We nominate for our own Hall of Fame

**CARLOS J. FINN**, timebuyer, because as the result of a hard-hitting one-man campaign he convinced three of his agency's radio clients that New York is now one of the greatest boomtowns in the U. S.; because he proved to them that WOR was the logical, most economical, and effective way to cover it; and because he pointed out that New York today ranks first in volume of retail sales—exceeding the next highest ranking city by more than 100%.

**BUCKLIN KETT**, advertiser, because he was one of the first men to call our executive sales office and ask to hear more about boom-time New York; because he admitted quite frankly to WOR that he didn't know that $550,023,000 worth of things to wear had been sold in New York in 1942; because he was greatly interested to hear that 200,000 people had moved into New York in 1942; and, finally, because he agreed that a 15-minute WOR show was the thing to sponsor.

**MARY GALLETT**, account executive, because, New York born, she has been a loyal and factual defender of New York's importance as a war-active, prosperous market; because three of her clients are using WOR to accomplish the things she says they can do in New York; because she was instrumental in pointing out to us that New York ranks first in the sale of drug products; and that the New York trading area contains 10% of the nation's population.

Names of characters used in this advertisement bear no reference to anybody, either living or dead.

that power-full station **WOR**
A MANUFACTURER of cellophane tape offered a scrapbook of army and navy humor on WLS and received 27,415 requests! They used 24 half-hour programs from 4:30 to 5 o'clock in the morning. The result: these 27,415 requests from all 48 states and Canada!

Here's another story to prove that *WLS Gets Results* for advertisers—and at any time of day. For further evidence, ask us . . . or ask any John Blair man.

WLS
The Prairie Farmer Station
890 Kilocycles
50,000 Watts
Blue Network

Represented by
John Blair & Company

Chicago
To the men and women of America, who, day and night, risk their lives upon the field of battle — that Peace and Goodwill shall return upon Earth. Never have so many owed so much to so few.

TO THESE WE GIVE OUR THANKS AT CHRISTMASTIDE

WPEN
PHILADELPHIA

5000 WATTS • 950 ON THE DIAL
Omaha has its Bombay Room

KOIL Omaha Covers and Sells a Metropolitan Market of Cosmopolitan People

In spite of its greatest prosperity in history — Omaha is strictly not a "war-rich" market.

Omaha has been a sound, stable market for years. Good, and gracious, living has long been a tradition with Omahans'.

Omaha is a prime market for present sales — for future cultivation.

KOIL (basic Columbia) is definitely THE radio buy of Omaha on a basis of rate, coverage and results.

KOIL has been a sound, stable market for years. Good, and gracious, living has long been a tradition with Omahans'.

In spite of its greatest prosperity in history — Omaha is strictly not a "war-rich" market.

Omaha has been a sound, stable market for years. Good, and gracious, living has long been a tradition with Omahans'.

Omaha is a prime market for present sales — for future cultivation.

KOIL (basic Columbia) is definitely THE radio buy of Omaha on a basis of rate, coverage and results.

Write us for availabilities.

KOIL Omaha

KOIL in Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha

KOIL Omaha
Every dollar you shoot into America's 4th Largest Market can now hit its target squarely! For the most extensive radio study* ever conducted in this important primary market of 3½ million people reveals comparative ¼ hour ratings of all stations... divulges morning, afternoon and nighttime program preferences... gives you important new marketing facts.

Whether you're buying time — or someone's buying it for you — you'll find this presentation an accurate, informative guide to help you get the most from your advertising dollar. To see it, write or phone today:

WAAT, NEWARK 1, NEW JERSEY.

National Representatives (Outside New York Area) Spot Sales, Inc.

*Do you realize this market contains over 3½ million people; more than these 14 cities combined:—Kansas City, Indianapolis, Rochester, Denver, Atlanta, Dallas, Toledo, Omaha, Syracuse, Richmond, Hartford, Des Moines, Spokane, Fort Wayne.
RCA broadcast station transmitter equipment is modern in every sense. Modern in circuits. Modern in all components. Modern in performance. Modern in simplicity. Modern in appearance. Modern in the ease with which RCA transmitters can be operated, inspected, maintained, kept clean.

Pleasing and impressive, it costs no more. In the long run, usually less—for a “good-looking” station is a well-maintained station.

An attractive—and very practical—feature is the “unified” front panel first introduced by RCA for higher power transmitters. This common panel, tying together several units of equipment, is a feature in many leading stations.

From microphone to antenna, RCA offers the broadcast station complete equipment of coordinated design—assuring superior performance, maximum operating economy and convenience, and the advantages of an integrated system of matching units.
For the first time in history, an entire riverbed is being brought under man's control. The capacity of the Tennessee River to make electricity is artificially controlled by an elaborate series of reservoirs. These reservoirs catch the seasonal rains of the Southern Appalachian Mountains. TVA is one of the most gigantic of all man-made projects, equipped to produce 18 billion kilowatt hours of low-cost power annually. This modern power system is located in the heart of WLAC's coverage area.
Vice President and Radio Director, J. M. Mathes, Inc., New York

Says—“Spot broadcasting is the ideal suit for sales problems that are hard to fit!”

...That’s another reason we feel justified in button-holing all you agencies and advertisers about spot broadcasting. Devoting all our time for nearly twelve years to “national spot”, we’ve naturally learned a lot of invaluable facts not only about the stations we serve, but about their competition, their markets, the advertising ideas and accounts they have carried, the results they have achieved. . . . All this accumulation of experience is at the command of any advertiser or agency who wants it. Do you?

EXCLUSIVE REPRESENTATIVES:

WGR - WKBW - BUFFALO
WCXE - CINCINNATI
KOAL - DULUTH
WDAY - FARGO
WISH - INDIANAPOLIS
WZEO - KALAMAZOO-GRAND RAPIDS
KMEC - RANSKA CITY
WAYE - LOUISVILLE
WITC - MINNEAPOLIS-ST. PAUL
WMED - PEORIA
KSD - ST. LOUIS
WFBF - SYRACUSE
WHO - DES MOINES
WOC - DAVENPORT
KMA - SHENANDOAH

SOUTHEAST...

WCAM - COLUMBUS
WCEC - CHARLESTON
WTPA - RALEIGH
WORJ - ROANOKE

SOUTHWEST...

KOB - ALBUQUERQUE
KOMA - OKLAHOMA CITY
KXUL - TULSA

PACIFIC COAST...

KFO - LOS ANGELES
KOLL-KCAL - PORTLAND
KROW - OAKLAND-SAN FRANCISCO
KIRK - SEATTLE
KIFAR - FAIRBANKS, ALASKA

and WRIGHT-SONOVOX, Inc.
Senate Group to Draft Changes in Law

Trammell Presents Impressive Case To Committee

WITH THE end in sight this week on public hearings by the Senate Interstate Commerce Committee will settle down to work after the Christmas holidays to draft legislation designed to guarantee radio's record, as a free enterprise, and to broaden the jurisdiction of the Federal Communications Commission.

Instead of a fully integrated law, to supplant the Communications Act of 1934, committee sentiment appeared to favor enactment of a series of amendments dealing with immediate problems of FCC jurisdiction, and look to the future—probably after the war—the larger task of writing a law to fit a radically different and more comprehensive medium. This procedure was suggested by several witnesses and was driven home hard by Niles Trammell, NBC president and main witness last week.

Last Friday, the Committee heard Chief Engineer E. K. Jett of the FCC recommend that the number of channels for FM and television be doubled, but that precise allocations be withheld until more is learned about the characteristics of these frequencies. Appearing at the same session, O. B. Hanson, vice-president and chief engineer of NBC, predicted a television network between Washington and Boston within two years after the war, and 1,000 television stations on the air, with 25,000,000 receivers in use, representing a three billion dollar investment, within a decade.

Hearings to End

The preponderant view was that the committee already had heard enough and was ready to close the record. Unless there are unforeseen developments, the hearings, which began Nov. 3 and have continued virtually without interruption for 24 hearing days, will conclude this week. FCC Chairman James Lawrence Fly and possibly Commissioner T. A. M. Craven may be recalled as the wind-up witnesses, after which the testimony will be digested for use of the committee in executive session. The hearing was recessed Friday until Tuesday (Dec. 14).

Just how far the committee will go is problematical, but if anything can be gleaned from expressions of Senators during the examination, the FCC will find its powers curbed rather than broadened. Whatever the Commission finally decides on newspaper ownership of stations, with which it has equivocated for more than two years, the committee's intention is there shall be no distinction between licenses. Similarly the committee's majority, at this writing, isn't disposed to give the FCC an iota of control over programs. On supervision of business practices there is a division, though it appears to weigh against FCC encroachments in this field.

Crizes Fly

In his two days of testimony Tuesday and Wednesday, Mr. Trammell, fresh from a trip to the fighting fronts, fired away at the FCC's philosophy of regulation, charging it was heading toward complete Government domination of radio. Goaded by questions from committee members, he carried the battle to Chairman Fly, and described as "untrue" the insinuations that NBC dominated the NAB or the industry. He branded Mr. Fly's scathing denunciations of the networks and the NAB as "insults" to radio and called upon Congress to check the FCC's rambles directed toward making radio a common carrier. It is up to Congress to determine whether radio is to flourish under our free enterprise system or become a weak and subservient tool of Government", he said.

Crizes Fly too, implored the committee to clip the FCC's wings and to prevent it from impinging upon program and business functions of stations. Fred Weber, former general manager of Mutual and now part-owner and manager of WDSU, New Orleans, who was a staunch proponent of the FCC's network regulations, told the committee Wednesday that the Commission should be prevented from regulating programs, and urged that its power over business practices be "limited". And on the mooted question of equal opportunity for discussion of controversial issues, he urged that if such provision is placed in the law, it be enforced in the courts and "not through a death sentence in Washington".

Rotation Urged

There appeared to be increasing favorableness sentiment for rotating of the FCC chairmanship after the term of Mr. Fly, whose name is on the ballot. If the term of the chairman is named by the President. All terms are for seven years. With the rotation process, recommended by former FCC Chairman E. O. Sykes and supported by Commissioner Craven, a member would serve for a year in each seven, assuming reappointment. There also is the question of the separation of the FCC into two divisions—one covering radio and its companion services, and the other the public utility-common carrier fields. Both Chairman Fly and Commissioner Wakefield opposed any mandatory provisions for divisions.

Possibility that the committee may insist upon the appearance of spokesmen for BLUE and Mutual (Continued on page 10)

FCC Seen Setting Up News Service

House Witness Recites How FBIS Developed Added Functions

ASSERTION that the FCC through its Foreign Broadcast Intelligence Service is engaging in news distribution was made last week before the House Select Committee to Investigate the Commission by a former FCC official.

Ens. Harold N. Graves Jr. of the Navy, now attached to the Office of Strategic Services, disclosed last Wednesday that the function of gathering and distributing news, "attached itself to the FBIS in 1941". Questioning by Chief Investigator Harry S. Barger brought from Ens. Graves, formerly head of the FBIS analysis section and assistant to Dr. Robert D. Leight, chief of FBIS, the disclosures that the FCC operation gathered news by listening to foreign broadcasts, passed it on to Government agencies and OWI, in turn, gave it to the press associations, networks, radio stations and newspapers.

Disclosure was made Friday by Rep. Clinton P. Anderson (D-N. M.) that Rear Adm. Stanford C. Hooper is the officer "forced to retire" from the Navy because of his opposition to FCC Chairman Fly. Commissioner T. A. M. Craven had testified two weeks ago [Broadcasting, Dec 6] before the committee that Mr. Fly had "instigated" the "cashing out" of a high-ranking naval officer.

Adm. Hooper, for 25 years a top Navy communications executive and often referred to as the father of modern naval communications, is reported to have sharply differed with Chairman Fly over security measures in Hawaii prior to Pearl Harbor. Commissioner Craven declined to name in open hearing the officer he charged Mr. Fly was instrumental in getting "cashed out". He said others differed with Mr. Fly, but to name them might result in "reprisals" against them.

It is understood, however, that he did give their names to the committee in executive session.

Matthew Gordon, chief of the OWI Foreign Service Division, who said his office also was known as the Foreign Sources Division, testified Friday as to the functions of his department. He said the FBIS provided about 50% of the news material which was handled by the Service Division and from which the FSD prepared new releases for the various wire services, stations and newspapers.

Chairman Lea (D-Cal.) said the committee may meet Tuesday, Dec. 14, for a brief session prior to the holidays, although he adjourned Friday's session, "subject for call by the chairman". Attending last week's hearings with the chairman were Reps. Hart (D-N. J.); Magnuson (D-Wash.) and Miller (R-Mo.).

General Counsel Eugene L. (Continued on page 55)
Fly Illness Halts FCC Action On Issue of Press Ownership

ABSENCE of FCC Chairman James Lawrence Fly, because of a flu attack, blocked action by the FCC last Friday on the burning issue of newspaper ownership of broadcast stations. The chairman has been ill since last Monday and Commissioner Ray C. Wakefield has served as acting chairman. While a special meeting was held last Friday on the newspaper and other unrelated matters, no vote was possible on the important policy question because of Mr. Fly's absence. Both Commissioners T. A. Craven and Wakefield had advised the Senate Interstate Commerce Committee in recent testimony that the two-year-old issue shortly would be decided, presumably in the form of a recommendation to the committee, members of which had pressed the Commission about its order (79 and 79-A) designated to bar newspapers from owning radio stations of any character because of purported monopoly in public opinion.

Commissioner Wakefield, in his testimony, said that he favored some restrictions on newspaper ownership, with non-newspaper owners, in cases where competitive applications are involved, given the preference. Such a ruling, if adopted by the FCC, would stop newspaper attacks against newspapers as a class and would be vigorously opposed by newspaper interests in radio. Mr. Wakefield stated also he favored dispensing with newspaper applications now pigeon-holed in the Commission's pending files.

Commissioner Craven told the committee that the Commission probably would ban newspaper ownership. His own view, repeatedly expressed, has been that newspapers in no wise should be subjected to "class discrimination", on the ground that such action would be unconstitutional.

It is expected the FCC will consider the newspaper question again at its next scheduled meeting Tuesday, Dec. 14. Both Commissioners Craven and Wakefield predicted that the Commission's view would be forthcoming before the Senate committee hearings ended. That is expected this week.

Recently formed Radio Technical Planning Board, which held its first meeting with the FCC last month. Several recommendations allocations were made by Mr. Jett. The Commission, he said, is sure that frequencies now assigned to television will prove to be entirely satisfactory. He referred to the mysterious "bursts" that mar some FM reception and to the "ghosts" that plague television. But both problems now are being tackled now in cooperation with industry.

Enthusiastic for Video Doubling of the bands for both television and FM was advocated by the FCC chief engineer. The present 18 channels for television are inadequate for a sufficient nationwide cooperative system, he said, and in his judgment there should be "at least twice this number of channels". The same is true of FM broadcasting in the band from 42 to 50 mc, which he declared is sufficient for only five commercial and educational network and 35 commercial channels.

Presenting the most optimistic picture of the future of radio, Mr. Hanson predicted that at least 1,000 television stations and 25 million receivers, representing an overall investment of three billion dollars, would be installed, declaring that it is ready to go and no longer an experiment. Visualizing the future broadcast operation, Mr. Hanson foresaw standard FM, television and facsimile transmission operating at the same time. The standard band, he predicted, will ultimately be used for stations with power greater than 5,000 to 10,000 kw instead of 50 kw. He urged that FCC be restricted to regulation of the physical aspects of broadcasting service.

Chairman Jett was absent, for the first time since the hearings began, on Thursday, Dec. 13, due to the mild flu attack. Senator Tunnell (D-Del.) was acting chairman. Other committee members who attended the hearings last week were: Smith (S.C.), Benn (Wash.), Truman (Mo.), Clark (Idaho), Tunnell (Del.), McCarran (Nev.), Cannon (Ohio), Proxmire (Wis.), Nunn (Ga.), Sessions (Texas), and Milligan (Ky.).

When Commissioner Wakefield returned to the stand Saturday (Dec. 4) he made two corrections in his previous-day's testimony. He said the Joint Chiefs of Staff and not the President, decided the use of the circuit to Algiers, and that the State Dept. recommended that a firm contract be drawn up with the French be given the license.

Re-emphasizing that "no member of the Commission" want the power to censor radio programs, Mr. Wakefield suggested the "happy...

(Continued on page 25)
Revised Codes Permit Wider War Coverage

Price's Office Has Final Say Over Censorship

FINAL DECISION on censorship of news now rests with the Office of Censorship. Wider powers were assumed by the President when revised codes of wartime practices were announced for broadcasters and the press.

As a result of the action made public by Byron Price, Director of Censorship, broadcasters and publishers should place main reliance on OC, in cases where military or public authority have indicated news should not be broadcast or printed.

More War News

This action removes most of the confusion centered around unauthorized censorship powers. It has been handed down for a while by the FCC, and some time ago when the FCC agreed to leave censorship of foreign language broadcasts in the hands of the Office.

Voluntary System Preferred

According to Mr. Price, the changes in the codes "reflect the studied opinion of the Government that more information can now be published and broadcast without danger to national security. This conclusion is no way premature and the end of the war. Unfortunately it still is necessary to retain in the codes restrictive requests touching many fields of war activity, and the need for unrelenting vigilance in those fields remains as great as ever."

It was believed that the Office has only been making censorship changes with other Government agencies for some time. Frequent complaints have been made by broadcasters that it is difficult to avoid arbitrary arrogation of censorship powers by local military and civil personnel.

Since the first codes appeared Jan. 15, 1942 the Office of Censorship has operated on the principle of voluntary censorship by broadcasters and publishers. With progress of the war this policy has effectively permitted released the public of much more information than would have been possible under an iron-fist procedure.

Further, the Office has encountered large numbers of instances in which Censorship orders were issued without any authority. The Office now believes much of this confusion will be eliminated.

Letter Changes

With changes impending in the Army mail system by which unit identifications are required along with APO and FPO addresses, the codes continue to ask that unit identifications and ship names not be published or broadcast for service news. This does not apply to anti-aircraft, coastal or invasion defenses in this country.

Both the Navy and the War Shipping Administration are regulated by the Office as appropriate authority on the movements, sinking or damaging of merchant vessels in any waters.

Revised Codes Permit Wider War Coverage

Restriction on information about civilian defense communications control centers is eliminated. The Office concerning military installations outside the United States is reworded.

Production Facts

An important code provision eliminated futile restrictions against nation-wide summaries of war production, printed details and capacity and movements of lend-lease material. New clause restricts only securities which are assigned breakdowns for specific types of weapons. The restricted list of critical materials is reduced by almost one-half.

The broadcasting code contains a special notice about handling of outdoor events under the new weather provisions. This note says: Special events reporters, covering sports or any outdoor assignments in rain, snow, floods, storms, etc., are cautioned especially against mention of wind directions.

All requests concerning resettlement centers and location of war prisoner camps are eliminated from the codes. Authorities are the FBI and War Dept., and not local and county and state officials.

A shorter clause covers war news coming from the United States. This specifies that origin of war news outside U.S. territory may be broadcast if its origin is made plain. "Any recordings or information that is given or referred in any form that is sent across the U.S.-Canadian border," it is stated, "should contain nothing that will conflict with the censorship of the country in which the information originates."

Broadcasters are advised by censorship offices to be careful about putting on the air material from war zones, families by military personnel. The military censorship stamp, it is emphasized, covers only "home and family consumption". Broadcasters still should censor letters to conform to code provisions, and ask OC when in doubt.

The following additions and deletions in the code as revised Feb. 8, 1943 bring it up-to-date:

1. Under I. News Broadcasts and Commentaries, insert after second paragraph:

Caution is advised against reporting, under the guise of opinion, speculation or production, any fact which has not been authorized by the War Department.

In next paragraph, starting "It is requested etc," add after "authority the following: "or specifically cleared by the Office of Censors imply"

Delete (a) Weather and substitute the following:

Weather. Weather forecasts other than those of the Weather Bureau. Mention of wind direction or barometric pressure in current reports (including summaries and recapitulations) except when contained in EMERGENCY

Commissioner Craven Refutes Rumor That He Plans to Resign

CONSTANTLY recurring rumors that he would resign were denied last week by Commissioner T. A. M. Craven of the FCC, following publication of reports that he had several offers from the industry for executive posts.

It is known that the Commissioner, whose term expires June 30, 1945, has received several industry appointments, both during his tenure as a member since 1937, and his two years as chief engineer. He is the only member of the FCC with practical radio experience, having served in the Navy as a radio specialist until 1930, when he resigned to become a consulting radio engineer in Washington. He was drafted as chief engineer of the FCC at the President's behest.

Responding to an inquiry from Broadcasting, Commissioner Craven said last Thursday that any rumors of his contemplated resignation from the Commission "are untrue". Furthermore, he added, "The United Press dispatch to which you referred was not an accurate report of my position." His letter read:

"As you well know, I have always deemed it my duty to remain in public office as long as I could render the best public service. At present the United States is at war and I have specific tasks relating to the war effort which are by no means completed."
Charles Brown Named Director of Advertising for RCA Victor

Will Coordinate Activities of Various Products of Six Divisions of Company and Agencies

CHARLES B. BROWN, NBC director of advertising, promotion and research, has been appointed advertising director of the RCA Victor division of the Radio Corp. of America. For the present he is dividing his time between the two positions, but will leave NBC Dec. 31 to devote his full time to his new post. His successor at NBC has been named.

At RCA, Mr. Brown will act as coordinator of advertising of the various products of the six divisions of the company and their advertising agencies. There is the radio, phonograph and television instruments division, whose advertising is handled by Ruthrauff & Ryan, New York; the phonograph record and international division, whose advertising agency is J. Walter Thompson Co., New York; Kenyon & Eckhardt, New York; handles the advertising of the three remaining divisions: tube and equipment division; engineering products division, including transmitters, police and aviation radio equipment; and industrial and sound division, comprising public address systems, electrical devices, etc.

Serves All Divisions

Mr. Brown will direct those advertising activities which serve all RCA Victor divisions, such as production, art, institutional advertising, general publicity, and the phases of cooperative advertising. Company has had no central advertising coordinator for about a year, following an internal reorganization whereby each division was given its own sales and advertising department. Thomas F. Joyce, who was formerly vice-president in charge of station operations, is now sales manager of the radio, phonograph and television instrument division, and David Finn, previously advertising manager, now is sales manager of the industrial and sound division.

After a sales career with the International Magazine Co., Bon- den Sales Co., Chevrolet Motor Co., and other organizations on the Pacific coast, Mr. Brown turned to advertising and for 10 years was sales promotion manager of Foster & Kleiser Co., an outdoor advertising company. After some freelance spare time efforts as a radio writer and actor, he entered radio on a fulltime basis in 1938 as sales promotion manager of KPO-KGO San Francisco. The following year he moved to Hollywood to take a similar position with NBC's western division. In 1940 he was transferred to New York as stations promotion manager, soon becoming Red network promotion manager. In 1942 he was appointed director of advertising, promotion and research for NBC.

BULOVA TO PLACE ON 200 STATIONS

The 1944 radio schedule of Bulova Watch Co., New York, will run on more than 200 stations, and will continue to be keyed to Nielsen Valley ratings, according to a spokes-

man for the company.

Bulova's general policy in regard to placement of time signals locally is to have them precede or follow the 15 high-rating programs recommended by the Cooperative Analysis of Broadcasting. Another Bulova policy is to be carried over into next year is the allocation of 30% of the advertising to be purchased for promotion of war bonds and stamps, a practice since pre-Pearl Harbor. "Over the Air Day," Renewal for WOR New York, for 52 weeks, involving 10 time signals daily, will go into effect Jan. 2. Agency is Blow Co., New York.

Parker Expands

PARKER PEN Co., Janesville, Wis., has added 11 outlets to complete a 129-station CNS network sponsorship of Colombo's "The News" program. The new stations, added in December, are WFMF Winter Park; WSDG Detroit; WJBC Madison; WTTF Bedford park; WSOY Rockford; WSPY & WITL Carrollton; WATX WDSW WPSD WHP HOP KTBC. It is heard Saturdays and Sundays from 8:55 to 9 p.m. Agency is J. Walter Thompson Co., Chicago.

"Esquire" Spots

ESQUIRE Inc., Chicago, (gift kits) on Dec. 15 begins a series of one-minute transcribed daily spot announcements in 31 markets. Contract is for one week. Agency is Schrigger & Scott, Chicago.

House Ways & Means Committee Votes 11-10 to Shelve Cannon 'Subsidy' Bill

CONGRESSIONAL action this session on legislation providing Government subsidies for War Bond advertising in newspapers appeared unlikely last week as the House Ways & Means Committee, by a 11-10 vote, killed the Cannon Bill (HR-3693) and the Senate-passed Bankhead Bill (S-814) Dec. 2-3 [Broadcasting, Dec. 6].

The Bankhead Bill, which passed the Senate by a 46-38 vote, authorized the Treasury to spend $12,450 million dollars annually in newspaper publications in cities of less than 10,000 population. The Cannon Bill authorized an expenditure of not less than 25 million dollars.

Morgenthau Objects

Opposition to the legislation was made at the House hearings by the Treasury Dept. and the War Advertising Council. Secretary Morgenthau, in a letter to Senator Byrd (D-Va.) of the Joint Com-

mittee on Reduction of Non-Essential Federal Expenditures, had challenged the contention of those favoring the proposal that it would help sell War Bonds and called it a "potential waste of Government funds.

Principal support for the measure came from the National Editorial Assn., representing 5,000 small newspapers, which asserted that the proposal would provide a fertile market for individual bond sales and that the small papers were not benefiting from the war message advertising received by big city dailies.

