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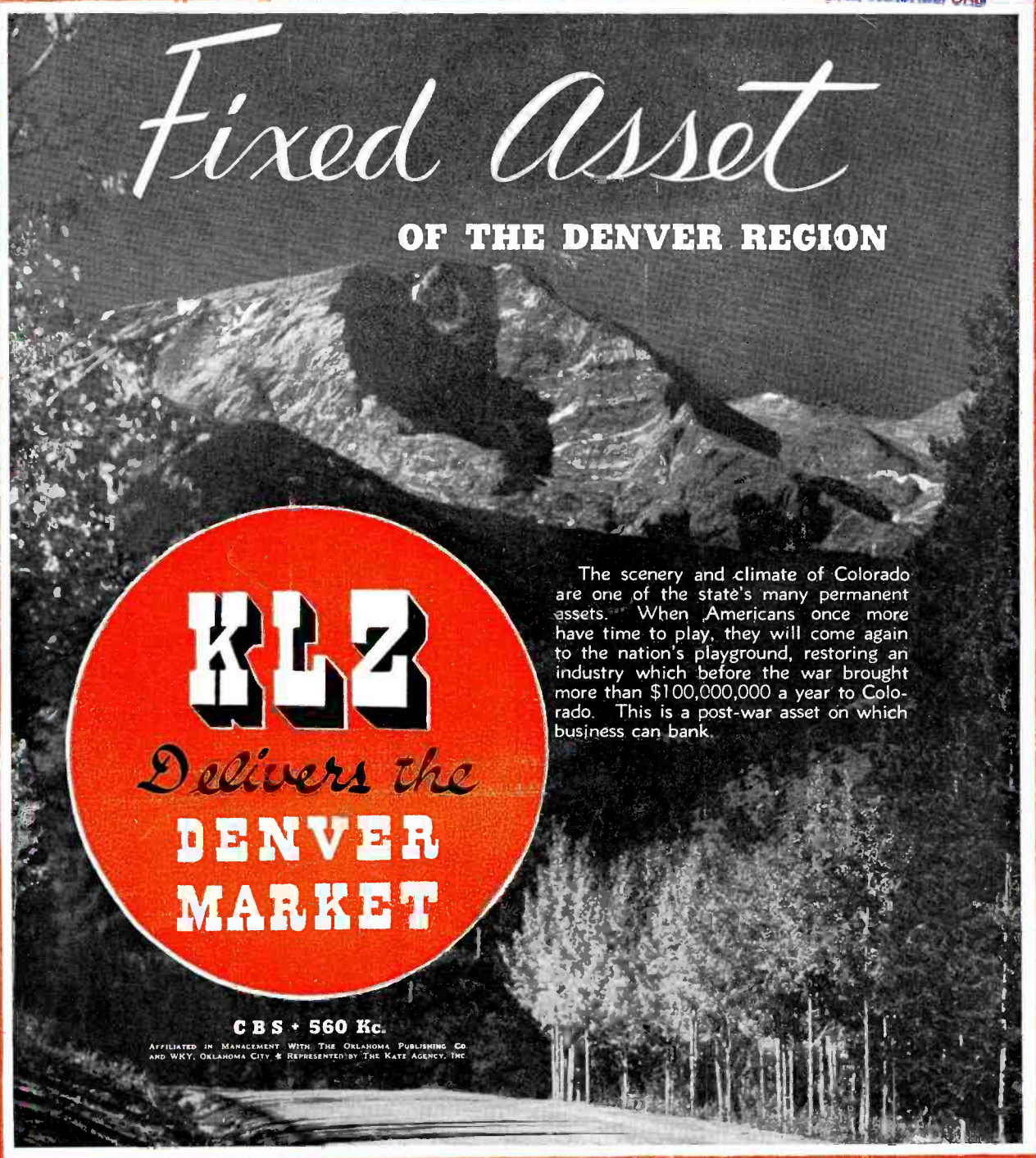
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# BROADCASTING

## and Broadcast Advertising

VOL. 27, No. 16—SUPPLEMENT

WASHINGTON, D. C., OCTOBER 16, 1944

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# 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 more 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, preponderant testimony 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 Fly, Commissioner 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 41-56 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 and kindred services on Wednesday, Oct. 18, as per schedule. The hearings were to move into television last weekend, with a Saturday session sched-

## 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 bulk 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-to-work 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.

uled. Most of the present television licensees, as well as the manufacturing companies which have been in the field, were prepared to argue for retention of the television frequencies in the lower portion of the band, based on prewar allocations, while others, including CBS and Cowles Broadcasting Co., represented by former Commissioner T. A. M. Craven, vice-president, were ready to reiterate their support for movement of television "upstairs" above 300 mc, where high fidelity and color later could be accommodated.

A birdseye view of future FM network operation was presented by Paul W. Kesten, CBS executive vice-president, in his second appearance during the proceedings [BROADCASTING, Oct. 9]. Advocating "single market coverage" for FM, rather than multiple city service, which would place all FM stations on an equal basis in the same market, Mr. Kesten said this process would add more stations to a network and mean benefits to everybody.

### 400 Channels Asked

He estimated that 175 stations in an FM network pattern could be established with rural coverage greater than that of the existing standard networks. An FM network such as CBS has in mind, he predicted, could cover 80% of the population with 175 stations. As he foresaw developments, all networks

would be on equal footing, insofar as technical facilities and coverage are concerned. The standing of the networks then would be dependent upon public acceptance by virtue of program quality, initiative, and the laws of competition.

Proposal that 400 channels of 100 kc width in the 60-100 mc band be assigned for FM was made by Comdr. Craven, who estimated that the next 10 to 15 years would see some 2,000 commercial FM stations and an equal number of educational outlets if proper space is allocated. He proposed that 80 channels, 50 kc wide, be utilized in the 52-56 mc band for facsimile service, entirely

divorced from FM, along with another 100 channels in the 475-480 mc band assigned for the "still picture" service.

A land rush of educators for FM and even television stations was evidenced last Friday when 30 witnesses representing departments of education, schools and other educational pursuits, supported a plea for 15 FM channels of 200 kc for such stations, adjacent to the commercial band. They also sought 10 frequencies for relays, permitting ultimate networking of stations, and at least two television channels.

Dr. John W. Studebaker, U. S. Commissioner of Education, long an advocate of extensive use of radio in education and betimes a proponent of a Government-owned system, and Dr. R. R. Lowdermilk, Acting Director of Educational Radio Service of the Office of Education, led the retinue of pedagogues.

### State Network Links

The Commission was told that at least 28 states are planning to construct FM stations and in most cases they will be linked through state educational networks. Dr. Studebaker said the facilities would be used by local school systems, colleges and universities, and state departments of education.

Maj. Edwin H. Armstrong, FM inventor; Walter J. Damm, directing head of WTMJ and WMFM Milwaukee, and president of FM Broadcasters Inc.; C. M. Jansky Jr., consulting radio engineer and chairman of the Radio Technical Planning Board FM Panel 5, all testified in favor of retention of the 200 mc band for FM and for adequate space for the future. Maj. Armstrong said any reduction in channel width would impair FM quality.

Mr. Damm estimated that within five years after the war there will be 1,200 FM stations. With a half-million receivers now in use, he said manufacturers estimate five million sets capable of FM reception within a year after the war.

Opening the standard broadcast allocation phase last Tuesday, C. H. Owen, chief, Hearing Section, Broadcast Division, FCC Engi-

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neering Dept., placed in the record exhibit showing that despite 912 standard stations and 16 others authorized by construction permits, 8.1% of the population has no daytime primary coverage and 17.4% is without nighttime primary (see abstract Supplement page 13).

Howard S. Frazier, NAB Director of Engineering and chairman of RTPB Panel 4, standard broadcasting, told the Commission that the Panel has not taken formal action on proposed extension of the AM band to 520 kc. He said, however, that the Allocations 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 to 520 kc and use of synchronized relays for unattended AM satellite stations, were included in Mr. Frazier's report.

A statement from A. D. Ring, consulting engineer, chairman of the panel Allocations 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's statement said:

"The Committee feels that these channels could 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 both 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 & Koplovitz, on behalf of Midland Broadcasting Co., (KMBC Kansas City), objected to Mr. Godley's testimony on the ground that the Commission had ruled against any suggestions for



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, headquartered 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 Allied occupation. Mr. Miller's address is: UNRRA, APO 787, c/o Postmaster, New York City.

specific use by one group of proposed channels.

"I think we will avoid all reference of a particular party to a particular frequency," said Chairman Fly. Commissioners Jett and Case, joining the argument, brought out that Mr. Godley was presenting overall testimony as to the feasibility of extending the standard band to 520 kc and was advancing his own suggestions. KMBC has an application pending for the 540 kc channel with 50,000 w.

Continuing his testimony Mr. Godley said it remains to be determined whether: (1) a very few stations supplying regional service, or (2) some 100-150 services comparable or superior, both day and night, to the present average local class of service or (3) a combination of both constitutes most effective use.

#### Cost of Reverting Receivers Outlined

Under cross-examination Mr. Godley said in his personal opinion the "receiver problem is insignificant as compared to the service" the lower frequencies would give.

J. Harold Ryan, NAB President, supported the RTPB recommendations and urged the FCC to grant sufficient facilities for the expansion of broadcasting service (see abstract on page 18).

Paul F. Peter, NAB Director of Research, submitted exhibits showing the number of sets in use, the

growth of broadcast advertising, growth of national advertising, growth of local advertising, increase of advertising revenue, radio advertising related to total advertising, radio sets sold in the U. S., tubes sold and total sales of receivers, tubes, batteries and parts from 1922-1943.

W. F. Cotter of Stromberg-Carlson Co., who was listed as a standard broadcast witness, told the Commission his statement had to do with FM. Questioned by Mr. Denny as to the use of present receivers should the FCC extend the broadcast band to include 520 kc, Mr. Cotter said most of the sets now in the hands of the public could be used to tune in the 540 kc channel. He said only a very small percentage of sets could be converted to receive the 520-530 kc channels without too much expense.

"I don't believe reconverting 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 RTPB Panel 4 recommendations with one exception. "We do not believe 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 seem to be enough new changes 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 CBK Watrous, Saskatchewan, a 50 kw station on 540 kc, and had been told the station's coverage was "extremely satisfactory" but on occasion in turning on the transmitter in the morn-

#### Sarnoff Cited

COL. DAVID SARNOFF, president of RCA, on leave with the U. S. Army Signal Corps, now attached to Gen. Eisenhower's headquarters as special consultant on communications, has received the Legion of Merit for "exceptionally meritorious conduct in the performance of outstanding service," according to a Reuters dispatch from SHAEF in Paris, dated Oct. 11. Col. Sarnoff was cited for his "outstanding devotion to duty and his courage and great diplomacy in handling the French citizens," the report stated.

ing, automatic alarms on the Pacific Coast had been set off. He couldn't say whether the alarms were American or British made.

The Commission staff plans to investigate CBK further, said Mr. Denny, with a view towards making recommendations.

C. M. Braum, chief of the Non-Standard Broadcast Application Section, Broadcast Division, FCC Engineering Dept., opened the hearings into FM shortly before the noon recess Tuesday, with the statement that as of Oct. 1 there were 248 applications on file for new FM stations and that 46 commercial FM stations are licensed and construction permits are outstanding for seven others.

He submitted a list of exhibits showing data on present FM stations and those proposed and a map depicting present FM coverage and potential coverage under the applications now on file (see map Supplement page 13). Another exhibit gave present allocations for commercial and noncommercial educational FM stations as 42-50 mc; those proposed by IRAC as 42-45 mc, and the RTPB, 41-56 mc.

C. M. Jansky Jr., chairman of RTPB Panel 5 on FM Broadcasting, submitted complete data on his panel's discussions and actions, which included a recommendation that the FCC allocate 75 channels for FM in the 41-56 mc band, using 200 kc channel width.

Under cross-examination by Mr. Denny, Dr. Jansky said as far as could be determined, the present band is most suitable for FM. He said a system of zoning might be adopted to avoid or reduce skywave interference, although he added "I do not believe at this time that our knowledge of vagaries that exist in the FM broadcast band is sufficient to justify a conclusion that zoning of stations will be necessary to avoid whatever the detrimental effects of skywave interference may be."

Dr. Jansky said the distance between New York and Chicago is that "with which we are concerned." He endorsed a suggestion by Mr. Denny that auto ignition systems be redesigned to prevent interference. He said a median intensity of 50 mv/m will render good service in rural areas. By median intensity of 50 microvolts per meter, he said he meant that over a "given element of distance along a radial this intensity will be exceeded over 50% of that distance." The 50 microvolt standard is based, he added, upon a receiving antenna 30 feet above ground.

Dr. Jansky opposed a change of FM to a higher spot in the band because of several factors. He didn't favor narrowing the FM channel because, he explained, "it doesn't follow that by decreasing the width we can use every other channel; we may have to use every third channel. The problem is one of receivers." Reducing the channel width also would make multiplex operations "more difficult," he as-

(See Supplement page 9)

# 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 Joseph L. Weiner, former OPA official and chief counsel for William B. Benton, president of Muzak Corp., chairman of Encyclopedia Britannica Inc., 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 proffered 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 Chairman 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 that Chester Bowles, OPA 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 trans-

cription. 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, or 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 discoursed 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 ace sales promotion manager of CBS. He is promotional consultant for the Democratic National Committee. Mr. Ratner left the Government about a year ago, after having worked with OPA in wartime campaigns. The research and the presentation reflected intimate knowledge of the workings of network radio.

Mr. Weiner was cross-examined briskly by members of the Commission and its general counsel, Charles R. Denny, and by Robert T. Bartley, of the NAB executive staff, and Tom C. Harris, RCA-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" operation not permitted for broadcast services; whether there would not be a direct violation of the "duopoly" rules, since the plan entails a minimum of three channels (or transmitters) licensed to the same company in the same city to provide the three-phase service; whether in fact six 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 not constructed because of shortage of materials, but that other laboratory work was done which led them to the belief that the system is technically feasible. In the 1941 action, the FCC announced that engineers from Associated Music Publishers Inc., of which Muzak was originally a subsidiary, had worked on the project. Muzak 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 such a manner as to permit the proposed operation.

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 3,000-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 RCA.

Muzak would be disposed to go into many cities and towns to provide the service if it felt the Commission would grant the applications, Mr. Weiner said. But he felt this 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 85 were devoted (See Supplement page 14)



FOR A JOB WELL DONE, superintendents of the two Congressional radio galleries were presented wallets containing \$100 checks, gifts of the Radio Correspondents Assn. and the major networks, at a luncheon last Monday (Oct. 9) in Washington's Mayflower Hotel. Officials are (l to r): Sen. Joseph C. O'Mahoney (D-Wyo.), Willard D. Egolf, NAB Director of Public Relations; Earl Godwin, Blue commentator and association president; D. Harold McGrath, Senate Radio Gallery superintendent; William Vaughan, acting superintendent of House Radio Gallery. Sen. O'Mahoney paid tribute to Washington's radio newsmen for the "fair and accurate" job of reporting they are doing. Mr. Godwin lauded the superintendents for their "splendid cooperation" with radio newscasters and Mr. Egolf called for more room at the Capitol for radio correspondents. Luncheon guests included Rex Goad of Transradio-Press, association secretary; Richard Harkness, NBC commentator, vice-president; Col. Albert Warner, chief of War Intelligence Section, War Dept. Bureau of Public Relations, former CBS commentator; Capt. Robert Menaugh, Col. Warner's assistant, former House Radio Gallery superintendent; Hardy Croxton, assistant to Mr. McGrath; William R. McAndrew, NBC Washington news chief; Madeline Ensign, WOL-Mutual program director; Frank M. Russell, Washington vice-president, NBC; Earl Gammons, CBS Washington director; William Costello, association treasurer; Carleton Smith, general manager, WRC Washington.

# Kick in the Teeth—Petrillo Style . . . An Editorial

THE CAREER of James Caesar Petrillo has now reached its zenith. Added to his long and unbroken list of conquests 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 can coerce, intimidate and conspire, but makes these acts illegal for anyone else, Jimmy 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 mouth-pieces) in a nine-page telegram advised the President that the facts had changed in the 26 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. Jimmy, we imagine, is now 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 independent stations alike.

It's probably folly to attempt to dissect 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 ¼ cent per record to 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 for competitive reasons? 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? Moreover, there was no mention of 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 honey-sweet effusion to the President. Early 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 Dept. for entertaining men in combat zones through *Command Performance* recordings, while other talent, including top radio, movie and concert artists, donated their services. At that time the Los Angeles Local 47 of AFM, whose members

were paid \$24.50 for each performance, or \$25,480 per year, pointed out that AFM national headquarters (which means the redoubtable 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 a legal study 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 wrong. Can't he be reversed?

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 slush fund perhaps unequalled in union history—an estimated \$4,000,000 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.

If Jimmy's defiance of the President serves any purpose other than his own, it is to make crystal clear to Congress why a change in statute is needed.

## EDITORIAL REACTION TO PETRILLO

EDITORIAL reaction to J. C. Petrillo's message to the President, refusing compliance with the War Labor Board directive of June 15, as reflected in leading newspapers as of last Friday, follows:

### New York Herald Tribune

The plea was humiliating enough; this response to it simply adds the finishing touch to as disgraceful an obeisance of Government as the history 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 restraints, moral and legal, to which all the rest of us are subject.

### New York Times

The probable response to Mr. Petrillo's latest action, as in the past, will be a great deal of indignation directed against Mr. Petrillo personally. Such indignation misses the point. Mr. Petrillo can exercise irresponsible private dictatorial powers, he can employ anti-social means to secure anti-social ends, while leading Administration officials profess their powerlessness to do anything about it. If they are right, isn't it about time that we re-examined the network of Congressional laws, administrative rulings and Supreme Court decisions which grant sweeping legal immunities to the unions and in effect give a go-ahead signal to their leaders to commit acts that would be illegal if committed by anyone else?

### Washington Times-Herald

Ever since the President made his telegram public, his political enemies have been making capital of the contract between his kowtow to Petrillo and his Attorney General's bouncing of Sewell Avery off Montgomery Ward's own premises in Chicago last spring. Petrillo's cocky refusal to grant the President's request will give Roosevelt's enemies still more ground for shouting that he is a tool of labor racketeers and an enemy of private enterprise and enterprisers.

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

### Washington Star

The character of the dispute between Mr. Petrillo and the recording concerns is worth noting. When the recording companies sell a record he wants them to pay a fee directly to the union treasury, and not to the musicians making the record. Obviously, this is very much to the advantage 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 dignity and the authority of the Government. When a mail order house in Chicago defies the War Labor Board the Government calls on the Army to enforce its will. When Mr. Petrillo defies the Government the President

sends a telegram pleading with him for compliance, and is answered with a flat refusal. If the President proposes to accept this as a final answer, the contrasts in Government procedure 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 more notorious defiances than this one. For he enjoys special immunity from antitrust laws, as interpreted by the New Deal courts, and special immunity from Presidential wartime powers, as interpreted by New Deal administration lawyers.

But we know what would happen to Mr. Petrillo if he were an employer engaged in manufacture or trade. When Cy Avery of Montgomery Ward & Co. defied a WLB directive the army took over his mail order house, and two husky soldiers carried Cy off the premises. But nothing like that will happen to Caesar. For he's a labor union leader, drawing about \$80,000 a year in salary, expenses and perquisites—and the New Deal mustn't be harsh with him.

### New York Daily Mirror

The Administration coos a plea in the ear of CAESAR Petrillo because CAESAR controls votes. But an employer of labor like [Sewell] Avery directly controls no votes, so he gets the "bum's rush".

James CAESAR Petrillo violated and defies an order from the WLB.

Why isn't he arrested, "seized" or carried off by troops?

The answer is plain: This Administration is making fish of one class of citizens and gamecocks of another.

VOTES count—not LAW!

### Washington Post

The President of the United States has asked a citizen, "in the interest of orderly Government," to accept a directive from a Federal agency. "What you regard as your loss," he said, "will certainly be your country's gain." It is hard for us to understand how any American in wartime, whether Sewell Avery or James C. Petrillo, can reject such a plea. Individual or group claims can be adjudicated when the national need has been fulfilled.

### 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 classical records, two of the justices, including 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 constitute "a usurpation by the courts of the function of Congress."

If Congress' function was usurped to give Mr. Petrillo the power which he now exercises, Congress can take that power back by undoing the usurpation.

### Philadelphia Inquirer

Boss Petrillo represents the perfect flower of the Roosevelt Administration's policy of coddling and appeasing ruthless labor leaders and conscienceless pressure groups.

Whereas business heads who clash with the New Deal are swiftly cracked down upon, even to the point of seeing their factories and stores taken over by the Government, Petrillo was pleadingly asked by Mr. Roosevelt, to yield "in the interest of orderly Government."

# Petrillo Refusal Arouses Wrath of FDR

## Asks Legal Study; RCA, CRC Hit AFM Reply

Text of Petrillo telegram to President on Supplement page 8; RCA-CRC statement, page 12.

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."

### Object 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 impeding 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 N. Weber, honorary president; Chauncey Weaver, John W. Parks, Oscar F. Hild, Herman D. Kenin and Walter M. Murdock.

Mr. Petrillo released copies of



NEVER ONE to shy from publicity, AFM Czar James C. Petrillo (center) poses here preparatory to the meeting of his board in Chicago last Monday, at which President Roosevelt's plea to end his 26-month ban on recording was rejected. At left is C. L. Bagley, vice-president; at right is Joseph N. Weber, honorary president and general adviser of AFM, from whom Petrillo wrested the presidency several years ago.

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 saw 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."

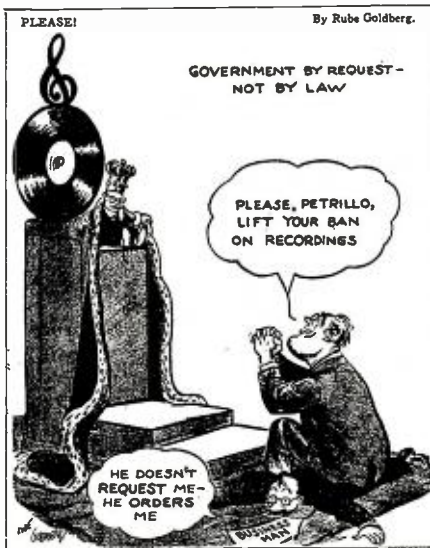
He pointed out the AFM has since entered into contracts with 105 companies and is now making nearly 4,000,000 records a month. He said that it was because of the confidence the union had in the President that he made his offer and he pointed out that it was given wide circulation and that the companies 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 the relationships brought about by 105 existing contracts, they run to you, 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 Govern-

(See Supplement page 15)



Rube Goldberg in N. Y. Sun



Berryman in Washington Star



Talburt in Washington News

# Foresee \$1,000,000 or More As Campaign Air 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 before the end of the campaign, it was estimated last week on the basis of broadcasts 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. Democrats have spent roughly \$250,000, 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 all nationwide broadcasts 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 where it was necessary because those stations were part of the network used by the commercial program cancelled to make way for the political broadcast.)

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 which it urged 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 stage, more frequent 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 will 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, station owner who was Democratic candidate for President in 1920 with Roosevelt as his running mate, and other speakers will also broadcast for President Roosevelt's re-election.

## HIGH TRIBUTE PAID

### W. E. MACFARLANE

(See earlier story page 50)

HIGH TRIBUTE to W. E. Macfarlane, chairman of the executive committee of Mutual, one of its founders and its first president, who died unexpectedly Oct. 9 in Chicago, was paid by his associates on the network last week. Funeral services were held Oct. 11 at Rose Hill Cemetery Chapel in Chicago. Death was caused by coronary occlusion. Mr. Macfarlane became ill in his sleep and died without regaining consciousness, shortly after his physician had reached the bedside.

Alfred J. McCosker, chairman of the board of the network, said:

"Mr. W. E. Macfarlane's leadership and inspiration will be deeply missed by the Mutual Broadcasting System, of which he was a co-founder ten years ago this month. Mr. Macfarlane brought to the radio network industry and to the Mutual Broadcasting System a rich background of newspaper and radio experience. For eight years he served as president of the Mutual network, and subsequently, to the time of his passing, a chairman of the executive committee."

Miller McClintock, president and successor to Mr. Macfarlane in that post, stated:

"The entire Mutual Broadcasting System has been deeply shocked and grieved by the passing of Mr. W. E. Macfarlane, who afforded great leadership as chairman of its executive committee and formerly as president. Mr. Macfarlane had one of those rare combinations of idealism and practical approach to the problem of network radio. Much of the progress which the Mutual Broadcasting System has made since its birth 10 years ago was due to his steadfast dedication of the network to the principles of the cooperative welfare of its affiliated stations. The Mutual organization will surely miss his inspiration, guidance and friendship."

WASHINGTON STATE Apple Committee, Wenatchee, on Oct. 16 starts sponsorship of Ed Jorgenson's thrice-weekly newscasts on 15 stations of the Pacific Coast Blue Network. Contract is for 26 weeks. Agency is J. Walter Thompson Co., San Francisco.

## CAB Rates Candidates

RATINGS of political broadcasts measured by the Cooperative Analysis of Broadcasting during September show the Presidential candidates attract more than twice the audience of the next nearest speaker, Gov. Bricker. President Roosevelt, Sept. 23, CBS and NBC, 26.4. Gov. Dewey, Sept. 25, NBC and Blue, 20.9; Gov. Bricker, Sept. 9, all nets, 9.7; Sen. Stewart, Sept. 12, CBS, 5.3; interviews by Lynn Sumner and George Cushing, Sept. 15, NBC, 5.1; Rep. Dirksen, Sept. 27, MBS, 3.3; Rep. Dirksen, Sept. 13, MBS, 2.8; Democratic Hour of Decision, Sept. 27, Blue, 1.7; Sec. Ickes, Sept. 12, Blue, 1.6; Sec. Ickes, Sept. 24, MBS, 1.6.

## WNYC Politics

WNYC, New York's municipal station has set aside a five-times weekly half-hour period at 9 p.m. for the Democratic and Republican National Committees, who are offered equal time each night to correct campaign mis-statements. Each party has set up a panel of speakers, to handle the rebuttals.

## Hooper Drops Party

RELEASE by Democratic National Committee of audience ratings of Gov. Dewey and President Roosevelt [BROADCASTING, Oct. 2], taken from special surveys made by C. E. Hooper Inc., caused the research firm to cancel the service, claiming the release was not authorized. Committee said matter had been discussed with the Hooper organization in advance and they had understood release had been approved.

## Adam Hat Plans

ADAM HAT STORES, New York, has appointed Buchanan & Co., New York, as agency, and is considering promotion plans in spot or network radio. In view are a five-minute "comic strip" disc on 100 stations, a half-hour or quarter-hour network show, and a series of network broadcasts of boxing bouts under the auspices of a projected new syndicate of boxing promoters. Continuing sponsorship of matches on WHN, Adam Hat starts this week a similar series on WMIN Minneapolis, and is negotiating for several other local fights.

## 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



Gen. Harbord

history of the company and stated that we are fighting "what almost might be called a 'radio war' because the science of radio-electronics is playing such a conspicuous part for victory," in commenting on RCA's contribution to the 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 U. S. Navy 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 communications." American radio has been in the war from the first, as an eager volunteer, the RCA board chairman continued, with production for the armed forces now totaling \$250,000,000 monthly in the U. S.

