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
27,415 LETTERS
from 24 Broadcasts 4:30 to 5:00 A.M.!

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.
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.

Write us for availabilities.

Represented Nationally by Edward Petry Co., Inc.
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 FIRSTS

FUNCTIONAL STYLING IN TRANSMITTER DESIGN

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 river basin 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.
Wilfred S. King
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!”

• Yessir—that’s a nicely-cut figure of speech, Mr. King! With its inherent advantage of always permitting a little extra material to be inserted in some places, and a little to be taken out of others, spot broadcasting does offer radio’s greatest opportunity for real custom tailoring!

• 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?
Senate Group to Draft Changes in Law

Trammell Presents Impressive Case To Committee

WITH THE end in sight this week on public hearings the Senate Interstate Commerce Committee will settle down to work after the Christmas holidays to draft legislation designed to guarantee radio's future, as a free enterprise. Unless there are unforeseen developments, the hearings will be heard by 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 licensees. 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.

Critizes 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 decried 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 "in-sults" to radio and called upon Congress to check the FCC's rampages 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.

On the other hand, 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 NBC 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 favorability sentiment for rotating of the FCC chairmanship, if 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 possibility 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 Waxfield opposed any mandatory provisions for divisions.

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.

Eno. Harold N. Graves Jr. of the Navy, now attached to the Office of Strategic Services, disclosed last Wednesday that the operation of gathering and distributing "news" is "attached itself to the FBIS in 1941". Questioning by Chief Investigator Harry S. Barger brought from Enos, Graves, former head of the FBIS analysis section and assistant to Dr. Robert D. Lehigh, 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 in" 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 in". 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 OWI Service Division and from which the FSD prepared news 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.); Mag- nuson (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. M. 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 promised the Commission about its orders (79 and 79-A) designed to bar newspapers from owning radio stations of any character because of purported monopoly in public opinion.

Commissioner Wakefield, in his testimony, warned that he favored some restrictions on newspaper ownership, with non-newspaper owners, in cases where competitive applications are involved, given the preference. Such a rule, if adopted by the FCC, would not curtail the discrimination against newspapers as a class and would be vigorously opposed by newspaper interests in radio. Mr. Wakefield stated also he favored disposing of the 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 have indicated 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. Seventy-five conditions or allocations were made by Mr. Jett. The Commission, he said, isn’t 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 transmission. Both problems 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 TV are inadequate for a sufficient nationwide cooperative system, he said, and in his judgment there should be “at least twice this number.” The same is true of FM broadcasting in the band from 42 to 50 mc, which he declared is sufficient for only five additional FM stations or broadcast channels and 35 commercial channels.

Presenting the most optimistic picture of the future of television, Mr. Hanson predicted that at least 1,000 television stations and 35 million receivers, representing an overall investment of three billion dollars, will be in use by the end of 1944. He said, 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 instructions with power of 500 to 1,000 kw instead of 50 kw. He urged that FCC be restricted to regulation of the physical aspects of broadcasting service.

Chairman Reed was absent, for the first time since the hearings began, on Wednesday, Thursday and Friday, due to mild flu attack. Senator Tunnell (D-Del.) was acting chairman. Other committee members who attended the hearings last week were: Smith (S.C.), Bene (Wash.), Truman (Mo.), Clark (Idaho), Tunnell (Del.), McFarland (Ore.), Vincent (Neb.), Hill (Ariz.), Reed (N.Y.), Gurney (S.D.), Hawkes (Me.), Moore (Okla.), and Republicans.

When Commissioner Wakefield reported to the Senate last Saturday (Ariz.) he made two corrections in his previous-day’s testimony. He said the Joint Chiefs of Staff and not the Air Corps controlled the circuit to Algiers, and that the State Dept. recommended that a firm agreement be made with the French be given the license.

Re-emphasizing that “no member of the Commission” wants 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 Office 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 practices handed down by a while the FCC was away on a visit. Although up 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 presupposes an early end of the war. Unfortunately it still is necessary to retain in the codes restrictive requests touching many fields of activity, and the need for unrelenting vigilance in those fields remains as great as ever.”

It was believed that the Office has been handling censorship changes with other Government agencies for some time. Frequent complaints have been made by broadcasters that the existing system is arbitrary against the rights of local censorship powers by local military and civil personnel.

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

However, 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. The standing invitation to appeal doubtful cases to the Office thus is given added emphasis.

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 men. The new letter system does not apply to anti-aircraft, coastal or invasion defenses in this country.

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

Commissioner Craven Refuses 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, 1943, has received several offers from 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 continues:

“As you well know, I have always deemed it my duty to remain in public office as long as I could remain effective. At present the United States is at war and I have specific tasks relating to the war effort which are by no means completed.”

“Therefore I have refused to consider suggestions that I return to private business enterprise, in spite of the fact that some of the proposals were more attractive financially than those offered by the Commission.”

An Communications Commissioner.

“Thus, it is accurate for you to conclude that I have no intention of resigning prior to the end of my term in public office as long as my services are needed. If and when my services are no longer needed in the Government, I shall return to the profession of radio engineering in private enterprise. Then, naturally, I shall be very glad to consider any and all proposals when and if they are made. In fact, I shall seek employment when the Government has no further need of my services.”

In conclusion, I hope I have made it clear that at present I have no intention of leaving the Commission in the near future, or at any other time my services are required by the Government.”

There is one vacancy on the FCC, which has existed since June 30, when the reappointment of George H. Payne was summarily withdrawn by President Roosevelt without explanation, a day after it was sent to the Senate. That is a Republican vacancy. Conmr. Craven is a Democrat.

