the scene two or three days ahead of time. They set up a circuit between that pick-up point and the "mixing" center. If the commercial or other announcements on the program are to come from New York, they will go over a special NBC circuit direct to the same "mixing" point.

The mixing engineer gets his cues and his timing by telegraph. Then he sits down before an NBC mixer—and with a flick of the wrist performs the miracle of blending together a comedian on the coast with an announcer from the east—so subtly that it sounds as if they were both sitting in the same room!

NBC engineers helped develop this miraculous mixer—which automatically fades out a voice from one source and fades in a voice from another source.

Perfecting devices and operations such as this, working out every new means for making broadcasting more effective, increasing the scope and richness of radio through every resource at its disposal—these are some of the things that make NBC "The Network Most People Listen to Most."
...Give An Advertiser* A Horse He Can Ride

(And Radio Stations, Too)*

Tall Enough, So she won't drag your feet! The Texas Rangers transcribed library of western entertainment is riding to new heights with a selected list of blue book nationally known advertisers—on America's prestige radio stations.

Plump Enough, So she's sure riding from mane to tail! The Texas Rangers music with mass appeal has been solid comfort to advertisers large and small—dealing in bread to hair tonic—from Maine to Honolulu.

Fast Enough, So she's a winner in every race! The Texas Rangers with its flexible program building is receiving testimonials daily from those in the saddle—dealing in beer to cold tablets—from Minnesota to Louisiana.

Gentle Enough, So she's easy on the pocketbook! The Texas Rangers with its Hollywood and network radio talent has a reasonable feed bill, whether it's for fashionable stables in New York or for a little gray barn in the West.

Yet, Spirited Enough, So she's worth the owning! The Texas Rangers is one transcribed library that hasn't been ridden by every Tom, Dick and Harry. If you're one to treat her right, we'll be glad to give you a breeze about the pad-dock in the form of a sample program. You won't have to buy her, of course.

The Texas Rangers
LIBRARY

An Arthur B. Church Production—Write George Halley, Pickwick Hotel, Kansas City, Mo.
UNIQUE educational feature heard weekly over WLAC Nashville is Children An-
alyze the News, sponsored by Bell's Booteries, Nashville, which has
just renewed its contract for 52
weeks. Children of grammar school
age, chosen by their teachers for
their grasp of world events and
general alertness, constitute the
participants on the program, dis-
cussing and analyzing current
news events and trends. Paul Oll-
phant, WLAC program director, is
moderator and announcer for the
show which came into being as the
result of much research on the part
of the program department as well
as suggestions from Middle
Tennessee Radio Council, a group
made up of leading educators and
civic workers.

Testing Bureau
ITEMS advertised on Around the
Town, conducted daily on WTCN
Minneapolis-St. Paul by Ann Ginn,
are tested by the Northwest Home-
makers Testing Bureau, also con-
ducted by Miss Ginn. The Bureau
meets regularly and is attended
by approximately 100 women who
test and report on the quality of
products on the market, offering
their comments and criticisms.
Many manufacturers have declared
the value of this bureau.

Service News
NEWS of interest to women who
have husbands, relations or friends
in the armed services is the theme of
Your Armed Service Forces, half-
hourly program on Mutual, presented
as an official War Dept. series with Lt. Katherine McCune
as mistress of ceremonies. Capt.
Harry Salter's orchestra and guest
stars.

Shortwave
NBC has added two domestic song
programs, Music from Manhattan,
and Liza Morrow, to its shortwave
schedule for South America. An-
nouncer statements in Portuguese.
The NBC-BBC international exchange
variety program, scheduled to
start Dec. 11, has been postponed
till Jan. 1.

Election Idea
AN IDEA for handling election re-
turns comes from WHYN Holyoke.
On election day, Dec. 7 in Holyoke
and Northampton, Mass., WHYN
carried complete returns as they
arrived, and as soon as results
were tabulated, the victorious can-
didates took the air.

Comedy Team Back
COMEDY team well known in the
radio history of Northern Ohio.
Jake and Lena, has returned to
WTAM Cleveland, where the pair
originally starred 13 years ago.
Gene Carroll, formerly of the
Gene and Glen duo, re-introduces
his comedy characters in a half-
hour Sunday afternoon audience
participation show, Gene Carroll's
Silver Grill Tea Room Inn With
Jake and Lena. Series is sponsored
by Spang Baking Co., firm that
originally had been a sponsor of
Jake and Lena. Agency is Carpenter
Adv., Cleveland.

Exposé
EXPOSING the distorted informa-
tion that the Axis daily pours out,
new show heard on WMAL Wash-
ington, Sunday evenings, is spon-
sored by the F. J. Neely Co., depart-
ment store, and is titled War and
Words. Format is the dramatiza-
tion of events of the past week, the
way the Axis reported the events,
and the truth about the occur-
rences. Agency is Harwood Mar-
in, Washington.

This is the second of a series highlighting the cities of the lush KFYR area here in
the Great Northwest. Individually, these cities are relatively small markets . . . but, taken
together, they form a tremendous market which the alert advertiser cannot afford to
overlook.

Listening figures are based on a recent survey by Commercial Service Company of
Bismarck. A cross-section of listeners was asked, "What is your favorite daytime station?
... favorite nighttime station?" The percentage of those replying in favor of KFYR proves
that KFYR is dominant in the Northwest.

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<th>Devils Lake</th>
<th>Rapid City</th>
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<tr>
<td>Favorite daytime station</td>
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<td>KFYR 82.8%</td>
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<td>Next Station</td>
<td>27.5%</td>
<td>Next Station</td>
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<tr>
<td>Favorite nighttime station</td>
<td>KFYR 62.4%</td>
<td>First Station</td>
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<td>Next Station</td>
<td>10.1%</td>
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Ask any John Blair man for the complete KFYR coverage story
There's a Christmas rush on telephone wires, too

Help keep war-crowded circuits clear on December 24, 25 and 26.

Please use Long Distance only if it is vital.

War needs the wires—even on holidays.

BELL TELEPHONE SYSTEM
Two Sponsors Use WOR for 18 Years
Dugan Bros., Paton Products Are Station's Oldest
OF THE 300 advertisers using WOR New York this year, 65 or 22% have been on the station from 4 to 18 consecutive years, according to a survey.

The record for continuous advertising is shared by Dugan Bros., for Whole Wheat Bread, and Paton Products, for Golden Blossom Honey—both companies having participated in Alfred W. McCann's "Pure Food Hour" for the past 18 years. Two other food accounts—Dole's Pineapple Juice, and Rich mond Chase Co., for Heart's Delight Canned Fruit—have used the same program 15 consecutive years.

Macy 12 Years
R. H. Macy & Co., department store, has been on WOR continuously 13 years, and Maryland Pharmaceutical Co., 12 years. In the nine-year bracket are Carter Products Co., Fischer Baking Co., and John Morrell & Co., while Atlantic Refining Co., Breyer Ice Cream Co., Philadelphia Dairy Products Co., N. J. Bell Telephone Co., and Serutan Co. have used the station for eight years.

In the seven-year group are Hoffman Beverage Co., B C Remedy Co., Pinex Co., Procter & Gamble, Olson Rug Co., Delaware Lackawanna and Western Coal Co., N. Y. Telephone Co., Longines-Wittnauer Co., Bambarelli and Davitto, Bristol-Myers Co. and Select Theatres.

In the six-year category were P. J. Ritter Co., Manhattan Soap Co., R. B. Semler Inc., V. La Rosa & Sons, Whetena Corp., Howard Clothing Inc., Bayuk Cigars and Consolidated Cigar Corp.

Sixteen advertisers have used WOR consistently for the past five years: Jacob Ruppert Breweries; Grove Labs., Vick Chemical Co., Gillette Safety Razor Co., Pepsi-Cola Co., Peter Paul Inc., Quaker Oats Co. (Ful-O-Pep), Bond Stores, Lever Bros., General Cigar Co., Paramount Pictures, J. Martinson & Co., A. Goodman & Sons

Owen Joseph Dowd
OWEN JOSEPH DOWD, 26, of Brooklyn, transatlantic operator at UP's listening post, Valhalla, N. Y., died Friday, Dec. 10, of a heart ailment. Mr. Dowd won the Percy Maxim Memorial Award in 1939 for his aid in handling radio traffic to and from New England during the flood.

Richfield Oil Corp., Bulova Watch Co., and R. B. Davis Sales Co.

And So to Bread
ALL was serene in Seattle the afternoon of Dec. 8. Women who tuned to KIRO at 3 p.m. for the Housewives Go to War program, heard Marion Guinn recite some mighty tempting recipes. She came to one for home bread baking. Time was growing short. Miss Guinn glanced at the clock. She had less than 30 seconds. Those listening heard her say, in her best graduate-home-economist radio voice: "...and now you put the dough into a well-greased bed-pan."

For the first time in its 14 years the CBS American School of the Air will continue during the Christmas holiday season, with a special group of 10 programs Dec. 20-31. A CBS brochure, first step in an extensive promotion plan for the series, includes a packet of promotion material.

KCKN Kansas City

The May-thru-September hooper is the FOURTH consecutive 5-month report to show that KCKN, a 250-watt, local station, holds more daytime listeners in Greater Kansas City than three of the five other stations.

- The unusual low rates offer the chance of a lifetime to reach and sell for a song, a major chunk of the 861,000 persons within KCKN's primary service area. KCKN is fast being discovered by value-wise time buyers — better wire your nearest Capper office before the better availabilities are gone.

MBS Highest
MUTUAL attained highest billings for any single month last November, and cumulative billings for 11 months of this year also broke previous records. Total billings were $12,252,006, a 59.5% increase over the figure for a similar period in 1942, while the November, 1943, total is $1,479,942, 62.6% above the total for November, 1942. Figures for both periods appearing in BROADCASTING, Dec. 6, were incorrect.

All Automatic
FUTURE U. S. generations may have their bread baked, their whiskey aged and their tobacco cured by electronics, E. W. Butler, manager of the commercial research department, RCA Victor Division, Radio Corp. of America, told members of the Chicago Industrial Advertisers Assn., at a dinner in Chicago last week. His prediction emphasized the importance business management should place on fact-finding research in plotting post-war marketing.

BROADCASTING • Broadcast Advertising December 20, 1943 • Page 35
Man's mastery of petroleum moved another big step forward with the dedication of this huge fluid catalytic cracking unit at the Baltimore refinery of Standard Oil Co. (N. J.). Towering 23 stories skyward, it stands today as a key unit in wartime production of high-octane aviation fuel, synthetic rubber, and TNT. It will stand tomorrow as a key East-Coast unit in a new world of peacetime motoring and aviation.
makes Baltimore one of the major producing centers for United Nations high octane gasoline--and a more important and permanent factor in post-war development of the U. S. Petroleum Industry.

Again--Baltimore achieves leadership! Baltimore has been a factor in the oil refining industry ever since 1865--only five years after the drilling of the world's first oil well. Now this giant, 14 million dollar "cracker" marks the newest stride forward in Baltimore's steadily expanding petroleum industry.

Baltimore is the fastest growing big city in the East. The present boom is merely an acceleration of a 25 year trend of growth and expansion in industry, in wage earners, and in payrolls. Baltimore's amazing diversification of industry insures continued progress.

In peace as in war, Baltimore is one of America's greatest markets--one of your soundest advertising investments. And Baltimore's Number One advertising medium is WBAL.

WBAL means business in Baltimore.

NATIONALLY REPRESENTED BY EDWARD PETRY & CO., Inc.
License Sop

The FCC must have expected lots of fanfare and trumpeting last week when it extended the term of all broadcast licenses for three years, the maximum term allowed under the law. The provision has been in the law since 1927. It took just 16 years for the FCC and its predecessor Federal Radio Commission to get around to this!

Of course the extension is desirable. The short-term licenses authorized by Congress when the original act was written because radio then was in a state of confusion; the law had "broken down" and stations had been jumping on frequencies indiscriminately. It was to bring order out of technical chaos that the law was so written. There was a reallocation in 1928 to correct the basic technical abuses. More than 100 stations were tossed off the air because they had exercised "squatter's rights."

The extension is a sop. It is so much window-dressing. It comes after members of the Senate Interstate Commerce Committee rather pointedly had questioned the short-term license and the lack of stability it necessarily engendered. It comes after the arbitrary multiple-ownership order, and at a time when the Commission is committed to decide the newspaper-ownership issue. It is an effort to do something sweet to counteract, in some measure, the bitter.

While on the subject of licenses, the FCC should come forward and recommend not too many year tenures, but 20 or 50-year licenses. It has the power to invoke renovation proceedings whenever there is a justifiable basis.

Political Rates

A POLITICAL year is coming up. The elections will be national, state and local. Politicians predict the hottest campaigning ever.

Already the tempo has given rise to discussions about political rates for time. Candidates, or some of them, protest premium rates for political time. The policy varies; some stations charge regular rates, others double rates.

There is justification for premium rates, according to practical broadcasters. Radio programming requires constant balancing if an audience is to be maintained. The quickest way to destroy audience (and hence the value of radio time) is to permit too much of limited or special appeal to get on, throwing out of kilter tried and tested programs of general appeal and following.

Thus, many stations in establishing rates for talk shows, regardless of red or blue, take into account the expense of offsetting schedule changes to retain audience. Moreover, the premium rate tends to encourage the speaker to edit his script sharply, say it in fewer words and reduce the time purchased. It makes for better radio and usually better listener reaction. Thus the premium rate isn't a penalty. It is a safeguard for the time-buyer because he is assured of better audience. And it is much easier on the listener.

Ask the Listener

radio's future is now in the bosom of Congress. Hearings before the Senate Interstate Commerce Committee on the White-Wheeler bill have ended. The question, briefly stated, is whether the FCC should operate with the blank check handed it last May by the Supreme Court.

Now, to strip this issue of its heavy legislative verbiage and get down to plain talk. Who are those dissatisfied with American radio?

Men in public life—in Congress and on the FCC—refer to "the people" and the "public interest." True, members of Congress are the elected spokesmen of the people. But those on the regulatory agencies are not. They are appointed by the President. But when they talk of "the public," we wonder whether they are not speaking as self-appointed custodians. They profess to speak the view of radio's audience of 100,000,000. But where is the authority? Who has complained?