RCA's production of radio, electronic, and sound equipment for the armed forces of the U. S. and the United Nations increased nearly 100% in 1943 over 1942, according to Gen. Harbord, who revealed that 1943 RCA production amounted to \$222,000,000 with unfilled orders on July 1, 1944 totaling \$300,000,000. RCA personnel now number 42,000 of whom 48% are women. More than 7,000 RCA employees have

joined the armed services and 49 have given their lives.

Gen. Harbord pointed out that when RCA was formed a quarter-century ago the annual business of the radio industry was estimated at \$2,000,000 when radio was a relatively "feeble" and unstable service of "dot-dash" communication. The first research laboratory was located in a tent on Long Island near the site of RCA's great transmitting and receiving stations at Rocky Point and Riverhead, Gen. Harbord recalled. "Shortly thereafter the electron tube was developed as the key to great advances in the science and art of radio," Gen. Harbord said.

Gen. Harbord stated approximately 21,777,000 RCA radio and phonograph instruments have been put into use throughout the world, 452,000,000 electron tubes sold since 1930, and the company's Victor division produced 294,000,000 phonograph discs in the period.

## AFRA Accord

AGREEMENT to maintain the status quo on the basic terms of the AFRA commercial code for the time being was tentatively reached at a meeting of AFRA executives with networks and agencies in New York last Friday, ending a deadlock that has stalled negotiations of a new contract for more than a week. If approved by both sides, format of existing contracts will be kept unchanged, and negotiations will be confined to wages and working conditions. Union had earlier agreed to agency-network demands for local negotiations of regional scales in Chicago and on the West Coast, but had stood pat for a single national contract with regional differentials, whereas the network-agency group had asked for individual contracts for major program production cities.



## Frankenstein Attacks Code Provisions, Says Labor Should Be Given Free Time

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

Statement, including a five-point plan for the handling of labor unions and other non-profit organizations on the air, advanced as 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 not been properly interpreted, and that if it had been there would have been no grounds for complaint. Committee also discussed at length the entire Code, recommending that this study be continued by the new Code Committee which J. Harold Ryan, NAB president, is expected to appoint 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. Frankenstein.

Mr. Frankenstein, after charging broadcasters with failure to measure up to their public responsibilities and attacking the Code as "a respectable cloak 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 other non-profit organizations "for the free and full discussion of issues of public importance, including controversial issues and dramatizations 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 comment or for other such purposes". A station rejecting a written request for time should be required to state its reasons in writing. Broadcasters "should not censor any 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 and month by month . . . including both sustaining and commercial programs." Stations should review their network programs at frequent intervals to see

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

"Radio has reached a position of tremendous power and influence in our country," Mr. Frankenstein 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 . . . whether 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, presided at the meeting which was also attended by J. Harold Ryan, NAB President; Eugene O'Fallon, KFEL; Grant F. Ashbacher, WKBB; William S. Hedges, NBC; Felix Hinkle, WHBC; Arden X. Pangborn, KEX; Jan Schimek, CBS; Lee B. Wailes, KYW; Willard Egolf, 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.



Half, president and general manager of the 50,000 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.



EXHIBITING FISH caught last week at Mt. Home, North Ark., are Norman Heyne (l), timebuyer of Ruthrauff & Ryan, Chicago, and Ralph Foster, general manager of KWTO Springfield, Mo. John Pearson, president of John Pearson & Co., Chicago, was with the party.

### Joins Duane Jones

LAWRENCE J. HUBBARD, assistant director of research of Crossley Inc., has been named director of research of Duane Jones



Co., New York, a new post. Marketing consultant to a number of private business firms, Mr. Hubbard joined Crossley in 1938 as a member of the executive consultant staff. At Crossley, he supervised the study for the Joint Committee of U. S. Radio Ownership on the percentage of families in U. S. urban areas owning radio sets. He also developed a plan for determining radio audiences which would allow projections against population figures. The sectional measurement plan used by WOR New York in its "Continuing Study of Radio Listening" for three years was set up by Mr. Hubbard.

### Acquire KGKB Control

CONSENT was granted by the FCC last week for acquisition of control of East Texas Broadcasting Co., licensee of KGKB Tyler, Tex., by James G. Ulmer and Mrs. Minnie B. Ulmer through transfer of 12 shares common stock from J. G. Kretsinger to Mr. Ulmer for \$10 cash and cancellation of a promissory note for \$300. Previously holders of a 73.6% interest in KGKB, part of which was voluntarily relinquished because of license revocation hearings several years ago alleging hidden ownership [BROADCASTING, Feb. 15, 1940], the Ulmers now hold 50.8% of the voting stock by acquiring the 12 shares.

### Jergens 5-Minutes

ANDREW JERGENS Co., Cincinnati (Woodbury soap, lotion), on Dec. 3 starts a five-minute commentary featuring Louella Parsons, Hollywood and newspaper columnist, Sunday, 9:15-9:20 p.m. (EWT). Series will include program capsule reviews as well as Miss Parson's personal views on Hollywood. Lotion firm also sponsors Walter Winchell, preceding quarter-hour program, as well as *Hollywood Mystery Time*, which will be shortened to 25 minutes with start of movie-commentary series. Lennen & Mitchell Adv., New York, has the account.

### Ryan Explains Plan

BACKGROUND, objectives and details of the NAB plan for standard station coverage 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 adopted at the NAB War Conference in Chicago and since has been approved by the American Association of Advertising Agencies, with the Association of National Advertisers expected to give its official approval at a board meeting Oct. 23. The three groups will then appoint a committee to set up an operating organization.

## Blue Foreign News Is Added to Co-ops

### Florsheim Expects Newcasts 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 Florsheim, manager of the Blue cooperative program department, announced last Thursday at a luncheon at which he explained his department's operations to representatives of trade papers covering food, drugs, 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 listening to Blue outlets, Mr. Florsheim said that more than 400 local and regional advertisers are now sponsoring Blue cooperative programs. The network sells the program only, 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 Agronsky, Bauhage, Walter Kiernan, Henry J. Taylor, *Green Hornet*, *Dick Tracy* and *Mystery Chef* as current Blue co-op shows, Mr. Florsheim 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 sponsorship of spot announcements Oct. 23 for six weeks on 138 stations through Ruthrauff & Ryan. Stations are:

WIBC WIRE WFBM WISH WJAX WSLI KCMO WDAF WHB WBR WNOX KARK KGIH KLRA KBON WOV KOIL WBRW KFBI KFH KANS KFJZ WWJ WXYZ CKLW WJR KOYC KOMA KTKO WGOA WCAU WIP WFIL WIBG WEAN WJAR WPRO WDOO WDEF WDAY WSBT WHOP KMPC KNX KMFR KFBK WAPI WSGN WEEI WNAC WBY WAYS WBT WRVA WMBG. WRNL WRAK WBSA WOKR WL0L KSTP WCCO WTCN WENR WLS WGN WBBM WIND WLW WSAI WKRC WHK WTAM WGAR WENS WC0L KTSB WOAI KABC KONO KGO KQW KSPQ KJBS KIRO KOL KOMO KXA WSPD WGRG WAVE WHAS WINN WNEW WOR WFAF WABC WELI WTAR WGH WIBC WABY WOKO WFBG WAGA WATL WSB WBAL WCAO WFBR WOL WMAL WTOP WRCS WSIX WLAC WHBQ WMC WREC WMP5 WTMJ KRNT KSO KV00 KTCU KOME KVOR WIBA WDBJ WTD WKOZ WSOY KOA KLZ KMJR KFEL WRR KRLD.

PILSEN BREWING Co., Chicago, has begun a quarter-hour *Today's News in Chicago*, featuring Rog Underhill, Monday through Saturday on WIND Chicago. Contract for 52 weeks was placed by E. H. Brown Adv., Chicago.

# PETRILLO'S TELEGRAM TO THE PRESIDENT

JAMES C. PETRILLO, president of the AFM, sent a nine-page telegram to President Roosevelt Oct. 10, following a meeting in Chicago of the AFM International Executive Board to consider a request from the President that the union comply with the National War Labor Board directive of June 15 to resume recording operations at RCA Victor Division of RCA and Columbia Recording Corp. Mr. Petrillo's telegram follows in full text:

My dear Mr. President: In response to your communication of October 4th I called a meeting of the International Executive Board of the American Federation of Musicians for October 9th at Chicago for the express purpose of acting upon the subject of your telegram. All members of the International Executive Board were present at the meeting and gave full and deliberate consideration to the telegram. I am directed respectfully to communicate to you the following which represents the unanimous action of the Board.

The Executive Board is of the opinion that were all of the facts and circumstances pertaining to this so-called recording controversy made known to you, knowing your position on labor's rights and your humanitarian viewpoint, you would not ask it to reverse the unanimous action of three conventions and by which action the International Executive Board is bound.

## Claims Misapprehension

There is, evidently, a misapprehension concerning the so-called ban with respect to the making of mechanical recordings and transcriptions. A ban was imposed by order of the Convention of the AFM at Dallas, Texas in June, 1942, effective as of August 1st, 1942. This ban applied to all companies and persons engaged in the manufacture of recordings and transcriptions. It is no longer in existence except as to the two companies who now seek competitive advantage. These two companies are persons who have entered into contractual arrangements with the AFM and who are now engaged and have been engaged for over a year in the making of recordings and transcriptions. Thus the issue as it existed in August, 1942, has been resolved except for two companies who, as will be more fully pointed out in this telegram, have refused to abide by the solution procured through the efforts of a panel of the War Labor Board.

The International Executive Board recognizes the fact that it is impossible for you to look into this entire controversy from its inception, which involved in 1942, or 26 months ago. It is only because of the seriousness of the circumstances and problems confronting the AFM of the United States and Canada that the Board and I presume to impose upon your time by setting forth in some detail the more important facts involved in this matter. Under fairness and justice prevail a wrong determination may destroy our profession and the livelihood of thousands of members.

May I respectfully direct your attention to this outstanding fact, that is, 105 contracts have been signed to date with the Federation by manufacturers engaged in the making of recordings and transcriptions. All of them are patterned after the contracts which were approved by the panel of the WLB and which were obtained through its efforts at mediation and conciliation.

## Affects Existing Contracts

A most important clause in these contracts provides that if we give any other person or company a better contract or more favorable terms and conditions than the existing contracts, the latter must be reformed so as to include the changes and more favorable terms and conditions given to such others. Therefore to request us to resume employment with these two companies who refused to sign contracts with us for the employment of our members, and to work for these two companies on terms different than those now prevailing would be to destroy the benefits and advantages of the 105 existing contracts.

There has been some talk by others that we have struck against these two companies. We have never struck against any of these companies and certainly we have never struck against the Government. Dur-

ing this entire controversy we have made records and transcriptions for practically every Governmental agency, for the armed forces of the United States and our allies, in the overwhelming number of cases without any compensation, and we are continuing to do so. With respect to our patriotism, it is second to none as the following recital of facts will clearly demonstrate.

The Special Service Division of the Army is now pressing over 225,000 musical records monthly and distributing them to the men in the army as well as the personnel of the navy. These records find themselves in the remotest fox-holes in the combat areas wherever the war is fought. The Special Service Division allows no budget for this work and it is done gratuitously by the members of the AFM.

## Services Given Gratis

Our donation in service to the Coordinator of Inter-American Affairs' Office has been evaluated by Mr. Rockefeller in excess of one million dollars. This applies also to our gratuitous efforts with respect to the Office of War Information, where Mr. Robert Sherwood has estimated that he were required to pay for the free music via recordings and transcriptions that he receives for overseas service, it would total not less than one million dollars.

Thus, Mr. President, you can readily see that, where the war effort was and is involved, we have responded without hesitation. That is certainly manifest from the fact that we have supplied our members to do Governmental work for the two companies who refused to contract for the employment of our members for civilian work.

In addition, our outstanding name bands and symphony orchestras are daily appearing in army camps, cantonments, hospitals, bond drives and wherever members of the armed forces are congregated. All these services are being given gratuitously and can be evaluated at millions and millions of dollars.

## Agencies Served

The following list of agencies, Governmental, educational and charitable, have also been beneficiaries of our gratuitous services on behalf of the War effort:

U. S. Dept. of Agriculture; Treasury Dept.; U. S. Dept. of Labor; War Dept. (Bureau of Public Relations, Special Service Department, etc.); War Manpower Commission; War Relocation Administration; Dept. of the Interior; War Production Board; Farm Credit Administration; Dept. of State; Social Security Board; Office of Facts and Figures; N. Y. Dept. of Health; various divisions of the U. S. Army Air Force, U. S. Army Infantry, etc.; U. S. Naval Air Station; Photographic Science Laboratory; U. S. Army Service Forces; Signal Corps Photographic Center; U. S. Coast Guard; Third Naval District; Naval Officer Procurement; U. S. Navy Bureau of Aeronautics; U. S. Maritime Service; Civil Air Patrol; Division of War Training; U. S. Marine Corps; various radio stations, recording for morale purposes overseas and in this country; use of guests—men in uniform; permission for defense plants to use recordings for employees; American Red Cross; USO; National War Fund; Greater New York Fund; Salvation Army; YMCA; Office of Civilian Defense; ENSA Committee; National Safety Council; Auroraton; Writers War Board; Russian War Relief; Cuban Consul General; British Broadcasting Corp.; British-American Ambulance Corps; Belgian Information Center; Royal Norwegian Information Service; Royal Norwegian Air Force; United China Relief; Consul of Poland; Australian News and Information Bureau; Catholic Charities; Bundles for Britain; Navy Relief Society; Army Emergency Relief; Freedom House; Boys Town; Father Flanagan; American War Dads; American Jewish Committee; Community Chests and Councils, Inc.; Hadassah; National Labor Committee for Palestine; Pocket Testament League.

The foregoing, Mr. President, does not take into consideration the many millions of dollars of service rendered by 735 of our local unions for the armed forces. We believe that this record of co-operation with the Government and Armed Forces has no greater parallel in the history of this war.

At the expense of repetition, but only for the purpose of emphasizing one of the important points to be considered, we declare that the refusal of the two companies to employ our members on the same terms and conditions now prevailing in the industry is not a violation of the American Federation of Labor's no strike pledge. The AFL has kept

its no strike pledge and we have cooperated with it in that regard. However, in the matter of this particular controversy, the AFL convention in Toronto, Canada in October, 1942, after a full consideration of the matter not only declared that it did not involve the no strike pledge, but it endorsed the position of the AFM by an unanimous vote.

As the Director of Economic Stabilization has clearly pointed out, the making of the records to which the ban pertains has no connection with the war effort. They are purely for civilian use. We offered to make records free for the Army and Navy to be used in juke boxes, provided the members of the armed forces could hear them played without having to deposit a nickel to hear them. The Navy Dept. advised us that the Navy personnel were acquiring records in sufficient quantity to meet their recreational and entertainment needs. The War Department likewise has advised that the present arrangements between the Federation and the War Dept. were most satisfactory and it was desired that the arrangements remain unchanged.

## Acknowledges Statements

Such is made of the fact that, as President of the AFM, I had made the statement that in the event the President of the United States asked me to lift the ban I would comply with such request. I did make that statement. It was made at the call of the President in July, 1942. I repeated it on Jan. 12, 1943, before the sub-committee of the Interstate Commerce Committee of the United States Senate in response to a question put to me by Senator Clark.

At that time no records were being made by us for any record manufacturers and no such manufacturers saw 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. Now, however, we are making records to the extent of nearly four million per month for 105 companies and have been doing so for many months under a form of agreement which neither Columbia nor RCA are willing to accept.

Mr. President, our membership has had and now has great confidence in you. We are all aware that, while others objected to your taking our problem to the organization through me, was willing to have you do so. We waited for the employers to join with us in this request to have you consider the matter. The employers, however, did not do so. On the contrary, after many tricky attempts to defeat the Federation by instigating a Senate investigation, and an anti-trust suit against the Federation, some of the companies filed a petition with the WLB.

The two companies now objecting did not petition at the time other companies first filed the petition. They waited several months. As a result of the filing of the first petition, the question has completely changed which, of course, has affected the handling of this controversy by you under the offer I made to Senator Clark and his committee. For instance, the 105 contracts were entered into subsequent to the offer I made Senator Clark, and these contracts were entered into without the panel's efforts to settle the controversy.

## Offer Showed Confidence

It was because of the confidence the organization and I had in you, Mr. President, that I made the offer referred to. It was circulated widely and published in the press. The companies now seeking your aid knew of that offer. Although it was not a direct invitation to them to meet with you and me in order to have you determine the matter at that time, nevertheless it certainly must have occurred to them that in view of my offer they could have asked you to look into the situation and determine it if necessary.

Evidently they did not have confidence in you then, for they did not ask you to request me to comply with the offer I had made. On the contrary they set in motion the machinery of the WLB believing that that might work to their greater advantage. 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 the relationships brought about by 105 existing contracts, they run to you, Mr. President, and ask you to aid them.

By virtue of the 105 contracts which conform to the settlement agreed upon by the AFM and certain companies, at the instance of the WLB, the AFM has been placed in a position whereby the

offer made by me no longer has any further application. That is clearly the case because to give these two recalcitrant companies different terms than have been given to the 105 companies would cause great confusion and disruption of existing peaceful labor relations with the 105 companies.

To direct members of the AFM to work for these two companies would inevitably result in incalculable harm to our membership; the only good that would come out of the lifting of the ban would be to permit these two companies to resume the manufacture of records for civilian use with resulting tremendous profits to them, and 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.

## Terms Not Arbitrary

We have referred to the anti-trust case, which was instituted against the Federation by the Anti-Trust Division of the Department of Justice. This occurred Oct. 12, 1942; after a full hearing before Federal District Judge Barnes at Chicago, the court denied the Government an injunction and dismissed the suit upon its merits. The case was appealed to the Supreme Court of the United States. That court approved the holding of the District Court to the effect that we were not violating any law of the United States, and that we had a lawful right to take such action to preserve our livelihood.

Mr. President, as a matter of fairness there is only one solution to this problem that the Federation is aware that it for these two companies to sign the same contract as the 105 other companies have signed if they wish our members to work for them in making recordings and transcriptions. It must be remembered that these are not contracts containing arbitrary terms submitted by the AFM; the contracts are the result of the Federation's efforts at mediation by the WLB itself. These contracts have not been disapproved of by the WLB; on the contrary the WLB panel stated that the terms and conditions are not contrary to sound social policy. Therefore, if these companies are anxious to make records for civilian use and desirous of procuring the services of musicians affiliated with the AFM, in justice and fairness they ought to do so by agreeing to the same terms and conditions as the 105 of their competitors have agreed to and under which our members are now working.

The Federation is aware that this case is a small matter compared with the many tremendous problems of national and international importance which are confronting you today, but it is one of the greatest fights in which organized labor has ever been involved, a fight for the maintenance and preservation of basic fundamental rights—a fight to preserve free labor as against conscription and involuntary servitude. Knowing your position on human rights, we are sure you would not want to impose unjust and harmful conditions upon thousands of musicians or anyone else for that matter.

## Only 8 States Observe Thanksgiving on Nov. 30

ACCORDING to a survey of governors completed by the Assn. of National Advertisers, New York, only eight states, Arkansas, Florida, Idaho, Nebraska, Tennessee, Texas, Virginia and Georgia will celebrate Thanksgiving on the traditional last Thursday in November this year, with the latter also celebrating on Nov. 23. Early Thanksgiving date is in accordance with the Federal law which directs the President to fix the date as the fourth Thursday in November. In four States—Florida, Georgia, Idaho and Nebraska—the date of the holiday is fixed by law as the last Thursday in November. Victim of change in dates is Elgin National Watch Co. which purchased the full CBS network for a two-hour show on Thanksgiving Day Nov. 30.

WITH the subject for discussion, "Are the Candidates Facing the Issues?", the University of Chicago Round Table started its 12th year last Sunday over the NBC network, presenting its 555th broadcast. The program was first aired in 1931 by WMAQ Chicago and made its debut over NBC in 1933.

w e c a n m a t c h



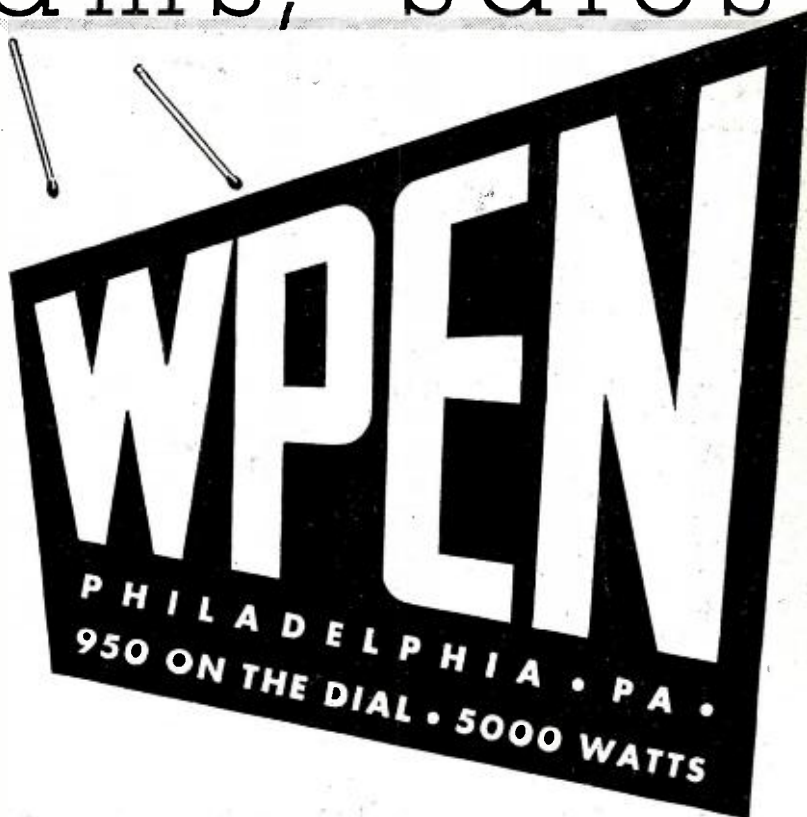
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STATION  
THAT  
SELLS**



*It takes*



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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  
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But — "*Amor... amor... amor...*"

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*in Omaha*



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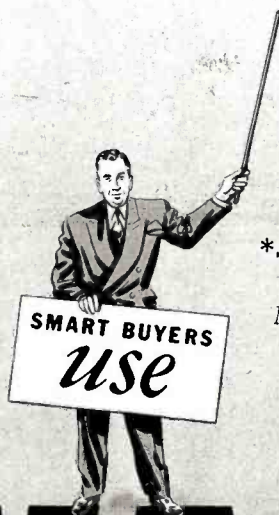
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more listeners per dollar  
in America's 4<sup>TH</sup> Largest Market  
than any other station —  
including  
all 50,000 watters!



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**WAAT**

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NEWARK,  
N. J.

*Do you realize this market contains over 3½ million people;  
more than these 14 cities combined:—Kansas City, Indianapolis,  
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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*

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*announces approval by the Federal Communications  
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*broadcasting in New York on the 1190 kc clear channel*



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*News, and the popular classes with a blend of the modern."*

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# Meet Joe



## TEST PILOT FOR MICROPHONES

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—  
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KSD	ST. LOUIS
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IOWA	
WHO	DES MOINES
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WCBM	BALTIMORE
WCSC	CHARLESTON
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# BROADCASTING

and  
Broadcast Advertising

VOL. 27, No. 16

WASHINGTON, D. C., OCTOBER 16, 1944

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## 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 to 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

blance 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 Chairmen 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

THE WHITE HOUSE  
WASHINGTON

September 26, 1944

Dear Sol:

The President has asked me to reply to your letter of September fourteenth. You state in your letter that the Democratic Platform took no stand with respect to a free radio and that you therefore desire an expression of views from the President on this subject.

I believe if you will re-read the Democratic Platform, you will find that it is not silent concerning a free radio. The Platform specifically states:


"We reassert our faith in competitive enterprise free from control by monopolies, cartels, or any arbitrary private or public authority."

This declaration 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.

Your letter also raises the question concerning the enactment of legislation amending the Communications Act. I understand that several bills have been introduced in Congress in recent years to amend the Communications Act on which extensive hearings were held but upon which no action has been taken by the Congress. The President has been unable to follow or study these hearings and therefore is not in a position to express any opinion about them.

Thank you for your courtesy in writing as you did.

Very sincerely yours,

  
STEPHEN EARLY  
Secretary to the President

Mr. Sol Taishoff,  
Editor & General Manager,  
Broadcasting Magazine,  
National Press Building,  
Washington, D. C.



MR. EARLY

part of the democratically accepted doctrine of freedom of speech, press, assembly and religion. We urge such legislative steps as may be required to afford the same protection from censorship that is now afforded the press under the Constitution of the United States. We must strengthen democracy by improving the welfare of the people. We place human resources first among the assets of a democratic society."

The Republican Convention in 1940 likewise adopted a free radio plank. It stated: "The principles of a free press and free speech as established by the Constitution should apply to radio. Federal regulation of radio is necessary in view of the natural limitations of wavelengths, but this gives no excuse for censorship. We oppose the use of licenses to establish arbitrary control. Licenses should be revocable only when, after public hearings, due cause for cancellation is shown."

Both of these planks resulted from pleas made to the Resolutions Committee of the conventions for expressions on radio. This year, largely through the NAB Legislative Committee, similar pleas were made. Whereas the Republican Resolutions Committee brought in its clear-cut plank, the Democratic group felt otherwise and did not venture the word "radio" in the platform at all.

The full text of the "Free Press and Radio" plank adopted unanimously by the Republican Convention in Chicago June 27 follows:

*Free Press and Radio*—In times like these, when whole peoples have found themselves shackled by governments which denied the truth, or worse, dealt in half-truths or withheld the facts from the public, it is imperative to the maintenance of a free America that the press and radio be free and that full and complete information be available to Americans. There must be no censorship except to the extent required by war necessity.

We insistently condemn any tendency to regard the press or the radio as instruments of the Administration and the use of Government

## 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 propose to slow down their war effort, even with victory near in the European theatre. They are aware that the war will then be but half-won and that the fighting will intensify in the Pacific theatres.

In the Sept. 11 issue of 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—so clear that the new administrative body 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 TAISHOFF.

publicity agencies for partisan ends. We need a new radio law which will define, in clear and unmistakable language, the role of the FCC.

All channels of news must be kept open with equality of access to information at the source. If agreement can be achieved with foreign nations to establish the same principles, it will be a valuable contribution to future peace.

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 business 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 and is aimed at preventing a recurrence of the situation after 1918 when speculators misrepresented merchandise to an over-eager public. Teeth will be put into the bureaus' program by spot shopping, checking advertising, investigating complaints and exposing unfair practices.

### Pellegrin Is Promoted To Lieutenant Colonelcy

MAJ. FRANK E. PELLEGRIN, operating executive officer, public relations section, Sixth Army Group, was promoted to lieutenant



colonel last week, according to word received from the Sixth Army's forward press camp. Before entering the service as captain early in 1942, Col. Pellegrin was director of broadcasting advertising for the NAB. Prior to that he was commercial manager of 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 explosions and the destruction of a town at the base of the mountain.