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

Production Facts

An important code provision eliminates futile restrictions against nationwide summaries of war production, printed details and capacity and movements of lend-lease material. New clause restricts only secrecy with a list of 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 of a non-news, weather, storm, etc., are cautioned especially against mention of wind directions.

All requests concerning restatement 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 of interest to 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 received shall be given 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 of a non-news, weather, storm, etc., are cautioned especially against mention of wind directions.

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Broadcasters are advised by censorship officials to be careful about putting on the air material from restatement centers, or interest to the United States. The military censorship stamp, it is emphasized, covers only "home and family consumption". Broadcasters still should censor letters to correspondents of the military, and this 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 specifically authorized by the Government.

2) In next paragraph, starting “It is requested etc.” add after “authority” the following: “or specifically cleared by the Office of Censors.”

3) Delete (a) Weather and substitute the following:

(a) Weather—Weather forecasts other than those on the Weather Bureau. Mention of wind direction or barometric pressures in current reports (including summaries and recaps) except when contained in EMERGENCY

(Continued on page 57)
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 RCA post, which he has been named for.

At RCA, Mr. Brown will act as coordinator of advertising of the various products of the six divisions of the company and their three advertising agencies. Among these divisions are the radio, phonograph and television instruments division, whose advertising is handled by Ruthrauff & Ryan, New York; the phonograph record and international division, whose advertising is handled by 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 agricultural 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 some 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 all NBC, is now manager of the radio, phonograph and television instrument division, and David Finn, previously advertising manager, is now 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 & Kline Co., an outdoor advertising company. After some freelance spare time efforts as a radio writer and actor, he entered radio on a full-time 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 Bulova will continue to be keyed to top-rated 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 networked by the Cooperative Analysis of Broadcasting. Another Bulova policy to be carried over into next year is the allocation of 30% of the total air time purchased to promotion of war bonds and stamps, a practice since pre-Pearl Harbor ‘Drive for the Diet.’ Bulova will follow this policy for time announcements and merchandising copy running to 100 words “that the small towns, going 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 CBS network sponsorship of the ‘Cable News’ program. The new stations, added in December, are WFLD Chicago, WLA San Francisco, WSOY Rockford and WATX Portland. The new call letters will be WATG-FM.

The ‘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 Schwimmer & 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, tailed 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 1/45 million dollars annually in newspaper papers 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 Committee 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 measure would open 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 York Times, 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 reactions 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 granting a construction permit to those newspapers which “pending” file under the newspaper-ownership order (79 and 79-A), the FCC authorized the construction permit for 46,100 kc, with a service area of 460 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 WIXT, and the Commission’s construction permit authorized a change in status to commercial operation, along with a shift in frequency to 46.1 to 46.15 kc.

The new call letters will be WTAG-FM. It is understood by the license that the granting of the permit “will have no bearing on the new owners’ own 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 order. Commissioner Ray C. Wakefield, who presided at the hearing last Tuesday at which the WTAG FM grant was made, said during the Oct. 10 days ago that he thought the FCC had erred in holding up applications of newspaper stations, and predicted prompt approval.

Chairman James Lawrence Fry was absent because of a mild flu attack. Commissioner T. A. M. Creyer was likewise 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 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 a pneumonia attack. He had been hospitalized following attendance at a Washington professional football game on Nov. 28.
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

[Logo]

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 have never 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 or cannot absorb them is socially and economically unsound," 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 work."**

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 principle 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, director, 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 availability could be found, and in others, use of the announcemen has been placed between 4 and 8 p.m. The live commercials are scheduled for two weeks.

The station list follows: WRCB KNX KLX KPSD KPO KOA WLA WGN WGN WBE WFB WFB KSTP KCMO KKBK WBN WHAM WADC WCKY WTAM WBON WACU KDKA KSL KSO WBBM WBBM WAAW WNL WLW. No. will be used from Alabama to California. Business is placed by Menken Adv., New York.

**SPONSOR AND BLUE PROMOTE SYMPHONY**

PRIOR to the Christmas Day premiere on the Benefit of the Boston Symphony under sponsorship of Allis-Chalmers Mfg. Co., Milwau-keee has arranged a quarter-hour closed circuit pro- gram Dec. 21 calling attention of the public in various parts of the city to the American Federation of Musicians and to the labor movement.

Originating from New York and Milwaukee, with Philipps Carlin, BLUE vice-president in charge of projects as m.c., the program will feature an address by Walter Geist, president of Allis-Chalmers, speaking from Milwaukee, with recording of the "Old Blues" and "Pistol Packin' Mama", while CARL, Carlin, and Edgar Kabek, ejec- tive vice-president, responding from New York. It will be pointed out that the concerts, now being sanc- tioned at 8:15 p.m. Saturdays, will be shifted to the 8:30-9:30 p.m. Allis-Chalmers is building an even greater audience for the concert by advertisements in magazines, newspapers and trade papers, together with bill boards and window displays distributed to BLUE, the company dealers. Agency in charge is Compton Adv., New York.

**John David Expands**

JOHN DAVID INC., New York, men's clothing store chain, is ex- panding its outdoor advertising in New York City. Senator Clark brought the bill. While he thought the situation was bad, 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 record- ings 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 added that the fair to this because the plan did not provide for an accounting by the union, which could so do with the funds. If the same formula were employed by other labor unions, they could collect a majority 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- cords were placed at a "competit- ive disadvantage" by virtue of the acceptance of the Petrillo ultima- tum by others. Mr. Trammell said Deca has forged ahead with its program, and that the public votes for "Pistol Packin' Mama", while CARL hasn't made a new recording since August 1942.

