The scenery and climate of Colorado are one of the state's many permanent assets. When Americans once more have time to play, they will come again to the nation's playground, restoring an industry which before the war brought more than $100,000,000 a year to Colorado. This is a post-war asset on which business can bank.
IN THIS AREA

ONE OUT OF TWO

Families Wrote WLS

51.3 LETTERS
PER 100 RADIO HOMES

These 17 Indiana Counties (constituting Indiana's first, second, and third Congressional Districts) sent 108,485 letters to WLS last year. There are 211,404 Radio Homes in the same 17 counties, making 51.3 letters for each 100 radio homes: better than ONE OUT OF TWO.

Here is tangible proof that WLS' down-to-earth entertainment and thorough, painstaking service have built friends for us, will build results for you. These 17 Indiana Counties are just one small section of the four-state Midwest America from which we receive a million letters a year! The four-state area in which (as in Metropolitan Chicago) WLS GETS RESULTS!

NUMBER ONE in a WLS series of advertisements analyzing the station's intense listener-response county by county. This ad shows WLS mail response from 17 Indiana Counties. Through the series we will reveal actual mail response and its ratio to radio homes in all of the four states in the WLS Major Coverage Area: Illinois, Indiana, Michigan, Wisconsin.

WLS
890 Kilocycles
50,000 Watts
Blue Network

The Prairie Farmer Station

Burridge D. Butler
President

Glenn Snyder
Manager

CHICAGO 7

Rapid FM Growth in High Band Indicated

Broadcast Services Feature FCC Hearing

By BILL BAILEY

ACCEPTANCE of FM as the new broadcast service destined to get under way first in the postwar era was clearly reflected last week at the general allocations hearings before the FCC in Washington. The only real point at issue appeared to be whether the new broadcast service would remain in the 50 mc area of the spectrum, or move up in the vicinity of 100 mc where there would be room for expansion and where interference might be less marked.

The third week of the allocations proceedings, given over entirely to broadcast services, saw witness after witness propose adequate allocations for FM, although recommendations varied as to position in the spectrum and to band width. While there were proposals to narrow the band width from the Armstrong standard of 200 kc to 100 or 150 kc, proponents of the favored retention of the wider band to provide maximum quality advantages of the new broadcast method.

Channels Discussed

Questions by Government officials, notably FCC Chairman James Lawrence Fy, Commissioners E. K. Jett, General Counsel Charles R. Denny and Chief Engineer George P. Adair, hinted support for movement of FM to the 100 mc band in lieu of the lower portion of the spectrum heretofore strongly favored by FM advocates.

As against 75 channels proposed in the band 41-54 mc, questions were directed toward provision of the band 88-108 mc for FM, with 85 channels available for commercial FM and 15 for non-commercial educational.

Because the hearings are behind schedule, the Commission last Friday indefinitely postponed facsimile and other broadcast services in order to take up police andkindred services on Wednesday, Oct. 18, as per schedule. The hearings were to move into television last weekend, with a Saturday session scheduled.

Concerning This Issue

UNORTHODOX makeup of this issue of BROADCASTING was occasioned by labor difficulties at our printing plant. Union printers at the commercial plants in Washington threatened to quit work last Tuesday, following rupture of negotiations with employers for a new form of contract.

The week of this issue was printed on Monday and Tuesday—three days in advance—because of the threatened work stoppage at the Rufus H. Darby Printing Co., one of the city's largest plants, at which BROADCASTING has been printed for the last dozen years.

Late news, including full coverage of the FCC general allocation hearings and the Petrillo-AFM defiance of President Roosevelt's back-down request, will be found on the following eight pages and the last eight pages of this issue. This news supplement was printed after the War Labor Board intercession in the dispute. Both parties have agreed to renegotiation.

We desire to thank many of our advertisers who willingly cooperated in the production of this issue. We also express our thanks to the Darby Printing Co. and its staff.

BROADCASTING PUBLICATIONS INC.

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neering Dept., placed in the record exhibit showing that despite 912 standard stations and 20 others authorized by construction permits, 8.1% of the population has no daytime primary coverage and 17.4% is without nighttime primary (see abstract Subj. 15).

Howard S. Frazier, NAB Director of Engineering and chairman of RTBP Panel 4, standard broadcasting, opened the meeting by stating that the Panel has not taken formal action on proposed extension of the AM band to 520 kc. He said, however, that the All-Committee of Panel 4 had recommended extending the band to 520 kc, making available the three additional channels 520, 530 and 540 kc. The Receiver Committee opposed the 520 and 530 kc channel but recommended extension to 540 kc.

Resolution adopted by the NAB Small Market Stations Committee, urging study of nighttime interference on Class IV channels, recommending extension of the standard band, and the use of synchronized relays for unattended AM satellite stations, was included in Mr. Frazier's report. A statement from D. Ring, consulting engineer, chairman of the panel Allocation Committee, read by Mr. Frazier, said the Committee was continuing study on proposals to use the channel between 200-400 kc for standard broadcasting. With reference to the 520, 530 and 540 kc use, Mr. Ring said:

"The Committee feel these channels can be used very advantageously for providing additional service in areas where service is now needed for alleviating interference between existing stations, which in many cases is serious. A study of the technical performance possible on these channels indicates that they are excellently suited for broadcast coverage."

Godley Gives Views on Proposed Channels

Paul F. Godley, consulting engineer and member of Panel 5, submitted a detailed exhibit on his findings as to the use of the 200-400 kc band and the 520-1600 kc band for standard broadcast [BROADCASTING, Oct. 9]. As to the 520-540 channels, he said ground wave propagation is greatly superior and night skywave propagation is considerably inferior during the three-hour period following sunset.

"It is considered that the secondary night service supplied to very broad areas by the ionospheric reflections, as on the clear channels, is of major importance to our service structure; and the relative unsuitability of 520-540 kc for such service suggests itself," said Mr. Godley.

William J. Dempsey, former FCC general counsel, Washington law firm of Dempsey & Koplovits, on behalf of the Broadcast Eng. Co. (KMBC Kansas City), objected to Mr. Godley's testimony on the ground that the Commission had ruled against any suggestions for channels other than AM.

FAR AWAY from the wars of Europe, the Pacific and Washington, is Neville Miller, former NAB president, now senior deputy chief of UNRRA, Balkan Mission, headquarters for the present in Cairo. He is shown here with the Mayor (Sheik) of Memphis, on the desert outside Cairo. In a letter dated Sept. 15, Mr. Miller said he had been in Cairo about two months. All relief and rehabilitation activities in the Balkans fall under the jurisdiction of the agency, which will move to the continent with the NAC. Mr. Miller's address is: UNRRA, APO 787, c/o Postmaster, New York City.

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"I don't believe recovering would be practical," he added. "It would be too costly to undertake and satisfy the owner at the same time." He estimated the cost of converting would run around $1 up to the manufacturer.

William B. Lodge, CBS director of engineering, endorsed the RTBP Panel 4 recommendations with one exception. "We do not feel it desirable to extend the standard broadcast band to 520 kc," he said. "It seems unwise when a definite transition to FM is underway. There should be enough new channels in the wind in FM and television."

"There is good reason to believe that the 540 kc channel could be tuned in by a large number of sets now in the hands of the public. It would be a very constructive change in the standard broadcast band."

Nearly 250 Seeking To Operate FM Stations

Mr. Lodge, questioned by Mr. Denny as to possible interference with automatic marine alarm should the standard band be extended downward, said he had talked to Canadian Broadcasting Corp. engineers regarding CBW Watrous, Saskatchewan, on 520 kc and 540 kc, and had been told the station's coverage was "extremely satisfactory" but on occasion in turning on the transmitter in the morning, automatic alarms on the Pa-
Muzak Projects Nationwide FM Circuits

Fly, Ruml, Bowles May Participate
In Enterprise

REBIRTH of the "wired radio" dream of a decade ago, through the vehicle of FM and Muzak, whereby nationwide service on a non-advertising public subscription basis would be made available, was projected before the FCC last Thursday by George S. Weiner, former OPA official and chief counsel for William B. Benton, president of Muzak Corp., chairman of Encyclopedia Britannica Inc., and vice-president of the U. of Chicago and former head of Benton & Bowles advertising agency.

More than a hint that FCC Chairman James Lawrence Fly might be associated in some way with the ambitious project, for which 10 million dollars presumably would be raised, came with the presentation to the FCC allocation hearings. Mr. Fly, although he had presided until Mr. Weiner took the stand, called a 5-minute recess and did not return.

Post Offered Fly

This magazine has ascertained that Mr. Fly has been offered a post with Muzak and the Benton radio-music enterprises upon his contemplated resignation from the FCC immediately following the elections. While Mr. Fly has consistently declined to comment, it is generally expected he will open law offices in New York and possibly Washington. This, however, would not preclude his association with the Muzak project as an executive or as a member of its board.

In an interview with Larry Wolters of the Chicago Tribune last Friday, Mr. Benton admitted he had offered Mr. Fly an executive post. He said while he assumed Mr. Fly would "resign from the FCC sometime," he did not know whether he would accept the position.

Mr. Weiner revealed that Beardsley Ruml, chairman of the Federal Reserve Bank of New York, executive of R. H. Macy & Co., and nationally-known tax expert, had consented to serve on the board and that Mr. Benton also anticipated the presence of Charles Bowles, a Washington administrator and former partner in Benton & Bowles, would likewise join him when his public duties permit. The balance of the board would also consist of "equally responsible and representative persons," Mr. Weiner said.

Mr. Benton owns all of the common stock of Muzak Corp., the North American Co., public utilities operators, own the preferred.

Largely Transcribed

It has been a more or less open secret that Mr. Benton eventually proposed to expand Muzak into a subscription service, largely tran-

scription. Muzak is fed to restaurants, hotels and other public establishments by telephone line. It is recorded, using AMP libraries. The home service, however, differs in that FM frequencies would be used for three separate channels of program service to homes throughout the country. Muzak, the new subsidiary, would provide the program service.

Mr. Weiner asked the Commission to set aside "a suitable number of channels" for this proposed new service. Preference was expressed for frequencies at the top of the FM band. A special patented attachment for the FM receiver would preclude tuning of these frequencies by other than subscribers; non-subscribers would get a "pig squeal!"

The original wired radio project of more than a decade ago, tried experimentally in Lakewood, O., suburb of Cleveland, proposed use of power or telephone lines entering the homes for transmission of program service. Special bands of frequencies, adhering to the outer surface of the lines, without interference, were to be employed for the program transmission. That project has been abandoned with the request for special frequencies for the subscription service, which would be purchased without advertising and with subscribers paying a rental fee.

Mr. Weiner disclosed intimately though disparagingly on present-day commercial radio service. Associated with Mr. Benton and

May Be Reunited

Mr. Benton Mr. Bowles

Muzak and AMP for several months has been Victor M. Ratner, former NBC sales promotion manager of CBS. He is promotional consultant for the Democratic National Committee. Mr. Ratner left the NAB executive staff, and Tom C. Harris, RICA-NBC attorney and former assistant general counsel of the FCC.

Commissioner Jett raised the question of maintenance of an exclusive service of that character by Muzak, inferring monopoly, but the attorney-witness said his company would welcome additional parallel service, even though the proposed operation would compete directly with commercial broadcast service.

In the ensuing examination, questions were raised whether such a service would constitute "point-to-point" transmission not permitted for broadcast services; whether there would not be a direct violation of the "duopoly" rules, since the plan entailed the core of three channels (or transmitters) licensed to the same company in the same city; to provide the three-phase service; whether the proposed service, rather than three channels would not have to be supplied, since FM allocations are on an alternate channel basis in the same area to avoid interference; whether the service would not be limited to a fraction of the radio audience.

FCC Grant Recalled

In connection with the presentation, it was recalled that the FCC on July 1, 1941, authorized Muzak Corp. to operate an experimental FM station to try out the "pig squeal!". Mr. Weiner reported the station was never built because of shortage of materials, but that other laboratory work was done which led them to the belief that the equipment was feasible. In the 1941 action, the FCC announced that engineers from Associated Music Publishers Inc., of which Muzak was originally a subsidiary and worked on the project Musak is the successor to Wired Radio Inc.

The Commission then said that its rules prohibiting a direct or indirect charge by the licensee of a developmental station for program transmission, under the circumstances presented by Muzak, should be construed in a manner as to permit the proposed operations.

Under cross-examination, Mr. Weiner emphasized that the "pig squeal!" frequencies should be at the end of the dial so the non-subscribing public would not be disturbed in tuning through the band. The squeal was described as a 1,000-cycle note which was removed by "phase opposition." He said that if the service was authorized, he was confident set manufacturers would design their receivers to accommodate the additional tube of special design required for tuning the particular frequencies. This point, however, was disputed in the examination conducted by Mr. Harris for RICA.

Muzak would be disposed to go into many cities and towns to provide the service if it felt the Commission would grant the application. Mr. Weiner told Mr. Harris it might be construed as "against public policy". He was confident others would inaugurate the service.

General Counsel Denny closed the cross-examination by bringing out that if 100 channels were set aside for FM and 86 were devoted (See Supplement page 14)
KICK IN THE TEETH—PETRILLO STYLE... AN EDITORIAL

THE CAREER of James Caesar Petrillo has now reached its tenth. Added to his long and unbroken list of conquers is the President of the United States. Politely but firmly he has rejected the President's personal plea that the AFM ban on recordings be lifted.

Protected by the Wagner Act which places labor unions beyond the reach of the law so they may coerce, intimidate and compel competitors makes these acts illegal for anyone else, Jimmey has told all and sundry to do their worst. Only if the President asked him, he declared, would he withdraw the ban on recordings. The President asked. But Jimmy (and his mouthpieces) in a nine-page telegram advised the President that its facts had changed in the 28 months since the ban was imposed, and he was sorry but he just couldn't comply.

Jimmy's latest performance can be expected to result in precisely what the President feared—encouragement to other labor groups essential to the war effort to defy rulings of the War Labor Board. We imagine it is the biggest guy in labor. By degrees he has established a dictatorship that permits him to call the tune wherever music is performed. Doubtless today he's the most important man in radio, because he can pull the plug on networks or stations at a moment's notice.

It's probably folly to attempt to dissim Jimmy's telegram to the President. It is cleverly contrived. With all the stops out, he tells of the patriotism of his organization, and of how "105" firms had signed his kind of contract, including the private relief provision whereby a fixed royalty ranging from 1/4 to 1/3 per transcription is paid by the manufacturer to the AFM. The only solution, he contends, is for the recording units of RCA-NBC and Columbia Recording to accept the same contract the other 105 companies have signed.

But did Jimmy relate the conditions under which those companies signed? Did he point out it was 13 months before the first company capitulated? Did he reveal that four other companies signed a month later, under duress and compulsion? Did he relate that his original contention was that his men just didn't want to record "canned music" and simply quit? That can't be deduced from his milk-and-honey telegram, which adroitly infers that the signatory firms simply walked in the front door, pens and hats in hand.

There are a couple of other points. Originally there were seven companies in the dispute, doing just about all of the recording business. Some weeks ago, AFM said about 80 companies had signed, presumably including the one-man shops—just everything, it was figured—aside from RCA-NBC and CRC. Where then the 105 firms? It is mentioned the known fact that before the strike RCA-NBC and CBS represented the lion's share of the recording business—perhaps some 75%.

Then there's the matter of gratis performance for the Government, which permeates the AFM's defense. Last February last year, when Jimmy was still shouting that the AFM was "second to none" in contributing its service, there developed the story that AFM members were collecting about $25,000 a year from the War Department. For entertaining men in combat zones through Command Post WPA and all, or including top radio, movie and concert artists, doted their services. At that time, the Los Angeles Local 47 of AFM, whose members were paid $24,560 for each performance, or $25,480 per year, pointed out that AFM national headquarters (which means the re-doubtable Jimmy) had approved the charge.

Maybe Jimmy has changed that now.

But back to the question. What's the solution? The President hasn't taken Jimmy's politely phrased "to-hell-with-it" retort lying down. He has ordered inquiry to determine whether the Government can compel compliance, but he says there are about 40 laws to be scrutinized. There can be no punitive action under the Smith-Connally Act, because Justice Vinson has determined that the dispute is not "impeding the war effort". And WLB Chairman William H. Davis states the case is closed as far as his board is concerned. The Dept. of Justice tried to act but was tossed out on its ear by the courts. Whether the Attorney General can find some other legal basis is doubtful, because that was tried before. We think Justice Vinson was right. Can't he be roomed, as he's being?

Jimmy then rides high and serene. The RCA and CBS recording companies can accept Jimmy's terms, private WPA and all, or go out of business. Jimmy will get control of a lush fund perhaps unequaled in union history—an estimated $250,000 a year return from the royalties alone.

The answer now is for Congress to undo the wrong it perpetrated in enacting the Wagner Law, which, as interpreted by the courts, gives to a man of Jimmy's ambitions greater power than any ever held by a labor czar.

But Jimmy, regardless of any purpose other than his own, it is to make crystal clear to Congress why a change in statute is needed.

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EDITORIAL REACTION TO PETRILLO

EDITORIAL reaction to J. C. Petrillo's message to the President, refusing compliance with the War Labor Board's June 11 order, is as reflected in leading newspapers as of last Friday, follows:

New York Herald Tribune

The plea was humilitating enough; the response was as deft and finishign as to disgraceful an obliqueness of Government as the his- tory of the country affords. It provides a dramatic and thoroughly deserved climax to a labor policy which, since the inception of the New Deal, has encouraged union contempt for those constraints, moral and legal, to which all the rest of us are subject.

New York Times

The probable response to Mr. Petrillo's defiance may well be a great deal of indignation directed against Mr. Petrillo personally. Such indignation misses the point. Mr. Petrillo can exercise irresponsible private dictatorial powers because he can employ anti-social means to secure anti-social ends, while leading Administrations have been powerless to do anything about it. If they are right, isn't it about time that we examined the net- work of Congressional laws, administrative regulations and Court decisions which grant wrongful legal immunities to the unions and in effect give a go-ahead to ratemakers to commit acts that would be illegal if com- mitted by anyone else?

Washingom Times-Herald

Ever since the President made his telegram public, his political enemies have been looking forward to the con- tract between his kowtow to Petrillo and his Attorney General's balking of Averell's efforts to carry out some Ward's own premises in Chicago last October. When the order of the President's request will give Roose- velt's enemies still more ground for shouting that he is a tool of labor leaders and an enemy of private enterprise and enterprises.

The object of such shenanigans would be to convince a lot of voters that Mr. Roosevelt, when it comes to telling labor leaders where he's in, is as bold as a lion. The hope is that this impression would last through election day.

Washington Star

The character of the dispute between Mr. Petrillo and the recording concerns worsened with the record- ing companies all record a contract who wants them to pay a fee directly to the union treasury, and not to the mu- sicians making the record. Obviously, this is a new claim on the part of Mr. Petrillo; it may or may not be to the advantage of the musicians.

But the really significant aspect of the controversy has to do with the dis- cipline and control the Government. When a mail order house in Chicago defies the War Labor Board to sign any AFM contract, the President can enforce its will. When Mr. Petrillo defies the Government the President sends a telegram pledging with him for compliance, and is answered with a flat refusal. If the President proposes to accept this as a final answer, the compliance will not be forgotten by the American people.

New York World-Telegram

Our guess is that Mr. Petrillo will get away with it. He has managed to get away with numerous defiances than this one. For he enjoys special immunity from antilaw, as in- cluding top radio, movie and concert artists, doted their services. At that time the Los Angeles Local 47 of AFM, whose members were paid $24,560 for each performance, or $25,480 per year, pointed out that AFM national headquarters (which means the re-doubtable Jimmy) had approved the charge. Maybe Jimmy has changed that now.

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But Jimmy, regardless of any purpose other than his own, it is to make crystal clear to Congress why a change in statute is needed.

Washington Post

The President of the United States has asked a citizen, "in the interest of orderly Government," to accept a directo- ry. "When you regard your losses," he said, "will certainly be your country's gain." It is hard to understand how any American in wartime, whether Averell Mr. Petrillo, can reject the order. Individual or group claims can be adjudicated when the national interest is at stake.

New York Sun

Mr. Petrillo seems to have won his battle on all counts—except for one thing. When Mr. Justice Frankfurter wrote the opinion which permits Mr. Petrillo to starve the country of class- ical records, two of the justices, in- cluding former Chief Justice Hughes, dissented. They dissented because, as they said, Mr. Justice Frankfurter had rewritten the statutory law in behalf of labor in a way to transform "a usurpation by the courts of the functions of Congress." If Congress's function was usurped to give Mr. Petrillo the power which he now exercises, Congress can take that power back by undoing the usur- pation.

Philadelphia Inquirer

Boos Petrillo represents the perfect flower of the Roosevelt Administra- tion, a man who appears to be ruthless labor leaders and conscience- less pressure groups. With his leading heads who clash with the New Deal are swiftly cracked down upon, even to the point of see- ing their factories and stores taken over by the Government, Petrillo was pleading for a powerful labor movement "in the interest of orderly Gover- nment."
Asks Legal Study; RCA, CRC Hit AFM Reply

Text of Petrillo telegram to President on Supplement page 8; RCA-CRC statement, page 18.

STRIKING back at James C. Petrillo, president of the American Federation of Musicians, for his refusal to end the recording ban, President Roosevelt last Friday declared he will pursue the case further to compel compliance with his request to the AFM leader to obey the War Labor Board directive of June 15. The President said he would like to do something about it if he can find legal authority to act.

Following the President's observations, RCA Victor, NBC Recording and Columbia Recording Corp. issued a joint statement expressing encouragement that Mr. Roosevelt has not taken “no” as a final answer. “We are strong in our hope,” they declared, “that the President under the law will find legal power to put an end to Mr. Petrillo's defiance of this Administration.”

Mr. to Principle
The statement challenged Mr. Petrillo's accusation that RCA and Columbia were seeking competitive advantage, declaring there was no objection to the amount of royalties but to the “dangerous principle” of payment of the fees into the AFM treasury, “which would make the union officials independent of the union membership.”

Fast upon the heels of the President's comment, Dept. of Justice officials instituted a study of Federal statutes bearing upon Mr. Petrillo's ban on recordings. The President was asked at his news conference whether there would be

further action, and the Chief Executive, plainly aroused, said there was a great question whether he could do anything legally because Economic Stabilization Director Vinson had held that the dispute is not interfering with the war effort. The President said there were about 40 laws to be studied, and at the Dept. of Justice it was stated that the anti-trust laws as well as the war and criminal statutes would be reviewed.

The WLB, which had the dispute nearly a year before it issued its directive, has closed its proceedings on the case. Asserting the matter is “closed as far as the Board is concerned,” William H. Davis, WLB chairman, told a news conference that “in this case the order of the Board becomes a recommendation of a mediation board without power of enforcement, and when that happens in a democracy, the only thing you are calling on is public opinion.

“I think that Mr. Petrillo is kind of lonely in his position, although I wouldn't say alone,” he observed.

Mr. Davis agreed with a reporter's opinion that the reaction to Mr. Petrillo's refusal of the President's request would be against Mr. Roosevelt rather than Mr. Petrillo.

Mr. Petrillo's telegram was dispatched from Chicago shortly before noon on Tuesday after a 10-hour session with his International Executive Board on Monday and a two-hour session on Tuesday morning. Board members present were Charles Bagley, vice president; Leo Cluesman, secretary; Thomas F. Gamble, treasurer; Joseph A. Padway, counsel; Joseph M. Weber, honorary president; Chauncey Weaver, John W. Parks, Oscar F. Hild, Herman D. Kenin and Walter M. Murdock.

Mr. Petrillo released copies of the telegram at a news conference at the Morrison Hotel. He said the AFM now has 138,000 members of whom 35,000 are in the armed forces and is making postwar preparations to take care of unemployment from fee payments collected from the recording and transcription companies. The funds will be used for “musical culture,” he said, adding there will be “no WPA out of this.”

In refusing to comply with WLB directive, Mr. Petrillo advised the President he was no longer bound by statements he made in 1942 and 1943 that he would lift the ban if Mr. Roosevelt so requested. He said that at the time he made these statements “no records were being made by us for any record manufacturers and no such manufacturers said fit to ask you to intervene, but sought instead through court procedure and through a Senate investigation to compel us to make records without regard for either our rights or our desires.”

He pointed out the AFM has since entered into contracts with 105 companies and is now making nearly 4,000,000 records a month. He said that it was because of the confidence the union had in the President that he made his offer and he pointed out that it was given wide circulation and that the companies knew of it.

Free Work
“Now, 26 months after the ban was imposed, realizing that the circumstances have greatly changed, virtually making it impossible to lift the ban as to these two companies without disrupting relationships brought about by 105 existing contracts, trying to lift the ban, Mr. President, and ask you to aid them,” he stated.

Mr. Petrillo denied that a strike has been in progress. “We have never struck against any of these companies and certainly we have never struck against the Government.”

(See Supplement page 15)
Foresee $1,000,000 or More
As Campaign Time Sales
GOP and Democrats Turn to Radio For Last-Lap
Political Talks As Election Draws Near

Two major political parties will spend more than $1,000,000 for radio between the end of the campaign, it was estimated this week, on broadcast to date and future commitments. Republicans have spent between $175,000 and $200,000 so far and the broadcasts they have scheduled between now and Nov. 7, should run the total over the $400,000 mark, to which it is probably safe to add another $100,000 for end-of-campaign expenditures, bringing it roughly to $500,000, which will undoubtedly be more than doubled before Election Day.

Less Than '40

Figures are well below the 1940 level, largely because of shrewder buying tactics by the national committees. At Republican headquarters it was pointed out that Gov. Dewey's radio consciousness keeps him from running overtime on his broadcast addresses, so that the party is spared the necessity of paying extra time and talent costs. The latter run into a large proportion of the campaign radio expenses as the party must pay for the talent on a program cancelled for a political talk, as well as for the time.

Republican National Committee also pointed out that although it has paid for 35 nationwide broadcast for its national ticket its radio bill is less than that of the Democrats as it has not purchased stations in the "Solid South" (except what was purchased to keep off the air) because those stations were part of the network used by the commercial program cancelled to make way for the political broadcasts.

Democratic plan of using five-minute network spots instead of half-hour periods has helped to keep down this party's radio expenditures, as has sponsorship of broadcasts in behalf of the Roosevelt-Truman ticket by the CIO, the Teamsters Union and the ILGWU. To assist the Democratic National Committee to maintain its radio schedule, the New York newspaper PM last week launched "Pay a Dollar to Put Your President on the Air" campaign among its readers whichurgched other newspapers to copy.

Drive brought in contributions aggregating $9,000 the day following appearance of the first story.

As the campaign reaches its final stages, political broadcasts are scheduled by both parties. Gov. Dewey has eight broadcasts scheduled between now and Nov. 6; his running mate, Gov. Bricker, will be heard three times more. President Roosevelt will broadcast from the Foreign Policy dinner Oct. 21 and undoubtedly be heard on the party's election eve, hour-long broadcast on all four networks as well, with other talks a distinct possibility. Sen. Truman will make four more radio talks; former Governor Cox of Ohio and his Democratic candidate for President in 1920 with Roosevelt as his running mate, and other speakers will also broadcast for President Roosevelt's re-election.