## GOP Plans Windup On All Four Nets

Gov. Dewey in Election Eve Broadcast from Station

THE REPUBLICAN National Committee last week announced plans for an election-eve wind-up broadcast on the four major networks, 11-11:15 p.m. with Gov. Thomas E. Dewey speaking from a station 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 towards 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 ordered the full Blue and NBC networks Oct. 16, 10-10:30 p.m. to present Gov. Dewey from St. Louis with repeat Oct. 17, 12-30 p.m. in the *Farm and Home Makers* spot or the Blue except on the network's West Coast stations where the tall will be repeated again Oct. 18, 6:15-6:45 p.m. (PWT). The Governor's Minneapolis address scheduled on NBC 10:30-11 p.m. Oct. 24 will also be heard on the Blue, with Blue repeat the following day in the *Farm and Home* spot and at 6:15 p.m. (PWT) for the West Coast. Gov. Bricker will be heard Oct. 27 on NBC 10:30-11 p.m. speaking from Kansas City.

## CBC DROPS BENNY; COMMERCIALS HIT

PLANS to carry Jack Benny as a sustaining feature on the Canadian Broadcasting Corp. commercial network, with Canadian war messages substituting for the commercials, were cancelled following the Oct. 1 broadcast, E. L. Bushnell CBC director-general of program: has announced at Toronto. Tentative plans [BROADCASTING, Sept. 11] were based on lack of product mention during the broadcast, 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 decided he could not commit himself to a guarantee there would be no future product mention in the program aside from the commercials. This necessitated the cancellation. In Canada the granting of sustaining privileges to the show brought opposition from the advertising and broadcasting industry. It was felt a precedent was being set under which any popular show could demand free time on a Canadian network because of popularity.

### Truman on Blue

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

# CIAA Heralds Big Latin American Market

## Live Demand Seen For U.S.-Made Equipment

By JACK LEVY

A TREMENDOUS growth in South and Central American radio, accompanied by large demands for U. S. transmitting and receiving equipment and probable development of sponsored international broadcasting to promote trade within the hemisphere, has been foreseen for the postwar years by John W. G. Ogilvie, Director of the Radio Division of the Office of Coordinator of Inter-American Affairs.



Mr. Ogilvie

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 programs of the type which have proved so popular.

He anticipates intensive efforts to hold and expand this audience when CIAA eventually relinquishes its activities, with shortwave 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-powered and many of them are concentrated in the big cities (as of January, 1944, of 58 stations in Uruguay, 39 were in Montevideo). With better regulation of frequencies, station owners 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 serving a population of approximately 130,000,000, the market potentialities 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 and high cost of 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 of prospective purchasers. 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 pro-

duced 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 equipment used in the other 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 to produce sound effects. They introduced strict scheduling, eliminated frequent delays and gaps between programs, made available tran-

scribed 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 buy equipment to maintain operations. CIAA was instrumental in getting the War Production Board to give equal treatment with domestic broadcasters to our Latin neighbors in releasing 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 shortwave operations from the United States, has changed the listening habits of millions of Latin Americans. Instead of the propaganda poison 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 schedules 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. It is indicative 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—1943*, 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 American republics, be-

(Continued on page 55)

## Blue Gross Time Sales Up 60% For 7 Months; Others Increase

Total Dollar Gains of Four Chains During First Half of Year Estimated to Be \$26,770,000

BLUE Network gross time sales for the first seven months of 1944 show an increase of some 60% over those for the same period last year, and CBS, NBC and Mutual are shown to have made somewhat smaller but none-the-less substantial gains, in an informal business review released by the Blue. The network industry experienced a solid advance for the January-through-July period this year, with total dollar gains for the four chains amounting to \$26,770,000 over the first half or so of 1943, according to the figures given by the Blue which cites the Publishers Information Bureau as the source, with the exception for the Blue, whose figures are taken from BROADCASTING Yearbook.

The Blue Network predicts that its 1944 revenue will be more than double that of 1942, estimating a total of \$40,000,000 for the current year, based on total card gross, and projected from sales for the first seven months. Figures for the

previous years, taken from BROADCASTING Yearbook are as follows: 1941—\$12,858,169; 1942—\$15,782,493; 1943—\$24,869,948.

Review shows that the Blue, since its separation from NBC in January 1942, has added 98 sponsored quarter-hours, including 71 daytime and 27 evening shows, making a total of 190 commercial programs of this length. As of Aug. 1, 1944, the network's advertisers used an average of 137% more stations per program daytime, and 93% more in the evening than in January 1942, and 34 sponsors were using the full network, according to the report.

### Gross Net Sales

Network gross time sales for first seven months, as released by the Blue:

	1944	1943	Dollar Gains
Blue	\$21,828,000	\$13,470,000	\$8,358,000
CBS	38,890,000	31,702,000	7,188,000
MBS	11,407,000	6,992,000	4,415,000
NBC	36,278,000	29,462,000	6,816,000

# FCC ANALYSIS OF ECONOMIC STATUS OF BROADCASTING

Introduced at 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.

Broadcast Region and State	Population (1940 census)	Radio Homes <sup>1</sup> (1940 census)	Per Capita Income <sup>2</sup> (1943)	Retail Sales <sup>3</sup> (1939) (Add 000)	Total Broadcast Revenues from time sales <sup>4</sup> (1943)	Tangible Broadcast Property <sup>5</sup>			Number of Stations Licensed As of September 1, 1944			
						Original cost	Depreciation to date	Depreciated cost	Standard <sup>6</sup>	FM <sup>7</sup>	Television <sup>8</sup>	
<b>Northern District</b>												
<b>Northeast:</b>												
Connecticut	1,709,242	417,259	\$1,452	\$717,262	\$2,343,645	\$909,344	\$438,941	\$470,403	12	2	..	
Delaware	266,505	59,921	1,361	110,052	3,406,211	1,113,136	426,347	686,789	2	..	..	
Maryland	1,821,244	396,338	1,200	619,273	840,235	528,193	285,381	242,752	7	..	..	
Maine	847,226	184,348	1,086	291,356	5,676,401	2,949,199	1,231,018	1,718,181	23	5	..	
Massachusetts	4,316,721	1,044,830	1,201	1,737,680	334,370	488,669	164,297	324,372	5	..	..	
New Hampshire	491,524	116,809	827	183,100	1,082,607	572,186	109,466	402,780	12	2	..	
New Jersey	4,160,165	1,020,466	1,282	1,580,401	16,462,721	6,972,982	3,109,168	3,863,814	56	14	4	
New York	13,479,142	3,385,620	1,340	5,578,159	10,478,906	4,372,552	2,197,318	2,675,234	45	8	1	
Pennsylvania	9,900,180	2,265,921	1,048	3,133,377	1,222,747	557,933	310,922	247,071	4	..	..	
Rhode Island	713,346	176,789	1,292	275,447	1,938,531	917,613	450,003	457,615	14	..	..	
Vermont	359,231	80,253	891	123,369	2,584,344	1,405,061	674,741	730,320	6	..	..	
District of Columbia	663,091	158,377	1,304	402,768	44,558,226	20,498,355	9,062,674	11,435,681	185	31	5	
Total, Northeast	38,727,617	9,306,881	\$1,223	14,742,244								
<b>Great Lakes:</b>												
Illinois	7,897,241	1,974,604	1,226	2,857,646	6,750,033	2,053,105	1,192,896	860,209	37	5	2	
Indiana	3,427,796	826,604	1,092	1,066,383	3,620,939	1,403,497	747,164	656,333	20	4	..	
Kentucky	2,845,627	444,416	609	620,135	2,153,465	970,593	588,452	382,141	12	..	..	
Michigan	5,256,106	1,271,499	1,230	1,820,798	7,139,374	2,475,182	1,058,098	1,417,084	28	2	..	
Ohio	6,907,612	1,697,672	1,204	2,441,293	13,039,267	5,132,823	2,798,782	2,384,041	34	1	..	
West Virginia	1,901,974	326,347	585	403,989	1,938,531	917,613	450,003	457,615	14	..	..	
Wisconsin	3,137,587	743,078	1,003	1,064,994	2,953,892	1,859,924	638,430	1,221,494	24	2	1	
Total, Great Lakes	31,373,943	7,284,220	\$1,096	10,175,238	37,595,501	14,862,742	7,473,825	7,388,917	169	14	3	
<b>Midwest:</b>												
Iowa	2,538,268	617,006	983	822,905	3,625,592	1,792,836	758,482	1,034,354	23	..	..	
Kansas	1,801,028	411,984	1,003	478,551	1,583,375	714,488	315,885	398,603	17	..	..	
Minnesota	2,792,300	647,459	916	1,017,195	3,812,534	1,411,639	909,350	502,289	20	..	..	
Missouri	3,794,654	892,590	896	1,102,503	5,267,425	2,369,933	1,369,943	999,990	22	2	..	
Nebraska	1,315,834	298,790	937	397,196	2,097,060	993,002	140,711	252,291	13	..	..	
North Dakota	641,935	131,000	971	156,137	650,166	321,101	213,643	107,458	9	..	..	
South Dakota	642,961	136,049	846	169,396	736,196	405,597	195,547	209,950	9	..	..	
Total, Midwest	13,516,990	3,074,918	\$936	4,138,883	18,771,349	7,408,596	3,903,661	3,504,935	113	2	..	
Total, Northern District	83,618,550	19,666,019	\$1,129	29,056,365	100,925,076	42,769,693	20,440,160	22,329,533	467	47	8	
<b>Southern District</b>												
<b>Southeastern:</b>												
Alabama	2,832,961	321,671	603	435,973	1,887,547	530,394	230,694	299,700	18	..	..	
Arkansas	1,949,387	244,586	512	298,301	899,882	569,341	235,021	334,320	12	..	..	
Florida	1,897,414	326,447	874	614,464	2,790,871	1,595,801	450,912	1,144,889	26	..	..	
Georgia	3,123,723	381,668	647	624,765	2,799,344	1,352,610	663,741	688,869	30	..	..	
Louisiana	2,363,890	307,893	714	436,250	2,864,055	1,008,903	697,305	401,503	13	1	..	
Mississippi	2,183,796	205,613	484	282,440	614,509	216,659	111,287	105,372	15	..	..	
North Carolina	3,571,623	471,863	619	633,240	2,956,662	1,631,009	606,064	1,024,945	29	1	..	
South Carolina	1,899,804	209,542	576	332,224	1,276,663	562,571	186,605	375,966	13	..	..	
Tennessee	2,915,841	434,733	649	606,489	4,279,419	1,695,076	860,810	834,266	19	1	..	
Virginia	2,677,773	409,973	820	628,172	2,582,985	1,365,666	643,102	722,564	18	..	..	
Total, Southeast	25,416,202	3,313,984	\$650	4,942,318	22,951,838	10,527,935	4,595,541	5,932,394	193	3	..	
<b>South Central:</b>												
Oklahoma	2,336,434	405,754	729	513,091	2,257,756	1,127,755	541,202	586,553	18	..	..	
Texas	6,414,824	1,090,206	818	1,803,716	7,899,821	3,238,344	1,494,905	1,743,439	61	..	..	
Total, South Central	8,751,258	1,495,960	\$794	2,316,807	10,157,077	4,366,099	2,036,107	2,329,992	79	..	..	
Total, Southern District	34,167,460	4,809,944	\$687	7,259,125	33,108,915	14,894,034	6,631,648	8,262,386	272	3	..	
<b>Western District</b>												
<b>Mountain:</b>												
Arizona	499,261	87,781	805	162,003	774,452	437,086	150,044	287,042	10	..	..	
Colorado	1,123,296	258,573	950	409,103	1,714,436	900,417	412,340	488,077	14	..	..	
Idaho	524,873	118,824	955	175,873	363,473	225,570	97,885	127,685	7	..	..	
Montana	559,466	134,503	1,029	222,008	535,145	424,974	209,335	215,639	9	..	..	
Nevada	210,247	26,200	1,897	61,223	205,503	187,817	75,346	112,471	2	..	..	
Wyoming	550,742	67,126	938	100,233	354,110	265,882	127,168	138,714	9	..	..	
New Mexico	531,818	66,609	656	125,765	1,378,988	626,185	283,235	342,950	8	1	..	
Utah	550,310	126,418	1,009	170,728	5,326,107	3,067,931	1,355,353	1,712,578	64	1	..	
Total, Mountain	4,150,003	876,034	\$925	1,427,641								
<b>Pacific:</b>												
California	6,907,387	1,933,028	1,429	3,187,809	9,454,719	4,083,406	2,135,368	1,948,038	59	2	1	
Oregon	1,089,684	290,641	1,229	442,160	1,942,334	709,057	296,732	412,325	22	..	..	
Washington	1,736,191	472,553	1,368	663,790	3,295,510	1,627,358	876,904	750,454	30	..	..	
Total, Pacific	9,733,262	2,696,222	\$1,396	4,298,759	14,690,563	6,419,821	3,309,004	3,110,817	111	2	1	
Total, Western District	13,883,265	3,572,256	\$1,255	5,726,300	20,016,670	9,487,752	4,664,357	4,823,395	175	3	1	
<b>TOTAL, UNITED STATES</b>	<b>131,669,275</b>	<b>28,048,219</b>	<b>1,031</b>	<b>42,041,790</b>	<b>154,050,661</b>	<b>67,151,479</b>	<b>31,736,165</b>	<b>35,415,314</b>	<b>914</b>	<b>53</b>	<b>9</b>	

<sup>1</sup> A unit was enumerated as having a radio if it contained a usable set or one only temporarily out of repair, and adjusted to include a portion of the families not reporting on the radio question.  
<sup>2</sup> Source: August 1944 "Survey of Current Business" United States Department of Commerce, Bureau of Foreign and Domestic Commerce.  
<sup>3</sup> U. S. Census of Business, Retail Trade, 1939.

<sup>4</sup> Source: Annual Financial Reports, F. C. C. Form 324, reported by licensees of 729 standard broadcast stations that reported time sales of over \$25,000, and does not include \$72,877,901 reported by nine networks and nine key stations and excludes broadcast revenues amounting to \$1,836,143 reported by 103 stations reporting total time sales of less than \$25,000 that are not required to file a breakdown of revenues and expenses.

<sup>5</sup> Source: Annual Financial Reports, F. C. C. Form 324, reported by licensees of 832 standard broadcast stations; one station reported no property. Does not include tangible property of major networks and their nine key stations amounting to \$13,884,631, original cost, \$7,238,944, depreciation to date, and \$6,645,687, depreciated cost, reported for the year 1943.

<sup>6</sup> Includes 16 stations, the licensees of which hold construction permits only.

<sup>7</sup> Includes 6 stations, the licensees of which hold construction permits only.

<sup>8</sup> Includes 3 stations, the licensees of which hold construction permits only.

<sup>9</sup> Estimates based on per capita income by states.

Prepared by the Accounting, Statistical and Tariff Department.

September 21, 1944.



Poem courtesy—Macmillan Co.

## 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.”



# W-I-T-H

Baltimore, Md.

Tom Tinsley, President    :-:    Represented Nationally by Headley-Reed

## Comparative Schedule of the Spectrum And Recommendations for Allocations



*Romantic tales! Secrets of beauty! Stories about people like her neighbors! The timeless topic of food!*

If you want women to know about your product . . . build your message around one of these eternally feminine subjects . . . grip her attention with an NBC Recorded Woman's Show born with NBC's sure touch to dramatize these subjects with vivid feminine appeal. Each expertly produced—all budget-wise because cost is shared among many non-competing advertisers throughout the country.



**Modern Romances** . . . true-life stories from the pages of Modern Romances . . . exciting, warmly human dramatizations women (young and not so young) find helpful, inspiring . . . in the tempo of today. Successfully sponsored by a wide variety of advertisers. 156 quarter-hour programs for 1-, 2- or 3-a-week broadcast.



**Let's Take a Look in Your Mirror** . . . starring Stella Unger whose helpful hints on how to be more attractive and charming . . . drawn from her personal acquaintance with the great of stage, screen and radio . . . appeal to every woman (young and not so young) . . . 156 5-minute programs—3-a-week for 52 weeks.



**Betty and Bob** . . . people like your neighbors but they live exciting lives . . . convincingly portrayed by an all-star cast. Arlene Francis (Betty), Carl Frank (Bob) announced by Milton Cross . . . memorable theme music by Allen Roth Orchestra. Startling sales record for many products. 390 5-a-week quarter-hours.



**Come and Get It** . . . first recorded audience participation radio quiz mixes food, facts and fun in a recipe for sparkling entertainment. Bob Russell, MC, questions studio audience contestants, then tosses subject to "Board of Experts": Alma Kitchell, well-known for Women's Exchange program and Gaynor Maddox whose syndicated food articles are read by millions. 78 quarter-hour 3-a-week shows—ready for release Sept. 15.

All of these NBC Recorded shows for women are ready for broadcast on any station you select . . . all include publicity and promotion aids to get your campaign off to a flying start. Write now for complete information regarding availability, audition records and rates.

National Broadcasting Co.



A Service of Radio Corporation of America

**NBC RADIO-RECORDING DIVISION**  
AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York, N. Y. . . Merchandise Mart, Chicago, Ill.  
Trans-Lux Bldg., Washington, D. C. . . Sunset and Vine, Hollywood, Calif.

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.  
IRAC, 540-1600 kc.  
RTPB, 520-1600 kc.

### FM Broadcast

Present, 42-50 mc.  
IRAC, 42-54 mc.  
RTPB, 41-43 mc (educational); 43-56 mc (commercial).

### Television

Present, 7 channels 50-108 mc; 11 channels 162-294 mc.  
IRAC, 54-108 mc; 460-508 mc; 524-956 mc; 180-192 mc and 208-218 mc (mobile television and relay).  
RTPB, 9 channels 60-114 mc; 144-156 mc; 162-228 mc; 234-246 mc; 400-1000 mc (experimental).

### International Broadcast

Present, 6000-8200 kc; 9500-9700 kc; 11,700-11,900 kc; 15,100-15,350 kc; 17,750-17,850 kc; 21,450-21,875 kc; 25-27 mc.  
IRAC, no recommendation for international broadcast channels. IRAC suggests international point-to-point relays in following space: 6250-6900 kc; 9200-9985 kc.

10,200-11,850 kc; 15,015-16,200 kc; 17,150-17,600 kc.  
RTPB, same as present allocations, but adding 25,600-25,750 kc.

### Broadcast Relay

Present, ranges in spectrum from 1606 kc-39,320 kc.  
IRAC, 156-158 mc.  
RTPB, same as present allocations, adding 380-344 mc; 1210-1220 mc.

### Amateurs

Present, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 400-401 mc.  
IRAC, 3500-3900 kc; 7000-7400 kc; 14,000-14,400 kc; 21,000-22,000 kc; 28-30 mc; 144-149 mc; 218-225 mc; 420-460 mc; 1125-1225 mc; 2500-2700 mc; 5200-5750 mc; 10,000-10,500 mc; 21,000-22,000 mc.  
RTPB, 8.5-4 mc; 7-7.3 mc; 14-14.4 mc; 21-22 mc; 28-30 mc; 56-60 mc; 114-118 mc; 224-230 mc; 448-480 mc; 940-960 mc; 1786-1920 mc; 3600-3850 mc; 7150-7700 mc.  
ARRL, 1750-2050 kc; 3500-4000 kc; 7000-7300 kc; 14,000-14,400 kc; 21-22 mc; 28-30 mc; 56-60 mc; 112-116 mc; 224-230 mc; 448-480 mc; 896-960 mc; 1792-1920 mc; 3584-3840 mc; 7168-7680 mc; 14,336-15,360 mc; 28,672-30,720 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 Taylor broadcast though the bank has never solicited accounts on the program.

The bank's 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.



*The Texas Rangers*

NOW BACK AGAIN  
on  
WIRE  
Indianapolis

Selling  
Groves Cold Tablets



GEORGE E. HALLEY  
TEXAS RANGERS LIBRARY  
HOTEL PICKWICK, KANSAS CITY 6, MO.  
AN ARTHUR B. CHURCH PRODUCTION

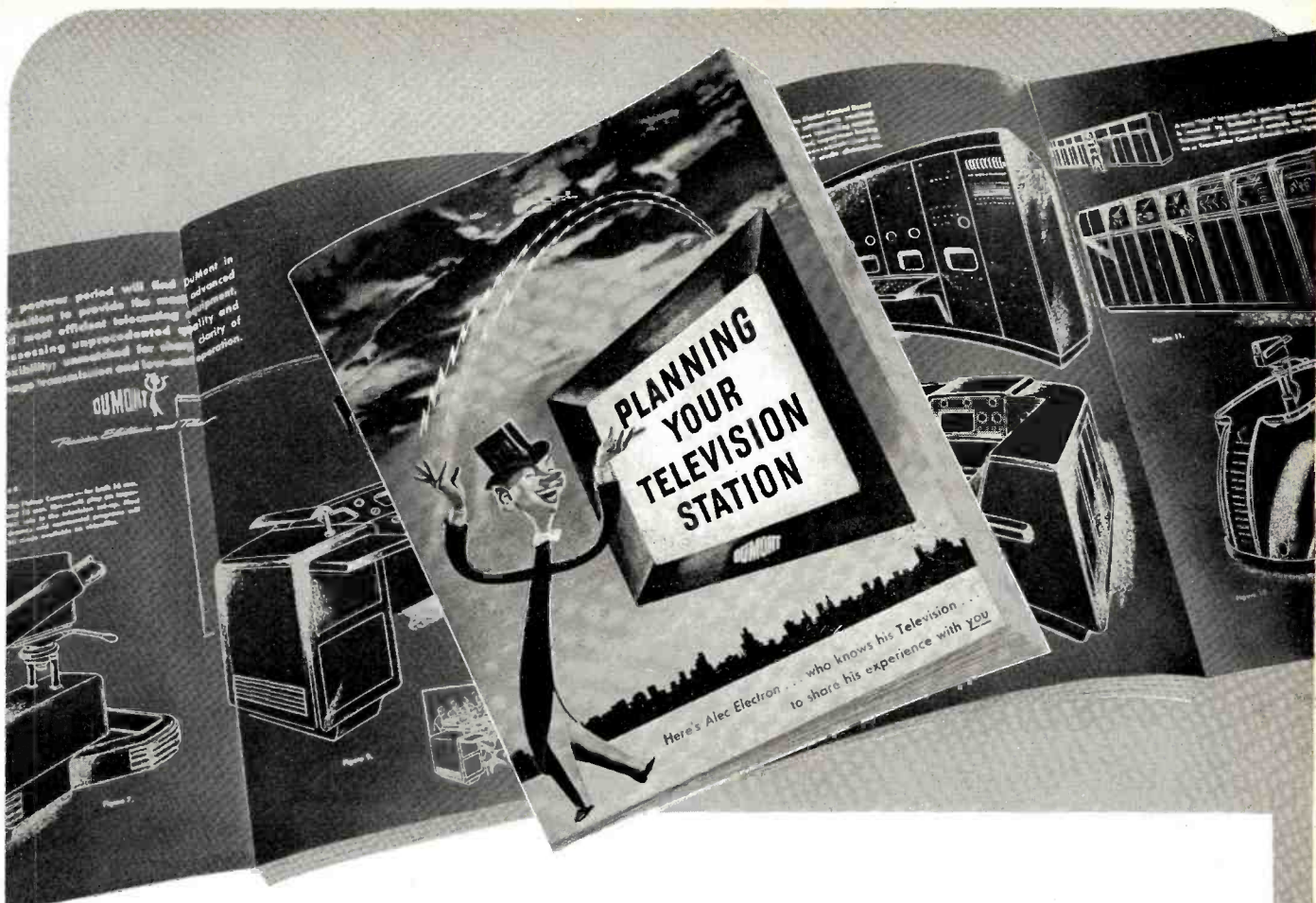
**In Southern New England People are in the Habit of Listening to WTIC**

**WTIC**  
50,000 WATTS

**DIRECT ROUTE TO AMERICA'S NO. 1 MARKET**

The Travelers Broadcasting Service Corporation  
Member of NBC and New England Regional Networks • Represented by WHIO & COM-PANY, New York, Boston, Chicago, Detroit, San Francisco and Hollywood





## 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 Televi-

sion 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.



ALLEN B. DUMONT LABORATORIES, INC., GENERAL OFFICES AND PLANT, 2 MAIN AVENUE, PASSAIC, N. J.  
TELEVISION STUDIOS AND STATION WABD, 515 MADISON AVENUE, NEW YORK 22, NEW YORK

# 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".



Mr. Ryan

Mr. Ryan declared that "adequate facilities for a nationwide competi-

tive 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 a 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 then 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.

## 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 recording 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 of our productive capacity from wartime to peacetime goods is certain to bring with it a complicated distribution problem.

"Getting the goods to more people and more people to the goods is going to require all the ingenuity which we can employ. Broadcasting should be prepared to meet this 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 88.5% 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)

## 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 . . . soy beans, 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 KWKH.



**KWKH**  
CBS ★ 50,000 WATTS

*A Shreveport Times Station*  
**SHREVEPORT, LOUISIANA**  
Represented by The Branham Co.



It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

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

For Rates: Apply Station Director  
CHNS • BROADCASTING  
HOUSE, Halifax, Nova Scotia  
or  
Joe Weed, New York City



## 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, 19 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. Haven't 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



No radio station in the land reaches more families with more good radio programs than WENR—the station that talks to one-tenth of the nation.

That fact adds up to expanding, receptive audience and that, in turn, adds up to expanding sales and profits as our roster of success stories bears witness.

Here are just a few of the stars of the Blue's constellation that keep the audience applauding and the cash register ringing:

John B. Kennedy  
Mary Small Revue  
Philco Summer Hour  
Time Views The News  
Terry & the Pirates  
Jack Armstrong  
Hello, Sweetheart with Nancy Martin  
Drew Pearson  
Walter Winchell  
Quiz Kids  
Basin Street  
Jimmy Fidler

Life of Riley with William Bendix  
Guy Lombardo in Musical Autographs  
Sammy Kaye's Tangee Serenade  
Spotlight Bands  
Raymond Gram Swing  
Famous Jury Trials  
Let Yourself Go with Milton Berle  
Heidt Time with Horace Heidt  
Dunninger  
Scramby Amby

Stop or Go with Joe E. Brown  
Gang Busters  
Earl Godwin  
Counter Spy  
Keep Up With The World  
Ted Malone  
Darts for Dough  
Hot Copy  
World of Song  
Monday Morning Headlines  
Happy Island with Ed Wynn

**THIS IS**



*The Blue Network*

as given voice to

**ONE-TENTH OF THE NATION... OVER**



Chicago's Basic Blue Network Station  
890 kc.—50,000 watts—clear channel

Owned and Operated by The Blue Network Company • Represented Nationally by Blue Spot Sales  
NEW YORK • CHICAGO • SAN FRANCISCO • HOLLYWOOD • DETROIT • PITTSBURGH

## 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. 25 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 hear 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.

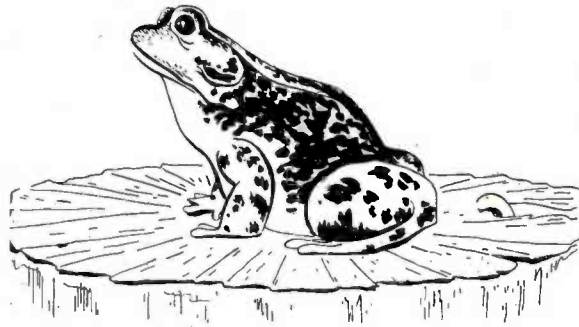
## Albers Flour Series

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 productions, 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 Mask* and *Rocket Kelly* are being offered as live network shows.

what makes a . . .