**WBZ Failure in Petrollo Case May Revive Inquiry by Senate**

REVIVAL of the Senate Commit- tee's interest in the re- cordings strike called by Music Czar James C. Petrillo 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 Presi- dent Niles Trammell of NBC before the Senate Interstate Commerce Committee, Mr. Clark, chairman of the sub-committee which re- ceived an inquiry last November, declared it still had the whole matter under advisement. Senators Tunn- ell (D-Del.) and McFarland (D- Arizona), two members of the sub- committee, were present at the hearing.

Senator Clark explained that the subcommittee recessed its hear- ings in the hope that the dispute might be settled amicably. He re- called that Deca-Ward had signed with AFM and that other trans- cripion companies likewise had agreed to similar 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 Petrillo. 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 outcome.

"Legalized Blackmail"

Senator Moore (D-Okl.) brand- ed the AFM demands as "nothing more or less than legalized black- mail".

Senator Clark brought out that Mr. Petrillo, in his testimony before the subcommittee, contended that the union's plan to collect a labor dispute was involved — a contention upheld by the Federal District Court in Chicago. Yet the WBZ took juris- diction, he pointed out, because AFM contended that a labor dis- pute was involved. "Our subcommittee is still alive," Senator Clark asserted. "We have wrecked our brains for a remedy. We feel that the situation is bad. But we haven't found the legisla- tive remedy."

He asked Mr. Trammell whether anything might be written into the White-Wheelhe Bill that would "bear the scrutiny of the Constitu- tion without going into general labor legislation." Mr. Trammell said he thought that it was a mat- ter of copyright law, rather than the pending bill. While he declared recording would "inevitably lead to its extension to other unions and other industries, with fantastic results," the brief declares. "If the union's plan is sound in the case of the musicians' union, it is equal- ly sound for other unions repre- senting singers, actors, announcers, writers, technicians, etc. The precedent having been established, each of these unions would inevi- tably demand the creation of similar funds to be paid by the employers and split among their benefit for their members. It would also inevitably be adopted in and applied to other industries.

**Film Industry Next**

"The gross receipts from the sale of time for radio broadcasting are in excess of $250,000,000 per year. If the union's plan to collect 3% of the library transcription business were applied to broad- casting it would net the union in excess of $7,500,000 per year. Counsel for the union stated that the union intended to open a sec- ond front against the motion pic- ture 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 and lose their benefit of their members. It would also inevitably be adopted in and applied to other industries."

**APPRENTICE TRAINING reaches** into the cradle and comes out with Carl Bates, latest recruit of KOIB Oakland. Carl is the 23-month-old son of Al Bates, studio supervisor. And he passed his aptitude test with flying colors.
THE MAGNETIZED MIKE

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."

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Ford Co. Shifts Program Format

Dorsey Orchestra to Replace Godwin Newcast on Blue

FORD MOTOR Co., Detroit, which has shifted agencies from Mason Inc., Detroit, to J. Walter Thompson Co., Chicago, on Jan. 6 will change from its present five times weekly news program on the BLUE, discontinuing Earl Godwin and starting a musical show starring Tommy Dorsey's orchestra in the evening from Monday through Friday 8-8:15 p.m. period.

At present, Ford also uses the same quarter-hour Saturday and Sunday evenings with Henry Halle reporting the news, but the indications 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 also recently appointed to handle the Vimm's 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. Fly had been sufficiently by Friday to confer by telephone with his office. He is scheduled to testify this week before the Senate Interstate Commerce Committee on the White-Wheeler Bill.

Women's Contribution to War Program Described by Mrs. George Fielding Elliot (1)

Chairman of the Board of the National Wives of the Air, when she appeared as guest of Lana Price on the KOA Denver Home Front program Monday, 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 announcer of WHIO Dayton when a strong odor of gas permeated the studio recently, relief staff coughed, gagged, sputtered, and had other symptoms of a gas attack as described in the &quot;DD&quot; books. Announcer's eyes watered so badly they could not read copy, but he managed to set up in the one office that was unpopulated. The mystery finally unraveled as not sabotage, but a malfunction of the smoke machine that cleaned the air conditioning filters and confused the cleaning oil with fly spray.

W GAR WJR Teams Take 'IDEA' Tour

W JR Cleveland and W JR Detroit are sending their respective staffs to study operation of middlewestern and eastern stations, according to Mark L. Haas, W JR education director. They are interested in exchange of ideas within the industry and both worthwhile and progressive.

Emphasis of the study, including the entire scope of station operation, will be on promotion, programming, selling, interdepartmental relations and postwar planning. "The W JR and W GAR representatives will portray the story of the operation of their respective stations to those stations visiting and return home with main ideas that can be applied to W JR and W GAR," said Mr. Haas.

Power Breaks Down

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 off and on cut into the lines and adjacent communities, throwing many stations off the air.

Boulder Dam's gas-driven generators, and continued to operate. Break occurred at 2:50 p.m., was restored for two minutes, 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 the local Blue station, Ranch House Jim, quarter-hour program featuring Curley Bradley, cowboy baritone, and Reggie Cross' Harmonica Quartet. Show will originate from WENR Chicago and will be heard Mondays, Wednesdays and Fridays, 3-4:04 p.m. Contract for 26 weeks is placed through McFarland Aveyard & Co., Chicago.

Dun Cigar Series

DIESEL WEMMEN GILBERT Co., Detroit, has started a twelve-weekly five-minute program on 28 stations. The program is sponsored by Dun Cigars. Titled Smoked Rings, and heard Wednesday and Friday at 9:55 p.m., from WXZT Detroit, the series features a singer and orchestra. Agency is Century Adv., 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 assigning a high priority for the raids on Berlin. Mr. Shouse was in Britain as special consultant to the OWI Overseas Branch.