Approval of the House action in shelving the measure was expressed editorially Thursday in the New Republic. Agreeing with Secretary Morgenthau that through the voluntary advertising of press, radio and other media the Government is reaching all important markets, the Times asserted that "the adoption of any subsidy plan would be just as bad for the newspapers as it might be wasteful for the Treasury." Pointing out that "the American press is free and independent because it stands on its own feet", the Times expressed belief that a subsidy "would mark the beginning of the end of its freedom".

FCC Grants FM CP to Newspaper

Action Reflects Senators' Views on Ownership Ban

CLEARLY REFLECTING the actions of members of the Senate Interstate Commerce Committee, the FCC last Tuesday granted a construction permit for a new FM station to a newspaper—the Worcester Telegram Publishing Co., operator of WTAG. Abandoning its practice of automatically rejecting applications that would lock up newspaper "pending" file under the newspaper-ownership order (79 and 79-A), the FCC authorized the construction permit for 46,100 kcs, with a service area of 4,485 square miles. Going further, the Commission also deviated from its April 27, 1942 "freeze order" on equipment in authorizing the construction permit.

Senators Frowned

The Telegram has held an experimental FM station license for WIXTG, and the Commission's construction permit authorized a change in status to commercial operation, along with a shift in frequency to 46,100 kc, "in the public interest". The new call letters will be WTAG-FM. It is understood by the licensee that the granting of the permit "will have no bearing on the newspaper ownership investigation" and that "any regulations resulting from the inquiry will apply to the new commercial FM station".

Since hearings began on the White-Wheeler Bill before the Senate committee, there have been repeated expressions from Senators frowning upon the arbitrary newspaper ownership order. Commissioner Ray C. Wakefield, who presided at the hearing last Tuesday at which the WTAG FM grant was made, said during a Dec. 10 debate that he thought the FCC had erred in holding up applications of newspaper stations, and predicted prompt approval.

Chairman James Lawrence Fly was absent because of a mild flu attack. Commissioner T. A. M. Crowell, who was absent from the meeting. The grant specified that the action was without prejudice to "determination of the issues in the hearing on Commission Order No. 79, and is subject to the application of any rules and regulations that may be adopted by the Commission as a result of such hearings". It specified further that it also is subject to the condition that "compliance with the rules, regulations and standards of the Commission be required when necessary materials become available".

Ring Back at Work

ANDREW D. RING, senior member of the Washington consulting engineering firm, has returned to work, having recovered from pneumonia. He atten-

Page 12 • December 13, 1943 • Broadcasting • Advertising
149 Can't Be Wrong!

In less than two short years, W-I-T-H's advertising roster has risen from a zero to 149 advertisers (on the air, as of December 1st). They didn't use our kilowatts for fun! Most of W-I-T-H advertisers are the check-up kind . . . merchants, food, and drug accounts who know how to buy radio . . . who know how to check results to the decimal point. Time costs are low . . . results are quick. An unbeatable combination. Particularly in a market that's second to none in warplant activity.

THE PEOPLE'S VOICE IN BALTIMORE

On the air 24 hours a day—seven days a week

Represented Nationally by Headley-Reed

Tom Tinsley, President
AFM Plan to Tax Discs Protested

NBC, Columbia and RCA Brief Calls Subsidy Unfair to Public

PROPOSAL of the American Federation of Musicians to tax phonograph records and transcriptions made by a maximum of 5,000 AFM members for the benefit of the more than 100,000 other members who never have been nor are apt to be employed in the recording field was contested in the brief filed last Thursday with the panel of the National War Labor Board on behalf of NBC Recording Division, Columbia Recording Corp., and RCA Victor Division of RCA.

AFM filed its brief the week before and will shortly enter its answer to the employers' brief.

In addition to being unfair to the makers of recordings, the AFM plan of a subsidy for "a large number of permanently unemployed in a particular industry for which they are not fitted and cannot absorb them socially and economically sound," the companies argue, adding that the adoption of this plan would act as a hindrance to technological progress and would set up a private system of unemployment relief tending to "undermine established national methods of handling social security and WIRK."

Penalizes Public Royalty payments on all records would result in higher costs to the public, and would subsidize the AFM, preventing it from "serving the normal union functions of negotiating wages, hours and working conditions on behalf of its members," the brief states, adding that the plan is "contrary to the principles of taxation, wartime salary stabilization and war manpower policies."

Acceptance of the AFM plan for Easter Egg Color Spots On 27-Station Schedule PRE-EASTER spot campaign for Chick Chick and Presto Easter Egg Colors is already scheduled by Fred Fear of Fearco, Brooklyn manufacturer. The drive will start on 27 stations about 10 days before Easter and falls on April 7. Markets have been selected on the basis of sales increase for the product in specific areas of distribution. Participations on household programs have been bought where availabilities could be found, and in other cases the announcements have been placed between 4 and 8 p.m. The live commercials are scheduled 4 days a week.

The station list follows: WBBR KNX KLX KPSD KPO KOA WJR WGN WLS WGR WTBX WATX WAXR WTX KSPF KCMO KWKQ WBBN WBBN WBBN WBCA WDKA KSDK KLSO WMAL WRU. The network will be used from California to Alabama. Business is placed by Menken Adv., New York.

WBX Failure in Petrollo Case May Revive Inquiry by Senate

REVIVAL of the Senate Committee's interest into the recordings strike called by Music Czar James C. Petrollo 17 months ago, is being considered in the light of the failure of the War Labor Board to resolve that controversy, Senator D. Worth Clark (D-Idaho), disclosed last Wednesday.

During the testimony of President Niles Trammell of NBC before the Senate Interstate Commerce Committee, Mr. Clark, chairman of the sub-committee which re-issued its inquiry last January, declared it still had the whole matter under advisement. Senators Tunnell (D-Del.) and McFarland (D-Arias), also members of the sub-committee, were present at the hearing.

Senator Clark explained that the subcommittee recessed its hearings in the hope that the dispute might be settled amicably. He recalled that Deca-World had signed with AFM and that other transcription companies likewise had agreed to union terms, and asked the position of RCA-NBC. Mr. Trammell related that RCA-Victor, NBC Recording Division and Columbia Recording Corp., had not yet signed with Petrollo. He brought out, moreover, that network contracts with AFM on employment of staff orchestras expired January 31, and that he had no idea of the situation.

"Legalized Blackmail"

Senator Moore, (R-Oklahoma) branded the AFM demands as "nothing more or less than legalized blackmail."

Senator Clark brought out that Mr. Petrollo, in his testimony before the subcommittee, contended that the union intended to open a second front against the motion picture industry as soon as the union's principle has been established here. The motion picture industry grosses well in excess of $1,000,000 a year, 3% of which is $30,000,000. . .

"There is no assurance that the principle, once established, would even be limited to cases where the union members make the mechan-ical device that allegedly puts them out of work. This principle, if established here, would spread and put into the hands of many unions tremendous sums of money that would make them absolutely independent of their members or of Government. The result would be the creation of a series of private union principalities financed by industry and responsible to no one."

APPRENTICE TRAINING reaches into the cradle and comes out with Carl Bates, latest recruit of KOIL Omaha. Carl is the 25-month-old son of Al Bates, studio supervisor. And he passed his aptitude test with flying colors.

SPONSOR AND BLUE PROMOTE SYMPHONY

PRIOR to the Christmas Day premiere on the BLUE of the Boston Symphony under sponsorship of Allis-Chalmers Mfg. Co., MILWAUKEE has arranged a quarter-hour closed circuit pro-gram Dec. 21 calling attention of radio station managers and tractor dealers to the impending series.

Originating from New York and Milwaukee, with Phillips Carlin, BLUE vice-president in charge of programs as m.c., the program will feature an address by Walter Geist, president of Allis-Chalmers, speaking from Milwaukee, with recording of the "Oklahoma" program, "Blue hunting," and "Pistol Packin' Mama," while RCA hasn't made a new recording since August 1942.

Page 14 • December 13, 1943 • BROADCASTING • Broadcast Advertising

John David Expands

JOHN DAVID Inc., New York, men's clothing store chain, is expanding. David, former Secretary on WJZ New York from a twice-weekly five-minute show to a weekly quarter-hour series, Fri., 10:30-11:30 p.m. starting Jan. 7. Agency is Gossart-Kahn, New York.

he was not "advocating it", there had been discussion about a law that would provide copyright ownership in recordings in which the performer, the union and recording company would share royalties collected on each rendition of recordings over broadcast stations or juke boxes.

Competitors Benefit

Mr. Trammell explained that Deca had signed with Petrollo on a royalty for each recording sold, and that it was a sort of "second social security" fund to relieve un-employment among musicians. He expressed the opinion that to this because the plan did not provide for an accounting by the union, which could do with the funds to "support" the same funds. If Petrollo's union was being employed by other labor unions, they could collect a royalty or a share of the gross receipts of every industry. "Rather than establish a principle, we would go out of the record business", Mr. Trammell declared.

He agreed with Senator Clark that his company and Columbia Re- cordings were subjected to a "competi-tive disadvantage" by virtue of the acceptance of the Petrollo ultimatum by others. Mr. Trammell said Deca had forged ahead with its program of "Mack the Knife" and "Pistol Packin' Mama", while RCA hasn't made a new recording since August 1942.
There is a drawing power in Boston which holds its audiences as if they were attracted by some huge, invisible magnet. This force is WORL, one of the foremost independents in the country... a station which in succeeding Hooper surveys has consistently been among the leaders in many of the prime daytime periods. Its low-cost structure makes it “The Best Buy in Boston.”

WORL
BOSTON * MASS.
Ford Co. Shifts Program Format
Dorsey Orchestra to Replace Godwin Newcast on Blue

FORD MOTOR Co., Detroit, which has shifted agencies from Maxon Inc., Detroit, to J. Walter Thompson Co., Chicago, on Jan. 6 will check that Frank Sinatra forms the nucleus of a seven-times weekly news program on the BLUE, discontinuing Earl Godwin and starting a musical show starring Tommy Dorsey’s orchestra in the Monday through Friday 8-8:15 p.m. period.

At present, Ford also uses the same quarter-hour Saturday and Sunday evenings which Mary Fenee reporting the news, but the indication last week were that these two spots might be consolidated into a half-hour on Sunday nights with another type of program. It is understood several sponsors are interested in the Godwin commentaries.

J. Walter Thompson Co. also recently appointed to handle the Vinnas portion of the Lever Bros. Co. account, has not yet announced radio plans although these should be settled this week in view of the fact that Frank Sinatra, the proposed star for the new CBS series, has been classified 4-F by the Army. JWT also stated last week that it is now handling all advertising for Owens-Illinois Glass Co., the radio portion of which it acquired Nov. 8.

Fly Recoveries
CHAIRMAN FLY of the FCC was expected back at his desk Saturday after being confined at home most of the week with an attack of the flu. Mr. Flyn had returned suffiently by Friday to confer by telephone with his office. He is scheduled to testify this week before the Senate Interim Committee on the White-Wheeler Bill.

WOMEN’S CONTRIBUTION to the war program was described by Mrs. George Fielding Elliot (chairman of the war room), when she appeared as guest of Lora Price on the KOA Denver Home Front program on Friday. Elliot is prominent herself on the air under her former name, June Hynd, and is now acting as radio committee chairman of the Women’s Action Committee for Victory and Lasting Peace.

Quick, Henry
SABOTAGE, thought the announcers of WHIO Dayton when a strong odor of gas penetrated their studios caused relief staff coughed, gagged, sputtered, and had other symptoms of a gas attack as described in the ‘O’ clocks. Announcers’ eyes watered so badly they could not read copy, and so a microphone was set up in the one office that was unpolluted. The mystery finally unraveled as not sabotage, but the 10 minute cleaning job that Mr. Shouse did was the cause of the symptoms; he cleaned the air conditioning filters and confused the cleaning oil with fly spray.

W Gar WJR Teams Take ‘Idea’ Tour
WJR Cleveland and WJR Detroit, sending teams to their respective staffs to study operation of middle west and eastern stations, according to Mark L. Haas, WJR education director. Mr. Haas, that exchange of ideas within the industry is both worthwhile and progressive.

Emphasis of the study, including the entire scope of station operation, will be on promotion, programming, selling, interdepartmental relations and post war plans. “The WJR and W Gar representatives will try to carry the story of their respective stations to those stations visit and return later with their own ideas, which can be applied to WJR and W Gar,” said Mr. Haas.

Power Breakdown
MYSTERY surrounds the power breakdown when two out of three main transmission lines from Boulder Dam were cut off for approximately 15 minutes on Dec. 7. Electricians have cut off service to several and adjacent communities, throwing eight stations off the air. Here, engineer, purchased gas-driven generators, and continued to operate. Break occurred at 2:50 p.m., was restored for two hours, and went off again until 3:16 p.m.

Omar on Blue
OMAR Inc., Omaha (Ranch House pancake flour), on January 3 begins sponsorship on BLUE stations, Ranch House Jim, quarter-hour program featuring Curley Bradley, cowboy baritone, and Beggie Cross’ Harmonica Quartet. Show will originate from WENR Chicago and will be heard Monday, Wednesdays and Fridays, 3:40-4 p.m. Contract for 26 weeks is placed through McFarland Aveyard & Co., Chicago.

Dun Cigar Series
DIESEL WEMMER GILBERT Co., Detroit, has started a twice-weekly five-minute program on 28 Dun Cigar Series, with Bob G. Dun cigars. Titled Smoke Rings, and heard Wednesday and Friday at 9:55 p.m., from WXYZ Detroit, the series features a singer and orchestra. Agency is Century Ad., Detroit.

Shouse Reports British Expect Retaliation Raids
JAMES D. SHOUSE, vice-president of the Associated Press, on his return from England last week that Londoners expect and are resigned to retaliation for the raids on Berlin. Mr. Shouse was in Britain as special consultant to the OWI Overseas Branch.

Mr. Shouse, defended the people of London neither encouraged nor discouraged about the course of the war. The last instance thinking about the Londoners today, he thinks, is their “nunniness,” which was reflected in the way in which they received the news of the bombing of Berlin.

The London blackout, Mr. Shouse also pointed out, was one of morale than the bombing. “For the first day or two, it’s interesting. After that becomes depressing. A stranger soon learns to disregard any place which is not within a block of an underground station.

Mr. Shouse said he went through three or four small nuisance raids in a period of nearly six weeks.

Sgt. Azine Reports
TECH. SGT. HAROLD AZINE, Marine combat correspondent who was in the first wave of Marines who landed on Iwo Jima, has recounted his experiences last week at a Navy Dept. news conference. Sgt. Azine, former produc tion manager of W BAL Baltimore and continuity writer at WLS Chicago, was among the first to be brought back to report the story for the Navy. Among his experiences was a night spent in a fox hole in his comrades’ circle of fire at attacks at the village of Piva. Azine left Bougainville Island in a PT boat which was damaged by Jap torpedoes. 

NAB Robbed
ROBBERS entered the offices of the NAB at 1760 N St., N.W., Washington, D.C. in the early Saturday night and made away with various valued articles at approximately $1000. Materials included two small radios, a pen set, brief case, and several cartons of cigarettes. The office of Neville Miller, NAB president, was a complete smash, but the materials, were rifled. “Maybe they were looking for the new radio law,” Mr. Miller remarked. The incident was reported to the police.

Kiny on the Air
PRIORITIES were granted KINY Juneau, Alaska by federal and military officials for carrying its 5,000 w transmitter. The new transmitter went on regular schedules Dec. 7. Vincent I. Kraft, chief engineer of both KINY and KT KN Ketchikan, supervised the installation. The two stations are owned by A. E. L. Kraft, Sr. The radio advertising executive.

Peck Opens Office
J. O. PECK has resigned as director of radio aids and promotion of McGraw-Hill Publishing Co., New York, to open a field and market research firm for industrial account. He will open offices in New York under the name J. O. Peck Co., around Dec. 20.

Wider Allotment Of Tubes Is Seen

Electronic Distributors Favor Change in WPB Limitations

PROPOSED changes in WPB limitation orders expected to provide radio dealers with more balanced stocks of non-military radio receiver tubes were supported by the Electronic Distributors Industry Advisory Committee at a meeting with WPB officials in Washington last week.

The WPB Radio & Radar Division has moved toward a wider distribution of tubes among civilians for amateur radio operation and for prorating of tube supplies among distributors on the basis of their 1941 deliveries. This move, recommended by the Advisory Committee a month ago [BROADCASTING, Nov. 8], does not increase the supply of tubes, but aids in securing a balanced distribution of those manufactured.

Other changes in L-265 include a steepening of the grading in the WPB regional offices, and a simplification and clarification of the language of the order. A task group has been appointed to make recommendations on distribution of electronic equipment produced in excess of scheduled production runs and for which war industries have indicated no need. The committee last met Jan. 10 and will meet again Jan. 20. Frank H. McIntosh was the government presiding officer at the meeting.

At another meeting, the Radio Receiver Vacuum Tube Industry Advisory Committee discussed splitting the production load between different manufacturers with the aim of distributing the 900,000 tubes which James Wallen of the Radio & Radar Division was the government presiding officer.

CONTROL ROOM VIEWING of the weekly In Time to Come initial broadcast on CBS Pacific stations occupied this agency production trip. United Air Lines, General sponsors the half-hour series. Cue watchers (1 to r) are Sterling, T. O.ple, S. H. Clevenger, manager of radio for N. W. Aye & Son Inc., Chicago agency servicing airlines account; Robert Coleson (seated) general manager and Hollywood agency manager, and Carleton Kedell, narrator.
At the foothills of the Blue Ridge Mountains is the prosperous Piedmont section of the Carolinas—prosperous because a wise people have brought about a desirable balance between industry and agriculture.

Humming textile mills, within the shadow of fertile farms producing raw cotton, turn out 40 percent of the cloth manufactured in the United States.

Just as cotton farmers have diversified their farming to include other money crops, such as peaches, feed-stuffs, and dairy products, industrial leaders of the Piedmont have broadened their operations to include many types of manufactured products.

In war or peace, in hard times or good times, in winter or summer, the per capita buying power of the Piedmont stays high and affords a market which is a "Must" by any time buyer's measuring stick.

Spartanburg is the "Hub City" of the Piedmont. From Spartanburg, WSPA serves the heart of this thickly populated and prosperous section. Within the good service area of WSPA there are over a million people (148 thousand radio homes) whose yearly income in wages and from farm products now totals over a quarter of a billion dollars.

Hooper's new listening index for Spartanburg shows how they listen to WSPA in the Piedmont:

<table>
<thead>
<tr>
<th></th>
<th>8-12 noon (M-F)</th>
<th>12-6 p.m. (M-F)</th>
<th>6-10 p.m. (Sun-Sat)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WSPA</td>
<td>54.8%</td>
<td>49.3%</td>
<td>67.9%</td>
</tr>
<tr>
<td>WORD</td>
<td>36.8%</td>
<td>38.5%</td>
<td>26.9%</td>
</tr>
<tr>
<td>Other Stations</td>
<td>8.4%</td>
<td>Other Stations 12.2%</td>
<td>Other Stations 5.2%</td>
</tr>
</tbody>
</table>

To Reach the Ears of the Piedmont, Use—

**WSPA - SPARTANBURG**

5000 Watts Day • 1000 Watts Night • 950 Kilocycles • CBS
South Carolina's First Station • Represented by Hollingbery
This advertisement now appearing in full pages in newspapers from coast to coast as a part of the 1943-44 promotion of the NBC Parade of Stars.

Repeatedly, season after season, national listener surveys have found that the programs of the National Broadcasting Company are the nation's choice. And this season, NBC's the top again! Latest independent surveys place the NBC Parade of Stars far out in front. They show that the great majority of all the listeners questioned favor the top-flight shows which distinguish this station...the shows made possible by America's leading advertisers and agencies and the outstanding talent they have assembled for your enjoyment.

See your radio page for complete programs. You'll agree that NBC broadcasting presents radio at its best...the best in entertainment, comedy, drama, music, education and news coverage. No wonder NBC is the network most people listen to most...no wonder listening to NBC has become a national habit.

stay tuned to the National Broadcasting Company WEAF 680 on your dial
ARRANGEMENTS for 13-week radio series on KQW San Francisco were made for eight shipyards in Bay area under contract to U. S. Maritime Commission. Entitled These Are the People, program is designed to recruit workers for yards. Plans for broadcasts were handled by (1 to r): James Houlihan, president of James Houlihan Adv. Agency, which is handling the account; Dave M. Greene, KQW sales executive; L. J. (Jerry) Scanlon, regional representative of the Division of Public Relations, U. S. Maritime Commission; and C. L. McCarthy, manager of KQW.

Shipyards at San Francisco Buy Time to Recruit Labor

RADIO TIME has been purchased on KQW San Francisco by eight shipyards in the San Francisco Bay area for recruitment of workers. Use of radio was authorized by the U. S. Maritime Commission under an arrangement by which the yards are reimbursed in the sum of $25,000 for advertising for help. Unusual manpower problems in the area, the Commission stated, prompted the arrangement which was recommended by the War Manpower Commission.

Entitled These Are the People, the series of live talent shows is presented Wednesdays (6:30-7 p.m. PWT) for the Belair Shipyards; Bethlehem - Alame, Shipyards, Inc.; Marinship Corp.; Moore Dry Dock Co.; Permanente Metals Corp. Kaiser Co. Inc.; Western Pipe and Steel Co.; and Kaiser Cargo Inc.

 Weaver, from previous help wanted advertising, which has stressed the high wages available, the appeal is slanted toward white-collar groups, which have not responded widely to the need for workers. Emphasis is pointed to the fact that shipyard jobs do not require great physical exertion.

Commercialists are testimonials by workers. Talent is drawn from the ranks of shipyard employees, with a contest angle awarding a $25 bond to the winning contestant on each program. Contract is for 13 weeks. James Houlihan Agency, Oakland, Cal., is handling the account.

Railway Express Explains Its Use of Free Air Time

RAILWAY EXPRESS, defending its position on free radio advertising, [BROADCASTING, Nov. 29], writes that "any such action was the result of over-zealoueness on the part of an individual rather than a company policy".

K. N. Merritt, express company's manager of public relations, said in a letter to "Red" Cross, commercial manager of WMAZ Macon Ga., who had criticized the firm's use of free air time, "Railway Express is not guilty of any of the charges made in your letter... In previous years we have used radio rather consistently, We did not use it in 1942 or during this year but I have no doubt that when things return to normal we will possibly want to employ the medium again."

NBC Dawn Plans

IN A STEP towards "revitalization" of the early-evening program schedule on NBC, specifically the 6-7 p.m. period, the network has started a 26-minute musical program Serenade to America in the 6:18-6:44 p.m. spot. Both popular and classic music is presented by a concert orchestra under the direction of guest conductors; by a chorus, and soloists. Other new features dedicated to "gracious living" will round out the 6-7 p.m. schedule according to Clarence L. Menser, NBC vice-president.

KIYL, Salt Lake City is pinch-hitting for the Salt Lake Tribune-Telegram, which has suspended publication during its dispute with the Typographical Union. The newspaper is sponsoring three 15-minute news programs daily, with the editorial staff preparing the scripts.

THAT radio listening families outnumber the top newspaper circulation in leading cities of the U. S. and closely approximate the best newspaper coverage in all cities, is indicated by data which W. A. Trammell, president of NBC, offered in his testimony before the Senate Interstate Commerce Committee hearings on the White-Wheeler Bill (S-814) last Tuesday.

Mr. Trammell's Exhibit A showed that within the limits of cities where NBC stations are located, the total of regular listening radio families exceeds combined circulation of the top papers of each of these areas. Figures for the cities were: Total population, 36,187,772; occupied dwellings, 10,081,969; regular listening radio families 9,317,447; city zone circulations of largest daily newspapers (one each city), 8,504,986. The table is titled "Summary of Radio Family Listening and Newspaper Reading in Cities of NBC Stations."

An index for radio listening families to exceed top newspaper circulation in the largest cities, was revealed, whereas among cities of less than 100,000 population there is a tendency for the reported circulation of the top newspaper to be larger than the number of regular listening families. In 11 out of 29 NBC basic cities, the regular listening families outnumber the circulation of the leading paper, and among 37 optimal basic cities there are 10 where that situation prevails. The 11 NBC basic cities where radio family audience is larger than the circulation of any one newspaper include New York, Philadelphia, Baltimore, Rochester, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Minneapolis, and Indianapolis. On the Pacific coast the same tendency holds true for San Francisco, Los Angeles, Portland, Seattle and Spokane. Other cities which might be added to the list are Houston, San Antonio, Oklahoma City and New Orleans.

Comparison by Cities

In his analysis of the table, Mr. Trammell said: "In cities where there are NBC outlets there are 886 radio stations compared with 280 newspapers, or 106 more radio stations than newspapers. In New York City for instance, there are 17 stations compared with a total of 11 metropolitan newspapers. In Chicago there are 14 stations and 5 newspapers; in Nashville, 11 stations and 2 newspapers; in Washington 9 radio stations and 4 newspapers; in Cleveland 4 radio stations and 3 newspapers; in San Francisco 8 stations and 4 newspapers."

"It is easier to acquire an existing radio station or to establish a new one in any city of the country than it is to acquire or establish a daily newspaper there."

New Instant Coffee

G. WASHINGTON COFFEE Re-"\ning Co., Morris Plains, N. J., has appointed Ruthrauff & Ryan, New York, to handle all advertising for its Instant Soluble Coffee and Cafemelo, a new soluble coffee to be placed on the market after Dec. 1, first of the year. The account has used radio for its coffee products in the past, but new radio plans have been settled by R & R as yet. The Instant Broth portion of the account will be handled by Cecil & Presby, New York.