CAB Rates Candidates
Ratings of political; broadcasts measured by the Cooperative Analysis of Broadcasting and Research in October showed the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA. The CAB analysis show the presidential candidates attract more than twice the audience of the newscaster, according to the CAB and the RCA.

Gen. Harbord Outlines RCA's History
In Celebration of Firm's 25th Year

To commemorate the 25th anniversary of the founding of RCA, Lt. Gen. James G. Harbord, chairman of the board reviewed the history of the company and stated that we are fighting "what almost must be called a 'radio war' because the science of radioelectronics is playing such a conspicuous part in the war..." in commenting on RCA's contribution to development of communications and electronics in war and peace during the last quarter-century.

Gen. Harbord recalled that RCA was created in 1919 at the suggestion of Dr. F. W. C. T. M. P. Union officials, to give America a system of international radiotelegraph communication independent of foreign interests. "Due to the far-sighted thinking of our leaders at the end of World War I," Gen. Harbord said, "the United States is today preeminent in world communication...radio. RCA has been in the war from the beginning, as an eager volunteer, the RCA board chairman continued, with production for the armed forces now totaling 250,000 radio sets monthly in the U.S. RCA's production of radio, electronic, and sound equipment for the armed forces is equal to 100% of the needs of the U.S. and the United Nations..." the RCA chairman explained.

AFRA Accord
AGREEMENT to maintain the status quo on the basic terms of the AFRA commercial code for the time being was reached here recently at a meeting of AFRA executives with networks and agencies in New York last Friday, ending a deadlock which had existed for months over expiration of a new contract for more than a year. If approved by both sides, the accord will keep existing contracts will be kept unchanged, and negotiations will be confined to wages and working conditions, whereas the network-agency agreements had earlier agreed to agency-network demands for local negotiations of regional scales. In the West, but had stood for a single national contract with regional differentials, whereas the network-agency agreements had earlier agreed to agency-network demands for local negotiations of regional scales.

ABOLITION of the NAB Code was urged by Richard T. Frankensteen, vice-president of UAW-CIO, in a statement read Thursday to a special New York meeting of the NAB Code Committee. Held by Ernst Goodman, attorney for UAW-CIO.

Statement, including a five-point plan for the handling of labor union complaints with organizations on the air, advanced an alternative to greater governmental regulation and control, was made at the request of the Committee, which took it under consideration.

Reviews WHKC Case
Reviewing the CIO-WHKC case, in which the union had protested the station's treatment of labor broadcasts, the Committee felt that the Code had been properly interpreted, and that if it had been there would have been no grounds for complaint. Committee also discussed and recommended that the study be continued by the new Code Committee which J. Harold Ryan, NAB president, said he would do shortly. Two-day "lame-duck" session in New York was technically a continuation of the Committee's meeting in Chicago at the time of the NAB Executives War Conference, which was recessed for the express purpose of affording a hearing to Mr. Frankensteen.

Mr. Frankensteen charged broadcasters with failure to measure up to their public responsibilities and attacking the Code as "a respectable clack to justify the refusal of time to labor organizations," suggested that broadcasters should recognize it as a duty to freely offer time to organized labor, and recommended that labor organizations "for the free and full discussion of issues of public importance, including controversial issues and dramas thereof," with time offered primarily on a sustaining basis and without restrictions on subject matter.

Hints at Control
There must be no blanket restriction on the sale of time to unions to "solicit memberships, sponsor political campaign or for other such purposes as project a written request for time should be required to state its reasons in writing. Broadcasters "should not consider scripts or delete any matter contained in them, except in accordance with the law and existing regulations of the FCC."

Broadcasters "must recognize an affirmative duty to see that broadcasts on controversial issues, considered on an overall basis, maintain a fair balance...week by week action along these lines, including both sustaining and commercial programs." Stations should review their network programs at frequent intervals to see

that this balance time is kept and varying points of view fairly presented.

"Radio has reached a position of tremendous power and influence in our country," Mr. Frankensteen told the Committee. "This enormous instrument of power is now in your hands with almost no regulation or control as far as program content is concerned. A private industry can be permitted for long to exercise such power without restriction or control is a question which you alone can answer. Perhaps our suggestions here will help you find that answer."

William B. Quarton, WMT, chairman of the Code Committee, protested at the meeting which was also attended by J. Harold Ryan, NAB President; Eugene O'Fallon, KFEL; Grant F. Ashbacker, WKET; William S. Hedges, NBC; Felix Hinkle, WHBC; Arden X. Fangborn, KEX; Jan Schimek, CBS; Bob Lee, Walter, WIWW; Wilbur Egal, NAB.

WOAI Names Beaver
CECIL K. BEAVER has been appointed assistant general manager of WOAI San Antonio, it was announced last week by Hugh A. L. Haif, president and general manager of the $3,000 w NBC affiliate. Former assistant manager of KARK Little Rock, Ark. (see story on page 48), Mr. Beaver is a member of the Sales Managers Executive Board of the NAB and is currently chairman of the Fifth District Sales Managers Division of the NAB. He is also credited for his part in the organization and sales work of the South Central Quality Network and the Arkansas Network.

Mr. Beaver
Mr. Beaver

EXHIBITING FISH caught last week at Mt. Home, North Ark., are Norman Heyer of KDKA, Pittsburgh, Walter Ruthrauff & Ryan, Chicago, and Ralph Foster, general manager of KWTO Springfield, Mo. John Pen- president of John Pearson & Co., Chicago, was with the party.

Joins Duane Jones
LAWRENCE J. HUBBARD, assistant director of research of Crosley Inc., has been named director of research of Duane Jones Co., New York, a new post. Marketing constant that a number of private business firms have joined Crosley in 1938 as a member of the executive staff. At Crosley, he continued the Tuesday luncheon at which he explained his department's operations to representatives of trade papers covering food, jewelry, beverage and other industries in which the Blue has recently started an advertising campaign.

Explaining the Blue's aim to give the local advertiser a chance to sponsor top network programs as part of the network's idea of public service and also as an aid in building to Blue outlets, Mr. Florschuetz said that more than 400 local and regional advertisers are now sponsoring Blue cooperative programs. The Blue is currently in a new program of selling spots on a very local basis, he said. The station handles all time arrangements and the local advertiser has the guarantee that he will not be ordered off the air to make room for a national program.

Listing Martin Agnosky, Baub- hage, Walter Kiernan, Henry J. T. and Rick TenChijk, and Mystery Chef as current Blue co-op shows, Mr. Florschuetz said that the emphasis on news would diminish after election, and that the commentaries of Henry Taylor would be replaced by a different type of program about the first of the year.

Bendix Spots To Be Aired 6 Weeks on 138 Outlets
BENDIX HOME APPLIANCE Inc., South Bend, Ind., will begin its first spot announcement Oct. 23 for six weeks on 138 stations through Ruthrauff & Ryan.

Blue Foreign News Is Added to Co-ops
Florschuetz expects newscasts To Decrease After Election
BLUE NETWORK'S morning program of foreign news pickups, Around the World, on Oct. 30 will be added to the list of Blue cooperative programs available for sponsorship by local advertisers in their own communities. Stanley Florschuetz, manager of the Blue cooperative program department, explained that the increased advertising day at the Blue Luncheon at which he explained his department's operations to representatives of trade papers covering food, jewelry, beverage and other industries in which the Blue has recently started an advertising campaign.

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Ryan Explains Plan
BACKGROUND, objectives and de- tails of the NAB plan for standardization of transmission measurements were explained last Monday by J. Harold Ryan, NAB president, and Paul Peter, NAB research director, at the opening session of the Radio Executives Club of New York at the Hotel Roosevelt, New York. Plan, involving the biannual mailing of a million ballots at a cost of $1,000,000, was unanimously adopt- ed at the NAB-ARSC Conference in Chicago and since has been ap- proved by the American Association of Advertising Agencies and the Association of National Adver- tisers expected to give its official blessing at a third meeting to be held Nov. 23. The three groups will then ap- point a committee to set up an operating organization.

BROADCASTING October 16, 1944 • SUPPLEMENT • Page 7
JAMES C. PETRILLO, president of the AFM, sent a nine-page telegram to President Roosevelt Oct. 10, following a meeting in Chicago of the American Federation of Musicians. The purpose of the meeting was to request, for the third time, that the Labor Board be asked to consider a request from the President that the union comply with the National War Labor Board. Mr. Petrolio's telegram follows in full text.

My dear Mr. President: In response to the communication of the International Executive Board of the American Federation of Musicians for October 9th at Chicago, I have the pleasure to present the views of the president of the AFM.

Mr. Robert Sherwood has estimated that if he were required to pay for the free music, via recordings and transcriptions, that revere the Service Division of the Army, the total would not be less than one million dollars.

Thus, Mr. President, you can readily see that in the interest of the music industry involved, we have requested the Board to make it clear that the AFM and all its affiliated unions seek competitive advantage. We must have records and transcriptions to compete with the Armed Forces and have been engaged for over a year in this matter.

Hence, the AFM and all its affiliated unions have been negat...ed and engaged and have been engaged for over a year in this matter. Thus the matter is not new to the Board and the AFM.

The following list of agencies, Governmen...ed by their greater advantage.

I, as president of the AFM, respectfully direct your attention to this outstanding fact, that is, 165 companies and have been doing so since August 1, 1942. This ban applied to all companies engaged in the manufacture of records and transcriptions, is not the AFM's first request for such a ban. Other two companies who now seek competitive advantage. The AFM has entered contractual arrangements with companies who have entered into contractual arrangements with the AFM.

Also, our outstanding number bands and symphony orchestras are daily appearing on radio, record, television, picture, and in various theaters. These services are being given free of charge and can be evaluated at millions and millions of dollars.

Furthermore, the AFM and the War Dept. have entered a three-company agreement with the AFM.

I also state that our members are willing to work for the Armed Forces and have been doing so since Aug. 1, 1942.

Thus the AFM and all its affiliated unions have been engaged for over a year in this matter. It was on Jan. 12, 1943, before the Senate Investigative Committee of the United States Senate, that the AFM had the opportunity to present its case to the Senate Investigative Committee which occurred on Jan. 12, 1943, after a full hearing before Federal Judges, pursuant to the Board's directive.

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we can match your best expectations for coverage, programs, sales

THE STATION THAT SELLS

WPEN
PHILADELPHIA · PA · 950 ON THE DIAL · 5000 WATTS
IDEAS to make a network
... here's one that pays off for everybody

If you think there's nothing new in quiz shows, it's plain you haven't heard about *Money on the Line*. Or how tightly this brand-new program packs one of Columbia's biggest Hollywood studios every Friday night at 6.

You probably don't even know that *Money on the Line—after only four weeks on the air*—has built itself a 5.1 rating in Los Angeles alone (as measured by C. E. Hooper, August, 1944).

It's a Q-and-A program with a catchy new twist. Emcee Jack Bailey reads a home-made verse or a limerick, omitting the last line. The contestant—to win a cash prize—has to round out the missing line by supplying a song title that rhymes with the rest of the verse.* Then Wilbur Hatch's 18-piece orchestra plays the tune.

Listeners submit the limericks, get paid for the best ones. If the contestant fluffs, his prize goes to the verse-writer who stumped him. It's one of those basically simple ideas that catch on spontaneously. Mail has averaged 250 verse entries a program. And both mail and rating are climbing steadily.

*Money on the Line* has a sponsor. But we have other program ideas that are equally as good. More information and sample recordings await you here or at the nearest Radio Sales office.

*Like this:
There once was a fellow named Moore
Who sang love songs down by the shore,
There wasn't a thing
This crooner could sing
But—"*Amor... amar... amor...."

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM
Palace Hotel, San Francisco 5 • Columbia Square, Los Angeles 28
Represented by Radio Sales, the SPOT Broadcasting Division of CBS
"VICTORY MATINEE"

KOIL's Old, Established, Favorite Variety Show Featuring Harry Peck, Emcee Pat Bauman, Comedienne Paul Morehead's Orchestra
3:15 to 3:45 Mon. thru Fri.

If you are looking for a choice radio spot that reaches droves of women in the Omaha area... investigate KOIL's "VICTORY MATINEE". A participation show with a great record of results for advertisers. Ask Edward Petry Co. about it... or write us.
Now! At All Times*

Between 8 A.M. and 6 P.M.
WAAT delivers
more listeners per dollar
in America's 4TH Largest Market
than any other station—
including
all 50,000 watters!

*See Latest Surveys! Check 1vailabilities!

National Representatives: Rado Advertising Co.

Do you realise this market contains over 3½ million people;
more than these 14 cities combined:—Kansas City, Indianapolis,
Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse,
Richmond, Hartford, Des Moines, Spokane, Fort Wayne.

"DOLLAR FOR DOLLAR NEW JERSEY'S BEST RADIO BUY"
MRS. DOROTHY S. THACKREY

owner and publisher of the

New York Post

announces approval by the Federal Communications Commission of her purchase of Radio Station

WL!B

broadcasting in New York on the 1190 kc clear channel

Mrs. Thackrey takes particular pleasure in confirming an agreement for continuing and enhancing present program policy under the same management that has successfully created and established WL!B as "a distinguished New York station." WL!B looks forward to increased power and more time on the air while planning FM, television, and facsimile.

"THE VOICE OF LIBERTY"

ELIAS I. GODOFSKY
resident & General Manager

DOROTHY S. THACKREY
Chairman of the Board

ROBERT M. SCHOLLE
Vice-President, Sales
Joe is a war worker. He plays a part in the design of new types of microphones for our armed forces—for example, the microphone for use inside an oxygen mask, and the new lip microphone. No beauty, perhaps, yet his chamois covered face closely approximates the human skin in texture and acoustical properties. Bell Telephone Laboratories engineers created him to aid in designing and fitting microphones, and to serve as a guinea pig in making acoustical and electrical measurements.

In himself, Joe is not important, but his development is one more example of the ingenuity and attention to detail resulting from Western Electric's 75 years of leadership in the manufacture of communications equipment—and another assurance of even better products after the war.
"I said to test some stations, Thistlewaite—not rations!"

- Whatever you want to test—whether it's a product, or radio vs. other media, or spot broadcasting in specific types of market—we crave to be in on it.

We've helped put on dozens and dozens of tests—know a lot of stuff that may prove helpful. Say when!

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

EXCLUSIVE REPRESENTATIVES:
- WGR-WKBW BUFFALO
- WCKY CINCINNATI
- KDAI DULUTH
- WDAY FARO
- WISU INDIANAPOLIS
- WDAY KALAMAZOO
- KMBC KANSAS CITY
- WAVE LOUISVILLE
- WTCH MINNEAPOLIS-ST. PAUL
- WMBD PEORIA
- KSD ST. LOUIS
- WFBK SYRACUSE
- IOWA DES MOINES
- WHO DAVENPORT
- WOC SHENANDOAH
- KMA
- WCBM BALTIMORE
- WCBC CHARLESTON
- WCSC COLUMBIA
- WNAV RALEIGH
- WPTT CLEVELAND
- WODJ ROANOKE
- SOUTHWEST
- KOIN PORTLAND
- KFAB ALBUQUERQUE
- KTVF CORPUS CHRISTI
- KRIS HOUSTON
- KIYX OKLAHOMA CITY
- KTUL TULSA
- KRNA PACIFIC COAST
- KCTO SEATTLE
- KFIR FAIRBANKS, ALASKA
- WRIGHT-SONOVOX, INC.
President Opposes Arbitrary Air Control

Broad Plank in Democratic Platform Covers Radio, Says Early
(Text of letter to President Roosevelt on next page)

By SOL TAISHOFF

PRESIDENT ROOSEVELT, as the Democratic nominee, believes that radio can be effective in a democracy only "if it is free of all arbitrary restrictions whether governmental or private."

That expression is conveyed by BROADCASTING by Stephen Early, chief Presidential Secretary, in response to a letter seeking Mr. Roosevelt's views on radio regulation and the need for new legislation. The letter was sent to the President in the light of failure of the Democratic Platform to mention the word "radio," in contrast to the thumping "free radio" pledge in the Republican platform and the vigorous advocacy by Gov. Dewey of limitations on the FCC and changes in the law [BROADCASTING, Sept. 11].

Mr. Early, in his letters to this reporter, disagreed with the observation that the Democratic Platform took no stand with respect to a free radio. Contending that it is "not silent," he pointed to the plank reasserting "faith in competitive enterprise free from control by monopolies, cartels, or any arbitrary private or public authority" as broad enough to cover radio.

Applies to Radio

"This declaration," Mr. Early stated, "applies to radio as well as all other enterprise and is in complete accord with the President's views that the radio waves are part of the public domain owned by the people and that radio can only be effective in a democracy if it is free of all arbitrary restrictions whether governmental or private."

On the subject of legislation, raised in the letter to Mr. Roosevelt, the Presidential Secretary pointed out that several bills have been introduced in Congress in recent years to amend the Communications Act and that "extensive hearings were held but upon which no action has been taken" by Congress. The President, he added, had been unable to follow or study these hearings and therefore "is not in a position to express any opinion about them."

Gov. Dewey, in an interview with this reporter last month, got squarely behind the Republican plank calling for a "new radio law which will define in clear and unmistakable language the role of the FCC." He went beyond that, however, by condemning any semblance of censorship, urging that the licensing authority be limited to regulation of the physical aspects of radio and insisting that radio be left as free as the press.

"Radio in this country has made its great development as part of our American enterprises," Gov. Dewey stated. "The Government no more belongs in this field than in the field of the newspaper and the magazine."

He also lashed out against any ban on sponsorship of news and commentators, asserting it would be as bad for Congress to legislate in this field "as it is for the FCC to regulate program content."

He said development of FM and television is up to private enterprise. In seeking a new expression from the President in this campaign year, this reporter recited that in 1939 the President had written Chairman Wheeler and Lea of the respective Senate and House committees dealing with radio, calling for a new law. The Chief Executive had expressed dissatisfaction with the "legal framework and administrative machinery of the Commission" and had called for clearer Congressional policies on the substantive side "so clear that the new administrative body will have no difficulty in interpreting or administering them."

The BROADCASTING letter pointed out that broadcasters generally agree with that 1939 White House expression, but that there had been no change in any substantive provisions of the law or in the administrative machinery of the Commission. Because of the expansion ahead which will entail "substantial new investments in such fields as FM and television," the letter continued, broadcasters want a new expression. Maximum public benefits can accrue only through a law which will be sufficiently explicit to encompass these new developments and provide necessary legislative guidance," the White House was advised.

There was no mention of these new services, however, in Mr. Early's response. In a letter Aug. 23 to J. Harold Ryan, president of the NAB, sending greeting to the NAB Executives War Conference, the President mentioned FM, television and facsimile as services which "offer great fields for developments which will enable your industry not merely to hold its own during the period of conversion and demobilization, but rather to expand and flourish."

1940 Platforms

Absence of any mention of radio in the Democratic Platform occasioned both surprise and chagrin among broadcasters. In the 1940 campaign both parties adopted "free radio" planks, although the Democratic action came after a "behind-the-scenes" battle in which Sen. Wagner of New York opposed such a plank. As finally adopted, the 1940 Platform of the New Deal stated: "Radio has become an integral part of our American enterprises..." October 16, 1944 • Page 11
LETTER TO THE PRESIDENT

FOLLOWING is the text of the letter to President Roosevelt seeking his views on radio regulation and legislation:

Sept. 14, 1944.

The President
The White House
My dear Mr. President:

On numerous occasions you have indicated your awareness of radio-broadcasting as an instrumentality of public service. You have graciously commended broadcasters for their contributions to the winning of the war, and have envisaged the bright future with FM, television and facsimile in the postwar offing.

These assurances of confidence are cherished by all those identified with radio. The broadcasters of this nation do not doubt their war effort, even with victory near in the European theatre. They are aware that the war will then be half-won and that the fighting will intensify in the Pacific theaters.

I was invited to address the September BROADCASTING, of which I am editor and publisher, there appeared an interview with Gov. Dewey as to his views on radio and, more particularly, its regulation. A copy of that issue is attached.

On Jan. 24, 1939, you addressed a joint letter to Senator Wheeler and Representative Lea, as the chairmen of the Congressional Committees in which radio legislation originates, expressing dissatisfaction with the "legal framework and administrative machinery of the Commission." You stated that new legislation was necessary to effectuate a satisfactory reorganization of the Commission. In that communication you added:

New legislation is also needed to lay down clearer Congressional policies on the substantive side—to clear that the new licensing force will have no difficulty in interpreting or administering them.

Your views, as expressed in that 1939 letter, are largely those of all broadcasters. Since that time, however, there has been no change in any substantive provisions of the law, or in the administrative machinery of the Commission.

In view of the fact that the Democratic Platform took no position with respect to a free radio, whereas the Republican Platform urged changes in the radio law which would define the functions of the regulatory authority, the broadcasters would appreciate a renewed expression from you. They are mindful of the inevitable expansion ahead, which will entail substantial new investments in such fields as FM and television.

It is the considered opinion of those in radio that maximum public benefits can accrue only through a law which will be sufficiently explicit to encompass these new developments and provide necessary legislative guidance.

While I am aware of the heavy demands upon your time in these arduous days, I can assure you, sir, that the nation's broadcasters would welcome your views on the points raised herein.

Respectfully,
(Signed) SOL TAIHOFF.

Pellegrin Is Promoted To Lieutenant Colonel

MAJ. FRANK E. PELLEGRIN, operating executive officer, public relations section, Sixth Army Group, was promoted to lieutenant colonel last week, according to orders received from the Sixth Army's forward press camp. Before entering the service as captain early in 1942 Col. Pellegrin was director of broadcasting for KOIL Omaha. He makes his home in Washington where his wife, Eleanor, now lives.

In his year's service overseas he has brilliantly covered three major landings with Army forces at Anzio, Elba and Southern France, making wire recordings of the action. During the Vesuvius eruptions, Col. Pellegrin climbed the cone of the volcano and recorded the destruction of a town at the base of the mountain.

 Grimm Plans Windup

On All Four Nets

Gov. Dewey in Election Eve Broadcast from Station

The Republic National Committee last week announced plans for an election-eve wind-up broadcast on the four major networks, 11:15-11 p.m. with Gov Thomas E. Dewey speaking from a studio, as yet unselected and for a broadcast on NBC and CBS 10:30-11 p.m. from a Madison Square Garden rally in New York the preceding Saturday, Nov. 4.

Additional Time

Additional radio schedules for the coming three weeks were also disclosed indicating a trend to wards use of repeat broadcasts to reach early-rising farmers and late-shift war workers.

Adding to previously announced broadcasts [BROADCASTING, Oct. 9] the Republican Committee has offered the full Blue and NBC network Oct. 16, 10-10:30 p.m. to present a Midwest war bond report from St. Louis with repeating Oct. 17, 12:30 p.m. to Farm and Home Makers spot or the Blue except on the network! Then on Oct. 18, where the Blue will be repeated again Oct. 18, 6:15

4:45 p.m. (PWT). The Governor's Minneapolis address scheduled of NBC 10:30-11 p.m. Oct. 24 will also be heard on the Blue, with Blue re-broadcast the following day in the Farm and Home spot at 6:15 p.m. (PWT) for the West Coast. Gov. Bricker will be heard Oct. 27 at 9 NBC time p.m. speaking from Kansas City.

CIBC DROPS BENNY; COMMERCIALS HI

PLANS to carry Jack Benny as a sustaining feature on the Canadian Broadcasting Corporation's world-wide network, with Canadian war messages substituting for the comedian's regular 9:30-10 p.m. Mare Oct. 1 broadcast. E. L. Bushnell CBC director-general of program has announced. Tonight's broadcast plans [BROADCASTING, Sept. 11] were based on lack of production and broadcast during the war, except in the commercials which would not be used in Canada.

Following the first broadcast in which the product was mentioned a number of times, Benny decide he could not commit himself to Guaranty that would be no future product mention in the program aside from the commercials. That necessitated the cancellation.

In Canada the granting of sustaining privileges to the show brought up position from the advertising as broadcast being dropped. It was felt that a precedent was being set under which any popular show could demand preferment on Canadian network because of popularity.

Truman on Blue

SEN. HARRY S. TRUMAN (D Mo.) Vice-President nominee will be heard under sponsorship of the Democratic National Committee on the Blue Oct. 27, 9:30-10 p.m.

PUBLICITY AGENCIES FOR PARTNERS END.

We need a new radio law which will define radio in understandable language, the role of the FCC.

All channels of news must be kept open with equalization of news information at the source. If agreement can be reached on some of the constitutional problems to establish the same principles, it will be valuable contributors to future radio law.

Vital facts must not be withheld.

We want no more Pearl Harbor reports.

War Goods Warning

A NINE-POINT guide for advertisers and sellers of Government war goods has been formulated by the National Association of Better Business Bureaus and released with the warning that businessmen must maintain fair and orderly distribution of these surplus goods if it is to retain public confidence. The guide is based on studies of present conditions as well as those after the last war aimed to prevent recurrence.

Teeth will be put into the bureaus' program by spot shopping, checking advertising, investigating industry, and exposing unfair practices.

Broadcasting • Broadcast Advertising
Mr. Ogilvie

Ogilvie, Director of the Radio Division of the Office of Coordinator of Inter-American Affairs.

Given impetus by the CIAA through its overall program to cement Inter-American solidarity toward winning the war, radio in the other American republics is rapidly coming of age, improved by the introduction of modern programming techniques and prepared to expand its facilities along the lines of U.S. commercial broadcasting, Mr. Ogilvie told BROADCASTING.

Getting the Audience

With a majority of radio listeners educated to shortwave dialing—nearly one-third of the approximately 700 broadcasting stations in the other Americas are shortwave—Mr. Ogilvie expects that the large Latin American audience developed by CIAA shortwave operations from the U.S. will continue to be supplied with the type which have proved so popular.

He anticipates intensive efforts to hold and expand this audience when CIAA eventually relinquishes its activities to large-scale operators at first continuing the programs on a sustaining basis and later finding sponsors. Many of the programs produced locally by CIAA in the other Americas have already been turned over to advertisers, either local or U.S. firms, who are carrying on the objectives and themes of the Good Neighbor policy.

Along with a perpetuation of shortwave activities directed to the nations to the South, Mr. Ogilvie sees a ripe market in the other Americas for standard broadcasting. Most of the stations in the republics are low-power operations; many of them are concentrated in the big cities (as of January, 1944, of 88 stations in Uruguay, 39 were in Montevideo. With better regulation of frequencies owned, operators will immediately seek to employ more powerful transmitters to reach the millions of homes which are without receivers but are ready to purchase sets when they become available.

With scarcely more than 4,100,000 receiving sets a population of approximately 136,000,000, the market potentials become evident, especially when it is realized that group listening in the other republics is far greater than in the U.S.

In many countries several families share one set, a radio being a luxury, as a result of low purchasing power over high cost sets due to custom duties and, in some cases, state taxes.

Low Cost Sets

By shipping component parts for local assembly, U.S. manufacturers can make receivers available at prices within the reach of millions. With prospective purchases, several companies are already planning to establish plants in South America to assemble sets from parts imported from their parent plants in the U.S. and from local parts manufacturers operating in Latin America.