Mr. Shouse, who is traveling the British Isles, said neither encouraged nor discouraged about the course of the war. The U. S. is not planning anything about the Londoners today, he thinks, in their "numbness," which was reflected in the way in which they received the news of the bombing of Berlin.

The London blackout, Mr. Shouse, said, has caused a rise of morale than the bombing. "For the first day or two, it's interesting. After that, it 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. ARNOLD AZINE, Marine combat correspondent who was in the first wave of Marines when the island of Bougainville was captured, recounted his experiences last week at a Navy Dept. news conference. Sgt. Azine, former production manager of WBAL Baltimore and continuity writer at WLS Chicago, was among the first to be brought back by the Navy to report for the Navy. Among his experiences was a night spent in a fox hole as an infantryman in the company C, 6th Marines, in Jap attacks at the village of Piva. Azine left Bougainville Island in a PT boat which was damaged by Jap torpedo planes.

NAB Robbed

ROBBERS entered the offices of the NAB at 1760 N St., N.W., Washington, Dec. 19, and made away with various articles valued at approximately $1500. Material included two small radios, a pen set, brief case and several cartons of cigarettes.

The office of Neville Miller, NAB president, and executive offices, 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 of its 5000 w transmitter. The new transmitter went on regular schedules Dec. 7. Vincent I. Kraft, chief engineer of both KINY and KTKN Ketchikan, supervised the installation. The two stations are owned byaven A. Kraft. Se) title radio advertising executive.

Peck Opens Office

J. O. PECK has resigned as director of retailing and promotion of McGraw-Hill Publishing Co., New York, to open a field and market research firm for industrial accounts. He will open offices in New York under the name James 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 to a wider distribution of tubes among civilians and radio manufacturers and for promoting 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 scheduling of registers rated 5000 w 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 not been indicated. The committee reports 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 satisfying as many claims as possible. 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 branch of United Air Lines, which sponsors the half-hour series. Curve-watchers (1 to r) are Sterling P. Peck, chief engineer in charge of radio for N.W. Ayer & Son Inc., Chicago agency servicing airlines accounts; Robert Coleson (seated) enjoys, and Hollywood agency manager, and Carlone KaDell, narrator.

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

The greatest shows in radio are on NBC

out of the first
out of the first
out of the first
of all programs on the air!

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 God's yourungs.

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 daily page for complete programs. You'll agree that NBC broadcasting presents radio at its best... the best in entertainment, comedy, drama, novelty, 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
It's a National Habit
Weaf 680 on your dial

A service of radio corporation of america
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 five talent shows is presented Wednesdays (6:30-7:0 p.m. PWT) for the Belair Shipyard; James Houlihan - Alame Shipyards, Inc.; Marinship Corp.; Moore Dry Dock Co.; and Permanente Metals Corp. Kaiser Co. Inc.; Western Pipe and Steel Co.; and Kaiser Cargo Inc.

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-zealousness 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 normal we will possibly want to employ the medium again."
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 extended 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 War-time 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.

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 the week of Dec. 27. The angle shifts to Paper Conservation in the week of Jan. 3.

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

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. 25-29 at the Hotel Commodore, New York. Dr. L. P. Wheeler, 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 inaugurated 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 chairman of several of the RFPB's 13 panels. Maj. Gen. Roger B. Colton, chief of the Signal Corps' engineering and technical service, will speak on "Behavior Communication Equipment" at a joint session of the IRE and the American Institute of Electrical Engineers, Jan. 27 following the AIEE communications meeting. The AIEE sessions will be held at the Engineering Societies Bldg., New York.

Dyes Line to Boyle A. S. BOYLE Co., Jersey City, wholly-owned subsidiary of American Home Products Corp., has purchased the Dianized Dyes line made at Rutland, Vt. Purchase does not include the Canadian subsidiary. According to S. Schroffenberger, president of 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 Christian Science Monitor program on Mutual, has left Algiers for Naples.
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.
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"!
Help Wanted

Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 685, BROADCASTING.

Wanted—Announcer with experience. Advise age, starting salary, and details in first letter. Write Box 686, BROADCASTING.

Wanted—Operator with first class license. Must be capable of news and general announcing network station. Send details to Box 687, BROADCASTING.

Wanted—Announcer with experience. Advice age, starting salary and details in first letter. Write Box 688, BROADCASTING.

Wanted—Operator with first class license. Must be capable of news and general announcing network station. Send details to Box 689, BROADCASTING.

Wanted—Local Station—Joining CBS network approximately January 1st, has opening for two announcers. Salary, Excellent living conditions. Especially interested in good morning shift man. Send details, draft and marital status. Expected starting salary, transcription availability. Send Box 690, BROADCASTING.

Wanted—Announcer with experience. Advice age, draft status, salary expected and details in first letter. Write Box 691, BROADCASTING.

Wanted—Announcer—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 692, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 693, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 694, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 695, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 696, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 697, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 698, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 699, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 700, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 701, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 702, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 703, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 704, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 705, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 706, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 707, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 708, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 709, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 710, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 711, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 712, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 713, BROADCASTING.