Religious Series

DR. JOHN MATTHEWS, Los Angeles (religious), utilizing midnight time, has started a twice-weekly quarter-hourly transcribed program, The Midnight Cry, on 11 stations nationally, with others to be added. List includes KVI KFEL KLRA WTCN KXEL WBAL WIBC WPN WIBC WDAE KMG. Group also sponsors a weekly 30-minute program on 8 Don Lee Ca. stations, 5 days a week, 9-9:30 a.m. (PWT). Agency is Tom Westwood Adv., Los Angeles.

Barbour Eulogized

TRIBUTE to the memory of the late Senator W. Warren Barbour (R-N.J.), who died a fortnight ago, was paid last week in a resolution adopted by the Radio Correspondents' Gallery of Cong- ressman Senator Barbour was co-sponsor of a Senate resolution establishing the Gallery.
OWI PACKET, WEEK JAN. 3

Check the list below to find the war message announcements you will broadcast during the week beginning Jan. 3. Send the spots officially designated for sponsorship.

Home Front Pledge, FFFF. ... No. 1, scheduled the week of Dec. 27. The single shifts to Paper Conservation in the week of Jan. 3.

Tying up with the Nutrition and Inflation campaigns, is another series of messages on the Home Front Pledge, built around the food supply outlook for 1944.

Waste Paper Salvage was the leading topic in conservation announcements scheduled for Jan. 3.

The Cadet Nurse Corps and Critical Resources (coal, oil, gas) announcements continue previously scheduled drives.

Inflation Fight, Conservation, and Nurse Recruiting Feature New OWI Packet

HOME FRONT battles of decisive importance are to be fought with OWI Domestic Radio Bureau war messages for the week of Jan. 3. The fight against the growing pressure of inflation, the battle to conserve critical materials, including fuel and food, and a campaign to recruit nurses for our armed forces, are objectives of the messages scheduled.

For the first time since last summer, a "give-away" is to be featured by one of the OWI campaigns. This is the National Wartime Nutrition Guide, carrying the slogan "Eat the Basic 7 Every Day." The folder, prepared by the War Food Administration, may pull even more inquiries than the home canning booklet which, in August and September, rolled up 2,500,000 requests, of which more than 1,500,000 were traced to the OWI announcements (BROADCASTING, Dec. 6). The nutrition booklet will receive a bigger play on the various allocation plans (see table) and will be offered over a longer period of time, thereby benefiting from audience turnover.

A somewhat different tack in the War Bond drive is indicated by the fact that copy on behalf of bonds and stamps is subordinated to the over-all Fight Inflation theme.

The shift in emphasis may be regarded as a "breather" from continuous War Bond copy, and as a build-up for the Fourth War Loan story which will break later in January.

Jett Will Discuss FCC At IRE Meeting Jan. 28

E. K. JETT, chief engineer of the FCC, will lead a discussion of Commission problems and policies during the technical meeting of the Institute of Radio Engineers, Jan. 23-25 at the Hotel Commodore, New York. Dr. L. P. Wheelier, chief of technical information of the FCC's engineering department, and retiring president of the IRE, will serve as chairman. Prof. H. M. Turner of Yale, will be in attendance as president-elect for 1944.

Dr. W. R. G. Baker, vice-president of General Electric Co. and chairman of the Radio Technical Planning Board, will address a session of chairmen of several of the RTPB's 13 panels. Maj. Gen. Roger B. Colton, chief of the Signal Corps' engineering and technical service, will speak on "Enemy Communication Equipment" at a joint session of the IRE and the American Institute of Electrical Engineers on Jan. 27 following the AIEE communications meeting. The AIEE sessions will be held at the Engineering Societies Building, New York.

Dyes Line to Boyle

A. S. BOYLE Co., Jersey City, wholly-owned subsidiary of American Home Products Corp., has purchased the Dyes line made at Rutland, Vt. Purchase does not include the Canadian subsidiary. According to A. S. Boyle, the company will introduce several new products after the war.

Flanagan Honored

PAT FLANAGAN, midwest announcer, was honored by his fellow staff members of WBBM Chicago, at a dinner given him at the Wrigley Restaurant. Pat has retired from radio, and leaves Dec. 15 to make his home in California.

MBS Naples Coverage

WILLIAM STRAND of the Chicago Tribune is alternating with Seymour Korman and James Wellard in covering news at Allied headquarters in Naples for Mutual. Jack Thompson, Mutual's correspondent who recently won the Order of the Purple Heart, is currently in Cairo, working with Leslie Nichols on MBS news. Roland Steed, who reports for the Chicago Science Monitor program on Mutual, has left Algiers for Naples.

Page 20 • December 13, 1943

BROADCASTING • Broadcast Advertising
Radio Coverage Melts, Too!

- No matter how big a chunk of "coverage" a radio station starts out to deliver, the only thing that really counts, as far as an advertiser is concerned, is the size of the chunk at the point of delivery.

  Big coverage serves an advertiser no useful purpose unless it is coverage of listeners.

  So, in addition to pointing to its broad coverage in Oklahoma, larger than that of any other Oklahoma City station, WKY can point to its popularity with listeners.

  During the summer period, May through September, according to Hooper, WKY delivered advertisers 44.0% of the morning audience, 57.4% of the afternoon audience, and 53.2% of the evening audience.

WKY delivers advertisers the biggest chunk of Oklahoma coverage of any of Oklahoma City's stations at the time, the place and in the quantity which is most useful and most profitable.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times - The Farmer-Stockman
KVOR, Colorado Springs - KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
There's a little hillbilly in the lot of us. Otherwise explain the overflow thousands turning out Saturday nights in metropolitan Kansas City for the seventh successful season of this, the Middlewest's greatest radio-stage show—the KMBC Brush Creek Follies. Explain, too, one of radio's highest urban listener ratings, as shown by all accredited surveys—be it Saturday nights from the Follies or throughout the week when this great array of Brush Creek talent gives KMBC's programming schedule its plus appeal. Just another of many reasons why KMBC is first among all stations in the "Heart of America"!

KMBC
OF KANSAS CITY
FREE & PETERS, INC.
WANTED

Help Wanted

Wanted—First or Second Class Operator. Announcing ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 566, BROADCASTING.

Wanted—To settle down and work for real people in a real town? Then here’s what you’re looking for! 1000 watt part time station in best town in North Carolina has opening for Program Director with one announcer who can do news. Basic salary in keeping with ability. State all in first letter. No one replies to Box 618, BROADCASTING.

Texas Flights: Local Station—Joining CBS network approximately January 1st, has opening for two announcers. Salary. Excellent living conditions. Especially interested good morning shift man. Send details, draft and marital status, expected starting salary, transcription available. Box 611, BROADCASTING.

Wanted—Announcer without experience. Advisor, draft status, salary expected and details in first letter. Write Box 568, BROADCASTING.

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

Wanted—Announce with same experience. Advisor, draft status, salary expected and details in first letter. Write Box 569, BROADCASTING.

Wanted—须有经验人，参加，稿单装，稿单作，需由 IBM. Box 615, BROADCASTING.

Wanted—Expanding local station. Permanent position with top position seeking New England market. Give all particulars, salary requirements. Box 615, BROADCASTING.

WANTED—Announcer—Position for experienced man, $50.00 for fifty hours. A real opportunity. Send transcription with full details to Manager, WFDI, Flint, Mich., FLINT.

Wanted—Two announcers with personality, intelligence, control board experience and the will to serve are in demand. The hours are limited, but the opportunity is great. The station is WPBG 600 Watts. In Jacksonville, Florida. Apply direct and send references and audition record.

WANTED—Radio news writer and editor by network. Give experience, references, and draft classification and state whether you can obtain a statement of availability from your present employer. Box 610, BROADCASTING.

ANNOUNCER

ANNOUNCER

PRODUCTION MAN

A major New York Station seeks a good production man—preferably but not necessarily with experience at an independent station. Our staff know of this advertisement.

BOX 614 BROADCASTING

PROFESSIONAL DIRECTORY

McNARY & WRATHALL Consulting Radio Engineers
National Press Bldg. Di. 1205
Washington, D. C.

HECTOR R. SKIFTER Consulting Radio Engineers
• Evening Star Building, Washington, D. C.
• 321 E. Gregory Boulevard, Kansas City, Mo.

Paul F. Godley Consulting Radio Engineers
Montclair, N. J.

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

BROADCAST REPAIR SERVICE COMPANY

RING & CLARK Consulting Radio Engineers
WASHINGTON, D. C.

4618 F, Washington, D. C.

RADIO INSTRUMENT MAKERS

TROUBLE SHOOTING

RADIO CONSULTANTS

RADIO SERVICES

RADIO MAINTENANCE

RADIO REPAIR

RADIO ADJUSTMENTS

RADIO MAINTENANCE

571 KANSAS AVENUE, N.W.
WASHINGTON, D. C.

DIRECTIONS: 1/4 MILE WEST OF D.C. NATIONAL猴 AND HISTORIC MALL

BOX 612 BROADCASTING
FMBI Advocates FCC Rule Change

Allocation Report Made At Chicago; New York Convention Jan. 26

SUITABLE actions to alleviate future problems in FM broadcasting were outlined by some 63 members of the Federal Mutual Broadcasters Inc., who met in Chicago Dec. 8. Particular stress was placed on ethics, engineering problems and regional control.

Officers of the FMBI present at the meeting included: Walter J. Damm, WMJM, president; Theodore Streibert, WOR vice-president; and directors John Shepard III, Yankee Network; Ray J. Mau son, Stromberg-Carlson, WHEM; Arthur Church, Midland Broadcasting Co.; and George Lang, WGN.

Among proposals approved was one calling for a two-day annual convention, the first to be held in New York, Jan. 26-27, to which all who are interested in FM are invited. Mr. Streibert was named chairman of the convention committee.

Two new committees were appointed; one, under the guidance of Mr. Mau son, to compile a new FM booklet, to acquaint the public with current progress in the field; and the other, headed by Arthur Church, to draft a code of Ethics and Practices for FM broadcasting.

It was announced that headquarters of the FMBI would be located in Washington, D. C., the contemplated site. No one was named to be in charge of the office.

Changes Proposed

Following a luncheon given by WGN Chicago, the afternoon session was given over to discussion of the report of the FMBI Allocation Committee. The committee went on record in favor of giving consideration to technical differences in the performance of FM and AM, "influenced by what FM can and is capable of doing, and not solely by the limitations imposed on the present day standard broadcast band by the inherent limitations of AM itself." Included in recommended changes in the FCC rules and regulations were:

That use of the dual terminology "High Frequency Broadcast Stations" and "FM Broadcasting Stations" be resolved to the use of the latter designation as being more favored by the public;

That the principle of allocation based upon assigning Service Areas to station applicants be retained, but that the rigid coupling of service areas to Trade Areas be abandoned;

That in granting licenses FM Broadcast Stations should be required to guarantee that the community, or if different, the station principal community, shall be protected against interference from other stations on the same channel, even though the facilities to be installed do not provide coverage of the ultimate area;

That the Commission allow a period of commercial, program and engineering development to provide for normal growth before requiring installation of facilities to cover the ultimate area proposed, taking into consideration that the growth of the listening audience in different sections will be at different rates.

Those Present

Members of the Engineering Allocation Committee are: Everett L. Dillard, chairman, KOZY; C. M. Jansky, Jr., Jansky & Bailey; W. R. David, General Electric Co., Schenectady, N. Y.; F. M. Doolittle, and Ray H. Manson, who are representatives of one of the 14 FMBI panels considering problems to be submitted to the RTBP.

Among those present at the meeting were:

Walter J. Damm, WMJM, Milwaukee; Phil Merriman, NBC; L. W. Hersee, Journal Co., Milwaukee; G. W. Lang, WGN; Cecil D. Sater, W. B. Finn, George M. House, Jansky & Bailey; John Shepard III, Yankee Network; Ray J. Mason, Stromberg-Carlson, WHEM; Arthur Church, Midland Broadcasting Co.; and George Lang, WGN.

Miami Mariner Reopens

MIAMI MARINER, through its vice-president, Carl Heidrich, has renewed its 62-week contract with CBS, GM & KDKA Pittsburgh. The company, maker of Nu-Maid Margarine, has found radio has increased its consumer demand over the two-week period that firm has used radio. Ralph H. Jones Co., Cincinnati and New York, is the agency.

RUSSIA'S gratitude to the NBO Symphony Orchestra, and to its conductor, Arturo Toscanini and Leonid Stokowski, has been expressed, with an invitation to the two to make a joint appearance in the House of the Red Army, in Moscow.

Miami Mariner Reopens

MIAMI MARINER, through its vice-president, Carl Heidrich, has renewed its 62-week contract with CBS, GM & KDKA Pittsburgh. The company, maker of Nu-Maid Margarine, has found radio has increased its consumer demand over the two-week period that firm has used radio. Ralph H. Jones Co., Cincinnati and New York, is the agency.

RUSSIA'S gratitude to the NBO Symphony Orchestra, and to its conductor, Arturo Toscanini and Leonid Stokowski, has been expressed, with an invitation to the two to make a joint appearance in the House of the Red Army, in Moscow.

Miami Mariner Reopens

MIAMI MARINER, through its vice-president, Carl Heidrich, has renewed its 62-week contract with CBS, GM & KDKA Pittsburgh. The company, maker of Nu-Maid Margarine, has found radio has increased its consumer demand over the two-week period that firm has used radio. Ralph H. Jones Co., Cincinnati and New York, is the agency.

RUSSIA'S gratitude to the NBO Symphony Orchestra, and to its conductor, Arturo Toscanini and Leonid Stokowski, has been expressed, with an invitation to the two to make a joint appearance in the House of the Red Army, in Moscow.
Commentators Critical of News Setup In Handling of Vital Wartime Stories

OFFICIAL handling of wartime news, including the Cairo and Tehran conferences, occupied the attention of representatives of radio and wire services, including Reuters, London, during a Commentators-Roundtable program on WHN Radio, New York, Dec. 9. Preceding an informal discussion, each of the newsmen presented a prepared statement on the topic of the broadcast—"Are we getting enough news?"

Sidney Walton, WHN, answered the question in the negative, pointing out that the Berlin Radio had announced the Cairo Conference four days prior to Reuters' release of the news, and that it was common rumor in New York before that. As a result, when the conferences were on their way to Iran, "the world, including American press services, was listening to Berlin for the news," he said. "Certainly Americans now have more respect for the enemy's news services," he concluded.

Time Lags

Reuters' joint news manager, Walter A. Cole, held a similar view—that the Axis gained from time lags in Allied communications.

"The flow of factual reporting should synchronize with the first announcement of the action," he said. Continuing on the subject of Axis propaganda, he added "it is in the blank period between the communique and the news build-up that they flood the neutrals, and once their account of the story is out, it takes a lot of displacing." The solution lay in assigning top-flight newsmen to the military services, and in giving them proper authority, he said.

Security First

Phil Newson, radio news manager of United Press, said the security of United Nations should be the first consideration in the handling of news. "Our judgment must be subordinated to those who know better than we the issues involved—our own and Allied military leaders," he said. J. C. Oestreicher, director of foreign service of International News Service, felt that with a few exceptions censorship authorities' restrictions were reasonable, and pointed out that proper steps usually were taken to correct the situation when the administration proved to be at fault.

Commenting on handling of the Near East conferences, Mr. Oestreicher attributed the confusion to lack of competent U. S. press relations officers, and to lack of "24-hour coordination" between British and American press censuses "at all places of news origin". The press should make a constant effort to correct "existing inequities and horse and buggy tactics" with due concern for the protection of human lives, he said.

Other speakers included Paul Sullivan and George Hamilton Coombs Jnr., WHN; and Charles Honce, general news editor, Associated Press.

Promotes Comedy

AN UNUSUAL newspaper campaign plugging four network comedy shows, one on CBS and three on NBC, is currently running on a nationwide basis as a test by Lever Bros. Co., Cambridge, for its Swan soap program featuring George Burns and Gracie Allen. The six-inch ads are headed "Comedy Night—two solid hours of laughs every Tuesday night!" and carry no identifying names other than those of the programs and local network stations carrying them. Besides the Burns & Allen show on CBS are Fibber McGee & Molly, Bob Hope, and Red Skelton, on NBC. All four half-hour shows follow each other consecutively, from 9 to 11 p.m.

MILLER McCLINTOCK, president of Mutual, on Dec. 14 will be a featured speaker at a luncheon of the Sales Executive Club of New York at the Hotel Roosevelt. Topic will be "Peace is a Business Proposition."

CBS Program Authority Delegated to Dept. Heads

DOUGLAS COULTER, CBS vice-president in charge of programs, has announced an expansion of authority for the heads of the major divisions of the department, by forming a "general staff" which will confer frequently with Mr. Coulter and his "immediate aide," W. H. Finethrubber.

Under the new arrangement, all programs of an educational and a public service character will come under the executive review of Lyman Bryson, director of the division of education, in addition to those educational programs he personally directs. Programs primarily of a story-telling nature will be under the general supervision of Robert J. Landry, director of program writing, while news programs will continue under Paul White, director of news broadcasts, as will musical shows under James Passant, director of the music division.

OWI Names Ludlam

GEORGE P. LUDLAM, chief of the special assignment division, OWI Domestic Radio Bureau, has been appointed deputy chief of the New York branch, succeeding Myrtle W. Barnum, who has resigned to return to Ruthrauff & Ryan, Phil Cohen, chief of the Bureau, announced Thursday. Mr. Ludlam will continue to handle the special assignment operations. Mr. Barnum will be a vice-president of R & B, specializing in development of new programs. He was a radio director in the agency prior to entering the Government.

OWI DOMESTIC Radio Bureau officials met 75 representatives of networks, agencies, sponsors and local stations at the Chicago studios of the BLUE, Dec. 1. Leading discussion of radio's part in disseminating vital war facts were E. R. Borroff (seated), vice-president heading the network's central division and the Bureau's regional consultant for Chicago; (1 to r) Philip H. Cohen, bureau chief; Levina Schwartz, deputy chief of the Chicago bureau office; Rod Holgren, her assistant; John D. Hymes, chief of bureau's station relations; Elmer S. Mullin, chief of bureau production; and William M. Spire, bureau deputy chief.

Out of the Blue

NETWORK and agency representatives attending the OWI Radio Bureau regional meeting in Chicago Dec. 1 had something of a surprise when the time arrived to hear OWI Director Elmer Davis over a closed circuit from Washington. Philip Cohen, chief of the Bureau, was watching the seconds. The group waited in anticipation for the big moment. Finally, a voice emerged from the speaker. But it was definitely not that of Mr. Davis. It was the voice of Alma Kitchell, broadcasting her regular program on the BLUE network. "Things move pretty fast in Washington these days, and that might be the new head of the Office of War Information," Mr. Cohen remarked. Mr. Davis' voice came through a few moments later.
Censorship Codes Revised
(Continued from page 11)

warnings released specifically for broadcast by the Weather Bureau authorities.

Note—Special event reports, covering sports or any unique assignments (fires, floods, storms, etc.), are cautioned especially against misuse of wind directions.

Under (b) Armed Forces, Exceptions (1), sentence now reads:

(1) Armed Forces in the United States: Those in training camps and units assigned to domestic police duty, as regards names, addresses, location and general character.

Delete under (2) sentence starting "Individual addresses etc.".

Under (f) Enemy air attack, delete paragraph starting "Mention of any raid etc." and substitute:

Mention of any raid in the continental United States during its course, except on appropriate authority of the designated representatives of the Defense Commander in whose area the raid occurred or the War Department in Washington.

Under (i) Fortifications and air installations, delete sentence starting "Location of civilian etc." and substitute:

Information concerning installations for military purposes outside the United States.

Delete (j) Sabotage and (k) Production and substitute the following:

(j) Sabotage—Specifications (including information on bottlenecks) which sabotage could use to damage military objectives. No mention of sabotage should be made except on appropriate authority of the military agency concerned or the Department of Justice.

(k) Production (see also Sabotage)—New or secret Allied military weapons, identity and location of plants making them; designs or rate of production or consumption of any specific type of war materiel; formulas, processes and experiments connected with war production.

Information on exports, imports, or Gov- ernment stock piles of critical or strategic materials, e.g., aluminum, mica, tin, natural rubber, uranium, tin, natural rubber, mica, tin, tungsten, platinum and high-octane gasoline.

Movement or transportation of war ma-terial.

Note—Program of production for general categories of war materiel such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighters, tanks, 125 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

Delete entirely (l) Unconfirmed Reports, Rumors.

Paragraph (m) in former code now becomes (1). Only change is to insert, in second sentence, after "Letters from" the words "'combat zones.' This replaces the words "service men." Sentence now reads:

"Letters from combat zones are censored at the source for home and family consumption only."

Paragraph on war prisoners etc. is replaced by the following:

(m) War prisoners, internees, civilian prisoners—information as to arrival, movements, confinement, escape, or identity of military prisoners from war zones; identity of persons arrested or interned as enemy aliens; locations or operations of alien internment camps; place of confinement of civilians convicted of treason, espionage, or sabotage.

Note—The appropriate authority for information as to war prisoners or their camps is the Department for repatriated prisoners, the War Department or the State Dept. for information on enemy aliens in the U.S. or their camps, or civilian prisoners described above, the Department of Justice. In any inquiry please make certain that the individuals involved are military prisoners or war, enemy aliens, or resettled citizens or civilians.

Paragraph on military intelligence now reads:

(n) Military intelligence—Information concerning war intelligence, or the operating, or equipment of counter-intelligence of the United States, its allies, or the enemy.

Information concerning secret detection devices.

Information concerning secret United States or Allied means or systems of military communication, including the establishment of new international points of communication.

 Paragraph on war news from outside the U.S. now reads:

(c) War news coming into the United States—War information originating outside United States territory may be broadcast if its origin is made plain.

Any recordings or information for broadcast gathered in any form that is sent across the United States—Canada border should contain nothing that will conflict with the censorship of the country in which the information originates.

The general paragraph, formerly (q) and now (p), is revised. Eliminate "Strategy—Secret war plans" and substitute the following:

Strategy—Secret war plans, or diplomatic negotiations or conversations which concern military operations.

Eliminate last two paragraphs of (q) in original code, re-titled (p), starting with "Premature disclosure" and ending with "smoke clouds."

Under the section Foreign Language Broadcasts (b) Scripts, at end of first sentence strike out the words "with an English translation."

Last sentence of same section should be revised to read:

"These scripts or transcriptions should be kept on file at the station."

Delete sections (c) Submission of Scripts and (d), replacing with the following:

(c) Censors and monitors—In order that these functions can be performed as a matter of course with the demands of security, station managers are reminded that their staffs should include capable linguists as censors and monitors whose duty it will be to review all scripts in advance of broadcast and check them during broadcast against deviation.

(d) Submission of Scripts—From time to time the Office of Censorship will ask foreign language broadcasters to submit specified scripts to this office for review. If a station obtains a foreign language program from another originating point via network, these requirements will be effective, such originating station will be held responsible for fulfilling the requests contained herein.

(e) Station managements are reminded that all provisions of this code, as outlined in Sections 1 and 2, apply equally to foreign language broadcasters.

WBIR Sale

APPLICATION was filed with the FCC last week for the voluntary assignment of the license of WBIR Knoxville, Tenn., from J. W. Birdwell, sole owner, to the American Broadcasting Corp., licensee of WLAF Lexington, Ky., for the sum of $155,000. American Broadcasting Corp. is controlled by J. Lindsay Nunn and his son, Gilmore N. Nunn, previous owners of the Lexington Herald. They also were holders of two-thirds interest in KICA Clavis, N. M.

Auto-Lite on NBC

AUTO-LITE BATTERY CORP., Niagara Falls, N. Y., which has been planning a network program for several months, is expected to go on NBC in January, with a program entitled Command Theatre by Arch Oboler and starring Ronald Colman as a permanent star and m.c., according to both NBC and Ruthrauff & Ryan, New York, agency in charge.

"Less Frequency from This Transmitter"

Yessir, the ol' boy has lost his spark (and nerve, too):

No wonder, either, when he can't even hide in his Berghetsgarden cellar without being rocked by blasting block-busters.

Now, the Allies are doing the talking ... not barbaric shouting, but terse, sharp commands from planes, ships and mobile field units that heap destruction on Aliel Adolph. Gates transmitter equipment is there in the thick of the battle ... designed for action, engineered for dependability.

Today, all our 21 years of craftsmanship in precision manufacturing is concentrated upon communications equipment for war. Tomorrow, all the new engineering techniques originating here will be used in peacetime ... making famous Gates equipment better at lower cost ...

... in the meantime, our engineering staff is ready to assist and advise on the maintenance of your present equipment—whether you are Gates-equipped, or not.
W. SHERIDAN GILBERT, former engineer of KYW Philadelphia now on active service with the Navy, has been promoted to the rank of lieuten-ant (e.g.)

JEAN KIRWIN, control room operator at WDRD Hartford on Dec. 6 will be joined by Paul Nashawn, former station announcer.

LOUIS WEINBERGER, engineer of WFLY New Haven, will shortly enter the armed forces.

GORDON SIMMONS, WMPS Memphis transmitter engineer, is the father of a boy born Dec. 1.

TONY GELUCH, engineer of CBR Vancouver, recently became the father of a boy.

CAPT. CHARLES COLMAN, studio engineer of WFIL Philadelphia before entering the Army, has been elevated to the rank of major.

JACK EISMAN leaves the engineering staff of KYW Philadelphia Dec. 18 to join the Army.

DAVE LIGHT, sound engineer of KNX Hollywood, and Marilyn Minti of Los Angeles, were married Dec. 8.

Raymond turkey has been elected chief engineer of KTMS Santa Barbara, Calif., replacing Winifred Willenman, resigned.

ZENO WALL Jr. has joined Fairchild Aircraft Corp., Burlington, S. C., as safety engineer. He was formerly a salesman for WWNO Ashville, N. C.