The scope of the market, of course, will depend on the continuation of U.S. purchases from Latin America and expanded trade with world markets when the war is over and strategic materials are no longer needed in the same large quantities required during the war period, the development of local industries to process unfinished commodities which are produced in excess volume, and the prices received for primary exports such as coffee, meat, hides and copper.

The Radio Division of the CIAA has contributed largely toward maintaining the operation of many of the Latin American broadcasting stations, and has assisted them in improving their programming. Mr. Ogilvie observed that prior to Pearl Harbor much of the programming used in the U.S. and Americas was German and that German shortwave programs to South America were far ahead of the U.S. These broadcasts from powerful transmitters, together with German radio operations within the hemisphere, dominated radio in the other American republics.

CIAA activities have assisted in revolutionizing radio in Latin America. Under the direction of experienced commercial radio men, the agency has instituted modern programming in numerous stations which until a few years ago were operating under antiquated conditions.

CIAA Guidance

In some cases the stations had no studios and CIAA men improvised soundproofing out of mats from native grasses. They showed stations how to build equipment in the U.S. to produce sound effects. They introduced strict scheduling, eliminated frequent delays and gaps between programs, made available transcribed musical libraries for cooperative use by stations, produced variety shows employing local talent, and pointed the way to good radio.

In a more tangible way, through purchase of time and talent for CIAA programs, stations were enabled to contribute to Latin American operations. CIAA was instrumental in getting the War Production Board to give equal treatment with the other radio broadcasters to our Latin neighbors in requiring transmitter tubes and other broadcast maintenance equipment. Without this equipment, it is doubtful whether many stations in Latin America would be operating today.

For listeners, the CIAA has helped in providing sufficient tubes and other parts to keep receiving sets in repair.

Listener Results

But more important, the CIAA, through its network operations from the United States, has changed the listening habits of millions of Latin Americans. Instead of the prewar days when they were receiving from Nazi stations inside and outside of Germany, they are now listening to unbiased news and uncontaminated variety programs from the U.S.

Although it is difficult to measure audience habits in Latin America on a highly perfected scientific basis, there is evidence of the effectiveness of American operations.

CIAA originally sent out radio schedules to 48,000 known shortwave listeners. It is now mailing out schedules to 125,000 shortwave set owners, as a result of direct listener requests. The eagerness of our Latin neighbors to hear our programs is indicated by the fact that a large percentage of the requests for subscriptions have been sent via air mail. The list grows daily.

From one nation, the number of requests has about doubled in the last few months, indicating part of the desire of Latin Americans for unbiased news intelligently presented by democratic commentators.

The fan mail received by CIAA is enormous. From every one of the republics come grateful letters, some poignant in their expressions of appreciation for the programs received. One CIAA commentator alone receives 500 to 600 letters a month. When a news commentary was temporarily suspended, more than 1,000 protests were received.

The program was quickly resumed.

In a recently issued book, Inter-American Affairs — 1944, published by Columbia University Press, Don Francisco, Assistant Coordinator of the CIAA, stated that "radio has become an indispensable medium for creating an understanding of the United States in the other Americas, a "public service" (Continued on page 55)

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### FCC ANALYSIS OF ECONOMIC STATUS OF BROADCASTING

Introduction to Allocations Hearings. Data cover total radio homes, per capita income, retail sales of all retail stores, total broadcast revenues from sale of station time, total investment in tangible broadcast property, and number of broadcast stations (standard, FM, Television) in the United States by States and broadcast regions.

<table>
<thead>
<tr>
<th>Broadcast Region and State</th>
<th>Population (1940 census)</th>
<th>Radio Homes (1940)</th>
<th>Per Capita Income</th>
<th>Retail Sales (1940)</th>
<th>Total Broadcast Revenue (1943)</th>
<th>Tangible Broadcast Property</th>
<th>Number of Stations Licensed as of September 1, 1944</th>
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The table continues with data for each specific state, followed by a section on broadcast activity, including radio stations by state, and a summary of the number of stations licensed as of September 1, 1944.

**Source:** American Bar Association Survey of Current Business United States Department of Commerce, Bureau of Foreign and Domestic Commerce.

**Note:** The number of stations licensed as of September 1, 1944, includes all radio stations, including those that were not licensed, and does not include stations that were not operating or that had not yet applied for a license. The table also includes data on radio homes, per capita income, retail sales, and total broadcast revenues for each state.

**Explanation:**
- A unit was enumerated as having a radio if it contained a usable set or one only temporarily out of repair, and it also included a portion of the family not reporting on the radio question.
- The source indicates that the data were collected through surveys conducted by various organizations, including the American Bar Association and the Bureau of Foreign and Domestic Commerce.
- The data were collected and compiled by the United States Census Bureau, Retail Trade, 1940.

**Allocation:**
- The allocation of broadcast stations is based on the number of radio homes, per capita income, and retail sales, among other factors.

**Breakdown:**
- The breakdown of broadcast revenues includes sales from station time, national advertising, and other sources.

**Estimate:**
- The estimate of broadcast revenues includes all sources, including broadcast, retail, and other sources.

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**BROADCASTING**

**Broadcast Advertising**

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**Text:**

- The text continues with additional details on broadcast activity, including the breakdown of broadcast revenues, the number of stations licensed, and the allocation of broadcast stations.

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**September 21, 1944.**
Who has seen the wind?

A lovely old nursery rhyme, it seems to us, pictures the power and mystery of a “radio audience” far better than a slide rule calculation . . . a thumb-tack on a map . . . or what a time buyer reads in a data book.

The nursery rhyme goes like this:

Who has seen the wind?  
Neither you nor I  
But when the trees bow down their heads  
The wind is passing by.

—Christina G. Rosetti

There’s something about a “radio audience” that you can’t pick up in your hands and examine under a microscope or with a micrometer.

It’s an intangible made up of a lot of qualities. All we know for sure about our W-I-T-H audience is that it produces more results for advertisers at the lowest cost, than any other station in town. We have the facts on that!

It’s not a slogan, but the truth, when we say, “W-I-T-H is the people’s voice in Baltimore.”

WITH

Baltimore, Md.

Tom Tinsley, President  •  Represented Nationally by Headley-Reed

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Comparative Schedule of the Spectrum And Recommendations for Allocations

FOLLOWING is a comparative schedule of the radio spectrum showing present allocations, recommendations of the Interdepartment Radio Advisory Committee, and those of the Radio Technical Planning Board and others. Facsimile has been omitted inasmuch as the FCC has never allotted a definite spot on the spectrum for that service and since it has not yet come up before the allocations hearings now in progress. Recommended allocations will be listed in BROADCASTING as new requests are presented.

Standard Broadcast

Present, 550-1600 kc.
RIRP, 550-1600 kc.

FM Broadcast

Present, 88-108 mc.
RTPR, 88-108 mc.

Television

Present, 7 channels 65-108 mc; 11 channels 162-294 mc.
IRAC, 64-108 mc; 440-508 mc; 524-946 mc; 118-192 mc and 206-218 mc (mobile television only).
RTPR, 9 channels 60-114 mc; 144-156 mc; 192-225 mc; 234-240 mc; 400-1000 mc (experimental).

International Broadcast

Present, 6000-6200 kc; 6600-9700 kc; 11-7000-11,900 kc; 15,190-15,240 kc; 17,760-17,866 kc; 21,460-21,675 kc; 25-27 mc.
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following space: 6250-6900 kc; 9200-9885 kc.

10,200-11,850 kc; 16,015-16,200 kc; 17,140-17,850 kc.
RTPR, same as present allocations, but adding 25,600-26,750 kc.

Broadcast Relay

Present, ranges in spectrum from 1696 kc-20,800 kc.
IRAC, 156-168 mc.
RTPR, same as present allocations, adding 380-394 mc; 1210-1220 mc.

Amateurs

Present, 1750-1895 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 22-80 mc; 66-60 mc; 112-116 mc; 224-230 mc; 400-491 mc.
IRAC, 3800-3900 kc; 7000-7400 kc; 14,000-14,400 kc; 21,000-22,000 kc; 28-30 mc; 54-60 mc; 112-122 mc; 1224-1235 mc; 2500-2700 mc; 6000-6750 mc; 10,000-12,900 mc; 21,000-22,000 mc.
RTPR, 8.5-7.7 mc; 14-14.4 mc; 15-20 mc; 21-25 mc; 25-30 mc; 60-60 mc; 114-118 mc; 224-230 mc; 448-480 mc; 940-960 mc; 1784-1820 mc; 2600-8800 mc; 7180-7700 mc; 3016-3640 mc; 7165-7800 mc; 14,295-15,360 mc; 11,873-30,730 mc and up.

PUBLIC SERVICE

Bank's Commercials on KUTA
Win Wide Acclaim

UTAH STATE National Bank, Salt Lake City, which sponsors Henry J. Taylor, Blue Network news analyst, on KUTA Monday through Friday, 10:30-10:45 p.m. (MWT) utilizes commercials to educate people to spend and save wisely and to picture the postwar economic situation. Commercials are written by Orval W. Adams, executive vice-president of the bank.

Mr. Adams said that savings accounts have increased rapidly in the last few weeks, attributing the gain to the radio broadcast though the bank has never solicited accounts on the program.

The Salt Lake public service commercials have received recognition in several banking journals. There is no selling copy. Typical commercial, given three times during the program, at the beginning, middle and end, recommends maintenance of a sound financial structure in the Government and the importance to the individual of keeping Government expenses at a minimum.

In Southern New England People are in the Habit of Listening to WTIC

NOW BACK AGAIN

on WIRE

Indianapolis

Selling Groves Cold Tablets

GEORGE E. HALLEY
TENNESSEE RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 4, MO.
AN AUTHOR & SCRIPT PRODUCER

Page 16 - October 16, 1944

BROADCASTING - Broadcast Advertising
WHAT SHOULD A TELEVISION STATION COST?

Prospective station owners are fast discovering that DuMont has the answers on television... and willingly shares its "television know how" for the advancement of this magnificent new art. Prospective station operators also are discovering that DuMont telecasting equipment is "tops" in signal transmitting efficiency and effectiveness, and leads in installation and operating economies.

Eloquent evidence of DuMont leadership is provided in the design and construction of 3 of the nation's 9 television stations in service today... and in the operation (for more than 3 years) of Television Station WABD, New York. Just as DuMont's development of the DuMont Cathode-ray Tube made television commercially practical, so DuMont pioneering in station design and operation has set a pattern for profitable station management.

"Planning Your Television Station" tells how to insure a low-cost telecast operation... outlines your equipment requirements... offers you a surprising arrangement for reserving equipment now, and for custom-building your telecasting set-up and training your personnel soon after victory. Please request this booklet on your firm letterhead.

Copyright, 1944, Allen B. DuMont Laboratories, Inc.
Ryan Asks Sufficient Space For Radio's Postwar Needs

Adequate Facilities Indispensable to Democracy, Says NAB Head; Lauds Advertisers

J. HAROLD RYAN, president of the NAB, last week called upon the FCC to "allocate sufficient space in the ether for the development of broadcasting —aural and visual—on a competitive nationwide scale".

Testifying before the Commission last Tuesday in its standard broadcast allocation hearings, Mr. Ryan declared that "adequate facilities for a nationwide competitive system of mass communication is indispensable to distribution in the postwar era and our greatest guarantee for the maintenance of democracy."

"Radio advertisers are part and parcel of the American system of broadcasting, which they helped to build," said the NAB president, himself a practical broadcaster. "The proper assignment of the public's frequencies into the channels of commerce so that they may be of the greatest value to the people is most important and grave responsibility of this Commission."

Mr. Ryan told the FCC that "the broader effects your decision will have on the postwar era" must enter into the Commission's consideration of evidence in the hearings, which began Sept. 28.

"Solution of the problem of unemployment is our number one job," he asserted. "Let us bear in mind that the bases of full employment are production, distribution and consumption."

American ability to produce, said Mr. Ryan, "has amazed the world!" Tremendous needs of peoples "all over the world" will take care of consumption, he added, then stated: "If we can solve the problem of distribution, a long, lasting and healthy prosperity will be ours."

"As one of its most valuable tools, distribution uses the key of advertising and to a greater and greater extent the medium of mass communication by radio. We look with confidence to an ever increasing amount of advertising as recognition of its economic function becomes more widely understood.

DOING THINGS IN A BIG WAY

Agriculture is big business in the tri-state area of Louisiana, Texas and Arkansas. Mild climate and rich, fertile soil assure a longer growing season and a variety of crops. This contributes materially to the growing prosperity of farmers who are, today, producing record-breaking harvests of cotton and alfalfa...soybeans, peanuts, sweet potatoes and corn. In this market where effective buying income shows a 102% gain over 1940, alert advertisers are creating new sales through their use of powerful, 50,000-watt KWHK.

Dengler Appointed

HERBERT F. DENGLER has been appointed engineer in charge of the Radio & Television Section, Interior Dept., replacing Henry P. Meisinger who resigned to enter the Marine Corps for special training in communications operations. He was formerly Principal Radio Technician, Army Signal Corps, monitoring officer with the FCC Radio Intelligence Division and 1st Radio Officer for the War Shipping Administration. Mr. Meisinger held the post for two years during which time he made contributions to the improvement of receiving techniques used in connection with government radio operations.

"Most certainly we may also confidently expect that radio will be called upon to perform an important role in our vastly expanded national economy. The transition from our peacetime capacity to a wartime job," said Mr. Ryan. "is the greatest challenge with more outlets and expanded facilities."

Phenomenal Success Story

"Acceptance of broadcasting by the American people has resulted in one of the most phenomenal success stories in American history," said Mr. Ryan. "Approval of the American system of broadcasting is demonstrated by the fact that Americans have invested billions of dollars in receiving equipment. More startling is the extent of this acceptance, demonstrated by the fact that 83.7% of all urban families use their sets for an average of five hours and four minutes every day, while 85.9% of all rural families use their sets for an average of five hours and 18 minutes per day."

"It is appropriate that the Commission, in weighing the evidence for need for space in the spectrum, (Continued on page 55)
World’s Largest Auditorium
—the American Living-room!

Soldier Field, at Chicago’s Burnham Park, has a seating-capacity of 200,000 people. The Los Angeles Memorial Stadium holds 117,000 people and the Memorial Coliseum, an additional 105,000. Philadelphia’s Municipal Stadium accommodates 130,000 and Cleveland’s Public Municipal Stadium, another 100,000. Pasadena’s famed Rose Bowl holds 90,000. And so on, through a long list of public auditoriums.

But the estimated total of their seating-capacity (4,138,096) is a mere drop in the bucket compared to the capacity of America’s combined living-rooms, reachable by radio. Only by radio can the President of the United States talk to more people than could possibly squeeze into all the football-fields of America combined.

Why, 18,000,000 Americans live in the primary areas of Westinghouse stations alone! Here is not only mass, but class... class determined by the high-quality programs, both NBC and local, fed over Westinghouse stations, 24 hours a day, 7 days a week.

Through Westinghouse stations alone, you can talk to more people... almost five times more people... than the great, public stadiums could accommodate. Have you something you want very much to say about your product to the World’s Largest Auditorium? Consult NBC Spot Sales for availabilities.

WESTINGHOUSE RADIO STATIONS Inc
WGL - KYW - KDKA - WBZ - WBZA - WOWO
GOP Women Organize Radio Listening Groups

TURNING to radio in a year when increased home responsibilities and transportation shortages threaten curtailment of their political activities, some 5,000,000 Republican women have organized a nationwide chain of neighborhood radio listening parties to keep non-radio families as well as their neighbors informed of Republican policies as explained by the party's spokesmen on the air, according to the Republican National Committee.

On Oct. 26 special local radio programs will be arranged to stress the women's campaign to "get an extra vote" for GOP candidates. Climax of the "Double the Vote for Dewey Day" will be rallies, neighborhood and block listening parties arranged by each of the 4,000 women's Republican clubs in 40 states to bear the Chicago address of Gov. Dewey. In addition to serving as "tune-in hostesses," the women party workers are also organized into publicity committees who not only see that local and national party broadcasts are publicized, but also telephone their neighbors of last-minute changes in radio schedules.

Want Video Sets

FOUR out of ten New Yorkers plan to purchase television sets as soon as they are available after the war, according to a survey of people with means to purchase video receivers in the city's metropolitan area, made for the Allen B. DuMont Laboratories by Buchanan & Co., New York, DuMont agency. Other survey findings were: Six out of every 10 postponing the purchase of a set say they will get one within three years after the war. Seven out of 10 said they would not put off buying a receiver showing only black-and-white pictures to wait for color. After viewing half-tone pictures corresponding to present video quality and to roughly double definition, six out of 10 said they would accept present quality rather than wait three to five years for the clearer pictures.

Albers Flour Series

ALBERS BROS. Milling Co., Seattle (flapjack flour), on Oct. 2 started for 52 weeks, sponsoring a five-weekly quarter-hour program, Albers Homemakers' Hour, on 7 NBC Pacific and Mountain region stations, Monday through Friday, 10:30-10:45 a.m. (PWT), with transcribed rebroadcast on KFI Los Angeles, Monday through Friday, 8:30-8:45 a.m. (PWT). Lew Lacey is m.c.-vocalist and writer of the series, with Martha Hunt, home economist. Weekly prizes vary from $1 to $25. War Bonds are awarded for program ideas. Bob Nye is producer for Foote, Cone & Belding, Hollywood, agency servicing account.

Goodman for Fox Feature

FOX FEATURE SYNDICATE, New York, has named Harry S. Goodman, radio producer, New York, to produce and distribute radio programs based on four comic-books. A series of quarter-hour transcriptions drawing from The Blue Beetle are being released. Programs based on The Bouncer, The Green Ghost and Rocket Kelly are being offered as live network shows.

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BASSO PROFUNDO of the lily-pond grand opera, the Frog is EXCLUSIVE because of its broad-jumping skill . . . and because of its Vocal Power, especially in the Spring. Short and compact of body, with large head and huge protruding eyes that never miss a moving object, this “Siren of the Ditch” is a boon to agriculture, consuming insects that are injurious to vegetation.

BIG VOICE of FM in the Kansas City Area, K-O-Z-Y is EXCLUSIVE because, during the war years, it has continued to Reach and Retain this SELECT AUDIENCE to be able to Provide a Preferential Proving Ground for Your Product . . . and KOZY’s Vocal Power will immediately enjoy Extra Audience Dimensions when Victory brings FM EXPANSION. Write for RATE CARD 3.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

FM Radio Station KOZY
PORTER BUILDING • KANSAS CITY, MISSOURI

FM Pioneer in the Kansas City Area
Stephens Meeting Stresses Future

November Conference Eyes Radio Plans for 'Tomorrow'

FUTURE PROGRAMMING, particularly as it relates to the individual station and its problems, will feature the Third Annual Radio Conference at Stephens College, Columbia, Mo., Nov. 17-19.

Under the general theme, "Radio Programming for the Home of Tomorrow," the three-day conference will emphasize women's, children's and service shows, with demonstrations of live and transmitted productions. Discussions also will center around FM, television and facsimile. Study groups, highlighted by practical demonstrations, will be conducted in addition to the general sessions, which will be built around controversial issues.

Representatives of 40 stations, three major networks, the British Broadcasting Corp., Canadian Broadcasting Corp., NAB, advertising agencies, government branches and schools are planning to attend this year's conference. An advisory committee includes:

- Doris Cowherd, NBC; Willard D. Egolf, public relations director, NAB; Lt. Col. Harold W. Kent, War Dept. liaison, U. S. Office of Education; Miller McCullough, NAB president; Harry Summers, Blue Network; Dr. J. Keith Tyler, Ohio State U. and president of the A.S.A.; for Education by Radio; Judith Walker, NBC; Allan Page, KVOO Tulsa; Chester L. Thomas; KXOK St. Louis; William L. Flanagan, KNRT Des Moines; Peggy Cave, KSD St. Louis; Dr. W. W. Chartiers, Stephens College; Arthur Casey, KMOX St. Louis.

Among those who have accepted invitations to participate in panel discussions are:

- James R. Angell, NBC; Kenneth Bartle, Dean of Extension, Syracuse University; Busch Chilton, WCAU Philadelphia; Stephen Pry, BBC George Jennings, Chicago Radio Council director; School Broadcast Conference; Dorothy Lewis, NAB; Frances Farmer, WOR; Ira Philcox, War Food Administration; J. D. Shourney, vice-president of the Crosby Corp.; general manager, WFL; Mrs. Egolf; Dean Douglass, RCA; Florence Wayner, CBS; Harry Summers, Blue Network; Robert B. White, Blue Network, Chicago.

ODDS AND ENDS were put together to form the antenna and transmitter for CJBC Toronto, a 5 kw key station of the Canadian Broadcasting Corp., since no new parts were to be had due to well-known wartime shortages. Station went on the air with its new transmitter Sept. 1. The directional array protects CJBC Calgary and CMX Havana, which share 1010 kc.

CONTEST ANNOUNCED

New Name Sought for Library

—Offered by Arthur Church

CONTEST open only to those associated with advertising, radio, or musical entertainment and featuring $1000 in War Bonds as prizes has been announced by Arthur E. Church, Productions of Kansas City to find a name for the library of "Midland Minstrels." The unit is to be offered nationally under the new name and is composed of 300 selections. Neither western nor hillbilly in character, the library is made up of instrumental and vocal nocturnes by the Minstrels, with Bonnie King as vocalist. Entries must be postmarked before midnight Oct. 31 and should be mailed to Arthur B. Church Productions, Hotel Pickett, Kansas City 6, Mo. Winners are to be announced in November.


WJNO Assistance

WJNO, West Palm Beach received a phone call just prior to the 9 p.m. station break recently and was informed that two small girls, sisters, had been lost somewhere on the outskirts of West Palm Beach. Following a check of the call, WJNO at 9 p.m. broadcast the alarm. Within 20 minutes the station was informed that a motorist who heard the broadcast had found the children.
PUBLIC SERVICE...AN OBLIGATION, A PRIVILEGE, AN OPPORTUNITY

He's one of the regular clients on this important Weekly Program*

It takes a lot of time, brains and hard dollars to thoroughly fulfill the civic obligations which radio owes to the community it serves. But KFI has found this altruistic policy a sound investment in listener loyalty.

This is why KFI applies the highest character of showmanship, writing, casting and production to each of its many public service programs.

Purposeful local programming, plus top-ranking NBC shows accounts for KFI's dominant position in the Los Angeles market.

KFI...NBC for LOS ANGELES
50,000 WATTS • CLEAR CHANNEL • 640 KILOCYCLES

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

* "THIS IS MY COUNTRY"
This weekly KFI Public Service program is dedicated to local activities which are contributing to victory and setting the stage for better living when peace comes. Each program dramatically presents some phase of civic life which vitally affects the welfare of Los Angeles.

The following titles of recent broadcasts of "This is My Country" offer some description of the subjects covered:

- Rehabilitation of Returning War Veterans
- Hollywood Guild Canteen
- War Man-Power
- Public Schools Music Week
- Birthday of City of Los Angeles
- Post-war Building Projects
- Neighborhood Music Schools
- Post-war Industrial Planning
- Los Angeles Red Cross
Radiomen Are Now Ambulance Drivers, Ex-UP Writer Reports From Overseas

By FRED WACKERNAGEL JR. Volunteer Ambulance Driver, American Field Service

WITH the British Forces in Italy, (Delayed)—At least half a dozen of radio's newswriting, acting and producing men are making their contribution to the war as volunteer ambulance drivers for the British Army. Members of the American Field Service, they have been stationed with the English in Syria, North Africa and Italy.

Lt. Richard E. Ritter of AFS HQ was in NBC's production department, New York, before joining the Field Service about two years ago.

Leo E. Hillery, of Boonton, N. J., has appeared in dozens of radio plays and serials as a character actor. He took part in an Ibsen series, over Manhattan's WQXR, with Margaret Wycherly. For WTHT, and Columbia he was in Suffer Little Children, with Burgess Meredith and Katherine Hepburn; the show emanated from Washington. He also has been in The Goldbergs, Ewly Quern, John's Other Wife and Lights Out.

Newswriters

On the newswriting side have been Charles E. Squire, with CBS in New York, and Fred Wackernagel Jr., with United Press Radio in Washington and Press Association (Associated Press radio department) in New York. Joseph E. Fromm rose to acting bureau chief for Press Association at Chicago, before joining the radio newswriting staff at The Chicago Sun. En route to the Middle East as volunteer ambulance drivers, Squire and Wackernagel wrote a radio interview for their unit leader, who had been a dynamiter in civilian life; the interview was broadcast as a feature of the Durban (South Africa) Broadcasting Corporation.

An unexpected (i.e., military secret) sailing date prevented the broadcasting of their radio dramatization of American Field Service history and incidents, but Squire later rewrote it for presentation by the Egyptian State Broadcasting System, from Cairo.

Incidentally, a former AFS man then, and now, with ESBS is Lt. William A. Pfeifer, of Sheboygan, Wis. His commission is from the British and was earned by passing through OCTU, the British Army's Officer Candidates' Training Unit.

Warren G. Fuller was with WDWE Chicago, Champaign-Urbana, Ill., while a student at the University of Illinois. He served in Syria and North Africa with the British and now is training with the reactivated AFS French unit.

FRED WACKERNAGEL JR., Volunteer, American Field Service.

Dutch Made Sets

Dutch workers in the Phillips electrical plant at Eindhoven in the Netherlands "mass produced" clandestine radio sets during the German occupation, according to a recent British broadcast. Sets were made in small cracker boxes with parts workers took from the factory when the Nazis weren't looking. The Germans long ago "confiscated all wireless sets belonging to the people," the broadcast said, "but it was a futile thing to do in a city where almost every other man is a radio engineer."

BBC Denies Study

DENIAL has been made by the BBC that investigations into the reception to sponsored programs have been made in London. BBC previously had been reported testing public opinion by a cross section inquiry as to whether sponsored programs would be welcomed. Resumption of commercial broadcasting, with British money, from Normandy, Luxembourg, and Eire might force the hand of the British authorities to establish some such internal services, it is believed.

JOHN D. KEATING, former Pacific Northwest radio station representative, who was inducted into the Army in July 1943 and subsequently was commissioned a second lieutenant after completing OCS training, has been promoted to first lieutenant. He is assigned to the Army Air Forces Air Communications headquarters in Washington.

Colombia Forms Overall Communications Agency

A RECENT executive decree of the Colombian Government, proposing the establishment of a new government-owned radio communications company, the Empresa Nacional de Radiocomunicaciones, would place under government ownership not only all telephone and radiotelegraph services but broadcasting. The company will operate under supervision of the Ministry of Posts and Telephones. The reason for the government action is that the government should at all times retain a "direct control and intervention over these services in order to guarantee public security and order."

24 Hours a Day!
The Brands that sell are those advertised on WBAL

WBAL—50,000 Watts . . . One of America’s Great Radio Stations
BASIC NBC NETWORK—Nationally Represented by Edward Petry & Co.

Baltimore

Broadcasting • Broadcast Advertising

October 16, 1944 • Page 25
Tips for Radio War Correspondents

Go Prepared, But Buy Uniform Abroad, Says Baylor

By DAVID M. BAYLOR
Program Director, WGAR Cleveland
War Correspondent, ETO

IF YOU, Mr. Independent Station Manager, are planning to send a correspondent to the European Theatre of Operations to represent your station, or independent group of stations, perhaps you will be interested in this collection of facts. They may be of some help in getting your correspondent started, and getting his program material back to your station with a minimum of delay.