WANTED TO BUY

- Wanted—First or Second Class Operator. Announcement ability desirable but not essential. Give full details. Starting Salary First Letter. Write Box 714, BROADCASTING.
FM Broadcasting Proposes 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 53 members of the National Association of 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, WTMJ, president; Theodore Streibert, WOR vice-president; and directors John Shepard III, Yankee Network; Ray J. Mason, 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. Mason, 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 relocated to 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. Discussion was given consideration to technical differences in the performance of FM and AM, "influenced by what FM can and is capable of doing, and not the limitations imposed by 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 designating as being more favored by the public;

That the principle of allocation based upon 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 Broadcasting Stations be required, the Commission take into account such factors as the natural coverage area based on proposed location, power, antenna gain and the laws of propagation for the territory to be served, and the ability of the station to deliver adequate service to the community or communities the station is primarily intended to serve;

That in licensing a station the Commission shall define the area throughout which that station 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. Janisky, Jr., Janisky & Bailey; W. R. David, General Electric Co., Schenectady, N. Y.; F. M. Doolittle, and Ray H. Mason, 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, WTJM, Milwaukee; Phil Merriman, NBC; L. W. Herzer, Journal Co., Milwaukee; G. W. Lang, WGN; Cecil D. Say, R. E. Black & George D. Jones, Janisky & Bailey; John Shepard III, Yankee Network; Ray J. Mason, Stromberg-Carlson, WHEM; Arthur Church, Midland Broadcasting Co.; and George Lang, WGN.

Miami Marqueen Renews

MIAMI MARGARINE Co., through its vice-president, Carl Heidrich, has renewed its 52-week contract with WQAM-DT, WQAM-AM and KDKA Pittsburgh. The company, maker of Nu-Maid Margarine, has found radio has increased its consumer demand over the two-year period that firm has used radio. Ralph H. Jones Co., Cincinnati and New York, is the agency.

Russia's Gratitude to the NBC Symphony Orchestra, and to its conductors, Arturo Toscanini and Leonid Stokowski, has been commended by the Russian government and the Korda Film Company. A 20-minute film, "Composing Russian War Relief and Russian Children's Aid" has been prepared by the British Broadcasting Corporation. It will be exhibited in the House of the Red Army, in Moscow.

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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 New York, last Thursday, 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 no respect for the enemy's news services," he concluded.

Time Lags

Reuter's 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 communiqué 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 the 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.

Concerning 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 censorship "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 Jr., WHN; and Charles Honce, general news editor, Associated Press.

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, whereby forming a "general staff" which will confer frequently with Mr. Coulter and his "immediate aide," W. H. Finshirber.

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 Paskett, 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 W. Barnum. The chief of radio in the agency prior to entering the Government.

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. Agency is Young & Rubicam, New York.

MILLER MCLINTOCK, 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."
Censorship Codes Revised

(Continued from page 11)

warnings released specifically for broadcast by the Weather Bureau authorities.

2. Special events reports, covering sports or any unusual assignments (fires, floods, storms, etc.), are censored especially against mention 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 designated to domestic police duty, as regards names, addresses, location and general character.

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

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

Mention of any raid in the continental United States or its possession, 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 saboteurs 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 material; formulas, processes or experiments connected with war production.

Information concerning exports, imports, or Government stockpiles of critical or strategic materials, explosives, metals, rubber, uranium, chemicals, tannin, manganese, quinine, tungsten, platinum and high-octane gasoline.

Movement or transportation of war material.

Note—Program of production for general categories of war material such as planes, tanks, guns, vehicles and munitions may be reported, but statistical information on specific weapons such as bombers, fighters, coast artillies, 155 mm. guns, medium tanks, etc., should be avoided without appropriate authority.

Delete entirely (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 as to source for home and family consumption only." Paragraph on war prisoners etc. is replaced by the following:

(m) War prisoners, internees, and 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 agents; bailiffs 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 of Justice; for escaped prisoners, the War Department or the Secretary of War. (See R. 1.) For information as to enemy aliens or their camps, or civilian prisoners described above, the Department of Justice, in any instance, please make certain whether the individuals involved are military prisoners or alien, enemy aliens, or resettled citizens or civilians.

Paragraph on military intelligence now reads:

(n) Military intelligence—Information concerning war intelligence, or operations, 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 codes 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 the 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—Canadian 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 in a manner consistent with the demands of security, stations may employ 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 are to be carried out if the originating station will be held responsible for fulfilling the requests contained herein.

(e) Station managers are reminded that all provisions of this code, as outlined in Sections f and g, are equally applicable 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 $150,000. 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 Cloris, 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 Theater, by Arch Oboler and director Ronald Colman as a permanent star and more, 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 Berghesgarden 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 Aliens 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.

RADIO AND SUPPLY CO.

QUINCY, ILLINOIS, U.S.A.

Manufacturing Engineers Since 1922

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Actions of the FEDERAL COMMUNICATIONS COMMISSION
DECEMBER 4 TO DECEMBER 10 INCLUSIVE

Decisions

DECEMBER 7

KVAK Atherton, Kan.—Granted CP in medium A (40 mi. radius) to 250 w, make change in transmitting equipment.

KVAU Yankton, S. D.—Denied hearing application for CP change from 950 to 960 kc and 250 w N, 500 w D, and 500 w N, kw D.

WSPR Springfield, Mass.—Designated hearing application for CP increase power from 500 w to 1 kw, DA-AN, change in transmitting equipment.

WMTA Charleston, S. C.—Denied hearing move formerly licensed transmitter to operate as auxiliary 250 w.

KCPN North Platte, Neb.—Granted change call letters to KDGY.

DECEMBER 8
WOKO Albany, N. Y.—Granted petition for extension time to Dec. 20 to file proposed findings re application license renewal.

KOBH Rapid City, S. D.—Granted motion to dismiss without prejudice application for CP change 1400 kc to 610 kc, in connection with 1 kw to 5 kw, DA-AN, change and move transmitter.

Buckeye Broadcasting Co., Akron—Granted application for CP on 1250 kc.