Media Men Elect Tvetter

T. NORMAN TVERTER of Erwin, Wasey & Co., was elected president for the coming year of the Media Men's Assn., following a meeting of the group last week in New York. Other officers elected include Robert B. White, WM. Estly & Co., and E. A. Elliott, Campbell & Prudden, vice-presi-
dents; Ray Hulda, Kenyon & Eckhard, secretary; E. R. Wood, Lynn Summer Co., treasurer; and D. M. Gordon, Rutherford & Ryan, sergeant-at-arms. The executive board is now made up of Joseph Burland, Lambert & Palesly; Joseph Vesey, Kenyon & Eckhard; and John J. Haggan, Lloyd, Chester & Dillingham.

WALTER M. SCHMIDT, WRC Washington, has been promoted to the engineering staff of WTOP.

THOMAS F. TRに向, former彳廱er of WJW, has been named chief engineer of WCLR.

ELWOOD L. SPEARS, former chief engineer of WOAI, has been named chief engineer of KFI Los Angeles.

JAMES H. BURK, former chief engineer of WJZ, has been named chief engineer of WSB Atlanta.

OLIVER L. SMITH, chief engineer of WOR, has been named chief engineer of WJBK Detroit.

JOSEPH H. KRESKI, chief engineer of WABC, has been named chief engineer of WOR.

R. B. SAYRE, with Graybar Electric Co., for the past 22 years, has taken over the management of the Memphis office replacing O. B. Chandler, who died recently after 24 years service.

The Texas Rangers now

Selling Old Tablets

on KOMO

Seattle

...also selling many other products on many other stations.

George E. Holley
TEXAS RANGERS LIBRARY
HOTEL PICKENS • KANSAS CITY, MO.

THE BRIGHTEST POINT
of Eastern New York

Only BLUE Network Station Covering This Area

New Business


NEW YORK FOODS Corp., New York (Jelli-O, Jell-O puddings), on Jan. 3 starts using new transmitter on 130 BLUE stations, 5 to 6 p.m. end of game. Agency: Maxon Inc., Detroit.


OMAR Inc., Omaha (Ranch House Pancakes), on Jan. 3 starts 24 weeks, 5:30-6:30 a.m. Agency: MacFarland Aveyard & Co., Chicago.

BENEFICIAL CASUALTY Co., Los Angeles (insurance), on Jan. 3 starts 13 weeks, 1 p.m. to 2 p.m., 2 p.m. to 3 p.m., 3 p.m. to 4 p.m., 4 p.m. to 5 p.m., 5 p.m. to 6 p.m. Agency: Hillman-Shea-Breyer, Los Angeles.

SAYRE to Memphis

R. B. SAYRE, with Graybar Electric Co., for the past 22 years, has taken over the management of the Memphis office replacing O. B. Chandler, who died recently after 24 years service.
Special U. S. Counsel Sought in Suit Brought by Watson, Dodd and Lovett

A RESOLUTION authorizing employment of special counsel to represent the Government in suits filed by two former FCC employees and one of the Interior Dept. will be introduced by Rep. John H. Kerr (D.-N.C.), chairman of an Appropriations subcommittee which investigated the three.

Goodwin B. Watson and William E. Dodd Jr. of the FCC and Robert Morss Lovett of the Interior Dept. filed suit in the U. S. Court of Claims contesting constitutionality of a rider in a deficiency appropriations bill which eliminated their salaries as of Nov. 15. In hearings before the House Select Committee to Investigate the FCC a fortnight ago it was hinted that the FCC and Dept. of Justice collaborated in arranging for the three men to remain at their desks without pay to test the law.

Atty. Gen. Biddle last week advised Rep. Kerr that Congress was within its jurisdiction in employing special counsel. On the floor of the House Tuesday Rep. Ralph E. Church (R.-III.), charged that "while the suits are brought by three individuals, it is surely recognized that in reality it is the executive branch of the Government which is here challenging a basic right and power of Congress."

Arbitration Program

RADIO ARBITRATION Corp., New York, has completed plans for distribution to other stations of Samuel R. Zack's Labor Arbitration program, heard on WMCA New York. KAC was organized last fall by a group of three businessmen and philanthropists interested in spreading Mr. Zack's methods of settling labor disputes. Four West Virginia stations—WCHS, WPAR, WBLK and WSAZ, and WEJ in Scranton, Pa., have signed for the program starting after the first of the year. Series may be taken off the WMCA wire by WINX Washington and a Philadelphia station. Discs are cut by WOR Recording, New York.

CONTRACT SIGNING ceremonies for new quiz show, Battle of the Bureaus, originating over WTOP Washington, centers about Corp. Arthur J. Rosenblatt, president of Brooks Inc. (women's wearing apparel), sponsor of the show. Left to right are: Harwood Martin of Harwood Martin agency; Adele Ritchie, advertising manager of Brooks; Corp. Rosenblatt; and WTOP salesman Gordon Hayes. Program which is broadcast from Arlington Farms, community on the Virginia side of the Potomac for government ladies, is heard Sundays, 11-1:30 p.m.

Commentators Featured As Manufacturers Meet

LEADING business executives, Government, and Army and Navy officials, were speakers last week at the Second War Congress of American Industry of the National Assn. of Manufacturers, held Dec. 8-10 at the Hotel Waldorf-Astoria, New York. All four major networks made arrangements to carry some of the speeches from the convention, and George Putnam, NBC newsmaster, presented news summaries for the delegates.

A plaque honoring 13 correspondents killed in line of duty was presented Dec. 8 by Frederick C. Crawford, president of the NAM, to Lucien Kirtland, president of the Overseas Press Club. At the luncheon session an "Armchair Generals" panel was held with participating commentators including Maj. George Fielding Elliot and William L. Shier, CBS, and Paul Schubert, MBS.

Writers Sign With NBC

RADIO WRITERS' GUILD has signed a contract with NBC covering 40 newswriters in the network's shortwave department. The new pact calls for salary minimums of $2,690 a year for Junior writers and $3,800 for senior writers, these increased wages to be subject to approval of the War Labor Board. The RWG also released the names of its four member representatives on the Authors League Council as Erik Barnouw, Stuart Hawkins, Kenneth Webb and Richard McDonagh.

Swing Honored

RAYMOND GRAM SWING, BLUE newsmaster, is the only radio personality represented in the recent national leadership survey conducted by Newsweek magazine and announced in the Dec. 6 issue.

Why local Advertisers are selecting KGO

Look below and see what increased Hooper ratings, aggressive promotion and steady growth of the Blue Network have done for KGO. Here is one increase in local business over the same months of 1942.

May—181.5% increase
June—136.9% increase
July—109.9% increase
August—150.2% increase
September—284.0% increase
October—273.6% increase*
* Exclusive of political business.

Local advertisers are switching to KGO—it will pay you to keep up-to-date on the new KGO.

KGO SAN FRANCISCO-OAKLAND

810 K.C. 7500 WATTS
Blue Network Company, Inc.

Writers Sign With NBC

RADIO WRITERS' GUILD has signed a contract with NBC covering 40 newswriters in the network's shortwave department. The new pact calls for salary minimums of $2,690 a year for Junior writers and $3,800 for senior writers, these increased wages to be subject to approval of the War Labor Board. The RWG also released the names of its four member representatives on the Authors League Council as Erik Barnouw, Stuart Hawkins, Kenneth Webb and Richard McDonagh.

Swing Honored

RAYMOND GRAM SWING, BLUE newsmaster, is the only radio personality represented in the recent national leadership survey conducted by Newsweek magazine and announced in the Dec. 6 issue.

Why local Advertisers are selecting KGO

Look below and see what increased Hooper ratings, aggressive promotion and steady growth of the Blue Network have done for KGO. Here is one increase in local business over the same months of 1942.

May—181.5% increase
June—136.9% increase
July—109.9% increase
August—150.2% increase
September—284.0% increase
October—273.6% increase*
* Exclusive of political business.

Local advertisers are switching to KGO—it will pay you to keep up-to-date on the new KGO.

KGO SAN FRANCISCO-OAKLAND

810 K.C. 7500 WATTS
Blue Network Company, Inc.

Writers Sign With NBC

RADIO WRITERS' GUILD has signed a contract with NBC covering 40 newswriters in the network's shortwave department. The new pact calls for salary minimums of $2,690 a year for Junior writers and $3,800 for senior writers, these increased wages to be subject to approval of the War Labor Board. The RWG also released the names of its four member representatives on the Authors League Council as Erik Barnouw, Stuart Hawkins, Kenneth Webb and Richard McDonagh.

Swing Honored

RAYMOND GRAM SWING, BLUE newsmaster, is the only radio personality represented in the recent national leadership survey conducted by Newsweek magazine and announced in the Dec. 6 issue.

Why local Advertisers are selecting KGO

Look below and see what increased Hooper ratings, aggressive promotion and steady growth of the Blue Network have done for KGO. Here is one increase in local business over the same months of 1942.

May—181.5% increase
June—136.9% increase
July—109.9% increase
August—150.2% increase
September—284.0% increase
October—273.6% increase*
* Exclusive of political business.

Local advertisers are switching to KGO—it will pay you to keep up-to-date on the new KGO.

KGO SAN FRANCISCO-OAKLAND

810 K.C. 7500 WATTS
Blue Network Company, Inc.

Writers Sign With NBC

RADIO WRITERS' GUILD has signed a contract with NBC covering 40 newswriters in the network's shortwave department. The new pact calls for salary minimums of $2,690 a year for Junior writers and $3,800 for senior writers, these increased wages to be subject to approval of the War Labor Board. The RWG also released the names of its four member representatives on the Authors League Council as Erik Barnouw, Stuart Hawkins, Kenneth Webb and Richard McDonagh.

Swing Honored

RAYMOND GRAM SWING, BLUE newsmaster, is the only radio personality represented in the recent national leadership survey conducted by Newsweek magazine and announced in the Dec. 6 issue.
POST-WAR EXPANSION of FM was subject of discussion when W. R. David (left) and Dr. E. F. W. Alexander (right) of General Electric Co. appeared on WBAI, Schenectady's third anniversary of city's pioneer FM station WGF. Mr. David predicted that within five years the war there would be 500 FM stations. In the center of the group is Len Asch, WBCA manager.

was far behind European countries in gathering and sifting information from foreign broadcasts. The FBIS has made "tremendous progress", he said, "but it has been hampered along the sidelines by people not clear on what's happening." He specifically charged that the "life of the FBIS has been hampered by the Commission".

Ensign Graves Insists
On His Qualifications

Mr. Moore said he was "rebuked" several times, "once by Mr. Fly" for attempting to offer suggestions for improving FBIS service. He was told to route any suggestions he had through Mr. Graves, he added.

Mr. Graves, an ensign in the Navy, who followed Mr. Moore, asked permission to give the committee his qualifications as an employee of FBIS. Mr. Barger, who took over the examination, said that his questions would permit the witness to bring out that information. Mr. Carey left the room and Mr. Denny went to Chairman Lea to protest that Ens. Graves should be permitted to tell of his qualifications at the outset. Chairman Lea left it up to the witness. Ens. Graves gave his background as follows: Graduated from Princeton U. in 1935 with a B.A. degree in architecture; graduated from Columbia U., 1936, with Master's degree in journalism; was research assistant to Mr. Barger of the department of Literary Digest; spent three years as associate editor of Pathfinder; directed the Listening Center; wrote numerous articles on radio and propaganda.

Barger stated that the FBIS was organized as a three-part organization, including a technical engineering staff, a linguist-clerical staff, and "most important in the scheme, an analysis division". Distribution of news, he said, "a tact of itself made FBIS unique in 1941. He said that radios in foreign countries often had news on the air hours and "seven days" ahead of the press associations in Europe and that such news was monitored and turned over to the OWI "who in turn pass it on to the press services and newspapers"

In setting up his budget requirements, Mr. Graves said he listed the news distribution service as "information section".

Ens. Graves Details
Work of FBIS

Returning to the stand Thursday, Ens. Graves told the committee that news gathered by the FBIS was selected and edited before it went to the OWI. He questioned whether analyses prepared by the FBIS analysis division reflected the views of the analysts, because the "analyst has a responsibility to see in his interpretation that he has not failed to consider what other Government agencies want." Ens. Graves explained in detail how the FBIS functions and told the committee it provides news for the Coordinator of Inter-American Affairs, just as it does for the OWI. When Mr. Barger asked if any act of Congress had authorized the FBIS to engage in news distribution, the witness replied:

"It was certainly understood by Congress that the FBIS was to furnish broadcast information to other agencies of the Government. The fact that the OWI takes the material and delivers it to the press is none of our business." He admitted, under questioning, that a large part of the enemy broadcasts intercepted by the FBIS consisted of propaganda the enemy wanted Americans to hear, although he said, too, that broadcasts for home consumption in Germany and Japan also were incorporated in the FBIS material.

He testified that the FBIS, as of four months ago when he left the FCC for the OWI, had seventy wire services. Ens. Graves also told the committee that the New York Times was used as a basis of "fair treatment" of the news by the FBIS analysis division in eliminating items for its various services.

Says 'N. Y. Times' Used As Standard of Fairness

Refering to a series of 12 analyses by the FBIS of foreign language newscasts in this country, Ens. Graves said that using the New York Times as a "standard of good news treatment", his analysts discovered there was "less mention" of Russia's part in the war than they wanted to give. Questioning and testimony then centered around a joint statement on rights of FBIS employees to join the Federal Workers of America (CIO), although when Investigator Barger pressed the question of labor-management agreement, the witness said there was no agreement, "just a joint statement.

Mr. Barger questioned Ens. Graves on the refusal of the State Dept. to grant William E. Dodd Jr., former FCC employee, a passport but Robert D. Leigh, chief of the FBIS, who was a spectator, told Chairman Lea he expected to be called and would testify fully on that phase.

When Mr. Barger asked the chairman to request of Mr. Leigh correspondence between FCC and the State Dept. relating to the question, the chairman asked Mr. Barger: "If it all right with you to give us the correspondence in advance?"

At the conclusion of his testimony, Ens. Graves said he felt that the committee had been given an unfavorable impression of the analysis division through questioning by counsel and that he thought it "would be dangerous to accept the evidence presented thus far. Rep. Lea assured the witness that FCC would have full opportunity to appear and that Ens. Graves himself may return if he so desires.
FCC Seen Starting News Service

(Continued from page 9)

Garey and Chief Investigator Barrier shared the questioning of last week's witnesses.

Mr. Gordon, former CBS news editor who joined OWI in August 1942, said that his division was set up "to do two things: to help news agencies obtain information not ordinarily available to them to help combat enemy propaganda to this country".

He said he joined OWI at the invitation and request of Elmer Davis, OWI director and former CBS newscaster. Mr. Gordon's testimony completed the committee's inquiry into the FBIS, except for evidence expected to be introduced by the FCC when it is called.

Ex-RID Employe Reports
FCC Deferment Efforts

Counsel Garey read into the record Wednesday a letter from John T. Duty, Auburn, Mo., former employe of the FCC RID in which Mr. Duty charged that when he reported for duty at a RID primary station at Millis, Mass., Jan. 16, 1942, the Commission "without knowledge of my age and possible value to the RID section, wanted to apply to my draft board for an occupational deferment".

Mr. Duty wrote that in spite of his 4-F classification, "...it tells me it was orders from Washington to apply for deferment of all men when they joined the FCC." He added that he later "read the order myself".

The former FCC employe charged there was no systematic method of training new personnel in the FBIS, and no effort made, so far as he could learn, to determine the value of new employes who were entrusted with information concerning subversive activities.

Questioned Last Spring; Has Memory Lapse

After three weeks Mr. Duty wrote that he was transferred to a secondary station at Ellsworth, Me., where a watch was kept on the Merchant Marine distress frequency. He was instructed to telephone distress signals, long distance, to the Coast Guard "even if I heard the Coast Guard or Navy working the ship in distress". When he inquired about that, he wrote, "it was pointed out to me that the Commission desired these reports to submit to the appropriations committee to justify their request for a large budget. They said the larger appropriation the FCC got the more likely that he would have a good job and not go in the Army." Mr. Duty wrote that he left the FCC after two months.

Jackson Downs, who testified his title might be Chief Librarian or Chief of Information Service of FBIS, was questioned about a statement he allegedly gave Harry S. Barger, chief investigator for the committee, last May 25.

In explaining his job Mr. Downs, an employe of the FCC for nine years, told of a call from Army G-2 "just this morning before I came here" in which he was asked when the Eighth Air Force made its first raid, "and where". He refused to divulge the source of information he gave the Army, remarking: "That's my business."

When Mr. Garey appealed to the chairman that the committee was entitled to answers, the witness said: "That has nothing to do with this investigation."

Rep. Miller demanded to know whether the witness obtained his information for the Army from FCC files or outside sources. Mr. Downs finally replied from FCC files but that he checked it with "outside sources" of which he has about 500, "some governmental and some private."

A check at the War Dept. as to whether the Army consulted the FCC to determine when a raid was made brought from an officer who declined to be quoted the information that the Army keeps its own records and that if the FCC were called it could have been by an individual officer who wanted some information about a broadcast of the raid."

From time to time, as Mr. Garey referred to the interview with Investigator Barrier, the witness replied: "I don't remember." Mr. Downs frequently appealed to Chairman Lea that he didn't remember and that "words were put in my mouth".

"Suppose you tell the committee what you did tell Mr. Barrer, how much of it was true and how much false," said Mr. Garey, but the witness continued to evade questions.

Rep. Miller several times demanded direct replies and Mr. Garey reminded the witness he was under oath, asking if the presence of Charles B. Denny Jr., FCC general counsel and other Commission officials "have any effect on your recollection?"

He admitted he told Mr. Barger that Harold N. Graves, former chief of the FBIS analysis division and now a Naval ensign, was "an inexperienced youngster" but categorically denied that he told the investigator Mr. Graves sought favor with Chairman Fly, that he had asked Mr. Barger to withhold his name because he feared reprisals or that he gave Mr. Barger copies of analyses with penciled notations. Later, however, he recalled giving certain documents to Mr. Barger when Mr. Garey asked him to identify them. On the witness stand Mr. Barger heard the general counsel read into the record the investigator's report of the May interview, then testified he made shorthand notes during his conference with Mr. Downs and transcribed his notes immediately after.

Former FBIS Official
Calls it 'Valueless'

At Wednesday afternoon's session Mr. Downs, formerly general counsel of Libby, McNeil & Libby, and former senior

DON'T BE A SLAVE TO FREEBORN (Ky.)!

Serfs you right if you've been slaving for business in Freeborn (Ky.)—and not getting much. Because there isn't much there! Emancipate yourself and see how much better you can do in the Louisville Trading Area, where retail sales top the rest of Kentucky combined by 17.1% . . . Sympathetic to your cause, WAVE offers complete coverage for far less than the cost of any other medium. So don't vassal-ate—use WAVE for Louisville, and get the best of Kentucky at lowest cost.
VIDEO RECEPTION LINKED TO BAND

THE HIGH frequency wave used in television is such that satisfactory reception cannot be obtained in all receiver locations, it was disclosed by Allen B. Dumont, president, and Thomas T. Goldsmith, research director, of Allen B. Dumont Labs, Passaic, speaking before a joint meeting of the Institute of Radio Engineers and Radio Club in New York last Wednesday. The report was the result of field surveys of the three television transmitters in the New York area. The unsatisfactory reception in certain locations, it was reported, was due to the reflection of waves from large buildings or structures near the transmitters or receivers. The interference is magnified as the frequency of transmission is increased. However, these problems, it was stated, will not interfere materially with the development of postwar television if the television broadcasting allocations are permitted to remain in their present place in the spectrum.

DOROTHY LEWIS, NAB coordinator of listener activities, reported on her recent cross-country tour at a meeting of the Philadelphia regional group of the Assn. of Women Directors last Friday. During the day Mrs. Lewis conferred with Philadelphia station executives, including WCAU's Ruth Chilton, AWD.

SIGNING for expanded time on WTAG Worcester, Mass., is Brooks Shumaker, general manager of William Filene's Sons Co. and recent chairman of the Worcester committee for NAB's "Air Force and the Retailer". Filene's daily five-minute Did You Know on WTAG now becomes a quarter-hour show for the next 52 weeks. Left to right standing are: Herbert L. Krueger, WTAG commercial manager; Fred Miller, assistant manager, Filene's; E. E. Hill, WTAG managing director.

CIAA Lima Meeting

ANNUAL meeting of representatives from Latin America and the United States of the Radio Division of the Coordinator of Inter-American Affairs was held Nov. 29-Dec. 4 in Lima, Peru, with four representatives from this country making the trip to confer on plans for the coming year, as well as discuss reports on World operations. Those attending from New York and Washington included:

Wilfred S. Roberts, director of the New York Radio Division; John W. G. Ogilvie, acting director of the Washington Radio Division; Miss Kay Bally of the radio division, and John J. Lingo, representing the State Dept. CIAA representatives in Latin America present at the conference were Cyrus Nathan, Chile; Frank Linder, Uruguay; Priscilla M. Adams, Ecuador; Arturo Urquiaga, Bolivia; Stuart Ayres, Peru; Herbert Gerwin, Mexico; Joseph Rea, Venezuela; F. Grainger, Argentina, and F. MacAndie and Jean Wiggin, Brazil.

Ski Reports on WQXR

MEMBERS of the Switzerland Cheese Assn., with no products to sell, but a desire to build up a post-war market for Swiss Cheese, have signed a 13-week test contract with WQXR New York for a weekly five-minute report on skiing conditions in the Northeastern area. Program starts Dec. 17, 6:40 p.m. Business was placed direct.

KOZY FM in KANSAS CITY

EVERETT L. DILLARD
General Manager
PORTER BLDG.
KANSAS CITY

Page 54 • December 13, 1943
standard band programs through both their standard and FM transmitters. Thus, he said, if the public obtains FM receivers they can hear their favorite programs through either the FM station or the standard band station, whenever it happens to give the best reception. When surveys show that the majority are able to obtain such service from FM, AM transmission could be discontinued. With the newcomers in the FM field, the total number of stations in the whole of the coming decade would be several times the number in the standard band.

Because of FM's limited range, long distance nighttime coverage would have to be supplied in sparse settled areas. Mr. Hanson suggested that, with local and regional stations replaced eventually by FM, an additional number of clear channel stations could be licensed, with power 600 to 1000 kw instead of present 50 kw limit.

Apropos facsimile, Mr. Hanson suggested that existing regulations be amended so a separate band of frequencies may be given this service. If the same number of channels now provided for FM are given facsimile by 2-1000 kw, it is conceivable that the FCC could have approximately 3,000 facsimile transmitters in the country. If such services could be realized within the next decade, the home receiver will be a combination, providing reception of standard, FM, television and facsimile broadcasting. "It would be the instrument around which will revolve the social and cultural life of the American family."

With the opening of the very high frequency spectrum there will be many problems which will face engineers of the FCC. "It should not be difficult for the legislators to see that the FCC is going to have to be kept busy in the next decade if it confines its attention solely to studying and regulating the technical standards of transmission of the external effects of radio emissions," he said.

Mr. Hanson handed to the Committee the following recommendations for legislation, declaring that if the Committee accepts these principles as basic, the drafting of a new radio law will be greatly simplified:

1. Granting of licenses. The principles upon which these grants of license must be made should be defined clearly in the basic law passed by Congress.
2. Establishment of technical standards of transmission in cooperation with the practical engineers of the radio industry.

RCA Development

FOR THE FIRST time, atoms in ultra-microscopic particles no larger than 1/1,000,000 of an inch in diameter, can be identified, thanks to the electron micro-analyzer, developed experimentally by Dr. James Hillier of RCA Labs. The new tool of science promises to reveal unexplained mysteries about the infinitely small particles constituting matter. Inventor Hillier also participated with Dr. V. K. Zworykin, associate research director of RCA Labs, in designing the first practical electron microscope to be produced in this country.

Callahan Leaves

VINCENT F. Callahan, chief of advertising, press and radio of the Treasury War Bond staff last Friday announced his resignation to return to private business. Formerly with NBC Washington and ex-manager of WWL New Orleans and WBZ-WBZA Boston-Springfield, he joined the Treasury three years ago. He plans to take a vacation before returning to broadcasting.

HOWARD H. WILSON Co., Chicago, station representative, effective Dec. 1 has been appointed representative for WHCU Ithaca, New York.

THOMAS ADVOCATES ADVERTISING CUT

A CEILING on advertising was put forth as a means of combating inflation, in a radio address by Norman Thomas, Socialist leader, speaking on "Creeching Inflation", one of a series linking present problems with those of the postwar world. Mr. Thomas 
claims that the public is "subsidizing these lavish advertisers to the tune of 80 or sometimes 90 cents on the dollar. This is the sum which otherwise they would pay the Government in much needed taxes."

"If great corporations," Mr. Thomas said, "directly or indirectly want to propagandize us... let them pay for it out of their own profits." He cited forums, which, without a sponsor often undergo damaging time changes and bad positions. However, he asserted, "forums which are sponsored will be subjected to influence and pressures inconsistent with the best discussions of public issues."

He suggested that stations set aside a proportion of desirable time for "forums and other educational programs", and also that there be a balance between commercially-sponsored and sustaining time. It is most important, Mr. Thomas added, "that we protect ourselves from the use of the radio by government or private interests for one-sided propaganda."

SHOWS MEAN AUDIENCE!

TERRY AND THE PIRATES
MONTIQUE VIEWS SPORTS
BREAKFAST AT SARDI'S LADIES BE SEATED
THE MYSTERY CHEF
CAPTAIN MIDNIGHT
GEOGIA WIDACTS
SPOTLIGHT BANDS
THE LONE RANGER
JACK ARMSTRONG
BREAKFAST CLUB
HOP HARRIGAN
DICK TRACY
TED MALONE

ALL ON -

Winn Louisville

with

your

Blue Network Station in

Louisville, Ky.