Not being experienced in network or newspaper war coverage, I'm not prepared to put down here a list of general do's and don't's for war correspondents. So let us be concerned with only the problems of local station representatives.

Only recently have accreditations been opened to permit 12 correspondents from individual stations in the European Theatre of Operations, at one time, and for a period of 90 days. It is an excellent plan, and one which offers independent stations an opportunity to do a type of job for their own communities which adds to the public service they are able to render, and to their prestige as well.

Thus, those of us who are in the first group of 12 such representatives have encountered some difficulties which would not be problems to either an independent newspaper correspondent or a network broadcaster. We have been guinea pigs, so to speak, for those of our fellow independent correspondents to follow.

In the case of a network correspondent, there is available to him the vast facilities of his company with which to operate. He needn't worry about how his program material is going to be handled by his company, with which to operate. He needn't worry about how his program material is going to get back to the States. That is already taken care of for him. His only problem is to get his story, write it, get it through the proper censorship channels, and get it on the air.

The correspondent representing an individual newspaper has the facilities of commercial cable companies, many of which are operating in both the United Kingdom and in the Normandy battle areas. His story can be written in the back seat of a jeep, on a tank turret, or in the woodshed of a

IT TAKES KNOW-HOW AND PRESTIGE

TO SELL even in this market—WBIG centers the richest and most populous area in all the southeast.

5000 W. WBIG
GREENSBORO, N. C.
Represented by Hollingberry

MR. BAYLOR

French farm; then it can be sent by courier to the nearest cable station for cabling back to his paper.

But with the individual station correspondent, he must have studio facilities, shortwave facilities, and must be there in person to report his story on channels which he has had to arrange himself, without the help of a cable office, or facilities of network operation.

BBC Cooperative

Of course the individual station correspondent has some advantages over his fellow reporters in that he is, in most cases, not interested in spot news coverage, only in features and human interest. Therefore, delay between the date of the occurrence of the story he is reporting and the date his story, reaches the air, is not so important.

He has a choice of facilities open to him. First of all, the British Broadcasting Corp. has been exceedingly cooperative, and is anxious to give service whenever possible. But BBC facilities are crowded, since it operates one of the most complex and widespread broadcasting businesses in the world. Therefore, there are commercial recording studios available for use, at reasonable cost, where interviews, feature stories and other types of broadcasts can be trans-
Little Edgar says: "It always adds up to WGN being the right answer all over the Middlewest"

A Clear Channel Station

No wonder WGN carries more retail, local and national spot business than any other major Chicago station

CHICAGO 11 ILLINOIS
50,000 WATTS 720 KILOCYCLES

MUTUAL BROADCASTING SYSTEM

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

BROADCASTING • Broadcast Advertising

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Army channels travel he comes by Of bring with according equipment, which chased.

Mobile recording facilities are limited. If your correspondent can avail himself of some sort of recording equipment, which he can bring with him, he would be wise. Of course this is only possible if he comes by boat, for the weight of such equipment would preclude his travel by air. Mobile recording facilities available for use through Army channels are few—too few for the demands made upon them. Even though they make every effort to help correspondents, they have to apportion out what is available in order that every station, newspaper, network and news service gets an equal break.

Therefore, your correspondent should come prepared to seek the best facilities available for the type of job he wants to do. Any preparations or arrangements which he can make before he reaches the European Theatre of Operations will be of considerable help to him, and will cut down the time interval between his arrival and the first program material he is able to send back.

Your correspondent also should be prepared to undergo a certain amount of regimentation. The regulations for War Correspondents are laid down for a specific purpose. They are not unreasonable, and he will have considerable freedom of movement. The regulations are developed from long experience, and with an eye to allowing the best possible reporting of the war, within the limits of security and military welfare. He must remember that the prosecution of the war is the first consideration of our Army. The welfare of correspondents is purely secondary.

He shouldn't expect to go into battle with American troops within a week after his arrival. There's a pretty big war going on in France, and there isn't room or time for too many correspondents. He will have to wait his turn, for only a limited number of men can be present at the front until more territory is occupied. He will have to spend quite a bit of time in England before he is permitted to go to France.

Don't expect him to have his first program on the air back home within two days after his arrival. He's got a lot of work to do before he can settle down to the business of broadcasting. He must take care of his various accreditations, get his uniforms, be briefed in the operation of Army Public Relations, get his field equipment made, arrange his facilities, and perform a thousand and one other operations before he can really get down to business.

If he wants to interview a number of men from his area, which he will surely want to do, make certain that he has the Army Post Officer's approval before he goes. If the Army wants to see. The Army can do and is doing a fine job of locating people, but they must know at least the APO. If you just ask for John Smith, remember that there are almost 11 million men in our armed services.

With regard to the expense of his trip, you won't get out of it cheaply. For assurance of that, I refer you to the WGAR auditing department. It costs money to live in England. A pound note, which is roughly equivalent to $4 in American money, is spent almost as quickly as a dollar bill. So be prepared to pay through the nose for the public service and prestige that you will derive from having your own correspondent in the European Theatre of Operations.

Uniforms cheaper abroad Don't let your representative get carried away by the glamour of being a War Correspondent, because it's a lot of work, and anyone who is engaged in it is on a continuous tension. It isn't routine, it isn't cut and dried. It is exciting in a manner of speaking, and it is a wonderful experience.

Then there are a few incidentals. Be sure that your correspondent has a good portable typewriter, with a sturdy case. Typewriters in England are very expensive, when you can get them, which is very infrequent. Don't let him buy uniform forms before he comes. He will wear the regular Army officers uniform without insignia of rank or unit, but what he needs can be purchased at Army Sales stores in England much more reasonably than in the States. If he wants a radio set, he'd better bring it with him, because he won't get one in England.

If you pick your correspondent carefully, if he is honestly imbued with the desire to do a good job, if he is willing to work all hours of the day and night, and live sometimes under the most difficult conditions, then you would be wise to send him along. Now it's a pretty good war, and fortunately we are on the winning side. It's the greatest news story of this century and your station will be missing something if it isn't in on it.
No matter what's needed in song or symphony, it's on tap at NBC—ready and available for immediate playing.

For NBC operates the world's largest and finest working musical library—made up of well over half a million titles representing every musical era from jungle rhythm and folk chants to the popular tunes to be released next week.

They're all here—indexed, cross-indexed, catalogued in every conceivable way—even in ways which enable singers and conductors to find a song or score after they have forgotten the title. This stockpile of melody, which the National Broadcasting Company has been accumulating for nearly 15 years, is growing daily—as fast as new tunes roll off printing presses, almost as fast as composers can write them.

This is another illustration of the manner in which NBC does a thorough job in every field of radio... of how NBC goes the limit to help build better broadcasting. The grand total of many things... large and small... done well helps give NBC its leadership, helps assure NBC's position as "The Network Most People Listen to Most."
In Metropolitan

W... DELIVERS A Signal to MORE PEOPLE THAN ANY OTHER STATION.

CBS... FIFTY
Cincinnati

LUCKY

STRONGEST SIGNAL

RIDGE THAN ANY

S.B. Wilson

RAND IN WATTS
Not by Default

INERTIA, unwillingness to get out in front, or preoccupation with other matters, have cost radio many an important loss in the struggle against excessive regulation. The most recent loss, largely by default, was that proposing relaxation of the transcription identification requirement to permit announcement at one-hour intervals. Only a half-dozen statements were filed, so the FCC, by a split vote, forgot the whole thing.

The FCC now has proposed another order, dealing with sponsor identity. The proposed rule would require announcement at the beginning and end of each program (except those of five minutes or less) of the "true identity" of the person or persons sponsoring the program. But it goes far beyond the accepted meaning of sponsorship. The mere furnishing of script or transcription or talent for a program for which the time is donated (ordinarily sustaining) pegs the program as one requiring sponsor identification under the proposed rule.

The proposed rule, in conformity with Section 317 of the law, has its good points. It will provide for station protection against organizations which want to get across their philosophies on the air but remain anonymous. That goes for so-called "Citizens Committees" espousing political causes, and organizations representing management which function through associations or panels.

The FCC has set oral arguments for Nov. 10—the last day for any oral arguments. The issue here will or should eliminate the political campaigning aspect. Briefs and requests for oral argument must be filed by Nov. 1. These arguments can cover reasons why the rule should not be adopted in its proposed form, or not adopted at all.

The subject is too important to slough off without thorough analysis and explanation. Will it be enough to say the First National Bank sponsors the Melody Hour? Or must the announcement say that the bank is a subsidiary? Will a Government transcription constitute sponsorship? What about script purchased from a syndicate, but used sustaining? "Valuable consideration" as used in the proposed rule is a very broad phrase. Keep in mind the ground that has been covered through the device: "Public interest, convenience and/or necessity."

We think there should be appearances filed for the hearings, not only by the NAB, but by other representative groups in radio—networks and stations so minded. The Assn. of National Advertisers, and the American Assn. of Advertising Agencies have definite stakes. Let's get all the facts.

The rule may turn out fine. But the language, to us, appears too broad, without clarification. This one shouldn't go by default.

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JOHN FRANK JARMAN JR.

To those in the radio industry and to those in the world of radio who únderstand the significance of a free radio system, Frank Jarman Jr. is general manager of WDNC, CBS outlet in Durham, N. C., president of the North Carolina Assn. of Broadcasters, past president of the Durham Junior Chamber of Commerce, Presbyterian deacon, national director of Co-Operative Clubs International, and pillar of a half-dozen other civic and business organizations.

But to 15,000 children within the coverage of WDNC, he is "Santa Claus". Even Frank's five-year-old Joan Frances and three-year-old Judith Marion don't know that the Santa Claus they hear over the radio each Christmas is their own daddy.

This Santa Claus role which Frank has played for nine years is typical of his theory on station management and helps explain why WDNC is considered by the folks in the Durham area as "their own station."

Jarman says, "Our 250 w operation policy is based upon the belief that personality and close attention to local listener interest is the straight way to a market's ear and heart. Mix this local flavor with a good schedule of network programs and you build a loyal audience."

Mr. Jarman was born in the North Carolina port city, Wilmington, Aug. 11, 1907. After attending Davidson College he transferred to the end of his freshman year to North Carolina State College, from which he was graduated in Architectural Engineering with the class of 1929.

He switched to commercial art following graduation and spent the next two years studying at the National School of Fine & Applied Arts, Washington, D. C., and at the Art Institute.

In New York in 1932 and 1933 he freelanced in commercial art and cartooning. While on a vacation in Wilmington in 1935 the post of program director of WRAM was offered to him and he accepted.

The station moved to Durham in 1934 and became WDNC. Jarman moved with it as a commercial manager. In 1935 he was stepped up to general manager. WDNC is owned by the Durham Herald-Sun newspapers.

He married Frances Moss in 1939. Before her marriage Mrs. Jarman was active in commercial art but, like her husband, she switched to radio and for six years has conducted a sponsored weekly fashion program.

His career has been the opposite of the usual success-story of a manager guiding a small station into a big one. Rather it has been the unique accomplishment of building a large audience around a small station.
A smart showman once said, "Make it sound instead of sensational."

Perhaps that is why "Top of the Morning," popular WTMJ 6 to 8:30 a.m. participating show, has an average of 56% of Milwaukee's morning radio audience! It's easier to get up in the morning, thanks to WTMJ.

The format is free and easy. Popular music is blended with news reports, weather reports, time signals and Gordon Thomas' smooth line of patter.

The handling is what gives the show its punch and appeal. News is keyed to the morning audiences. The WTMJ newsroom opens its doors at 5 in the morning to start the analysis of the night's events. News reports are well written and frequent.

Music is suited to Wisconsin tastes. Comments are lively and keyed to local appeals and interests.

Local and national advertisers keep the spot announcements and five-minute news broadcasts at a premium. There are, however, a limited number of availabilities at the time of writing. Contact Petry. Learn how you can hit and hit hard in Milwaukee by using WTMJ.
Merchandising & Promotion

Listener Promotion—KGVO Brochure—FM Film
Cumberland Market—News Service

Listener Promotion

INTENSIVE CAMPAIGN for outof-town listening has been launched by WFIL Philadelphia with a series of newspaper ads, 600 lines per week, in each paper in Chester, Norristown, Bristol, Doylestown, Pa., and Wilmington, Del. Inside card showings are scheduled for Wilmington transportation facilities. Other WFIL promotion includes billboard postings, public window displays, direct mail projects, store displays and dealer distributor tie-ups for both program and spot accounts.

KGVO Brochure

LATEST promotion brochure, in booklet form, of KGVO Missoula, Mont., is "Testimony to a Market and a Medium", outlining KGVO service to Missoula and nine surrounding counties. Frontispiece is a photographic layout showing the staff members at their various duties, studios and transmitter. Copy consists of coverage maps of the KGVO area, graphs and charts together with explanatory material pointing out that Missoula is the heart of an agricultural, industrial and transportation center.

WMBG Window Stopper

TO PROMOTE the NBC Parade of Stars, as well as feature news on WMBG, the Richmond station has set up a news teletypewriter in the window of Miller & Rhoad's, Richmond department store, with a large map of Europe in the background. The teletype is close enough to the window for passerby to read the news, and daily at 2:45 p.m. a news broadcast is originated from the window, the announcer showing the movements of troops with crayon on the map.

FM Film

TO ACQUAINT the public with the operation of FM, Yankee Network has arranged to show the film, "The Story of FM". The special movie, for which no tickets are required, is shown thrice-daily at the Yankee Network studios in Boston. After the showing, guests are guided through the studios.

WEEI Folder

WEEI Boston is distributing a folder titled "They're making a Fortescue", tying in with renewal by a New England furniture store of Priscilla Fortescue's program Good Morning Ladies.

HOME TOWN NEWS

WIOD (exclusive) Miami Forum's views and discussions of Miami's present and postwar problems by community officials and plain John citizens. Broadcast on Labor Day the only behind-the-scenes radio tour of mammoth Miami Air Depot!

WIOD with the Miami Daily News, has raised over $5,000 to date for the purchase of long distance phone calls by hospitalized war heroes!

LARGEST SINGLE radio contract ever negotiated by a Washington jeweler was signed recently by Leon Tashof, manager, (center) New York Jewelry Co., Washington, D. C., with WWDC. Assisting in the agreement were Alexander Charles (l), account executive, Kal Ad Agency; and Ben Strouse (r), commercial manager for WWDC.

'Election' Brochure

CAPITALIZING on 1944 as an election year, Keystone Broadcasting System has issued its latest promotion brochure in the form of an election tabulation. Done in red, front cover is a montage effect of a convention hall, with the copy: "Elected! Local favorites in the Hoover Poll." Topics inside the booklet are headed: "The Nominees Are Chosen", "Returns Start Rolling in", "More Districts Heard From", "A Landslide", "Scattered Returns", and "Election Summary".

Cumberland Market

STYLIZED picture of Cumberland forms the cover of a WTBO promotion folder showing results of a Hoover survey. Opposite the survey figures is a write-up of what being an NBC affiliate means for WTBO, station's acceptance by advertisers and news service. Back page carries a discussion of the Cumberland market and a note to the advertiser. Clipping from Cumberland News showing potentialities of the city is inserted in folder.

News Service

SUMMARY of on-the-spot news coverage, using the Chicago political conventions as examples, has been prepared by KRNT Des Moines in illustrated folder form and headed "KRNT listeners hear the news in the making". Daily news schedule and newscasters are also listed.

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

WSPA 5000 Watts Day 1000 Watts Night 950 kc.
Spartanburg, S. C. CBS
Represented by Hollingbery
WHY PORTLAND, OREGON PEOPLE PREFER KGW

The infectious gaiety of Homer Welch, KGW program director and emcee for the bond shows, and the folksy tunes of the two young Southern Troubadours, Mannie White and Fred Ross, (below at left) are two of the KGW reasons for the enthusiastic bond-buying of shipyard audiences. Portland's war industries exceeded their Fifth War Bond quota by fifty percent.

WILBUR M. CARL
DIRECTOR METROPOLITAN DISTRICT,
OREGON WAR FINANCE COMMITTEE

SAYS... "The many entertaining war bond shows put on by KGW in Portland shipyards and in the outside counties in the Metropolitan district really spearheaded the Fifth War Loan drive. In Hood River, for instance, after the fine KGW show at the Victory Center there, the bond staff pledged in new enthusiasm to double the original quota. And it was done! The cooperation of the KGW staff is highly prized by the War Finance Committee, for KGW's public service is always on the beam — and gets results."

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WE RESIST the temptation to scream "Hen-ree" just to introduce Dickie Jones and Jackie Kelk (l. r.), better known as Harry Aldrich and Homer Brown. For the record it might be noted that the boys are doing some "homework," but their usual shenanigans finally drove General Foods' Aldrich family to drink. Fortunately, their taste runs to Postum, a popular beverage that also satisfies their large and appreciative radio audience.

IN 1895 Charles William Post started the advertising that made Postum America's No. 1 coffee substitute. We wonder what he would say if he could see how General Foods has made Postum "one of America's great meals drinks" by selling this rich beverage for its distinctive flavor, mentioning only occasionally that "coffee makes some people nervous . . . even though others can drink it without ill effects." These ads from the pages of Printers' Ink show how he used to say it.

PART OF today's Postum effort is carried to millions via the Aldrich Family. Mary Roife is "Mary," Kay Raht is "Mrs. Aldrich," Dick Jones is "Henry," and House Jameson is "Mr. Aldrich." Clifford Goldsmith, whose glib pen and changing pace keeps the Aldriches in or out of trouble, has nothing on the men at General Foods, for here is a versatile management that completely revamped both sales approach and advertising technique, not once, but many times over the years. Like the editors of Printers' Ink, they found that advertising geared to the need of the times will do a more productive job.

VERSITY, October 16, 1944

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 20% of the population. These millions, with millions to spend, have their own churches, newspapers and radio stations. They respond to WBNX programming and public service, the reasons why many of the country's largest advertisers today are using WBNX consistently. If your products are merchandised in Greater New York, WBNX should be on your list. Write WBNX, New York 51, N. Y. for availabilities. Or call Melissa 5-0333.
For Outstanding Audience Promotion on Blue Network Programs,

This Award Is Made To

WIZE

Presented by the Blue Network and Based on a Poll of Advertising Agency Account Executives

Not the **BIGGEST** station... but one of the **BEST**!

... and you don't have to take our word for it. The Blue Network Promotion Award is based on a poll of Advertising Agency Account executives. Seriously we appreciate this award and intend to redouble our efforts to make WIZE a still better station for the listeners and the advertiser in 1945.

Just remember, to cover and sell the Springfield, Ohio market, you need WIZE. No other medium or outside station can do this for you.

**WEED & CO.... National Representatives**
RADIO AND AIRMEN

FLIERS HEAR AEF PROGRAMS
ON OFF DAYS

COMES a day off for the Royal Canadian Air Force flyers "somewhere in France" and most of them listen to the radio, according to Bill Herbert, Canadian Broadcasting Corp. correspondent. During one of those off-days Correspondent Herbert visited a couple of airfields to see how Canada's airmen spend their time when they're not fighting. His subsequent newscast tells its own story. Said Mr. Herbert:

"Most of the fellows spend their time listening to the radio, listening to their own special program or the Allied Expeditionary Forces Network. The No. 1 priority is news which they get either in headline form or in complete broadcasts every hour on the hour.

"The rest of the time they listen to the best radio fare in the world, I guess, with AEP's mixed fare of the finest entertainment produced by the American networks, the BBC and the CBG. And while they listen the fellows talk, they write home, or they just plain loaf."

Blue Show to Universal

BLUE network radio program, On Stage, Everybody, will be title of a motion picture to be produced by Universal Pictures Co., New York. An agreement between the Blue and Universal will give 30 motion picture and Blue network contracts to winners in a 26-week talent contest which started Oct. 7.

SPONSORING the launching of the 12th troop transport of the Oregon Shipbuilding Assn., at Portland, Ore., Marjorie DeGarmo, conductor of the Housewives program on KIRO Seattle, breaks a champagne bottle not once but twice on the prow of the vessel with "I christen thee U.S.S. Drew."

Pulse Says News Holds Listeners, Not Persons

NEWS LISTENERS are more interested in the news than in individual newscasters or commentators. May, June and July average ratings of 45 newscasts by the Pulse of New York indicated. In the September issue of The Radio Audience, the Pulse pointed out that the average rating of all 45 newscasts fluctuated only 1.1, yet ratings for individual programs varied widely, losing or gaining as much as 50% within two months, indicating people are more interested in events than in individual newscasters or programs.

August had a seasonally premature rise in listening, in a comparison of sets-in-use figures for the same month in 1942 and 1943, although listening actually was less than in July. Unusual radio interest was attributed to the heat wave, which kept more persons indoors, and European invasion news. In a comparison of listening habits in New York and Philadelphia, the Pulse said listening in Philadelphia starts at a higher level and remains higher than in New York until 6 p.m. More listening is done in New York in the evening hours, however.

IRRIGATE YOUR MARKET

Take a tip from the farmer. The average Central California farmer spends about 18% of his income for water but his yield per acre is the greatest in the country. Radio advertising on the Beeline will irrigate your market in the California Central Valley area and Western Nevada . . . more thoroughly than any other station or combination of stations.

WHAT IS

The Beeline

Not a regional network but a group of long-established key stations, each the favorite in its community...combined on a new basis for National spot business.

See McClatchy Beeline rate listing first under California in Standard Rate and Data.
Some day we shall have the pleasure of welcoming back to the Bell System the men and women who are now in the armed forces. They number more than 55,000. Some 3500 released from service are already back with us. We shall have a warm welcome for the rest as they join us again. Not only shall we be glad to see them personally but we shall be glad of their skill and energy for the big tasks which face the Bell System in the future.
COMPLETE G-E EQUIPMENT
for wide-range, high-fidelity
FM broadcasting

1. FM Broadcast Transmitter. G-E two-section 1000-watt transmitter, consisting of basic 250-watt exciter and 1000-watt radio frequency amplifier. Others from 250-watt to 50-kw ratings.

2. FM Broadcast Antenna. Circular type—an exclusive G-E development. Easy to tune and adjust—increased power gain.

3. FM S-T Relay Transmitter (25 watts) for relaying, without wires, local studio programs to remotely located broadcast transmitter station.

4. FM Station Monitor for checking center frequency, percentage modulation, and fidelity.

5. FM S-T (studio-to-transmitter) Directional Relay Antenna that provides a 100-fold power gain when used at both the studio and station transmitters.

6. FM Receiver. Full fidelity FM with noise levels as low as the circuits themselves and less than 2% distortion.

WHEN you start planning your post-war FM station, make full use of General Electric's broad FM experience and "know how."

You can have the full benefit of the background and knowledge of the only manufacturer with experience in building the complete FM system... from transmitter right through to home receiver. You can have the full benefit of the background and knowledge of the only manufacturer with experience in building the complete FM system...

...from transmitter right through to home receiver. You can have the full benefit of exclusive G-E developments such as the FM circular antenna, and the studio-to-transmitter relay system which enables you to establish your studio for maximum convenience and your transmitter for maximum coverage. And, when you install your G-E equipment, we will put on an aggressive FM receiver sales campaign in your area to help you establish your station and to broaden your listening audience.

General Electric's own FM broadcasting experience, which includes more than 3 years of programming through its own proving-ground station WGFN, will give you valuable programming information.

General Electric equipment is installed in more than a third of all the commercial FM broadcast stations now in operation; and six exclusive G-E S-T relays, with thousands of hours of continuous broadcast operation, are now serving their stations. These provide examples where practical operating and maintenance costs are a matter of record.

Thus does widespread proof of performance supplement the years of development and engineering that have made G.E. unquestionably the leader in FM radio equipment.

50 FM STATIONS ON THE AIR
80 APPLICATIONS PENDING

NOW IS THE TIME TO PLAN YOUR POST-WAR FM STATION

Write for "How to Plan an FM Station," along with other helpful booklets and bulletins on how other broadcasters established themselves; on FM transmitters, antennas, and associated equipment.

Reserve your post-war FM equipment now

General Electric offers you "The G-E Equipment-Reservation Plan." This plan will help you secure your place in radio broadcasting post-war. It will enable you to establish a post-war priority on a broadcast transmitter and associated equipment. It will enable us to plan definitely for quick post-war deliveries. Write for "The G-E Equipment-Reservation Plan"—address Electronics Department, General Electric, Schenectady, N. Y.

• Tune in General Electric's "The World Today" and hear the news from the men who see it happen, every evening except Sunday at 6:30 E.W.T. over CBS network. On Sunday evening listen to the G-E All Girl Orchestra at 11 E.W.T. over NBC.

STA TION AND STUDIO EQUIPMENT • TRANSMITTERS
ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS

GENERAL ELECTRIC FM television AM
See what you didn't know!
WHAT 1,253,600 HOUSEWIVES CAN DO

In a Planning Mood

They can plan to buy new electric refrigerators. New vacuum cleaners. New cars. All Surveys indicate this intention. The question is, WHOSE refrigerator, whose cleaner, what make of car? Obviously they're choosing the one that they know best. The one of which they have been reminded most frequently and most recently. Keep reminding them of your brand name over WTAM. The COST is only $.000073 per Housewife.

WTAM
CLEVELAND
REPRESENTED BY
NBC SPOT SALES

Millions stay tuned to the
National Broadcasting Company
It's a National Habit

KIRO'S PUBLIC SERVICE HOUR
Kenneth Yeend Proves Promotion Can Build an Audience for Radio's 'Lame Sisters'

WHO SAYS public service programs are "lame sisters"? Radio normally does very little for its public service programs, but Kenneth Yeend, farm and education director of KIRO Seattle, proved that with a little promotion, a public service program can be made one of the most popular.

The case which proves his point is the American School of the Air, CBS program which costs Columbia $12,000 per year and uses 35 actors each week, with a research staff, a regular director and writer for each program. Time is donated for the program by 112 stations—time which can't be bought.

Working on the theory that if a program is worth presenting it is worth promoting, Mr. Yeend enlisted the support of the State Dept. of Public Instruction, the Washington Education Assn., County and City Superintendents of Schools, as well as the press and educational trade magazines. In addition, three or four spot announcements were aired each day in the week preceding the opening date of the series. After the series began, posters were displayed in the Y. M. C. A., civic halls, pub schools and all branches of the public library.

Results of Mr. Yeend's intensified promotion of this 14-year-old public service program have rewarded richly his efforts. More teachers than ever before have posed manually; teachers and others are organizing to talk about and promote the use of radio as exploring possibilities of summer workshops. Many teachers report that their students bring radio to school or the teacher takes it home. In country schools teachers have been known to go to the small number of students on the side to listen to the radio in the teacher's car.

As for the adult audience of the American School of the Air, the sands of letters from average listeners and educators attest to the fact that the program is now one of the most popular educational programs.