DECEMBER 10
KGY Olympia, Wash.—Granted license change of coverage area, increase power from 10 kw to 250 kw, make changes in transmitting equipment.

Applications

DECEMBER 6
WRBL Columbus, Ga.—CP station installs auxiliary transmitter on site.

KTH Texas, Wash.—CP change 1400 kc to 1220 kc.

Broadcasting Corp. of America, Broadalbin, N. Y.—Granted special temporary authorization to move transmitter without prejudice, to May 1, 1944.

DECEMBER 8
WMCA New York, N. Y.—License change corporate name to WMCA Inc.

WBIR Knoxville, Tenn.—Voluntary suspension of license to J. W. Birdwell to American Broadcasting Corp.

DECEMBER 10
Columbia Broadcasting System, Hollywood—CP new FM station operate on 45,100 kc, 8,500 sq. mi. coverage.

MUTUAL BENEFIT Health & Accident Assn., Omaha, on Jan. 14, 1944, freedoms of Opportunity on 125 Mutual stations, Fri., 8:00 p.m.; Agency: Arthur Meyer, Chicago.

LEYER BROS. Co., Cambridge (Yimmo), on Jan. 5, grants Frank Sinatra show on 125 stations

KEW Quincy, Mass.—Granted application for renewal.

Renewal Applications

RADIO BIBLE CLASS, Detroit, on Jan. 2, renewes Radio Bible Class on 176 MBS stations, Sun., 13:00-13:30 p.m. Agency: W. T. Lloyd, Detroit.

BURLINGTON MILL Co., Minneapolis on Jan. 2, requests for 52 weeks Cornetion of Program

BURLINGTON MILL Co., Minneapolis on Jan. 2, requests for 52 weeks Cornetion of Program

WYNN MILL, St. Louis (Wynn's) for 14 weeks.


F. W. FITCH Co., Des Moines (Shaving Cream), on Jan. 5, requests for 52 weeks Fitch Brand.

PURINA MILLS, St. Louis (Quina feeds), on Jan. 1, requests for 52 weeks Purina Dog Crops on 52 NBC stations.

Network Changes

NORTHWESTERN YEAST CO., Chicago, on Jan. 8, shifts Steak of a Dreamer from Mon., Wed. and Fri., 10:15 a.m. to Sat., 10:30 a.m., at the same time adding 20 BLUE stations, making a total of 37 BLUE stations, Agency: MacFarland Aveyard & Co., Chicago.


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.

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. Esty & Co., and E. A. Elliott, Campbell, Amory & Peerless, vice-presidents; Ray Huhta, Kenyon & Eckhardt, secretary; E. R. Wood, Lynn Sunner Co., treasurer; and D. M. Gordon, Hon. Schuff & Ryan, sergeant-at-arms. The executive board is now made up of Joseph Burland, Lambert & Perez; Joseph Vessey, Kenyon & Eckhardt; and John J. Hagan, Lloyd, Chester & Dillingham.

W. SHERIDAN GILBERT, former engineer of KYW Philadelphia now on active service with the Navy, has been nominated to the rank of lieu-

JEAN KIRWIN, control room opera-

LOUIS WEINBERGER, engineer of WFLI New Haven, will shortly enter the

TONY GELICH, engineer of CBR

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

JACK EISMAN leaves the engineer-

DAVE LIGHT, sound engineer of KNX Hollywood, and Marlyn Minti of Los Angeles, were married Dec. 8. W. LAMM HAMMAR has been named chief engineer of KTMS Santa Barbara, Calif., replacing Winifred Willemen, resigned.

TEN WALL Jr. has joined Fairchild Aircraft Corp., Burbington, S. C., as safety engineer. He was formerly a salesmen for WWNC Asheville, N. C.
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 employes and one of the Interior Dept. will be introduced early this week in the House by Rep. John H. Kerr (D-N.C.), chairman of an Appropriations subcommittee which investigated the three.

Goodwin E. 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

AFRA-NBC Agreement

SUBSTANTIAL salary increases and other adjustments have been effected in a new contract signed by American Federation of Radio Artists with NBC to cover sound effects men, and in renewal pact signed by AFRA’s John H. Watson and William D. Mai. George Webb, and Richard Mc-Donagh, labor board. The station contracts are for 18 months and cover actors, announcers and singers, while the NBC-AFRA agreement runs to Oct. 31, 1944.

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 business men and philanthropists interested in spreading Mr. Zack’s methods of settling labor disputes. Four West Virginia stations—WCHS WPAR WBLK and WSAZ, and WVEJ, Stanton, 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 girls, is heard Sundays, 1-1:30 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 Nov. 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 news commentator, 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 “Armechair Generals” panel was held with participating commentators including Maj. George Fielding Elliot and William L. Shriver, 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 $2,600 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 network analyst, is the only radio personality represented in the recent national leadership survey conducted by Newsweek magazine and announced in the Dec. 6 issue.

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—116.8% increase
July—109.5% increase
August—150.2% increase
September—204.0% 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.

Why local Advertisers are selecting KGO

KGO
SAN FRANCISCO-OAKLAND
810 K.C. 7500 WATTS
Blue Network Company, Inc.

A NEW VOICE IN COLUMBUS, GEORGIA

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POST-WAR EXPANSION of FM was subject of discussion when W. E. David (left) and Dr. E. F. W. Alexander (right) of General Electric Co. appeared on WBCA, Schenectady, on the occasion of the third anniversary of that city’s pioneer FM station WGY. Mr. David testified that within five years after 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".