D. E. "Plug" Kendrick
President and General Manager

G. F. "Red" Bauer
Sales Manager

"It's a radio survey. They want to know—am I listening to 'Counterspy' on WFDF Flint."

"Plug" Kendrick says:
Recalling Chairman Flynn recently said that a shift from the present frequency allocations to a higher portion of the spectrum is indicated for television and FM, Mr. Hanson said he personally doubted the value of higher frequencies for television. It is therefore difficult for engineers to make specific plans those post-war, until the FCC has indicated specific allocations for the new, contemplated services.

Foresees 1,000 Video Stations in 10 Years

Mr. Hanson said he visualized television as having greatest potential possibilities during the next decade. He predicted that if the present allocations and technical standards for television are not greatly disturbed in the anticipated shuffling of allocations at least, 1,000 television stations can be placed in operation during the 10 years following the end of the war. These new stations will represent a capital investment of $50 million dollars and would employ about 65,000 people directly and many thousands indirectly, along with additional thousands representing advertising agency personnel, artists, performers, and musicians and those engaged in the equipment and musical material needed for equipment and musical sound production.

In television alone, Mr. Hanson said there is a potential market, conservatively, for 26 million receivers in the next decade, representing a dollar volume of approximately three billion and the employment of thousands in the manufacturing, selling and servicing. He estimated the initial cost of receivers would be about $120, but that figure would probably scale down to less than $100 on mass production sets.

The television station of 1,000 watts would cost between $75,000 and $100,000, estimated, with a station probably running around $50,000. For network origination, he said, tremendous studios would have to be built, paralleling the motion picture plants. Much of television's program services, however, he said, probably will be by syndicated film which would be the equivalent of transcriptions for this medium.

He said facilities do not exist for networking television programs from city to city to attempt to relay television through the existing wire lines of the telephone system is comparable to "trying to drive an automobile through a garden hose," he said. A radio relay system of unattended low power transmitters between Washington, Philadelphia, New York and Boston would represent an investment of about a million dollars, he said. The relay would be spaced from 15 to 30 miles between towers, depending upon the terrain. Engineers in the relay system's route would use helicopters to fly from relay station to relay station.

2,000 FM Stations Thought Economically Feasible

After predicting the Washington to Boston television network, Mr. Hanson said it is possible that similar regional networks will develop around other metropolitan areas such as Chicago, Los Angeles and San Francisco, eventually, within the decade, linking coast to coast. In smaller communities that cannot support their own television station and studios a low power unattended or a slightly attended television transmitter can be placed in operation, fed directly with program material from the main network.

He pointed out that he was discussing black and white, rather than color television. While there hasn't been much talk about color television, he said it may take 10 years for it to develop. Sound movies became a reality in 1927, he pointed out. When color was perfected, the industry adopted it and today both black and white sound pictures and color television pictures reach more than 80% of the output of the Hollywood plants.

Discussing FM, Mr. Hanson said it was technically possible to have 8,000 new FM sound stations under sustaining rules and standards. This would be a capital investment of roughly 150 million dollars. There is some doubt, however, as to whether the economics of sound broadcasting will support that many stations and it might be more realistic to think in terms of 2,000 FM stations or a total investment of 100 million dollars. They would employ perhaps 40,000 people directly and many additional thousands indirectly.

Mr. Hanson suggested existing broadcasters be permitted to build FM stations to operate over a period of years as companion stations to their AM transmitters.

GODWILL TO MEN

"...GOODWILL TO MEN"

The "goodwill" of which the angels sang on that long-ago Christmas morning was not something to be bartered. But in the business world of today, "goodwill" is a commodity which has a definite market value. It is a vitally important factor in every business and it is a part of every merchant's job to build and maintain this asset.

In planning your goodwill maintenance campaign, have you given sufficient thought to the possibilities of radio? A station with wide listenership will carry your message effectively to the people you want to reach. In Canada, CFRB covers the largest share of the richest market. It broadcasts half the leading sponsored programmes in a key area, fed by three stations. CFRB is, then, the station to carry your advertising most effectively.

Crane Helps

ED CRANEY, manager of the Z-Bar Network in Montana, found himself ushered into service as clerk pro tem of the Senate Interstate Commerce Committee during the hearing last Tuesday, with NBC President N.ies Tammell and the regular committee clerks, Edward Jarrett and Mrs. Alma Powers. He returned because of illness, Senator Wheeler (D-Mont.), close friend of Mr. Craney, gave the broadcaster the impromptu assignment.
and that even a passing airplane can cause them.

In television, he said, there is an entirely different interference problem to deal with where the transmitted signal is reflected from high buildings or hills. These "multipath" signals when observed on a television screen appear as "ghosts" and the multiple pattern created destroys the quality of the picture. Considerable data on this problem, collected by the Allen B. DuMont laboratories, was discussed at a technical meeting in New York Dec. 1.

**Says Domestic and Foreign Bands Should Be Same**

There are many other problems of a technical nature to be solved before new standards can be adopted, Mr. Jett said. In television the allocation problem is foremost. In addition to interference problems, because it is known that the present 18 channels and the standard governing this service is inadequate for an efficient nationwide competitive system of television broadcasting.

"In my opinion we should have at least twice this number of channels," he said. "The same is true of FM broadcasting in the band—42 to 50 mc, which is sufficient for only 5 non-commercial educational broadcast channels and 35 commercial channels. Considering the problem of adjacent channel interference and the geographical separation required for co-channel operation, it is not unreasonable to ask for at least twice the number of channels for these services."

Citing predictions that future radio networks will extend internationally to carry television and aural programs and message traffic all over the world, Mr. Jett said it is fairly certain they will not extend beyond the western hemisphere or even to South America for some time to come. Nonetheless, he added, the technical aspects should not be overlooked when planning domestic services.

**Hanson Predicts Development At ‘Explosive Rate’**

Reading a 19-page statement, Mr. Hanson predicted that when peace returns the expansion into commercial service of products of the present wartime developments, now held secret, "will go on at an explosive rate."

Pointing out that the advent of the war brought a stop to the expansion of FM and television, Mr. Hanson said it is necessary to determine to what extent wartime development have affected these services.

No approach to design of preproduction models of apparatus can be made until RTPB has completed its deductions and made its report to the FCC, and the Commission in turn has specified the

---

**ANOTHER REASON THEY LISTEN TO WAGA**

Channing Cope, whose daily "YELLOW RIVER FARM PROGRAM"—produced especially for Georgia farmers—is rapidly becoming the standard source of information for Atlantamarket farmers. Cope's unique "Kudzu Club" has been called "one of the most important recent developments in Southern agriculture."

**AND THEY LISTEN TO WAGA FOR**

**LEW CHILDE**

"The Boy from Alabama"

THE LIGHTCRUST DOUGHBOYS with

Pete Cassel

John Harrington

and Joe Worthy

"Atlanta's Outstanding Newscasters"
eral basic policy considerations such as who should be granted the privilege of operating this system; whether it should be competitive with the telephone and telegraph services which now operate as monopolies in their respective fields; whether there should be competitive radio networks necessitating a “forest of towers along the same route”, whether companies operating networks should be permitted to operate terminal facilities at the subscribers' offices; whether the chain broadcasting companies should be permitted to own and operate their own networks on a nationwide basis.

There is still some question whether the economics of radio relay networks will be such as to result in communication channels as cheap or cheaper than communications channels provided by the 12-channel carrier systems or by the 480-channel coaxial systems by wire. “Undoubtedly," he said, “radio beams will find a co-ordinate place in the national picture but there is little possibility of immediate grand-scare super-session of wire-line facilities.”

Says War Speeds Radio Development 25 Years

Discussing future planning, Mr. Jett described the tall story about the electronic industry revolutionizing everything. While there will be great developments, he said that some of the claims border on the fantastic.

Much secret military information about post-war communications cannot be revealed, Mr. Jett pointed out. Adaptations of radar, which has performed so outstandingly in the war, will include in peacetime anti-collision devices which will enhance safety at sea and in the air. Asked who invented radar, Mr. Jett said practically every engineer claims some part of it. He thought the laboratory work was performed in this country but that the British first employed it in the defense of London.

Mr. Jett said in his opinion the war had accelerated radio development by about 25 years. The best engineering and scientific minds of the country pooled their interest and forgot patents to bring about these tremendous strides. Senator McFarland deprecated the fact that “it takes a war where people are killed to make all of our advances." He suggested that post-war planning should take such matters into account.

Many international problems will be posed after the war, Mr. Jett said, for unless these high frequency bands are free from interference it will be impossible to use the equipment in foreign territory. He foresaw the need for a world "radio network" which will provide interference-free channels for the benefit of all nations.

Disregarding the obvious testimony that there will be more than enough frequencies to go around in the post-war world, Mr. Jett pointed to the tremendous demands of other services. Aviation alone will require some five hundred thousand licenses for aircraft communications. He said he would go so far as to say that if reasonably good planning is done now there will be room for at least the minimum frequency requirements of all legitimate radio services.

Technical Problems Demand Solution

There remain technically unsolved problems which should be settled before new equipment is produced for post-war FM, facsimile and television. “We are not sure that frequencies now assigned to these services will prove to be entirely satisfactory," he declared. Preliminary observations made by the FCC in recent FM and television bands indicated that "bursts" of relatively strong signals from distant stations interfere with接收. The length of the "burst" is usually only a fraction of a second but at times it is practically of the same duration. The signal from a distant station can take control of the receiving set if desired to be served and a speech might be interrupted by music. Tests are being made in cooperation with Major Armstrong, he said. The problem “must be solved before we can set up FM bands for use across the country," he declared. Fortunately, he added, practically all of this work can be done while the wartime freeze prevails. It is generally agreed, he said, that these "bursts" are sky wave reflections.

---

**He's right at home on the DAIRY FARM**

Dairying is the major agricultural activity in Minnesota, the nation's fifth richest agricultural state. And a great share of Minnesota's most progressive and prosperous dairy farmers are members of Land O'Lakes Creameries — the great producers' co-op whose name and products are familiar throughout the country.

As one phase of an effective, comprehensive promotional campaign in rural Minnesota, KSTP has been telling these farmers the story of its fine programming in full-page ads published in every issue of the "Land O'Lakes News." For nearly two years now, KSTP's story has been reaching some 65,000 of the state's prosperous farm homes through this well-read, official organ of the co-op.

Dollar-wise, KSTP is a good buy for its effective coverage of the Twin City Market alone. Now, there is this important plus — a steadily-growing rural audience with big money to spend. Special programming and aggressive promotion are constantly adding to this large rural plus. Along with the pages of "Land O'Lakes News," the continuing promotional campaign includes:

1. Forceful ads in "The Farmer," reaching 147,000 Minnesota farm homes.
2. Listeners' stimulation ads in 344 rural newspapers.
3. Personal appearances of KSTP's Farm Service group in Minnesota towns.
4. "On the Minnesota Farm Front," a weekly column by KSTP's Farm Service Director, Harry Aspelin, appearing weekly in 81 rural newspapers.
5. "Around Radio Row," a weekly column carried weekly by 75 country papers.

---

COVER THE DETROIT AREA BETTER...FOR LESS

Smashing all Records

Time-sales at CKLW are hitting A NEW HIGH... leading 'em all in many major retail classifications. Old customers are staying on... new ones are signing up for more results, more sales, more success... in America's 3rd market! A big 22-hour daily schedule, at 800 k.c.

Union Building, Detroit

5,000 WATTS DAY and NIGHT
800 Kc.

MUTUAL BROADCASTING SYSTEM

---

Laude U. S. Radio

SATISFACTION with the American system of broadcasting would be evident, according to Niles Trammell, NBC president, appearing before the Senate Interstate Commerce Committee last Tuesday, "if the committee could go over there and hear some of the programs put on in Europe." He referred to his recent trip abroad and told the Senators that there would be "no need for these hearings" if the Senators could compare the American system with that of Europe.

---

LGU

50,000 WATTS Day or Night
800 Kc.

MUTUAL BROADCASTING SYSTEM

---

Voice of the MISSISSIPPI GULF COAST BLUE NETWORK

Gulfport, Biloxi, Miss.

The GREATEST Selling Power in "Mississippi's No. 2 Market"! Unequaled Prosperity! MILLIONS in Monthly Payrolls!

engineer, expressed belief that FM, television and facsimile all should be developed simultaneously and that none should be held back to develop another. All three, he said, are necessary and the cost of a television receiving set would run "not more than $200," and his figure was "purely guesswork." He emphasized that when mass production of television receivers is accomplished, the cost to consumers would go down.

As to transcriptions Mr. Hogan asserted that "advances in recording technique are very striking" and that even now transcribed programs often are of better quality than those of live talent.

Mr. Hogan said in his judgment "the FCC will be accommodated in the FM band. He declared that FM is the only effective "static eliminator," despite many stories about revolutionary inventions along that line.

In a discussion opened by Senator Taft, as to why telephone-relayed broadcasts, Mr. Hogan said that there has been a substantial increase in recorded broadcasts during the past few years.

**Hogan Says Present FM Band Adequate**

If the present FM band is maintained or extended, Mr. Hogan said, there should be adequate facilities for stations throughout the country. If 70 FM channels are made available, as many as 35 stations could be licensed in the same community. He pointed out that the recently formed Radio Technical Planning Board is giving consideration to allocations for new services and that it should resolve such matters as band widths and desirable allocations.

If a six megacycle channel is not adequate for visual radio, as Mr. Hogan said, it might be desirable for visual radio to move up the spectrum to higher frequencies, he declared.

Asked whether FM and standard radio could be accommodated in the same transmitter or receiver, Mr. Hogan said, "you can build something to do anything. We have learned that during the war". He added it might be economically, but it could be done.

Raising the question of the probable effect of increased use of FM on AM, Mr. Hogan cited the need for improved service in rural areas. There is excellent rural service now, and with international shortage, it might be a good idea to pick up anyway, there is no area in the United States not covered by AM.

The domestic rural service is served largely by clear channel AM stations, according to Mr. Hogan. WQXR, he said, has 25% of its audience outside of New York proper. This was equally true of other stations, he said.

Mr. Hogan predicted that the next step following substantial distribution of FM receivers would be for all shared channel stations, such as locals and regions, to go forward with FM. "You can build a transmitter and WQXR, he said, 25% of its audience outside of New York proper. This was equally true of other stations, he said.

Mr. Hogan predicted that the next step following substantial distribution of FM receivers would be for all shared channel stations, such as locals and regions, to go forward with FM. "You can build a transmitter and WQXR, he said, 25% of its audience outside of New York proper. This was equally true of other stations, he said.

Mr. Hogan added that the FCC should be able to provide a better service than now.

Looking to the future, Mr. Hogan said, with all AM channels available for high power broadcasts, allocations might be on a 20 kilocycle instead of a 10 kilocycle band, with the segments used by other North American countries.

In that way, he predicted, the whole international problem can be solved.

A pioneer facsimile inventor, Mr. Hogan told the committee that facsimile has obtained a "maturity that warrants attention", not only for communications, but also for broadcasting service.

He said the facsimile had a "simpler than a type writer" and the machines should be cheaper, because there is "less of it." The committee was supplied with photographs of the receivers and samples of the copies produced by his electrical process.

**What Radio Wants in a Nutshell—Hogan**

JOHN V. L. HOGAN, consulting radio engineer, operator of WQXR New York, radio inventor and pioneer in facsimile and FM, in testimony before the Senate Interstate Commerce Committee, retained his unofficial title as radio's best sd libber. Without using a single note, he outlined to the committee his views of improved radio transmission and what he would like to see the new law provide. In one pungent, extemporaneous paragraph he advanced this view, replying to a question from Acting Chairman Tunell (D-Del).

"My feeling is that the Congress provide the Commission with a perfectly unambiguous statement of the intent of Congress with respect to the scope of the regulations which the Commission shall carry forward." Mr. Hogan's personal view is that the important element of regulation is the assignment of frequencies and the policing of the use of those frequencies with respect to their interference producing effects. He pointed that there was no effect by which is deemed desirable a channel in a given area should. He then referred to the FCC's record and the non-economic operation of AM and FM stations.

"Who is going to get you beyond that into program business, into broadcasting equipment, even as far as the Commission has now gone, I think you are trespassing into territory that at least can be debatable."
preme Court decision. Under that authority, the industry does not know what the commission "is going to do next". Networks and stations, he said "live from day to day in fear."

Asked about the recent incident on NBC which resulted in the introduction of a resolution to investigate NBC's cancellation of a commercial program sponsored by the Dairymen's Cooperative League to clear time for R. J. Thomas, president of the United Auto Workers, CIO Union, Mr. Trammell explained that NBC often cancels commercials for sustaining features it regards of importance. Actually NBC lost revenue in that instance. It developed that Mr. Thomas advocated subsidies and his views were contrary to the ideas of the Dairymen's group. He said NBC was perfectly willing to have a Congressional hearing on the incident.

Senator Hawkes, upon completion of Mr. Trammell's statement thanked him for his "very frank and constructive" views which he said were helpful to him in getting a picture of the situation. Senator Tunnell said the entire Committee felt the same way.

Fred Weber Urges Equal Discussion

Making a brief appearance, Fred Weber, former general manager of Mutual, and now part owner and operator of WDSU, New Orleans, told the committee last Wednesday that he favored regulation by the FCC of the physical aspects of radio and certain of the economic phases, such as are exemplified by the network regulations, but not the program structure. He explained that he appeared only in his present capacity as a station manager and did not represent any network or industry organization. Mr. Weber said he appeared at the invitation of the committee.

Pointing out that he had been one of the most vigorous advocates of the network regulations while MBS general manager, he said he supported them because he felt they would make for preservation of competition and prevention of monopoly in broadcasting. "I have no reason to change my views," he said.

If the Supreme Court opinion means that the commission has any broad powers over business as distinguished from specific things like the network regulations, Mr. Weber declared, "I think the power should be limited."

If there is genuine competition between networks and stations, that competition itself "will take care of good program service, including freedom of speech and fair treatment of controversial questions," Mr. Weber said. "If you do not have competition and have control by a single group then I can see some need for Government control to the end that the job gets a fair break."

Urging that program abuses be tried in the courts, rather than before the Commission, Mr. Weber said that if there are any particular types of abuses in programs that require curbing, that Congress specify them in the law in the same way as lotteries or obscenity.

Agreeing that equal opportunity should be afforded for discussion of public questions, Mr. Weber said he would not like to have this expressed in a statute and the Commission given the power to enforce it. This, he felt, would lead "to worse evils than any that now exist." With competition the whole matter will work itself out in a way much better than any Government bureau can do the job, he said. Moreover, he pointed out that a controversial issue is a "far different question in one part of the country from another." The race question in the South is regarded in a different way than in other areas, he pointed out.

"If you are going to amend the law to add equal opportunity, technical political questions then I urge that you do it so that the law will be enforced in the Courts and not through a death sentence in Washington."

Suggests Congress Limit FCC to Physical Aspect

Experimental radio, Mr. Hogan declared, is "making good". He urged that provision be made to accommodate both FM and facsimile on the same bands. He pointed out that FM can be used exclusively for either service or jointly for both, but that the Commission rules prevent exclusive use of FM channels for facsimile. Because these rules are so strict he suggested that they be "relaxed in the law". Radio, he said, looks to Congress and the Commission to make the facilities available so that these new services can be developed.

Mr. Hogan suggested that Congress provide the Commission with "unambiguous language" on the scope of its authority, limiting it to physical aspects and not permitting it to trespass on matters affecting programs, business or other fields that are debatable.

Disagreeing with contentions that broadcasting service is faulty, Mr. Hogan said radio has done an excellent job from the start. He said he had not seen any improvements in programs resulting from regulation. He concluded with the plea that Congress include a "really strong injunction in the law that all proper consideration be given to the maximum development of new services".

Witness Advocates Public Health Programs

Mr. Smith, who identified himself as a New York attorney "engaged to a modest degree in writing, on radio and other subjects," advocated legislation or an FCC regulation requiring that the networks set aside a 30-minute period of their evening schedule for "sustaining programs in the public interest."

He said there are no public health programs on the air, and with a shortage of physicians home treatment is being applied by individuals without proper instruction. He advocated public health programs.

After reading from a prepared statement for nearly an hour, Mr. Smith was interrupted by acting chairman Tunnell who inquired: "Can't you get down to something concrete and tell us what you have in mind about this bill? I just don't see what you're driving at."

Senators Moore and White expressed the same views.

In the ensuing discussion the witness said that legislation or regulation setting aside a half-hour for "public health programs for the minority" would be a "starter", that networks should be licensed, and radio expansion limited to four networks.

The witness was told to file the remainder of his prepared statement for the record.

Mr. Hogan, owner of WQXR New York, and an outstanding en-

FCC TRIO who have been constant attendees at the Senate hearings (right to left): Rosel H. Hyde, assistant general counsel in charge of broadcasting; Harry Plotkin, chief administrative and litigation division; Earl Minderman, director of information.
Trammell Urges Changes in Law

Continued from Page 30

ground. These four members constitute a majority of the Commission.

"Nearly every regulation enacted by the Commission in recent years with the force of law has been of a kind and character that has come to be associated with public utility regulations", Mr. Trammell said.

With radio in the United States under bureaucratic control, broadcasting "can become a federal monopoly without government owning a single share of stock in a radio station or having a single representative in corporate management," he said. "Such power is a gun aimed at the heart of our democratic freedom."

"If the people's stake in radio is to be protected it is for Congress to say in the language of that popular ditty: 'Let that Pistol Down, Babe'."

Mr. Trammell concluded his prepared statement with a series of recommendations for legislation, designed to set out limitations as to what the F.C.C.'s authority would be explained that because of war stress, it might be difficult for Congress to undertake a complete revision of the Communications Act. He advanced his recommendations as a 'temporary legislative step' which could be taken now, perhaps leaving for future deliberation the comprehensive revision of the entire Act. (See that of recommendations on page 41)

Praises High

Program Standards

Mr. Trammell paid high tribute to the policies and principles of all networks. He declared that while his testimony related primarily to NBC, he felt that equal credit should be given to radio have collaborated in elevating program standards.

Mr. Trammell predicted rapid development of FM after the war. He said the radio art will move swiftly and that to place regulatory restrictions of the character proposed by the FCC upon it would be to retard the development of these new services.

He agreed with Senator McFarland that "rumor and gossip" commentaries should be restricted. The Arizona said he hoped all networks and stations would eliminate them voluntarily.

Senator Hawkes, in expressing opinion to the program control by Government, pointed out that the voluntary code of self-regulation has been applied successfully by practically all industries. He expressed the hope that radio could accomplish the same results without any degree of Government intervention. He served notice he was "not in favor of death sentence powers in the hands of a Government bureau." He said he was disposed to favor some sort of method for imposition of intermediate penalties short of licensing revocation.

Senator Reed reopened the Fly industry controversy. He recalled that Chairman Fly had referred to the NAB as a "stoolie" of the networks. When Mr. Trammell said he thought that Chairman Fly was "trying to be factious" Mr. Reed said he felt this was not so, since he had heard Mr. Fly testify.

Asks Expenditures

To NAB, 'Broadcasting'

Encouraged by committee members, Mr. Trammell commented that Mr. Fly's allegations were "not true." His remarks, he said, were "an insult to the intelligence and the integrity" of radio. Chairman Fly has added, has alluded to the NAB as being controlled by "two men in New York" and by "Wall Street interests."

Later, under questioning by Senator Clark, Mr. Trammell declared that "if the Commission would give to radio the encouragement and cooperation it deserves, the relationship would be a lot better." The chairman, he pointed out, "betilities and berates the broadcaster, particularly the networks". He recalled Chairman Fly's casting ascriptions of the NAB in 1941 as akin to a mackerel "shining and stinking in the moonlight".

Senator Clark also charged, "draws these red herring across the trail" whenever the occasion arises.

Senator Clark commented that the chairman "has been indiscreet" and that he thought the industry has been "smart in not venting its feelings publicly."

Announcing that he was reading a question from Chairman Wheeler (which was handed him by Ed Craney, Z-Bar Network, who is serving ex-officio as committee clerk). Acting Chairman Tunnell called attention to the testimony of Commissioner Wakefield wherein he alleged that the Communications Bureau "is a large measure responsible for the industry's fear of the FCC."

He asked that Mr. Trammell place on the record "the telephone rates paid to the NAB" by NBC and its associated companies along with the monies spent by NBC and RCA during the past five years for advertising space in broadcasting. Mr. Trammell demurred. He said he thought such telephone interchanges should be requested from all networks and all independent stations. Senator Hawkes and other committee members indicated they thought it was only fair that information be procured from all alike.

Senator Tunnell asked Mr. Trammell to supplant the committee with the names of all the companies which he felt should supply this information. Mr. Trammell reponded that the editor tell him, by industry should be called upon. He pointed out further that figures as to the amounts spent by the FCC and expenditures have never been made public. He said he did not even know how much money the networks pay to all stations in Minneapolis grossed or netted.

The examination shifted again to program control. Senator Clark later asked about the advisability of permitting the industry to adopt its own act. (See previous page) "During the course of our hearings, we have been convinced that the FCC was not the proper organization to do this."

Mr. Trammell said "this would be tantamount to giving the Federal bureau the authority to set up new programs. We would have to accept the regulations as suggested." Mr. Trammell reiterated his belief that the industry is "fully capable of regulating itself" but Senator Clark was not convinced that the difficulty was that the industry could make the regulations but would have no way of enforcing them.

Forced to Release

Option Time

Mr. Trammell insisted that if a station had a bad job, it should be able to sell its audience and that it is good business for the broadcaster to do a good job. He said he did not feel conditions warranted giving such broad powers to a Government agency. By and large, he said, broadcasters have lived up to the NAB code.