WNYC's Public Service

MORE than half the program schedule of WNYC New York, municipal station, is devoted to war effort and civilian defense programs, the station reported in a resume of activities for its last full fiscal year. WNYC's music programs are "music with a purpose," the report said, "all week to promote the war effort by the inclusion of recruiting and defense announcements." Station devotes 12% of its time to ration news and similar consumer information, gives daily announcements for 11 city departments, broadcasts many school and college programs and puts on more than half of all health programs broadcast by all New York stations, the report indicated. WNYC operated during 1943 at a cost of $21.24 an hour.

Blackhawk Renews

BLACKHAWK Brewing Co., Inc., began renewal sponsorship Oct. 2 of spot announcements over WHBF KROS KFJB KXEL. Firm also newly newedsix-weekly quarter-hour newscast on WOC WHBF KBI KROS KFJB KBIZ KXEL for the 13-week contract was placed H. W. Kaster & Sons, Chicago.

Estabrook Named

TED ESTABROOK has been named television specialist of Geyer, Cornell & Newell, New York, head up television activities under David S. Shaw, newly-appointed director. Mr. Estabrook recently received a medical discharge from U. S. Maritime Service, where he was a communications officer. Previously he was in the Radio Station of the OWI's Overseas Branch at San Francisco. He has produced television shows for Zenith and Philco.

5000 WAITS

RICHMOND, VA.

NBC

WORLD'S
MEMORABLE
BATTLE ROUNDS
IDER MARKET BETTER GUARANTEED

America's No. 1 Network
A Service of Radio Corporation of America

Page 42 • October 16, 1944
Have You Explored Canada?

As the first settlers cleared the wilderness and planted their crops, community centres sprang up here and there. These hamlets increased in number . . . became towns and cities . . . grew and prospered on the stimulus of thriving trade.

This early promise has been richly fulfilled. All down the years, marching side by side with Canada's natural resources, her commercial importance has kept pace. And those who plan to reap the benefit of this industrial prominence tomorrow, are sowing the seed now—establishing themselves in Canada's evergrowing markets.

The richest of these can be reached through CFRB! This station commands a listenership that has been built up over seventeen years of providing the kind of radio entertainment people want to hear. Those who know Canada and who base their choice on results, select CFRB.

CFRB

TORONTO 860 K C
Science Service Offers New Commercial Shows

SCIENCE SERVICE, Washington, is now offering a special science news service to radio, consisting of two-hour programs. Each week the service is mailed to each station professional, including executive officers, serving as a monthly news bulleting. Each week the service will include six-minute programs, or as individual “spots” along with other news bulletins. These programs, called Science Radio News Report, is available for local sponsorships, but only on station in each principal listening area is authorized to use the service, which is separate and distinct from the other Science Service publications, the Science News Letter and the syndicated newspaper feature.

For the new service are written for radio by material collected by the Science Service, a service of the American Association for the Advancement of Science. Each week’s script will contain a roundup of patent awards from the U.S. Patent Office. The science service of Science Service is handling distribution of the news feature.

Two RCA Appointments

TWO NEW regional managers have been appointed to supervise sales and distribution of RCA products in the West and the South. David J. Finn, formerly sales manager for RCA Industrial & Sales Dept., becomes vice president of the RCA sales operations in Dallas and Atlanta, now manager of the Dallas, Atlanta region, with headquarters in Dallas.
Fortress against Famine. Dry peas ready for World Markets. 85% of the country's edible peas, 25% of the world's production, comes from the Inland Empire. Production of dry peas, wheat, barley, oats, rye, and corn is estimated at 2,317,504 tons—an 8% increase over 1943. KHQ, too, is a Fortress against "Famine." Its complete coverage of this rich area keeps your Sales Curve at a constant peak.
COMPACT...COMPLETE...ECONOMICAL... that's the 76-B2 Speech Input Consolette.

The ease of its push-button control, the completeness of its amplifying and control equipment and a host of other features have made this equipment the favorite of small and medium-sized stations the country over. (We venture to say even a postwar visionary would have difficulty in visualizing a better speech input system!)

Here are some of the features which have made the 76-B2 Consolette so popular:

- Includes all amplifying and control equipment for operating one studio, two studios or two studios and an announce booth, six remote lines and two turntables.
- Frequency response 30 to 15,000 cycles.
- Push-button control of monitoring, auditioning, remote lines, cueing and talk-back.
- Independent auditioning and program channels.
- High-fidelity program channel affords 6 mixer controls, 4 microphone pre-amplifier input channels with switching control for up to 6 microphones.
- High-fidelity monitoring channel operates control room and studio loudspeakers.
- Emergency amplifier and power supply circuit.
- Meets all FCC requirements for AM and FM broadcasting.

The 76-B2 Consolette at Station WBOC, Salisbury, Md.
COMPACT... Console measures 39" wide, 17" deep and 10½" high.

COMPLETE... Answers every speech input need of the small and medium-sized broadcast station.

ECONOMICAL... At a price the smallest station can afford.

Perhaps your station lacks the efficient service of an RCA 76-B2 Speech Input System. For further information on its advantages and availability, please address the Broadcast Equipment Section of RCA at Camden, N. J. (Interested in reserving a postwar AM, FM or Television Transmitter? The RCA Broadcast Equipment Priority Plan will interest you. Write today for details.)

War Bonds... Your Best Investment
**Personal Notes**

**DON S. ELIAS**, executive director of WWNC Asheville, and chairman of the NAB Legislative Committee, last week was named a member of the Federal Finance Committee of the U. S. Chamber of Commerce by Eric Johnston, president. He is a past president of the Asheville Chamber of Commerce.

**HORACE LOHNEW**, Washington radio attorney, and Mrs. Lohnew on Oct. 8 observed their 25th wedding anniversary at their farm in Vienna, V.A., outside Washington.

**LOUIS G. CALDWELL**, Washington radio attorney, left Washington last Monday by plane for Mexico City, in connection with matters pertaining to Aeronautical Radio Inc., for which he is counsel. Accompanying him were D. W. Reutzel, president, and J. Russell Cunningham, director of Aeronautical Radio Inc.

**ROGER W. CLIPP**, president of WFIL Philadelphia, is in Bryn Mawr Hospital recuperating from a major operation.

**JIM CROSSEN** has been promoted to news editor of KYW Philadelphia, replacing Bill Ronko, who has been named head of the station’s advertising and sales promotion department. Mort Henderson joins the news staff of KYW, coming from WFIL Philadelphia.

**BILL MALONE**, sales promotion manager of KOIL Omaha, on Sept. 23 married Betty Lou Koegel of Fort Wayne, Ind.

**WLS Donates $5,000**

WLS Chicago will donate $5,000 of the proceeds received by the station from Paramount for the rights to the National Barn Dance film to the 1944 Community and War Fund, according to Glenn C. Snyder, vice-president and general manager.

**FRANK SAMUELS**, sales manager of KG0-Blue San Francisco, will direct Blue spot and network sales in the San Francisco area, according to Don Searle, general manager of Blue’s western division. Mr. Samuels’s new appointment in part of a plan for future expansion and coordination of Blue operations on the West Coast, made possible through combination of the two network-owned stations KG0 San Francisco and KG0A Los Angeles. He has been sales manager of KG0 since October 1945.

**ROY CHAPMAN**, first KYSM El Paso, Tex., serviceman to return to the station after his discharge, is new promotion manager.

**RAY JENSEN**, formerly with KETX Sioux City, is new assistant manager and sales manager of KSAL Salina, Kans. He replaces Owen H. Burch who left the station to join the Kansas City office of the station representative firm, John E. Pearson & Co.

**MAJ. EDGAR H. FELIX**, Signal Corps, consulting radio engineer and coverage expert, has returned from duty in the Southwest and Central Pacific theatres, where he handled allocation and coverage work. He is now assigned temporarily to Signal Corps Headquarters in Washington.

**WALTER ENGER**, salesman of Stovin & Wright, Toronto, station representative, is the father of a girl.

**KARK Names Haas**

JULIAN F. HAAS, with the commercial department of KARK Little Rock, has been named commercial manager of the station effective Nov. 1, according to G. E. Zimmerman, KARK general manager. Mr. Haas, who also served as publicity and promotion manager, replaces C. K. Beaver who has just been made assistant general manager of WOA1 San Antonio.

Mr. Beaver, born in Red River, has served in the editorial staffs of several papers in Central and South America and the U. S.

**Local CP for Columbia Granted WAYS Licensee**

CONSTRUCTION PERMIT for a new standard station at Columbia, S. C., was granted by the FCC last week to Inter-City Advertising Co., licensee of WAYS Charlotte, N. C. The new outlet will operate on 1490 kc with 250 w and unlimited time. Grant is subject to the Jan. 26, 1944 FCC order relating to the use of critical materials for construction purposes.

**Inter-City Advertising** is owned by a partnership composed of George Dowdy, president; J. Hor- ton Doughton, treasurer, who is son of Rep. Robert L. Doughton (D.-N.C.), chairman; House Ways and Means Committee; B. T. Whitmire, vice-president, formerly manager of WFBC Greenville, S. C., and Harold H. Thomas, secretary, who is also manager and owner of WISE Asheville, N. C., and applicant for a new standard station at Durham, N. C.

**Hartz of MBS**

HARTZ MOUNTAIN Products, New York (bird, pet products), after a seasonal hiatus resumed its program on Mutual yesterday (Oct. 16) featuring singing canaries and other pets. Titled Canary Pet Show, it is heard over 81 stations from WGN Chicago, Sunday 8:45 p.m. Agency is George H. Hartman Co., Chicago.

**If you buy or plan advertising for Iowa, you need**

**THE 1944 IOWA RADIO AUDIENCE SURVEY**

This week's Iowa Radio Audience Survey gives you detailed analysis of "Listening areas" of every Iowa station, programs that appeal to urban, village, and farm families, and listening habits. Illustrated with pictographs for quick and easy reading. You can get a copy free by writing to Central Broadcasting Co., 912 Walnut St., Des Moines, Iowa.
TEAM BEHIND THE BOMBER TEAM

- Just as seven men fight as a team in a bomber, seven girls work as a team at a Sylvania Radio Tube assembly bench.

Thousands of fine precision radio tube parts are assembled into a finished product that must pass rigorous tests for ruggedness and sensitivity.

This is work that calls for the feminine touch, patience and sense of detail. Each girl “plays the position” on the team best suited to her ability.

Sylvania assembly teams compete with each other. But the champion in accuracy always takes precedence over the champion in speed.

This teamwork is just another example of how Sylvania maintains radio tube production at the highest standard of quality anywhere known.

You can sell Sylvania Radio Tubes with complete confidence.

Quality That Serves the War Shall Serve the Peace

RADIO DIVISION EMPORIUM, PENNSYLVANIA

SYLVANIA ELECTRIC PRODUCTS INC.

RADIO TUBES, CATHODE RAY TUBES, ELECTRONIC DEVICES, INCANDESCENT LAMPS, FLUORESCENT LAMPS, FIXTURES AND ACCESSORIES
W. E. MACFARLANE, vice-president of WGN Chicago, business manager of the Chicago Tribune, and chairman of the Executive Committee of Mutual, died suddenly last Monday of a heart attack. He was 60 and had served the Tribune 38 years—the last 16 as business manager.

Mr. Macfarlane was active in the affairs of both Mutual and WGN. He had served as president of Mutual without salary from its formation in 1934 until November 1942, when the appointment of its first paid head, Miller McClinton, was announced. At that time he was elected chairman of the Executive Committee. Mr. Macfarlane started with the Tribune as secretary to the advertising manager. He became manager of classified advertising and later head of the advertising department. He succeeded the late S. E. Thomason as business manager in 1928, when the latter resigned.

Mr. Macfarlane was a director of the American Newspaper Publishers Assn. and former chairman of the Bureau of Advertising of ANPA. He also was a director of Press Wireless and was active in its development.

CBS, ARMY, PLAN SHOW TO AID VETS

TO PREPARE both soldier and civilian for the soldier's return to civilian life, the Columbia Broadcasting System, in cooperation with the War Dept., Army Service Forces, will present a series of programs titled Assignment Home, beginning Dec. 9. It will be heard on CBS each Saturday, 4:30-5 p.m. (EWT).

After conferences with Lt. Gen. Brehon Somervell, Commanding General, ASF, CBS decided to present the programs "as a contribution to public understanding of the complex situation confronting the Nation upon the return of the veteran, and the part ASF will play in resolving it."

Production is to be supervised by Maj. Andre Baruch, recently named officer in charge, Radio Placement Section, ASF, and Lt. Gen. Brehon Somervell, Commanding General, Radio Placement Section, ASF. The series is to be the only cooperative project between the ASF and radio [Broadcasting, Oct. 9].

The series, Assignment Home, will be written by Artie Lawrence, formerly of Hollywood Playhouse and Columbia Workshop, will write the series which will be primarily dramatic, and will include pick-ups from Army centers in the U.S. and overseas.

CONSOLIDATED ROYAL Chemical Corp., Chicago (Frank Shave, President), is presenting a quarter-hour roundup of scores and late football news following the nine collegiate football games on WIND Chicago. Agency is Campbell-Ewald, Chicago.

Mr. Macfarlane

Utah has one of the highest per capita ratings as a radio listening market.

National Representative
JOHN BLAIR & CO.

Reach the ACTIVE SALT LAKE MARKET

W. E. MACFARLANE 1944

1884

NO "LARD" IN GREASY CREEK (Ky.)!

We'll leave it to your imagination about the sales gravy in Greasy Creek (Ky.)—and in the hundreds of other little communities that WAVE doesn't cover! But Kentucky does have one big concentrated metropolitan market. And it—the Louisville Trading Area—chalks up more retail business than all the rest of Kentucky combined! WAVE covers the Louisville Trading Area.

No other NBC station does! You can skim off most of the nourishment, and throw the rest away, when you use WAVE!

5000 WATTS . 970 KC.

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES
CBC Elevates Ritchie

WELLS RITCHIE, press representative at Toronto of the Canadian Broadcasting Corp., has been appointed supervisor of press and information service for the CBC, according to an announcement from Ottawa by Dr. A. Frigon, general manager. E. A. Weir, CBC commercial manager, who has also been supervisor of press and information for a number of years, has relinquished the latter post to devote his full time to commercial management. Mr. Ritchie joined CBC in 1949 as an editor and later was appointed press representative. He has done public relations and newspaper work in New York and Toronto.

Callahan Escapes

LEONARD CALLAHAN, Chief of West Coast office, Radio Branch, War Dept., Bureau of Public Relations, escaped serious injury on Oct. 2 when an Army Flying Fortress in which he was flying with six members of Ray Noble's orchestra made a forced belly landing at San Bernardino (Cal.) Army Air Field, when the landing gear failed to operate. Plane was one of six returning Edgar Bergen and members of his NBC Chase & Sanborn Show to Hollywood following a broadcast from Alamogordo (N.M.) Army Air Base. The pilot, Capt. Arva Anderson, exhausted his gas supplies and made landing with only slight damage to the passengers' nerves.

Wilson Sport Show

WILSON SPORTING Goods Co., Chicago, has started a quarter-hour program, featuring news of the sporting world and guest interviews with sport-headlines and Arch Wday, sporting editor of the Chicago Tribune as m.c., on WENR Chicago, Thursdays. The 13-week contract was placed through U. S. Adv. Co., Chicago.

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OWI PACKET, WEEK NOV. 6

Check the list below to find the war message announcements you will broadcast during the week beginning Nov. 6. OWI transcriptions contain six 15-second announcements suitable for sponsorship and these broadcast over one side of disc. Tell your clients about them. Plans schedules for best timing of these important war messages.

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<thead>
<tr>
<th>WAR MESSAGE</th>
<th>NET-WORK PLAN</th>
<th>STATION ANNOUNCEMENTS</th>
<th>NAT. SPOT PLAN</th>
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<tr>
<td>Mail Early</td>
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<td>Planned Spending</td>
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<td>Merchant Marine Recruiting</td>
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<td>Car Pooling</td>
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<td>Hold Prices Down</td>
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<td>V-Mail</td>
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See OWI Schedule of War Messages 133 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

Who're you crazy about, Simanthy?

Ooo-h-h-h! I'm crazy about those smart, smart men at WDAY!

Women around Fargo—and that includes practically every woman in every town and on every farm within 100 miles—get most of their household hints, their beauty tips, their local and world news from WDAY. So do the men, for that matter. But WDAY knows who spends the family cash—so that's the girl we go for!

WDAY

FARGO, N. D. . . . 5000 WATTS . . . . N. B. C.
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NATIONAL REPRESENTATIVES

Memphis is the world's largest producer of cotton seed products

---

More

DEPENDABLE

that is why WHBQ has more renewals per year than any other Memphis Station.

SOUTH'S 24-Hour Station

WHBQ

Bob Albury, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

---

October 16, 1944 • Page 51
counties get the force of WWNC's non-directional 1,000 watt signal! These 17 counties—the entire Western North Carolina market—are all in the primary and secondary (tertiary is bonus) coverage of

WWNC 570 KC
Serving Western North Carolina from ASHEVILLE

DON S. ELIAS, Executive Director
Represented by The KATZ AGENCY

EDITH M. KNUTSEN, former media director at MCMahon-Erickson, Minneapolis, has joined Christianson Adv. Agency, Chicago, as director of research and media.

DORIS SMITH, radio commercial writer of Kenyon & Eckhardt, New York, has been appointed copy supervisor for the agency, a new position.

DON SHAPFNER, former production manager of CAB reports of Cross-Linc Inc., New York, has joined the How Co. as a radio research analyst.

WEST MARQUIS Inc. Los Angeles, has moved to larger offices at 540 W. Sixth St. Telephone is Madison 7188.

KEITH EVANS, formerly on advertising staff of Los Angeles Examiner, has joined West Adv. Agency as account executive. Eneise Leeke, former writer of KFI Los Angeles, has joined the agency as public relations director.

LA'MORAN, former women's advertising manager of Roos Bros., San Francisco (men's, women's clothing), has joined Hillman-Shane-Breyer, Los Angeles, as publicity and promotion director of fashion accounts serviced by that agency.

C. E. HOOPER Inc., audience service, has moved West office from downtown Los Angeles to 6253 Hollywood Blvd. Telephone is Hollywood 3811. Mrs. Ruth Hooper, who has joined the office, continues as Pacific Coast manager.

BYRON KREITING Co., Cincinnati advertising agency, has established executive and creative departments in Terrace Park, a Cincinnati suburb. Address is Box 27, Terrace Park, O.

ROLAND ISRAEL, radio director of the J. M. Korn Adv. Agency, Philadelphia, and Helen Sharp, continuity writer, were married in Philadelphia.


NED SMITH, assistant senior copy writer of Kenyon & Eckhardt, New York, has been appointed head of department of Raymond Spector Co., New York, a new position.

DAVID M. HAUSSDORF, former head of the Copy Work Shop, New York, has joined the creative staff of Advertisers Broadcasting Co., New York production agency.

GLEN de G. SMITH, for the past ten years with D'Arcy Adv. Co., and Coca-Cola Co. of Canada, Toronto, has joined Ronald Adv. Agency, Toronto, as account executive.

RHODA HOWE, account executive of J. Walter Thompson Co., Toronto, has been transferred to the New York office.

HARRY MAYNARD, one-time agency head and recently discharged Ma- rines major, has joined BBDO, Holly- wood as talent buyer. Maggie Foss, formerly of CBS Hollywood, has joined the department. Henry Allen, former midwestern producer, has joined BBDO Los Angeles as radio timer and program supervisor. He will work with Wayne Tise, now radio director and vicepresident in charge of Hollywood operations.

TO HOLSTER Cleveland's leading Red Cross blood donor drive, WJW Cleveland aired a special two hour promotion show featuring Contact. Corrydon Wassell and volunteer local talent, Record was blood donors phoning in at rates of almost a two minute.

GIGGLING Joe Harsch (left) points a finger at genial Bill Henry as the two CBS commentators of WTOP Washington get a couple of laughs out of the way Al Hirshfeld, artist, caricatures them for promotion.

WCOP Transfer to Cowles Approved; Sale of WNBC to O'Neil Also Granted

SALE OF two additional Bulova stations—WCOP Boston and WNBC Hartford—for $225,000 and $220,000 respectively, was approved by the FCC at its en banc broadcast meeting last week. The Cowles newspaper and radio interests acquired WCOP from Arde Bulova, New York; watch manufacturer and broadcaster, and his associate, Harold A. Lafayette. The Yankee Network Inc., headed by W. O'Neil, president of the General Tire & Rubber Co., acquired WNBC from the same principals with the maximum price fixed at $250,000, including adjustment of assets in excess of liabili- ties. The FCC authorized change of WNBC call letters to WHFD.

With approval of these transactions, Mr. Bulova now has two other applications for transfer pending before the Commission. He has contracted to sell WPEN Philadelphia and its FM at the Philadel- phia Bulletin for $500,000, and WVO New York to the Mester Bros., of Brooklyn, for $300,000. It is understood he does not contemplate selling WNEW New York. Previously, Mr. Bulova had sold, with FCC approval, WELI New Haven, to Col. Harry C. Wilder, for $250,000.

WCOP will be directed by Craig Lawrence, executive head of WHOM Jersey City, recently acquired by the Cowles group. A. N. (Bud) Armstrong will remain with the station in Boston as Mr. Law- rence's chief assistant. Stations now in the Cowles family, in addition to WCOP and WHOM, WOL Washington, WNAY Yank- ton, and KRNT Des Moines. The Cowles company has pending an appli- cation for a new regional station in Minneapolis-St. Paul on 580 kc.

WCOP operates on 1150 kc with 500 w and is an independent.

WNBC operates on 1410 kc with 5,000 w and is a Blue outlet, but broadcast Yankee Network news. The station is expected to become a full-time MBS-Yanke outlet when the present contract with WTHY Hartford, expires in about a year. The latter station is owned by the Hartford Times.

Canada Discs

NATIONAL DRUG & Chemical Co. of Canada, Montreal (gin- pills), has started a transcribed series Today in History on a num- ber of Canadian stations. Account is placed by A. McKim Ltd., Mon- real, National Drug agency.

Musterole in Canada

MUSTEROLE Co., Cleveland, (proprietary) has started chain breaks on 15 Canadian stations. Account is placed by Erwin, Wasey & Co., New York.
Well Titled

FACE OF WARFARE in New Guinea is so complex that Lt. James E. Moore, football secretary to Robert G. Soule, vice-president-merchandising manager of WFPS, Syracuse, writes, is now Assistant Brigade Adjutant, Brigade Classification and Assignment Officer, Brig. Ia D personnel Officer, Brigade Leave Control Officer, Brigade Troop Movement Officer, Officers’ Mess Officer, Brigade Custodian of Casualty Files, writer of the special monthly Brigade Magazine and Brigade historian. None of these duties overcomes rather lack. Syracuse social life Lt. Moore devotes three evenings a week to teaching a shorthand class.

L. B. LABORATORIES, Hollywood (hair oil), on Oct. 1 started daily station break announcements on WENS Chicago. Firm also uses daily time spot announements in Chicago and a six-weekly quarter-hour newscast on KFVD Los Angeles. Contracts are for four weeks. Agency is Glasser-Guiley & Co., Los Angeles.

INTERSTATE BAKERSIES Corp., Los Angeles (Wedners’ bread), on Oct. 3 started sponsoring twice-weekly 30-minute children’s quiz, Weber’s Round-Up, on KMPB Hollywood. Contract is for 52 weeks. Neg Monett, radio director of Dan R. Miner Co., Los Angeles agency servicing account, is m.c. and producer. Baking firm also sponsors Lone Ranger three-weekly on 7 Don Southern California stations.

MAGNETIC Springs Water Co., Los Angeles (bottled water), has appointed Western Adv. Agency to handle advertising. Radio is being considered along with other media.

C. F. SMITH CO., Los Angeles (sweaters), has appointed Western Adv. Agency to handle its national advertising, and is considering radio with same.


PETE BOX BEWING Co., Chicago, has changed its quarter-hour show on WMAQ, Monday through Friday from a transcribed musical show to a news program featuring Morgan Betsy, commentator. The 52-week contract was placed by Schwimmer & Scott, Chicago.

MIDWEST Mfg. Co. (Enduro Products), has signed a year’s contract for spot announcements on WENA, FSI affiliate of WWJ Detroit.

BROMO-Seltzer Ltd., Toronto, has signed F. H. Haydon, Co., Toronto, to handle advertising effective Jan. 1, 1945. Campaign for next year is now being organized.

THE Chicago Daily News, Chicago, has renewed two quarter-hour shows, Rhythm Edition, a six-weekly musical recitation program, and five-weekly Stories by Malcolm Chase on WENI Chicago. The 52-week contracts were placed by Schwimmer & Scott, Chicago.

J. GOLDSMITH & Sons Co., Memphis department store, sponsoring two additional quarter-hourly shows on WHIR Memphis, to be devoted to an educational transcribed series created by Time magazine. Programs are tied in with the local school system, and will be compulsory listening for all school students.

New Television Device

TELEVISION ASSOCIATED, Chicago, has introduced the Eddy Kalei-Dis Projecor, an automatic pattern machine producing a series of variable geometrically perfect patterns on the television screen. The projector is considered as an acceptable video counterpart of the music bridges used in television and also can dispense the fixed slides and test pattern usually associated with television productions. It uses either color pal patterns or black-and-white designs.

Next on the market will be the Kalei-O-Strip Projector which produces patterns on the television screen also but is fed with film rather than the disc.

IMPERIAL OPTICAL CO., Toronto, has started Special Prom Canadian History weekly on CFQR Toronto. Account was placed by Vickers & Benson, Toronto.

HADLEY Full Trust Co., Holyoke, has started cooperative sponsorship of Booke Carter, Monday, Wednesday and Friday, on WHYN Holyoke, Mass.

RIVIERA Co., Los Angeles (retail ice cream), has started participation five times weekly in Hwy Happy Homes on KJH, with daily spot announcements on KRD. Contracts are for 13 weeks. Agency is Advertising Arts, Los Angeles.

SOUTH BOSTON Savings Bank, Boston, has appointed Louis H. Colton Co., New York, to handle advertising for mortgage loans. Using radio for the first time, Oct. 1 bank started weekly quarter-hour news program for 13 weeks on WBZ Boston.
JAMES M. DOOLITTLE, formerly with WSAU, Wausa, Wis., as chief announcer, has joined National Recording Co., Chicago, as producer and assistant to Richard Bradley, managing director.

ROB LAURENCE, formerly of WOV New York and World Broadcasting System, has joined the announcing staff of WPNF Philadelphia.

ALAN HAHN, script writer of KYW Philadelphia, is on the announcing staff of WJJD Chicago.

ED PARKER of New York and Jimmy Russ of Watertown are new announcers at WWNY Watertown.

E. B. MALCOLM, formerly of WHO and WEL, has joined the announcing staff of WJTG Des Moines.

In war or peace, business booms in Winston-Salem. Great industries, thriving agriculture, INCOME! Give your product a chance by using a station that's famous for its sale-ability!

WINSTON-SALEM
National Representative: The Walker Company

KROD
CBS
The Voice
that's heard all over the important
EL PASO
Southwest
1000 Watts - 600 KC
Dorothy Redlich, Owner
Val Leonard, Mgr.

NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER in the South's Greatest City
CBS Affiliate
No.1 Rep. - The Katz Agency Inc.