It's high time, we think, to get the facts. Instead of this hit-and-miss conversation about too much "soap opera," or "killer-diller drama," or boogie-woogie, let's find out what the public thinks. All these men in public life, whether elective or appointive, are quick to bring out that American radio is the best in the world, but they, according to their own lights, feel it should be better. They fail to realize that many a station has given up the ghost, and that the mortality among radio programs is high—because the public didn't like them.

Is Democracy the majority rules—at least that was the concept of the Founding Fathers. Today, all too often, we have seen these self-appointed guardians of the nation's welfare and morals just assume authority. Is that what broadcasting and its manifold post-war off-shoots are faced with today? "By their fruits shall ye know them," was the biblical quotation once used by the courts in upholding a decision in a case which applies to the FCC. It's clear that unless the FCC is checked, the result will be stranglehold of radio.

How can we get the facts as to the desire of the body politic on broadcasting? The question is whether broadcasting needs a change in policy of the kind the FCC is foisting upon it. The answer is simple. Ask the people.

Let radio prove for itself whether the loudest voices advocating such changes really speak for the people. Or whether they speak only of self-interest of the reformer-crusader breed.

We suggest that stations and networks take the question direct to the people. It can be done through a nationwide poll. Let an independent research or survey group handle the analysis and frame the questions. The Gallup poll, or Fortune, could follow it up. The press could pursue it, for certainly if radio's freedom falters, the press will be next in line.

The question can be put direct to the listener: "Do you think the Federal Government should regulate news broadcasts, commentators, types of programs on networks or through this station?" It could be broader or narrower. It could run a day or a week.

The listener will have to decide for himself. Radio is eager to abide by the results.

After all, the listener is our business.

Our Respects To

Edward Raymond Borroff

Prospecting, smuggling orchards, chasing an ambulance and skinning a dinkey aren't usually the forerunner experiences of a radio executive. Nor is the radio executive in this case, Edward Raymond Borroff, vice president of the Blue Central division, a usual person.

A great-grandson of Sam Houston, Ed Borroff displayed the pioneer spirit at an early age, when he headed west to become a prospector. Gold in the hills or the produce of the land, either was in his agenda, but a lone fortune seeker he would be. That urge to eschew the common path to success seems to have stemmed from the time the youthful Ed was a rooming house tenant, didn't like them.

After graduating with honors from Chicago's Hyde Park high school, alma mater of more than one Chicago radio executive, he enrolled in Liberal Arts at the University of Chicago and later took courses in animal husbandry at the University of Illinois. The course was to fit Ed for a career as a cattle buyer, his father being owner of one of the largest livestock commission houses in the Middle West and his brother being a well-known stock appraiser. But about that time, during the end of Borroff's junior year at Illinois, he decided to listen to Horace Greeley and head for the foothills of the State of Washington.

There, however, instead of gold to pan, Ed found apples, orchard after orchard of them, so he decided to become a fruit rancher. But an early frost nipped his bumper crop, and Ed was no longer a fruit rancher. Then hearing that vast orchards of peaches were going to waste at Moses Coulee, Wash., Ed hied himself there, to learn that shipping the enormous, ripened fruit any distance was impractical.

To the fore came Ed's sales instinct and via telephone he sold 3,000 cases of the peaches to residents and grocers located along the narrow-gauge railroad of the Coulee territory.

That season over, Borroff returned to sell life insurance in Louisville, Ky., leaving that field after two years to join a road construction company as chief "dinkey Skinner." But skinning a dinkey was only a transient vacation for Ed, with mental and vocal constriction called when applied to address his grade school graduating class in Chicago. Since that time Ed Borroff has been noted more for actions than words.

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(Continued on page 46)
RADIO-CONTROLLED TOOLS
that construct direct from blueprint

The not-too-distant future gives promise of a new technique in manufacturing . . . production by radio. Amazing tests already have been made of electric-eye-controlled tools which make steel products direct from the blueprint, itself . . . and the process holds assurance of conversion for use in other fields.

Such scientific wonders are indicative of the vast new developments awaiting radio . . . striking potentialities of public service that belong to the world of peace to come.

WCAU has long fulfilled its pledge of public service, maintaining consistent leadership in its area through 21 years of progress . . . leadership based on superior programming and perfected execution . . . leadership certified by a dominance in listenership, proved by survey after survey.

WCAU, Philadelphia’s only 50,000 watt, clear channel, non-directional radio station, will maintain its leadership Tomorrow as it has in the past with still greater contributions to the art of radio and to the benefit and enjoyment of those it serves.

WCAU
PHILADELPHIA’S PRE-EMINENT RADIO STATION
Our Respects to
(Continued from page 38)

ter threatening to end the road
work, Borroff took a temporary
job on the staff of KYW, then of
Chicago. That was in 1923, and
from dog-watch newscaster and
general handyman, he became full-
time announcer, then salesman and
finally station manager.

Borroff was beginning to think
"this is a business," especially
when he was called on to report
such historical events as the crash
of the dirigible Shenandoah, and
the death of President Harding.

Daily becoming more interested
in selling, however, Borroff re-
signed from KYW in 1928 to join
WENR Chicago, as sales manager.
On March 1, 1931, when the Na-
tional Broadcasting Company ac-
quired WENR, he joined the sales
staff of the Central Division, and
nine years later was named sales
manager of the BLUE central di-
vision by Harry C. Kopf, then its
manager.

It was during these years as
sales executive that Borroff's direct
manship and forthright integrity
became apparent as the foundation
of his policy in dealing with asso-
ciates and clients. Borroff still
talks in crisp words as straight
from the shoulder as a right cross,
yet his candid, colorful attitude is
something that tendered by a wry sense
of humor which only occasionally
takes a sarcastic turn to empha-
size a point. Those who know him
well say he is at his best when in
dulging in practical jokes. But
when he is not in the mood for
pranks, they know that someone in
the woodpile is destined for the
doghouse.

On Jan. 9, 1945, announcement
was made to the radio industry
that Edwin R. Borroff had been
elected vice president in charge of
the central division of the BLUE
Network Company.

The first knowledge Borroff had
of the announcement came to him
that day over the long distance
telephone. He was talking with
Mark Woods, president of the
BLUE, in New York. After a few
pleasantries and some incidental
business, Woods remarked, "Oh,
say, Ed. Congratulations. You're
the new vice president in charge
of the central division of the
BLUE."

The office of which he had just
been named head brought to Bor-
roff supervision of the network's
activities in Chicago, the Midwest,
the Southwest and the South Cen-
tral parts of the United States.
Since assuming these duties he has
been especially interested in ra-
dio's role in the life of a nation
at war. Recently he was named
Chicago consultant for the OWI
domestic branch radio bureau) and
in radio in the post-war era.

Ed Borroff is married to the for-
er Marion Law of Princeton,
III., and has one son, Robert, age
nine. His home is in a Chicago

Personal Notes

ENSIGN ROBERT G. PATT, for-
mer promotion manager of WHN
New York, is in the South Pacific
serving as communications officer
in an LCI (landing craft infantry) group.
He has seen action at Mudan, Re-
dova, Bougainville and Treasury
Island. A brother, Lt. (j.g.) Ralph H.
Patt Jr., former manager of WPN,
Portland, has been designated
communications officer of a destroyer
escort soon to be commissioned.

RUBY MACQUATTERS, member of
the WHEB Portsmouth, N. H.,
sales staff for the past four years, has
left the station to become assistant
manager of Panaway Manor Housing
Area.

ARDEN X. PANGBORN, manager of
KWG-REX Portland, was recently
elected vice president of the Portland
Adv. Federation.

ANDREAS ATHERTON, formerly
with personnel and advertising depart-
ments of Avion Inc., has joined
KMPC Beverly Hills, as account executive.

HOLLY MOYER, formerly assistant
manager of KFEE Denver, has joined
KNX Hollywood as account executive.

MILTON HILL, formerly of The Mc-
Coy Co., Los Angeles agency, has
joined KNX Hollywood sales promo-
tion staff.

ROBERT L. KENNEDY, CBS pro-
gram relations division manager, has
returned to New York headquarters
after conferences on the Pacific Coast.

JON HACKETT, for many years
host of sports events for
WOWO-WGL Fort Wayne, Ind.,
and WING Dayton, Ohio, and recently
manager of KWPC Hot Springs, Ark.,
has joined the Army.

WELLS H. BARNETT Jr., former
sales manager of WLS Chicago,
has been commissioned a second lieutenant
in the Army Air Forces.

CLIFFORD J. RIAN, sales promo-
tion manager of WCTN Minneapolis-
St. Paul, has been appointed chair-
man of the public relations com-
mittee of the Minneapolis Committee
for Post War Progress.

EARL MITCHELL of the NBC San
Francisco sales staff resigned Decem-
ber 1 to enter business for himself.
He is succeeded by Walter G. Tol-
son Jr., of the KPH sales staff.

LOUIS G. COWAN, chief of the
Radio Program Bureau, Overseas
Branch, OWI, is the father of a girl.

A. V. BAMFORD, sales manager of
KROW Oakland, Cal., has been
elected a director of the Oakland Ad-
vertising Club.

JACK COOKE, general manager of
Northern Broadcasting & Publishing,
Toronto, Ont., and chairman of the
Research Committee of the Canadian
Assn. of Broadcasters, has returned
from group meetings in New York to
discuss the coverage data plan to be
inaugurated by Canadian broadcasters,
early in the year. The plan is to be
set up at the February meeting of the
CBC at Quebec.

apartment. His two hobbies are
golf and ships, and on fitting
occasions he will address the piano
keyboard and render an astonish-
ing repertoire of Gay '90's tunes, or
play popular songs on his accor-
dion.
Prestige, reputation, and character are principally a local matter. They embody all the things that have happened in the past—they are built up only after a period of years. They are awarded by the community in which you live.

In Chicago and the Midwest, these qualities are inherent in WGN, based upon a station policy of unceasing “service to the community.” They are a “plus value” you receive from WGN.
CHERL HERBERT, who became CBS assistant network operations di-
rector last October, has been named a director in the program depart-
ment.

DAVE GOLDEN, radio writer and former sports editor, and at one
time assignment editor on the New-
York publicity staff of the Treasury
Dept., has joined WPAT Paterson,
N. J., as continuity writer and pub-
licity director. Chris Quinnan, an-
ouncer, entered the Army last week.
Art Raymond, former announcer, who
has received an honorable discharge
from the Army Air Force, has re-
joined WPAT.

OTTIS DEVINE, former chief an-
nouncer of WSM Nashville, has been
named program director of the sta-
tion, succeeding Jack Sappington, now
in the overseas branch of the OVI.

WILLIAM DOWDLETT, news editor
of WLOL-WWSAI Cincinnati, and Mar-
garet Whitehead, newswriter and au-
thor, announce their engagement.

GRAYLE HOWLETT, sports editor
of WGN Chicago, has been commis-
sioned an ensign in the Naval Reser-
vie. Replacing him in the educational challenge to
broadcasters especially after the
war. Co-chairmen for the Tri-con-
ference were: Edgar L. Hayek, KATE
Albert Linn, Minn., NAB reg-
ional director; Mrs. George Pal-
mer, national chairman, Federa-
tion of Women's Clubs; Ruth Ros-
holt, president, Minnesota Radio
Council; Ann Ginn, WTCN Min-
neapolis, NAB regional chairman.

KEN CAMPBELL, announcer of
CHEX Peterborough, Ont., is the
father of a girl.

PHIL SANDY, new to radio, has
joined the announcing staff of CHEX
Peterborough, Ont., after being dis-
charged from the Canadian Army.

SEIGNE SORENSON and Bemie
Budden of the continuity staff of
CKWX Vancouver have joined the
Women's Division, Royal Canadian
Air Force.

H. R. REEDER, announcer of
CKWX Vancouver, is the father of a
girl.

ED HILL, announcer of WBNX New
York, has been inducted into the
Army.

EDWARD DALE SKOTCH, former-
ly of the Roanoke Broadcasting Corp.,
Roanoke, Va., has joined the staff of
KVTW Philadelphia as continuity
writer.

ROY GROVE has resigned from the
announcing staff of WP Philadelphia
effective Dec. 20.

GLENN ADAMS, former production
manager and chief announcer of WIS
Muncie, S. C., and now out of the
Army via a medical discharge, has
joined the announcing staff of WCAU
Philadelphia.

JACK PAINE, formerly continuity
writer of WATT Chicago, is now free-
landing. Dorothy McDonald, former
continuity announcer for WJAF Provo,
Utah, has replaced him.

ED HUMPHRIS, formerly program
director of WJCD Chicago, and
WIND Gary, Ind., has joined WATT
Chicago announcing staff.

KENDRICK CROSSLEY, announcer
of CKGB Timmins, Ont., was recent-
lly seriously injured in an auto ac-
cident and is confined to a hospital
with chipped vertebrae.

H. V. PAINE, AFRA executive se-
cretary in Chicago, reports for induc-
tion in the Army Dec. 20. Ray Jones, for-
merly AFRA's Chicago office man-
ger, who was recently honorably dis-
charged from the Army, is expected to
return to the post in January.

HILL SANDERS, newscaster and
continuity announcer of WGN Chicago,
has been returned from a seven-week news-
gathering tour of America. Cy Harris
substituted during his absence.

JAMES L. STIRTON, program man-
ger of the CHICAGO WGN, has
been assigned the announcing staff of
CKWX Vancouver.

DAVID SAVAGE, former continuity
writer of CKWX Vancouver, has joined
the Royal Canadian Air Force.

E. E. DAVIES JR., program direc-
tor of CHICAGO CKKW, is the father of a
boy.

TED HODGE, sports announcer of
WTBO Cumberland, Md., is the father
of a baby.

BOB CARTER, formerly chief an-
nouncer of WMMX New York, and for
two years with WXYZ Detroit, has joined the talent staff of WATT
Chicago.

WIBG for year-round sports... • When listeners in and around Philadelphia think of sporting events, they dial 990. That's where WIBG comes in — strong!

The newest addition is Intercollegiate Basketball from Convention Hall. You can reach Philadelphia's sports-minded audience through WIBG.

Philadelphia's Most Powerful Independent * 10,000 WATTS—990 K.C.

BROADCASTING • Broadcast Advertising
Surrendered... to an old radio transmitter

Italy was tottering... collapse of Mussolini's regime seemed imminent. But what of the Italian fleet at sea? Could something be done to bring it into an Allied harbor?