**EXCLUSIVE**

**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*

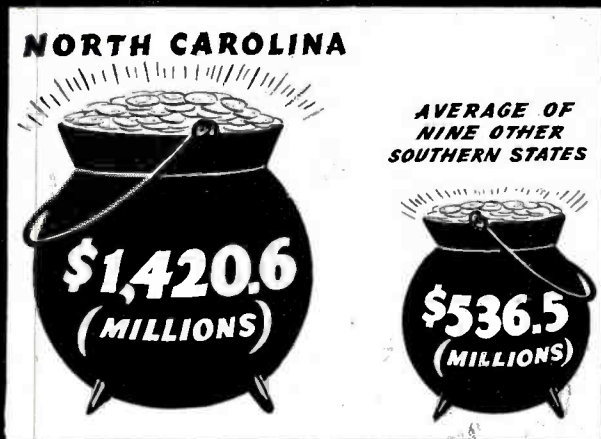
**EM Radio Station**

PORTER BUILDING • KANSAS CITY, MISSOURI

**KOZY**

FM Pioneer  in the Kansas City Area

# NORTH CAROLINA IS THE SOUTH'S No.1 INDUSTRIAL STATE



# W P T F

**(CARRYING N. B. C.  
WITH 50,000 WATTS  
AT 680 KC)**

**IS NORTH CAROLINA'S  
No.1 SALESMAN**

**WPTF • RALEIGH**



**FREE & PETERS, INC.**  
NATIONAL REPRESENTATIVES

## 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 transcribed 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 Corwith, NBC; Willard D. Egolf, public relations director, NAB; Lt. Col. Harold W. Kent, War Dept. Liaison, U. S. Office of Education; Miller McClintock, MBS president; Harry Summers, Blue Network; Dr. I. Keith Tyler, Ohio State U. and president of the Assn. for Education by Radio; Judith Waller, NBC; Allan Page, KVOO Tulsa; Chester L. Thomas, KXOK St. Louis; William L. Flanagan, KRNT Des Moines; Peggy Cave, KSD St. Louis; Dr. W. W. Charters, Stephens College; Arthur Casey, KMOX St. Louis.

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

James R. Angell, NBC; Kenneth Bartlett, Dean of Extension, Syracuse U.; Ruth Chilton, WCAU Philadelphia; Stephen Fry, BBC; George Jennings, Chicago Radio Council Director, School Broadcast Conference; Dorothy Lewis, NAB; Frances Farmer Wilder, CBS; Irna Phillips, scriptwriter, Chicago; E. O. Pollock, War Food Administration; J. D. Shouse, vice-president of the Crosley Corp., general manager, WLW; Mr. Egolf; Dean Douglass, RCA; Florence Warner; CBS; Harry Summers, Blue Network; Robert B. White, Blue Network, Chicago.

### World Mart Proposed

ESTABLISHMENT of a "World Mart" similar to the old Leipsig Fair, where United States manufacturers can display, explain, demonstrate and sell their produce to purchasers from all over the world, is proposed in a plan to convert the United States from the "Arsenal of Democracy" to the "Factory of the World", announced by Monroe H. Long, vice-president of The Branham Co., radio station and newspaper representative. Plan was originated by John H. Curran, Branham staff member.

### 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.



ODDS AND ENDS were put together to form the antenna and transmitter for CJBC Toronto, new 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 CFCN 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 B. Church Productions of Kansas City to find a name for the library of "Midland Minstrels."

Unit is to be offered nationally under the new name and is composed of 300 selections. Neither western nor hillbilly in character, library is made up of instrumental and vocal novelties 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 Pickwick, Kansas City 6, Mo. Winners are to be announced in November.

JOHANNES STEEL, commentator of WMCA New York, will have his book *The Future of Europe* published by Henry Holt & Co., New York, in November. (\$3.)

# WDRC

HARTFORD 4 CONNECTICUT  
WDRC - FM

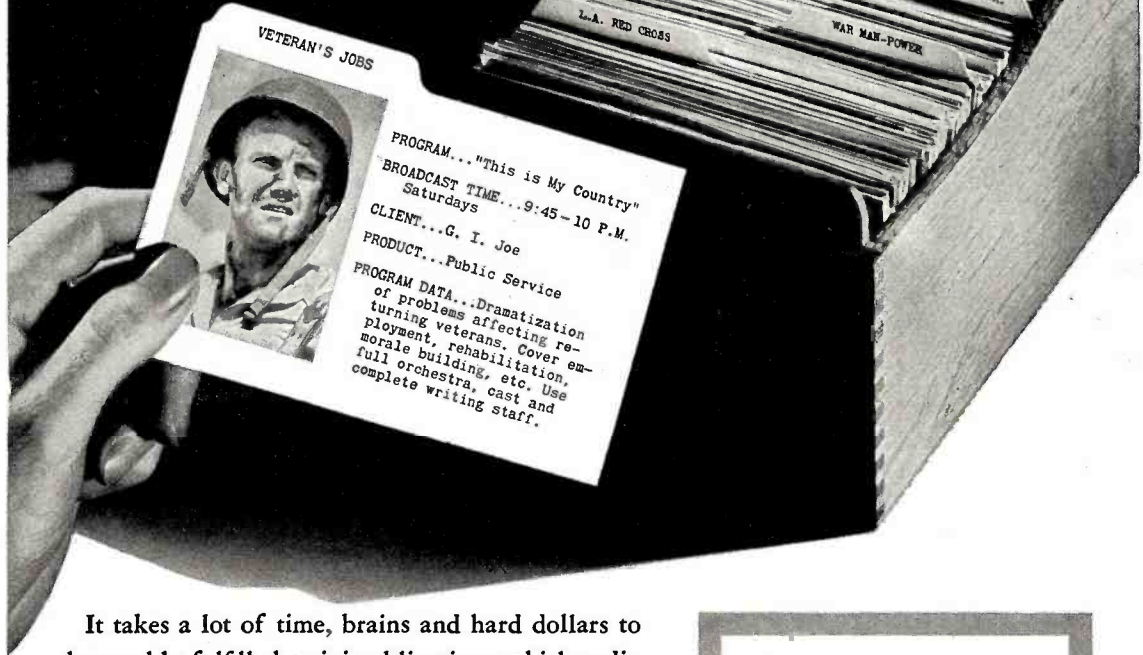
**\$23,040,000**

That's Sales Management's estimate of retail sales in Hartford for November an increase of 10.5% over last year! Hartford is the center of the rich WDRC Market, delivered to all advertisers at one low rate!

USE WDRC TO  
CONNECT IN CONNECTICUT

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

*Earle C. Anthony, Inc.*

\*  
**"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*

EDWARD PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES

The "Voice" that has captured New England



Connie Stackpole

Director of the

## New England Cupboard

Participations now available over five stations of The Yankee Network:

WNAC, Boston    WAAB, Worcester    WEAN, Providence  
 WTHT, Hartford    WCOU, Lewiston

Time: 11:15 A.M. Tuesdays and Thursdays

Cost: \$105.00 per broadcast, subject to discounts and agency commission.

For details of the fastest growing women's show in New England—conducted by the smiling "voice",

WRITE TO

Connie Stackpole, DIRECTOR

THE NEW ENGLAND CUPBOARD

448 Statler Bldg., Boston 16, Mass., Tel. HANcock 4460

## 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 Wycherley. For WABC and Columbia he was in *Suffer Little Children*, with Burgess Meredith and Katharine Hepburn; the show emanated from Washington. He also has been in *The Goldbergs*, *Ebony Queen*, *John's Other Wife* and *Lights Out*.

### Newswriters

On the newswriting side have been Charles B. Squire, with CBS in New York, and Fred Wackernagel Jr., with United Press Radio in Washington and Press Association (Associated Press radio de-

partment) in New York. Joseph E. Fromm rose to acting bureau chief for Press Association at Chicago, before joining the radio newswriting staff of *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. Pfeiler, 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 WDWS 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 re-activated 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 reaction 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 Telegraphs. The reason for the government ownership plan 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!

**WOL**

WASHINGTON

Washington's Only 24 Hour Station  
 1000 WATTS    1260 KC.

AFFILIATED WITH  
 MUTUAL BROADCASTING SYSTEM





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

**B A L T I M O R E**

# 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'ts 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 get back to the States. That is already taken care of for him. His only problem therefore, is to go out, 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 in operation, both in 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



**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 too 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 wherever possible. But BBC facilities are crowded, since it operates one of the most complex and widespread broadcasting businesses in the world. Then, there are commercial recording studios available for use, at reasonable cost, where interviews, feature stories and other types of broadcasts can be tran-

## 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**

CBS

GREENSBORO, N. C.

Represented by *Hollingberry*

YOUR MARKETS  
ARE MOVING

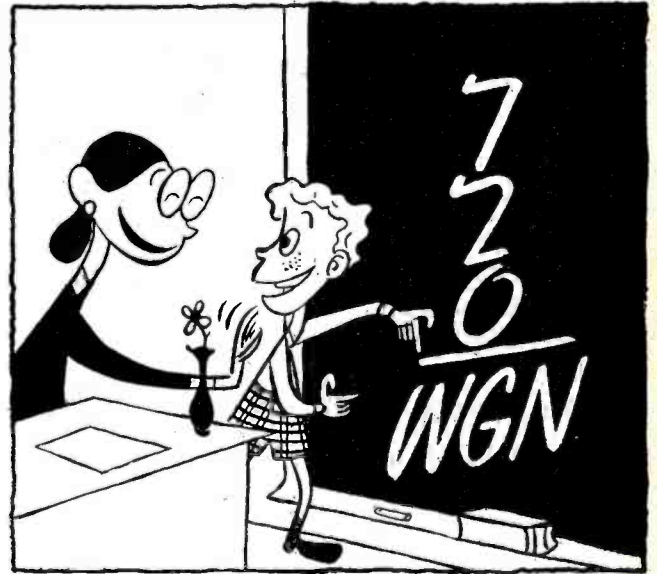
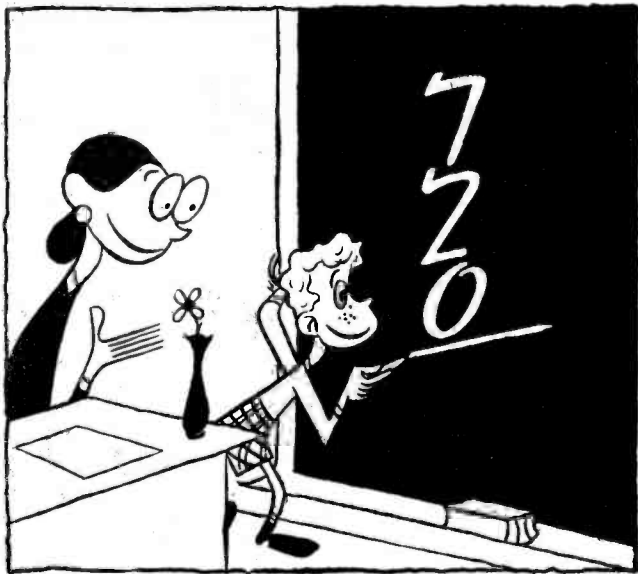
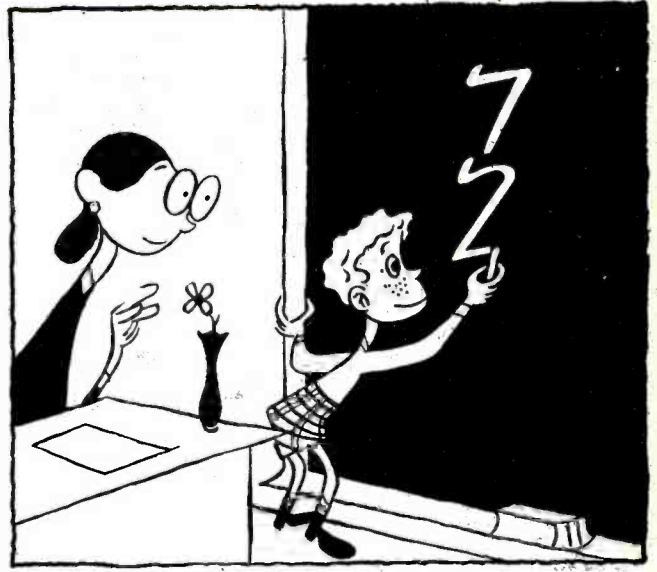
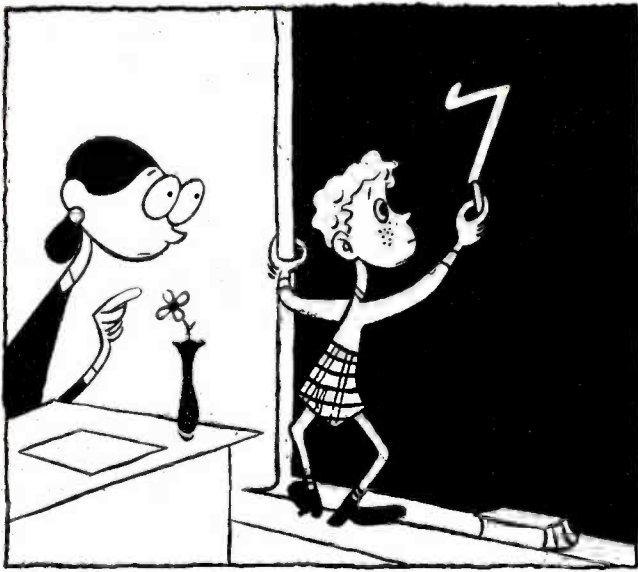
*South!*

We sell the new Savannah Seaboard Market—at the lowest per-person cost of any medium.

**NBC**

**WSAV**  
SAVANNAH

National Representatives:  
GEORGE P. HOLLINGBERRY CO.



*Little Edgar says: "It always adds up to WGN being the right answer all over the Middlewest"*

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

*A Clear Channel Station*

CHICAGO 11 ILLINOIS  
50,000 WATTS 720 KILOCYCLES



MUTUAL BROADCASTING SYSTEM

scribed and shipped back to your station by air. Next there's GPO, the British Government Post Office which controls overseas commercial wireless facilities, on which transmitting time can be purchased. But great demands are made upon this facility also.

#### Preparation Essential

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 avail-

able 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,

#### To Announce Awards

NATIONAL Conference of Christians & Jews will announce the week of Feb. 18 the winners of its annual awards to radio for promoting better understanding among American religions and racial groups. All networks, radio stations and agencies have been invited to submit entries.

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 issued, make arrangements for 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 Office numbers of every man he 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 uniforms 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. Right 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.

**WORLD'S TOUGHEST SALES JOB**

*Successfully Accomplished by WIBW*

July 17, 1944.

Miss Kathryn Young,  
Radio Station WIBW,  
Topeka, Kansas.

Dear Madam:

With the Kansas wheat harvest almost completed I am closing the Kansas Farm Labor Office at Great Bend in order to return to my regular employer, the United States Employment Service of the War Manpower Commission, at Topeka, Kansas. Before leaving, however, I wish to extend to you my sincere thanks for the cooperation afforded me by you and your radio station.

At the start of the Kansas wheat harvest we were short of men and I appealed to you for assistance in securing such men. Your immediate and complete assistance is greatly appreciated. Since that time I have talked to many of the harvest workers following the wheat harvest and have found that a large per cent of them were induced to come to the Kansas wheat harvest by reason of hearing spot announcements over the radio.

I can truthfully say therefore, that you and your radio station have played a very important part in saving the wheat harvest in Kansas.

Please accept my sincere thanks and best wishes.

Very truly yours,  
*Harold B. Lewis*  
Harold B. Lewis  
Asst. Farm Labor Supervisor.

HBL/G

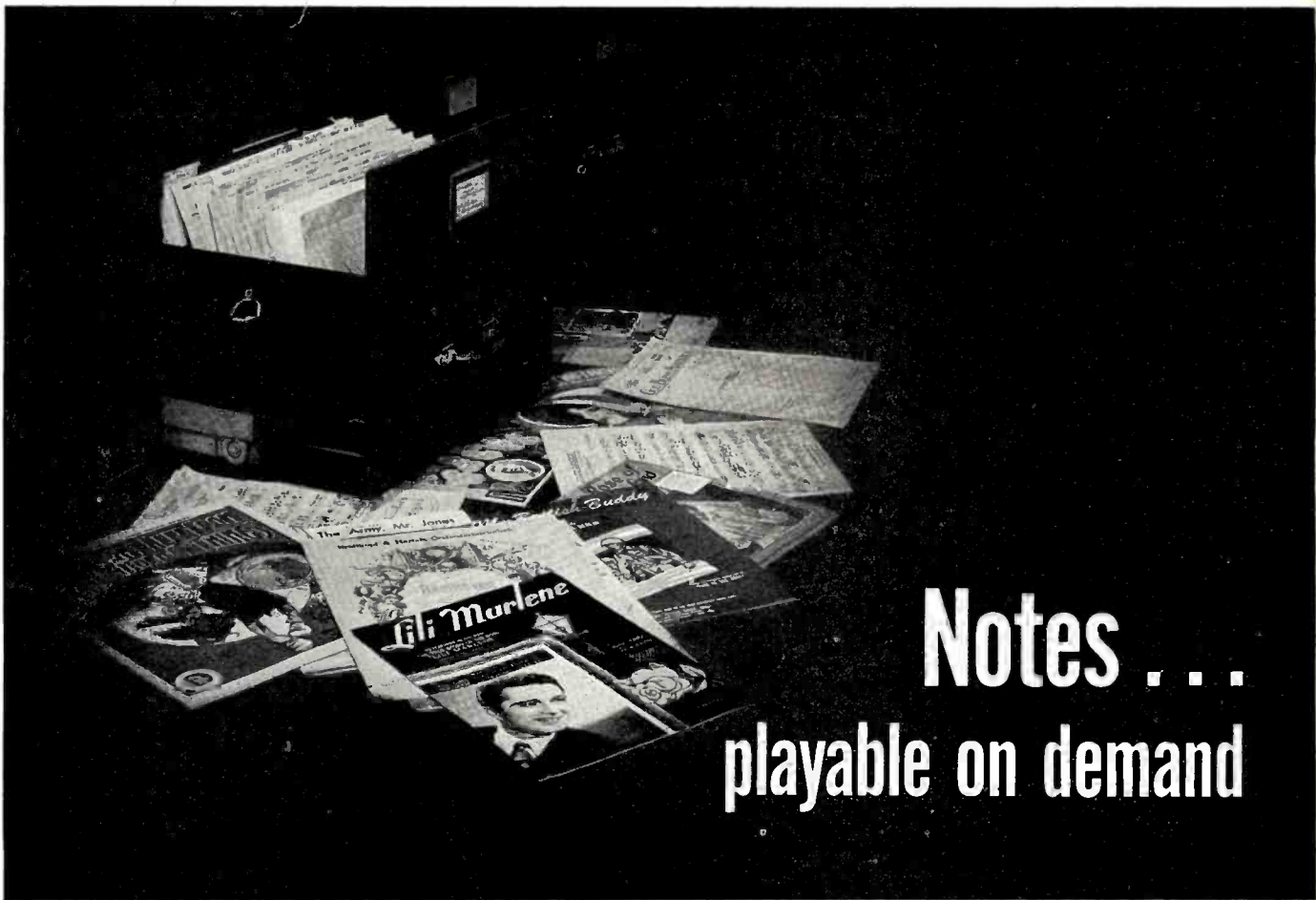
There's nothing in the world tougher to sell than backbreaking HARD WORK. But WIBW SOLD WORK and saved one of the largest, most profitable wheat crops on record. We can sell your product to these same able-to-buy listeners just as easily.

**WIBW** IN TOPEKA *"The Voice of Kansas"* COLUMBIA'S OUTLET FOR KANSAS

BEN LUDY, Gen. Mgr.

REPRESENTED BY CAPPER PUBLICATIONS, INC.

NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO



# Notes . . . playable on demand

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.*"

## National Broadcasting Company

America's No. 1 Network

A Service of Radio  
Corporation of America





*In Metropolitan*

**W**  
**DELIVERS A ST**  
**TO MORE PE**  
**OTHER STATION**

**CBS . . . FIFTY**

*an Cincinnati*

**KEY**

**STRONGER SIGNAL  
TO MORE PEOPLE THAN ANY**

*P. B. Wilson*

**BRAND IN WATTS**

## Still Jilted

CONSIDER the plight of the broadcaster in this election year. He's wrong if he carries a particular partisan speaker (or news commentator). He's wrong if he doesn't. He's being watched by the CIO Political Action Committee lest someone orate about labor. He must watch the "sponsor identity" of every commercial.

When the broadcaster isn't busy on the mike-side of politics, he considers his basic problem. What about radio regulation? Where will he stand if Roosevelt wins again? And where will he stand if Dewey wins.

The Republican Party adopted a forthright "free radio" plank. Dewey backed it up in an interview with this journal last month calling for changes in the law, on the FCC and in administration. He regards radio and the press on equal footing.

The Democratic Party didn't even deign to mention radio in its platform. In this issue we publish a letter from Presidential Secretary Early asserting that the President feels that radio, to be effective in a democracy, must be free "of all arbitrary restrictions whether governmental or private". Mr. Early says the President leaves to Congress the question of changes in the law.

The White House letter, in some degree, may be reassuring. But it certainly doesn't answer the questions that have welled up in the minds of broadcasters, whatever their political leanings or party fealty.

It is true that radio has developed and prospered during the last dozen years of the New Deal. That has been so since commercial radio began in 1920; each year has shown improvement in audience, listener favor, program quality, and, consequently (except for the depression year of 1933) in revenue.

The broadcaster is faced with many problems, not the least of which are economic. Should he invest in FM and television and facsimile? If he does, what will be the policy on "duopoly"—that is, will the administration then in office regard operation of an AM and FM or television station in the same market as a violation of the duopoly rule?

These questions haven't been answered by the New Deal FCC. The FCC has opposed any change in the law. That opposition must be regarded as Administration opposition.

Radio isn't going to campaign for either candidate. It is argued that certain political commentators are taking sides, and the Republicans complain there are more of them plumping for the New Deal than against. However the election goes, we'll hear more about that. The House Select Committee to Investigate the FCC is going into the commentator phase, though we can't fathom how that affects the FCC.

It really doesn't matter what the individual broadcaster may think. If the entire broadcast vote went one way, it probably wouldn't affect a single vote in electoral college.

The regrettable thing is that the New Deal hasn't given to broadcasters the assurance

of an unfettered radio and won't tell broadcasters that they can invest with confidence in these new services that will broaden radio's horizons. The Republicans have.

This means radio must be prepared to convince the next Congress, by fact and deed, that a new law should be written giving radio the freedom allowed all other media for dissemination of intelligence. That new law must caulk the openings in the present statute through which the FCC has essayed to control practically everything in radio, from the sales contract to the receiving set.

## 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—after the national elections are history. That 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.

## Our Respects To —



JOHN FRANK JARMAN JR.

TO THOSE in the radio industry and to his fellow citizens, John 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 tieup 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 at 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 1933 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 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.





**IT'S  
EASIER  
TO GET UP**  
in  
Milwaukee

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.



**THE MILWAUKEE JOURNAL STATION**

Basic N.B.C. Station

National Representatives, Edward Petry and Company, Inc.



**5000 WATTS**  
**DAY & NIGHT**  
 REPRESENTED BY  
**RAYMER**

## Merchandising & Promotion

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

### Listener Promotion

**INTENSIVE CAMPAIGN** for out-of-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 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 fortune with Fortescue", tying in with renewal by a New England furniture store of Priscilla Fortescue's program *Good Morning Ladies*.



**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 Hooper 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 Hooper 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.

# HOME TOWN NEWS

**WIOD** eagerly takes every opportunity to serve South Florida . . . intelligently — faithfully!

**WIOD** (exclusive) Miami Forum's views and discussions of Miami's present and postwar problems by community officials and plain John citizens!

**WIOD** 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 \$6,000 to date for the purchase of long distance phone calls by hospitalized war heroes!

5000 Watts • 610 KC  
 N B C



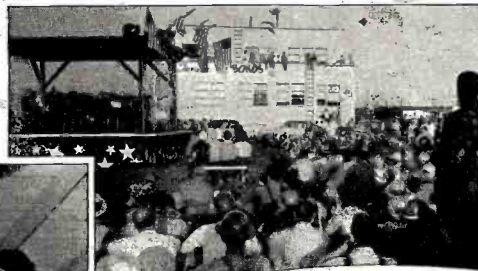
National Representatives  
 GEORGE P. HOLLINGBERRY CO.  
 Southeast Representative  
 HARRY E. CUMMINGS  
 James M. LeGate  
 General Manager

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. CBS  
 Spartanburg, S. C.  
 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."

THE STATION WITH EAR APPEAL  
**KGW**  
 PORTLAND, OREGON



REPRESENTED NATIONALLY  
 BY EDWARD PETRY & CO. INC.



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 mealtime 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.

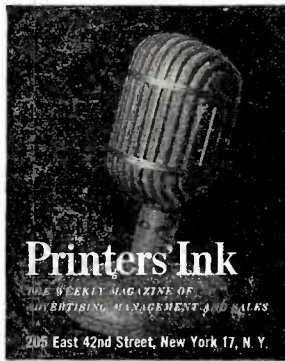
WE RESIST the temptation to scream "Hen-ree" just to introduce Dickie Jones and Jackie Kelk (l. to r.), better known as Henry Aldrich and Homer Brown. For the record it might be noted that the boys are doing some "homework," but their usual shenanigans finally drove General Foods' Aldrich family to drink.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



PART OF today's Postum effort is carried to millions via The Aldrich Family. Mary Rolfe 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.

Among the many Printers' Ink subscribers are 15 from General Foods and 22 from Young & Rubicam, agency for Postum.

SINCE 1888 Printers' Ink has been delivering the "know how" and "know why" of changing advertising and marketing practices. This detailing of the background of all important ideas has helped in the development of a complete understanding by the reader, has helped him adapt the changing practices to his own need. Because of its editorial vitality, more than 15,000 important advertising-minded people find Printers' Ink a sound source of business inspiration every week. To reach these advertisers and prospects best, most media promotion men buy P. I. first.



## Film Talent Video Rights Considered at SAG Meet

WITH an eye to protecting future rights in the television field, many top Hollywood film players are reportedly reviewing their contracts following address by Walter Abel, vice-president of Screen Actors Guild, to organization membership meeting. Demand that talent should profit additionally when a motion picture is sold for television release was voiced by Mr. Abel, who also is a member of SAG committee which has been exploring television with other AAAA unions.

As precedents Mr. Abel pointed to writers now reserving television rights to scripts when sold, and to the Screen Cartoonists Guild request for 20 per cent of the gross from re-issues and pictures sold for television release.

Predicting that television may result in a revolution in film making, Mr. Abel said that since film is the quickest and easiest method of providing entertainment, producers of radio broadcasting have said that if motion picture producers do not provide film for telecasting, telecasters would make their own.

## Mexicans See GE Video

TELEVISION will bridge barriers of language and thus contribute mightily to the growing friendship between the peoples of North and South America, according to Dr. E. F. W. Alexanderson, General Electric consulting engineer, who spoke last week before a delegation of Mexican government officials at Schenectady to witness a television performance at WRGB. "Here in Schenectady," Dr. Alexanderson said, "we look upon television not just as local entertainment, but as a new medium of communication, which will eventually extend over the continent and the two continents of North and South America."