WTLX

WJZ

KXOK

ST. LOUIS
930 KW.
5000 Watts Full Time
BLUE NETWORK
Represented by John BLAIRE

Behind the MIKE

W. R. (Bud) WILLIS, news analyst and reporter, who recently returned from Tokyo, has joined KXOK St. Louis. Bud had been newswriter with KXOK, replacing Bert Metcalf.

NELSON M. GRIGGS, discharged from the service, is now an announcer with WKRC Cincinnati.

NORMAN PALMER, formerly of KGLO and KTOO, has joined the announcing staff of CKLW Windsor.

LILLIAN CALDWELL, KTSM El Paso, Tex., director of women's program, is now an announcer with WWRC.

SAUNDERS J. THOMAS, formerly engaged in public relations work, has been appointed manager of the radio, stage, screen and television departments of Plantation Security Bureau, New York. Mr. Thomas replaces Frank McGinnis who had undertaken an assignment to the Far East for the U.S. Government.

ZENA PETERSON, formerly with WWVA Wheeling, W. Va., national advisor, has joined the continuity department of KIRO Seattle.

PAUL PETERSON has been added to the announcing staff of KHMO Hannibal, Mo., Maxine Dickering has been named continuity editor and writer for the station.

EDGAR F. HIGGINS Jr. and ROBERT J. BACK, formerly with WOC, have joined the announcing and sales staffs of WKDQ Evansville, Ind., and will be heard in Chicago week by week. Mr. Back, formerly with WPAS White Plains, N. Y., Mr. Yoell formerly was a filing editor and summary writer at PA.

PHYLLIS PARKER, a freelance writer, and formerly with J. Sterling Getchell in Hollywood, has joined MBS as manager of program promotion, a new position.

PAUL GIBSON, WBBM Chicago m.c., transferred to NBC Hollywood, has joined KMPC Hollywood as news writer-newscaster.

HARRY H. HINNICK, former announcer of NBC Hollywood, has joined WBBM Chicago as special writer-reporter.

Ann CAMERON, formerly of KIHK Hollywood continuity department, has joined the production staff of Raymond R. Morgan Co., Hollywood agency.

ARTHUR MOORE, Hollywood producer of Young & Rubicam, has been transferred to the agency's New York talent department.

EDMUND L. SOUVER Jr., Blue Hollywood newcomer, has been appointed announcer with WPAS White Plains, N. Y. Mr. Yoell formerly was a filing editor and summary writer at PA.

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Ryan Asks Space for Radio

(Continued from page 18)

should consider the record of service rendered to the people by the various services in the past. Mr. Ryan listed safety services in times of disaster, radio's wartime contributions to recruiting, conservation, salvage, War Bond drives, blood donors and morale, all of which continue with "full force and effect".

'Who Paid the Bill?'

He traced the history of newscasting, told how early-day newsmen developed radio news reporting style and how scores of others have been trained. He enumerated the obstacles which radio had to hurdle to develop its own news gatherers and pointed to the "smooth-working machine that maintained an unbroken flow of information on D-Day and continued to supply its listeners with stories and bulletins from every part of the globe."

"Inevitably we get down to the question, 'Who paid for all this?"' continued Mr. Ryan. "Who paid for this slow and methodical experimentation down through the years? Who bought the equipment, used it, discarded it, then bought new and better equipment to do the same job all over again, only a little better? Who paid the salaries of station managers, program directors, continuity writers, announcers, salesmen, engineers, musicians, traffic managers, newsmen and hundreds of secretarial employees?"

'Every one of them had to learn or be trained in the idiom of radio. All had to develop subconscious natures adapting themselves to their work. A radio employee was, and always has been, a considerable investment."

"The mere granting of licenses by the Government to operate radio stations is not like granting rights on prime Government land, for example, where gold lies in abundant quantities. Radio held for its licensees only so much as they, by industry, ingenuity, money and devotion to the public welfare, gave of it. That wasn't very much in the early days of radio, and before it could really get started it was plunged into the depression which began in 1929. But its owners put up money and more money and sustained the industry until finally it became self-supporting."

The ABAB President paid glowing tribute to "the companies that invested their advertising dollars and their faith in an untried medium". He told how they experimented with this program and that, "receiving inevitable disappointments and yet coming back, again and again, until broadcasting as a medium for the sale and distribution of products was proved to their satisfaction."

Asserting that some advertisers "guessed wrong" but continued to come back "with determination", Mr. Ryan said these advertisers "ultimately earned dividends on all that they had spent in proving the medium of radio."

Forum Coverage

IN ADDITION to Blue Network coverage of evening sessions of the New York Herald Tribune's annual forum [BROADCASTING, Oct. 9], different portions of the event will be broadcast by CBS and Mutual. Latter will pick up a discussion on "Teamwork for Reconstruction" Oct. 16, 9:30-10 p.m. and "Leadership the Youth Minda" Oct. 17, 2:15-3 p.m. with Shirley Temple as one of the speakers. CBS will carry the same session 3:30-4:30 p.m. with Dr. Rene J. Dubos as speaker, and the same afternoon 4-4:30 p.m. will present talks by Mr. and Mrs. Frederick George Miles.

MURROW HONORED

EDWARD R. MURROW, chief of the CBS European staff, and Dr. George H. Gallup, head of the Institute for Public Opinion, were among four to receive a "distinctive service medal" for eminence in their respective fields from the School of Journalism of the Syracuse University. Paul White, CBS news head, accepted the honor in behalf of Mr. Murrow, with whom he is on the occasion of a dinner celebrating the University's 10th anniversary, given by the New York Press Assn. in New York Oct. 6.

Koin Renewal

Koin Portland, which has operated under a temporary license because of the "duopoly" regulations, last week was accorded a regular renewal by the FCC for the period ending May 1, 1947. Since issuance of the temporary renewal, KALE was disposed of to the Portland [ore.] Journal, in exchange for that newspaper's minority interest in Koin. John W. (Chuck) Myers, former president of the NAB, is president and principal owner of Koin.

Latin Market

(Continued from page 13)

cause it reaches a large diversified population."

Since the leasing of shortwave facilities by the Government, he reported, great strides have been made both in services and in contacting Axis broadcasts. Shortwave beams from the U. S. were changed to reach the American republics more clearly and teaming of transmitters carrying the same program made possible selectivity by local stations affiliated with CBS and NBC for rebroadcast purposes. These local stations and other republics were able to choose the clearest signal for rebroadcast from several frequencies.

New engineering techniques, Mr. Francisco declares, will make possible better control of shortwave broadcasting through the use of measuring devices which are being installed in various key areas in South and Central America. In most of the countries, professional radio listeners have been established to monitor the quality of the programs.

Mr. Francisco estimates that anticipated over-all advertising expenditures for 1944 by U. S. business firms through radio, press and other media in the other republics will aggregate $18,600,000, a substantial increase over expenditures in 1943. This figure, he points out, "was an impressive indication of an upward trend. It was also practical evidence of determination by U. S. business management to make the Good Neighbor policy mutually helpful."

"With U. S. industry absorbed in war work and unable to supply many products for export, this increase in export advertising was made chiefly in preparation for postwar trade. The Latin American market was considered by exporters especially attractive for postwar development when U. S. industry again would be able to supply automobiles, industrial machinery, office equipment and other items which were virtually unobtainable in 1943 for civilian use."
Decisions...

OCTOBER 9

KVOP, Plainview, Tex.—Licensed to cover CP authorizing new station (sec. 10-2-44).

The Journal Co., Milwaukee—Licensed to cover CP and developmental broadcast station WYXJ (sec. 10-2-44) and The Crusay Co., Cincinnati—Licensed mod. CP authorizing new experimental television station WSCAT, for extension completion data from 10-24-44 to 4-23-45 (sec. 10-2-44). (See Providence Journal Co., Providence, R.I., placed in pending file application new FM station.)

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
DEDICATED TO THE SERVICE OF BROADCASTING
Radio Press Bldg., Wash., D. C.

PAUL GODLEY CO.
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.

MO 2-7859

GEO MG C. DAVIS
Consulting Radio Engineer
Munsey Bldg., District 8456
Washington, D. C.

Frequency Measuring Service
EXACT MEASUREMENTS
ANY HOUR—AND DAY
R.C.A. Communications, Inc.
66 Broad St., New York 4, N. Y.

JOHN BARRON
Consulting Radio Engineers
Specializing in Broadcast and Allocation Engineering
Erie Building, Washington, D. C., 4, R. C. Engineer
Telephone National 7777

WOODBOW & KEEL
CONSULTING RADIO ENGINEERS
Serie Bldg., National 8513
Washington 4, D. C.

LOHNS & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg., District 8215
Washington 4, D. C.

McNARY & WRAITH
CONSULTING RADIO ENGINEERS
National Press Bldg.
D. I. 1205
Washington, D. C.

M. WILSON & CO.
CONSULTING RADIO ENGINEERS
Munsey Bldg., Republic 2524

RICHARD 
Consulting Radio Engineers
WASHINGTON, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg., Republic 2524

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WILLIAM LAWRENCE, Mass.—Granted license to cover CP for synchronous amplifier to make changes in equipment and increase power (sec. 10-2-44).

KCGE Coffeyville, Kan.—Granted mod. CP authorizing install new transmitter for extension completion data from 10-21-44 to 11-1-44; conditional grant (sec. 10-2-44).

WCLR Akron—Granted mod. CP authorizing install new transmitter, changes in DA and extension completion data from 10-21-44 to 11-30-44, respectively (sec. 10-2-44).

WOCF Boston—Granted transfer control from Andy Boluva to Harry H. West to town Broadcasting Co. by transfer of license to cover CP, extending control from 9:30-44 to 225,000 (sec. 10-2-44).

KESA Seattle Wash.—Dropped order denying petition to enlarge CP application for mod. CP.

KVN Vancouver Wash.—Granted petition in part to reopen record for acceptance of amendment to application for CP change facilities, and removed said application as amended (sec. 10-2-44).

Also dismissed petition of KSEI for leave to intervene.

WNBQ Hartford—Granted transfer CP from Andy Boluva and Elroy R. LaFount to The Yankee Network Inc. with 100% to 225,000 and make changes in transmitting equipment (sec. 10-2-44).

KFAB Lincoln, Neb.—Licensed to cover CP authorizing change frequency and hours operation and D.A.N.

Northwest Broadcasting Co., Minneapolis—CP new station, 650 kc with 1 kw unlimited-D.A.D.

KMBC Kansas City—CP new FM station, 88.9 kc to cover CP new station. (sec. 10-2-44).

WIRE Indianapolis—CP new commercial television station, channel 6, Lincoln, Neb., Calif., Santa Fe—CP new station 1480 kc 250 kw W and make changes in transmitting equipment.

KFAB Lincoln, Neb.—Licensed to cover CP authorizing change frequency and hours operation and D.A.N.

WOMT Mansfield, Ohio—CP increase 100 kw to 225 kw and make changes in transmitting equipment.

KFAB Lincoln, Neb.—Granted petition to change call to WHDY.

Licenses for following stations granted and completed new application for extension completion date from 9-30-44 to 11-1-44.

KGKJ Tyler, Tex.—Granted acquisition control by James G. Ulmer and Minnie B. Ulmer through transfer 12 shares common stock from J. G. Kretzinger to James G. Ulmer.

Applications...

OCTOBER

WALL Middleton, N. Y.—Transfer control from Elie and Marni R. Konig to John Morgan Davis.

Central Ohio Broadcasting Co., Columbus—CP new station, channel 8.

WOMT Mansfield, Ohio—CP increase 100 kw to 225 kw and make changes in transmitting equipment.

KFAB Lincoln, Neb.—License to cover CP authorizing change frequency and hours operation and D.A.N.

Northwest Broadcasting Co., Minneapolis—CP new station, 650 kc with 1 kw unlimited-D.A.D.

KMBC Kansas City—CP new FM station, 88.9 kc to cover CP new station. (sec. 10-2-44).

WIRE Indianapolis—CP new commercial television station, channel 6, Lincoln, Neb., Calif., Santa Fe—CP new station 1480 kc 250 kw W and make changes in transmitting equipment.

Reno Broadcasting Co., Reno, Nev.—CP new station, 920 kc with 1 kw unlimited-D.A.N.

Francis Taylor, Seekonk, Mass.—Licensed new commercial television station, channel 8.

KSEA Seattle, Wash.—Dropped order denying petition to enlarge SRO application for mod. CP.

New Business

KELLOGG Co., Battle Creek, Mich. (Rino 46 Blox), for Oct. 20 Tom Brennan Highlights on 16 Blue Pr Pacific stations, Fri. 8-9:30 p.m. (PWT) Agency: Kenyon & Eckhardt, Chicago.

PROCTOR & GAMBLE, Cincinnati (Lav soap), for Oct. 21-22-44) under a grant agreement on CBS stations, Sat. 8:30-9:30 p.m. Bluestone.

HAYST T Mountain, New York (bread and products), on Oct. 15 in 12 weeks, started General Pet Show on 3 MBS stations, Sun. 7:45-8:30 p.m. Agency George Lawrence Hartnack, Chicago.

UNDERWOOD-ELLIOTT-FISHER, Toronto (business machines), for Oct. 1 started Ernest, Boys Piano Recital at Ontario and Quebec stations, Sun. 1:15-2:00 p.m. Agency: J. J. Gibbons Ltd., Toronto.

SWIFT CANADIAN Co., Toronto (motorbikes), on Oct. 8 starts Breakfast Club and CBC Trans-Canada station Mon. thru Fri. 9:15-9:30 a.m. Agency J. Walter Thompson Co., Toronto.

R. HOIDE GROTHE Ltd., Montreal (Camb), on Oct. 9 started Le Sourire (business) on CBC French station Mon. Wed. 7:15-7:45 p.m. Agency Whitehall Broadcasting, Montreal.

Network Changes

LYON VAN & STORAGE Co., Los Angeles, after Nov. 12, over Audy & Virginia on 13 Blue Pacific stations, Mon Wed. 4:30-4:45 p.m. (PWT), to 9 Don Lee Pacific station Mon. Wed. 9:15-9:30 a.m. (PWT) Agency: BBDO, Los Angeles.


Classified Advertisements

PAYABLE IN ADVANCE—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Bold face caps 30c per word. Ad must be all light face or all bold face caps. Count 3 words for blind box number. Deadline Monday preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington, D. C.

Situations Wanted (Cont'd)

Chief engineer fully experienced in all phases of broadcasting, especially in connection with southern station, married. $45, Box 786, BROADCASTING.

If you're looking for a "fireball" that's not me. I'm a good news-commercial man interested in the possibility of improving the pride of its production. 25 years old, have experience including present 5 kW, Transcription and photo. Writing especially interested in hearing from B.C. and west coast stations. Box 788, BROADCASTING.

Engineer—Studio-transmitter. Permanent, midwest preferred. Experienced. Box 786, BROADCASTING.

Program director-anouncer. Six years experience writing, production, announcing, network work. Plots positive, progressive position. Box 786, BROADCASTING.

Platter jockey! Not just another record spinner, but a real personality, able to make an audience "sing" with his experience announcing, writing, production, and engineering. Now employed metropolitan midwest station. Box 694, BROADCASTING.

Chief engineer—Thirteen years experience. Excellent college network, mostly supervision, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing, one as chief and assistant engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary $100 plus expenses. Must be available six weeks. Box 664, BROADCASTING.

Engineer—Experienced, studio transmitter, recording, net stations. Box 709, BROADCASTING.

Program director, 38, experienced in public relations, promotion, special events, music clearance. Broad musical knowledge. Box 765, BROADCASTING.

Experienced, ambitious, capable news editor, financial in immedi- ate vacancy with progressive station, preferably east coast basis. Five years experience, including play-by-play, can handle special events, College gradua- tion. Will wait until 25 years old. For right record phone 371 or write Boyd Clay- ton, 132 N. 5th St., Des Moines, Iowa. I am interested in first communication including salary and living conditions for family in your city.

Radio engineer-ph ysicist, College degree. Five years experience, holds license, 7 years experi- ence research and development laboratory work, 8 yr. radio broadcast operator. 49. Box 801, BROADCASTING.

Announcer. Honorary discharged veteran. Top notch newseditor, commercial an-ouncer. Six years experience with 60 kw Mutual. Excellent background College educated. Transcriptions, Box 800, BROADCASTING.

Announcer-program director, 26 years old. 3 years experience news, play-by-play news, commercials, special events. Available November 4th, Box 786, BROADCASTING.

Studio technician, 6 years experience 5 and 50 kw network stations. Licensed, union, junior union, union wired. Discharge. Box 796, BROADCASTING.

Technical man—first class. Eleven years AM-FM broadcast experience. Desires full time work. Any salary depends on broadcast organization. Box 790, BROADCASTING.

A chief engineer and an announcer desire a permanent position with a northeast- ern Mutual affiliate open to experienced capable and dependable. Box 790, BROADCASTING.

Program director-news editor. Eight years experience. Young & dependable. Box 791, BROADCASTING.

Wanted to Buy

Wanted—Any type vertical antenna, Phone collect Central 6809, Chicago, Mr. Cliff- fords.

Wanted—Studio equipment and five kilo- watt transmitter with spare tubes. Box 784, BROADCASTING.

Wanted—One 27 foot type CK Blakwons vertical radiator. Box 786, BROADCASTING.

Wanted—1000 watt transmitter, FCC approved. Also, all other equipment neces- sary to complete station. Write or wire Box 784, BROADCASTING.

Will pay highest cash price for any or all of the following pieces of equipment for 250 kw station. Frequency and modulation equipment, oscillograph or any kind of technical equipment. Write Box 786, BROADCASTING.

For Sale


For sale—Fairchild latest model 199, 16B single speed record turntable like new, $495. Top condition Sound Sales Company, 600 South Michigan Avenue, Chicago 5, Illinois.

For sale or trade—(1) GE 891, (2) 892, (4) GE 810, (4) GE 806 never used. Want speech equipment, overdub re- cord attachment, frequency monitor. United, Calif.

First check received for $2,450.00 purchases 250-watt transmitter in condition for F.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1206, Milwaukee 5, Wisconsin.

For sale—1,000 watt transmitter, com- mercial, in perfect working order, complete, modulated, complete. Available immediately. Box 123, BROADCASTING.

Miscellaneous

Qualify for promotion—Study at home! Magnolia Engineering, traffic, newest- ing, production, television. Course pre- pares student for career with radio. Write for booklet. Chicago Institute of Broadcast- ing and Television. 462 E. 53rd St., Chicago, Illinois.

If you are looking for a 60-watt trans- mitter, you may be able to help you. Box 513, BROADCASTING.

Video as Crime Detector

See by Secret Service TELEVISION, functioning in combi- nation with other electronic de- vices and with fleets of airplanes, will be one of the nation's most potent aids in crime prevention and law enforcement in the postwar world, Frank J. Wilson, chief of the Secret Service, said in a recent talk broadcast on NBC from the 51st Annual Confer- ence of the United States Assn. of Chiefs of Police. He forecast the time when photos of fugitives and dangerous criminals will be flashed onto television sets in millions of homes.

The SCHOOL OF RADIO TECHNIQUE

(America's Oldest School Devoted Exclusively to Radio Broadcasting)

8 Weeks' Evening Course

NOVEMBER 14

6 Weeks' Day Course

NOVEMBER 6

Taught by Network Professional Instructors in Key Subjects - 1944

- Announcing
- Station Routine
- Continuity Writing
- Dictation
- Voice Improvement
- Co-ed. Moderate rates. Inquir- Call or Write for booklet B.

R.K.O. BUILDING RADIO CITY, N.Y.

Circle 7-9193

READY FOR A SPONSOR

A new type half-hour net-work show, promoted by those who should know as having all the elements to make it a top-rating audience holder among the best complete family program leaders and sales- prospects in America. Extremely flexible and capable of expansion with guest celebrities, name-bands and other features as far as desired. Unusual merchandising possibilities.

For first script and details, write to obligation, write:

CALEB WEST
5336 Wayne Avenue, Chicago, Illinois

SERVICE DIRECTORY

United Manufacturing Corp.

Custom Built Broadcast and Laboratory Equipment

1121 Vermont Ave., N.W., D.C.

District 1640

ADVERTISING AGENCIES

Without Canadian Connections

RECORDINGS REG'D

633 Dominion Sq. Bldg., Montreal, Canada

For complete production and recording facilities. French and English

Write Us
Has Radio More Influence Than Press?

Air Medium Better in Bringing Voters to The Polls

By D.R. PAUL F. LAZARFELD
Director
Bureau of Applied Social Research
Columbia U.

IN RECENT years, the radio has taken its place beside the newspaper as a distinctive medium of communication. Perhaps not just “beside”, perhaps in some instances the radio has taken the place of the newspaper. For example, has the radio cut into the newspaper’s sphere of influence in American politics? Did the two media serve the same function for the major parties? In short, what were their comparative political roles in Erie County in 1940?

Before attacking this question directly, we must digress for a brief methodological note. Suppose we asked the respondents themselves to indicate what sources were most effective in influencing their vote decision. Merely raising the question is enough to call to mind the dangers involved in such a procedure. Can respondents appraise the relative influences exerted upon them over an extended period of time?

Self-Estimate Inadequate

Any statement by them to the effect that they were “influenced” by the “radio” or “newspaper” may be open to the charge of exaggerated memory or the confusion between listening or reading they have done as to the actual influence of the media. A direct self-estimate by respondents, then, will not serve our purpose.

Accordingly, a method of investigation was devised which rests on the following assumption: The more concrete and specific the respondents are in their answers about the experiences which have modified his view, the more likely it is that the account is valid. General comments may inadvertently relate to a multitude of exposure and not to one influence. But concrete and circumstantial reports of specific experiences tend to focus on decisive events and to eliminate the component of amount of exposure.

Obviously, no single question can be expected to provide an adequate index of influence. But we can use a variety of questions which enable us to distinguish between general and vague replies on the one hand and concrete replies on the other. If we find that the influence attributed to one medium is consistently mentioned more frequently as we move from general to specific replies, then we conclude that this medium has actually exerted a preponderant influence and that we have arrived at a valid measure of influence.

With that procedure and that measure, what was the comparative influence of radio and newspaper in the 1940 campaign? Just after the election, voters were asked to name in retrospect the sources from which they obtained most of the information that led them to arrive at their vote decision. They were then asked to indicate which source proved most important to them.

Although the radio and newspaper ranked about the same as general sources, the radio was mentioned half again as frequently as the single most important source of influence. Half of those who mentioned the radio at all considered it their most important source of information, whereas only a third of those who initially mentioned the newspaper regarded it as most important. Thus, as we move from the less general to the more specific, a greater share of the influence of radio was attributed to the radio.

Whenever a respondent indicated a vote intention different from the one mentioned in the previous interview, he was asked the reason for the change. In some cases the source of the new vote intention was stated in general terms, e.g., “I changed my mind as a result of my newspaper reading.”

In other cases, the source of the change was reported in concrete terms, with a medium of communication directly linked to the reason for change, e.g., “An editorial in Wednesday’s Sandusky News convinced me that the President’s experience in international affairs was indispensable.” (We should note here that whereas in the preceding section we dealt with the respondents as a whole, here we deal only with the crucial subgroup—the people who changed their minds during the campaign.) When the mentions of media making for changes in vote intention are classified as general and concrete, how did newspaper and radio compare?

Press and Radio

Until the last period of the campaign, considerably more political material was available in the newspapers than on the radio. Although it is difficult to measure this factor of accessibility, only toward the close of the campaign could the amount of political material on the air be considered at all comparable to that found in the press. If we limit mentions of media in connection with reasons for change to the last two months of the campaign—the most active months of the campaign—what then?

At that time the radio was mentioned considerably as a general source of influence but more frequently as a concrete source. Once again, the stronger role of radio becomes more conspicuous in the case of concrete ascriptions of influence.

Appeals Pall

In sum, to the extent that the former media exerted any influence at all on vote intention or actual vote, radio proved more effective than the newspaper. Differences in the way the campaign was waged are the air probably account for this. In the first place, a considerable amount of political material appears in the press from the beginning to the end of the campaign with few notable variations.

In time, the claims and counter claims of the parties as they appeared in cold print came to pall upon the reader who had been exposed to essentially the same stuff over an extended period. The campaign on the radio, however, was much more cursory in its early part and became vigorous and sustained only toward the close.

Secondly, the radio campaign consists much more of “events” a distinctive interest. A political convention is broadcast, and the listener can virtually participate in the ceremonial occasion. He can respond to audience enthusiasm, he can directly experience the ebb and flow of tension. Similarly with major speech by one of the candidates. It is more dramatic than the same speech in the newspaper nemporizing.

And thirdly, the listener gets a sense of personal access from the radio which is absent from print. Politics on the air more readily becomes an active experience for the reader. It represents an approach to a face-to-face contact with the person and that is close to a personal relationship, hence more effective.

THE ACCOMPANYING article is taken from “The People’s Voice,” an analysis of the factors influencing political behavior as revealed by monthly interviews made during the 1940 Presidential campaign with a panel of 600 residents of Erie Co., O. (a county whose voting has paralleled that of the nation for the past 40 years). Volume, to be published shortly by the American Council on Public Affairs, Washington, D. C. [$2.50], was written by Dr. Paul F. Lazarsfeld, Director, Bureau of Applied Social Research (formerly Bureau of Radio Research), Columbia University, assisted by Bernard Berelson and Hazel Gaudet, members of the Research Bureau’s staff.

Jergens Replaces

ANDREW JERGENS CO., Cincinnati (Woodbury soaps, cosmetics), has announced that Carl Stromberg, Musical Director of Lower Basin Street, with Hollywood Mystery Time on 151 Blue stations, Sunday, 8:15—9:45 p.m. (EWT). Series co-stars Carlton Young, New York actor, and Ernest Gill. Jergens' Billboard, Ernie Dittes and Jerome Epstein write the program.

Tavis Wells is assigned producer for Lennen & Mitchell.

ELIMINATION of crime and gangster type dramas on the air has been endorsed by the Toronto Board of Education in a presentation to the Canadian Broadcasting Corp. by the Toronto Board of Education feels that this type of program is a major part in the increase in juvenile crime wave.

That at that time the radio was mentioned considerably as a general source of influence but more frequently as a concrete source. Once again, the stronger role of radio becomes more conspicuous in the case of concrete ascriptions of influence.
FM Features Allocation Hearing

(Continued from Supplement page 5)

When Mr. Denny inquired if fac-

imile could be placed in a channel
dividing FM and AM, Dr.
Jansky said he thought it could.
Or example in New York, he ex-
lained, FM could be on Channel 1
and facsimile on Channel 2 without
interference, although he said he
referred not to give a definite an-
swer. Dr. Jansky didn’t see, how-
ever, how FM channels could be
arrowed in the higher spectrum
round 100 mc, as suggested by
Mr. Denny.

W. A. Roberts, representing Te-

tlevision Broadcasters Assn., with
Chairman Fly has clashed

frequently because of his persistent
ross-examination of witnesses,
anted to know why Dr. Jansky
was so sure the present FM band
is best for the future. When the
witness answered several
actors were involved, including re-

ceivers, antennas and prices to
the public, Chairman Fly was
authority to make such a state-

ment.