Naval commanders of the Allied forces hoped so; turned to R. Morris Pierce, chief engineer of WGAR, on leave to the OWI and stationed in the Mediterranean area. "Could terms of surrender be broadcast so all the Italian fleet would hear?" they asked.

There could be no guarantee the Italians would hear such broadcasts, Pierce advised, unless... unless terms might be flashed on the international distress frequency to which all ships constantly listen.

No suitable transmitter was available, but Pierce volunteered to retune an old one to a frequency on which it had never been designed to operate... a difficult task, even under the most favorable conditions. A few hours later, the terms of surrender were on the air!

The rest of the story is history. And, as Admiral Sir Andrew Browne Cunningham of the British navy watched the Italian fleet peacefully steam into Malta harbor, he paid a tribute to Americans and to American Radio. "They've accomplished in one day," he said, "what I've been trying to do for three years."

We of WGAR are proud that our fellow worker played such an important role in the surrender of the Italian fleet. We are proud, too, of our other men and women in the service... of our engineers who are working as instructors and technicians, our writers, announcers, production men, stenographers and salesmen who serve Uncle Sam... for these are the kind of folks who will help Radio play its part in winning the peace as it now is helping to win the war.

G. A. Richards, Pres... John F. Patt, Vice Pres. & Gen. Mgr.
Edward Perry & Company, Inc., National Representative
DICK BURRIS has joined the news announcing staff of KSO-KRNT Des Moines, Bill Riley, released from the Army, has joined the news staff. Marjorie Hill, new to radio, has joined the promotion department, replacing Virginia Black, who has joined the U. S. Cadet Nurses.

LEONARD EARLE CAMPBELL, formerly with WFOR Hattiesburg, Miss., has joined the announcing staff of WGOM Gulfport, Miss.

VIRGINIA ATKINSON has joined the all girl staff of WTXG, PM station of WTAG Worcester, Mass.

AL CONSTANT, formerly with KOWH Omaha, has joined the announcing staff of WNAV Yakton, S. D. Marjorie Gies replaces George Johnston as head of the continuity department. Marjorie Mikelson has joined the continuity department. Marguerite Nahm is now head of the traffic department, replacing Ted Matthews, resigned.

**Brothers Meet**

SOME years ago Jim Barry and Frank Allen, half-brothers, were separated in youth and lost track of each other. Now they’re reunited. Neither knew the other was in radio until both went to work at WWL New Orleans and were introduced by Ed Hoerner, program director.

WINSTON MOORE, formerly radio editor of Western Family Magazine, has joined NBC Hollywood publicity department as feature writer. Martha Cox, at one time also in that department, has rejoined the staff replacing Carol Davis who has been transferred to network’s New York offices.

JAMES MCKIBBEN, honorably discharged from the Army, has rejoined the writing staff of KFI-KKEA Los Angeles.

BOB TURNBULL, head of transcription library of KJH Hollywood and program director of KJH-FM, has been inducted into the Army.

WALLACE R. WIGGINS, program manager of radio KOVE Santa Ana, Calif., is the father of a boy.

BILL ELLIOTT, chief announcer of KGOE Santa Ana, Calif., has left the Navy and is now in training at the San Diego Naval station. Bob Blackburn, new to radio, has taken over Elliott’s former station duties.

FRED SHIELDS, Hollywood announcer on the seven-weekly Alice Seltzer News on Don Lee stations, is the father of a boy.

JOHN WOLFE and Ken Hergard have joined the production department of KDYL Salt Lake City, Enter Wittric, former secretary to W. E. Wiggstaff, KDYL commercial manager, now heads the traffic department.

KARIN SYVENSEN, former head of the traffic department of KDYL Salt Lake City, has left the station to marry Maj. Ralph E. Caldwell of the Army Air Corps.

TOR TOBLAND, now in the Army and former KOA Denver announcer, and Mary Anne Warriner, who formerly sang over KLZ Denver with Ray Noble’s band, were recently married.

STUART W. PHILLIPS, program director of WTPH Portland, Me., has joined the armed forces.

WALTER BREWER has joined the announcing staff of KIRO Seattle.

MARY HAAK has joined the writing staff of KNX Hollywood.

BOR MILTON, formerly announcer of KCKM Kansas City, K. H., has joined KOED Los Angeles. Mary Yarrow, formerly dramatic actress, has joined the station as music librarian.

JACK CUSICK, writer for Ben Bernie, and William Welthan, formerly with WHRM and WIND Chicago, returned in the upper staff of that station. Chicago, have joined the continuity department of WGN Chicago.

DAR WYANT, production manager of WHB Portsmouth, N. H., is the father of a girl.

YVONNE BERGE, for the past five years continuity director of WNAV Boston, has joined WHZ Boston as announcing writer.

FLOYD FARR, chief announcer and assistant production manager of KPO San Francisco, is the father of a boy.

JIM STRAIN has joined KMTR Hollywood as special programs producer. He previously was with WMIR Jacksonville, Fla., and WFOY St. Augustine. Carl Blume has joined the KMTR news staff.

DOUGLAS GOURLAY, announcer of KPO San Francisco, is the father of a boy.

TOM HOLBROOK, formerly with KVIO Victoria, Tex., has joined the announcing staff of WNW New Orleans.

BILL LARNER has been appointed head of the newly formed public relations department of WEL New Haven, Conn. He was formerly special announcer, continuity writer and special events man for WELI.

**CORPUS CHRISTI’S growth is a “ONE WAY STORY!”**

Since 1939, Corpus Christi’s population has zoomed at a surprising rate ... so much so that Philip M. Hauser, of the Census Bureau, rates Corpus Christi as one of America’s six fastest-growing cities with best prospects of retaining wartime growth. Each day sees more people making the “one way” journey to this port city of over 101,400 population. Your nearest Branhman representative has Hooper-authenticated facts to prove KRIS’s dominance over this rich, ever-expanding market.

**Mistake**

"NON-DEFERRABLE" is the status of a man in the Service, even though he be 4-F. So discovered Neph Sorenson, control room operator of KDYL Salt Lake City, who found himself in this status recently and as a consequence spent four hours in the Army. It all happened as Neph was taking his physical for re-classification. When the local draft board examiners had completed their checkup, he found himself lined up with some men who were being sworn into the service and before he had a chance to explain his 4-F status, was taken under the arm and placed in a cell. Meanwhile the results of his examination had been returned, still 4-F. As a result the only thing to do was to issue him a medical discharge.

**Tomlinson Honored**

COLUMBUS U. last week conferred upon Edward Tomlinson, BLUE advisor on inter-American affairs, one of the 10 gold medal awards “for distinguished service in advancing international friendship in the Western Hemisphere.” Two Latin American newspapermen received the other two awards, known as the Maria Morris Cabot prizes.

**NBC Course**

FOR THE second season, starting in January, NBC will offer its employment and courses in announcing, sound effects, production and script writing. The “Employee Program Group”, as they are known, were instituted last spring to establish closer relations with employees, and to build up a supply of trained personnel.

George Bittner

GEORGE BITTNER, Australian journalist and commentator, died at his home in New York, Dec. 12. From Paris, Tours, and finally Bordeaux, Mr. Bittner landed the French Gov't's daily broadcasts to Australia until the country's surrender in the fall of 1940.

SCOTT KECK and Fred Rawlings, announced formerly with the BLUE, New York, have joined WCAE Pittsburgh.

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

**WASHINGTON**

5000 Watts Day
1000 Watts Night
950 kc. WSPA Spartanburg, S. C. CBS Represented by Hollingsby
YOU MAY BE ABLE TO JUMP 257 FEET ON SKIS*

BUT—you can't make a radio-jump into Western Michigan, from Chicago or Detroit!

Let's be realistic. Do YOU ever listen to any radio outlet that's located 150 miles from your home? Of course you don't! Then why should people in Kalamazoo or Grand Rapids do it, either—especially in the face of the notorious fading condition we have around here?

Believe us. In Western Michigan, WKZO gets practically all of what would be the normal Columbia audience—and, in addition, gets large sections of what would be the normal audience for other networks, too. Because even a mere glance at the millivolt coverage maps of Western Michigan stations shows that WKZO is the only outlet delivering a listenable signal throughout the area.

Do you want the proof? Drop us a line—or ask Free & Peters!

*Bob Roecker of Duluth did it at Iron Mountain, Michigan, in 1937!

WKZO covers all Western Michigan, with studios in

KALAMAZOO and GRAND RAPIDS

5000 WATTS • 590 KC • CBS

JOHN E. FETZER, President and General Manager

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising   December 20, 1943 • Page 45
New Agency Formed
FORMATION of the Pacific Coast Advertising Agency, new national agency, has been announced by Richard E. Goebel, general manager. Specializing in food accounts, the new firm is located at 1167 McAllister St., San Francisco. Staff organization includes copy, art, production, research, media, merchandising, and sales promotion departments. Members of the staff include Helen L. Ennis, copy supervisor, formerly with N. W. Ayer & Son; Lewis L. Lacey, radio director, formerly with KRTA, Southwest Broadcasting System, NBC; Bion Atkinson, art director, formerly with the Oakland Tribune; Batey Dietrich, statistics and research.

NO CHAMBER of Commerce stunt, but just a good old-fashioned "welcome home" was accorded Ed Cashman, New York vice-president of Foote, Cone & Belding, by the agency's Hollywood staff upon his arrival in Pasadena for check-up on American Tobacco Co. programs. Welcome button weavers and New York visitors are (1 to 10): Albert L. Capstaff, associate producer of NBC College of Musical Knowledge; Arnold Maguire, producer of BLUE Here's to Romance; Mr. Cashman; Bert Prager, New York agency executive on Campbell Soup account; Frances Young, assistant to Paul Phillips, producer for Kay Kyser; Mr. Phillips.

WDAY serves an area that furnishes 45.9% of all retail sales in North Dakota, South Dakota and Minnesota (excepting the counties containing Minneapolis and St. Paul). Also — our nearest big-chain competition is 90 miles away! Add those two facts together and see if you don't get the same answer as most big advertisers. Yes — it's WDAY!

Agencies

PAUL de FUR, formerly in the radio section of the War Manpower Commission, and Jay Hanna, free-lance director, have joined J. Walter Thompson Co., New York, as radio producers.

FRITZ BLOCKI Productions, newly organized radio production firm, has opened offices at 605 Fifth Ave., New York. Telephone number is Plaza 8-1580.

WALTER A. JORDAN, formerly a partner in the advertising agency, Taber, Joss & Phillips, Chicago, has sold his interest in Associated Distributors, Chicago. Associated Distributors handle comic line.

FRANK J. BRUGUERIE, editor since 1931 of the Shell Oil publication, Shell Progress, has joined the A. E. Nelson Advertising Company, San Francisco, as account executive and copy chief.

LEO H. DOUGLAS, formerly with BBDO, New York, has joined the copy department of Compton Adv., New York.

ROBERT EDDY has joined Foote, Cone & Belding, San Francisco, as an art director.

NATIONAL Broadcast Sales, Montreal, has moved to new offices in the University Tower Bldg., 690 St. Catherine St. West. Roy Hoff is manager.


W. B. BYLES, formerly with the radio department of MacLaren Adv. Co., Toronto, has joined Spitzer & Mills, Toronto, as radio department director.

RAYMOND F. SULLIVAN, vice-president and director of Ruthrauff & Ryan, New York, and with that agency since 1920, has been elected chairman of the plan board.

ANDY KELLY, formerly West Coast manager of Yom Fidrade Inc., national public relations service, has established his own organization at 1073 Cloverdale Ave., Los Angeles. Telephone is Watts 5083. Perry Charles, MGM New York radio contact, has assumed Mr. Kelly's duties at Fidrade.

JACK EIGEL, formerly with Compton Adv., Chicago, has joined the Buchen Co., Chicago, handling accounts and copy.
"Look at all three..."

**SPORTS**
- Exclusive:
  - Hockey Giants Football
  - Dodgers Baseball
  - Gillette Prize Fights
- Bert Lee
- Marty Glickman
- Red Barber
- Sam Taub
- Connie Desmond
- "Warmup Time"
- "Sports Roundup"
- "Today's Baseball"
- "Sports Final"
- "Sports Extra"

**MUSIC**
- Don Bestor and his Orchestra
- Karol Singer
- Barry Sisters
- Bob Howard
- Kay Stevens
- Don Saxon
- "Gloom Dodgers"
- "Swing Class"
- "Bandstand"
- Dick Gilbert
- "Music to Read By"
- "Music Shop"
- "One-Two Club"

**NEWS**
- Fulton Lewis, Jr.
- Fulton Oursler
- Paul Sullivan
- George H. Combs, Jr.
- Sidney Walton
- Adrienne Ames
- "Newsreel Theater"
- And a Full Schedule of Newscasts Throughout the Day and Night.
- Enterprising Public Affairs Programs including the "Commentators' Round Table," and "Congressional Record of the Air."

**DIAL 1050**

**DIAL 1050**

**DIAL 1050**

and for all three

its **WHN**

**NEW YORK**

**FOR LEADERSHIP**

**50,000 WATTS ON 1050 IN THE NATION'S No. 1 MARKET**
Louisiana U. Radio Listening Survey Shows Set-Owner Homes Best Market

That radio homes are a better market for household conveniences as well as for ideas, information and entertainment, than non-radio homes, is evidenced by the Survey of Radio Listeners in Louisiana, just published by the General Extension Division of the Louisiana State University at Baton Rouge.

The survey utilized housing data from the 1940 U. S. Census to apportion the interviewed population sample throughout city and rural areas of the state. Comparison of radio and non-radio owning families (Appendix C) shows following differences characteristic of the Louisiana audience.

Occupation: A much higher percentage of professional, semi-professional, managerial, clerical and sales workers in the radio-owning group. Professional men constitute 15.5% of the group, compared with 12.9% professional people in the non-radio group; proprietors and managers, 9.4%, compared with 1.4%.

Economic level: 84.4% of the radio homes in the upper and middle income groups; 15.6% in the lower income group.

Home Ownership: Of radio homes, 56.6%; of non-radio homes, 26.6%.