"Asks that the Networks which have agreed to the network regulations in actual practice have worked to the detriment of the networks, Mr. Trammell said this was true in several respects. NBC, he pointed out, was forced to sell the BLUE Network. Moreover, network stations were forced to accept portions of their option time with resulting difficulties.

The question has not been in effect long enough to supply detailed results. Moreover, the "tremendous boom in advertising in all media during the past year has made it difficult to determine whether the networks have been helped or harmed."

"I am sure that when we get into that depression the results will prove extremely harmful," he said. Mr. Trammell also cited the Su-
SANTA CLAUS was met by 15,000 children and adults when he landed at the Youngstown, Ohio, airport in a Civil Air Patrol plane with an eight plane escort on Thanksgiving Day afternoon. This unique promotional scheme, put on by WFMJ Youngstown without commercial backing, was built up to its Thanksgiving Day climax by a series of broadcasts begun a week before the event. These were contacts, presumably by shortwave, with Santa Claus at the North Pole and while he was on his way to Youngstown, with stopovers at the Army Air Field at Anchorage, Juneau, and Seattle. The mayor of Youngstown and Sister Kay, who reads the funny each week over WFMJ, officially welcomed Santa at the airport. Santa remains as guest of the station until Christmas and is featured daily on his special program.

Joins Network
FOUR PAGE section of Nov. 21 Sunday edition of the Sarasota Herald Tribune was devoted to WSPB Sarasota, Fl., on the occasion of the station’s joining the Columbia network. Included was a history of the station and pictures and items on CBS shows and personalities.

Mailing Piece
KFPY Spokane, Wash., has sent out a promotion folder describing its activities in the recent CBS-affiliated advertising campaign. Listed are facts on mediums used and coverage.

Remodeling
WLW Cincinnati recent promotion drive includes a switch in the format of the station’s merchandising magazine Buy-Way from a single edition to two editions, one devoted to WLW advertised products in the drug and tobacco fields and the other in the grocery field, with a new front page picture layout devoted to WLW program personalities. WLW has just completed an intensive advertising campaign in three local newspapers using a series of nineteen full column ads which covered the complete weekly schedule for the station. Ralph J. Jones Co. of Cincinnati handled production on the series.

RCA Film
IN COOPERATION with the communication department of the Army and Navy, RCA after Jan. 1, 1944, will release to schools, colleges and civic organizations a 24-minute 16 mm. sound film entitled “Radio at War,” which dramatizes the part radio is playing in the global war. The pictures is available through the educational department of RCA-Victor, and is produced by William J. Ganz Co., New York.

Special Edition
HOUSE ORGAN of KSO-KRNT Des Moines, Dial Tones, recently was issued in a special Yonkers edition devoted entirely to Stan Dixon, commentator featured on PM News on KSO, now sponsored for the second year by Yonkers, large Iowa department store. Issue contains biographical data, pictures and notes on the program which is heard daily, as well as information on news sources.

Calendar
MINIATURE microphone desk calendar for 1944, die-cut and made of card board, containing a station’s call letters, frequency and message, is the latest feature offered to radio stations by Broadcasters Promotion Service, Atlantic City. The calendars are sold on an exclusive territorial basis to only one station in each locality.

Merchandising & Promotion
Santa Claus—Mailing Piece—RCA Film Calendar—Pants—Three Bears

Personalized
CHRISTMAS edition of Frankenberger’s Shopper Page of the Air, printed in red and green, headlines “Merry Christmas . . . .”, with the name of the person to whom the particular copy is addressed filling the second deck. Sam Molen, who also edits the Sports Page of the Air heard over WCHS Charleston, W. Va., edits the paper which is sent to West Virginia servicemen all over the world. Frankenberger’s, Charleston (men’s furnishings), sponsors the program of which the paper is a supplement.

Farn Tien
TYING in with the five times weekly 6:30-7 a.m. farm broadcasts by Mert Emmert on WEAF New York, the station has begun a weekly editorial feature, in the form, for radio editors wishing particularly to interest rural and suburban readers. Entitled “The Modern Farmer,” same name as the program, the short feature contains timely tips and news about farm conditions in the west.

Pants Outgrown
WAR BABY, KICD Spencer, Iowa has grown up. Hence the three-cornered pants the station is sending out, with the accompanying explanation that “listeners have bought everything we advertise . . . so . . . we’ve outgrown our pants”.

Three Bears
“THE BARE Facts about greatest radio coverage in central Ohio” is contained in the “Story of the Three Bears” promotion piece which has been released by WHKC Columbus, Ohio. WHKC coverage is compared with two other stations in the area.

Mail Count Map
MAIL count map showing returns from each county for a 90-day period has been issued by WAYS Charlotte, N. C. Included is a picture of the Dixie Mountaineers, heard daily over the station.
For four years, KNX has set the stage for Screen Guild Players, broadcast coast to coast over CBS. This weekly radio dramatization of hit pictures is smart showmanship. It’s expertly cast, with Hollywood’s great names. And back of the brilliant writing, the expert casting and the sure-footed production are the smooth technical facilities of KNX...CBS-in-the-West. KNX engineering, sound effects, technical equipment, audience facilities, help make Screen Guild Theatre the polished show it is.

The technical skill that polishes KNX-originated CBS network shows is the same skill that enriches KNX-originated local programs. Like Open House. Up and down the Pacific Coast, Open House is a weekly “must” social event. That’s when the Hollywood personalities sit down and just visit with their West Coast neighbors. Beverly Barnes is hostess. Lud Gluskin’s Orchestra provides the music; Anita Ellis sings. Recent guests have been Robert Young, Maureen O’Hara, Mischa Auer, Mary Astor, Al Jolson, Jane Withers, Blondie.

Its function: to build peak audiences every day for all the shows on KNX (Open House guests are notable visitors from other CBS-KNX programs).

Its result: peak audiences among West Coast listeners—audiences ready to be reached by your own program on KNX.

Ask us or Radio Sales.
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

AP-studio programs

AP—news programs

AP—street announcements

AP—spot announcements

KDKA Pittsburgh

Duquesne Light Co., Pittsburgh (electric coil), 26 weeks, direct.

Shedd Bartush Products, Detroit (Kentucky Marigold), 19 weeks, 13 weeks, thru Fred M. Balland Agency, Detroit.

RCA Mfg. Co., Camden, N. J. (institutional), 26 weeks, thru Ruhnau & Ryan, N. Y.


Pittsburgh Sun Telegraph, Pittsburgh, 6 weeks, directed.

May Stern Co., Pittsburgh (furniture), 2 weeks, thru Stearns of Minneapolis.

Westinghouse Electric & Mfg. Co., Pittsburgh (television to women), 6 weeks, thru Ketchum, MacLeod & Grove, Pittsburgh.

Campbell Woods, Pittsburgh (Breakfast Cheer Coffee), 6 weeks, thru Wills & Pratt, Pittsburgh.

Duquesne Brewing Co., Pittsburgh, 6 weeks, thru, thru Walker & Downin, Pittsburgh.

WHO Des Moines

Bulova Watch Co., New York, 7 weeks, thru.

52 Weeks Co., New York (Baby Week), 12 weeks, thru.

Block Drug Co., Jersey City (Dentugrip, Gold Metal expander), 2 weeks, thru.

New 1944, thru.

1944, thru.

26th Century-Fox, New York (Happy Land movie), thru.

WLS Chicago

Chris Hansen Laboratories, Little Falls, N. Y. (lumifier), 15 weeks, thru.

Commonwealth Edison Co., Chicago, 8 weeks, thru.

Masen, Au & Magenheimer, Brooklyn (soda), 1 week, thru.

Durkee Famous Foods, Elmhurst, N. Y., 5 weeks, thru.

WLAG LaGrange, Georgia

Allied Drug Products Co., Chattanooga (Frisco baby weekly), thru.

Liner-Nest & Battle, Atlanta.

Lynn Drug Co., Chicago, 4 weeks, thru.


J. C. Hanes Brand Adv., Atlanta.

WOR New York

Wool Novelty Co., New York (Wool-Fam), thru.

Coffey & Tann, Philadelphiph.


KWKW Pasadena, Cal.

Let's Live, Hollywood (health publication), 6 weeks, thru.

Kon-Kre-Kota, Los Angeles (taint), thru.

WIND Gary-Chicago


12 weeks, thru.

American Institute Aircraft Co., Chicago, thru.

Brother Motor Sales, Chicago (used cars), 6 weeks, thru.


15 weeks, thru.


Allestate Insurance Co., Chicago, thru.

13 weeks, thru.

Ruhnau & Ryan, Chicago.

Chicago Civic Opera House, Chicago, thru.

13 weeks, thru.

Universal Pictures, Hollywood (Crazy Horse), thru.

13 weeks, thru.


Woods Theater, Chicago, thru.

Weis & Geller, Chicago.

KQW San Francisco

Community Federal Savings & Loan Assn., Oakland, Cal. (savings bonds), thru.

13 weeks, thru.

Petri Wine Co., San Francisco (wine), thru.

Young & Robison, San Francisco.

Folies Bergere, San Francisco (Folies Bergere), thru.

13 weeks, thru.

Pan American Airways, San Francisco (butter), thru.

Waan & Sons, San Jose, Cal. (jewelers), thru.

Brach's, thru.

Davis & Van Norden, San Francisco.

KHI Hollywood

French Kitchen Foods Corp., Los Angeles (sauces), thru.

13 weeks, thru.

13 weeks, thru.

Pan American Airways, San Francisco (butter), thru.

13 weeks, thru.

Menden Clothing Co., San Francisco (clothing store), thru.

13 weeks, thru.

Brach's, thru.

Davis & Van Norden, San Francisco.

KECA Los Angeles

Standard Oil Co. of Calif. (institutional), thru.

138 weeks, thru.

San Francisco Lane Publishing Co., San Francisco (Swan Magazine), thru.

13 weeks, thru.

Pacific Savings & Loan Assn., Los Angeles (finance), thru.

13 weeks, thru.

Frank Peterson, Los Angeles.

French Kitchen Foods Corp., Los Angeles (sauces), thru.

13 weeks, thru.

Marn Corp., Columbus, Ga. (Patz-T-Pack), thru.

26 weeks, thru.

BBDO, Los Angeles.

Safeway Stores, Oakland, Cal. (Pirate Gold Graham crackers), thru.

13 weeks, thru.

13 weeks, thru.

Petrol Corp., Los Angeles (gasoline), thru.

13 weeks, thru.


KSTP St. Paul

Stall Bros., Muncie Inc. (fruit jars), thru.

13 weeks, thru.

13 weeks, thru.

Folies Bergere, thru.

13 weeks, thru.

13 weeks, thru.

Y. T. & Sons, thru.

13 weeks, thru.

Harrigan & Sons, thru.

13 weeks, thru.

13 weeks, thru.

52 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.

13 weeks, thru.
91% of the 23,481 Radio Families!

KRGV and the Lower Rio Grande Valley

In this irrigated paradise, KRGV is synonymous with radio. And what a market it is! Being shipped this year, at record prices, are 75,000 cars of fruits and vegetables, 150,000 bales of cotton; and vast quantities of grain sorghums, corn, flaxseed, alfalfa and cereal grasses. It follows that the canning, processing and dehydration plants, with which the eight counties are dotted, are exceedingly active—in addition to the extensive, big-payroll army-training establishments. In a word, it is the richest era of a prosperous history with growers alone receiving $75,000,000 in the current crop year. Yet, you can cover the 23,481 radio homes thoroughly with the radio station of the Lower Rio Grande Valley—
Manson Named to Head Stromberg-Carlson Dept.

COORDINATING the Stromberg-Carlson Company's promotion and advertising program, a public relations department has been organized as an important part of its post-war planning, Lloyd L. Spencer, vice-president and general sales manager, has announced.

Mr. Manson, sales manager and executive secretary of the firm's field management committee, will head the new department, designed to plan for the "distribution of its products as widely and as economically as possible... using to the fullest advantage... newspapers, magazines, radio." F. Leo younger succeeds Mr. Manson as radio service manager.

A. R. KELSO, formerly assistant general manager of U. S. Cartridge Co., St. Louis, has joined Knight Media, Chicago, as executive vice-president.

STEVENS HOTEL, Chicago, has named the Mitchell-Frank Co., New York, to handle its publicity and public relations. Carl W. Pomeroy, formerly director of publicity for J. Walter Thompson, Chicago, and John Tait, an associate financial editor of the Chicago Sun, recently joined McKeeon.

WHITING STOKER Co., Chicago, has appointed Samuel P. Pepper & Co., Chicago, to handle its advertising. Local radio is being consigned for 10 weeks.

S. MINTZ has been made advertising manager of Electric Household Utilities Corp., Chicago.

LITTLE CROW MILLING Co., Warsaw, Ind. (poultry feeds), on Dec. 1 began sponsorship of a six-week-quarter-hour musical program, "Remember This One" on a 62-week basis. Agency is Arthur Rosenblum Co., New York.

GRAYBAR ELECTRIC Co., New York, has named Charles W. Hoyt to handle advertising for Western Electric hearing aids. Media plans have not been announced.

A. C. HOFFMAN, head economist of the War Food Administration and Research, with the OPA food price division, becomes director of economic research of the Kraft Cheese Co., on Jan. 1. (proprietary)

FRUITATIVES PRODUCTS, Hull, Que. (proprietary) on Dec. 4 started sponsoring "Nothing on CKWO" on CFRH CHAL CFPL. Sat. 7:30-8 p.m. Agency: McConnell Eastman Co., Montreal.

WORLD WIDE GUM Co., Grandby, Que. (Grand-B chewing gum), has started weather reports daily in French on UKAC Montreal. Account was placed by Canadian Adv. Agency, Montreal.

THOR-CANADIAN Co., Toronto (washing machines), has started one minute sponsored spot announcements on eight Canadian stations. Account was placed by Canadian Adv. Agency, Montreal.

UCO Corp., Newark, a wholesale grocer and harness manufacturer, has begun a spot campaign of live announcements on three stations in the New York area: WRN WNEW WAAIT. UCO's first radio promotion is for coffee; other UCO products may be promoted later.

BETTER VISION Institute, New York, has appointed Cowan & Denger, New York, to handle its advertising.

HINDU Co., Denver, has named Bob Betts Adv., Denver, as agency for its new U.S. agency. Plans are said to include radio.

Mr. Ellis SALES Co., Pittsburgh, Pa. (hair set), began a five-minute transcribed program on "The Look in Year Mirror," on WGN Chicago, Nov. 29. Contract is for five weeks. Agency is Smith-Taylor & Jenkins, Pittsburgh.

SIERRA MADRE WINERY, Brooklyn, on Dec. 5 started sponsoring Ridic Baritone, in a Sunday quarter-hour program on WMCA New York for Maison Gairre Wines. Firm is new to radio. Account is placed direct.

KELITE PRODUCTS, Los Angeles (Kenu cleanser), on Nov. 22 revised its three-week quarter-hour promotional schedule on KHJ Hollywood to a weekly similar 15-minute period on 4 Los Lee California stations (KBOE KFAX KJY). Commentary continues to feature Harrison Wood. Agency is Little & Co., Los Angeles.

GOSPEL BROADCASTING Assn., Los Angeles (reagnostic group), has extended contract expiration date of its weekly Poplin House on 19 Don Lee Pacific stations to Oct. 1, 1944. Agency is R. H. Alger Co., Los Angeles.

HELMS BAKERIES, Los Angeles (boule service), in a 16-week campaign which started Dec. 1 is using an approximate total of 110 live and transcribed announcements weekly on 5 Southern California stations. List includes KFKE KCKJ KBFM KFOX KFVX. Agency is Jones Jones Co., Los Angeles.

AVION Inc., Vernon, Cal. (plane parts mfg.), in a campaign to recruit 500 additional workers, on Nov. 29 started using daily participation in combined States and Southern California Protective League on KPNX: five and three per week in Southern California and in Young's Happy Homes and Rise and Shine on KHJ; three weekly in Hack Haddad's "March of the Unemployed" and in L. Fiddler Adv., Los Angeles.

DAIRY ASSN., Lyndonsville, Vt., on Nov. 29 began sponsorship of a series of five one-minute announcements weekly on WLS Chicago. Contract is for 12 weeks. Agency is Hays Adv., Burlington.

INNERCLEAN Co., Los Angeles (laxative), on Dec. 1 started for 39 weeks sponsored spot announcements on WIND Chicago. Agency is W. C. Jefferey Co., Los Angeles.

H. E. VAN PETSEN has been appointed manager of the advertising division of B. F. Goodrich Co., Akron. He had been in the rubber industry for the past 16 years.

On Dimes Committee

NEVILLE MILLER, president of the NAB, has been appointed chairman of the 1944 "March of Dimes" National Radio Division, according to Basil O'Connor, president of the National Foundation for Infantile Paralysis. Serving as co-chairmen are network presidents Charles W. Smith- Taylor & Jenkins, Mutual; Niles Trammell, NBC.

Singer's Talent Agency

IRENE BEASLEY, radio singer, writer and producer, will officially open her own radio production firm at 501 Madison Ave., New York, in December. Mlle. Irene Beasley Radio Production Service will be to service agencies on spot announcements, supply scripts, talent and production, and eventually offer package shows.
Nine Changes in Communications Law Urged by Trammell 'at Senate Hearing

NINE recommendations for amendment of the Communications Act of 1934, which would be encompassed in a "simple amendment" to halt "further Government encroachment on the rights of the broadcaster and the listener", were presented by the Senate Interstate Commerce Committee last Wednesday by Niles Trammell, NBC president.

In his concluding testimony, Mr. Trammell said that because of war, it may be difficult at this time for Congress to undertake a complete revision of the Communications Act of 1934. The "temporary legislative step", he said, might be taken now, with the "comprehensive revision of the entire act" left for further deliberation.

Following are Mr. Trammell's specific recommendations:

1. Guarantee, by definite declaration, that radio broadcasting has full rights under the First Amendment to the Constitution.

2. Prohibit the licensing authority from exercising any business or program control of broadcast station operation.

3. Provide for long-term or permanent licenses, subject only to revocation for specified causes.

4. Provide that the license for a broadcasting station may be revoked only by Government suit in the Federal court where the station is located, with trial of the facts by jury; with the Government authorized to prosecute such complaints only for specified causes such as those now provided in the Communications Act.

5. Eliminate any right of the Commission to administer the anti-trust laws and eliminate the "death penalty" for violation of those laws, so that licensees might have the same substitute as any one else for violation of the anti-trust laws.

6. Separate the regulation of radio in the communications field from the regulation of broadcasting.

7. Provide that it be mandatory on the Federal Communications Bar Assn. and the NAB for revision of the procedural sections of the law.

8. Prohibit discrimination on the basis of occupation or business in the grant of licenses for broadcasting stations.

9. Adopt the recommendation of the Federal Communications Bar Assn., and the NAB for revision of the procedural sections of the law.

SEVENTEEN years old in February, the Cities Service Concert is the oldest commercial network show on air. Much of its success may be laid to the flexible formula that covers a vast middle spread of public taste. Programming ranges from popular songs to semi-classics. It includes, from time to time, non-musical features like the current Grantland Rice football series.

MUSIC licensing agreements between Associated Music Publishers and the following stations have been extended: WJAR WEAH WDHH WADB WTCM KJBS KGCA WADB WKRC KJDK.

WFRQ Altoona, Pa., has acquired the special AP radio wire from Press Assn.

ANNUAL MANAGERS' meeting of the Taylor-Pearson-Carson station operation organization and All-Canada Radio Facilities, station representation organization, was held at Calgary Dec. 13-14. Testimonial dinner was tendered Harold A. Carson, president of the two companies on the occasion of the tenth anniversary of his start in broadcasting. The companies now employ over 300.

SESAC contract of five years' duration has been signed by WNO and WIP, according to Don S. Elias, executive director of the station, which has been licensed by BML, ASCAP and AMP, all being continued.

No Changes at WHAT

WILLIAM A. BANKS, salesman of WIP Philadelphia, who is awaiting FFC approval of his purchase of the part-time WHAT from the Philadelphia Record, continues no change in the present management of the station. Planning to remain at WIP while assuming active control of WHAT, Mr. Banks has indicated that he will retain the present staff and that the only changes contemplated are physical.

Present studios in the Public Ledger Building will eventually be abandoned for a more centrally-located site. The present transmitter site in the Philadelphia Hotel will be retained.

Lucille Manners, lovely star of the Cities Service Concert, is an important feature in the advertising plans of this great marketing organization. Of equal importance, however, are the 800,000 people who call at their service stations every Fall, for the Cities Service Football Guide offered on the show.

Some of the marketing activities of Cities Service and its subsidiaries would surprise you, unless of course, you too, read Printers' Ink. Here, for all advertising, marketing and sales management people to see and study, are recorded the plans and programs of all prolific selling groups. It is one of the reasons why the executives who build, approve and spend the nation's advertising budget prefer Printers' Ink and why most media advertisers continue to buy P. I. . . first!

Lucille Manners, lovely star of the Cities Service Concert, is an important feature in the advertising plans of this great marketing organization. Of equal importance, however, are the 800,000 people who call at the service stations every Fall, for the Cities Service Football Guide offered on the show.

Some of the marketing activities of Cities Service and its subsidiaries would surprise you, unless of course, you too, read Printers' Ink. Here, for all advertising, marketing and sales management people to see and study, are recorded the plans and programs of all prolific selling groups. It is one of the reasons why the executives who build, approve and spend the nation's advertising budget prefer Printers' Ink and why most media advertisers continue to buy P. I. . . first!
TIME...for RESULTS!

No matter what time you buy on WPAT...you're buying audience! That's because we know that we never really sell time.

Consistent advertising in important New York and New Jersey dailies assures WPAT advertisers of increasingly greater audiences.

Sell your clients WPAT...the fastest growing station in the Metropolitan area.

**WPAT**

PATerson, NEW JERSEY  PARAMOUNT BLDG. NEW YORK

**Speaking of peas in pods**

**How about WHIO and DAYTON?**

There's a singular bond between WHIO and the Dayton area that constitutes its major market—a loyalty compounded of good shows both net and local—and outstanding civic service. It's hard to define, but any Daytonian will tell you it exists.

**WHIO IS THE DAYTON MARKET**

5000 WATTS  BASIC CBS  G. P. HOLLINGBERY CO., Representatives

HARRY E. CUMMINGS, Southeastern Representative

**Agencies**

EDWIN G. FOREMAN Jr., formerly associated with the John Pearson Co., Chicago, and previously head of the Foreman Co., Chicago, station representatives, has been named vice-president of the Al Paul Letton Co., Chicago.

KEN JONES, account executive with Young & Rubicam in New York and Detroit, has resigned to join Roy E. Durestine Inc., as manager of the Cincinnati office.

LESTER S. ROUNDS has joined the staff of Benton & Bowles in an executive capacity. He was formerly with Arthur-Kedder Inc., and Erwin, Wasey & Co.

E. W. THOMPSON, vice-president of DeLee-Raymond, Boston, has been named manager of the merchandising and direct advertising organization's New York office and will remain his work in the radio production department.

JOHN McMillin, vice-president in charge of radio of Compton Adv., New York, is leaving for the West Coast on Dec. 15 for several weeks' business trip to confer on shows originating there. While Wilson of Compton's west coast office, has been in New York on business and returns to the coast early this week.

SCHUYLER VAN DUYNE, previously with N. W. Ayer & Son, has joined the copy department of J. M. Mathes Inc., New York.


HERB SANFORD, who recently received a medical discharge from his position as a lieutenant in the Navy, has rejoined N. W. Ayer & Son, New York, and will resume his work in the radio production department.

RICHARD EARL SHARP, formerly executive assistant supervisor of the Ralph H. Jones Co., Cincinnati, has joined the Cleveland office of McCann-Erickson, as copywriter.

DOROTHY W. ANDERSON, formerly of the New York Dress Institute, has joined Alfred J. Silberstein Inc., New York, as account executive.

IVEY & ELLINGTON New York office will be moved Jan. 2 from 155 E. 44th St. to 505 Fifth Ave.

JAMES P. DUFFY, formerly director of advertising and sales promotion of Jacob Ruppert Brewery, and advertising manager of the D. L. & W. Blue Coal Co., has joined Blackett-Sample-Hammett, New York, as assistant account executive on the American Home Products account.

JOHN BIRGE, formerly advertising manager of Warren Telephone Co., Boston, has joined J. M. Mathes Inc., New York, as an account executive.

FRANCES VELTHUIS, formerly timebuyer and assistant to the traffic director of Sherman & Marquette, Chicago, has joined the Chicago office of Sherman K. Ellis & Co., as space and timebuyer. She was previously with Morris-Schener-Koth, and Pabst Sales Co.

JACK NEUMAN, freelance, has joined the staff of Mays & Benton Adv., Los Angeles, as script writer.

DAVID GREGORY has resigned from the Hollywood staff of Earl Williams, as a national publicity service, to join J. Walter Thompson Co., as writer assistant to Carroll Carroll of the NBC Kraft Music Hall and Old Gold Show.

**Nelson to Storm**

RAYMOND EVERETT NELSON has joined Charles M. Storm Co., New York advertising agency, as radio director.

Mr. Nelson has been in radio and television for 19 years, during which time he has been with ABC, WEVD New York, and with WOR New York, where he originated all-night broadcasting. Since April he has been director of daytime programming and supervisor of television for WOR New York. He inaugurated and supervised the WOR-Mutoscope project, with a weekly telecast on W2XW.

**Behlke to F & P**

HAROLD L. BEHLKE joins the New York office of Free & Peters Inc., station representatives, as account executive effective Jan. 1, according to word from N. Preston Peters, president of the firm. Mr. Behlke for the past 15 years has been with the advertising department of Meredith Publishing Co., Chicago, and previously with Liberty magazine and Flintkote Co. He is well known in the advertising profession.