## Hamilton Plans

HAMILTON RADIO Corp., New York, which recently appointed Butler Adv., New York, to handle advertising, has organized "Olympic Radio & Television" as a separate operating division, in which will be concentrated all the marketing, advertising and sales promotion activities for the firm's "Olympic" line of radio and radio-phonograph combinations and television sets. Move involves no change in ownership or management.

## ON THE BEAM AAF Pilots Fly the 'Hump' Guided by Music



ON THE AIR in the air above India is the music from these transcriptions used as a radio beam for pilots in the area. Capt. Huly Bray, Special Service Officer of the Tenth Air Force (left), awaits the signal from Cpl. W. T. Garvey, the station's first announcer.

FLYING the "Hump" and Ledo Pass into an airbase at Assam, AAF pilots hear popular songs instead of the dot-dash of the radio beam guide. During the day, Tenth Air Force and Air Transport Command pilots fly by the regular radio signals but at night transcriptions of programs broadcast in the U. S. serve as the beam.

The station is in a screened-in basha located near the runway, and is equipped with the most modern instruments. A small generator 150 yards away operates the turntables and the studio lights. Idea was worked out by Capt. Huly E. Bray, Special Services officer of the 10th Air Force.

## Commentator Topics

WITH approach of the election, Radio Reports Inc., New York, found that politics received "comparatively little attention—about 18% of the total", according to an analysis of time devoted to various topics by 12 network commentators on 440 programs for the seven-day period ending Sept. 21. A breakdown shows that the 12 commentators devoted 26.5 of their time to national affairs; 31.6 to world affairs, 35.6 to the war in Europe and Asia, and 6.3 to miscellaneous comment.

WBNX broadcasts daily to Metropolitan New York's racial groups which comprise 70% 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 reason 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 Melrose 5-0333.

## A Proven Sales Medium

IN WBNX SERVICE AREA THERE ARE:  
2,450,000 Jewish Speaking Persons  
1,522,946 Italian Speaking Persons  
1,236,758 German Speaking Persons  
661,170 Polish Speaking Persons  
200,000 Spanish Speaking Persons





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**

IT TAKES a  
**5400 H.P.**  
DIESEL to Haul 100  
Car Freight Trains...  
THROUGH the ROCKIES



IT TAKES A  
**50,000**  
watt station to  
sell the Denver  
market and the  
Mountain and  
Plain States  
Region.

**KOA** is the famous  
NBC Station in Denver  
and the only station  
here with:

- Power (50,000 watts)
- Top NBC Programs
- Coverage (7 states)
- Listener Loyalty  
(69%)\*
- Dealer Preference  
(68.8%)\*\*

\*NBC Tale of 412 Cities  
\*\*Ross Federal Survey

**FIRST IN DENVER**  
**KOA**  
50,000 WATTS  
Represented Nationally  
by NBC Spot Sales  
NBC  
America's  
No. 1 Network

**RADIO AND AIRMEN**

Fliers Hear AEF Programs  
— On Off Days —

COMES a day off for the Royal Canadian Air Force fliers "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, 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 AEF's mixed fare of the finest entertainment produced by the American networks, the BBC and the CBC. 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 10 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."



**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.

**McClatchy  
Broadcasting  
Company**  
Sacramento, California  
Paul H. RAYMER CO.  
National Representative



5000 WATTS • DAY AND NIGHT  
**WJW**  
850  
The Blue horizon in Northeastern Ohio, for advertisers with vision.  
BASIC BLUE FOR CLEVELAND

Represented Nationally by HEADLEY-REED CO.



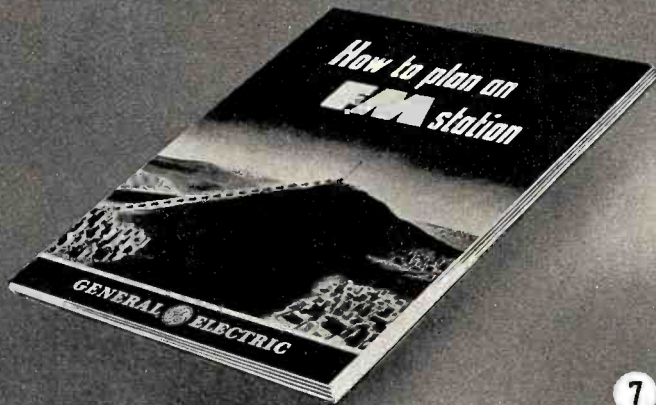
## A WELCOME HAND TO BELL SYSTEM WAR VETERANS

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.

**BELL TELEPHONE SYSTEM**





7

# Everything

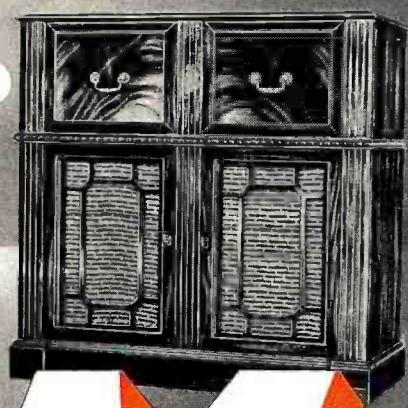


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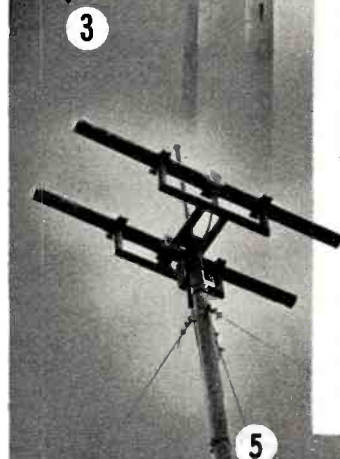
## COMPLETE G-E EQUIPMENT for wide-range, high-fidelity FM broadcasting

- 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.
- 7. Transmitter Tubes.** Developed from a long list of G-E basic electronic-tube "firsts," G-E transmitter tubes carry the definite assurance of maximum economy, efficiency and service life.





# for FM



**W**HEN 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 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 6:45 E.W.T. over CBS network. On Sunday evening listen to the G-E "All Girl Orchestra" at 10 E.W.T. over NBC.



**STATION AND STUDIO EQUIPMENT • TRANSMITTERS  
ANTENNAS • ELECTRONIC TUBES • HOME RECEIVERS**

# GENERAL ELECTRIC FM television AM

*See us for all things*



# 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'll choose the one 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

America's No. 1 Network



A Service of Radio  
Corporation of America

## 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 \$125,000 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 at the Y. M. C. A., civic halls, public schools and all branches of the public library.

Results of Mr. Yeend's intended promotion of this 14-year-old public service program have rewarded richly his efforts. More teachers than ever before have requested manuals; teachers and others are organizing to talk about and promote the use of radio as an exploring possibilities of summer workshops. Many teachers report that their students bring radio to school or the teacher takes her set. In country schools teachers have been known to take a small number of students outside to listen to the radio in the teacher's car.

As for the adult audience of the *American School of the Air*, thousands of letters from average listeners and educators attest to the fact that the program is now one of the most popular education 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 used 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., Danport, Ia., began renewal sponsorship Oct. 2 of spot announcements on WHBF KDTH KBUR KB KROS KFJB KXEL. Firm also renewed six-weekly quarter-hour newscast on WOC WHBF KB KROS KFJB KBIZ KXEL KS. The 13-week contract was placed H. W. Kastor & Sons, Chicago.

### Estabrook Named

TED ESTABROOK has been named television specialist of Geyer, Connell & Newell, New York, heading up television activities under Donald S. Shaw, newly-appointed radio 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 Phil



**RICHMOND, VA.**

**W**ORLD'S **M**EMORABLE **B**ATTLE **G**ROUNDS  
**I**DER **M**ARKET **B**ETTER **G**UARANTEED

**5000 WATTS**



**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.

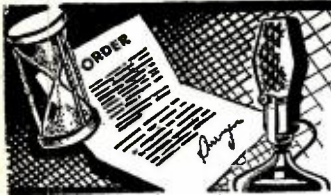
This early promise has been richly fulfilled. All down the years, marching side by side with Canada's natural resources, her commercial importance has kept pace. And those who plan to reap the benefit

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**

T O R O N T O - 8 6 0 K C



# THE Business OF BROADCASTING

## STATION ACCOUNTS

sp—studio programs  
ne—news programs  
t—transcriptions  
sa—spot announcements  
ta—transcription announcements

### KHMO Hannibal, Mo.

Willard Tablet Co., Chicago, 3 sp weekly, 28 weeks, thru First United Broadcasters, Chicago.  
Reader's Digest Assn. (Reader's Digest), sa weekly, 13 weeks, thru BBDO, N. Y.  
Viobin Corp., Monticello, Ill. (Rex Oil), 3 sa weekly, thru Rogers & Smith Adv., Chicago.  
David G. Evans Coffee Co., St. Louis (Old Judge Coffee), 5 ne weekly, 13 weeks, thru Ruthrauff & Ryan, Chicago.  
Sterling Drug Co., Monticello, Ill. (Dr. Caldwell medicines), 5 ta weekly, 52 weeks, thru Sherman & Marquette, Chicago.  
United Drug Co., Boston (Rexall 1c sale), 4 t weekly, thru N. W. Ayer & Son, N. Y.

### WFIL Philadelphia

Skidoo Co., Columbus, O. (cleanser), sa weekly, 26 weeks, thru Byer & Bowman, Columbus, O.  
W. F. Young Inc., Springfield, Mass. (Absorbine, Jr.), 5 sa weekly, 13 weeks, thru J. Walter Thompson Co., N. Y.  
J. B. Ford Co., Michigan (Wyandotte Cleanser), 5 sa weekly, thru N. W. Ayer & Son, N. Y.  
International Salt Co., Scranton, Pa. (Sterling Salt), 4 sa weekly, 13 weeks, thru J. M. Mathes Inc., N. Y.  
Abbotts Dairies, Philadelphia (ice cream), 3 sa weekly, 52 weeks, thru Richard A. Foley Adv. Agency, Philadelphia.  
Wildroot Co., Buffalo, N. Y. (Cream-Oil), 2 ne weekly, 52 weeks, thru BBDO, N. Y.  
Penick & Ford, New York (My-T-Fine desserts), 3 sa weekly, 52 weeks, thru BBDO, N. Y.

### KTSA San Antonio

Sterling Drug Co., Monticello, Ill. (Dr. Caldwell's Laxative, Blackstone Aspirin), 5 ta weekly, thru Sherman & Marquette, Chicago.  
H. J. Justin & Sons, Fort Worth (boots & shoes), sp weekly, 52 weeks, thru Evans & LeMay Adv. Co., Fort Worth.  
Duncan Coffee Co., Houston, 5 sp weekly, 52 weeks, thru Steeles Adv. Agency, Houston.  
King Clothes, San Antonio, 5 sa weekly, 52 weeks, direct.

### WOR New York

Savings Bank Assn. of New York State, N. Y., weekly sp, 52 weeks, thru Ruthrauff & Ryan, N. Y.  
Philadelphia Dairy Products Co., Philadelphia (Dolly Madison Ice Cream), weekly sp, 52 weeks, thru Scheck Adv., Newark.  
Maggi Co., Inc., New York (seasoning), weekly sp, 52 weeks, thru Needham & Grohman Inc., N. Y.  
Atlantic Macaroni Co., Long Island City, N. Y. (Caruso Brand Food Products), weekly sp, 52 weeks, thru Prudential Adv., N. Y.  
Rogers Bros. Seed Co., Chicago (Idaho Potato Meal), sa, 52 weeks, thru Scheck Adv., Newark, N. J.  
Walker's Austex Chili Co., Austin, Tex. (Mexene), sa, 52 weeks, thru Cook Adv., Dallas.

### WOLF Syracuse

Wildroot Co., Buffalo (Cream-Oil Formula), sa, t, 52 weeks, thru BBDO, N. Y.  
National Biscuit Co., New York (bread), sa, thru McCann-Erickson, N. Y.  
Green Watch Co., Cincinnati, ta, 52 weeks, thru McCann-Erickson, N. Y.  
Lever Bros., Cambridge, Mass. (Rinso-Lifebuoy-Lipton's tea), ta, thru Ruthrauff & Ryan, N. Y.  
Kellogg Co., Battle Creek (Raisin 40% Bran Flakes), ta thru Kenyon & Eckhardt, N. Y.  
Grove Labs., St. Louis (4-Way chest rub), sa, thru Sherman K. Ellis & Co., N. Y.

### KHJ Hollywood

Yami Yogurt Co., Los Angeles (dairy products), 3 sp weekly, 52 weeks, thru Erwin, Wasey & Co., Los Angeles.  
Southern California Telephone Co., Los Angeles, sa, 52 weeks, thru The Mayers Co., Los Angeles.  
Lumbermen's Mutual Casualty Co., Chicago (insurance), sa weekly, 13 weeks, thru Leo Burnett Co., Chicago.  
Anatole Robbins, Los Angeles (cosmetics), 2 sp weekly, 13 weeks, thru Darwin H. Clark Adv., Los Angeles.

### WHN New York

Mayflower Dress Co., New York (dress manufacturer), 3 sp weekly, 13 weeks, thru Sterling Adv., N. Y.  
Wilberts Products Co., New York (floor polishes), 5 ne weekly, 52 weeks, thru Duane Jones Co., N. Y.  
File's Dept. Store, Boston (bargain basement anniversary), t, direct.

### KFI Los Angeles

Sparklets Drinking Water Co., Los Angeles (Sparklets), 3 ne weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.

### KSAL Salina, Kan.

Carey Salt Co., Hutchinson, Kan., 21 sa weekly, thru McJunkin Adv. Co., Chicago.  
Kellogg Raisin Bran Co., Battle Creek, 21 sa weekly, thru Kenyon & Eckhardt, N. Y.  
Michigan Bulb Co., Holland, Mich. (tulip bulbs), t weekly, thru First United Broadcasters, Chicago.  
Morton Salt Co., Chicago, 14 sa weekly, thru Kenyon & Eckhardt, N. Y.  
Nehi Royal Crown Bottling Co., Columbus, Ga. (Royal Crown Cola), ta, thru BBDO, N. Y.  
Plough Inc., Memphis (Mexana, St. Joseph Aspirin), sa, thru Lake-Spiro-Shurman, Memphis.  
Dr. Pepper Bottling Co., Dallas, 3 sp weekly, thru Tracy-Locke Co., Dallas.  
Pepsi-Cola Bottling Co., Long Island City, 6 ta weekly, thru Newell-Emmett Co., N. Y.

### WMAQ Chicago

Chatham Manufacturing Co., Elkin, N. C. (blankets), sp weekly, 52 weeks, thru M. H. Hackett Agency, N. Y.  
Stephano Bros., Philadelphia (Ramees cigarettes), 5 sa weekly, thru Aitkin-Kynett Co., Philadelphia.  
Grennan Bakeries, Chicago, 5 sa weekly, 13 weeks, thru Campbell-Mithun, Chicago.  
RKO-Radio Pictures, New York, 7 sa, direct.

### CFRB Toronto

J. Lyons & Co. (Canada) Toronto (tea), 3 sp weekly, thru Ferrer Adv. Service, Toronto.  
Byers Flour Mills, Camrose, Alta, 2 t weekly, thru Harold F. Stanfield Ltd., Montreal.  
Drug Trading Co., Toronto (proprietary), sp weekly, thru J. J. Gibbons Ltd., Toronto.

### WABC New York

Herman Basch & Co., New York (Hammered brand Persian Lamb), 2 sa weekly, thru Kelly, Nason, N. Y.  
American Express Co., New York (travelers cheques), weekly ne, thru Caples Co., N. Y.

### KPO San Francisco

Maryland Pharmaceutical Co., Baltimore (Rem), 4 ta weekly, thru Joseph Katz Co., Baltimore.  
Ex-Lax, New York (Jests), ta weekly, thru Joseph Katz Co., N. Y.

### WENR Chicago

Ex Lax, Brooklyn, N. Y., 5 ta weekly, 13 weeks, thru Joseph Katz Co., N. Y.

## MOUNTAIN COUNCIL REVIEWS ACTIVITIES

FIFTH ANNUAL Report of the Rocky Mountain Radio Council has been prepared for distribution and contains a summary report of activities from Aug. 1, 1943 to July 31, 1944. Theme stresses manner in which the radio industry of the region is cooperating with educational and civic groups in public service programming, with special emphasis on native resources.

Report is divided into descriptive program sections: Cultural resources, human resources, agricultural and industrial resources, political and economic resources, mobilizing resources for war. Summary shows council during the past 12 months has broadcast a total of 361 separate programs or 1897 different broadcasts for 16 civic and educational organizations. Data is also given on program advisory help, conferences, annual meeting, structure and organization, and budget sources. Stations participating in activities have included: KDFN KFBC KFEL KFKA KFXJ KGHF KGIW KIUP KIZ KMYR KOA KOKO KPOW KVOD KVOR KVSZ KWYO KFUN KVSF.

## Science Service Offers New Commercial Shows

SCIENCE SERVICE, Washington, is now offering a special science news service to radio, consisting of two quarter-hour programs sent each week to subscriber stations and containing eleven or more stories, written so that they can be used as either two quarter-hour shows, six five-minute programs, or as individual "spots" along with other news. The new service, titled *Science Radio News Report*, is available for local sponsorship, but only one 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 column.

Scripts for the new service are especially written for radio from material collected by the Science Service staff of science news reporters. Each week's script will contain a roundup of patent awards from the U. S. Patent Office. Hallie Jenkins 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 Mid-West and the South. David J. Finn, formerly sales manager for RCA Industrial & Sales Dept., and with RCA since 1930, has been manager of the Chicago region. James W. Cocke, sales director for RCA in Dallas and Atlanta, is now manager of the Dallas, Atlanta region, with headquarters in Dallas.

## Fij-Oil on 9

CONSOLIDATED HAIR GOODS Co., Chicago (Fij-Oil), began sponsoring Sept. 20, spot announcements on WTCN WLWL WMIN WXYZ WJR WWJ WKZO WOV WHBF. The 52-week contract was placed by Malcolm Howard Agency, Chicago.

**THE PACIFIC NORTHWEST BROADCASTERS**

*...currently carrying 13 advertisers under a money saving combination*

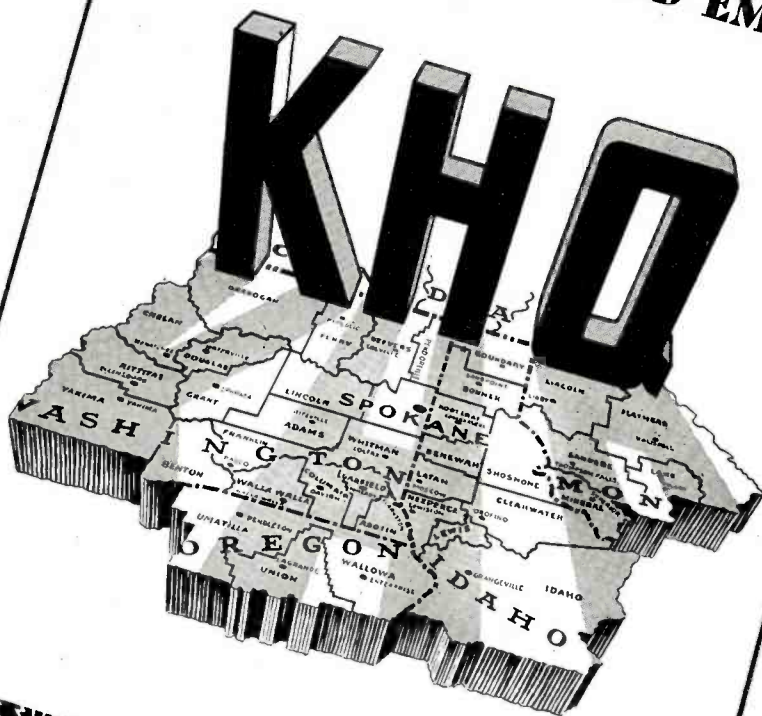
WE can offer no better proof of the value of the Pacific Northwest Broadcasters money saving plan than its continued use by national advertisers.

Wythe Walker—Eastern Sales Manager  
Representatives

- KXL The Walker Co.
- Z NET The Walker Co.
- KFPY The Katz Co.

Buy 2 markets save 5%; buy all three and save 10%.

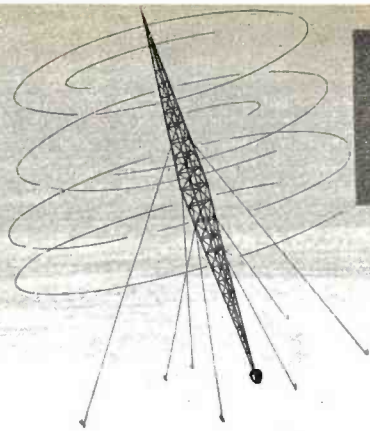
# THE ONLY SINGLE MEDIUM Completely COVERING THE INLAND EMPIRE



**5000 Watts—590 Kilocycles**  
 Owned and Operated by  
**LOUIS WASMER, INC.**  
 Radio Central Bldg. Spokane, Wash.  
 National Representatives: Edward Petry & Co., Inc.



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 2,517,504 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.



# BROADCASTERS

**COMPACT... COMPLETE... ECONOMICAL...** that's the 76-B2 Speech Input Console.

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 Console 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 Console at  
Station WBOC, Salisbury, Md.



# TELL US....

*"That 76-B2 is a honey!"*



**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*

1919  
1944



25 Years of Progress  
In Radio  
and Electronics

**RADIO CORPORATION OF AMERICA**

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada

RCA VICTOR COMPANY LIMITED, MONTREAL

# First

✓ listeners

✓ advertisers

✓ results

**BUT, THAT IS THE  
USUAL STORY FOR  
WRC**

**FIRST, CONTINUOUSLY  
SINCE 1923**



# WRC



Represented by NBC Spot Sales  
**Washington**

## 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 LOHNES**, Washington radio attorney, and Mrs. Lohnes on Oct. 8 observed their 25th wedding anniversary at their farm in Vienna, Va., 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. Rentzel, 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 CROSSON** has been promoted to news editor of KYW Philadelphia, replacing Bill Rambo, 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 Koenig 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 KGO-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. Samuel's new appointment is part of a plan for future expansion and coordination of Blue operations on the Pacific Coast, made possible through combination of the two network-owned stations KGO San Francisco and KECA Los Angeles. He has been sales manager of KGO since October 1943.

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

**RAY JENSEN**, formerly with KTRI Sioux City, is new assistant manager and sales manager of KSAL Salina, Kan. He replaces Owen H. Balch 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 four years, 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 been made

assistant general manager of WOAI San Antonio. Mr. Beaver had been with KARK ten years. Prior to joining KARK four years ago, Mr. Haas had served on 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-WPB notice relating to the use of critical materials for construction purposes.

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

### Hartz on MBS

**HARTZ MOUNTAIN Products**, New York (bird, pet products), after a seasonal hiatus resumed its program on Mutual yesterday (Oct. 15) featuring singing canaries and other pets. Titled *Canary Pet Show*, it is heard over 51 stations from WGN Chicago, Sunday 2:45-3 p.m. Agency is George H. Hartman Co., Chicago.

**They Go Together**

**WRC**

**OKLAHOMA CITY**

**A MUTUAL Station**

**ASK THE WALKER CO.**

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

**THE 1944 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.

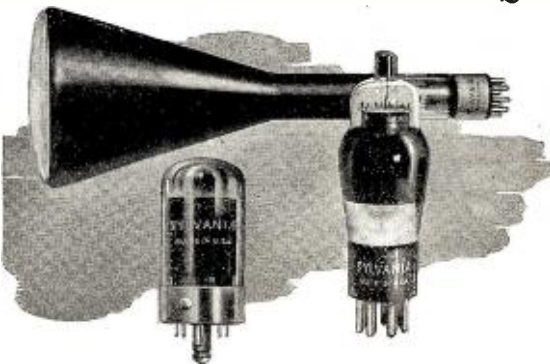
This is work that calls for the feminine touch, patience and sense of detail. Each girl "plays the position" on the team best suited to her ability.

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

# Reach the ACTIVE SALT LAKE MARKET

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

National Representative  
JOHN BLAIR & CO.

1884

W. E. Macfarlane

1944

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 McClintock, 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.



MR. MACFARLANE



## 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!

# LOUISVILLE'S WAVE

N. B. C.

FREE & PETERS, INC.,



5000 WATTS . 970 KC

NATIONAL REPRESENTATIVES



### 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, liaison between the ASF and radio [BROADCASTING, Oct. 9]. Sgt. 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 (Krank's Shave Kreem), 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.

WMIN; St. Paul, Minn.

... without question AP is the best news service which WMIN has ever used.

Frank M. Devaney  
Asst. General Manager

available through  
**PRESS ASSOCIATION, INC.**  
50 Rockefeller Plaza  
New York, N. Y.

## 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. A. Frigon, general manager.



Mr. Ritchie

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 1940 as an editor of the CBC national news service, and in 1942 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 quarter-hour program, featuring news of the sporting world and guest interviews with sport headlines and Arch Ward, sports editor of the *Chicago Tribune* as m.c., on WENR Chicago, Thursdays. The 13 week contract was placed through U. S. Adv. Co., Chicago.

**BLUE NETWORK**  
**WFMJ**  
YOUNGSTOWN, O.

**28th**  
U. S. METROPOLITAN DIST.

**MORE** LISTENERS  
PER DOLLAR

Ask **HEADLEY-REED**

New York, Chicago,  
Detroit, Atlanta  
San Francisco

## 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 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of disc. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET- WORK PLAN	STATION ANNOUNCEMENTS				NAT. SPOT PLAN	
		Grp KW	Ind.	Grp OI	Ind.	Live	Trans.
Mail Early	X						
Planned Spending	X				X		
Merchant Marine Recruiting	X				X		
Car Pooling		X	X	X	X		
Hold Prices Down		X	X	X	X		
V-Mail			X			X	X

See OWI Schedule of War Messages 133 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

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



*More* DEPENDABLE

than any other geyser. It deserves the name "OLD FAITHFUL"



*More* DEPENDABLE

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

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

SOUTH'S 24-Hour Station

**WHBQ**

605 Alburty, General Manager

Your MUTUAL Friend

MEMPHIS, TENNESSEE

Represented by RAMBEAU

# 17

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

check these answers to your recording problems

✓ 24 HOUR SERVICE on direct cut copies of your recordings

✓ AIR CHECK SERVICE "as others hear it"

✓ COMPLETE FACILITIES for spot announcements, remote pickups, service on all recording problems. For further information, write . . .

**U.S. RECORDING CO.**  
1121 Vermont Ave. Washington 5, D. C.

## Agencies

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

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

DEAN SHAFFNER, former production manager of CAB reports of Crossley Inc., New York, has joined the Biow Co. as a radio research analyst.

WEST MARQUIS Inc., Los Angeles, has moved to larger offices at 510 W. Sixth St. Telephone is Madison 7758.

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

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

C. E. HOOPER Inc., audience survey firm, has moved West Coast offices from downtown Los Angeles to 6253 Hollywood Blvd. Telephone is Hollywood 3553. Mrs. Ruth Arnold continues as Pacific Coast manager.

BYRON KEATING 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.

ELBO GREES Household Cleaner Co., Philadelphia, has appointed J. M. Korn & Co., Philadelphia, as agency.