Possessions and conveniences:

<table>
<thead>
<tr>
<th>Radio Radio</th>
<th>Non-Radio Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electric Lights</td>
<td>82.7% 24.6%</td>
</tr>
<tr>
<td>Private Bath</td>
<td>68.5 17.1</td>
</tr>
<tr>
<td>Automobile</td>
<td>92.2 15.9</td>
</tr>
<tr>
<td>Telephone</td>
<td>51.1 5.3</td>
</tr>
<tr>
<td>Attend Moving Pictures Once a Week</td>
<td>57.8 23.9</td>
</tr>
<tr>
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<td>74.0 19.7</td>
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<tr>
<td>Weekly Paper</td>
<td>38.2 14.2</td>
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<tr>
<td>News Magazine</td>
<td>39.3 6.0</td>
</tr>
<tr>
<td>Women's Magazine</td>
<td>47.5 7.3</td>
</tr>
<tr>
<td>Farm Publication</td>
<td>27.2 22.5</td>
</tr>
</tbody>
</table>

Main News Source: 70% of the radio homes reported radio as their news source, while 16.9% of the non-radio homes also called radio their main news source. Newspapers were mentioned as the main source by 19.8% of the radio homes and 54.2% of the non-radio homes, while "combination" was given as the main source by 9.6% of the radio homes and "hearsay" by 30.4% of the non-radio homes. Only 0.9% of the radio homes reported dependence on "hearsay" for their news.

Indicating that the findings should be discounted to some extent, the survey points to a probable overemphasis of the more stable and prosperous element in the population. This is indicated by the fact that the somewhat small sample included 12.9% more home owners than was indicated by the Census for the state as a whole. Nevertheless, the findings are regarded as highly significant.

The Louisiana survey was undertaken in connection with the planning of educational radio programs for the state, which the university regards as its campus. Work was done under the direction of Dr. Edgar A. Schuler, formerly assistant professor of sociology at L.S.U., and now with the U. S. Dept. of Agriculture. The questions he sought to answer included: "Who listens when to what? Why? Could the listeners rather hear something else?"

Charting daily listening patterns, the study shows how listening varies according to economic groups. Starting the day with sim-
ilar listening habits, divergence is shown by 9 a.m., when listening by the lower middle income group is at its greatest gain as the middle and upper income classes begin to lose listeners. Between 11 and 12 m. there is the greatest divergence, with 70% of the lowest income group listening; middle income group up to 63% after a low of 47% at 8:30 a.m., and the upper income group at a low point of 44% after dropping since 8:30 a.m.

Even greater divergence in listening habits is shown by the charts of listening by economic regions, and by persons of varying degrees of education. Taken together the charts show how much the radio audience varies in composition and locality, not only as a result of program content, but also with the timing of the program.

Valuable Breakdown

Featured comedians head the list of Louisiana program preferences. Dance music, variety programs, serial drama, news commentators, news bulletins, straight drama, and audience participations, follow in that order.

The study also tabulated the percentages of white and negro informants requesting more programs of various types. Among white families, more programs of dramatic action were requested by the largest number of those reporting (31%). Negro families voted most heavily for more religious programs (29.3%), but added a 27% vote in favor of more drama. The requests for program types showed striking variation by locality of informants. For example, the requests for dramatic programs came principally from the larger cities. Less than one-third as many listeners in smaller cities requested this type of program and only about 8% of farm and plantation informants of either race requested additional dramatic programs.

KFEL Case Delayed

HEARING of two motions filed by the Denver Post to dismiss suit brought by Gene O'Fallon Inc., operator of KFEL Denver [BROADCASTING, Nov. 29], has been postponed by District Judge George Luxford until Dec. 27 on motion of Harry Silverstein, KFEL counsel. The Post motions had been set for hearing today (Dec. 20) but Mr. Silverstein is away from Denver. KFEL brought suit under the Colorado Unfair Practices Act, charging that the Post discriminated in refusing to carry the station's program listings, although it published listings of other Denver stations.

Manning Back

KNOX MANNING, formerly Hollywood announcer and narrator on the weekly CBS "We Were There" and now a major in the Army Air Forces, was a guest participant on that program to relate the battle of Salerno, on Dec. 12. Major Manning has just returned from the Mediterranean war theatre.

One recent Sunday night a sailor was given three minutes before a microphone

He had to have a home for his two motherless children before he could go back to sea. Could anybody help???

Before the half-hour program was off the air KPO telephones were swamped...

Wires poured in. Letters came in an unending stream for days. In all, 105 cities and towns in 7 states were heard from and 605 homes were offered! Not bad when you remember that all these people wanted to give something, not to get something.

...proving that the KPO audience is there listening, day after day, night after night, all over the great Central Pacific Coast market....

REPRESENTED BY NBC SPOT SALES OFFICES

New York • Chicago • San Francisco • Boston

Cleveland • Denver • Washington • Hollywood

THE NATIONAL BROADCASTING COMPANY • A SERVICE OF THE RADIO CORPORATION OF AMERICA

The only 50,000-watt station west of Salt Lake, north of Los Angeles, south of Seattle and east of Moscow.
WILSON & Co., Chicago (packers), has begun sponsorship of John Harrison and the News, six-weekly, on WAGA, Atlanta. Contract for 52 weeks was placed through United States Adv. Agency, Chicago.

MOFFETT DRUG Co., New York, has named Butler Adv., New York, to handle advertising for a new vitamin product for children—Vitamin Jonson. Plans have not been completed.

DOUBLE-COLA Co., has named McJunkin Adv. Agency, Chicago, to place advertising for its cola beverage. Plans are said to include radio.

ASSOCIATED Products, Akron, has named H. M. Klingensmith Co., Canton, Ohio, as agency.


AIRCRAFT ACCESSORIES Corp., Kansas City, has named Potts Turnball, Kansas City, as agency.

ANCHOR-HOCKING Glass Corp., Lancaster, Pa., has named William H. Wenstraub & Co., New York, to handle its advertising.

CENTAUR Co., New York, has named Ruthrauff & Ryan to handle advertising for Ironized Yeast.

PETER DOEBLER Brewing Co., Harrisburg, Pa., has named J. M. Mathes Inc., New York, as agency.


THAYER Co., Gardner, Mass., has named BBDO New York, as agency.

COFFEE CORP of America, Chicago (Blend 150 Coffee) has named Stanley Phaum Assoc., Chicago, to handle its advertising. Radio is contemplated.

WJR Salute

WJR Detroit marked the 100th consecutive meeting of its public forum program In Our Opinion on Dec. 5 with a discussion of Detroit's contribution to the war since Pearl Harbor. Program, a public service feature of WJR and the Detroit Free Press, has made history in Michigan with such epochal events as the
debate between Senator Ferguson and former Senator Pren tise M. Brown.

HAPPY TIME for all after the first broadcast of the 42 Products program What's the Name of That Song?, on 34 Don Lee stations. Sam Mitchell, firm's president, congratulates Bud Williamson on his performance. Joining in the kind words are (l to r): Truman (Tommy) Thompson, announcer; Sam Mitchell, president of 42 Products; his brother, Ed Mitchell; Bud Williamson, m.c. and originator of the show; Pat Kelly, KFRC San Francisco, producer; Donald Breyer of Hillman, Shane-Breyer, agency handling the account; Thomas Maillaird, vice-president of Maillaird & Schmiedell, distributors of 42 Products.

AMERICAN Healthfoods Co., New-

AUGUSTA (Ga.)
LISTENING INDEX

<table>
<thead>
<tr>
<th>INDEX</th>
<th>WGAC</th>
<th>Station “A”</th>
<th>Station “B”</th>
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<td>46.3</td>
<td>0.6</td>
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</table>

*An Atlanta Station

HEADLEY-REED COMPANY
National Representatives
Another Big Timer Joins

WSYR's
Galaxy of Stars...

"Happy Jim"
PARSONS
(IRVING KAUFMAN)
THE NEW
TIMEKEEPER

SOME OF HIS PAST ROLES

- "Happy Jim Parsons" on NBC and Mutual
- 4 1/2 years as "Lazy Dan" over Columbia
- "Salty Sam the Sailor" over Columbia
- Featured in the "Champion Spark Plug" program over NBC with Gus Haenschen's Orchestra for 4 years
- Starred on the RCA Hour over NBC for 2 1/2 years
- Featured for over 2 years with the "Passing Show"
- Conducted the CBS Community Sing program

- When popular Irving Kaufman, veteran network and stage star, left New York City to become WSYR's TimeKeeper recently, he joined a crack crew that's definitely big time. For in addition to NBC shows, WSYR builds and sustains listening interest with a sparkling array of staff talent.

For you, Mr. Advertiser, this means a large audience regardless of the time your product's name goes out over WSYR.

WSYR
SYRACUSE, N. Y.

Basic NBC Red H. C. Wilder, Pres.

5000 WATTS at 570 Kc.

They Make WSYR Gleam

Don Lyon—announcer, Winner, eastern zone, H. B. Davis Memorial Award

Vadeboncoeur, Authoritative news commentator

H. R. Ekins, News Analyst—author, lecturer, famed foreign correspondent

Wally & Jane, Central N.Y.'s most popular women's program

BROADCASTING • Broadcast Advertising December 20, 1943 • Page 51
O. D. CHEMICAL Corp., New York, has named the Al Paul Leffon Co., New York, as agency for Deodorizer. Plans for radio are said to be included.

SECURITY Trust & Savings Banks of San Diego, new to radio, has signed for 52 weeks sponsorship of the Security Hour over KGK San Diego. Half-hour program which is heard Sunday evenings has a spot for dramatizing news items of 50 years ago and sends flowers and plays tinype songs for greeting wedding couples and pioneer firms.

THE MAY Co., Denver, after a one month trial of their early morning The May Co. Presents, has signed a renewal contract for 52 weeks sponsorship of the show heard Monday through Saturday on KOA Denver.

METROPOLITAN Federal Savings & Loan Assn., Los Angeles, in a revision and expansion of schedule, on Dec. 12 started sponsoring 20 minutes of news daily on KMPC Beverly Hills. First 15 minutes of 60-minute recorded program, Metropolitan-Federal Music Hour, on KMPC, Agency is Elwood J. Robinson Adv., Los Angeles.

AL SPERLING Beauty Products Co., Los Angeles (Helene Curtis cosmetics), new to radio, on Dec. 6 started sponsoring a daily five-minute newscast on KECA. Contract is for 13 weeks. Agency is Adolph Weinland Adv., Los Angeles.

CALIENTE JOCKEY CLUB, Baja California, Mex., to promote weekend tourist interest in Mexico and Sunday horse racing, is using a total of 52 spot announcements per week on KKDK Los Angeles and KFOX Long Beach. Agency is Barnes Chase Co., Los Angeles.

RYAN AERONAUTICAL Co., San Diego, Cal. (institutional and help wanted) in a revision of schedule on Dec. 7 started sponsoring two half-hour programs of recorded music per week as well as a weekly quarter-hour commentary on KGB San Diego. Contracts are for 18 weeks. Agency is Barton A. Stebbins Adv., Los Angeles.

J. L. AUERBACH Co., Los Angeles (retailer), in a 30-day test which started Dec. 8, is sponsoring a five-weekly quarter-hour sales and retail listing program on KPWB Coast West Adv., Los Angeles, has the account.

CANADA BREAD Co., Toronto (national chain baker), has started a transcribed program three-weekly on 5 Canadian stations. Account was placed by James Fisher Co., Toronto.

LANG BROS. SPECIALTY Co., Toronto (Chimney Sweep soap destroyer) has started flash announcement campaign on Toronto and Montreal stations. Account was placed by A. J. Doane & Co., Toronto.

JOHN STUART SALES, Toronto (Dunkill cigarettes), has extended the transcribed Dunkill Cigarette Mystery to Western Canada stations. Account is placed by Harry E. Foster Agencies, Toronto.

ATLASS PRAGER BREWING Co., Chicago, on Dec. 13 began sponsorship of a weekly transcribed quarter-hour program, Manhattan, on WBBM Chicago. Contract is for 26 weeks. Agency is Arthur Meyerhoff & Co., Chicago.

MILK FOUNDATION Inc., Chicago, on Dec. 13 started sponsorship of a weekly series of quarter-hour broadcasts entitled Fighting Man, USA, on WHB Chicago. Contract is for 19 weeks. Agency is McCann-Erickson, Chicago.

RAYMOND LOEWY, industrial designer, has been retained by Emerson Radio & Phonograph Corp., New York, to design cases for post-war radio sets.

**KATZ AGENCY HOLDS PLANNING SESSIONS**

**WARTIME problems and post-war plans were major considerations of a series of sales conferences held by Katz Agency, station representative organization, in the company's New York headquarters Dec. 6-8. G. R. Katz, president, and G. W. Brett, vice-president in charge of sales, conducted the meetings, which also touched on all branches of the company's operations.

L. E. Jackson of the Chicago office, old S. E. Barton & M. F. Beck of New York, led discussions on television, FM and other potential postwar developments. Sound films on these subjects, furn shed by General Electric Co., were shown and the group visited the studios of WXYZ, Detroit.**

**BROADCASTING • Broadcast Advertising**
THE velocity microphone is the only type of microphone which has an inherently uniform response over the entire audio range.

With this microphone the undesirable resonance inherent in the stiff diaphragm is eliminated.

Because the velocity microphone has the same frequency response to sounds coming from different positions around the "mike," it facilitates placing of artists and musical instruments in a crowded studio.

At the same time it provides a means of effectively suppressing extraneous sounds.

**BROADCASTING • Broadcast Advertising**

Furthermore, it is rugged—withstanding hard usage—is easily repaired and is impervious to changes in atmospheric temperature, pressure and humidity.

For these reasons the velocity-type microphone, originated by RCA, has replaced nearly all other types for high-fidelity use.

From microphone to antenna, RCA offers the broadcast station complete equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.

**BUY MORE WAR BONDS**
**KODY for Cody**

SPIRIT of Buffalo Bill Cody will haunt Nebraska plains again when KODY Inc., licensee of WOW Omaha, takes over the operation of KGNF Nebraska Platte. Permission has been granted by the FCC to the WOW outlet to call KODY, in honor of the famed wild west character. Transmitter of KODY is located on the site of WOOG in a building now home of Col. Wm. F. Cody. John J. Gillin Jr., WOW president, and his associates, take over KODY on Dec. 11. Station will open as an NBC affiliate, operating on 1240 kc, 18 hours a day, 7 days a week, with UP news service. KGNF operated daytime on 1460 kc.