Ensinger Graves Insists On His Qualifications

Mr. Moore said he was "rehashed" 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, now 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. Graves gave his background as follows: Graduated from Princeton U. in 1936 with a B.A. degree in architecture; graduated from Columbia U., 1936, with Master's degree in journalism; was research associate and later assistant editor of "Literary Digest"; spent three years as associate editor of "Pathfinder." He was a spectator, told Chairman Lea that the witness had given "good news treatment", his analysists discovered there was "less mention" of Russia’s part in the war than the FBIS had written in its reports.

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 agreement." 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, "is 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 divisions 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.

KFEI and MBS Sign

MBS officials report "satisfactory progress" in the acceptance of the network's new contracts, placing the relations between the Mutual and its affiliates on a basis comparable to that of the other major networks (BROADCASTING, Nov. 22). Although the network has not released many of the contracts which had been converted to new forms, it was learned that KFEI, Denver, is one of that number, dispelling rumors that this station was breaking off its Mutual affiliation.
FCC Seen Starting News Service
(Continued from page 9)

Garey and Chief Investigator Barg-
er shared the questioning of last
week's witnesses.

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

He said he joined OWI at the in-
vitation and request of Elmer
Downs, OWI director and former
CBS news editor. Mr. Gordon's
testimony completed the commit-
tee's inquiry into the FBIS, except
for evidence expected to be intro-
duced by the FCC when it is called.

Ex-RID Employe Reports
FCC Dejerment Efforts

Counsel Garey read into the re-
cord Wednesday a letter from John
T. Duty, Auburn, Me., former em-
ployee of the FCC RID in which Mr.
Duty charged that when he re-
ported for duty at a RID primary
station at Millis, Mass., Jan. 16,
1942, the Commission "without
knowledge of my ability and pos-
sible 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, "they told
me it was orders from Wash-
ington 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 deter-
mine the loyalty of new employes
who were entrusted with informa-
tion concerning subversive activi-
ties.

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 fre-
quency. He was instructed to tele-
phone distress signals, long dis-
tance, 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 approva-
tions committee to justify their re-
quest 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.

Jacques Downs, who testified his
wife might be Chief Librarian or
Chief of Information Service of
FBIS, was asked about a state-
ment 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
re-fused to divulge the source of in-
formation he gave the Army, re-
marking: "That's my business!"

When Mr. Garey appealed to the
chairman that the committee was
to be 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
decided to be quoted the informa-
tion 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 In-
vestigator Barger, the witness re-
plied: "I don't remember". Mr.
Downs frequently appealed to
Chairman Lea that he didn't re-
member and that "words were put
in my mouth".

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

Rep. Miller several times demand-
ed direct replies and Mr. Garey
reminded the witness he was under
oath, asking if the presence of
Charles R. Denny Jr., FCC gen-
eral 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 divi-
sion 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 re-
prisals or that he gave Mr. Barger
copies of analyses with penciled
notations. Later, however, he re-
called giving certain documents to
Mr. Barger when Mr. Garey asked
him to identify them. On the wit-
ness stand Mr. Barger heard the
general counsel read into the re-
ord the investigator's report of the
May interview, then testified he
had 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
Thomas A. Moore of Chicago, now
the export division 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 vasillate—use WAVE for
Louisville, and get the best of Kentucky at lowest cost.

LOUISVILLE'S WAVE

N. B. C. 5000 WATTS . 970 KC
FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

BROADCASTING • Broadcast Advertising December 13, 1943 • Page 55
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 president.

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.

RETAIL NUT CRACKED

TOUGH NUT of retailing has been cracked wide open in Nashville by WLAC. The station now carries over 56 hours of time for three of the largest department stores in Nashville, with several smaller stores following in their wake.

Most interesting history of radio advertising in the Tennessee city is that of Bell's Booteries, which was strictly a newspaper advertiser until a few months ago. Tom Baker, station representative, interested Rue Roberts, store manager, in a new kind of news and quiz program combined, Children Analyze the News. Every Thursday at 5:15 p.m., six children from various Nashville grade schools hold extemporaneous discussions on current events. The program features little advertising, as it is designed mainly to build goodwill among the younger generation. The idea is so successful that Bell's Booteries has bought two additional programs, and has renewed the children's discussion for another 52 weeks.

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 1943 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 Beag, representing the State Dept. CIAA representatives in Latin America present at the conference were Cyrus Nathan, Chile; Frank Linder, Uruguay; Preston M. Adams, Ecuador; Arturo Urritea, Bolivia; Stuart Arnon, Peru; Herbert Corwin, Mexico; Joseph Reis, Venezuela; F. Granzer, Argentina, and F. Macarelli and Joan Wiggins, Brazil.

Ski Reports on WQXR

MEMBERS of the Switzerland Cheese Assn., with no products to sell, but a desire to build up a postwar 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, 5:40 p.m. Business was placed direct.

KOZY-

FM in KANSAS CITY

* represented by The Brannon Company

BUY BOTH KXYZ AND KRIS, CORPUS CHRISTI — A MONEY-SAVING COMBINATION
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, whichever happens to give the best reception. When surveys show that the majority are about equal in 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 to sparsely 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 1,000 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 AM are given facsimile it is economically possible to have approximately 3,000 facsimile transmitters in the country. If the services are realized in 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 be kept very busy in the next decade if it confines its intentions 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.

3. Policing of the external, technical effects of radio emissions."

**RCA Development**

FOR THE FIRST time, atoms in ultra-microscopic particles no larger than 1/100,000 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 untold mysteries about the infinite 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 WBCB-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 to Norman Thomas, Socialist leader, speaking on "Crawling Inflation", one of a series linking current problems with those of the post-war 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 subject 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."
frequencies for the various services.