NED SMITH, former assistant senior copy-writer of Kenyon & Eckhardt, New York, has been appointed head of the copy 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 7 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 Marine major, has joined BBDO, Hollywood 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 timebuyer and program supervisor. He will work with Wayne Tiss, associate radio director and vice-president in charge of Hollywood operations.

TO BOLSTER Cleveland's lagging Red Cross blood donor drive, WJW Cleveland aired a special two hour promotion show featuring Comdr. Corydon Wassell and volunteer local talent. Result was blood donors phoning the station for appointments at the rate of almost two a 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. Lafount. 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 liabilities. The FCC authorized change of WNBC call letters to WHTD.

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 PM adjunct to the Philadelphia Bulletin for \$620,000, and WOV 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 \$225,000.

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. Lawrence's chief assistant. Stations now in the Cowles group are, in addition to WCOP and WHOM, WOL Washington, WNAX Yankton, and KRNT Des Moines. The Cowles company has pending an application 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 has broadcast Yankee Network news. The station is expected to become a fulltime MBS-Yankee outlet when the present contract with WHTD 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 number of Canadian stations. Account is placed by A. McKim Ltd., Montreal, 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.

**UPA** gives you "THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

**FOR Results** IN Louisville ITS **WINN** Basic Station BLUE NETWORK  
HARRY McTIGUE, General Manager.

# Radio Advertisers

**TIDE WATER** Associated Oil Co., adding to its first schedule of football broadcasts in the east using WINS New York [BROADCASTING, Oct. 2], is sponsoring round-ups of college and pro football games on WHN New York. Bert Lee and Ward Wilson give prognostications of the Saturday college football games on Friday, 6:45-7 p.m. and round-up summaries of the games on Saturday, same time. In additional five-minute periods Sunday, placed before and after WHN coverage of the New York Giants games, Lee and Wilson present roundup review of pro games and scores for Tidewater. Contract for ten weeks placed through Lennen & Mitchell, New York.

**HILLMAN PURE FOODS**, Chicago, on Sept. 28 began spot announcements on three Chicago stations: WMAQ, 8 weekly; WGN, 11 weekly; WBBM, 5 weekly. The 13 week contracts were placed by Julian Frank Agency, Chicago.

**HUNT STROMBERG** Productions, Hollywood film producing unit, has appointed Ruthrauff & Ryan, New York, to handle advertising. Radio along with other media will be used.

**KEM Mfg. Co.**, New York, manufacturers of starting, lighting and ignition parts for automotive industry, has appointed Philip I. Ross Co., New York, to handle advertising. Radio is being considered.

**SIERRA MADRE Winery Inc.**, New York, has appointed Erland Adv., New York, to handle advertising. On Nov. 7 firm starts twice-weekly quarter-hour musical program with Syd Gary, singer, for 52 weeks on WMCA New York.

**G. E. BARBOUR & Co.**, St. John, N. B. (wholesale grocers), has started transcribed program on a number of eastern Canadian stations. Account was placed direct.

**BALLANTYNE'S**, Washington bookstore, is sponsoring a weekly program, *Book Reviews and Interviews*, weekly over WINX Washington, Wednesday 8:15-8:30 p.m. Bart Barber is literary commentator. Contract for 13 weeks was placed direct.

**ROGERS BROS. SEED Co.**, Chicago, has appointed Scheck Adv., Newark, N. J., to handle its advertising and Oct. 10 starts participations on *Dr. Eddy's Food and Home Forum* on WOR New York in a test drive for Idaho Potato Meal. Contract is for 52 weeks.



"WFDF Flint says I should keep in touch with all the boys."

## Well Titled

**PACE OF WARFARE** in New Guinea is so complex that Lt. James E. Moore, former secretary to Robert G. Soule, vice-president-merchandising manager of WFBL Syracuse, writes he is now Assistant Brigade Adjutant, Brigade Classification and Assignment Officer, Brigade 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 overlaps and for lack of Syracuse social life Lt. Moore devotes three evenings a week to teaching a shorthand class.

**L. B. LABORATORIES**, Hollywood (hair oil), on Oct. 9 started daily station break announcements on WENR Chicago. Firm also uses daily time signal announcements on WMAQ Chicago and a six-weekly quarter-hour newscast on KFVD Los Angeles. Contracts are for 13 weeks. Agency is Glasser-Gailey & Co., Los Angeles.

**INTERSTATE BAKERIES Corp.**, Los Angeles (Weber's bread), on Oct. 3 started sponsoring twice-weekly 30-minute children's quiz, *Weber's Round-Up*, on KMPC Hollywood. Contract is for 52 weeks. Neg Monett, radio director of Dan B. Miner Co., Los Angeles agency servicing account, is m.c. and producer. Baking firm also sponsors *Lone Ranger* thrice-weekly on 7 Don Lee 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 (sportswear), has appointed Western Adv. Agency to handle its national advertising, and is considering radio with other media.

**RALPH R. WEAVER**, former account executive with Street Railways Adv. Co., has rejoined Hills Bros. Co., New York, makers of Dromedary Food Products, as advertising director.

**PETER FOX BREWING Co.**, Chicago, has changed its quarter-hour show on WMAQ Chicago, Monday through Friday from a transcribed music show to a news program, featuring Morgan Beatty, 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, FM affiliate of WWJ Detroit.

**BROMO-SELTZER Ltd.**, Toronto, has appointed F. H. Hayhurst Co., Toronto, to handle advertising effective Jan. 1, 1945. Campaign for next year is now being prepared.

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

**J. GOLDSMITH & Sons Co.**, Memphis department store, is sponsoring two additional quarter-hours weekly on WHBQ 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-Disc Projector, 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 displace the fixed slides and test pattern usually associated with television productions. It uses either color 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 *Stories From Canadian History* weekly on CFRB Toronto. Account was placed by Vickers & Benson, Toronto.

**IIADLEY Falls Trust Co.**, Holyoke, has started cooperative sponsorship of Boake Carter, Monday, Wednesday and Friday, on WHYN Holyoke, Mass.

**RIVIERA Co.**, Los Angeles (retail ice cream), has started participation five times weekly in *Norma Young's Happy Homes* on KHJ, with daily spot announcements on KRDK. Contracts are for 13 weeks. Agency is Advertising Arts, Los Angeles.

**SOUTH BOSTON Savings Bank**, Boston, has appointed Wendell P. 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.

Hon. Carlo Franco Young & Rubicam, Inc. New York, N. Y.

Dear Carlo:

This is probably the last I'll be writing about our own war



correspondent, Howard L. Chernoff, because he's now back. I think you ought to know how his trip was finished. Not only did Chernoff go across to send back stories about W. Va. boys, but he also finished up with a mighty interesting story concerning W. Va. heroes. He arranged to fly back on a Litter Plane that carried 16 wounded West Virginians. When the plane set down on Mitchell Field Chernoff made a half hour transcribed interview with these boys. Sort of a fitting climax to his three months overseas I'd say, and certainly a fitting climax to our three months of these special public service broadcasts.

Regards, Yours, Algy.

## The W. Va. Network

WCBS Charleston WSAZ Huntington  
WPAR Parkersburg WBLK Clarksburg

**MEMO: TO RADIO TIME BUYERS!**

- ✓ WHDH has popular BLUE NETWORK programs
- ✓ WHDH has many fine local features
- ✓ WHDH has 5000 watts of power
- ✓ WHDH operates on 850 kilocycles
- ✓ WHDH RATES ARE RIGHT!
- ✓ WHDH is the SMART buy in BOSTON!

**Never a Dull Moment on WHDH**

**BOSTON'S BLUE NETWORK Plus STATION**

National Sales Representatives • SPOT SALES, INC., New York • Chicago • San Francisco

## Today and Tomorrow

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!

# W A I R

Winston - Salem, North Carolina  
Representative: The Walker Company

# KROD

**CBS**  
*The Voice*  
that's heard  
all over the important

**EL PASO**  
Southwest

1000 Watts - 600 KC  
Dorrence Roderick, Owner  
Val Lawrence, Mgr.

**HOWARD H. WILSON CO.**  
National Representatives

**WWL**  
NEW ORLEANS

**50,000 WATTS**

The Greatest Selling POWER  
in the South's Greatest City

**CBS Affiliate**

Nat'l Rep. - The Katz Agency Inc.

# KXOK

ST. LOUIS 630 KC.

5000 Watts Full Time

BLUE NETWORK

Represented by John BLAIR & CO.

## BEHIND the MIKE

W. R. (Bud) WILLS, news analyst and former foreign correspondent in Tokyo, has joined KXOK St. Louis. Bob Leonard is now newscaster with KXOK, replacing Bert Metcalf, resigned.

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

NORMAN PALMER, formerly of Timmins, Ont., has joined the announcing staff of CKLW Windsor.

LILLIAN CALDWELL, KTSM El Paso, Tex., director of women's programs, has been appointed a member of the national public relations committee of the NAB's Assn. of Women Directors.

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

ZANA PETERSON, formerly with KOMO Seattle and Pacific National Adv., has joined the continuity department of KIRO Seattle.

PAUL PETERSON has been added to the announcing staff of KHMO Hannibal, Mo. Maxine Dierking has been named continuity editor and women's program director for the station.

EDGAR F. HIGGINS Jr. and Roland Yoell have joined the war services and news division of WOR New York as news editors. Mr. Higgins, released from the armed forces, was formerly an NBC news editor and prior to that with WFAS 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., is the father of a girl.

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

EDMUND L. SOUDER Jr., Blue Hollywood newscaster, has been appointed network war correspondent in the China-Burma-India theatre.

JAMES POWELL, former announcer of NBC Hollywood, has joined KMPC Hollywood as news writer-newscaster.

HARRY L. THOMPSON, former Downtown Shopping News' Real Estate Bldg. editor, has joined the WJJD Chicago sales staff.

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

ARTHUR MAUS, WBBM Chicago engineering supervisor, is the father of a boy.

KYLE THOMAS, formerly of WHBQ Memphis, has joined WMPS Memphis as announcer and special events reporter. Harold Hill is now an announcer with WMPS.

PHYLLIS PARKER has joined MBS New York as manager of program promotion. She is a former executive and writer for J. Sterling Getchell Agency.

JAMES M. DOOLITTLE, formerly with WSAU Wausan, Wis., as chief announcer, has joined National Recording Co., Chicago, as producer and assistant to Richard Bradley, managing director.

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

ALAN HAHN, script writer of KYW Philadelphia, and Shirley Abeles, a Westinghouse office head in New York, are to be married Oct. 29.

ED PARKER of New York and Jimmy Rice of Watertown are new announcers at WWNY Watertown, N. Y.

EDDIE PERRIGO, former musical advisor of KVOA Tucson, Ariz., is now continuity chief of KOIL Omaha, succeeding Betty Blackburn Vogt, who resigned to go overseas with the Red Cross.

GLEN BROMWELL, formerly of KVOR Colorado Springs, has joined KLZ Denver as announcer.

INEZ YARBROUGH, formerly with KMOX St. Louis, joined Neblett Radio Productions, Chicago, as assistant to the production manager, Herbert Coch.

PAUL CLARK, former NBC Chicago engineer now with the U. S. Army Air Forces, has been promoted to lieutenant-colonel.

PARKER GIBBS, NBC Chicago director, is the father of a girl.

PVT. EDWARD KOOPS, former production manager of WOWO-WGL Fort Wayne, Ind., is now stationed at Pyote, Tex., writing and producing musical comedies for the Army.

ERNEST LIND, formerly of KJBS San Francisco, has joined KYA San Francisco as announcer.

ALAN KEYS, formerly with WHK-WCLE Cleveland, has joined KGO San Francisco as announcer.

BETTY STEWART, formerly of CKUA and CFRN Edmonton, and CFGP Grande Prairie, Alberta, has joined the continuity staff of CKWX Vancouver. Marge Wesson, formerly of Regina, has joined CKWX as continuity writer.

VAL CLARKE, news editor of CKLW Windsor-Detroit, has left for Great Britain and will visit troops of the Windsor-Detroit area for a six week period at the fighting fronts. He will send daily dispatches to CKLW for broadcast and publication.

NORMAN PALMER, formerly of CKGB Timmins, Ont., has joined the announcing staff of CKLW Windsor-Detroit.

HAL LAWRENCE, discharged from the RCAF and formerly with CKLW Windsor-Detroit, CKGB Timmins, Ont., and CHML Hamilton, Ont., is now free-lancing as a commercial announcer in Toronto.

A. E. POWLEY, chief of the Canadian Broadcasting Corp. Overseas Unit, is back in London after a month's visit to Ottawa and Toronto for conference with CBC executives, on plans for covering the final stages of the European war.

STANLEY MAXTED, BBC war correspondent and formerly with CBC, is one of the survivors of the Arnhem Airborne division, with which he went to cover the operation for the BBC Radio Newsreel.

JOHN COLLINGWOOD READE, recently returned to CFRB Toronto as news commentator after several years at Ottawa, has left for overseas to gather battlefront material for his thrice weekly commentaries on CFRB.

LORNE GREENE, free-lance commercial announcer of Toronto and former CBC chief announcer, is the father of twins, a boy and a girl.



AWARD OF MERIT from the U. S. Coast Guard for support in cutting transcription discs for SPAR recruiting is presented to civilian Robert E. White, program manager of KDKA Pittsburgh, by Lt. (j.g.) Dorothy L. Nims, in charge of SPAR recruiting, Pittsburgh area. Next to Mr. White is SPAR Yeoman 2/c, Rita Hansen, who wrote the scripts for the discs, while the Boatswain's Mate 2/c is KDKA Senior Announcer Bill Sutherland of the USCG Temporary Reserve.

### Standard Resumes

STANDARD OIL Co., San Francisco, on Oct. 19 resumes for seventeenth year weekly half-hour *Standard School Broadcast* on 17 NBC western stations, Thursday, 10-10:30 a.m. (PWT). A music appreciation series directed at schools, the programs will feature Carl Klash as musical director with an orchestra of more than 20 musicians and guest artists. Programs tie-in with NBC *Standard Symphony Hour*, weekly symphonic concerts sponsored by that firm on 14 NBC Pacific and Arizona stations, Sunday, 8:30-9:00 p.m. (PWT). Agency is BBDO, San Francisco.

**WCBM** *blue*

A QUALITY STATION  
with MASS APPEAL  
in a  
RICH MARKET

**WCBM**  
BALTIMORE

The BLUE Network Station

John Elmer  
President

Geo. H. Roeder  
Gen. Manager

FREE & PETERS, INC.  
Exclusive National Representatives

# 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 contribution 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 news-casting, told how early-day news-men 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, an-

nouncers, salesmen, engineers, musicians, traffic managers, newsmen and hundreds of secretarial employes?

"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 employe 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 to mine Government land, for example, where gold lies in abundant quantities. Radio held for its licensees only so much as they, by their ingenuity, money and devotion to public service, could make 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 NAB 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 Minds" Oct. 17, 2:15-3 p.m. with Shirley Temple as one of the speakers. CBS will carry the same session 3:30-3:45 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 of 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 U. Paul White, CBS news head, accepted the honor in behalf of Mr. Murrow, now overseas, 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. C. W. (Chuck) Myers, former president of the NAB, is president and principal owner of KOIN.

NINETEEN HOUR solitary stint, carrying the station announcements and operation was performed by WHBQ Memphis announcer John Orr when one man was absent because of illness and another misunderstood the new schedule.

## Latin Market

(Continued from page 18)

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 counteracting Axis broadcasts. Short-wave 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 in the 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, panels of 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 \$16,000,000, 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."

# 8th Largest Market in 9-State Area

Ill., Iowa, Wisc., Minn., Mo., Kan., Neb., N. Dak., S. Dak.

1. Chicago	4,508,492
2. St. Louis	1,485,868
3. Twin Cities	902,612
4. Milwaukee	742,105
5. Kansas City	670,575
6. Omaha	302,327
7. Duluth-Superior	228,716
<b>8. TRI-CITIES</b>	<b>201,244</b>
9. Peoria	199,525
10. Wichita	194,945
11. Des Moines	188,572
12. Racine-Kenasha	154,167

(Bureau of Census Bulletin, Feb., 1944)

Retail sales in TRI-CITIES totaled more than \$114 million last year. You'll get your full share if you use . . .

# WHBF

5000 WATTS 1270 KC  
BASIC MUTUAL NETWORK  
Affiliate: Rock Island ARGUS

Howard H. Wilson Co., Nat'l. Representatives

No. 1 Station in  
a No. 1 Market

# KOIN

PORTLAND, OREGON  
CBS Affiliate

FREE & PETERS - National Representatives

**SPORTS**  
WHN WHN WHN WHN

**MUSIC**  
1050 1050 1050 1050

**NEWS**  
WHN WHN WHN WHN

**WHN**  
DIAL 1050-50,000 WATTS

"Little Chief" says -  
WANT MORE  
IDAHO WAMPUM?

**KSEI**  
POCATELLO - IDAHO

Cover the Rich Lehigh Valley

**WEST**  
EASTON, PENNA.

**NBC Mutual**

# Actions of the FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 7 TO OCTOBER 10 INCLUSIVE

## Decisions . . .

OCTOBER 9

KVOP Plainview, Tex.—Granted license cover CP authorizing new station (action 10-2-44).

The Journal Co., Milwaukee—Granted license cover CP new developmental broadcast station W9XJC (action 10-2-44).

The Crosley Corp., Cincinnati—Granted mod. CP authorizing new experimental television station W8XCT, for extension completion date from 10-28-44 to 4-28-45 (action 9-30-44).

Providence Journal Co., Providence, R. I.—Placed in pending file application new FM station.

The Times-Mirror Co., Los Angeles—Same.

WAGE Syracuse—Same.

The Tribune Co., Tampa, Fla.—Same.

WJAC Johnstown, Pa.—Same.

Southeastern Broadcasting Co., Macon, Ga.—Same.

Inter-City Advertising Co., Columbia, S. C.—Granted CP new station, 1490 kc 250 w unlimited.

KOIN Portland, Ore.—Granted license renewal for period ending 5-1-47.

KGKB 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.

# PROFESSIONAL DIRECTORY

## JANSKY & BAILEY

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

## McNARY & WRATHALL

CONSULTING RADIO ENGINEERS  
National Press Bldg. DI. 1205  
Washington, D. C.

## HECTOR R. SKIFTER

H. R. SKIFTER DONALD M. MILLER  
CONSULTING RADIO ENGINEERS  
ENGINEERING SERVICES  
AVAILABLE AFTER VICTORY

## PAUL GODLEY CO.

CONSULTING RADIO ENGINEERS  
MONTCLAIR, N. J.  
MO 2-7859

## GEORGE 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  
Earle Building, Washington 4, D. C.  
Telephone National 7757

## WOODWARD & KEEL

CONSULTING RADIO ENGINEERS  
Earle Bldg. • National 6513  
Washington 4, D. C.

## LOHNES & CULVER

CONSULTING RADIO ENGINEERS  
Munsey Bldg. • District 8215  
Washington 4, D. C.



Radio Engineering Consultants  
Frequency Monitoring

## Commercial Radio Equip. Co.

• Evening Star Building, Washington, D. C.  
• 321 E. Gregory Boulevard, Kansas City, Mo.  
• Cross Roads of the World, Hollywood, Calif.

## RING & CLARK

Consulting Radio Engineers  
WASHINGTON, D. C.  
Munsey Bldg. • Republic 2347

## RAYMOND M. WILMOTTE CONSULTING RADIO ENGINEER

From FCC Application to Complete  
Installation of Equipment  
1469 Church St., N.W., Washington 5, D. C.

## PAUL A. deMARS

Consulting Electrical Engineer  
"Pioneer in FM"  
1900 F St., N. W.—Washington, D. C.  
Phone: Metropolitan 0540

## Frank H. McIntosh

Consulting Radio Engineers  
Shoreham Bldg. ME. 4477  
Washington, D. C.

WLLH Lawrence, Mass.—Granted license to cover CP for synchronous amplifier to make changes in transmitting equipment and increase power (action 10-4-44).

KGGE Coffeyville, Kan.—Granted mod. CP authorizing install new transmitter, for extension completion date from 10-22-44 to 1-1-45; conditional grant (action 10-2-44).

WCLE Akron—Granted mod. CP authorizing change assignment and move, for move transmitter, changes DA and extension commencement and completion date to 30 days after grant and 180 days thereafter, respectively (action 10-2-44).

WCOB Boston—Granted transfer control from Arde Bulova and Harold A. Lafount to Iowa Broadcasting Co. by transfer 100% issued and outstanding stock for \$225,000.

KKA Seattle, Wash.—Adopted order denying petition to enlarge issues re KOB application for mod. CP.

KVAN 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 from hearing docket. Also dismissed petition of KSEI for leave to intervene.

WNBC Hartford—Granted vol. transfer control from Arde Bulova and Harold A. Lafount to The Yankee Network Inc. by transfer 100% issued and outstanding capital stock for \$220,000 plus. Granted request to change call to WHDT.

Licenses for following stations granted for period ending not later than 11-1-45: KGHF KID KRNT WLWL WNBW WTCO KOL WDOB.

WAAT Newark, N. J.—Granted license renewal for period ending 5-1-47.

## Applications . . .

OCTOBER 9

WALL Middletown, N. Y.—Transfer control from Elsie and Martin R. Karig to John Morgan Davis.

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

WOMT Manitowoc, Wis.—CP increase 100 w to 250 w and make changes in transmitting equipment.

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

Northwest Broadcasting Co., Minneapolis—CP new station, 580 kc 1 kw unlimited DA-DN.

KMBC Kansas City—CP new FM station, 48,900 kc, \$264,000 estimated cost. Keystone Printing Service Inc., Waukegan, Ill.—CP new FM station, 47,100 kc, 2,890 sq. mi., \$47,050 estimated cost.

WIRE Indianapolis—CP new commercial television station, channel 5.

Lincoln Dellar, Sacramento, Cal.—CP new standard station 1840 kc 250 w unlimited amended change frequency to 1490 kc.

Reno Broadcasting Co., Reno, Nev.—CP new station, 920 kc 1 kw unlimited DA-DN.

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

## Studio Notes

CONNIE STACKPOLE'S *New England Cupboard*, heard over WNAC Boston for the past four years, is now heard over the Yankee Network.

WHIO Dayton on Oct. 12 held its first Teachers' Institute which will run for six consecutive weeks to give teachers of Dayton and Montgomery County a glimpse into the future of radio education. Two hour sessions include lectures, discussions and workshop in which all the WHIO staff will participate. Guest speakers will be featured.

KTSM El Paso, Tex., commemorating the 50th Anniversary of the El Paso Public Library, joined in radio night at the library. *We'll Find Out*, KTSM research program, was broadcast from the library with a tie-in display on television, AM and FM broadcasting.

CKAC Montreal, starts on Nov. 4 a talent contest for singers, artists, comedians and script writers, with prizes of \$1,000. Contest will be presented in a series of 21 Saturday evening half-hour programs.



IT'S CAPTAIN Harry C. Butcher now! The former CBS Washington vice-president who has been aide to General Eisenhower since his assumption of the Supreme Command, was last week promoted to captaincy in the Naval Reserve. Captain Butcher was called to active duty as a lieutenant commander in June 1942 and was promoted to commander in May 1944 while abroad with General Eisenhower. He is now somewhere in France with the Supreme Commander.

## Network Accounts

All time Eastern Wartime unless indicated

### New Business

KELLOGG Co., Battle Creek, Mich. (Rain 40% Bran Flakes), on Oct. 20 start *Tom Breneman Highlights* on 16 Blue Pacific stations, Fri. 9-9:30 p.m. (PWT) Agency: Kenyon & Eckhardt, Chicago.

PROCTER & GAMBLE, Cincinnati (Lav soap), on Dec. 2 starts undetermined program on CBS stations, Sat., 8:30-8:55 p.m. Agency: Blow Co., N. Y.

HARTZ Mountain Products, New York (bird and pet products), on Oct. 15 for 52 weeks, started *Canary Pet Show* on 5 MBS stations, Sun., 2:45-3 p.m. Agency: George H. Hartman Co., Chicago.

UNDERWOOD - ELLIOTT - FISHER, Toronto (business machines), on Oct. 1 started *Ernest Seitz Piano Recital* on 1 Ontario and Quebec stations, Sun. 1:30 p.m. Agency: J. J. Gibbons Ltd., Toronto.

SWIFT CANADIAN Co., Toronto (meat packers), on Oct. 30 starts *Breakfast Club* on 38 CBC Trans-Canada stations Mon. thru Fri. 9:30-9:45 a.m. Agency: J. Walter Thompson Co., Toronto

B. HOUE GROTHE Ltd., Montreal (bacco), on Oct. 9 started *Le Soir Canadienne* on 10 CBC French stations Mon, Wed. Fri. 7:30-7:45 p.m. Agency: Whitehall Broadcasting, Montreal.

### Network Changes

LYON VAN & STORAGE Co., Los Angeles (moving, storage), on Nov 13 shift *Andy & Virginia* on 12 Blue Pacific stations, Mon Wed. Fri. 4:30-4:45 p.m. (PWT) to 9 Don Los Pacific stations Mon, Wed. Fri. 9:15-9:30 a.m. (PWT) Agency: BBDO, Los Angeles.

WESSON OIL & SNOWDRIFT Sales Co., San Francisco, on Oct. 16 replaces *Hawthorne House* for salad oil on 6 NB Pacific coast stations, Mon, 9:30-10 p.m. (PWT) with *Noah Webster Says*. Agencies: Kenyon & Eckhardt, N. Y. and Fitzgerald Adv., New Orleans.

AMERICAN Bird Products, Chicago (American 3 Vess bird foods), on Oct. 15 for 29 weeks resumed *American Bird Warblers* on an undetermined number of MBS stations, Sun. 1:15-1:30 p.m. Agency: Weston-Barnett, Chicago.



## Help Wanted

Wanted—First class operator. Excellent opportunity for advancement. 1 kw Blue Network; completely RCA equipped. Permanent. FM application filed. Contemplate great expansion. Full details salary requirements first letter. WTJS, Jackson, Tennessee.

250 watt CBS affiliate needs all around announcer. Pleasant working conditions in best year around climate in United States. 40 hour week. Write details and send transcription to KGBS, Harlingen, Texas.

Announcer-operator wanted. Must have first class radiotelephone license and be capable of announcing news and commercials. Give experience, draft status and salary required first letter. Radio Station KSEI, Pocatello, Idaho.

Copy writer experienced. Good position with 1,000 watt midwest station. Weekly salary starts at 50 dollars for 50 hours for man who can produce salable commercial copy. Send full particulars and sample scripts with first letter, to Elmer Knopf, WFDK, Flint, Michigan.

Salesman at once. Splendid market. Must have sales and character record. Top start, can give you accounts that will guarantee \$300 a month. You take it from there. Answer: L. D. Newman, WCMI, Ashland, Ky.

Wanted—Experienced commercial announcer for 1 kw station. Give experience and references in first letter of application. Address KPAC, Drawer 511, Port Arthur, Texas.

Chief transmitter engineer. Permanent position with 5 kw Mutual affiliate open to engineer experienced in operation and construction. Give full details, past experience in first letter. KFEL, Denver, Colo.

Continuity writer wanted. Man or woman. Give full details by wire or air mail letter. Box 797, BROADCASTING.

Wanted—Three experienced announcers. \$50.00 base for forty hour week. Box 792, BROADCASTING.