**Sales of Independents Increase Over Chains**

CHAIN STORE sales for 1943 will total 14.6 billion dollars, a gain of almost 6 billion dollars over 1942, as compared to an increase of 13% from 1941 to 1942, the Dept. of Commerce disclosed last Wednesday. Independent stores, with a total estimated sales of 48.5 billion dollars, will show a 10% increase over 1942, compared with a gain of only 1% in 1942 over the previous year.

Sales of food chain outlets are expected to drop 1% under 1945, while independent food stores will show an increase of almost 13% over last year. Sales of general merchandise chains, which showed only 10% gain in 1942 over 1941, will increase less than 4% in 1943 over 1942, while sales of independents promise to be 15% above last year's volume, the report concluded.

**Hooper Coast Data**

EVENING program ratings average in the Hooper "Pacific" region showed an increase of 9% over October, 10.1 to 9.2, and the same level as a year ago. Daytime ratings show no change. New feature gives the number of men, women and children, and total listening to the radio (per 100 listening homes) by hours for each individual evening, for Sunday afternoon and for Monday through Friday day-time.


**OWL Seeks Engineers**

OWL is still searching for transmitter and studio engineers and international settings work on the Pacific Northwest group.

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**OWL Seeks Engineers**

OWL is still searching for transmitter and studio engineers and international settings work on the Pacific Northwest group.
21%

PRIMARY MARKET
POPULATION INCREASE!

In KFYO-Lubbock's twelve-county primary area, the initial registration for Ration Book 4 totaled 214,862—an increase over the 1940 census of 37,545, or 21%! This 1940 census also showed 74.54% of the homes had radio units—tuned in almost exclusively on KFYO, for KFYO is more than 100 miles from any other station; and no one of them gets into KFYOland appreciably.

Cotton and other crop yields this year are exceptional; oil production is being stepped up by leaps and bounds; and vast aviation training fields are releasing enormous sums. In a word, here is an exceedingly prosperous, fast-growing, radio listening market you can blanket with its one station—KFYO, Lubbock, Texas.
Broader FCC Penal Powers Urged by Fly at Senate Probe

FINE OF $500 PER DAY FOR VIOLATION PROPOSED
APPROVAL OF TRANSFERS OVER 20% URGED

INFINITELY broader powers for the FCC on penalizing stations for infractions of the law or radio regulations, it would be authorized to impose fines of a maximum of $500 per day in cases where the absence does not warrant revocation of licenses. This was proposed by the Senate Interstate Commerce Committee last Thursday by FCC Chairman James Lawrence Fly.

The proposed amendment was one of two submitted in writing to the committee on the day of the hearing. A sheaf of recommended changes, not directly in the form of draft amendments was also proposed by Fly in a 30-page document containing a section by section analysis of the White-Wheeler Bill (S-814). This draft, however, was not read but was placed on the table. Many of the suggested changes had been covered by Chairman Fly in previous testimony.

Stock Transfers

The second proposed amendment covered by Mr. Fly in the draft form would require FCC approval of transfers of stock in stations when 20% or more is involved. The present law requires FCC approval only when control is involved.

Chairman Fly proposed orally that Congress consider writing into the law a requirement that stations devote a "fixed percentage" or blocks of time to sustaining programs in the public service, educational or related fields. This developed after Mr. Fly repeatedly had discussed the need for sustaining the FCC to regulate programs.

The texts of the suggested amendments submitted in draft form are as follows:

Section 310(b) of said Title III by deleting said paragraph and substituting the following:

"(b) The station license required hereunder, the franchisee authorized to be used by the license, and the rights therein assigned shall not be transferred except by sale, transfer of ownership, or in any manner other voluntarily or involuntarily disposed of by transfer of control of any corporation holding such license, to any person, nor may stock or other securities of any corporation holding a license, whether or not such transfer constitutes a transfer of control, be offered for sale or disposed of as a result of the transfer of the transfer shall hold 50 persons or more of the stock of the corporation at the time of such sale or disposition. The Corporation shall resign not later than thirty days from the date of the sale or disposition."

Chairman Fly proposed also to Section 7 of the bill as drafted dealing with censorship of material broadcast, to require the station to post a bond in the amount of $500 or $1,000 in the case of new licensees, and $500 in the case of licensees already held. This was proposed by the FCC to regulate programs.

The texts of the suggested amendments submitted in draft form are as follows:

Radio Did It!

SIX announcements on WABB and WSJS Winston-Salem, N. C., drew a crowd of 7,000 and resulted in police banning the sale of shotgun and rifle cartridges at the Brown-Rogers-Dixon Co., in the same building.

Three announcements of the sale of ammunition to begin Dec. 9 were made on each of the Brown-Rogers-Dixon Santa Claus programs on the two stations. The crowd began gathering in the market house and when the store opened at 9:30 a.m. the line extended for blocks. At 10:30, when police were unable to keep the would-be purchasers, now numbering about 700, back to the line, Police Capt. C. M. Stutta ordered the sale stopped in the interest of public safety.

PARTICIPATING in first Navy War bonds campaign, Transmitters war news direct to plants on Navy contracts, are (1 to r): Comdr. G. H. Bowman, Navy Inspector; Lt. K. I. Taylor, Navy Industrial Incentive Division; and Mortimer C. Watters, general manager of WCPO and executive vice-president of Scripps-Howard radio. Service is offered free to the Navy by WCPO, which pipes programs to plants, whose only expense is installation and maintenance of telephone line. First war plant in city to take program was Cincinnati Planer Co.

opportunities for sides on dis-

section of controversial issues, and would specify that rates charged for use of any station shall not exceed the "regular rates" charged for sponsors furnishing regular programs. It would carry an express provision against censorship of the broadcast material.

Chairman Fly opposed the new Section 8, which would incorporate the substance of the Supreme Court decision in the Sanders Bros. case and prevent the Commission from exercising censorship over stations engaged in business or business practices. The Commission contended that the explicit prohibition against censorship is "entirely adequate for that purpose."

Sponsorship Section

Section 9, which would require full disclosures of sponsorship of programs by the Commission, with the responsibility on the originating station. This provision would specify that a station require disclosure in writing of the names of the persons or organizations upon whose instance a political or public question may be broadcast. It was proposed that the right of reply shall be given any person designated by an accredited representative of the opposite political party, was held desirable by the Commission. It suggested, however, that the President should not be exempted from the operation of this section when he is addressing the country on political matters. This coincided with chairman Wheelers views.

Chairman Fly urged that the Commission amended that section 7 abolishing stations of liability for libel and slander.

Declaratory Rulings

Similarly, as to Section 13 dealing with procedural provisions, the FCC opposed some of the changes but supported others. The suggested requirement that the filing of a protest automatically bring about a hearing presents a grave danger the Commission said.

Section 15, dealing with declaratory rulings by the Commission, was both opposed and supported. The Committee favored two provisions authorizing "permissive" declaratory rulings but opposed the provision on mandatory declaratory rulings. It contended that the latter provision would give existing licensees the power to delay for lengthy periods any action by the Commission to revoke or to refuse to renew a license. President Neville Miller of the NAB had urged the declaratory provision.

Section 16, which would ban imposition of sanctions or penalties by the Commission on stations opposed on the ground that it was either superfluous or may result in hamstringing the Commission. The Commission may desist from a license if it believes he is engaged in operating a gambling house or some other kind of business. Section 16, the Commission said, "creates on the basis for an argument and that since no specific provision is made in the Communications Act providing for a denial on this basis, the denial would in denying the license on that ground would be improper."
At Yuletide
Proudly and Gratefully
Radio Salutes Its
Fighting Thousands

BROADCASTING

'Til They Get Back — Buy War Bonds
Fly Urges Stiff Penal Provisions
(Continued from page 10)

committee didn’t want to go into great detail on international communications, but since Press Wire- less had made an issue of having been refused a license to operate in Algiers, the FCC chief read a 19-page statement and devoted most of the morning session to the subject.

He advocated a merger of international communications; told the committee that he understood it was “going to deal with that fully at an early date,” but with reference to issuing but one license in each theatre of operations, Mr. Fly said: “That action is not mine. It’s the military policy. There were two major considerations, lack of critical materials and more than one company in a theatre could serve no useful purpose. I might say there was a third reason and that was the problem of leasing circuits.”

His statement answered in detail all the alleged discrepancies enumerated by Joseph Pierson, president and general manager of Press Wireless, when Mr. Pierson appeared a few weeks ago before the committee. Under questioning by Senator Brooks, who wanted to know if Press Wireless were in position “now to handle all communications” in war theatres, Mr. Fly declared:

“Press Wireless came in and talked to me about it some months ago. They never had been authorized to go into general commercial business. I suggested that if they were equipped to go into general commercial business, we have a little hearing, but apparently Press Wireless went on the outside and stirred up a lot of trouble.”

Senator Brooks said he understood from Mr. Pierson’s testimony that hearings had been held but that the Commission had made a decision. That was confirmed by FCC Chief Engineer E. K. Jett, a spectator. Mr. Fly remarked: “I didn’t know we had hearings.”

Fears Army and U. S. Deps. May Want Frequencies

Senator Wheeler asked if the Army and Navy plan to keep their stations after the war.

“You touched on an awfully significant question, Senator,” replied Mr. Fly. “They are using a lot more frequencies now, that they didn’t have during peace. There’s always a problem of getting anything away from someone, once they get it.” Senator Wheeler remarked that he didn’t blame the commercial companies for protesting against giving up their frequencies to the Army and Navy, as Mr. Pierson had testified and which was corroborated by Mr. Fly. Speaking on Government departments operating stations, the FCC chairman said:

“That’s a pretty serious question. I’m fearful there will be broad needs asserted by various departments of Government.

“There has been some talk that the Interdepartment Radio Advisory Committee should be given the same status as the Commission,” said Senator Wheeler. “Frankly I’ve been under the idea that it would be better for the Commission to say who shall have these frequencies, not a lot of Government departments. If we’re going to let these departments get together and choose what they want, we don’t know what will happen.” Senator Reed agreed it was a “serious question” and Senator White interjected that “you’re opening up a very controversial question that became apparent when we wrote the 1927 act.”

Under the present law the President is authorized to grant Government frequencies, while the FCC handles those for private uses, but Mr. Fly told the committee that “the President has never assigned a single frequency.” He added that “in all practical effect” the IRAC assigns frequencies. Commissioner T. A. M. Craven had urged the
FIRST...

Hallicrafters has the honor of being the 1st exclusive radio manufacturer to receive the Army-Navy Production Award for the 3rd time!

The World's Largest Exclusive Manufacturer of Short Wave Radio Communications Equipment

BUY MORE BONDS
committee to authorize IRAC by legislation to give it "legal status." He expressed the view that the FCC should not govern allocation of frequencies for Government.

Chairman Fly predicted "confusion" after the war unless "unification of our own international communications" is effected. He pictured the Army and Navy giving present frequencies to the commercial organizations and told the committee he had worked hard for a unified carrier. He said: "I think we ought to do everything we can to arrive at a complete plan. That will be taken up in due course." Senator White said the committee had been authorized by the Senate to make a study of international communications.

"When these hearings are concluded and this legislation is out of the way," said Chairman Wheeler, "we expect to take that matter up shortly after the first of the year."

**Calls 'Composition' Complaint Battle Cry of Monopoly**

Mr. Fly then took up a discussion of the Supreme Court decision of May 10, which vested in the Commission supervision over "the composition" of traffic.

"At the outset," said the Commission chairman, reading from another prepared statement, "I want to address myself to five words which have been rippled from their context and adopted as the battle cry of the two big networks and the NAB in their war on the Commission's anti-monopoly regulations. These five words are the composition of that traffic."

"When, on May 10 this year, the Supreme Court upheld the Commission's chain broadcasting regulations, the big networks were much concerned. This was not surprising because on that date the monopolistic shackles which RCA and CBS had imposed upon the radio broadcast industry were finally broken. Now that the highest court had spoken there was no way that they could hope to recapture the monopoly they had previously enjoyed unless they could prevail upon Congress to amend the law."

Chairman Fly quoted from June 3 Broadcasterings, which carried a story about the NAB board meeting called to consider the proposed legislation. He quoted from a resolution adopted and asserted that newspapers published editorials, "all making reference to 'the composition of that traffic.'"

The Act itself established that the Commission's powers are not limited to "radio communications of a commercial character," but include "all communications through the air, ... for the public interest, convenience, or necessity."

Senator Wheeler interrupted to remark: "It's perfectly absurd to me to put that construction on the law. Certainly the Commission could not construe in that language that the Supreme Court gave it the express right, in face of the law, to regulate programs." Mr. Fly, continuing his prepared statement, quoted from Section 326 of the Act: "The Commission is authorized to exercise jurisdiction over programs, as the broadcast industry has contended. He had placed in the hands of committee members copies of the Supreme Court decision and interpreted it, according to his views, section by section.

Mr. Fly quoted that portion of the decision involving the "composition of that traffic" reading as follows:"

The Act itself established that the Commission's powers are not limited to "radio communications of a commercial character," but include "all communications through the air, ... for the public interest, convenience, or necessity." Yet the Act does not restrict the Commission merely to supervision of the traffic. It puts upon the Commission the burden of determining the composition of that traffic. The facilities of radio are not large enough to accommodate all who wish to use them. Methods must be devised by choosing from among the many who apply. And since Congress itself could not do this, it committed the task to the Commission."

When Mr. Fly read the sentence regarding the traffic officer's comparison, Senator Wheeler interrupted with: "That's exactly what the President of NBC said he wants the present law. I think the NAB tried to mead this committee. When speaking of a traffic officer he [Justice Frankfurter] is speaking of that traffic." He quoted from a letter signed by Neville Miller, NAB president and published in the Washington Post, which pointed out that the Supreme Court decision gave to the Commission "supreme authority" over programs.

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that "the Supreme Court did nothing more than decide the issue before it—the validity of the anti-monopoly regulations. The law with respect to the Commission's power, or rather lack of power," he continued, "was left just where it has always been. Under Section 325 of the Act, the Commission is specifically denied the power to tell a radio station what it shall or shall not broadcast. . . . Certainly it cannot be said that this power has been abused".

"I don't see how you can come to any other conclusion," said Chairman Wheeler. "I never felt from the first that the Supreme Court had anything in mind except these radio stations themselves. I don't see how the high-class lawyers who represent radio—"they're intelligent men—can come to any other conclusion."

"Are you interpreting that the Commission cannot take into consideration types of programs?", asked Senator McFarland.