After considerable argument be-

between Chairman Fly, Mr. Rob-

ert’s and the witness, Dr. Jansky
stated: “We’ve had much more ex-

perience. . . .” but the chairman in-

erupted with: “We don’t want a
peach. Of course you’re ex-

perience. We want the facts.”

Valter Damm Tells

1½ FM Growth

Several times as Dr. Jansky
mentioned economics as a factor.
Mr. Fly interrupted; asked the

ographer to read the question,
hen commented: “What is based
engineering? What are the engi-

ering factors if you’re not qualified, don’t testify.”

Mr. Roberts asked what would
end to increase the receiver costs
FM were moved to 160 mc. Mr. Dr.
asked he’d refer the question to
the manufacturers. Chairman
Fly said what the transmitter

romblem would be to shift FM to
5-108 mc but Dr. Jansky said he
’t know.

“Would propagation be as good
better than the band 41-56 sc?” asked Commissioner Jett. “It
be very good,” was the reply.

Walter J. Damm, president of
M Broadcasters Inc., and vice-
resident and manager of radio of
the Journal Co., Milwaukee, owner
operator of WMJ and
VMFM, said a study by FMBI dis-
losed that the 40 channels allo-
dated by the FCC for FM were
adequate. Each manufacturer of
FM, the RTTPB recommenda-
tions and filed several exhibits
owing data about FM stations.

“Disposal of proceedings pur-
nant to the mere location of the
ion of the Commission to
ceive and retain applications in

its pending file have had a stimu-
ating effect upon the planning of
FM stations,” said Mr. Damm, who
imulated that within five years
the after the war at least 1,200
FM stations will have been sought.

He said approximately 500,000
FM receivers are now in the hands
of the public and that General
Electric Co. estimated the manuf-
acture of five million sets within
year after the war ends. Com-
misioner Jett asked if the 500,000
sets now in use are FM or com-
bination and Mr. Damm replied
that for three years he and Mr. Dr.
had been trying to get that infor-
mation from manufacturers, with-
out success.

To Mr. Denny’s question as to
whether FM stations would be built
to service rural areas, Mr. Damm
said: “Every applicant will be will-
ing to serve as great an area as
the Commission rules might per-
mit. If you’re asking me whether
an applicant will set up a station
in a sparsely populated region, I
would say no.”

Mr. Denny asked how long it
would be before FM is self-support-
ing, and Mr. Damm said that
WMFM “has turned the corner and
is making money”. His station
serves an area in which 21,000 sets
are in use, he said, and is inde-
pendently programmed 100% ex-
cept where a sponsor buys both
the AM and FM station and wants
the same program on both.

George P. Adair, FCC chief en-
gineer, asked, in event it was de-
termined that FM could better
serve in another location in the

spectrum, should the change take
place now or later on?

“If you’re going to have a
change, it ought to be made now
to save the public,” replied Mr.
Damm.

W. F. Cotter of Stromberg-Car-
son, appearing both for his firm
and the RTTPB, said the various
operations affecting the choice
of the maximum frequency deviation
in FM which, in turn, dictate chan-
nel transmitting width, concern
problems of (1) the transmitter,
(2) the transmitting medium “such
as multiple path transmission,
bursts, service range” and (3) the
receiver. He submitted some com-
ments in writing on various phases
of FM reception.

He testified that if FM goes to
100 mc it would increase the cost
the receiver 60-50% for the FM
portion of a combination AM-FM
set. That cost he estimated on this
hypothesical basis: If a receiver
$4 to manufacture, the cost of
installing FM on the present
fractions would be about $4,
whereas at 100 mc it would be
about $6, making the manufactur-
ing cost $15 higher than $4.

He said sets built exclusively for
FM were not popular in the past
and doubted if they would be
feasible in the future inasmuch
as many of the same components
are used in the manufacture of
both AM and FM receivers. Mr.
Cotter suggested a combination
AM-FM receiver as the most eco-
nomical set.

Recommends 100 mc

Band for FM Service

Mr. Cotter, recalled to the stand
Wednesday for further cross-ex-
amination, said narrowing the FM
channel to 100 kc width would in-
crease signal noise. He added there
would be a problem of co-channel
interference which involves mathe-
natical calculations. He recom-
ended a channel width of 200 kc,
regardless of multiplexing.

Mr. Cotter said should FM be
moved to the 100 mc band, it
would be possible to place stations in
the area on adjacent channels provided
the 200 kc channel is retained. As
a receiver manufacturer he recom-
ended that FM be contained in a
continuous band, rather than two
separate bands. If two bands are
necessary, however, he said they
shouldn’t go above a frequency that
causes a change in components and
suggested FM be kept below 60 mc.
A receiver manufacturer had
listed channel width as the most
important problem.

Should FM be moved to a higher
place in the spectrum, say around
200 mc, Mr. Cotter continued, it
would take his firm at least a year
to make new designs and get into
production. He added, under cross-
examination by Commissioner Jett,
that he thought his company could
build receivers with present com-
ponent parts, capable of reception
up to 100 mc.

W. R. David, sales manager
of broadcast equipment, General Elec-
tric Co., who is chairman of
RTTPB Panel 6 on FM and
chairman of the panel’s allocation
committee, also representative of
FMBI, estimated the cost of FM as
following:

For a main station of 1 kw from
$25,000-$42,000, depending
local conditions. For a
5 kw FM station, which is
likely to require one or
more booster stations, $115,-
000-$150,000, exclusive of
building and grounds. Addi-
cion of ST (studio-transmitter) fa-
cilities costs in figure of
structures by $6,600-$11,500. He
estimated the annual cost of
operating and maintaining a
booster station at $3,000-
$4,000 for 25 w; $6,500-$8,000
for 250 w; $10,000-$12,000 for
1 kw.

PLANT operation of main
stations, excluding programs and
studio, at $10,750-$15,000 for a
250 w station; $13,750-$18,000
for a 1 kw outlet and $67,500-
$82,700 for 1 kw outlet station.

Those figures include replace-
ments, tubes, maintenance, op-
erving personnel and a depre-
mation of 28%.

Costs of two different types
booster stations. The first,
use of a low power transmitter
operating on another frequency as
follows: 25 w $8,000; 250 w
$10,000; 1 kw $17,000. A
second type, use of low-power
transmitter operating on the
same but separate carrier
frequence, using a high-
frequency radio relay between
the main and booster stations,
would cost approximately $12,000
for a 25 w station; $17,000 for
one of 250 w and $25,000 for
1 kw.

Sees Danger of

Retarding Development

Mr. David said he didn’t think
the demand for FM channels in the
U. S. could be entirely determined
by that of the metropolitan
areas such as New York, Philadelphia,
Chicago and Los Angeles, becau-
se cities within 50 to 100 miles of
such areas must have additional
channels. Excluding the larger
areas of joint population Mr. Brown
estimated that 60-70 channels would be
set for the rest of the country.

Mr. David said that moving FM
to another part of the spectrum,
say the 100 mc band, would retard
the development of FM for at least
a year. He added that further
development of FM receivers is
necessary. With present knowledge,
however, manufacturers could produce
transmitters up to about 1 to 3 kw at
approximately 150 mc, but the time
required would be much longer than
at all ratings approximately 50 mc.

He estimated there would be an
appreciable increase in the cost of
covered below the higher spectrum
than at the present
location, although he said he

CONGRATULATIONS are in order for Murray Carpenter (center),
media supervisor of Compton Adv., New York, who surprised luncheon
at his 10th year with the agency on that day. Party included (1 to r) A. H. Flaten of CBS Radio
Sales in New York; Jean Lawler, time buyer for Compton; Mr. Carpen-
ter’s fiancées Dorothy and Carl J. Burk-
land, general manager of WTOP Washington Columbia outlet.

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had no figures available. Operating costs would increase with the frequency, he said. Tubes would be higher and their life shorter. Efficiencies would fall and their power costs more.

Commissioner Jett said he understood 50 kw tubes are available for the higher frequencies, but Mr. David said he had no knowledge of it. Just prior to the war, he explained, manufacturers were able to develop 50 kw at 50 mc, while now it is "barely possible" that they can develop 40 kw at 100 mc. He said G.E. had operated a 40 kw television station on Channel 3 (86-72 mc).

Behavior of Signals In High Frequencies

Mr. Roberts cross-examined Mr. David on his qualifications. The witness had termed himself "application engineer". The TBA counsel moved to strike from the record Mr. David's testimony regarding 40 kw operation at 100 mc. He was overruled by Commissioner Walker, acting chairman.

J. E. Brown, assistant vice-president and chief engineer of Zenith Radio Corp., Chicago, testifying as to observations he had made of long-distance bursts, said he had observed bursts at 44.3, 44.5 and 44.7 mc, but that it "takes a skilled ear to find the bursts in the Chicago area". He said he had seen CBS television pictures the past summer at 60-66 mc in Chicago and added "whatever the vagaries may be there, they didn't stop at 60 mc!"

He doesn't believe there's a serious interference problem in FM from sporadic E, he added. At one time Maj. Edwin H. Armstrong's station at Alpine, N. J., "took over" Mr. Brown's receiver in Chicago for 5 or 10 minutes, he said, but that was the only time he observed such a phenomenon. As to automobile ignition noise, "FM properly applied, does a good job of eliminating it," said Mr. Brown. He felt with a skilled receiver there would be no auto ignition problem.

Mr. Brown said the cost of building receivers for operation at 100 mc would be about $15 per receiver and $50 per set. Before the war his firm built a combination AM-FM receiver for $125 for the present band. The same set at 100 mc might run $15-$20 more to the customer, he said, adding "there is no practical way out except for two complete front ends, one for AM and one for FM". At the present, one-front end serves both services, he said.

Under cross-examination, however, he said the cost of converting a set to 100 mc is about $1 in manufacture. For the consumer increase "multiply that four or five times", he said. He estimated he would be able to manufacture sets for 100 mc reception a year after materials were available, and added that Zenith could build receivers for the present FM band at a minimum of six months after conversion of industry.

"If we knew what allocations were going to be, we could start designs right now," he told the ENTIRE STAFF OF KALE Portland, Ore., attended banquet celebrating opening of new KALE studios. At head table (l to r) are: Arthur M. Briggs, account executive; Merle Alexander, secretary to Charles E. Conklin, general manager; Marguerite Alley, director of women's programs; Newton G. Hedlin, account executive. In first row, front table (l to r): Ralph Langley, production manager; Rodney Adair, announcer; Harold Bratsberg, program director; Byron Shadrer, continuity director; Mary Lou Lacey, receptionist; William Donahue, auditor; G. F. Skiff, account executive. Second row (l to r): Allan Walker, announcer; Merrill Meade, assistant news editor; Jack Colon, announcer; Harland Tucker, chief announcer; Lyle Eastland, technician; Fer. Kilburn, traffic assistant; Norman A. Davis, commercial manager; Pat Green, program dept. secretary. Second table, first row (l to r): Shirley Rieloff, testifier; chief engineer; A. E. Richmond, chief engineer; Luella Blankenship, bookkeeper; Tom Decke, news editor; Peg Bracken smith, writer. Last row (l to r): Betty Todd, writer; John Emmel, di- rector of music; Ann Carpenter, writer; Florence Ball, traffic; Earl Gunn, announcer; Dantelle Nelson, writer; Dave West, entertainer. Official opening of studios was final move in KALE's transfer to individual operation from joint ownership with KOIN. [BROADCASTING, Aug. 28.]

Commission, as to prices, Mr. Brown said the lower priced sets created the biggest problem to manufacturers, although he estimated Zenith probably would turn out a combination AM-FM receiver costing around $40 or $50, because of consumer demand. He said he could see no reason why manufacturers couldn't build sets for an FM band of 80-108 mc.

NARRATES EXPERIENCES WITH SATELLITES

P. B. Laeser, FM and TV engineering supervisor of WMJW-WMFM, the Milwaukee Journal stations, testified as an expert, familiar with satellites. He listed the possible types of boosters or satellites as: (1) operation of a separate low-power transmitter carrying the same program on a channel different from that of the main station; (2) operation of a low-power transmitter carrying the same program on the same channels as the main station without synchronizing; (3) operation of a separate low-power station on the same channels as the master station with both the carrier frequency and the program synchronized.

The first requires two separate channels, a disadvantage, he pointed out. With the second type, a nonsynchronous channel, a mass area is created at points where the signals approach equal intensity and objectable interference is especially noticeable during program pause and at times of zero modulation.

He defined the third as complete synchronous operation and said it "seems to offer several advantages over the other types". He indicated tests being made of WMJW with the second and third types of satellites. On the basis of the two weeks' tests, he felt the synchronized operation was the reason why the technique of super-}

pressing the satellite carrier from the receiving input could not be improved, and this would entirely result in utilizing more power in the satellite if necessary," he said. Mr. Laeser publicly thanked Maj. Armstrong, C. M. Jansen, Jr., and George F. Adair, FCC chief engineer, for their "helpful suggestions and cooperation" in the tests.

T. A. M. Craven, vice-president of the Congel Radio Co., which retailed last June as a Commission, startled many spectators with recommendations far beyond those suggested by the RTPB. (Ah- stract of his testimony and cross-examination will be found on Supplement page 16.)

Kesten Urges FM Single Market Coverage

Paul W. Kesten, CBS executive vice-president and acting head, read into the record his statement on FM, which the Commission the previous week ruled could not be presented during international broadcast hearings [BROADCASTING, Oct. 9]. He recommended 100 channels for FM, estimating that they would make some possible 4,000-5,000 stations.

On his suggestion that FM be placed on an equality basis—Mr. Kesten was cross-examined by Commissioners and Mr. Roberts. As to location in the spectrum Mr. Kesten said: "We believe the movement of other services—I'm trying not to say television—into the higher frequencies where they belong will make room for FM channel centering at 60 mc or around 100 mc."

Chairman Fly asked, with a grin, if the witness thought the single market coverage idea was a "good thing". Mr. Kesten believed it was a commendable thing, Mr. Chairman. It would add more stations to a network and that means benefits to the public.

Mr. Kesten said on the basis of a study being conducted by his engineering department, it appears that a network of 175 station could be devised with rural coverage greater than the present AM and network setups. An FM network, such as CBS proposes, could cover 80% of the population wit 175 stations. Copies of the study will be submitted to the FCC when it is completed.

Pressed by Mr. Roberts as to whether by "equality" Mr. Kesten said: "Competition tods consists of two things—better programs and better signals. Under our recommendation there would be no FM signal. It would consist of programs."

Alluding to CBS as perhaps having the best programs in the field, Mr. Roberts asked if that network worked to plan to have all the FM stations. "We might under a Commission Government," replied Mr. Kesten, "but not a democratic America." He explained further that the equality theory contended for "permission" to use facilities for the "equal" stations but "never a force". He said the proposed plan would eliminate the danger of few big stations being owned by having many more stations with far less power so that FM can compete on equal footing as to coverage.

MUST INCREASE NUMBER OF CHANNELS

William B. Lodge, CBS general engineering supervisor and member of RTPB Panel 5, said he voted for assignment of 80-100 channel for FM and for reducing the present 75 mc channel width. With the FM band possibly limited to 15 mc, this would provide for 76 channels, a much lower number than the 200 channels in use in New York, Chicago and other large metropolitan areas, he said. Mr. Lodge "Adoption of a 150 kc channel width would provide 10 channels if the eventual FM broadcast band runs from 51-66 mc which, I believe, would be a long step toward meeting the needs of FM broadcasting within the foreseeable future." Mr. Lodge said 10 channels 200 kc wide could be procvid if television is moved from the lower frequencies and the 50-60 mc amateur band is moved up by 6 mc.

Mr. Lodge pointed out that technical data submitted by RTPB containing figures were not properly represented. For example, that of Philco, NBC, RCA and Hazen, favoring reduction in band width to 100 kc, while General Electric favored allowing the Armstrong supported retention of the 200 kc width. His opinion, he said, was that the 200 kc width offered the best assurance of realism in television. Mr. Lodge said, "A compromise on a 150 kc channel width might be acceptable, he added, only if it is finally determined that additional spectrum space cannot be made available to provide
approximately 100 FM channels of 100 kc width.

"Such a compromise does not, it seems to me, offer the most obvious solution," said Mr. Lodge. "Any reduction in bandwidth relative to what we have now, or more than we do now concerning the practical operation of FM on a nationwide scale. The better course, if the Commission should move televisions into these higher carrier frequencies, would be to reserve one or two of the present television channels for use by FM at such time as the high frequency, high definition television supplants the present 6 mc television."

Effect of Narrow Channel on Interference

Explaining that a single 60 mc television band would provide 30 additional FM channels, at 200 kc, Mr. Lodge stated: "If the Commission formally adopts this policy and in an early date, transmitters and receivers can then design sets to include all of the eventual FM band.

As to long-distance interference, Mr. Lodge said that some of the thoughts were contained in his article in the Aug. 14 BROADCASTING. In support of the single-market FM station, as advocated by Mr. Keesen, Mr. Lodge said that under this plan transmitter power would be other than that of multi-market outlets, and interfering signals would be reduced.

Under cross-examination Thursday morning, Mr. Lodge said a narrow channel would not impose restrictions on audio-frequency fidelity. He said, however, that reducing the channel to 100 kc would result in a reduction of ability to discriminate against co-channel and adjacent channel interferences. Questioned by Mr. Adair about the 150 kc channel, Mr. Lodge said he believed alternate channels could be used and that, in itself, would make for less cross-channel.

Chairman Fly and Gov. Case cross-examined on the economic factors of single-market stations in New England and when Mr. Fly asked if CBS would be willing to carry a standard station at a cost that would enable it to operate in the black, Mr. Lodge replied: "I believe we would if it provided service. That's my opinion."

Protection Against Background Noise

He told Commissioner Walker the CBS plan did not contemplate relying on network support as the primary economic factor, rather the single-market idea would foster more local station support. Asked if there was any local station support, he said, was only one of the factors. Chairman Fly asked Mr. Lodge to develop the economic points "more fully" and present them to the Commission.

Worthington L. Lent, Washington consulting engineer and counsel for the Cowles Broadcasting Co., submitting data on human response to sound, said if the full fidelity capability of a system is to be useful, some protection against disturbing backgrounds of noise must be provided. He named two sources of noise, the antennas of the radio station must contend: (1) the electrical noise to which the receiver is sensitive, and (2) the mechanical noise to which the ear is directly responsive.

He produced technical data indicating that a band width of only 200 kc would be a single-channel FM channel, declaring: "It can be concluded that in a channel 100 kc wide, an allowance for receiver oscillator instability, a carrier of 70 mc and an additional allowance of plus or minus 2.5 kc for the accommodation of all generated side band components having amplitudes of 1% or greater of the unmodulated carrier amplitude, can be provided while at the same time permitting a useful total swing of 8 kc."

Mr. Lent said he didn't think adjacent channel interference would be serious under a 100 kc band. He gave testimony concerning cross-channel rejections and said that the receiver manufacturers can "make or break FM" or any other service.

Dr. Armstrong was given a rousing ovation as he stood on the platform to take the oath. He was the first witness to be given such acclaim. In carefully selected words of testimony, Mr. Armstrong was asked to provide ample space for FM and asserted that in addition to commercial services, an outstanding opportunity for present time service is just beginning to emerge in the field of educational broadcasting and the extent to which its effects may be felt cannot now be foreseen. (Abstract of testimony and cross-examination on supplement page 14.)

Educational Group Seeks Video Also

Joseph L. Weiner, attorney, who said he represented a "group of persons connected with Muzak, Inc.," presented a plan for "subscription radio," a service similar to Muzak but handled by FM instead of wires. (Abstract of his statement and cross-examination on supplement page 5.)

For the first time in the hearings an FCC representative was on the stand, the prepared statement as the noncommercial educational hearings got underway Friday. Acting Chairman Walker ruled that the Commission was interested in the statement, which sketched the history of educational broadcasts. In the past Commission experts have identified the stations and entered them into the record.

Dr. Studebaker, in requesting 15 channels for noncommercial educational FM and 10 additional channels for the relay, said he wasn't acting on a personal hunch but based his recommendations on known plans of educational institutions in 28 states. He said the present five

Peterson Heads Army Radio Branch Placement

SUPERVISION of all Army-produced network programs except the Army Hour on NBC, will be in charge of Lt. Col. Joseph L. Peterson, formerly radio director of Marschalk & Frank, with headquarters in the Placement Sec. at least until Oct. 1945.

Lt. Peter- son, former radio director of Marschalk & Frank, will supervise 10 Army-produced shows on the networks for Army Air Forces, Army Service Forces, and Army Ground Forces. Col. Harris personally supervises the Army Hour.

In his new duties he will coordinate appearances of personnel of the various services with Maj. Robert Stare, radio officer of AGF; Maj. Andre Baruch, radio officer in charge of ASF Placement Section, along with Col. A. Winnie, radio officer of AAF, handling the placement of Army personnel for both sustaining and commercial programs.

Maj. Baruch, veteran network announcer, as head of the new ASF Placement Section [BROADCASTING, Oct. 15] 9141, will liaise with the Army Air Forces, Army Service Forces personnel and radio, although the Radio Branch will continue to clear all programs and personnel as the overall operating branch of all Army radio, monitoring would be done by AAF, AGF, ASF, and posts and camps throughout the country.

Dr. Bevis recommended, in addition to FM channels, that the Commission allocate a group of medi- a channels in the vicinity of 2500-3500 kc for "state-wide coverage on 10 kc channels with power to 5000 w."

He asked that the Army be allocated a large number of channels for educational needs.

Adult Education Facilities Urged

Prof. Harlow Shapley, director of the Harvard Observatory, also testifying out of turn, advocated worldwide educational broadcasts from the stations of the World Wide Broadcasting Foundation, of which he is a member. He offered no recommendations, however.

Harold McCarthy, director of WHA Madison, Wis., and national radio chairman of the Natl. Comm. of Broadcasters, declared the NCPT is convinced that national network broadcasting cannot solve all the problems or perform all the services of radio education. He endorsed the 15 channel request for educational FM.

Robert C. Deming, supervisor of adult education, Connecticut State Dept. of Ed., testified that Connecticut plans to erect four 1,000 w transmitters to form a network with relay transmitters, under direction of the State Dept. of Education.

Lt. Col. Horace W. Kent, Chief, Postwar Planning Branch, Office of the Director of Military Training, Army Services Forces, and

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15.
War Dept. liaison to the U. S. Office of Education, testifying on behalf of the Assn. for Education by Radio, of which he was one of the founders and its first president, said he felt 15 channels for FM educational broadcasting would suffice for present needs, although he added: "We don't believe we are asking for any more than is necessary for the stations." Col. Kent, on leave as Radio Director in the Chicago Public Schools to head stations in Chicago, Detroit, and other cities when schools were closed by epidemic or other reasons, pupils were reached through cooperation of local stations. The Michigan educator "heretofore largely undeveloped, should be served by educational radio facilities'.

Endorsing the recommendations of Dr. Studebaker and Dr. Loder- miller for 15 FM channels, 200 kc wide, for noncommercial educational use were the following:

D. W. Zimmerman, Maryland State Superintendent of Special Education, also representing the Maryland Council of Chief State School Officers; W. Lloyd Sprouse, executive associate secretary, Kentucky State Board of Education; C. B. Reed, Ohio Superintendent of Public Instruction, who said the 15-channel system could be used by the 16 requested for national educational broadcasting: W. H. Tedrick, Michigan Dept. of Public Instruction; C. A. Madsen, board of directors, National Educational Broadcasters; Dr. William B. Levine and Dr. Philip Huber, the Cleveland Board of Education.


It is so obvious and the state of the Board of Education that it's hard to understand the attitude of the Board since Petri
dilla and the union have done nothing but flaunts the Board and even the President of the United States. We shall continue to strive for the right to have the National Board pass the matter.

The Board ordered the distributor of the Michigan Radio Network, to continue to act as protective, stipulating that if the issues are not resolved in 60 days either party may refer the case back to the Board for final determination. This is an appeal of the panel report of Aug. 15.

**J O I N T S T A T E M E N T O F R E C O R D E R S**

**TEXT of Joint RCA Victor, Columbia and NBC recording statement (story on Supplement page 5)**

WE ARE convinced that President Roose-
velt's efforts to regulate radio and television by the AFN on the making of phonograph records were not taken by Mr. Petri
dilla's "no" at a final moment in the case. The President's decision to study the question represents a war measure that can be made to work if it is applied vigorously by an administration running against an alarming and perhaps subver-

sive principle have sought to have the American tradition.

We deeply regret that Mr. Petri
dilla's refusal to obey the order of the War Labor Board has imposed upon the President the additional burden of a wartime strike by the radio industry.

We have offered again and again, hop-
ing to keep this issue from reaching the overburdened desk of the President, to agree to the full dollar amounts which Mr. Petri
dilla demands, pending proper de-
termination of the issues involved.

These offers Mr. Petri
dilla has repeatedly rejected because he has been fighting not for competitive advantage, but against what we believe to be a dangerous principle. He worse would never accept a prize on every record sold, directly into his union treasury. Obviously such a settlement would be added to the price of records pur-
chased by consumers, and inadmissi-
ble union financial independence of the American record industries.

Mr. Petri
dilla made a basic misinterpretation of his recent statement to the Senate. He has con-
cluded that the synchronization of other com-
panies to his demands resulted in the failure of the AFN. He fails to realize that the failure of the AFN was due to the absence of a clear, logical, and final settlement of the major issues involved.

Mr. Petri
dilla has not only failed to find a solution for the synchronization and other problems which are facing the record industry, but he has failed to provide any solutions for the same problems. Further, he has failed to provide any solutions for the same problems.

Furthermore, Mr. Petri
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**S U P P L E M E N T**  **Page 12**  **October 16, 1944**  **B R O A D C A S T I N G**  **Broadcast Advertising**
Primary Coverage by Radio
Inadequate, FCC Discloses

DESPITE 912 standard broadcast stations licensed as of Sept. 1 and construction permits outstanding for 16 more, 17.4% of the population is without nighttime primary radio coverage and 8.1% without primary service in the daytime, C. H. Owen, chief of the Hearing Section, Broadcast Division, FCC Engineering Dept., testified last week as the Commission opened hearings into standard broadcast allocations.

Little Improvement

Pointing out that one purpose of the Commission's order, designating the allocations hearings, was to determine the "present and future needs" of standard broadcast service "with a view to ultimately assigning a band or bands of frequencies to such service," Mr. Owen said that any determination as to the present and future needs "should be examined in the light of the purposes of the Communications Act as stated in Section 1, namely, 'to make available as far as possible to all of the people of the United States a . . . nationwide . . . radio communication service with adequate facilities.'"

He entered as exhibits coverage maps depicting a detailed study by the Commission in 1938 and said that today's coverage has increased but little since then. Of 218,000,000 population when the study was made, more than 10,000,000 were without daytime primary service while 21,000,000 had no nighttime primary coverage.

"In June of 1942 the question of primary service day and night in the United States was again the subject of a study by the staff," said Mr. Owen, "and it was found that the service rendered by the 906 stations in 1942—an increase of 159 stations over the 747 of 1938—resulted in an increase in total area receiving service from 61.5% to 66.8% for daytime and 43.1% to 43.2% for nighttime."