Announcer—Must be dependable and ambitious. Good pay and permanent job for right man. Give full details and expected starting salary in first letter. Write Box 787, BROADCASTING.

Experienced announcer for 50 kw station. Salary and commercials. Give complete details. Box 783, BROADCASTING.

Account executive to join recognized medium size Chicago agency in a new business development capacity. Must have agency experience, excellent references, good contacts and strong sales ability. Give complete information in first letter. Our executive staff is familiar with this advertisement. All applications will be kept in strictest confidence. Box 612, BROADCASTING.

Wanted—Control operator with restricted license or better. Pay in proportion to ability and license held. State experience and salary expected. KWFC, Hot Springs, Arkansas.

Announcer, experienced only. 250 watt local with Mutual outlet. Capable of reading news, spinning platters and writing own continuity. Good position for the right man who can handle heavy commercial schedule. KDLR, Devils Lake, N. Dak.

Wanted—Chief engineer for 250 watt Mutual station RCA equipment. Necessary to take regular operators shift. \$200 per month to start plus some overtime. Write or wire C. O. Chatterton, KWLK, Longview, Wash.

Announcer—250 watt Mutual station in ideal Wisconsin city, non-defense area. Wants experienced news man and record show emcee. Salary \$35.00. Disc and references to WHBY, Appleton, Wisconsin.

Wanted—Program-director-announcer at a live progressive station. One who can take complete charge of production and handle announcers. Permanent position, good salary. Box 781, BROADCASTING.

Advertising salesman. Good possibilities, permanent. Radio KFRO, Longview, Texas.

## Situations Wanted

Disk jockey available for progressive station. Successful platter shows for five years. Minimum \$400. Box 790, BROADCASTING.

# 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 4, D. C.

## Situations Wanted (Cont'd)

Chief engineer fully experienced in all phases of work. Desires permanent connection with southern station. Married, 4F. Box 789, BROADCASTING.

If you're looking for a "fireball" that's not me. I'm a good news-commercial man with ideas, looking for a station that is proud of its production. 25 years old, year and a half experience including present 5 kw. Transcription and photo on request. Would especially be interested in hearing from S. Cal. and west coast station. Box 788, BROADCASTING.

Engineer—Studio-transmitter. Permanent. Midwest preferred. Experienced. Box 785, BROADCASTING.

Program director-announcer. Six years' experience writing, production, announcing, engineering. Plenty program ideas. Seeks permanent, progressive position. Box 782, BROADCASTING.

Platter jockey! Not just another record spinner, but a real personality, able to produce A-1 morning show. Five years' experience announcing, writing, production and engineering. Now employed metropolitan midwestern station. Box 654, BROADCASTING.

Chief engineer—Thirteen years' experience. Eight years large network, mostly super-visor, maintenance and installation. Two years radio engineer for United States Government. Three years radio manufacturing. Last one-and-a-half years, chief engineer of concern designing and manufacturing special equipment for U. S. Navy. References exchanged. Salary \$100 to \$125 a week. Must be permanent. Available six weeks. Box 654, BROADCASTING.

Engineer—Experienced, studios transmitters, recording, net stations. Box 709, BROADCASTING.

Program director, 38, experienced in public relations, promotion, special events, music clearance. Broad musical knowledge. Box 755, BROADCASTING.

Experienced, ambitious, capable news editor and newscaster interested in immediate vacancy with progressive station permanent basis. Five years experience sportscasting, including play-by-play. Can handle special events. College graduate, married, 36 years old. For audition record phone 371 or write Bovard Clayton, Harrisburg, Ill. Give complete story in first communication, including salary and living conditions for family in your city.

Radio engineer-physicist. College degree. First class phone license. 7 years experience research and developmental laboratories. 1 year broadcast operator. 4F. Box 801, BROADCASTING.

Announcer. Honorably discharged veteran. Top notch newscaster, commercial announcer. Six years experience with 50 kw radio. Excellent background. College educated. Transcriptions. Box 800, BROADCASTING.

Announcer-program director. 26 years old. 3 years experience news, play-by-play sports, commercials, special events. Available November 4th. Box 798, BROADCASTING.

Studio technician. 6 years experience 5 and 50 kw network stations. Licensed, union, honorable army discharged. Box 796, BROADCASTING.

Technical man—first class. Eleven years AM-FM broadcast experience. Desires opportunity any department, television or broadcast organization. Box 795, BROADCASTING.

A chief engineer and an announcer desire a permanent position with a northeastern station. Draft deferred. Experienced, capable and dependable. Box 793, BROADCASTING.

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

## Wanted to Buy

Wanted—Any type vertical antenna. Phone collect Central 6696, Chicago, Mr. Clifford.

Wanted—Studio equipment and five kilowatt transmitter with spare tubes. Box 794, BROADCASTING.

Wanted—One 275 foot type CK Blawknex vertical radiator. Box 786, BROADCASTING.

Wanted—1000 watt transmitter, FCC approved. Also, all other equipment necessary to complete station. Wire or write Box 784, BROADCASTING.

Will pay highest cash price for any or all of the following pieces of equipment for 250 watt station. Frequency and modulation monitor, turntables, microphone, oscillograph or any kind of technical equipment. Write Box 760, BROADCASTING.

## For Sale

Recorder—RCA console model MI-12703. Excellent condition. Engineering Dept. WGKV, Charleston, W. Va.

For sale—Fairchild latest model 199, 16" dual speed recording turntable like new, \$495. Perfect condition. Sound Sales Company, 600 South Michigan Avenue, Chicago 5, Ill.

For sale or trade—2 (1) GE 891, IGE 892, 4 GE 810, 4 GE 806 never used. Want speech equipment, overhead recorder attachment, frequency monitor. KTKC, Visalia, Calif.

First check received for \$2,975.00 purchases 250-watt broadcast transmitter in condition for P.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

First check received for \$3,100.00 purchases 250-watt transmitter and spare tubes in condition for P.C.C. approval. Myles H. Johns, 231 W. Wisconsin Avenue, Suite 1306, Milwaukee 3, Wisconsin.

For sale—1,000 watt transmitter. Composite, commission approved. Class B modulation, complete. Available immediately. Box 771, BROADCASTING.

## Miscellaneous

Qualify for promotion—Study at home: Management, writing, traffic, newscasting, production, television. Course prepared by network executives. Write for booklet, Chicago Institute of Broadcasting and Television, Suite B 818, 32 West Randolph Street, Chicago.

If you are looking for a 250-watt transmitter I may be able to help you. Box 513, BROADCASTING.

## Video as Crime Detector Seen by Secret Service

TELEVISION, functioning in combination with other electronic devices 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 U. S. Secret Service, said in a recent talk broadcast on NBC from the 51st Annual Conference of the International 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 Professionals, for Beginner & Advanced students, include:

- Announcing
  - News casting
  - Continually Writing
  - Commentating
  - Station Routine
  - Acting
  - Dictation
  - Voice
- Co-ed. Moderate rates. Inquire! Call or Write for Booklet B.

R.K.O. BUILDING RADIO CITY, N.Y.  
Circle 7-0193

## READY FOR A SPONSOR

A new type half-hour net-work show, pronounced by those who should know as having all the elements to make it a top-rating audience holder among the best complete family listeners 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, without obligation, write

**CALEB WEST**  
5336 Wayne Avenue,  
Chicago, Illinois

## SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION"  
Radio Engineering Consultants

**Commercial Radio Equip. Co.**

Kansas City, Mo.  
Washington, D. C. Hollywood, Cal.

MORE RF KILOWATT HOURS  
PER DOLLAR WITH  
**F & O TRANSMITTING TUBES**  
Freeland & Olschner Products, Inc.  
611 Baronne St., New Orleans 13, La.  
Raymond 4756  
High Power Tube Specialists Exclusively

**United Manufacturing Corp.**  
Division of  
U. S. Recording Co.

Custom Built Broadcast and  
Laboratory Equipment  
1121 Vermont Ave., Wash. 6, D. C.  
District 1640

ADVERTISING AGENCIES  
Without Canadian Connections  
U S E  
**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 DR. PAUL F. LAZARSELD  
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 refer as much to the amount of 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 account of the experiences which have modified his view, the more likely it is that the account is valid. General comments may inadvertently refer to amount of exposure and not to 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 battery 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 ACCOMPANYING article is taken from "The People's Voice," 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.

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 more general to the more specific indication of influence, radio plays a relatively stronger role than the newspaper. The same sort of distinction can be applied to another set of data.

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 communications 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—

## Jergens Replaces

ANDREW JERGENS Co., Cincinnati (Woodbury soaps, cosmetics), on Oct. 15 replaced *Chamber Music Society of Lower Basin Street*, with *Hollywood Mystery Time* on 151 Blue stations, Sunday, 9:15-9:45 p.m. (EWT). Series co-stars Carlton Young, New York actor, and Gloria Blondell. Ernest Gill is musical director. Louis Dittes and Jerome Epstein write the program. Jim Doyle is announcer. Travis Wells is assigned producer for Lennen & Mitchell.

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

the most active months of the campaign—what then?

At that time the radio was mentioned less frequently 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 Pail

In sum, to the extent that the formal 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 is waged in print and on 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 pale 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 phases and became vigorous and sustained only toward the close.

Secondly, the radio campaign consists much more of "events" or 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 a major speech by one of the candidates. It is more dramatic than the same speech in the newspaper next morning.

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 principals in the case. It is close to a personal relationship, and hence more effective.



Drawn for BROADCASTING by Sid Hix

"I Don't Care if Boake Carter IS Your Favorite Commentator—Quit Putting Mentholatum on My Spaghetti!"

# FM Features Allocation Hearing

(Continued from Supplement page 5)

orted, and emphatically affirmed multiplex operations as practical in the FM band.

When Mr. Denny inquired if facsimile could be placed in a channel adjoining FM in a given area, Dr. Jansky said he thought it could. For example in New York, he explained, FM could be on Channel 1 and facsimile on Channel 2 without interference, although he said he referred not to give a definite answer. Dr. Jansky didn't see, however, how FM channels could be arrowed in the higher spectrum around 100 mc, as suggested by Mr. Denny.

W. A. Roberts, representing Television Broadcasters Assn., with whom Chairman Fly has clashed recently because of his persistent cross-examination of witnesses, wanted to know why Dr. Jansky was so sure the present location of the FM band is best for the future. When the witness answered several actors were involved, including receivers, antennas and prices to the public, Chairman Fly challenged his authority to make such a statement.

After considerable argument between Chairman Fly, Mr. Roberts and the witness, Dr. Jansky started to say: "We've had much more experience . . ." but the chairman interrupted with: "We don't want a speech. Of course you've had experience. We want the facts."

## Valter Damm Tells of FM Growth

Several times as Dr. Jansky mentioned economics as a factor, Mr. Fly interrupted; asked the stenographer to read the question, then commented: "What is based in engineering? What are the engineering facts? If you think you're not qualified, don't testify."

Mr. Roberts asked what would end to increase the receiver costs if FM were moved to 150 mc. Dr. Jansky said he'd refer the question to the manufacturers. Chairman Fly asked what the transmitter problem would be to shift FM to 8-108 mc but Dr. Jansky said he didn't know.

"Would propagation be as good or better than the band 41-56 mc?" asked Commissioner Jett. "It would be very good," was the reply.

Walter J. Damm, president of FM Broadcasters Inc., and vice-president and manager of radio of the Journal Co., Milwaukee, owner and operator of WTMJ and WMFM, said a study by FMBI disclosed that the 40 channels allocated by the FCC for FM were inadequate. He endorsed, on behalf of FMBI, the RTPB recommendations and filed several exhibits showing data about FM stations.

"Dismissal of proceedings pursuant to the newspaper orders and the decision of the Commission to receive and retain applications in

its pending file have had a stimulating effect upon the planning of FM stations," said Mr. Damm, who estimated that within five years 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 manufacture of five million sets within a year after the war ends. Commissioner Jett asked if the 500,000 sets now in use are FM or combination and Mr. Damm replied that for three years he and FMBI had been trying to get that information from manufacturers, without 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 willing to serve as great an area as the Commission rules might permit. 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-supporting, 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 independently programmed 100% except where a sponsor buys both the AM and FM station and wants the same program on both.

George P. Adair, FCC chief engineer, asked, in event it was determined 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-Carlson, appearing both for his firm and the RTPB, said the various considerations affecting the choice of the maximum frequency deviation in FM which, in turn, dictate channel 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 comments in writing on various phases of FM reception.

He testified that if FM goes to 100 mc it would increase the cost of the receiver 30-50% for the FM portion of a combination AM-FM set. That cost he estimated on this hypothetical basis: If a receiver costs \$40 to manufacture, the cost of installing FM on the present frequencies would be about \$4, whereas at 100 mc it would be about \$6, making the manufacturing cost \$46 rather than \$44.

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 component parts are used in the manufacture of both AM and FM receivers. Mr. Cotter suggested a combination AM-FM receiver as the most economical set.

## Recommends 100 mc Band for FM Service

Mr. Cotter, recalled to the stand Wednesday for further cross-examination, said narrowing the FM channel to 100 kc width would increase signal noise. He added there would be a problem of co-channel interference which involves mathematical calculations. He recommended 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 recommended 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. As to receiver manufacture, he 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 Electric Co., Schenectady, vice-chairman of RTPB Pane 5 on FM and chairman of the panel's allocation committee, also representative of FMBI, estimated the cost of FM as follows:

For a main station of 1 kw from \$28,000-\$42,000, depending on local conditions. For a 50 kw FFM station, which is more likely to require one or more booster stations, \$115,000-\$150,000, exclusive of building and grounds. Addition of ST (studio-transmitter) facilities would increase the figures by \$8,600-\$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 a 50 kw station. Those figures include replacements, tubes, maintenance, operating personnel and a depreciation of 20%.

Costs of two different types of booster stations. The first, use of a low power transmitter operating on another frequency as follows: 25 w \$6,000; 250 w \$10,000; 1 kw \$17,000. A second type, use of low-power transmitter operating on the same but synchronized carrier frequency, using a high-frequency radio relay between the main and booster stations, would cost approximately \$13,000 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 districts such as New York, Philadelphia, Chicago and Los Angeles, because cities within 50 to 100 miles of such areas must have additional channels. Excluding the larger centers of population Mr. Brown estimated that 60-70 channels would be needed 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 would be 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 all ratings approximately 50 mc.

He estimated there would be an appreciable increase in the cost of covering the same area in 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 guests when he remarked that he was celebrating his 10th year with the agency on that day. Party included (l to r) A. H. Flaten of CBS Radio Sales in New York; Jean Lawler, time buyer for Compton; Mr. Carpenter; William Fairbanks, also timebuyer for Compton, and Carl J. Burkland, general manager of WTOP Washington Columbia outlet.

had no figures available. Operating costs would increase with the frequency, he said. Tubes would be higher and their life shorter. Efficiencies would be lower 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 GE had operated a 40 kw television station on Channel 3 (66-72 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 disturbances, 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 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 good receiver there would be no auto ignition problem.

Mr. Brown said the cost of building receivers for operations at 100 mc would be greater than at 50 mc. 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 standard and one for FM". At the present, one-front end serves both services, he said.

Under cross-examination, however, he estimated the cost of converting a set to 100 mc would be about \$1 in manufacture. For the consumer increase "multiply that four or five times", he said. He estimated his firm 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 (1 to r) are: Arthur M. Briggs, account executive; Merle Alexander, secretary to Charles E. Couche, general manager; Mr. Couche; Margaret Allyn, director of women's programs; Newton G. Hedin, account executive. In first row, front table (1 to r): Ralph Langley, production manager; Rodney Adair, announcer; Harold Bratsberg, program director; Byron Shrader, continuity director; Mary Lou Lacey, receptionist; William Donahue, auditor; G. F. Skiff, account executive. Second row (1 to r): Allan Walker, announcer; Merrill Meade, assistant news editor; Jack Colon, announcer; Harland Tucker, chief announcer; Lyle Eastlund, technician; Fern Kilburn, traffic assistant; Norman A. Davis, commercial manager; Pat Green, program dept. secretary. Second table, first row (1 to r): Shirley Richmond, commercial dept. secretary. A. E. Richmond, chief engineer; Luella Blankenship, bookkeeper; Tom Decker, news editor; Peg Brackensmith, writer. Last row (1 to r): Betty Todd, writer; John Emmel, director of music; Ann Carpenter, writer; Florence Ball, traffic; Earl Gunn, announcer; Dantzelle 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 create 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 television engineering supervisor of WTMJ-WMFM, the *Milwaukee Journal* stations, testified as to experiences with satellite stations. He listed as 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 synchronization; (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 channels, a disadvantage, he pointed out. With the second type, a nonsynchronous carrier operation, a mush area is created at points where the signals approach equal intensity and objectionable interference is especially noticeable during program pause and at times of zero modulation, Mr. Laeser went on.

He defined the third as complete synchronous operation and said it "seems to offer several advantages over the other types". He described tests being conducted by WMFM with the second and third types of satellites. On the basis of two weeks' test, he felt the synchronized operation is better. "I see no reason why the technique of sup-

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

T. A. M. Craven, vice-president of the Cowles Broadcasting Co., who retired last June 30 as a Commissioner, startled many spectators with recommendations far beyond those suggested by the RTPB. (Abstract 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 possible some 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 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 replied: "It's a commendable thing, Mr. Chairman. It would add more stations to a network and that means benefits to everybody."

Mr. Kesten said on the basis of

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

Pressed by Mr. Roberts as to what he meant by "equality", Mr. Kesten said: "Competition today consists of two things—better programs and better signal. Under our recommendation there would be no better signal. It would rest on programs."

Alluding to CBS as perhaps having the best programs in the future, Mr. Roberts asked if that network planned to serve all the FM stations. "We might under a Communist Government," replied Mr. Kesten, "but not a democratic America." He explained further that the equality theory contemplates "permission" to use facilities or standards below those of the "equal" stations but "never below force". He said the proposed plan would eliminate the danger of few big stations being owned by handful and make it possible for every station to 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 retaining the 20 kc channel width. With the FM band possibly limited to 15 mc, this would provide for 75 channels, of which educational interests would be 15, leaving 60 for commercial FM.

"It is my firm conviction that this number of channels must be appreciably increased if we are to avoid frequency shortages in New York, Chicago and other large metropolitan areas," said Mr. Lodge. "Adoption of a 150 kc channel width for FM would provide 10 channels if the eventual FM broadcast band runs from 41-56 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 provided if television is moved from the lower frequencies and the 50-6 mc amateur band is moved up by 6 mc.

Mr. Lodge pointed out that technical data submitted by RTPB contained opinions by representative of Philco, NBC, RCA and Hazeltine favoring reduction in bandwidth to 100 kc, while General Electric, Stromberg-Carlson and Maj Armstrong supported retention of the 200 kc width. His opinion, he said, was that the 200 kc width offers the best assurance of realizing the fullest potentialities of FM. A compromise on a 150 kc channel width might be acceptable, he added, only if it is finally determined that additional spectrum space can not be made available to provide

approximately 100 FM channels of 200 kc width.

"Such a compromise does not, it seems to me, offer the most obvious solution," said Mr. Lodge. "Any reduction in band width, particularly in view of the opposition of FM's inventor, Maj. Armstrong, must be viewed with considerable reservation at least until we know much more than we do now concerning the practical operation of FM on a nationwide scale. The better course, if the Commission should move television into the higher 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 asserted: "If the Commission formally adopts this policy at an early date, receiver manufacturers can then design sets to include all of the eventual FM band."

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

Under cross-examination Thursday morning, Mr. Lodge said a narrower 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 interference. 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 room for more channels.

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 support. Network 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 re-

sponse 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 types of noise with which the antenna system must contend: (1) the electrical noise to which the receiver is sensitive, and (2) the acoustic noise in the listening space to which the ear is directly responsive.

He produced technical data indicating that a band width of only 90 kc is necessary for an FM channel, declaring: "It can be concluded that in a channel 100 kc wide, an allowance for receiver oscillator frequency drift of plus or minus 5 kc 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 85 kc."

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

Maj. 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 he asked the Commission to provide ample space for FM and asserted that in addition to commercial services, "an outstanding opportunity for peacetime 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 forecast." (Abstract of his 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 Corp.," 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 3.)

For the first time in the hearings an FCC representative was obliged to read his 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 statements and entered them in the record.

Dr. Studebaker, in requesting 15 channels for noncommercial educational FM and 10 additional channels for relays, 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. Curt Peterson, officer



in charge of the Placement Section, Radio Branch, War Dept. Bureau of Public Relations, Lt. Col. Jack W. Harris, acting chief, Radio Branch, announced last week. Lt. Peterson, former radio director of Marschalk & Pratt Co., 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 for the various services with Maj. Herbert Stare, radio officer of AGF; Maj. Andre Baruch, radio officer in charge of ASF Placement Section, and Capt. A. T. Steele, 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. 9], will be liaison between 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, maintaining liaison with the AAF, AGF, ASF, and posts and camps throughout the country.

channels, allocated to educational FM, are far from sufficient to meet the needs. Throughout his testimony he quoted various statements of Chairman Fly with reference to educational broadcasting.

Dr. Studebaker pointed out that education by radio isn't confined to the schoolroom. "I know it to be a fact that some of those now planning FM stations expect to broadcast adult-education programs and programs of a general informational nature," he said. "I have reason to believe that school-owned FM stations will come, more and more, to broadcast programs for student listeners during out-of-school hours, designed to supplement the regularly-scheduled work of the schoolday. . . . From current trends of thinking among the curriculum specialists, I think we can expect that these school-owned stations are likely to be used, to some extent at least, to bring to young adults just out of school, types of educational programs designed to expedite their transitional adjustments to adult social, occupation, and civic responsibilities of community living."

Under cross-examination, Dr. Studebaker estimated that within five years there will be at least 500 educational FM stations.

Horace Lohnes, Washington counsel for the Natl. Assn. of Educational Broadcasters, asked if an

educational station desiring to sell time should be assigned an educational or commercial frequency. Dr. Studebaker replied: "I don't like to feel that tax-exempt institutions should go into commercial business in competition with private enterprise."

Dr. Lowdermilk, who supported Dr. Studebaker's recommendations by more complete data as to technical and other details, advocated permitting "all local school systems and colleges to do their own planning without the imposition of regulations by a state committee, a state department of education or the U. S. Office of Education".

Testifying out of turn last Wednesday, because he had to leave Washington, Dr. Howard L. Bevis, president of Ohio State U., Columbus, and chairman of the Radio Broadcasting Committee, Natl. Assn. of State Universities, told the Commission that "State universities, in much larger proportion, are planning to establish FM educational stations", recognizing the "practical impossibility of obtaining new standard broadcast stations."

Of 45 state institutions, 35 are now "either actively considering the matter or have already applied to the Commission for a construction permit". Only 12 universities operate standard stations, he said. The majority of the proposed FM stations by land-grant colleges will be "related to state educational FM networks," said Dr. Bevis. He, too, said programs will be directed at homes as well as schools.

Dr. Bevis recommended, in addition to FM channels, that the Commission allocate a group of medium-distance channels in the vicinity of 2500-3500 kc for "statewide coverage on 10 kc channels with power to 5,000 w." He asked for at least 10 such 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 and supported the contentions of the World Wide Broadcasting Foundation, of which he is a member. He offered no recommendations, however.

Harold McCarty, director of WHA Madison, Wis., and national radio chairman of the Natl. Congress of Parents & Teachers, 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 Education, 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. Harold W. Kent, Chief, Postwar Planning Branch, Office of the Director of Military Training, Army Services Forces, and

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 that is by any means a final request."

Col. Kent, on leave as Radio Director in the Chicago Public Schools, told how in Chicago, Detroit, and other cities when schools were closed by epidemic or other reasons, pupils were reached through cooperation of local stations. He asserted that the field of adult education "heretofore largely undeveloped, should be served by educational radio facilities".

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

D. W. Zimmerman, Maryland State Supervisor of Special Education, also representing the National Council of Chief State School Officers; W. Lloyd Sprouse, executive assistant to Dr. Kenneth C. Ray, Ohio State Superintendent of Public Instruction, who also said Ohio institutions would need 15 channels but could use the 15 requested for nationwide service; D. J. Tidrick, Michigan Dept. of Public Instruction; Carl H. Menzer, Natl. Assn. of Educational Broadcasters; Dr. William B. Levinson, Directing Supervisor of Radio, Cleveland Board of Education.

S. D. Shankland, executive secretary, American Assn. of School Administrators; Walter C. Banks, executive secretary, American Assn. of Junior Colleges; Belmont Farley, public relations director, National Education Assn.; Clyde M. Huber, American Assn. of Teachers Colleges; Paul E. Elicker, executive secretary, National Assn. of Secondary School Principals; William D. Boutwell, managing editor, American Vocational Assn.; Elizabeth Gowdy Noel, Dept. of Classroom Teachers, National Education Assn.; Dr. Joseph E. Maddy, representing the NEA, Music Educators National Conference, National School Band, Orchestra & Vocal Assn. and Michigan Educators Radio Assn.; George Abraham, Intercollegiate Broadcasting System.

Dr. Maddy read a statement from Leopold Stokowski, urging retention of FM broadcasting on the highest plane, asserting that the broadcast of symphonic and operatic music requires a frequency range of from 30-13,000 cycles per second and an intensity of about 85 decibels.

Declaring the "average American citizen is woefully ignorant concerning the workings of our democratic form of Government," Dr. Maddy charged "this condition is largely due to our radio monopoly. Such information cannot be disseminated over national networks or over regional radio stations.

"Soap operas occupy radio time that might better be used to acquaint our citizens with economic problems facing them," continued the Michigan educator. "Breakfast food thrillers that inspire young children to simulate bloody escapades might well be replaced with rational programs devoted to better health. Radical promoters of doubtful ideologies can buy time for propaganda purposes while vital local issues are seldom presented over the air."

Dr. Maddy attacked James Caesar Petrillo, president of the American Federation of Musicians, as a "dictator" and said that unless Congress takes drastic action

## Addenda to ACTIONS OF THE FCC

See Oct. 7-10 Decisions and Applications on page 56.

### Decisions . . .

#### OCTOBER 10

Blue Network Co., New York—On consideration of petition to enlarge issues and postpone hearing, and KOB petition to enlarge issues, re KOB application for mod. CP. directed that issues to be determined be enlarged to include use of DA by both KOB and WJZ; refused to continue hearing now set Dec. 11 (action taken Oct. 9)

WJNO West Palm Beach, Fla.—Granted CP move transmitter.

#### OCTOBER 11

Rochester Broadcasting Co., Rochester, N. Y.—Granted petition for postponement to Nov. 15 hearing now set Oct. 17 in re application and Seneca Broadcasting Corp. application new station at Rochester, and The Finger Lakes Broadcasting System application new station at Geneva, N. Y.

### Applications . . .

#### OCTOBER 10

WSAY Rochester, N. Y.—Mod. CP authorizing change assignment etc. for extension completion date from 11-1-44 to 1-1-45.

Philo Radio & Television Corp., Arlington F.O., Va.—CP new experimental television station, channel 4, A5 and special emission 3 kw visual and aural.

KMAC San Antonio, Tex.—CP new FM station, 45,300 kc, 10,506 sq. mi., \$42,546.65 estimated cost.

South Bend Broadcasting Corp., South Bend, Ind.—License to cover CP new standard station (WHOT)

KMED Medford, Ore.—CP new FM station, 49,500 kc, 3,121 sq. mi., \$16,300 estimated cost.