"I say you can't regulate program content," was the committee chairman's reply. "There have been lines in the past when the Commission regulated—considered program types, but not content."

"What is the Commission's position regarding whether a station will put on good programs, " Senator McFarland asked.

"Chairman Fly accused the NAB of "misleading" some stations and the newspapers in its campaign, then asserted: "I do think the people who have been before you know the problem and what it should be. Under the guise of taking away from us some of the power we never claimed, they are going to get something they really want—go back to monopolies. I think you could cut the law exactly where it is and give the Commission a duty it has always exercised.

"If I thought I had any responsibility on programs I'd be ashamed to show you the NBC programs from 10 o'clock in the morning until 6 o'clock at night. As far as I'm concerned I want to wash my hands of it. I think the public should not have to tolerate those kinds of programs."

"Broad wanted to know if it were true that personnel of the Commission had called station announcers and suggested that foreign-language programs be done and in that way had caused fear among broadcasters."

Foreign Language Problem Not a Worry

"I don't want anything like that to take place regarding programs," declared Chairman Fly. Senator Wheeler interposed a question about foreign-language stations, asking if the FCC, "working with the OWI has insisted on putting off the air certain commentators."

Mr. Fly said broadcasts in "enemy languages" have given the Government considerable concern, then asserted: "The Commission has rendered cooperation to other Government agencies. No station has been deleted." Senator Wheeler expressed the view that if a station is broadcasting enemy propaganda the Commission should act in the public interest, but Mr. Fly assured the committee the foreign language question no longer is a problem.

"Station managers have taken hold in cooperation with the OWI," he said. "All these stations are owned and managed by American citizens." When Senator Wheeler asked if any programs had been put off the air, Mr. Fly said he thought "certain pro-Fascist announcers have been taken off the air, but that's through the OWI and FBI; the Commission hasn't taken any action."

Senator McFarland asked how the Commission would decide an issue where two applicants, of equal qualifications, claimed the same frequency in the same community. "Wouldn't you consider programs?" he queried.

"Yes sir," replied Mr. Fly. "In terms of long range operation and other things being equal, we might get down to the point where carefully worked out plans to give high-level programs to the public would be considered."

VISITING Patterson Field, Fairford, O., are radio men (1 to r) Gilbert Seldes, television program director of CBS; Lt. Russel D. Beers Jr., assistant base adjutant; and Leonard Reinsch, managing director of WSB Atlanta, WIOD Miami, and WHIO Dayton. They are studying under the wing of a Flying Fortress.

Job Swap

VALUE of radio when an employment crisis arises was demonstrated when work was drastically curtailed at the Utah Ordnance Plant in Salt Lake City. Over KSL, went hundreds of spot announcements and special programs telling the unemployed workers what to do for reemployment, and guiding the shifting group to where they were needed. Thus the employment dislocation was remedied with the minimum of time and confusion.

Referring to testimony of Luigi Antonini [BROADCASTING, Dec. 13] that an Italian-language program had been taken off the air by WELI New Haven, Senator Brooks commented: "I could see that any interference with foreign-language announcers might cause fear and stations would throw off foreign-language programs," Mr. Fly said he had been criticised for his stand but that "foreign-language broadcasting in general is a good thing". He added that the FCC investigated the complaint of Mr. Antonini against WELI and that "they took the program off for a network program to make more money." He did say, however, that he understood the station had con-

When it comes to the home, Central New England women think of Mildred Bailey as a housewife after their own heart on her "Afternoon Journal!" She talks their language about dozens of household problems, in housewife terms. In the homes of the industrially prosperous WTAG audience, many a product has been admitted under her banner. Mildred Bailey is a housewife by profession. Articles and services gain audience acceptance on her radio program because she knows their qualities from actual experience and usage. If you want to place your product in good company, ask us for the full story of advertisers who have discovered how true this is.
YOU CAN'T SELL MUCH TO FARMERS (Ky.)

Sure, farmers are in the dough these days—but not Farmers (Ky.)!! That's why Farmers and all such Kentucky villages together are a mere stalk in the cornfield compared with the Louisville Trading Area. With $10,000,000 in purchasing power, this Area does 17.1% more retail buying than the rest of Kentucky combined!...

SELLING LINGO: The usual way to sell in the Louisville market, WAVE is the only station you need—the station that gives you complete coverage at lowest cost!

LOUISVILLE'S WAVE
200 Watts...500 R.C. R.R.
FREE & PETERS, INC. National Representatives

For Tomorrow's Broadcasting

LOOK TO LINGO

For advanced design and superior performance in

VERTICAL TUBULAR STEEL RADIATORS
PATENTED FM TURNSTILE RADIATORS

We're "all-out" for Victory, but our engineers are ready to work with you on post-war plans.

JOHN E. LINGO & SON, INC.
CAMDEN, NEW JERSEY

A WELCOME homelands is given Royal Arch Gunnison (center) by Miller McClintock, president of Mutual, while Theodore Schuette, vice-president of WOR, New York outlet of Mutual, looks on. The trio was snapped at a luncheon for advertising agency executives given last week for Gunnison who recently returned from the Gripholol after a long interment in Japan prison camp. The Mutual correspondent starts his own series of commentaries Dec. 22 on that network.

White observed that any penalty other than "money penalty" would adversely affect the public.

Mr. Fly said he was aware of the difficulties of the Act and the need to make the law "feel fair to the public," but he asked the committee to recall the complaints and the public's reaction to them.

"I don't think they're not on our network," said Mr. McFarland. "Some of these things Mr. Trammel said have been washed his hands of when he said "there is no such thing as my network,"" declared Mr. Fly "why he raised them from pups."

Proposes FCC Power to Fine Stations $500 Daily

On the general question of regulating programs Senator McFarland said: "Frequently when you put in one regulation to clear up one thing, it works against the whole industry."

At the concluding session Thursday, the FCC committee armed with a 35-page document titled "detailed comments on the provisions of the S-41T" embodying section by section analysis of the White-Wheeler Bill, It was not read in toto but only the record in toto. The memorandum covered in detail objections to provisions of the bill most of which had previously been cited by Chairman Fly.

Then came the drafts of two proposed amendments to the one which would amend Section 310 (b) to require FCC approval to transfer of stations stock ownership to 20% or more instead of the present requirement involving only transfer of control. The second proposed amendment would authorize the FCC to fine stations a maximum of $500 a day for violations of the law or the regulations a penalty short of forfeiture of license through revocation (see text of proposed amendment on page 50).

While Chairman Fly agreed with Sen. White that in many cases permission of lease might be the equivalent of revocation, he said it would also "penalize the public," which would be deprived of service. He saw no harm, however, in having a suspension provision in the law as a "permissive" power. Sen.

TEST YOUR KNOWLEDGE OF PANAMA

1. What percentage of Panama's present population speaks English?
2. Name the Panama station that carries English programs exclusively every evening.
3. How can you tell your advertising story to the big, rich, Von HOK-HP5K.

Rev. Melcher Gunnison Co., Inc.
9 Rockefeller Plaza, New York City

HOK-HP5K
460 Kx
640 Kx
Color Panama
Changes. But on soap operas he said he received "a lot of fan mail" after his statements before the Senate Committee. He said he didn't know how to appraise it. Then he reiterated his view that "the trashier the show the more people will listen." He alluded to "flow culture, the vulgar and gam-bling" as catching "awfully big audiences."

Sen. McFarland suggested something akin to the Gallup type polls to appraise listener reaction. He felt not much could be determined through fan mail.

When Sen. Moore concluded that what Mr. Fly wanted was to have programs that "meet your approv- al," the FCC Chairman responded by reading a specially prepared analysis of network programs pur- porting to show that for the week of Dec 12 NBC had one hour and 45 minutes of commercials, CBS had 2 hours and 15 minutes, and stations carried local commercials.

Sen. Moore stressed the responsi- bility of stations and networks to program standards, and declared that if they did not elevate them, "sooner or later the time will come for Congress to legislate." Sen. McFarland interjected that the same thing might happen in radio that has occurred in the motion picture industry.

The high spot in the program discussion came when Sen. Moore observed that Fly disclaimed any desire to have any power over programs but that "you do infer that Congress should do something about them in specific legislation." Mr. Fly rejoined that Congress might consider that the imposition of any program such as the "permanent license" would be a greater "nuisance" than the "vested interests" he proposed. But he said that if Congress were to require that "a certain percentage of time be given to programs of certain types such as music, education and the like," then spectatorism would be given over to sus- taining "public service programs."

Mr. Fly then cited the Catholic Hour, which he said had been a network program for 14 years and that NBC wanted to "put it out for Amos 'n Andy." NBC, he declared, "did not succeed in that putch." Sen. McFarland quickly pointed out that this proved his point—public opinion takes care of such matters.

"After reading one or two complaints of pushing around of sustaining programs by the networks, Mr. Fly said he was "happy" to see broadcasters "make a lot of money" but added there should be the requirement that they give more time to public service pro- grams and that they "plow back" earnings. He said that in this period of "greatness" the "dollar has been predominant:" and that broadcasters are trying to "milk every last dollar out of it." He questioned the long range wis-dom of cancelling of public service programs to make way for com- mercials.

Chairman Wheeler posed the question of whether Congress should write into the law that when a radio license is granted the li-censee should be required to re- serve a certain amount of time for educational and public service programs. He commented that these franchises are extremely valuable and may be worth "hun-dreds of thousands." Such a pro- cedure would take the "program power" out of the hands of the bu- reaucrats. Viewing conditions generally with trepidation, Sen. Moore said that history shows that more time to public service programs lead to Government domination and ultimately to "Government ownership." Mr. Fly, however, contended that the networks were "shooting at control all over the country." He held that broadcastes "had not learned their lesson" as had other business men.

'Permanent Licenses' Seen Aiding 'Vested Interests'

Arguing against "permanent li-censes for stations, as had been proposed earlier in the hearings, Mr. Fly declared that the "forces which would dominate the indus- try" would be given a stronger hold. He alluded to them as "vested interests" and would not "be engineeringly feasible," he said, because reallocations are necessary from time to time. He alluded to NBC and its own-ership of WEAF as a clear channel station. It might be desirable to duplicate that channel somewhere in the West, he said, and with a permanent license "the vested in- terests would be protected." Chair- man Fly made no mention of the fact that an application is pending for 50,000 watts on the WEAF fre- quency. Mr. Crayen had attended the hearings, he was chairman of the Senate committee on radio and television.

Opening up the clear channel subject, a pet topic of Chairman Wheeler, Mr. Fly said that if the Commis-sion might have to do something in the future about them. He said it might find it necessary to "take these clear channels away from the coasts and move them inland where they will be more useful." Answering Mr. Wheeler he said WOR had lost no coverage of any consequence through duplication of its clear channel by KIRO Seattle.

"Why can't we break down some of the others in the East and pro- vide better service?" Sen. McFarland asked. Mr. Fly said, "It can be done."

Post-War Activity Discussed by Fly

Alluding to post-war develop- ments, Mr. Fly referred to the Radio Technical Planning Board and the national radio sales and asked Chairman Wheeler whether the FCC had decided on policy regarding licensing of FM stations, and by what standards broadcasters and what disposition would be made of the standard stations after FM receivers are sold in abundance. Chairman Wheeler noted that the Commission now is licensing FM stations to AM broadcasters. The Commission has not yet considered the question of dual opera- tion or frequency removal," he said.

Chairman Wheeler observed that Congress should do something about allocation of frequencies to government departments and per- haps providing that government agencies make a showing competi- tive with the public on frequency allocations. He did not ask Mr. Fly to respond, declaring he did not want him to get into contro- versy with other government agen-cies.

Then Chairman Wheeler read a series of prepared questions covering practically all of the contro- versial issues pending before the Commission. These covered savings resulting from reduction in long-line costs; the FCC's freeze order and grants made to stations since that time; the Carr Collins-Baylor II grant at Corpus Christi, Texas; the authorization to WGAR Cleve- land to operate with 50,000 watts; the question of banning of dual ownership, which Mr. Fly said would have the practical result of "eliminating all such ownership," and the question of news or newspaper ownership, which Mr. Fly said would be settled "in a matter of days."

The questions propounded by Chairman Wheeler and Mr. Fly's answers are published in full text beginning on page 24.

Upon completion of Mr. Fly's testimony Chairman Wheeler an- nounced the Committee would take up new legislation in executive ses- sion. Mr. Fly declared he might submit additional proposals.

Suggests Congress Consider Sustaining Time Requirement

"BROADCASTING"
Fly Blocks FCC Probe, Is Charge

Chairman Lea Accused Of 'Whitewashing' By Miller

Refusal of FCC Chairman James Lawrence Fly to permit Commission employees to be questioned by staff members of the House Select Committee to Investigate the FCC, except in executive committee sessions or open hearings, coupled with charges that Chairman Clarence F. Lea (D-Cal.), by his rules of procedure, is attempting to "whitewash" the probe, came to light last week as strained tension between committee members broke into the open.

At what General Counsel Eugene F. Garey had planned as a "routine preliminary questioning" but what became a public hearing Wednesday afternoon, Mr. Garey charged that his staff was being hamstrung by the "open hearing" procedure before he or his assistants had a chance to ascertain what, if anything, the FCC witnesses knew. Mr. Garey questioned David H. Deiber, FCC attorney in charge of station transfers, as to the "relationship" between Harold A. Lafont, general manager of the Bulova stations, and Chairman Fly. Rep. Hart interrupted to say that the witness had testified "he doesn't know of any relationship."

"Not a Hearing"

"This is a witness who, under the committee's rules, we have not been permitted to examine," declared Mr. Garey. "We have to conduct our investigations in public hearings. This is not a presentation of testimony at a public hearing by witnesses the staff has examined prior to the hearing. This is a public investigation, rather than a hearing. I don't know what this witness knows and I've got to ask him to find out."

Mr. Garey previously had argued off the record with the chairman over admission of sworn statements taken in the presence of Rep. Wigglesworth (R-Mass.). The chairman refused to accept the statements, despite the fact that Mr. Wigglesworth, a committee member, was present and administered the oath.