W G. Schoenhoff

WILLIAM G. SCHENHOFF, 38, radio timebuyer of Arthur Kudner Inc., New York, and with the agency since 1935, died Dec. 3 in the Trinidad Sanitarium after a brief illness. His parents survive.

N. Y. AFRA Election

RESULTS of the elections for officers of the New York local of the American Federation of Radio Artists, to serve until next November, were announced last week by Charles-P. W. Adams, president; Alex McKee, first vice-president; Ben Grauer, second vice-president; Jay Jostyn, third vice-president; Evelyn MacGregor, fourth vice-president; Milton Cross, fifth vice-president. Anne Seymour was named recording secretary and Ned Waver, treasurer.

**JUNE ROLLINS**

BILL LAWRENCE is withdrawing as Hollywood producer of Foote, Cone & Belding on the CBS Jack Carson Show, sponsored by Campbell Soup Co. He will devote full time to direction of CBS Screen Guild Players.

JUNE ROLLINS, time buyer for Russell M. Seiden Co., Chicago, returned home from the hospital Dec. 3.

WILLIAM C. PORHTE, formerly in the printing business, and before that production chief of Monk & Adv. Co., Chicago, has joined Henri, Hurst & McDonald, Inc., Chicago, as production chief.

HERMINE LUKACY, formerly of Foote, Cone & Belding, New York, has joined the How Co., New York, as assistant timebuyer to Bernard Proctor, radio director.
Bob Hope Leads Comedians, CBS Rates Best War Job in Poll of Radio Editors

FOR the third year, Bob Hope has been chosen "Champion of Champions" in Motion Picture Daily's annual poll of radio editors and columnists in the United States and Canada. Jack Benny and Bing Crosby ranked second and third, according to a tabulation of the eighth yearly poll.

Best war coverage job, last year credited to CBS' Cecil Brown, goes to the network itself, in recognition of Paul White's direction of news activities.

Results in all classifications, in order of popular poll:

CHAMPION OF CHAMPIONS—Bob Hope, NBC; Jack Benny, NBC; Bing Crosby, NBC.

COMEDIANS—Bob Hope, NBC; Jack Benny, NBC; Bing Crosby, NBC.

COMEDY TEAMS—Bob Hope & Bing Crosby, NBC; Jack Benny & Allen, NBC; Abbott & Costello, NBC.

FILM PLAYERS ON AIR—Don Ameche, BLUE; Lionel Barrymore, CBS; Bing Crosby, NBC.

MALE VOCALIST (popular)—Bing Crosby, NBC; Frank Sinatra, CBS; Den- nis Day, NBC; Dick Haymes, CBS.

FEMALE VOCALIST (popular)—Dinah Shore, CBS; Kate Smith, NBC; Ginny Simms, NBC.

SPORTS ANNOUNCERS—Raymond Gremillion, NBC; Big Jules, NBC; Sid Sarno, NBC.

SUPERSTARS ON AIR—Bob Hope, NBC; Jack Benny, NBC; Bing Crosby, NBC.

MUSICIANS—Arturo Toscanini, NBC; James Melton, CBS.

MUSIC—Arthur Rubinstein, NBC; John Charles Thomas, NBC; Richard Crooks, NBC; James Melton, CBS.

BROADCASTING TALENTS—Don Wilson, NBC; Milton J. Cross, BLUE; Ken Carpenter, NBC; Don Allen, NBC.

FEMALE VOCALIST (singer)—Dinah Shore, CBS; Kate Smith, NBC; Ginny Simms, NBC.

COMEDY SHOWS—Bob Hope, NBC; Jack Benny, NBC; Bing Crosby, NBC.

SPORTS SHOWS—Big Jules, NBC; Sid Sarno, NBC.

MUSICAL SHOWS—Andre Kostelanetz, CBS; Album of Famous Music, NBC; Hour of Charm, NBC.

FEMALE VOCALIST (classical)—Gladys Swarthout, CBS; Lily Pons, Marjorie Anderson.

NEWSCASTERS—Lew Howard, CBS; Lily Pons, Marjorie Anderson.

WOMEN COMMENTATORS—Dorothea Thompson, BLUE; Kate Smith, CBS; Sheehy Carter, NBC.

SYMPHONIC ORCHESTRAS—New York Philharmonic, CBS; NBC Symphony, NBC; Boston Symphony, BLUE.

DANCE BARDS (swing)—Harry James, CBS; Tommy Dorsey, Benny Goodman.

DAYTIME SERIERS—Vie and Dale, NBC; The Goldbergs, CBS; Life Can Be Beautiful, CBS.

VARIETY PROGRAMS—Kraft Music Hall, NBC; What's New, BLUE; Kate Smith Hour, CBS.

PROGRAMS FOR CHILDREN—Let's Pretend, CBS; Lone Ranger, BLUE; Coast to Coast on a Bus, BLUE.

QUIZ SHOWS—Information Please, NBC; Truth or Consequences, NBC; Quiz Kids, BLUE.

EDUCATIONAL PROGRAMS—University of Chicago Roundtable, NBC; America's Town Meeting of the Air, BLUE; American School of the Air, CBS.

COMMERCIAL WAR PROGRAMS—RADIO IN THE SCHOOL—CBS; CBC; C, CBC.

GOVERNMENT WAR PROGRAMS—Armistice Hour, NBC; Treasury in the Post, RADIO IN 1942—All War Coverage, CBS; All Around War Coverage, NBC.

EDUCATIONAL RADIO PROGRAMS—Join the Air, NBC; Radio in the Schools, NBC; PBS; Radio in the Schools, NBC; PBS.

RADIO APPRECIATION in the schools "lags far behind" motion picture appreciation, although radio "undoubtedly has the greater influence," according to an article in The English Journal on "Radio Appreciation: A Plea and a Program," by Samuel G. Gilbrut, an English teacher in the Straus Junior High School, Brooklyn.

In Mr. Gilbrut's survey of radio habits of 300 junior high school students, each listened an average of 41/2 hours a day. "We must start educating the present generation now," says Mr. Gilbrut, "to select and appreciate better programs...to demand unobtrusive and intelligent advertising... What better educational instrument than radio can be found to explain to tomorrow's voters the aims, the issues, and the progress of this War of the Common People?"

Lt. McClintock Decorated

LT. WILLIAM F. McCLINTOCK, former page in NBC's guest relations, has received the Distinguished Flying Cross "for extraordinary achievement while participating in aerial flight in the European and North African theatres of operation." He had already received the Air Medal and nine Oak Clusters for participating in 50 combat missions. He served five months overseas and is now an instructor at the Midland, Tex., Army Air Field.

Correction

UNDER a picture of principal speakers on the WLS Chicago broadcast of School Time (BROADCASTING, Dec. 6), the name of the program conductor was given as Jerry Lester. It is Jerry Walker.
If you buy or plan advertising for Iowa, you need

THE 1943
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.
925 Walnut St., Des Moines, Iowa.

PATTI OHZINA, new to radio, has joined the promotion and program department of WMPS Memphis.

JOHN M. WHITNEY, program director of KFDM Beaumont, Tex., has been inducted into the Army. He is succeeded by B. R. Patterson.

SCOTT RECK and Fred Hairans, formerly with the BLUE New York, have joined the announcing staff of WGN Chicago.

RHODA OTIS, previously publicity and promotion director of WOAC, has joined WHIQ Philadelphia in a similar capacity.

RUTH FOSTERLING replaces Harriet Miller as continuity editor of WHIO Washington, D.C. Formerly 1st musician in the Navy Band, she has been named musical director.

J. B. CLARK, Charlotte, N. C., announcer, has been reappointed state radio chairman for the Eastern Birthday Celebration in behalf of the National Foundation for Infantile Paralysis.

TED HALLOCK, formerly sound man and announcer of KGW-KEK Portland, Ore., recently won his bride and wings the same week. He is now back on duty overseas.

FRANCED KIERAN, has returned to the announcing staff of WHIRI Memphis.

STANLEY BRILLER, announcer at Wolesale New York City, has been inducted into the Army. He is replaced by Ken Carter, formerly discharged from the Army.

L. T. HAZEL KENYON MARKEI, of the Radio Section, Navy Bureau of Industrial Relations, was a guest of honor Dec. 8 at the dinner of the Detroit Women's Principals Club. She is the educational advisor of KOY Seattle.

ROY MALONE has joined the announcing staff of KCKO-KEV1 Minneapolis, coming from CKRC Regina.

LARRY McCANCO, former announcer of CJOR Vancouver, now in the Royal Canadian Air Force, recently became the father of a girl.

ROBERT PHILLIPS recently joined the announcing staff of KIRO Seattle.

CAROL DAVIS, of NBC Hollywood publicity staff, has been transferred to the network's New York office.

HILL HOLMES, with honorable discharge from U. S. Army, has joined BLUE Hollywood news writing staff.

EARL WILLIAMSON, former program director of KBAP Lincoln, Neb., is now manager of the advertising department of WART, Des Moines.

TREV CAINFERRY, of the network's KNX Los Angeles, has joined KMPC Beverly Hills as night news editor and newscaster.

THOMAS OWEN MORRIS has joined CBS Hollywood as announcer.

DONALD WOODS, featured in weekly NBC Those We Love, has been appointed U. S. Citizens War Service Corp. volunteer director for West Los Angeles area.

HARRY KOPLAN, formerly announcer of KBIK Oakland, has joined KGFJ Los Angeles as continuity writer and publicity director.

KELLY CARPENTER, announcer of TCM Hollywood, has resigned to freelance.

HARRY J. TAYLOR, author and commentator, on leave from the BLUE New York, has been named overseer of overseas survey, has joined Scripps-Howard Newspapers. He will be heard from time to time on the BLUE.

AL RISD, announcer of WBYN Brooklyn, is the father of a boy.

WILLIAM FIFIELD, freelance writer, has joined KNX Hollywood continuity staff.
Passport to the Pacific Coast

The term "passport" is not used loosely here. This is Don Lee's new rate card and it's your passport to the radio homes on the Pacific Coast...in fact you can't get in all the Pacific Coast radio homes without Don Lee. A recent Hooper radio survey (the largest ever made on the Pacific Coast) proves it conclusively. The mountains (5,000 to 15,000 feet high) form a natural barrier to all long range broadcasting. Only Don Lee provides local primary coverage because more than 9 out of every 10 Pacific Coast radio families live within 25 miles of a Don Lee station. More than half of the retail sales, on the Pacific Coast, are made outside of the counties in which the regularly Hooper rated cities are located. In many of these markets Don Lee commands from 60 to 100% of the total tune-in.

*Sales Management Survey of Buying Power, May 10, 1943

THOMAS S. LEE, President
LEWIS ALLEN WEISS, Vice-Prs., General Mgr.
5515 MELROSE AVE., HOLLYWOOD 36, CALIF.
Represented Nationally by John Blair & Co.
Our Respects to (Continued from page 34)

envious competitors whispered that Grant's success was due to a practice considered unethical in the trade—that of turning back part of the commission to obtain contracts. Grant's retort: an audit of the books back to the day when Grant obtained his advertising order. Typically, he suggested that every agency do the same.

In appearance Grant belies his actions. Yet beneath his quiet manner, there lie enormous reserves of energy. Those closest to him always point out as Grant's forte his ability to delve into a problem with such absorption that time is forgotten. He works on hour after hour, disregarding meals and sleep until every question has been answered. One of his nearest friends, Claude Miller, attorney for the firm and boyhood friend, tells of a Chaucer course they were taking at SMU. Outside business had kept Grant from attending classes and the professor told him two days before the final examination there was no chance of getting a passing grade. Because it was a challenge, Grant stayed up some 28 hours studying Chaucer, took the exam and got an excellent grade.

Will Grant doesn't like to talk about himself. When being interviewed, he will refer to his staff, his "flying wedge" and his loyal employees, pointing out that it was their skill that was responsible for his success. A fellow Texan, John C. Morrow, formerly advertising manager of the Dallas Dispatch, is executive vice-president of the firm and responsible for Grant's advertising. Other important figures are David H. Echols, who is chief of the Grant South American company; Lloyd G. "Buck" Harris, radio director; Howard Adams, executive vice-president in the Chicago office; and E. Austin Byrne, a New York office vice-president. All members of the "flying wedge" convey in one plane to solve a problem, then, usually by air, move to the next obstacle to be pushed over. Research by the firm is totalitarian—every one from office boy to Grant himself, personally attacks a given problem. Neighbors, friends and strangers are queried, tests are made at home, in the office and on the bus. Finally a code he or a brand name or a slogan is found that will get the account for Grant Advertising. Such teamwork is as much the result of the players seeing the score run up as it is the bonus they get every time a new account is landed.

Among the hunks employed by the firm, there are many who enjoy hobbies, from baseball to chess. One of the firm's biggest fans is E. Austin Byrne, who has been with the company for 15 years. He is a collector of miniature cars, a pastime that he enjoys very much.

MORRIS (Olive) MILLER, attorney with the law firm of Dempsey & Koplovitz, Washington, has been commissioned lieutenant (j.g.) in the Navy and reports for duty at Princeton U. Dec. 10.

F. M. RUSSELL, NBC vice-president in Washington, and who left last Tuesday for Pinehurst, N. C., for a brief vacation. Mr. Russell recently recovered from an attack of pneumonia and is expected to be away from his office for another two or three weeks.

HARLEY S. LOHMAN, Washington radio attorney and president of the Federal Communications Bar Association, is at his home in Vienna, Va., recovering from a virus pneumonia attack contracted in New York a fortnight ago.

JOSEPH MATHES, formerly with WTHT Hartford, has joined the sales staff of WIOU Bridgeport.

other accounts handled by the company.

Somehow Will Grant finds time for home activities too. Sporadically he will play golf, and prefers badminton and really enjoys chess.

In the complete workshop in his Winnetka, Ill., home, he turns out toys for his children, Connie, 10, Roberta, 7, Carole, 2. The baby has got a plane of his own. He flies it himself, and that was after learning to fly a certain model so he could publicize it. He turned the plane one day, refused the account because he felt the model was unreliable. A test pilot took the plane up to prove Grant wrong. The pilot was killed in the accident.

As practical as he is visionary, Will Grant is making a Grant-improved "coordinate transformer" for the Navy, which uses it to get quick readings on latitude and longitude. The gadget is just as pragmatic as Grant's own office-wall map with its dated entry-pins stuck into positions on every part of the globe. That radio has played a major part in the making of Will Grant is no trade secret.
Michigan's output for war, centering in Detroit, is now running at a rate valued above ELEVEN BILLION DOLLARS annually! This is more than 10% of the country's annual armament output value.

Hourly paid factory employment in Wayne County, which is largely Detroit, was more than 600,000 as of November 1st. This represents an increase of approximately 60% over Detroit's best peacetime year.

The average Detroit factory worker's family income is now estimated at $109.85 a week. This is more than twice as high as in 1940. The number of workers per family has increased about 22%.

Estimates, based on ration books issued, etc., place the total population of the Detroit Metropolitan area at 2,925,000. This represents a gain of 552,000 since 1940, or enough "new" people to populate a city as large as Cincinnati, Ohio!

In this great and prosperous market, WWJ has led all radio stations in listener preference for more than 23 years, a leadership attained through fine programming and consistent broadcasting in the public interest. Since the attack on Pearl Harbor, successful prosecution of the war in all its phases has dominated program and operational policies, as has generally been the case throughout the industry. Of necessity, this has severely curtailed commercial availabilities. May we suggest to those who desire representation in this tremendous market that as much advance notice as is possible be furnished during these difficult times.
The Awakening

ONE HAS only to attend the Senate Interstate Commerce Committee hearings for the radio awakening. It isn't a one-man or a twoman show any more. At least a dozen Senators of the committee's membership of 21 are following the hearings with obvious and intense interest.

Chairman Wheeler and Senator White, co-authors of the bill, are there. But so are men like Hawkes of New Jersey, Gurney of South Dakota, McFarland of Arizona, Moore of Oklahoma, Clark of Idaho, Bone of Washington, Brooks of Illinois and Tobey of New Hampshire. They're more wordly-wise on radio. They recognize its potency. And they are aware of the evils of overzealous administration.

That's why there's going to be a new law written by this Congress. It's not going to be the product of the FCC, or the industry, or of one or two Senators. It is going to be the result of most careful and exhaustive kind of committee scrutiny, unless we miss our guess.

No one could listen to the pile-driving testimony of Niles Trammell, NBC president, last week without the impression that there's going to be action. The same held true for the testimony of other radio witnesses during the proceedings. Then there were the straight-from-the-shoulder views of Commissioner Craven, who wants a new law and wants the FCC limited as to its powers. And the going-over given Commissioner Wakefield, who reflected Chairman Fly's views during his two appearances.

The issue is clearly drawn. The choice is between rigid public-utility type of regulation for broadcasting, as espoused by the Fly-Wakefield school, which embraces programs, business, ownership, rates, and everything else the common-carrier concept implies, and the "free-enterprise" principle.

The record now is about to close on these, the most momentous hearings on radio legislation since the war began. The radio in the midst of war, and with radio on the threshold of marvelous new developments which will magnify its importance a thousand-fold, a new law is to be fashioned. Exurban issues are drawn in. The soap-box technique of "rolling in wealth" and "making more money than ever," has been used to a fare-thee-well.

Clear pictures have been drawn on both sides. Radio wants to be free. The FCC wants it to be controlled. Radio wants "freedom from fear." The FCC majority ridicules any basis from such fear and then intimates, coerce and threatens, all by indirection.

The FCC, by a gradual process, has built up the wholly fallacious theory that Congress gave it power to do something more than regulate the physical aspects of radio. It doesn't want Congress to define or redefine its views. The FCC wants to stand on the Supreme Court's opinion in the network cases. But that same Supreme Court told radio to go to Congress for relief. That's what it's doing.

By sheer force of logic and right, radio witnesses who have testified, have built a fool-proof case. So far there are two vacant witness chairs. Blue and Mutual have elected not to testify, though invited. They probably have their reasons. Their absence is noticed, commented upon. This is an all-inclusive hearing, involving the very future of radio, which itself does more to curb the economic freedom of expression. All networks, we think, should feel free to express themselves.

Whether the legislation to be written will be good or bad remains to be seen. It probably will be a composite of both. But one thing is certain: Congress is going to write the rules of the game.

First With the News

MILLIONS of listeners throughout the world listened attentively at 1 p.m. (EWT) Monday, Dec. 6, 1943, to first official word of the Roosevelt-Churchill-Stalin conference in Teheran. Many had heard or read about that historic meeting through European sources, including Berlin radio, but here was the first official word.

That hour of 1 p.m. (EWT) on Dec. 6, 1943, will go down as a demonstration of the dissemination of news by the greatest medium of mass communication. Traveling with the speed of light were the authentic and studied comments of radio men trained in the art of telling the world what had happened and where the events would take in history. Again radio filled the role of first in the narrator of transcendental events.

OWI's Topside

ALMOST from its beginning the Office of War Information has navigated in hot water politically. The very nature of its work has made it susceptible to partisan haggling.

Yet it is significant that radio, save for a few minor brushes, has never quarreled with the Government war information agency. The reverse has been true.

That's because OWI has been fortunate enough to get top-ranking men from private life, and many of these men have taken over assignments in Washington. Gardner (Mike) Cowles, as head of the Domestic Division, brought to the post an appreciation of newspapers and radio, acquired from practical experience. His successor, Palmer Hoyt, who is about to return to his post as editor and publisher of the Portland Oregonian, had a somewhat parallel background. "Ep" Hoyt came to the job when OWI was in its toughest jam, and when its appropriations were stripped to the bone. His work has been more than good; it has been brilliant.

With Mr. Hoyt's departure, George W. Healy Jr., managing editor of the Times-Picayune in New Orleans, takes over. He has no radio background or experience. But he does rank as one of the country's top news men.

From the radio standpoint, OWI still lands right-side up. Edward Klauber, former executive vice-president of CBS, has taken over as executive director and second in command to Elmer Davis. All radio activities will fall under his supervision. Ed Klauber knows radio as do few men in public life or in the industry. He knows news by virtue of long and distinguished service as city editor of the New York Times. His is an ideal appointment.

Our Respects To -

WILLIAM CALLOWAY GRANT

TODAY the mahogany panel over the Grant Advertising offices, which view Chicago's lake front, reads: DALLAS CHICAGO NEW YORK MEXICO CITY MONTEREY RIO DE JANEIRO SAO PAULO BUENOS AIRES.

London will soon be added to that panel, as well as anticipated sites in Canada, and in South Africa and India following international hostilities. All this stems from the first office opened in Dallas back in 1936.

Titan of the advertising business at 37, Will Grant began early to earn money and learn the ways of the Media and the Persians. At the age of 10 he became associated with a barn-storming aerial photographer, the results of which he sold by the hundreds to amazed Dallas citizens who had never before looked down on themselves. In his senior year at Oak Cliff high school, Dallas, Grant staged a senior class carnival to raise money for a bust as the class gift to the school with a result still remembered by the school authorities as embarrassingly beneficial. The proceeds of the Grant-guided carnival could have bought a Cellini original.

As an undergraduate of So. Methodist U., Grant's endeavors reached a legendary peak for student astuteness when he sold space in one edition of the college paper which netted him a $1,000 profit. Although the school banned the special edition as too vulnerable for energetic scholars, it proved to Will Grant that advertising as a business was not only to be his meat and potatoes, but also his gravy. As for the 99 other colleges that put him through school, they were part of his organized bulletin board service.

After attending SMU between 1924-1926, Grant entered the law college at Texas U., but jurisprudence soon looked dull, so in the depth of the depression Grant sold his collegiate advertising business for $7,000 and joined R. R. Donnelly & Sons, Chicago, to learn about large operations. After a spell with them, and a sojourn with the W. F. Hall Co., Chicago, Grant opened his first office. From this Dallas office he took in only $9,000 worth of advertising the first year, but he was soon to get his first big account, the Vannette Hosiery Co., Dallas. In the successive years, 1936-37-38, Grant Advertising's billings jumped, first to $40,000, then $87,000, and finally after opening his Chicago office, to $200,000. This year his billing is more apt to be around the ten million mark. Not long ago (Continued on page 38)
Paul W. Kesten to radio are many.
more.

fit by his great ability
leadership.

otion to the highest principles.

a real fellow.
The contributions of Few men have given
The industry has be
and his superb
Paul has unerring c
He is a true friend.
Besides all this he is
### The Move is to Mutual

**Including, for example,**

<table>
<thead>
<tr>
<th>Name</th>
<th>Role/Show/Company</th>
<th>Date Moved</th>
</tr>
</thead>
<tbody>
<tr>
<td>GRACIE FIELDS</td>
<td>for American Cigarette &amp; Cigar Company</td>
<td>October 18, 1943</td>
</tr>
<tr>
<td>RAY DADY</td>
<td>for Grove Laboratories</td>
<td>November 1, 1943</td>
</tr>
<tr>
<td>FULTON OURSLER</td>
<td>for Metro-Goldwyn-Mayer</td>
<td>November 15, 1943</td>
</tr>
<tr>
<td>XAVIER CUGAT</td>
<td>for Dubonnet Corporation</td>
<td>December 1, 1943</td>
</tr>
<tr>
<td>JULIA SANDERSON</td>
<td>for Lewis-Howe Company</td>
<td>December 2, 1943</td>
</tr>
<tr>
<td>JOHN J. ANTHONY</td>
<td>for Clark Brothers Chewing Gum Co.</td>
<td>December 5, 1943</td>
</tr>
</tbody>
</table>
WOMEN COMMENTATORS of the Canadian Broadcasting Corp. met in Toronto for their first annual convention, to discuss programs and production problems. Seated around the table are (1 to r.): Jean Hinds, CBC Winnipeg; Jeanne Howard, Vancouver; Joan Marshall, CBC Montreal; Jeanette McMurtry, CBC Toronto; Jeanie Marsh, CBA Sackville; and Ethlyn Dobbs, who is on the CBC Montreal staff.

Bond Frolic

STAGING its Iowa Barn Dance Frolic at the Shrine Auditorium, with War Bond purchases as tickets for admission, WHO Des Moines sold $138,300 in bonds to an audience of 3,680. The event, held Nov. 27, was promoted exclusively over the station and was held inside the studios for the first time since December 1942 when the Saturday night shows at the Auditorium were suspended to discourage unnecessary travel. The program, 2 hours and 31 minutes long, included a picture talk by Herb Plambeck, WHO farm editor, who recently returned from six months in World War II service in Britain. WHO's bond sales total now nearly $4,500,000.

for the record an exhibit supplying thumbnail sketches of the 36 members of the NBC news staff.

In up the program issue, Mr. Trammell felt that self-regulation and not "bureaucratic edicts," "the redaction of the sales of the traffic," "Public pressure exerted by the listeners and the economic soft-pedal of the broadcasters," he contended, "argue that the responsibility for program service in the public interest, for the broad audience, rests with one group." Technical developments in broadcasting, to cover transmitting news as it occurs, with sight as well as sound; and motion pictures will bring new problems. Any such controls which are now applicable to radio must automatically apply to newspapers, magazines, books, pictures, newsreels and motion pictures. He added, "I do not think it can be done and at the same time preserve the doctrine of free speech or free press".

"Success Attracted Attempts At Bureaucratic Control"

Declaring that governmental control of radio has only recently become a practical reality, Mr. Trammell attributed radio's present troubles to "excessive zeal on the part of bureaucracy to apply new social control methods in the broadcasting industry". The more successful broadcasting became, the more it attracted the attention of the Federal Communications Commission, the broadcasting industry's "back-bone of restraints, and the moor opportunities presented for exploitation by those in government who saw in broadcasting a possible source of flawless influence and control". He believed that the nation or the broadcasting industry was "the one situation in this country and preserve democracy. You cannot have government controlled radio, and maintain either free speech or free press. We have too many examples of what has happened in other lands and countries in relation to the fact that in every land where democracy is dead there is government controlled radio, the press and the church."