The Commission concluded, on the basis of the 1942 small increase, the 1938 study was "relatively accurate" and substantially representative of the service "in the United States at the present time."

"Standard broadcasting today is one of the United States major industries and the economic aspects should be considered concurrently with engineering phases," said Mr. Owen. He introduced an analysis by states and regions showing population, radio homes, per capita income, retail sales, total broadcast revenue from time sales, total investment in tangible broadcast property and number of stations (see page 14).

In breakdowns of each state's coverage, exhibits submitted by Mr. Owen showed that 15.9% of the country's rural population is without daytime primary service, while the urban population without primary service during the day is but 2.1%.

During nighttime 32.4% of the rural population is without primary service while 5.6% of urban population has no primary coverage.

Research Firm on NBC

BROADCASTING • Broadcast Advertising

LATE PERSONAL NOTES

DON HEYWORTH, production and program operations assistant in the BFO-2 North American Service, has joined New York shortly to transfer to the BBC London office to develop and produce programs for this country as the only American member of the MBF staff there, with BBC New York for the past year, he was formerly with WCAU Philadelphia. Sam J. Salte, for the past year and a half in public relations office of the U. S. Maritime Service, Third Naval District, joins the program operations department in New York Oct. 23. From there he will be transferred, produced, and wrote programs for the National Assn. of Manufacturers.

DR. DARRELL B. LUCAS, originating of the controlled recognition, is the president of the Advertising Research Foundation, to which he has served as consultant since August 1941, has been officially appointed Technical Director for the Advertisers Research Foundation, for which he has been serving as consultant since 1935. Dr. Lucas is co-author of Psychology for Advertisers, and author of numerous articles, including "Focus Testing," "Personality Research," and "The Psychology of Selling."

CECIL WIDDIEFIELD, radio director for Schwimmer & Scott, Chicago, has been appointed head of the new advertising department of the agency.

BIL ANSON, m.c. and freelance announcer, who is performing on 52 Chicago stations, has his first broadcast in eight years Oct. 11 when he became the father of a baby girl, Ruth Leslie.

ROBERT K. RICHARDS, editorial director of Broadcasting, is the father of a son this week. His wife, Barbara, and seven month old son, named Jack, were married last week.

ALAN M. FISHBURN, radio producer for Schwimmer & Scott, Chicago, has been appointed head of all radio production for the agency.

J. DICK ROSS of AAF and former announcer at KUH Hollywood, reported missing in action over Germany since August 1943, has been officially listed as a German prisoner of war, according to word received by his wife.

F. BEVERLY KELLEY, former editor of the Department, Ringling Bros. & Barnum & Bailey Circus, has been placed in charge of both press and public relations departments for the tent shows as they have been merged, and has succeeded M. J. Miller as advertising manager of the circus.

HARRY J. DEINES, formerly with Arthur Kudner Inc., New York, has joined Fuller & Smith & Rose, Philadelphia, as city, as account executive on Westinghouse radio sets. Prior to joining Arthur Kudner, Mr. Deines was advertising manager of the electronics department of General Electric.

ROBERT T. MASON, manager of the Marion Div., has been elected president of the Marion, O. Kiwanis Club.

EDWIN L. DUNHAM, a production director at NBC, has been reappointed expert consultant to the office of the secretary of War to give advice to the War Dept. Bureau of Public Relations. Appointed to the post a year ago for work on the Army Hour on NBC, Mr. Dunham will continue as coordinator of that program for another year. Also continuing in his regular NBC assignments.

JANET FLANNER, New Yorker correspondent and m.c. of the Blue Network variety shows, has resigned her job as reporter for the New York Times. She will be conferring with her editor, and will then be completely free to travel and write, and is planning to spend the winter in Europe.

W. E. HENGES, with Graybar Electric Co., New York, for the past 81 years, has been named Cleveland district manager of the company, effective Nov. 15, replacing A. L. Perry, retired. On Nov. 15, L. D. Marchmond will become Dallas district manager for Graybar, replacing W. Stuebner, retired. R. W. Kimbrell has been named St. Louis district manager for Graybar effective Nov. 15.

GERALD F. MORROW, former executive in the eastern headquarters of the Atlantic & Pacific Co., has joined Ivey & Ellington, Philadelphia, as vice-president.

DAVID J. FINN, sales manager for RCA Industrial Sound department, has been appointed to supervise wires and distribution in the Midwest for RCA with headquarters at Chicago.

THOMAS M. CRABBE, formerly assistant advertising manager, Colgate-Palmolive-Peet Co., Jersey City, has joined the advertising department of the Atlantic & Pacific Co., New York, as copy writer, and is executive on the Saturday Evening Post account.

NILES TRAMMEL, NBC president, is sending every NBC man and woman in the armed forces a personal letter as a Christmas gift from the network. A custom since the first year of the war, letters and checks will be mailed this year to 600 former employees.

RICHARD S. BOYD, on the engineering staff of North American division of NBC for the past year, has been transferred, replacing Ted Lawrence, resigned.

Mistol Drive

STANCO Inc., New York, for Mistol Noe Droops, Oct. 9 started a 12-week campaign on six stations in seven major markets with expectations for renewing for another cycle Dec. 31. One-minute nude, starting off with the words: "I got a cold in my nose" are heard on an average of 76% of all 150,000 weekly families, according to the agency.

WBAL with WMAL WOL WRC WTOP WRKO WSAI WHIO WPST WHJ WOR WJZ KGOM KCMO KPFH WFWB WHEC WAGE WOLP WAGS WGST WBBM WMCA WMCA, WMCA, WMCA, WMCA, WMCA.

`Reader's Scope' Test

PICTURES Scoop Inc., New York, is conducting a test campaign in Los Angeles and New York as a prelude to major radio promotion in December for Reader's Scope magazine. Schedules will all be under way by Oct. 15, and call for 30-second discs for five days on WJZ WMCA WQXR KFWB WHJ KF RR KNX, Agancy is H. C. Morris Co., New York.

MGM Expands

METRO-GOLDWYN-MAYER Pictures Corp., New York, in a gradual expansion of a spot campaign started last July, has increased its schedule to a total of 100 stations, with plans for further additions. Firm continues Superintendent, local spot, promotion through, announcements in connection with local premiers. RAW Haw Rain and Cee, New York.

October 16, 1944 • SUPPLEMENT • Page 13
MUZAK PROJECTS FM CIRCUITS

(Continued from Supplement page 8)

for commercial use, the maximum number of stations that could be accommodated in the New York metropolitan area would be about 25, equivalent to the standard station plan employed on the air, and this would be necessary for the Muzak service, assigned to one company. By his questioning, he brought out the fact that this would be consistent with the FCC's duplyou rule which was applied to standard broadcasting.

Mr. Weiner said there would be a charge of about 5 cents per day for the first year. He contended that the classical or mood music, 25 popular music and (3) educational and talk. Presumably paralleling the FM philosophy of no display advertising, the third channel also would carry a "radio shopping news service" covering choice items for sale in the community.

Mr. Weiner characterized the proposed service as "an entirely new system" which he described as of great urgency and greatly in the public interest. Whereas radio functions on a single system of financing all costs through advertising sponsorship, he said the proposed service would be limited to or supplant the present system. Mr. Weiner described the "pig squeal" as a simple, small patented device installed in the home receiver which he called the "日报社 sound". By charging a fee for the privilege of using this device, it would be possible to have a radio service per person for a listener instead of being paid for indirectly by purchasing advertised products. Community Weather

The company does not seek exclusive use of the system, Mr. Weiner declared. It asks that the allocation be made to the service, rather than to Muzak. "While we hope to obtain permission to conduct such an operation ourselves in some localities, we are convinced that the service, though, so far as possible, be tied closely to the community in which it is to be conducted."

He said the "pig squeal" device would be made available at practically nominal rental to others who use the service. He was no specific on the matter of allocation, but presumably the plan would be to duplicate stations on the three channels across the country, with the landline mu service in key cities. That pattern is being followed in connection with the commercial use of Muzak, wired, into public places.

Advocating a "voice of advertising support", Mr. Weiner said that at least three new and different types of programming could be made possible. They combined into what he called a "family package". The first type, serial music programming, is now being supplied by Muzak through telephone lines to hotel restaurants and industrial plants, and in some cases to individual families in apartment houses.

Pointing to the vast increase in talk, comedy, shows, forums and other such programs on the air, he said the proposed subscription system would reverse that trend and bring music back on the air to supplement these talk programs. The second channel, devoted to popular music, likewise would not be interrupted by "talk".

Under existing broadcasting, Mr. Weiner contended that advertisers want their listeners to focus attention completely on their individual programs. But he said there were millions of listeners who are not in the mood for "the hard impact of such programs". He contended that the most popular programs have more people "not listening to them while they are being broadcast, than are listening."

The third channel would provide a wide range of features, he said, which cannot fit within the framework of an advertising medium. These would range from the "radio shopping news service" to critical reviews of concerts by orchestras, remiders to listeners of choice programs, description of such services available in the community of which they can be profitably taken advantage of. He said there would be plenty of room for cultural and educational features, since "there will be no pressure to include the time periods of these features, they could be assured of the same regularity of broadcasting, at the same time of the day and the same day of the week, week after week ... ."

Mr. Weiner cited a survey made of 110 families in a large apartment house development in Forest Hills, N. Y., "to prove public acceptance of such a service." Most of these families had a Muzak service in their apartments, supplemented by an FM service lost by the landlord, but this service was not considered the type of service. He found, it was reported, that 57% said they would "pay as much as 5 cents a day for the service". Another 18% were undecided, while 25% were not interested.

Arguing that such a development would be beneficial to all radio, Mr. Weiner held that it also might well be "an additional lever to the hands of the public, helping listeners to be more selective of the more objectionable radio practices." Would Aid All Radio

Estimated budgets on the cost of operation for the new system in three major markets (presumably New York, Chicago and Los Angeles) were placed at one million dollars for the first year and approximately 10 million dollars for the first five years of operation in those communities.

Mr. Weiner said his group was selecting those communities in which the operation has an exceptionally strong economic base and every expectation of success.

RE TENTION of the present 200 kc channel, allocation of the 41-56 kc band for the commercial FM and setting aside a portion of the higher spectrum for FM experiments were recommended to the First Thurday by Maj. Edwin H. Armstrong, Columbia U. professor of electrical engineering and inventor of FM.

He vigorously opposed reducing the channel width to 100 kc, as advocated by Condr. T. C. Craven, vice-president of the Cowles Broadcasting Co. and former Federal Communications Commissioner (see Supplement page 18), and endorsed the Radio Technical Planning Board's recommendations for 75 channels of 200 kc width in the spectrum from 41-56 kc and concluded in a Panel 5 Committee finding that wartime developments would not affect the status of FM broadcasting as now practiced. He advocated automatic satellites in the higher spectrum as a means of overcoming variegates of transmission in the present band. After explaining the technical details of operating on 200 kc, Maj. Armstrong said reduction of the band width to 100 kc would double the signal noise ratio and would make the use of any multiplex service a "practical impossibility."

Given Ovation

As Maj. Armstrong ascended the platform to be sworn, he was given a rousing ovation by the 200 or more spectators, nearly all broadcasters, engineers and attorneys. It was the first time during the allocation hearings which opened Sept. 28, that a witness was given such recognition.

In a brief but complete manner, Maj. Armstrong read a carefully prepared statement, deviating from text at intervals for explanations of the art which he invented and which had been used in the experiments, not merely a supplement, but supersede standard broadcasting as it exists today.

Referring to his views of eight years ago, Maj. Armstrong said he had not the war interrupted, FM today would have been well along. "An outstanding opportunity for progress was set just beginning to emerge in the field for educational broadcasting and the extent to which its effects may be felt cannot now be forecast," he asserted.

As a point of interference, Maj. Armstrong said he had developed a new phase shift type modulator of 75 db down "which is destined to become the modulus of the future."

"In the development of any new project of this magnitude," he said "all sorts of problems, real and fancied, are encountered. Ordinarily the curves are worked out by the men who are building the industry frequently in advance of the problem ever being realized by many engaged in it."

At the present time we are in an unprecedented situation. For three years no attention has been given to these problems by the men who built up the system. They have had more important work to do than these problems, however, have been cumulated so that even more people see them and worry about them. I do not." "A year or so of attention to them under peace time conditions will make them fade as have all the others. I feel the hardest ones were overcome years ago before anyone knew of their existence."

Maj. Armstrong said the biggest fears seemed to be of the "unknown". While he admitted he hadn't thoroughly probed the higher spectrum with FM, the Commission should set aside a portion of the spectrum to carry on experimental work and to operate an FM station at 117 mc and only one did he have any reports of long distance interference. There has been some discussion as to how many cycles are good enough for the average listener," said Maj. Armstrong, "I think the best way to state the difference between 10,000 and 15,000 cycles is the difference between something which is good and something which is real." In urging the Commission to retain the present FM band, while permitting experiments in the higher frequencies. Maj. Armstrong said he had no fears about developing work at the higher frequencies. While operating at 117 mc he said his station developed up to 15 kw power, but concluded the safe operating period was around 5 kw. He is not concerned about bursts, he testified; neither does skywave interference worry him as an FM operator. Sporadic E and F are the principal problems, he added.
Petullo Refuses FDR Plea

(Continued from Supplement page 5)

ent," he said. "During this entire controversy we have made records and transmissions for practically every governmental agency, the armed forces of the U. S. and our Allies, in the overwhelming number of cases without any compensation and we are continuing to do so.

He said the union makes $25,000 per month for the Special Service Division of the Army for distribution to Army and Navy stations on a coast-to-coast basis. The estimated $2,000,000 worth of recordings and transmissions is done gratuitously, he said, by the Coordinator of Inter-American Affairs and the OWI.

In all, he listed numerous agencies and relief organizations which are benefited by gratuitous services of the AFM on behalf of the war effort and he pointed to appearances of name bands and symphony orchestras in hospitals, War Bond rallies, etc., which he said can be evaluated at millions and millions of dollars.

"Where the war effort was and is involved," he said, "we have responded without hesitation. That is certainly manifest from the facts that we have supplied our members to do governmental work for two companies who refused to contract for the employment of our members for civilian work.

Would Hurt Union

Mr. Petullo said that compliance with the WLB directive would result in "inexcusable harm" to the musicians union. "The only good that would come out of the lifting of the ban," he added, "would be to permit these two companies to resume the manufacture of records for civilian use with resulting tremendous profits to them, in that would be accomplished by taking the business away from those companies who have signed with the AFM and who are now supplying the public with all necessary recordings."

Reviewing the anti-trust proceedings instituted against the union by the Department of Justice in 1942, the dismissal of the suit by the Federal District Judge Barnes in Chicago and the upholding of the lower court's decision by the Supreme Court, Mr. Petullo asserted the court proceedings showed the union had "a lawful right" to impose the ban "to preserve our livelihood."

He suggested that "as a matter of fairness there is only one solution to this problem the federation can accept and that is for these two companies to sign the same contract as the 106 other companies have signed if they wish our members to work for them in making recordings and transmissions."

Chairman Davis' news conference, though called to discuss wage modifications of the Little Steel formers, was devoted largely to the recording case, news of the Petullo telegram having been released a few hours earlier. One reporter asked whether it is not the Board policy to consider any interruption of contracts of any kind as having an effect on the war effort.

Situation Changed

Chairman Davis replied that the Petullo case came to the Board with a good deal of evidence of its unusual war effort. Chairman Fly of the FCC, he said, had testified that if small radio stations were deprived of transmissions they would be put out of business which would affect the air raid alert system of which the stations were a very vital part. Director Elmer Davis of OWI also testified that the suspension of dance records to the morale of the army, he added.

"But while the case was pending before the Board," chairman Davis explained, "that situation was radically changed because the manufacturers of transmissions made a contract with Petullo so that they resumed the making of these transmissions and that took care of the little stations. And Decca made a contract with Petullo which got Decca a supply of artists and musicians to make ordinary commercial records. So that both of these vacuums were supplied by these contracts.

"I don't suppose it makes an awful lot of difference to the morale of the country whether the record that is played is made by Decca or one of the other record making companies. It is the artists' names that they want. So that situation has changed."

"Now, under the statute, when the case goes to the President for seizure, he is required to find that there is an interruption of work necessary to the war effort. The requirements of Section 2 of the statute are considerably more rigid than the certification section; and what happened, as I understand it in this case from the President's telegram, was that... nobody could advise him that the inability of RCA and these other companies to get these artists interfered with the war effort under the circumstances."

Mr. Davis said that the Board has evidence of repercussions with the war effort through strikes which were occurring as a result of the war effort. He cited as an example a strike in delicatessen stores in Pontiac, Mich., which shut down three or four big war plants.

Fund an Issue

But in the Petullo case, he said, the record company "didn't create any riot. It is not of a character that causes other people to go out on strike. There are no pickets, nothing of that kind. So as an honest person, I am quite certain looking at the situation, no honest person could say that was interrupting the war effort I thought what the President did say to him was pretty good very good; called on him as an American citizen to go along with the procession."

In discussing the merits of the case, Mr. Davis said the only question in dispute was the administration of the "employment fund" for which record fees were to be collected. "That was a dispute about the amount of royalty," he said. "The producers were prepared to pay the same royalty as Decca. They were in agreement about the amount per royalty."

Mr. Petullo's refusal to comply with the President's request was greeted by sharp criticism in the press and a number of newspapers carried cartoons ridiculing the AFM leader and taunting the President for stooping to "request" compliance from the AFM leader (see supplement, page 4). Many of the editorials found fault with the Administration for not applying seizure as was done in the Montgomery Ward case. Re-examination and modification of Congressional laws was advocated by several papers as the only remedy to the situation.

Mr. Chernoff

After a three-month tour in the European war theatre Howard L. Chernoff, managing director of the West Virginia Network, returned to the United States last week by lifter plane of the Air Transport Command, with the West Virginia passenger list and crew.

Mr. Chernoff, accredited as one of the first of the independent radio correspondents which the European theatre, served his last month as a special CBS correspondent and commentator from Paris and on the Continent. He had handled a separate broadcast, both direct and transcribed, for the West Virginia Network, aside from special CBS assignments.

Brest Battle

Highlight of the trip was Mr. Chernoff's eyewitness account of the battle of Brest, carried over the combined networks on a pooled basis. The transcribed documentary was broadcast three times over BBC in preference to the British network's own coverage of that epochal battle.

Another scoop chalked up by Mr. Chernoff, over CBS exclusively, was his interview from Paris of 24-year-old Lt. Samuel McGill, who engineered the mass surrender of 20,000 Germans near Sosian several weeks ago. Mr. Chernoff had driven with the captured Germans 20 miles by taffy the line, and had interviewed many of them in German, which he speaks fluently.

Lifter Plane With West Va. Crew Brings Chernoff Back After Interviewing Nazis

MR. CHERNOFF

To climax what was to have been an all-West Virginia coverage of the European theatre, Mr. Chernoff arranged for the all-West Virginia lifter plane return. Upon landing at Mitchell Field, he transcribed a half-hour show, interviewing the wounded as well as the crew members. The program was performed next day over the network.

Mr. Chernoff now is making a speaking tour of his home State, for a fee, and is donating the return equally to the American Red Cross and the War Fund.

Tek on 77

JOHNSON, Johnson, New Brunswick, N. J., is the primary medium, on Oct. 2 started promotion on Tek Double Pak toothbrushes through transcribed chain-breaks 25 to 35 times weekly on some 77 stations through December. The Agency is Ferry-Hanly Co., New York.

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Tom Lewis a Colonel

THOMAS A. LEWIS, Armed Forces Radio Service, has been promoted from lieutenant colonel to colonel. Col. Thomas, stationed in Hollywood, is commanding officer, AFBS, information and education division, Army Service Forces. Formerly Division Counsel & Rubicam, Col. Lewis joined the radio section of the Special Services Division in October 1942 with the rank of major, and subsequently established the AFBS.
Craven Cites Confusion in FM, Video

Proposes 400 Channels For FM, Foresees 2,000 Stations

asserting that the present situation with reference to new radio services "is sufficiently confusing to cause reasonable men to hesitate to invest heavily in facsimile, FM or television," Mr. Craven, vice-president of the Cowles Broadcasting Co. and former Federal Communications Commissioner, last week criticized the FCC to "viti- 

ualize the distant future" then attempt to evaluate the interim requirements in its consideration of allocations.

Appearing on Wednesday before the FCC on the FM phase of the allocations hearings, Comdr. Craven urged the Commission to evaluate requirements of the future in terms of fewer stations per channel than originally contemplated and offered recommendations for the following reasons:

For facsimile, 90 channels 50 kc wide, utilizing FM channels 52-50 mc; 100 channels, 50 kc wide, utilizing FM channels, 475-490 mc.

For FM, both educational, and commercial, 400 channels, 100 kc wide, 60-100 mc. He estimated that within the next 10-15 years there will be 2,000 commercial FM stations and an equal number of educational outlets, if proper space is allocated.

For television broadcasting, 40 channels 13 mc wide, 480-1,000 mc. If existing navigational aids, using frequencies between 956-1,000 mc cannot be moved, it may be necessary to reduce the number of channels allocated.

For auxiliary services, such as relay stations and microphone-transmitter links, an "adequate number of frequencies" between 30-475 mc. He advocated that links between stations in different cities be allocated above 1,000 mc where existing systems will be more useful. Synchronization control links should be provided also above 1,000 mc.

"We have faith in the ultimate future of the broadcast industry and are anxious to expand into new broadcasting fields as soon as basic allocation policies are determined by the Commission and new construction becomes possible," he said. Another bombshell was exploded by Comdr. Craven in a presentation on television prepared for delivery at last Saturday's session. He predicted high fidelity, color television above 400 mc, and said the Cowles organization will invest in a transmitter in Washington to operate at 7 mc, with a channel width of 13 mc using the same carrier for both audio and video, to be on the air 18 months after V-E Day. The transmitter, to be manufactured by Westinghouse, will transmit 525 lines of color and 735 lines of black and white.

Comdr. Craven, a radio engineer of 37 years' background (most of which he spent as a Naval Communications Officer), told his for- mer colleagues it is a historical fact that "it is impossible to provide for a future allo- cation of radio spectrum space to the various services based upon a completely demonstr- able need of the actual use. The 1920 al- locations of Washington were not based upon complete knowledge. However, they paved the way for the 1927 allocations."

"If allocations are postponed un- til complete knowledge of performance in service has been gained, the factor of invested capital in equipment in the various services which are not the best solution from an engineering standpoint," Comdr. Craven asserted. "Today the question of capital that is or about to be invested in equipment between 30 and 1,000 mc again presents a serious problem."

Danger of Chaos

"Because of crowding in the 30-42 mc band those frequencies cannot operate efficiently, even today," he explained, adding: "It is not difficult to envision complete chaos in this portion of the radio spectrum un- less there is a fundamental change in allotting more space to those services now."

Indications are that co-channel interference will exist between stations using frequencies below 50 mc, he stated, and it appears that on any frequency below 100 mc interference may limit service. He pointed to the experience of ama- teur radio in the 40-60 mc band and said: "The recent evidence of co-channel interference between FM broadcasting stations is a forewarning."

He told of aviation's potential vast expansion and of its necessary needs in the spectrum.

He urged the Commission, in allocating spectrum space to FM, "to permit each station to serve the area of the community in which the station is located . . . because such a ruling will have an effect upon the number of channels required for his service."

As to receivers, admitting it may be more difficult to manufacture FM receivers to operate between 60-100 mc, Comdr. Craven de- clared his installations demonstrate that the technical developments of the war have been sufficient to pro- vide much greater stability in operation than was the case prior to the war." There was sufficient stability prior to the war, he con- tinued, in television receivers between 50-100 mc to justify the be- lief FM receivers are properly designed, using the same order of frequencies.

Speaking on his proposal for 400 channels, Comdr. Craven said: "It would seem wiser to assume that, for the beginning at least, only 10 stations could operate efficiently on each channel. The estimate seems to force consideration of channel widths narrower than 200 kc. We are prepared to operate on 100 kc channels between 50-100 mc and we are satisfied that the manufac- turers can produce equipment for such an allocation."

FM Band Too Low

Cross-examined by Mr. Denny, Comdr. Craven said he felt the present FM band was too low. From a strictly engineering standpoint he considered the 100 mc band safer than that of 50 mc. He said he felt 88-108 mc would be better than 41-45 mc. At the higher frequencies he said he felt the shadow problem could be licked, but he expressed some doubts as to spo- radic E, disagreeing with testimony by J. E. Brown, chief engineer of Zenith Radio Corp.

"I have no fear whatsoever of the ability of this industry to secure 50 kw for FM at 100 mc," said Comdr. Craven when questioned about pre- vious testimony that it might be difficult to attain a 50 kw signal at 100 mc. "I don't see how the Com- mission can plan services without ultimately realizing that television will have to be moved out of the lower frequencies." He suggested that for the time being, until after the war, the present services could go on, but he called upon the Com- mission to "make known what it plans to do, say within a year."

Questioned by W. A. Roberts, counsel for Television Broadcasters Assn., as to why he wanted to move television out of the lower frequen- cies, Comdr. Craven said it would provide more space than broadcasting, give commercial and educational FM room to expand and make for better quality televisi- on at a better cost.

He disclosed that the Cowles Broadcasting Co. is filing an ap- plication for an FM station at 49.1 mc "to see if it is feasible to co- vert to 100 mc".

In his television statement Comdr. Craven emphasized the factors applying to allocation in the conversion of FM, applied equally to the video service. He brought out that two great indu- stries—aviation and broadcasting—aro- se for portions of the spectrum between 30 and 1,000 mc. Between 50 and 400 mc he said, there isn't enough room for both services. Because aviation's potential is so great, and since there is already in this portion of the spectrum, he said it seems inevi- table that it will be permitted to expand to adjacent space.

There is little investment i commercial television, both trans- mitters and receivers, in the band above 100 mc and therefore he he avaition should get preference. He said prewar television is not high quality, and doesn't compare favorably with motion picture qua- lity. Channels should be more than the 6 mc presently possible in the video band. The 18 channels no assigned television, he declare are too few, with 30 to 40 band a better estimate, if stations on 6 channels could be spaced about 200 miles. He doubted the television stations so spaced can operate successfully below 100 mc.

The crush of television servic was said by Comdr. Craven to the receiving antenna for the hom —a factor generally overlooked. A much more simple antenna can be designed in the higher portion of the band. Moreover, most engineers agree that ulti- mately television will go above 400 mc.

Fears Obsolescence

"We, therefore, hesitate to in vest our capital in a system of tele vision which is already rapidly be coming obsolete," the former Com missioner stated. These obso- lence investments would have to be written off far more rapidly than we believe possible in the type of war we face today. Moreover, most engineers agree that ulti- mately television will go above 400 mc.

Describing the proposed Washing- ton operation, Comdr. Craven said his company would provide 21 receivers out of a lot of 200 to be manufactured by Zenith, capable of receiving efficiently the proposed stations. As to the cost of the television broad- casting must be. We believe that the expenditure of a large amount of money, at this time, for the mod erna vision will bring better re- sults faster than dividing the same amount of money between the pre-war television and the new tele vision.

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COMDR. CRAVEN

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If you have not had the opportunity to examine this interesting document, WKY will be happy to send you a copy.