"When I became chairman of the commission," said Mr. Lea following Wednesday's session, "Mr. Fly told me he'd give us the fullest cooperation. I presume that was on the assumption that Mr. Garey would resign." Explaining the unique arrangement, which was said to place the FCC in the position of "telling Congress" how the investigation should be conducted, Mr. Lea said:

"If a witness comes in voluntarily, the staff may question him and determine whether he has information that might be of value for presentation to the committee in public hearing or executive session. If we bring in a witness by force, under the procedure we must question him in either executive session or public hearing. The Commission won't let its personnel volunteer to have us bring them in by force." He explained that "force" means formal request of the Commission for appearance of its personnel before the committee.

Challenge by Rep. Miller

Mr. Lea said he had asked Mr. Fly what the Commission's intentions are" but that he had received no reply. The rules of procedure prompted the charges of "whitewash" alleged to have been hurled by Rep. Louis E. Miller (R-Mo.) in executive session Dec. 7. Although an underrun of dissen- sion has been reported between a majority of the committee and the chairman, the whole question involving the Commission's purported "supervision" over Mr. Lea was brought into the open Tuesday morning, when an executive session resolved itself into a public hearing for lack of a quorum.

According to Capitol Hill talk, first indication that all was not well between certain committee members and Chairman Lea reached the boiling point on Dec. 7, when, in executive session, Rep. Miller, who has been a staunch advocate of a thorough investigation, is said to have challenged the chairman's procedure.

General Counsel Garey had supplemented Lt. Henry A. Wise, former official of the Black River Valley Broadcasters Inc., and Eliot C. Lovett, his counsel, to testify on the WNNY Watertown, N. Y., case, in which the FCC granted a construction permit in 1936, and then canceled it by wire.

Rep. Miller objected to Chairman Lea's purported contention that it was necessary to have a quorum present for routine examinations by committee counsel. Mr. Miller said that such procedure was a waste of time for committee members, because of the committee's legal staff. Chairman Lea said to have charged Rep. Miller with disagreement over the policy of procedure adopted by the committee [Broadcasting, Oct. 29].

That procedure, adopted Oct. 18, provides: "All hearings of the committee shall be presided over by one of its members. All hearings shall be open to the public unless, because of military secrets or other public interest, the committee shall determine to meet in executive session with a quorum present."

It was at the close of the executive session that Rep. Miller is reported to have charged that Chairman Lea was attempting to "whitewash" the investigation but that the committee would see that a fair and thorough inquiry is conducted.

Flares Again

For several days the committee functioned peacefully, it was reported, until last week. On Monday afternoon Counsel Garey called J. B. Beadle, in charge of operators' licenses at the FCC, for preliminary investigation. While Chairman Lea, Rep. Magnuson (D-Wash.) and Mr. Miller listened, the general counsel and his staff conducted what Mr. Garey termed a "routine investigation" in the staff offices.

"I wasn't sure just how much of a witness Mr. Beadle would make and I didn't think it advisable to conduct a hearing until after the staff had concluded its preliminary work," said Mr. Garey. "Frequently we are given
House Probers to Hear FCC
(Continued from page 12)

in the letters and told the committee that the Commission reversed its decision without giving reason.

Advice Sought

When the hearings opened Wednesday, Counsel Garey suggested that the committee fix a date when it could inspect stations operated by the RID and FBIS and those operated by the Navy and "make its own comparisons."

Joseph A. Hines, Boston attorney, representing Miss Natalie S. Whitwell, 80, told the committee that WORL Boston had changed ownership since 1936 but that the FCC had advised him records did not show it. Mr. Hines testified that in 1936 Miss Whitwell loaned $40,000 to George A. Crockwell, William E. Eyrton and James K. Phelan to buy WORL. He told the committee they pledged the capital stock as security, but later disposed of their interests to Harold A. Lafont and Sanford Cohen.

Mr. Hines was seeking redress for his client, but came to the committee he said, seeking advice about procedure after he had attempted to get some action from the FCC.

Rebuttal Discussed

David H. Deibler, FCC attorney in the Law Dept. Section 310B, identified correspondence relating to Mr. Hines' complaints. He said, following a preliminary examination in November 1941, that he recommended the Commission conduct an investigation into the control of the station stock, but that no action was taken. Testimony of Mr. Lafont and Mr. Cohen, taken before Rep. Wiglesworth (R-Mass.) Nov. 22, was admitted to the record Thursday when both men told the committee the statements were correct with amendments.

When Thursday's session got underway before Rep. Hart, he asked Mr. Garey what action the staff had taken to present the FCC rebuttal to testimony already in.

That has been taken out of the hands of the staff and it is in the hands of Chairman Lea and Chairman Fly, said Mr. Garey. "As far back as July I attempted to work out something with Mr. Denny. At the time Judge Cox re-signed I again pressed the matter with Mr. Denny. I have been advised that the presentation by the FCC would be handled by the chairman of the FCC and the chairman of this committee."

Mr. Denny said "it was the full Commission and not the chairman which directed me to enter into no further negotiations with Mr. Garey." Rep. Hart expressed dissatisfaction, contending "that should be left to the staff." He said criticism had been leveled at the committee on the grounds that it refused the FCC permission to appear.

FCC On in January

"We are very anxious to present our case," said Mr. Denny. At that point Elton Layton, clerk of the House Interstate & Foreign Commerce Committee, of which Mr. Lea also is chairman, went for the chairman, who was in his private office. As the chairman arrived Mr. Denny said:

"I have been acting under instructions of the full Commission to go ahead so that we would be ready to present our case. I had heard that the Commission was going to be heard this week, but I understood Mr. Garey wanted to clean up a few things first."

"I think, Mr. Chairman, that unless we agree upon a procedure, we'll find ourselves in a mess," interposed Counsel Garey. Chairman Lea supposed the procedure of the past would continue, but that the committee and the Commission probably could reach an agreement.

"This committee is not being run by an agreement between it and any other agency," declared Rep. Hart. "I entirely concur in that viewpoint," added the chairman.

"We discussed that with Mr. Den- nny," he added, addressing committee counsel.

"I wasn't present at that discussion with Mr. Denny," replied Mr. Garey.

Mr. Denny proposed to put on first the FCC side of the RID and FBIS. The controversy ended before a definite date for the FCC case was reached, although Messers. Denny and Garey conferred after the meeting with Chairman Lea and it was announced that the FCC would start its case next month.

Wishing You a Merry Christmas
Fly Discloses Policy Confusion
(Continued from page 9)

was not passed on at all to the broadcasting stations in that section of the country—
FLY: I have had a number of such complaints. . . .
NOTE: Let me ask you: What was the date of the freeze order?
FLY: February 23d of 1942.
FLY: April 27, 1942, was the more correct freeze order.

WHEELER: Now, what was its purpose?
FLY: The purpose there was not to authorize construction of an equipment which would create a demand for critical materials which were used for war purposes.

WHEELER: What happened to all the equipment that was allegedly made available through non-use by broadcasters? . . . The Army and the Navy used very little of it, didn't they?

Equipment Stored
FLY: I am afraid that the armed services used very little of that equipment. I have been rather disappointed in that regard. I do not mean to be critical, but it was my hope that where we refused to make the grants and to authorize construction, and the material was on hand, that this would accomplish the two good purposes of getting the materials where they would be useful for the war purposes and avoiding a loss on the part of the individual applicants. I do not think that has happened to a great extent. It has in a number of important cases, but not generally.

WHEELER: My understanding is that the Army and the Navy took absolutely none of that, that the Navy did take a little of it, but that most of it is still stored away.
FLY: I think that that is generally true, sir. They have taken certain important pieces of equipment, but beyond that I think that equipment has just been stored away. Some of it has been utilized where stations have been destroyed by fire or other calamity; and where under the rules we could authorize a construction, a little of the equipment has been taken and put in those spots. For example, today we just put in a 250-watt station where there is no service. Now, that will absorb a little of it, but by and large I think you are right, sir; I think it is in the warehouses, and I am not very happy, sir.

WHEELER: How many construction permits have been granted since the date of the freeze order?
FLY: I shall have to check that, sir, and notify you.

WHEELER: My information is, there were about 15 of them.
FLY: I will notify you on that, sir.

WHEELER: Now, did you make a grant to Carr Collins and Baylor U. for a 60 kw new station in Corpus Christi, since the freeze order?
FLY: Not a new station, sir.

What we did was this, and of course you know something of the history of those border stations. Mr. Collins owned a station across the border down there, a big powerful station, and many difficulties arose, including international difficulties, in our efforts to eliminate that and all of those other border stations which in effect were outside the realm of United States law and United States regulation but still were there serving large areas of the United States.

WHEELER: There wasn't any war necessity for that station, was there?
FLY: I do not think there was any great necessity for it, but what we accomplished there was the alleviation of one of the most difficult international problems we had, and we took that equipment and moved it across the border and set it up at Corpus Christi for a day-time station.

WHEELER: Collins was the owner of Crazy Crystals, was he not?
FLY: I think so, sir.

WHEELER: Does he have a contract with Baylor U. which will result, will it not, in Collins' probably eventually owning the station?
FLY: Oh, I think that his obligation to Baylor is permanent, sir. I do not have the details of that here.

WHEELER: What was the reason for increasing the power of WGAR in Cleveland and installing a new transmitter and changing the frequency? That was a violation of your original freeze order, wasn't it not?

Interference a Factor
FLY: Yes, that is, superficially it was, sir. The circumstances are this: The Aluminum Co. put up a big plant right around the transmitting plant of WGAR, and they had these heavy drop forges and things of that kind, and a tremendous lot of interference and a lot of physical interference. Their tubes went out there: I think toward the end of that operation they have gone out maybe as many as one in a month, and the Aluminum Co. was expanding all around that plant, so it just became necessary to move it out of there. And of course we couldn't afford to have a station go off the air in Cleveland because that is one of the spots in this country that has not had proper service, and it is essential if we are to have the full network outlets in that important area. The Commission also wanted to retain a priority on a broadcast frequency. From an international standpoint there were indications that a valuable facility would be lost to the United States if not put in use.

WHEELER: The Commission recently proclaimed an order prohibiting dual ownership in the same community.
FLY: That is right, sir.

WHEELER: You have an exception in there, when the Commission decides that such dual ownership is desirable. It would seem to me that your order was rather ambiguous. If it is a bad thing, why not prohibit it altogether?
FLY: I think that the practical result of the rule will be to eliminate all of the duplicate ownerships, sir. I think you are right. It will be difficult to find that any dual ownership is in the public interest or that the public interest is served by having the duality.

WHEELER: Nearly three years ago the FCC announced that all pending applications filed by newspapers for broadcast licenses would not be considered pending the final determination of the question of newspaper ownership of stations. How many newspaper owners have been granted new construction permits since that time, if any:
FLY: None, I believe, sir.

Experiment, Says Fly
WHEELER: Do you not grant a permit for an FM to Gordon Gray, a newspaper publisher in Winston-Salem, N. C.?
FLY: Gordon Gray owned an interest in a Winston-Salem paper, and he put an FM station on, I think it was, Mt. Mitchell up in the Smoky Mountains; and, as I understood that situation, there was no duplication, or substantial duplication, of the coverage of the Winston-Salem paper or the station there and the new FM station. But I think the main consideration there was that the Commission was very interested in having that experimental operation, to have a powerful FM station up on the mountains there that would feed out through those rural areas from that vantage point. And, incidentally, there he had the plan for the incidental facsimile operation which we mentioned where he was going to furnish the news services to little towns around there,
and the Commission was very much interested in the experimental character of that operation.

WHEELER: What about the Worcester Telegram? Wasn’t an FM station granted the Worcester Telegram?

HYDE (Assistant General Counsel): Mr. Chairman, that was not a new one; that was a conversion of an experimental commercial.

FLY: That was a conversion of an experimental license to a regular licensee.

WHEELER: The Worcester Telegram?

FLY: It was not a new one.

WHEELER: Not a new one.

MCFARLAND: Well when, Mr. Fly, were you going to make your decision on this newspaper matter? One of the members of the Commission indicated it would be done before this hearing was completed, and I wondered if you were—

FLY: I think we are down to a matter of days on that, sir, and if you do not fold up here before the holidays formally, I think that his statement may well have proved accurate.

SEN. MCFARLAND: You haven’t any recommendations, I take it, if Congress should consider the advisability of providing for a certain percentage of sustaining time, as to how that would be done, the percentage, and so on?

FLY: I think we could offer some suggestions there, sir, and I would certainly be glad to confer with the committee in that regard. . . . I might want to pick up some tag ends and cover them over by letter if you don’t mind.

WHEELER: All right. That will conclude the hearings, then. I do not know of anyone else who has asked to be heard, and so that will conclude these hearings, and the committee will take up the question of the new legislation in executive session and decide what they desire to do.

Gem Oil Plans

GEM PACKING Corp., Brooklyn, has named Emil Mogul Co., New York, to handle advertising of their edible oils, effective Jan. 1. Radio will be used in an expanded campaign for the product according to the agency.

World Series Plan (Continued from page 11)

ations to the exclusion of other programs. In this way unnecessary duplication would be avoided.”

Senator Maybank said he concurred in the Commissioner’s views and plans to confer with Mr. Farn in the near future in an effort to work out some feasible plan whereby the entire country would be within listening range of the Series broadcasts.

“I don’t believe all stations should carry the World Series,” said the Senator. “A lot of people just aren’t interested in baseball and they shouldn’t have the privilege of listening to other programs. But there are a lot of people in every community who do like baseball. All of them can’t see the World Series so they depend on radio. I believe that universally popular sports events such as the World Series, the Kentucky Derby and others of general public interest should be made available to any radio station or network that wants to carry them.”

Prior to this year’s Series, Senator Maybank wrote Judge Kenesaw Mountain Landis, baseball’s high commissioner, protesting the exclusive sale of the World Series to any one network, [Sept. 27]. He said he was not satisfied with Judge Landis’ reply.

Denies Fly Charge

REFUTING the testimony of James Lawrence Fly, FCC chairman, that NBC had attempted to “shush the Catholic Hour of the air,” Edward J. Heffron, executive secretary of the National Council of Catholic Men, on Friday wrote Senator Wheeler, chairman of the Senate Committee on Interstate Commerce, denying any attempt by NBC to “high-pressure” the Council into shifting the hour to a less desirable time. Mr. Heffron explained that last spring, NBC had suggested the Council consider moving the program from 6 p.m. to 3 p.m. Sunday, when a larger number of stations could carry the program. When NCCM asked that the time not be changed “NBC accepted this decision with good grace,” he says.

WNBC New York, NBC television network studio, on Dec. 15 carried official military newreels of the battle of Tarawa, and of the Cairo and Teheran conferences.