"Points to Error of 'Common Carrier' Idea"

Another difficulty related to the "common carrier" idea, according to Mr. Trammell, is the tendency to consider broadcasting as a sort of public utility despite the fact that broadcasting is not a common carrier. He pointed out that the majority of the FCC have public utility operation or regulation back.
One minute on WOV...

The Ronzoni Macaroni Company are the sponsors of The Second Wife...broadcast, like all WOV's 
daytime programs, in Italian. Recently they offered listeners a rations-
book holder during an incidental 30-second announcement 
on their half-hour program. The following day another 
announcement was made. Again casual. Again 30-seconds. 
That's all. Two announcements ... 1 minute.

Four weeks later 7900* replies had come in! More 
were arriving every day.

Ronzoni, for all their 593 consecutive weeks on WOV, 
were the happiest sponsors you ever saw. We were happy 
too. But unsurprised. For WOV's dominance of the New

York Italo-American market is an old, old story. One 
that has opened many mail-boxes (and cash registers) for 
our 41 Italian-language clients. 
WOV can open them for you too!

*There's no sense fibbing... it was really 7920
that president said: "Preferably freedom from Government domination and control."

Mr. Trammell recalled that in the early days of radio there was need for Government regulation because of the physical characteristics of the transmission and reception of radio energy. Senator Wheeler interposed with the statement that the authors of the 1927 Act had in mind a scope broader than control over technical confusion and interference when they wrote the "public interest" clause.

Senator White, co-author of the present Communications Act, and co-author of the proposed legislation, took sharp issue with the chairman. "I agree with the wisdom," he declared, "that in the 1912 Act and the 1927 Act we were trying to eliminate interference." He quoted from both laws to sustain his contention. "When we wrote in 'public interest, convenience and necessity' we were thinking of freer ether. I feel in my own mind we were trying to minimize interferences."

"There isn't any question as to whether that was one of the prime reasons," commented Senator Wheeler, "I do know we discussed other things."

Chairman Wheeler pointed out that under the present law, program control by the Commission is forbidden, but Mr. Trammell said he felt that "in view of the Supreme Court decision the law has got to be clarified." He referred to Commissioner Wakefield's testimony that the Commission did consider programs in granting licenses and renewals. That brought from Senator Wheeler the remark that the Commissioner "advocated several things with which I wasn't impressed."

Wheeler Again Raises Demand For Both Sides

Senator Wheeler again expounded his theory that the decision as to what goes on the air shall rest with a "handful" of individuals. Mr. Trammell told him that if radio loses its audience it loses advertising, its life's blood. Thus the public is the deciding factor. The committee chairman expressed his opinion, however, that "the representatives of the public should be the deciding factor. It is the representatives, delegates that power to Government agencies.

As to the future presenting the most important fact," interposed Senator Hawkes, "when he says the public is the most rigid censor of all? If you run your broadcasting for your own interests you're through."

"I don't think so right," insisted Chairman Wheeler. "The public is entitled to have the opportunity to hear both sides of a question." Mr. Trammell told the committee that the country's 900 broadcasters and four networks, with their "checks and balances against one another" make for a "much safer" condition than to "leave the say-so in the hands of a bureau of the Government."

Freedom Stressed As Essential to Progress

"Until two or three years ago the Commission never attempted to regulate business and program practices of the industry," Mr. Trammell continued. I don't think the broadcasting industry should be subjected to laws that do not affect other industries. If you're going to regulate our business practices, then we're a public utility and the law says we're not."

Mr. Trammell resumed his prepared statement and introduced as an exhibit a table comparing radio and newspaper coverage of U. S. cities (see page 41). "Contrary to general opinion," he said, "more radio stations are now licensed to operate in the leading cities of the country than there are daily newspapers published in those cities."

"As to the future there should be no concern about the possible monopoly by the single ownership of a newspaper and a radio station in any community. Wave-lengths are now available in any city, town or country village. Economic conditions and Government restrictions may prevent their establishment, but not the scientist."

"The point I'm trying to make there, Senator," Mr. Trammell addressed the chairman, "is that we've got as many radio stations as there are newspapers."

Senator Wheeler objected to the networks putting "one side of the question" on a full network and the other side on a few stations, but the NBC president explained: "We put no pressure on individual stations to carry our programs."

Mr. Trammell, returning to his prepared statement, highlighted radio's future possibilities, including television, facsimile, FM and kindred services. Ownership and operation of key stations by net-

### Something You Should Know

Within a 100-mile radius of Shreveport a half billion dollars is being spent on war industry. This adds to the already rich market covered completely by KWKH. It's a market where you can sell now — build sales for the future.
for television and in the fall of 1937 Dr. Armstrong was granted an allocation for a high-power station.

Says FM Allocation Led To Pushing Television

"While this allocation was ample for my demonstration," he said, "it had the effect of leading the rest of broadcast to believe that the next development would be television, not FM, and that there was not space left in the spectrum for FM. It left the impression that FM was not a national service."

For three years Dr. Armstrong demonstrated to broadcasters and lectured throughout the country on the capabilities of FM, he said, and gradually converted broadcasters to the belief that "the FM system was the system of the future". Small broadcasters in particular were interested, he explained.

"About 150 applications had been filed at the beginning of 1940, when there was a hearing before the Commission, set for mid-January 1940 to make permanent those television assignments and to make television commercial," the witness related. "Had that been done FM would have been hamstrung for all time."

The Commission set for hearing in March 1940 the question of allocating more space for FM. "I appeared before the Commission and think, for the first time, I brought home the enormity of the June 1938 allocation. The chairman, Mr. Fly, stated the Commission would hold over its decision on making the television assignments permanent until it had been able to hear the FM case. Shortly thereafter a very great effort was made in the commercial field to launch television and sell as many receivers on the number one channel as could be sold, and block FM."

Dr. Armstrong explained that "six months prior to the March 1940 hearing" the Commission had granted a limited commercial status to television, but later it was withdrawn "when it became apparent it would fill up the number one channel. No television allocation could be made without working a hardship on the owners of receivers," he added.

FCC Regulations Held Continuing Obstacle

As a result of the March 1940 hearings the Commission allocated the television band to FM and gave television a Government band. "After that the enthusiasm to push television subsided," he said.

"I have heard that the chairman of the Commission has accused of holding up FM," said Dr. Armstrong. "At this point (March 1940) he certainly did not hold it up. He gave it its greatest boost later on. Regulations by the Commission did, however, hold up FM and they are still doing so."

Senator Wheeler asked: "In what way?" Dr. Armstrong replied: "FM is 10 years old. One of the biggest developments is re-tying FM across the country. The Commission has never allocated a frequency for re-tying. They have it under consideration. Perhaps if it hadn't been for the war, something might have been done."

Senator Hawkes wanted to know if the Commission could have made such channels available to FM without interfering with standard broadcast. Dr. Armstrong replied in the affirmative. When the New Jersey Senator pressed for the reasons the Commission gave in not granting FM allocations, Dr. Armstrong said:

"The existing allocation system provides for the allocation of those frequencies to television and the Government. There is no space available. That reason was given a good many years ago, based on the decision that everything was known about radio of the future. I believe since that time the Commission engineering department has acquired much wisdom."

The inventor told the committee there was "plenty of room" in the spectrum to put in FM relay channels and that "it would have been years before any demand could be made for the use of any of those channels. As this art develops you see more and more the impossibility of making progress under rigid regulations."

Says War Stopped World-Wide FM

Senator White inquired whether Britain and Germany were doing anything with FM. Dr. Armstrong said Britain made inquiries in this country but the "possibilities were talked down". In Germany "they fully appreciated FM before the war," he added. "I don't know what Germany is doing with it now."

Dr. Armstrong said the U. S. so far as he knows, leads in the development of FM, with Canada second. He surmised that had the war not interrupted, FM today would be in operation throughout the world.

The committee displayed unusual interest in Dr. Armstrong's testimony and asked questions about programming, reception, scope of the radio spectrum, and other phases pertinent to general broadcasting.

"I think I ought to add," Dr. Armstrong told the committee, "that if I've been too hard on the engineering department of the Commission, I want to say at the present time it is doing everything in its power to get under way."

"You think there will be a big development in FM after the war?" asked Senator Wheeler.

"It will be the major development. We'll have television later," declared the inventor. "FM is the next development and the one which has been the logical development."

Mr. Trammell, appearing before the committee Tuesday, urged legislation which would determine whether radio "will flourish under our free enterprise system or become a weak and subservient tool of Government". Such legislation must have as objectives, he said, these two fundamentals:

"First, to guarantee broadcasting in all its forms as a free and unfettered medium of mass communication, secure from Government ownership and private enterprise domination; second, to guarantee a sound economic system of broadcasting so that private enterprise may give to the American public television, frequency modulation, facsimile, and all the other develop-
WE'LL NEVER GO BACK ON Mr. KOBAK

A network, like any other chain, is as strong as the sum total of its individual links—KEX is doing a good job for the BLUE because it's doing a great job in its own territory.

NEWS FLASH—PORTLAND TO BECOME IMPORTANT EMBARKATION POINT—100,000 NEW PEOPLE EXPECTED

INDUSTRIAL PAYROLLS IN THE KEX MARKET ALREADY EXCEED FIFTY MILLION A MONTH AND STILL GOING-UP!

SURVEYS HAVE SHOWN THAT THE ONE SURE WAY TO REACH THE WAR WORKERS IN THIS AREA IS THROUGH THEIR RADIO SETS

KEX IS DOING A JOB FOR YOU AND THE BLUE HERE IN PORTLAND, OREGON, Mr. KOBAK

THANKS I'LL REMEMBER THAT
Trammell Urges Changes in Law

(Continued from page 7)

medium" is to permit the Government agency to "lay down general rules which will promote the widest possible freedom of speech."

Senator Wheeler said the "indus
ty would so much have the situation if it were written into law," Commissioner Wakefield, who told the comm 委托 that he as a Republican, agreed that "if there is any confusion as to what the Commission is doing or should do, it should be written into the law."

But he pointed out "we have a law that has now been construed. The limit is to have the power better understood and known than some people admit."

"Not one of these commissions wants to have its power limited in any way," said Senator Wheeler. "I think as far as we can, Congress should write into the law pretty definitely what is intended and not leave it up to the whims of the courts. The reason for much concern at the present time is because some of these commis-sions have gotten beyond the authori-
ties granted to them by the Congress."

Says 'Broadcasting' Creates Fear of Commission

Restating his testimony of Dec. 3, Commissioner Wakefield said that "broadcast is a "great public service" and the part of broadcasters of the Commission, although he told the committee "a great part of this fear is manu-factured for a purpose." He sug-
gested filed hearings "away from Washington" to help the Commis-
sion and broadcasters to know each other better.

"I have reluctantly arrived at the conclusion that the issue of inter-
ests in the industry and large, but by no means all, elements in the industry press which deliberately promote this fear for the pur-
pose of creating distrust between the Commission and the working broadcasters."

"Mr. Wheeler pressed for identification Mr. Wakefield said:

Magazine is a good illustration of what I mean. The NAB has not been free from this influence. I deplore the antag-
nomism which boiled over between the Commission the NAB. Some fault may lie on both sides of that controversy. A strong industry or-ganization can be one of the most useful organizations in developing confidence in Government rather than in promoting distrust of it, and the NAB may well better serve the broadcasting members by tak-
ing that position."

He predicted that "many problems which seem large today will disappear when the industry group and the industry reach a bet-
ter understanding."

Wakefield opposed writing the network rules into legislation (as Senator White had promised Chairman Fly earlier in the hear-
ing) because they might need further revisions as time goes on.

When the Commissioner finished sale of time, controversial issues, Senator Wheel-
er inquired if "the man with the little fellow" could not. The wit-
ess replied that the question should be solved by station man-
agement which is obligated to "op-
erate in the public interest."

Mr. Wakefield's way of serving the public interest, as he explained, would appear to involve debate of an issue by two men, "on the air continuously, discussing the issue of the day," by way of example he proposed Fulton Lewis Jr., and Leon Henderson taking a differ-
ent side on some public issue.

"The people would get awfully tired of hearing Mr. Wheeler. Mr. Wakefield said he would leave it up to the broad-
casters, and an attempt made to have him listened to for the whole of its evening and Sunday programs.

Commissioner Wakefield went on rec-ecording intervention on the part of "parties with substantial interest" and a "legal right", al-
though when that community couldn't support more that one station. Sen-
ator Wheeler joined the argument and said it was substantially the same.

Says Programs Are Considered Generally

"In considering applications, to what ex-
pose the Commission to go into program service?" the chair-
aman asked.

"In general way," explained Mr. Wakefield. He said the Com-
mision goes into "program con-
trol," as well as "network type programs." He admitted that pro-
grams are considered in renewals. Senator Moore remarked :

"That gives the Commission su-
preme power over all programs, through the license." Commissioner Wakefield cited a hypothetical case in which a station told the Com-
mision it was going to play rec-
ords all day, but Senator McFar-
land thought there was no harm in "setting all be viewed, but he op-
posed making it mandatory. Sen-
ator Wheeler has intimated he plans to write some clause into the law. The Commissioner drew the distinc-
tion between political disagreement and "attack."

To Senator Wheeler's stock ques-
tion: "Do you think the networks should be licensed?" Mr. Wakefield said he had no "strong feeling" but "that licensing networks would give us some supervision if that's what Congress wants."

"If you're going to license net-
works, then you're getting into the field of licensing all business and I'm opposed to it," declared Sena-
tor Hawkes.

Chairman Wheeler asked Mr. Wakefield to file with the commit-
tee a list of attorneys and engi-
neers who own or hold interests in stations.

When the Commissioner ex-
plained the functions of the Radio Intelligence Division, which the Joint Chiefs of Staff recommended should be transferred to the armed services, Senator Wheeler ex-
plained:

"It seems to me that every branch of the Government is setting up a superintendency of this type. Mr. Wakefield hastened to say that the Army and Navy are not duplicating the func-
tions of RID; then, under exam-
ination, he added: "I don't know to what extent the Army and Navy

Advocates Merging International Communications

Commissioner Wakefield said he thought the opportunity to reply to commentators who "elander" an in-
dustry could be perceived but he op-
posed making it mandatory. Sen-
ator Wheeler has intimated he plans to write some clause into the law. The Commissioner drew the distinc-
tion between political disagreement and "attack."

To Senator Wheeler's stock ques-
tion: "Do you think the networks should be licensed?" Mr. Wakefield said he had no "strong feeling" but "that licensing networks would give us some supervision if that's what Congress wants."

"If you're going to license net-
works, then you're getting into the field of licensing all business and I'm opposed to it," declared Sena-
tor Hawkes.

Chairman Wheeler asked Mr. Wakefield to file with the commit-
tee a list of attorneys and engi-
neers who own or hold interests in stations.

When the Commissioner ex-
plained the functions of the Radio Intelligence Division, which the Joint Chiefs of Staff recommended should be transferred to the armed services, Senator Wheeler ex-
plained:

"It seems to me that every branch of the Government is setting up a superintendency of this type. Mr. Wakefield hastened to say that the Army and Navy are not duplicating the func-
tions of RID; then, under exam-
ination, he added: "I don't know to what extent the Army and Navy

do" monitor for subversive stations. Commodities'member of the FCC, the New Hampshire dryly in-
quired whether the Senator program would come any closer than the witness could an-
swer he observed: "You know, I never have a question without a question backwards."

Mr. Trammell had a field day. Practically every committee member, presum-
ably as controversial, drew the retort: "It's not on our network."

Not Ours

Senator TOBEY (R.N.H.) proved last Wednesday that the FCC was not in paraker While Niles Trammell, NBC president, was testifying be-
fore the Commerce Committee, the New Hampshire dryly in-
quired whether the Senator program would come any closer than the

RCA-NBC BATTERY LISTENING in rapt attention as NBC President Niles Trammell testified last Wednesday before the Interstate Commerce Com-

Not Ours

S E N A T O R T O B E Y (R. N. H.) proved last Wednesday that the FCC was not in paraker While Niles Trammell, NBC president, was testifying be-
fore the Commerce Committee, the New Hampshire dryly in-
quired whether the Senator program would come any closer than the

Advocates Merging International Communications

Commissioner Wakefield said he thought the opportunity to reply to commentators who "elander" an in-
dustry could be perceived but he op-
posed making it mandatory. Sen-
ator Wheeler has intimated he plans to write some clause into the law. The Commissioner drew the distinc-
tion between political disagreement and "attack."

To Senator Wheeler's stock ques-
tion: "Do you think the networks should be licensed?" Mr. Wakefield said he had no "strong feeling" but "that licensing networks would give us some supervision if that's what Congress wants."

"If you're going to license net-
works, then you're getting into the field of licensing all business and I'm opposed to it," declared Sena-
tor Hawkes.

Chairman Wheeler asked Mr. Wakefield to file with the commit-
tee a list of attorneys and engi-
neers who own or hold interests in stations.

When the Commissioner ex-
plained the functions of the Radio Intelligence Division, which the Joint Chiefs of Staff recommended should be transferred to the armed services, Senator Wheeler ex-
plained:

"It seems to me that every branch of the Government is setting up a superintendency of this type. Mr. Wakefield hastened to say that the Army and Navy are not duplicating the func-
tions of RID; then, under exam-
ination, he added: "I don't know to what extent the Army and Navy

do" monitor for subversive stations. Commodities'member of the FCC, the New Hampshire dryly in-
quired whether the Senator program would come any closer than the witness could an-
swer he observed: "You know, I never have a question without a question backwards."

Mr. Trammell had a field day. Practically every committee member, presum-
ably as controversial, drew the retort: "It's not on our network.

do" monitor for subversive stations. Commissioner Wakefield advoc-
ated merger of the international communication system, although when Senator Wheeler asked: "You don't think in the future that Public Wireless should be joined with an-
other company, do you?", the wit-
ness replied: "That's a debatable question."

Armstrong Says FCC and RCA Delayed FM Progress

Taking the stand Monday, Dr. Armstrong told how the progress of FM, which he invented, had been retarded because his invention was looked upon by engineers as a "visionary dream". He blamed both the FCC and RCA for delay-
ing the development of what he felt that television was the next big step in broadcasting.

His original tests in June 1934, he said, that a 5 kW station was "outworking" a 50 kW standard broadcast station. He said he was not able to persuade RCA to take the next step, "operating a high-power station."

End of April in 1935 I decided I'd have to undertake the job myself," he said, and when he wrote RCA asking prices of equip-
ment at that time, he was told of series of field tests in television. When Senator Wheeler asked why FM was not developed generally Dr. Armstrong replied.

"I believe for two reasons: first, that the technical advantages are un-
derestimated, and second, it meant too many new stations or new networks. As to which was the controlling factor I don't know."

When Dr. Armstrong approached the FCC in 1930 to take a license to operate a high-power FM station, he was informed, he said, "in an informal interview with the as-
sistant chief engineer, that I hadn't done anything in the public inter-
est. He suggested that what do I have? I had two years'—experiment with a low-powered station."

He recalled an interview in the Boston Globe Office, where he met with F. Mil-
drew Ring, then assistant chief en-
gineer of the FCC, referred to FM as a "wild idea." After a cross-examination Dr. Armstrong said Mr. Ring "now is a consulting engineer."

Dr. Armstrong noted generally Dr. Wheeler asked that a copy of the published interview be inserted in the committee re-

In June 1936 the Commission, at a hearing, granted an allocation

BROADCASTING • Broadcast Advertising

December 13, 1943 • Page 25
Even the most ardent Hamiltonian applauds the judgment of Jefferson in concluding the Louisiana Purchase.

Much of the rich midwest thus brought under U.S. control, is today being brought under closer market control by advertisers who use the Cowles Stations. Blessed by Nature with the world's most productive land, the area served by Cowles Stations includes:

- 16 wholesale centers, over 25,000.
- 80 retail centers, 5,000 to 25,000.
- 601,543 farms, each a war-industry in itself.
- 1,387,690 radio homes (daytime primary) with population-total of 6,000,748.

To this entire region, Cowles Stations beam your advertising at group rates as low as $72.00 for a daytime quarter-hour on three stations . . . truly the BIG BUY of 1944.

**The Cowles Group**

GEARED FOR RESULTS

**THE COWLES STATIONS**

**WMT KRNT KSO WNAX**

CEDAR RAPIDS DES MOINES DES MOINES SIOUX CITY YANKTON

AFFILIATED WITH THE DES MOINES REGISTER AND TRIBUNE

REPRESENTED BY THE KATZ AGENCY
Can you see the entire picture? Who is it? Just for fun, jot it down on your memo pad and check with the answer next time!

Answer to preceding ad: WILLIAM HOWARD TAFT

When you're buying radio time, half the selling picture is not good enough! You can't afford to guess. You've got to get the COMPLETE selling picture. That means the RIGHT TIME AND THE RIGHT STATION... THE STATION THAT CAN DO THE BIGGEST JOB FOR YOUR CLIENT!

IN BALTIMORE, IT'S WCBM. Because WCBM offers
1. Complete Baltimore Coverage. 2. A lucrative market, that is increasing daily.

...our advertisers have found that IT'S EASY TO SELL WHEN YOU BUY

JOHN ELMER, President
GEO. H. ROEDER, Gen. Mgr.
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

The BALTIMORE BLUE NETWORK OUTLET
Republic Studios Plans Big Promotion Drive

PUBLICITY, New York, will spend $350,000 to promote "The Fighting Seabees," according to James R. Grant, president, $250,000 has been set aside for advertising and publicity in branch-city pre-release engagements, and $100,000 allocated to campaigns in subordinate key cities.

Republic appropriated a similar amount for its recent release "In Old Oklahoma." And Roy Rogers, the cowboy star, was publicized with a radio campaign, tying in with personal appearances.

ANACIN Co., Jersey City, has changed the name of its new half-hour Friday evening show on CBS from Broadway Calling to Friday on Broadway. Program started Dec. 3, and is heard 7:30-8 p.m. Agency is Rickett-Sample Haenert, N. Y.

Gunnison series

ROYAL ARCH GUNNISON, Mutual correspondent who recently returned to this country on the Grafen- hoft after 22 months internment in Japanese prison camps, on Dec. 22 starts a series of commentaries on Mutual, to be heard Wednesdays and Saturdays, 10-10:15 p.m. Gunnison was first heard on Mutual Dec. 7, 1941, from Manila where he broadcast for 21 days until the Philippines were taken by the Japs.

How To Do A Better Sales Job on WIBW
One of a Service Series

How to succeed in sales, that's the million-dollar question. How to close a sale, that's an even more difficult challenge. But if you listen to WIBW, you'll learn how to do it.

WIBW, The Voice of Kansas
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPED PUBLICATIONS, INC.
NEW YORK CHICAGO KANSAS CITY SAN FRANCISCO

Hoyt OWI Record Praised by Aides
Healy to Take Domestic Post
After First of the Year

RESIGNATION of Palmer Hoyt as OWI Domestic Director removes a representative of the broadcast- ing industry from a policy-making position in the agency. Mr. Hoyt, who is publisher of the Portland Oregonian, which operates KEX, will be succeeded by George W. Healy Jr., managing editor of the New Orleans Times-Picayune.

Mr. Hoyt's departure, however, will be balanced by the appointment of Edward C. Kauffman, former CBS executive vice-president, as OWI Associate Director, the post formerly held by Milton Eisen- hower [BROADCASTING, Nov. 29].

In returning to Oregon, Mr. Hoyt is carrying out the stipula- tion made last June that he would stay in Washington six months. He had been granted leave from the Oregonian for that period. He will continue in his post until the arrival of Mr. Healy, which will be shortly after Jan. 1.

A Tough Task

Mr. Hoyt assumed his present post during OWI's hectic days. He arrived in Washington to find the agency's existence threatened by an unhappy Congress. The House of Representatatives had voted to throw out the entire Domestic Branch, but the Senate refused to concur and the Branch finally was given an appropriation of one- fourth its budget request.

Mr. Healy's first task was to reorganize the Domestic Branch in line with the limitations imposed by Congress and at the same time to maintain vital functions. Aside from his successful manage- ment of the administrative job, Mr. Hoyt is credited with several noteworthy accomplishments in the field of operations. Most important of these was his drive to increase the flow of war news to the public, a contribution which has brought him praise from newspaper editors.

As a practical broadcaster as well as a publisher, Mr. Hoyt has devoted much interest to the oper- ations of the Radio Bureau. One of his first acts upon becoming domestic director was to form the Radio News & Policy Committee to advise him on matters af- fecting industry cooperation.

Mr. Healy is a member of the Newspaper Advisory Committee named by Mr. Hoyt last July to consult with OWI on war news matters [BROADCASTING, July 12]. The two men have known each other for some time. Mr. Healy is chairman of the Associated Press Managing Editors Assn. He lives in New Orleans with his wife and two children, aged 7 and 4.

Mr. Healy was recommended as the practically unanimous choice of editors to succeed Mr. Hoyt, it was learned. His appointment, ac- cording to present plans, will be for at least one year.
One of a series showing AMPEREX tubes in the making

AMPEREX
WATER AND AIR COOLED
TRANSMITTING AND RECTIFYING TUBES

Amperex is a scientific laboratory, on an enlarged scale, where rare and refractory metals, materials and gases are processed and combined into precise and delicate instruments. The meticulous construction of each tube is supplemented by a series of tough, pre-shipping tests. You receive a perfect product, fortified with the "Amperextras" which assure longevity, uniformity and dependability. All Amperex tubes may be interchanged with your present tubes without circuit readjustment.

GIVE A PINT OF BLOOD TODAY... SAVE SOME SOLDIER'S LIFE TOMORROW

AMPEREX ELECTRONIC PRODUCTS
79 WASHINGTON STREET • BROOKLYN 1, N. Y.