#### OCTOBER 12

WJAR Providence, R. I.—CP new commercial television station, channel 7.

National Broadcasting Co., Bound Brook, N. J.—Mod. CP authorizing new international broadcast station WJRE for extension completion date from 11-7-44 to 2-7-45.

KTYW Yakima, Wash.—Mod. CP authorizing move station etc. for extension completion date from 10-11-44 to 11-11-44.

Temple V. Ehmsen, Portland, Ore.—CP new developmental broadcast station, 45,500 kc, 1 kw, special emission for FM and facsimile.

KSFO San Francisco—CP change 560 kc to 740 kc, increase 1 kw N 5 kw D to 50 kw DN, move transmitter, install new equipment and DA-DN (petition to reinstate).

#### OCTOBER 13

Portland Broadcasting System, Bangor, Me.—CP new FM station, 45,100 kc, 6,512 sq. mi., \$30,678.23 estimated cost.

WHBL Sheboygan, Wis.—CP new FM station, 48,500 kc, 2,360 sq. mi., \$36,500 estimated cost.

Zenith Radio Corp., Chicago—CP new experimental television station, 4880000-5040000 kc, 250 w (1 kw peak) visual and 1 kw aural.

KTYW Yakima, Wash.—License to cover CP move station and antenna changes.

to stop his "assumption of dictatorial powers . . . our FM efforts will come to naught, I'm afraid."

Television was to get under way at 10:30 a.m. Saturday (Oct. 14) with the following witnesses: T. A. M. Craven, vice-president, and Worthington C. Lent, consulting engineer, Cowles Broadcasting Co.; Joseph Ream and Peter C. Goldmark, CBS; Allen S. DuMont, Television Broadcasters Assn.; T. T. Goldsmith Jr., Allen B. DuMont Labs.; Lewis Allen Weiss and Frank M. Kennedy, Don Lee; Paul Raibourn, Balaban & Katz, Television Productions, and Paramount Communications; G. R. Town, Stromberg-Carlson Co.; Norman D. Waters, American Television Society.

## Decision on WJJD Case Favors AFM

### Regional Board Reverses Findings of Panel

ACTION of the Sixth Regional War Labor Board in reversing the panel findings denying "make-work" demands of the American Federation of Musicians for platter-turning operations at WJJD Chicago brought sharp criticism last week from William Friedman, station counsel, who announced he would file a petition for review immediately.

"I'm surprised by the decision of the Sixth War Labor Board in the WJJD case," said Mr. Friedman. "It clearly ignores the record which shows there is no prospect of reaching an agreement by collective bargaining. The present decision seems to be an attempt to avoid deciding an issue which is clear.

"I cannot understand the attitude of the Board since Petrillo and the union have done nothing but flaunt the Board and even the President of the United States. We shall of course avail ourselves of the right to have the national Board pass upon the matter."

The Board order returned the dispute to the parties for collective bargaining, stipulating that if the issues are not resolved in 60 days either party may refer the case back to the Board for final determination on the basis of the panel report of Aug. 15.

The panel had found that the present staff of musicians at the station was without sufficient work to take up the minimum of 25 hour per week specified in the union contract and had seen no justification in view of the manpower shortage in the Chicago area for giving the musicians exclusive jurisdiction over turntable operation [BROADCASTING, Sept. 4].

## HOOPER RATINGS UP ON PACIFIC COAST

HOOPER RATINGS for August-September period, as reported by C. E. Hooper Inc., New York, for Pacific Network programs, show prevailing rise in listening over the last report on three counts, but general decrease from last year's report. Average evening audience rating of 7.1 is up 0.7 from last report, down 0.4 from a year ago. Average evening sets-in-use 0.29.6 is up 3.7 from last report, up 1.4 from a year ago. Average evening available audience is 74.1, up 1.8 from last report, down 0.6 from last year.

For daytime audiences the average rating is 3.8, up 0.2 from last report, down 0.2 from year ago; for sets-in-use figure is 13.8, up 0.6 from last report, no change from year ago; for the available audience figure is 64.4, down 0.9 from last report, down 1.6 from year ago.

Mr. District Attorney heads the list of "Top Ten" programs on the Pacific Coast, followed respectively by *Your Hit Parade*, *Ellery Queen*, *Can You Top This*, *Screen Guild Players*, *Thanks to the Yanks*, *Hildegard*, *Quiz Kids*, *Take It or Leave It*, Mr. and Mrs. North.

## JOINT STATEMENT OF RECORDERS

TEXT of joint RCA Victor, Columbia and NBC recording statement issued late Friday follows (story on Supplement page 5):

WE ARE encouraged that President Roosevelt in his efforts to withdraw the ban of the AFM on the making of phonograph records and transcriptions has not taken Mr. Petrillo's "no" as a final answer in the case. The President's decision to study the law in order to find what he can do legally on the question is encouraging to us, who in this long drawn-out fight against an alarming and perhaps subversive principle have sought to uphold American tradition.

We deeply regret that Mr. Petrillo'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 AFM against our companies.

We have offered again and again, hoping to keep this issue from reaching the overburdened desk of the President, to pay into escrow the full dollar amounts which Mr. Petrillo demands, pending proper determination of the issues between us. These offers Mr. Petrillo has repeatedly refused. We have been fighting, not for competitive advantage, but against what we believe to be a dangerous principle. He would force us to pay a private tax on every record sold, directly into his union treasury. Obviously, such a tax would have to be added to the price of records purchased by the public. It would make the union officials financially independent of the union membership.

Mr. Petrillo made a basic misrepresentation in his recent statement to the President that the capitulation of other companies to his demands resulted from efforts of the WLB itself. The true fact is that the WLB panel expressly and officially disclaimed responsibility for the contracts which the other companies signed. With one single exception, these companies are small companies which yielded to economic coercion.

Furthermore, Mr. Petrillo overlooks the fact that the WLB concluded that the

strike did impede the war effort. This conclusion was reached and publicly stated at least four separate times during the lengthy procedure before the WLB on its panel as follows:

First, in July 1943, the WLB concluded that it had "substantial evidence" that the strike impeded the war effort when first accepted jurisdiction in the case.

Second, in March 1944, the same conclusion was reached by the panel which stated "the stark fact is that a union by successfully halting the production of goods, has impeded the war effort."

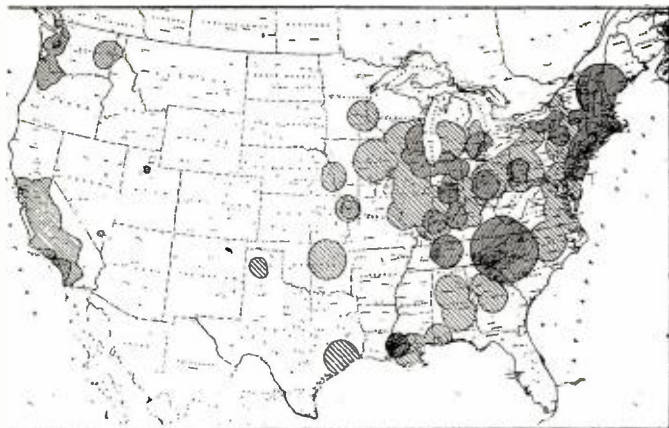
Third, in April 1944, in the hearing on the confirmation of the panel's report Chairman Davis referred specifically to the labor dispute as one "which interferes with the war effort."

Fourth, in August 1944, after Mr. Petrillo has for months defied the WLB's bad-to-work order, Frank V. Morley, the public member of the board designated as "specialist" on the case, again denied the union's claim that the strike had no effect on the war effort, with the statement "That is a claim which we find cannot be substantiated."

We are strong in our hope that the President under the law will find legal power to put an end to Mr. Petrillo's defiance of the Administration, and permit musicians to resume recording.

## NBC Midwest Gain

DIVISION billings for the first nine months of 1944 are 18.8% ahead of the same period a year ago, according to Paul McCluey, sales manager for the NBC Central Division. Simultaneously, Olive Morton, manager of the NBC Central Division local and spot sale department, disclosed that WMAA billings in 1944 topped the same nine-month period in 1943 by 15.3%.



HOW FM will serve the nation, under stations already authorized and those for which applications are pending, is shown in this FCC Engineering Dept. exhibit introduced last week in the FCC's general allocations hearings. Areas served by the 46 licensed commercial FM stations and 7 authorized by construction permit are shaded diagonally to the right. Areas which would be served with the addition of 248 stations sought in pending applications are shaded diagonally to the left.

## 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 122,000,000 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

ELECTRICAL RESEARCH Labs., Evanston, Ill., on Oct. 21 will begin sponsorship of John W. Vandercook, NBC commentator, in a new quarter-hour series Saturday on the full NBC network. Evans Associates Inc., Chicago, placed the 26-week contract.

## LATE PERSONAL NOTES

DON HEYWORTH, production and program operations assistant in the BBC's North American Service, leaves New York shortly to transfer to the BBC's London office to develop and produce programs for this country as the only American member of the NAS 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 regional public relations officer of the U. S. Maritime Service, Third Naval District, joins the program operations department in New York Oct. 23. From 1940-43 he planned, produced and wrote programs for the National Assn. of Manufacturers.

DR. DARRELL B. LUCAS, originator of the controlled recognition method measuring advertising audiences, has been appointed technical director of the Advertising Research Foundation, to which he has served as consultant for the past year. Professor of marketing at NYU, Dr. Lucas is co-author of *Psychology for Advertisers*, and author of *Psychology of Selling*.

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

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

ROBERT K. RICHARDS, editorial director of BROADCASTING, is the father of a 7 pound 11 ounce baby boy, born Oct. 11 at Columbia Hospital, Washington. It is the Richards' second child.

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

I.T. DICK ROSS of AAF and former announcer of KHL 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 head of the radio department of Ringling Bros. & Barnum & Bailey Circus, has been placed in charge of both press and radio publicity departments, which have been merged, and has succeeded Roland Butler as advertising manager of the circus.

HARRY J. DEINES, formerly with Arthur Kudner Inc., New York, has joined Fuller & Smith & Ross, same 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 WMRN Marion, O., 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, assigned to the War Dept. Bureau of Public Relations. Appointed to the post a year ago for his work on the *Army Hour* on NBC, Mr. Dunham will continue as coordinator of that program for another year, retaining his regular NBC assignments.

JANET FLANNER, *New Yorker* correspondent and m.c. of the Blue Network's *Listen, the Women*, who is returning to Paris, will serve as commentator for the Blue in a weekly program dealing with news, food and fashions in the French capital.

W. E. HENGES, with Graybar Electric Co., New York, for the past 31 years, has been named Cleveland district manager of the company, effective Nov. 15, replacing A. L. Perry, retired. On Nov. 1 G. T. Marchmond will become Dallas district manager for Graybar, replacing M. A. Buehler, retired. R. W. Kimberlin 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 Tea Co., has joined Ivey & Ellington, Philadelphia, as vice-president.

DAVID J. FINN, sales manager for RCA Industrial and Sound department, has been appointed to supervise sales 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 MacFarland, Aveyard & Co., New York, as copy writer, and as executive on the *Saturday Evening Post* account.

NILES TRAMMEL, NBC president, is sending every NBC man and woman in the armed forces a check and a personal letter as a Christmas gift from the network. A custom since the first year of the war, the letter and check will be mailed this year to 603 former employees.

ARTHUR S. R. TOBY, on the engineering staff of North American division of BBC for the past year, has been named chief engineer, replacing Ted Lawrence, resigned.

### Mistol Drive

STANCO Inc., New York, for Mistol Nose Drops, Oct. 9 started a 12-week campaign on 25 stations in seven basic markets with expectations for renewing for another cycle Dec. 31. One-minute discs, starting off with the words: "I got a cold in my nose" are heard on an average of five-times weekly on WBAL WITH WMAL WOL WRC WTOP WKRC WSAI WHIO WING KRNT KSO WHO WHB KCMO KFH WFBI WGEC WAGE WOLF WAGA WHEC WSB WDAF. Drive is divided equally between newspapers and radio in the same areas. Agency is McCann-Erickson Inc., New York.

### '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. 16, and call for 30-second discs for five days on WJZ WMAA WQXR KFWB WHJ KFR KNX. Agency 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 spring on 61 stations, has increased its schedule to a total of 100 stations, with plans for further additions. Firm continues supplementary local spot radio promotion through announcements in connection with local premiers. Agency is Donahue & Coe, New York.

## MUZAK PROJECTS FM CIRCUITS

(Continued from Supplement page 3)

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 population. Of these, three would be necessary for the *Muzak* service, assigned to one company. By his questioning, he brought out this would be inconsistent with the FCC's duopoly rule as now applied to standard broadcasting.

Mr. Weiner said there would be a charge of about 5 cents per day for the three-channel service—(1) classical or mood music, (2) popular music and (3) cultural, educational and talk. Presumably paralleling the *PM* 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 is not designed to limit or supplant the present system. Mr. Weiner described the "pig squeal" as a simple, small patented device installed in the home receiver which filters out the "shrill sound". By charging a fee for the privilege of using this device, it is possible to have a radio service paid for by the 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 for the service, rather than to *Muzak*. "While we hope to obtain permission to conduct such an operation ourselves, in a limited number of localities, we are convinced that the service ought, so far as possible, be tied closely to the community in which it operates."

He said the "pig squeal" device would be made available at a practically nominal rental to others who use the service. He was not specific on the matter of allocation, but presumably the plan would be to duplicate stations on the three channels across the country, with *Muzak* operating the subscriber service in key cities. That pattern is being followed in connection with the commercial use of *Muzak*, wired, into public places.

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

Pointing to the vast increase in talk, comedy, quiz 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 program. But he said there were many millions of listeners who are not in the mood for "the hard impact of such programs". He contended even 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 current offerings of theatres, reminders to listeners of choice programs, description of such services available in the community, "which cannot afford to advertise themselves."

He said there would be plenty of room for cultural and educational features, and since "there will be no pressure to preempt the time-periods of these features, they could be assured of the same regularity of broadcasting, at the same hour 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 had a *Muzak* service in their apartments, supplied without cost by the landlord, but this service subsequently was cancelled. It was found, he reported, that 57% said they would pay "as much as 5 cents a day" to get music on their radio "without any talking or advertisements". 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 in the hands of the public, helping listeners to oppose some 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 in each market 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 "entirely satisfied that the operation has an exceptionally sound economic base and every expectation of success."

## Armstrong Defends Wide Band Gets Ovation at FCC Hearings

RETENTION of the present 200 kc channel, allocation of the 41-56 mc band for commercial and educational FM and setting aside a portion of the higher spectrum for FM experiments were recommended to the FCC last Thursday 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 Comdr. T. A. M. Craven, vice-president of the Cowles Broadcasting Co. and former Federal Communications Commissioner (see Supplement page 16), and endorsed the Radio Technical Planning Board's recommendations for 75 channels of 200 kc width in the spectrum from 41-56 mc and concurred in a Panel 5 subcommittee 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 vagaries 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 multiplexing 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 deliberate manner, Maj. Armstrong read a carefully prepared statement, deviating from text at intervals for explanations of the art which he invented and which eight years ago he predicted would not merely supplement, but supersede standard broadcasting as it exists today.

Reaffirming his views of eight years ago, Maj. Armstrong said had not the war interrupted, FM today would have been well along. "An outstanding opportunity for peacetime service is 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 to noise interference, Maj. Armstrong said he had developed a new phase shift type modulator of 75 db down "which is destined to become the modulator 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 cures are worked out by the men who are building the industry frequently in advance of



MAJ. ARMSTRONG

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. The problems, however, have accumulated so that en masse many people see them and worry about them. I do not.

"A year or so of attention to them under peacetime 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. In 1935 he did operate an FM station at 117 mc and only once 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 sufficient power 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.



# Petrillo Refuses FDR Plea

(Continued from Supplement page 5)

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

He said the union makes 225,000 records monthly for the Special Service Division of the Army for distribution to Army and Navy troops for which it receives no compensation. An estimated \$2,000,000 worth of recordings and transcriptions is done gratuitously, he said, or the Coordinator of Inter-American Affairs and the OWI. In addition, he listed numerous agencies and relief organizations which have benefited by gratuitous services of the AFM on behalf of the war effort and he pointed to appearances of name bands and symphony orchestras at Army camps, hospitals, War Bond rallies, etc., which he said can be evaluated at billions 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 fact that we have supplied our members to do governmental work for the two companies who refused to contract for the employment of our members for civilian work."

## Would Hurt Union

Mr. Petrillo said that compliance with the WLB directive would result in "incalculable 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, and that would be accomplished by taking the business away from those companies who have signed with the AFM and who are now applying the public with all necessary recordings."

Reviewing the anti-trust proceedings instituted against the union by the Dept. of Justice in 1942, the dismissal of the suit by Federal District Judge Barnes in Chicago and the upholding of the lower court's action by the Supreme Court, Mr. Petrillo 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 105 other companies have signed if they wish our members to work for them in making recordings and transcriptions."

Chairman Davis' news conference, though called to discuss wage modifications of the Little Steel

formula, was devoted largely to the recording case, news of the Petrillo telegram having been released a few hours earlier. One reporter asked whether it is not the Board policy to consider any interruption to production of any kind as having an effect on the war effort.

## Situation Changed

Chairman Davis replied that the Petrillo case came to the Board with a good deal of evidence of its effect upon the war effort. Chairman Fly of the FCC, he said, had testified that if small radio stations were deprived of transcriptions 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 had testified as to the importance 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 transcriptions

made a contract with Petrillo so that they resumed the making of these transcriptions and that took care of the little stations. And Decca made a contract with Petrillo 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

## Litter Plane With West Va. Crew Brings Chernoff Back After Interviewing Nazis

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 litter plane of the Air Transport Command, with an all-West Virginia passenger list and crew.

Mr. Chernoff, accredited as one of the first of the independent radio correspondents in the European theatre, served his last month as a special CBS correspondent and commentator from Paris and on the Continent. He had handled 58 separate broadcasts, 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 also was rebroadcast 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 Olean several weeks ago. Mr. Chernoff had driven with the captured Germans 20 miles behind the lines; and had interviewed many of them in German, which he speaks fluently.



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 litter 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., using radio as 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, with plans to expand. Agency is Ferry-Hanly Co., New York.

has evidence of repercussions with the war effort through strikes which were not directly affecting 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 Petrillo case, he said, the recording ban "doesn't create any riots. It is not of a character that causes other people to go out on strike. There are no picket lines, nothing of that kind. So an honest person, I am quite certain—looking at the situation, no honest person could say that 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. "There wasn't any 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. The only difference of opinion was as to how it should be administered and our order was to sit down and bargain about it."

Mr. Petrillo'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.

## 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, AFRS, information and education division, Army Service Forces. Former radio director of Young & Rubicam, Col. Lewis joined the radio section of the Special Services Division in May 1942 with the rank of major, and subsequently established the AFRS.

# 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," T. A. M. Craven, vice-president of the Cowles Broadcasting Co. and former Federal Communications Commissioner, last week called upon the FCC to "visualize 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 allocations:

For facsimile, 80 channels 50 kc wide, utilizing FM channels 52-56 mc; 100 channels, 50 kc wide, utilizing FM channels, 475-480 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 assigned to television.

For auxiliary services, such as relay stations and studio-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 beam 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 broadcasting 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 proposed high fidelity, color television above 400 mc, and said the Cowles organization will invest in a transmitter in Washington to operate on about 750 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 former colleagues it is an historical fact that "it is practically impossible to provide for a future allocation of radio spectrum space to the various services based upon a completely demonstrated performance in actual use. The 1920 allocations of Washington were not based upon complete knowledge. However, they paved the way for the 1927 allocations.

"If allocations are postponed until complete knowledge of performance in service has been gained, the factor of invested capital in equipment forces compromises which are not the best solution from an engineering standpoint," Comdr. Craven asserted. "Today the question of capital invested 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, services cannot operate efficiently, even today, he explained, adding: "It is not difficult to vision complete chaos in this portion of the radio spectrum unless relief is afforded by allocating 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 amateurs and police radio in the 30-60 mc band and said: "The recent evidence of co-channel interference between FM broadcasting stations is significant."

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 trade 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 declared: "It is common knowledge that the technical developments of the war have been sufficient to provide much greater stability in operation than was the case prior to the war." There was sufficient stability prior to the war, he continued, in television receivers between 50-100 mc to justify the belief that FM receivers can be 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 60-100 mc and we are satisfied that the manufacturers can produce equipment for such an allocation."

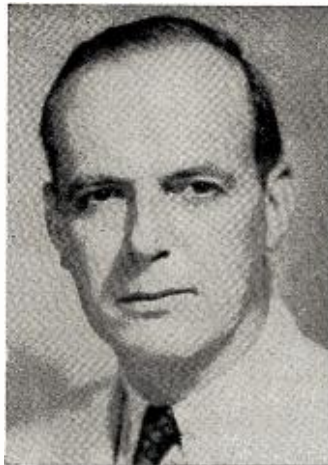
### FM Band Too Low

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 41-54 mc. At the higher frequencies he said he felt the shadow problem could be licked, but he expressed some doubts as to sporadic 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 previous testimony that it might be difficult to attain a 50 kw signal at 100 mc. "I don't see how the Commission 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 Commission 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 frequencies, Comdr. Craven said it would provide for services other than broadcasting, give commercial and educational FM room to expand and make for better quality television and better quality FM.

He disclosed that the Cowles Broadcasting Co. is filing an application for an FM station at 49.1



COMDR. CRAVEN

mc "to see if it is feasible to convert to 100 mc".

In his television statement Comdr. Craven emphasized the factors applying to allocation in general covering FM, applied equally to the video service. He brought out that two great industries—aviation and broadcasting—are in competition 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 involves safety of life and since it is already in this portion of the spectrum, he said it seems inevitable that it will be permitted to expand to adjacent space.

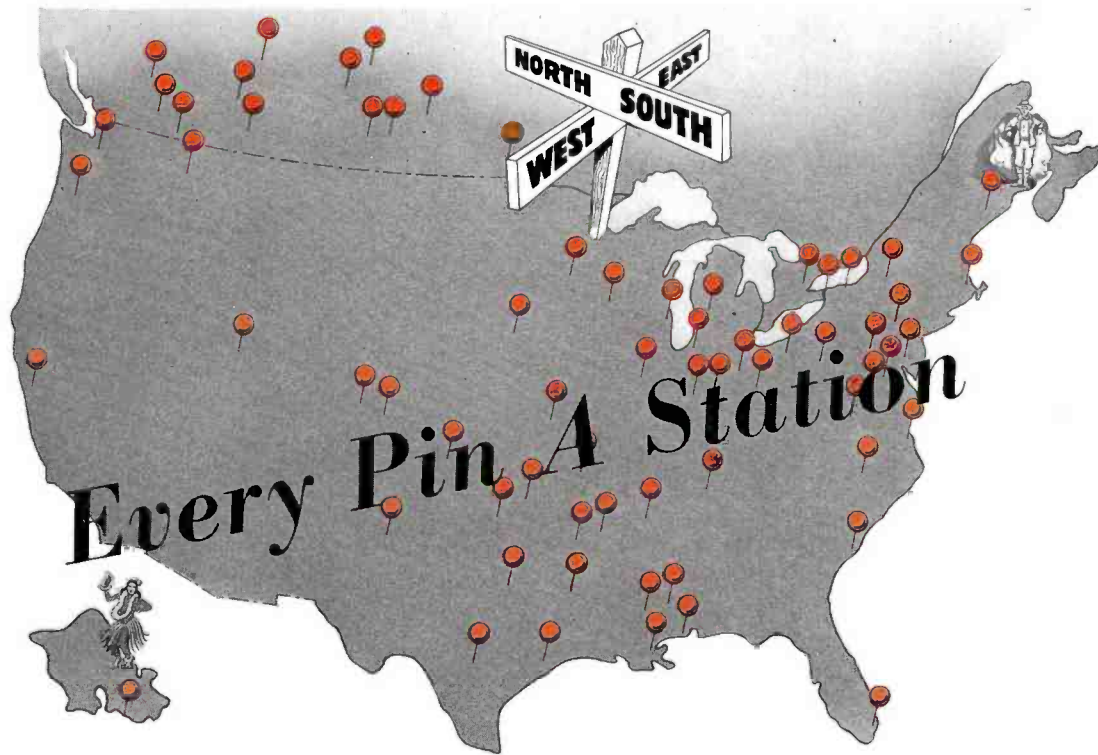
There is little investment in commercial television, both transmitters and receivers, in the band above 100 mc and therefore he felt aviation should get preference. He said prewar television is not high quality, and doesn't compare favorably with motion picture quality. Channels should be more than twice as wide as the 6 mc prewar video band. The 18 channels now assigned television, he declared are too few, with 30 to 40 channel a better estimate, if stations on the same channel can be spaced a about 200 miles. He doubted the television stations so spaced can operate successfully below 100 mc.

The crux of television service was said by Comdr. Craven to be the receiving antenna for the home—a factor generally overlooked. A much more simple antenna can be designed in the higher portion of the spectrum, he said. Moreover most engineers agree that ultimately television will go above 400 mc.

### Fears Obsolescence

"We, therefore, hesitate to invest our capital in a system of television which is already rapidly becoming obsolete," the former Commissioner stated. "These obsolescent investments would have to be written off far more rapidly than we believe possible in the type of new business that television broadcasting must be. We believe that the expenditure of a large amount of money, at this time, for the modern television will bring better results faster than dividing the same amount of money between the prewar television and the new television."

Describing the proposed Washington operation, Comdr. Craven said his company would provide 25 receivers out of a lot of 200 to be manufactured by Zenith, capable of receiving efficiently the proposed station. The antenna installations would be simple and reasonable in cost and provide best means of mitigating effect of multiple reflection. "If our estimate of the situation is correct," he added, "television, utilizing high definition and wide channel on frequencies about 400 mc, is almost as imminent on a national scale as is television utilizing prewar standards."



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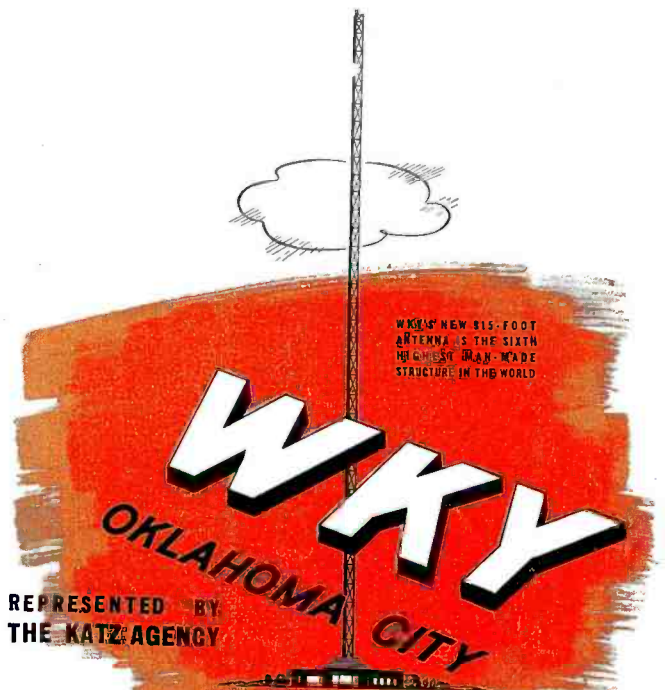
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