Agency Changes Name


SENATOR MAYBANK

MUTUAL OFFERING TALKS ON CIRCUIT

MUTUAL has established a permanent practice a special service to advertisers, making available to them upon request for sales conferences and other meetings of the air its closed circuit facilities. Third such “radio convention” was held last Friday when CBS turned over the 4:30-4:45 p.m. period on a closed circuit to Employers Group, Boston, sponsor of Cedric Foster’s Sunday commentaries, now heard on the full network.

Mutual, itself, and representatives of Employer’s Group, insurance company unit, were invited to gather at station studios throughout the country to hear a talk by Edward Stone, president of the company, and by Miller McClintock, mutual president. Schenley Distillers and representatives of Schenley officials and others, taping into the shift to Mutual of the X. M. C. Circuit show for Dubonnet wines. Network offers a full network for the closed circuit talks, representatives of how many stations are included in the sponsor’s hook-up.

Philco Video Plans

APPLICATIONS for new television stations in New York and Washington were filed with the FCC last Friday by Philco Corp., Philadelphia. Television Channel 9 is sought in New York and Channel 4 in Washington. Power is not specified. Philco now is licensee of a commercial television station WPTZ in Philadelphia as well as an experimental transmitter in that city.

STANLEY P. McMINN, active in radio for 20 years, has been named to the newly-created post of managing editor of Electronic Industries, published by Caldwell-Clements, New York.

C. E. HOOPER, president of C. E. Hooper Inc., and Matthew Chappell, technical consultant, are co-authors of How to Measure Radio Audiences, a book designed to explain the precise methods and results of the various types of audience survey.
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 at our national representatives.

HOWARD B. WILSON CO.
KROD
CBS 600 K X 1000 W
EL PASO, TEXAS
Distance: Rector, Owner: Val Lawrence, Manager

Hooper Reports Show 5% Gain in Sets-in-Use
AN INCREASE of almost 5% in "sets-in-use" over the Nov. 30 report was announced last week by C. E. Hooper Inc. in the "national" program ratings report for Dec. 15. The latest "sets-in-use" figure is 31.7, while the average rating is up 3% from the previous report.

Bob Hope continues at the top of the list of "first fifteen" programs followed by Fibber McGee and Molly, second, and the McCarthy, third. Balance of the list, in order of ratings, is as follows: Jack Benny, Lux Radio Theater, Aldrich Family, Mr. District Attorney, Frank Morgan-Panny Brie, Eddie Cantor, Walter Winchell, Bing Crosby, Kay Kyser, Abbot and Costello, Screen Guild Players, and Bandwagon. Red Skelton continues to lead those programs not measured in the eastern time zone.

War Film Available
A FACTUAL sound film report on the military situation, prepared especially for the war workers of America by the War Dept., will be released for public showings on Dec. 26. The film, "War Department Report," is available to radio stations for studio showings or station-sponsored programs before local groups. It is 45 minutes in length. Requests for prints, 16mm or 35mm, should be addressed to Capt. Monroe W. Greenhal, Industrial Services Division, Bureau of Public Relations, War Dept., Washington, D. C.
HOWARD P. WARREN, formerly Transmitter Engineer, has been elected President of Minute Tapioca Co., Orono, Mass., having been elected to the position, according to an announcement by Austin S. Iglesbeart, president of General Foods Corp., parent company.

HALLICRAFTERS Co., Chicago announced yesterday that it has delivered more than $44,000,000 worth of equipment and accessories on their account to the armed forces and lend-lease, in the two years since Pearl Harbor.

BROADCASTING Co., Chicago an-

HOPEFULS for the new Chicago radio station KALH, which is expected to originate from the new WGN transmitter, will be on the air within the next few weeks. The station is expected to begin its regular daily program of music and news on or about November 15th. The station will be operated by the Chicago Tribune Co., and will carry a combination of local and network programs.

BROAD- Casti ng Co., Chicago an-

PROFESSIONAL DIRECTORY

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Field Intensity Surveys
Station Location Surveys
Custom Built Equipment
Saint Paul, Minnesota


Radio Engineering Consultants
Frequency Monitoring

RING & CLARK
Consulting Radio Engineers

WASHINGTON, D. C.

Fox Beer on Blue

PETER FOX BREWING Co., Chicago (Fox Deluxe beer), on Dec. 21 will begin sponsorship of a weekly half-hour musical program, "Fox Deluxe Variety Hall," on the Blue一台 microwave stations. Program will originate out of WLY Cincinnati, 7:30-8 p.m. each Tuesday. Anticipated are additional Virginia and West Coast stations. Contract is for 52 weeks. Agency is Schwimmer & Scott, Chicago.

MANPOWER PROJECT

ATTEMPTING to obtain sufficient manpower to meet lagging production schedules, a special emergency committee representing Chicago's radio and radio manufacturers has been formed. Charles M. Hofman, Belmont Radio Corp., was appointed chairman, and other members are Edward W. Shepard, Philco Corp.; Henry C. Forster, Radio Speakers Inc.; Clayton Rye, Zenith Radio Corp.; James F. Wray, Crowe Name Plate & Mfg. Co.; Lynn Shapiro, Belmont Radio Corp.

An extensive newspaper advertising campaign is now before the committee. Radio is contemplated. Agency is W. W. Garrison & Co., Chicago.

“PHOENIX AND TUCSON
WILL TAKE ALL PRODUCED”

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.

HELP WANTED


Wanted—Announcer, with some experience. Age, 26; 6' 2" tall, 185 pounds. Desires permanent place in New York City. Must be capable of handling evening- and afternoon-announcing. Box 255, BROADCASTING.

Wanted—Announcer-operator, with first class license. Must be capable of handling news and general announcements. Desires permanent place in New York City. Send details to KSEI, Pocatello, Idaho.

Wanted—To settle down and work for real people in a real town. Here's what you're looking for: 1,000 watt part-time station in best town in North Carolina. Station has opening for Program Director and one another. Box 625, BROADCASTING.

Wanted—First or Second Class Operator. Desires permanent place in New York City. Must be able to write and speak. Starting Salary First Letter. Write Box 625, BROADCASTING.

Man or Woman—to sell and service accounts on new Blue-Mutual station. State salary requirements. WDAH, Columbia, Ga.

Operator—Announcer—First class license. USN, Lowell, Arkansas.

Wanted—1st Class Operator—Good salary—good town—no war industry—moderate living conditions—transmitter located 30 blocks from center of city—good permanent job as chief operator—western electric equipment—state qualifications and salary expected. KRXL Devils Lake, North Dakota.

Leading Clear Channel Station—Desires immediate application from experienced continuity writers, men and women. Please give all details, background, education, experience, references, and salary. Box 626, BROADCASTING.

Transmitter Engineer—Good pay. Good living conditions in non-defense area. Give full particulars first letter. Write or wire KFNN, Shenandoah, Iowa.


SITUATIONS WANTED

Chief Engineer—9 years 5 kw. Experienced directional antenna, surveys, etc. Draft Station, New England, New York. Will work on Eastern Station.

Operator—First class license, experienced, prefers Boston area. Box 626, BROADCASTING.

SITUATIONS WANTED

TRAINED RADIO HELP AVAILABLE—To help offset the shortage of technically trained Radio personnel, we are preparing women for second and first class radiograms. Interested women with Radio communication work. Some trained girls are hoping to become announcers. Write us, Radio women, technicans, please write us. No obligation. No fees. DALLAS TRAINING, INC., 2333 N. Ashland Ave., Chicago 14, Illinois.

News Men—Three years' experience. Employed by regional Kilowatt, 4-F, 80 weeks. Prefer South, Southwest. Available January first. Box 625, BROADCASTING.


Adaptable Young Man—Honorable discharge U. S. Army. Graduate New York University Radio Radio, Interested in writing, production or other such setup with agencies or stations. Prefer metropolitan New York area. Box 622, BROADCASTING.

NEWSMAN—Goodly writer, college graduate. Now with regional network. Desires permanent area position. Write Box 621, BROADCASTING.

ARE YOU A PROGRESSIVE STATION? You need a new announcer. Send your three years' experience announcing, dramatic, copywriting, young, intelligent, available now. Box 626, BROADCASTING.

Newspaper Advertising Manager—38, draft exempt. Desires to make similar move in radio. Box 619, BROADCASTING.

ANNOUNCER—Woman. Four years' radio experience as announcer. Box 618, BROADCASTING.

PROGRAM DIRECTOR—With substantial background in management, training and supervising announcers, copy and traffic. Prefer girl, draft exempt. Box 617, BROADCASTING.

Position Wanted as Chief Engineer of Broadcasting Station. Will work in near future. Desires permanent connection, connection with living quarters. Assistant Chief of 5 KW station. Will work for reasonable wages. Box 616, BROADCASTING.

Want Successful Manager for your station? Presently employed—progressive—young—completely reliable—draft exempt. Person desires change—excellent reference. Confidential. Write P. O. Box 6692, Cleveland, Ohio.

Wanted to Buy
Wanted To Buy—One Western Electric type 19B tuner in good condition. Box 625, BROADCASTING.

WANTED TO BUY—500 to 550 ft. BLAW KNOX or SIMILAR STEEL TOWER. Box 617, BROADCASTING.

WANTED TO BUY—Regional radio station in western part of Texas. Box 617, BROADCASTING.

WANTED TO BUY—Local or regional stations in western, southern, or eastern states. Full or controlling interest only. Box 618, BROADCASTING.

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_ EXACT MEASUREMENTS

_ ANY HOUR—AND DAY

R.C.A. Communications, Inc. 66 Broad St., New York, N.Y.

NBC History

A HISTORY of NBC in its rela-
tion to the development of the radio industry is traced in a 24-page booklet issued by NBC's promotion department for distribution to affi-
lates, and to the public through the information and public serv-
ices departments. Freedom as the underlying basis for American broadcasting as opposed to restric-
tions in foreign countries is a re-
current theme throughout the book-
_let. Included is an explanation of "American Radio's Four Free-
doms."—Freedom to Listen, Free-
dom Not to Listen, Freedom to Broadcast, and Freedom from Licenses." The title is "What Goes on Behind Your Radio Dial!"

Kalamazoo Symphony

FEATUREING for the first time a small community symphony in co-
operation with the OWI, the Kala-
mazoo Michigan Symphony Orchestra Concert, Dec. 12, was recorde-
d by WKZO Kalamazoo, and offered for broadcast in January to 40 key U. S. stations, the BBC, and 401 other stations. Herman Felber, con-
ductor of the WLS Chicago or-
chestra, will conduct the sym-
phony concert. Included in the transmitted broadcast will be an eight-minute nar-
rate describing Kalamazoo.

THE SHADOW

Available locally on transcription—see C. MICHELSON 67 W. 44 St., N.Y.C.
Holiday Cheer Via Special Broadcasts Will Feature Schedules of Major Nets

As in 1942, the holiday broadcasts this year on the four major networks will specialize in giving Christmas cheer to servicemen and women overseas and at home, with Christmas features on the majority of commercial programs during the coming week and special programs arranged to celebrate the Yuletide.

Garrett & Co., Brooklyn, for Virginia Dare wines, is sponsoring a half-hour Christmas party on 30 Mutual stations Christmas Eve, with music and a dramatization, which will be available to all Mutual affiliates. Elgin Watch Co., Elgin, Ill., again this year will sponsor two hours on CBS Dec. 25 as a salute to servicemen and to home front workers. Outstanding Hollywood stars will appear.

NBC has arranged a three-hour Christmas Day program, which will pick up messages from American soldiers at various points around the globe. President of NBC, will give a brief talk, and Robert St. John, NBC news commentator, will mc. The BLUE will present its 8:30 Christmas night, Allis-Chalmers Mfg. Co. begins its sponsorship of the Boston Symphony orchestra concerts on the BLUE.

Outstanding Christmas week broadcasts on the networks include the address on Mutual Dec. 25 by King George VI of England, speaking on the annual BBC Yuletide roundup of messages from soldiers and sailors overseas, also three-quarter-hour Honolulu Christmas shows on MBS, dedicated to the Army, Navy and Marines; CBS traditional presentation of Handel's Messiah by the Columbia Symphony Orchestra, and on Dec. 21 on CBS an hour variety program for American listeners and shortwave to the AEF under sponsorship of Standard Brands, New York, in the interest of the baking industry of America.

On NBC, Standard Oil of California is presenting a Christmas Day salute to its employees on an hour variety program, also to be shortwaved abroad. Also outstanding on NBC is the annual presentation of "The Lord's Prayer" by Amos 'n Andy on their Christmas Eve Leo Breer program.

Both Breakfast at Sardi's and the Coca-Cola Co.'s Spotlight Bands program are giving Dec. 24 Christmas parties for servicemen and women as part of the BLUE's holiday plans, and on Dec. 25 the BLUE is carrying a message to the world from the Archbishop of Canterbury with a program later in the day from the battlefields of Italy and other foreign points.

FDR to Report

President Roosevelt will broadcast from Hyde Park at 3 p.m. Christmas Eve, he announced at his Dec. 17 press conference, first since his return from Tehran. He said the broadcast would provide a report on the Tehran conference, aimed especially at the armed forces. He indicated the networks might repeat the half-hour each at 10 p.m. that night, but the networks had not yet announced definite plans Friday night.

"The Boss'll Try Anything to Get Some New Equipment!"
From the commercial broadcast station standpoint, "RCA Rebuilts" represent the best news about Transmitting Tubes since war shortages on new tubes first became a threat to continued efficient operation.

Today, thanks to this RCA wartime emergency service to the broadcast profession, an old tube may be "down" but by no means out. If it is one of the five popular types covered by the RCA Rebuilt Tube Plan, it may be exchanged for an RCA Rebuilt Tube of the same type. What's more, these RCA Rebuilt Tubes deliver the watts! Ratings and characteristics are identical with those of new tubes. RCA Rebuilt Tubes carry a new tube guarantee for workmanship and materials. Since they are sold at 85% of the new tube price, service is adjusted on the basis of 85% of our standard adjustment policy.

If your station uses any of the five listed Tube types, we suggest that you write today for full details on the RCA Rebuilt Tube Plan. Like other stations where many RCA Rebuilt Tubes are already in service, you will find it a logical answer to one of your most pressing wartime operations problems.

RADIO CORPORATION OF AMERICA