Recalling Chairman Crane 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 and forecasts 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 ten years following the end of the war. These new stations will represent a capital investment of $250 million and would employ about 65,000 people directly and many thousands indirectly, along with additional thousands representing advertising agency personnel, artists, performers, and manufacturers of apparatus. This does not include receiver manufacture.

In television alone, Mr. Hanson said there is a potential market, conservatively, for 25 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 $125, but that figure probably would 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, he estimated, with additional thousands representing engineering and planning costs. The TV station of 50,000 watts probably would run around $500,000. For network origination, he said, tremendous studios would have to be built, paralleling the motion picture plants. Much of television’s program service, 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. The individual station on 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 has been talk about color television, he said it may take 10 years for it to develop. Sound movies, he said, are a reality in 1927, he pointed out. When color was perfected, the industry adopted it but today black and white sound pictures reach more than 80% of the output of the Hollywood plants.

Discussing FM, Mr. Hanson said it was technically possible to have 3,000 new FM sound stations under sustaining rules and standards. This will need an investment of roughly 150 million dollars. There is some doubt, however, as to whether the economics of sound broadcasting will support many stations and it might be more comparable 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 that the potential of the SM station is perhaps 200,000 people, the TV station 250,000 people, and the FM station 75,000 people. He added that the large market will be reached directly and many additional thousands indirectly.

Mr. Hanson suggested that the potential market for FM is perhaps 200,000 people, the TV station 250,000 people, and the FM station 75,000 people. He added that the large market will be reached directly and many additional thousands indirectly.

The "...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.
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 “multi-path” signals when observed on a television signal 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. Nevertheless, he added, the technical aspects should not be overlooked when planning domestic services.

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EDWIN H. ARMSTRONG

Much is to be gained by allocating the same bands to television services on an international basis and also in adopting international standards for program services and network relay systems. If different bands and different technical standards are used in different regions of the world, the problems with respect to sale of apparatus and the exchange of international programs would become "well-nigh unsolvable."

Mr. Jett finally made a plea for Congressional authority to regulate interference caused by dia-

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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 new era 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 pre-production models of apparatus can be made until RTFB has completed its research and made its findings to the FCC, and the Commission in turn has specified the

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WHAM

"Your Western New York Salesman"

50,000 Watt . . . Clear Channel . . . 1180 on Dial . . . Affiliated with the National Broadcasting Company and The Blue Network, Inc.

ROCHESTER, N. Y.

National Sales Representative:
GEORGE P. HOLLINGBERY CO.

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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 Atlanta-market farmers. Channing's unique "Kudzu Club" has been called "one of the most important recent developments in Southern agriculture."

AND THEY LISTEN TO WAGA FOR LEW CHILDRE

"The Boy from Alabama"
THE LIGHTCROUST DOUGHBOYS with PETE CASSEL JOHN HARRINGTON and JOE WORTHY
"Atlanta's Outstanding Newscasters"

---

WBAL

means business in Baltimore

Edward Petry & Co., National Representative

BROADCASTING • Broadcast Advertising

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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 promotion 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 40,000 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," KSTP's continuing promotional campaign includes:

1. Forceful ads in "The Farmer," reaching 147,000 Minnesota farm homes.
2. Listener-stimulating ads in 544 rural newspapers.
3. Personal appearances of KSTP's Farm Service Group in Minnesota towns.
4. "On the Minnesota Farm Front," newsworthy columns by KSTP's Farm Service Director, Harry Aspleaf, appearing weekly in 81 newspapers.
5. "Around Radio Row," personalized crush columns carried weekly by 75 country papers.

Your advertising dollars will go further in '44 on KSTP!

KSTP MINNEAPOLIS...ST. PAUL

Exclusive NBC Affiliate for the Twin Cities
Represented nationally by Edward Petry and Company

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.

WGC

Voice of the MISSISSIPPI GULF COAST
BLUE NETWORK
Gulfport, Biloxi, Miss.

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


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 Garden Building, Detroit

5,000 WATTS DAY and NIGHT
800 Kc.

MUTUAL BROADCASTING SYSTEM

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BROADCASTING • Broadcast Advertising
What Radio Wants in a Nutsheel—Hogan

JOHN V. L. HOGAN, consulting radio engineer, operator of WQXR New York, radio inventor and pioneer in facsimile and FM, in testimony last Thursday before the Senate Interstate Commerce Committee, retained his unofficial title as radio’s best ad 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 Tunnell (D-Del).

"My feeling is that 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. 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. I think that where you go beyond that into program matters, into business matters, even as far as the Commission has now gone, I think you are trespassing into territory that at least can be called debatable."

Mr. Hogan was speaking as the unofficial radio inventor and pioneer facsimile inventor, a type-writer designer. He also 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 such transcriptions should be accommodated in the FM band. He declared that FM is the only effective way of solving the problem of television and facsimile receivers, that it is the only way of solving the problem of television and facsimile receivers.

Radio could be accommodated in the same transmitter or receiver, Mr. Hogan said, "you can build the thing to do anything. We have learned that during the war." He added it might be expensive, but it could be done.

"Raising the question of the probable effect of increased use of FM on AM radio," Mr. Hogan said, "is to reject the need for improved service in rural areas. There is excellent rural service now, and with international shorthand, one could be picked up anywhere, there is no area in the United States not covered by AM radio." The domestic rural service is served largely by clear channel AM stations, and 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 considering allocation to rural regions. When the new band developed, the cost of FM receivers might well be for all shared channel stations, such as locals and regionals, to go forward. FM stations could be enabled to provide a better service, he predicted.

"On the other hand," he said, "clear channel stations should continue their service and, by the removal of local and regional stations from the AM bands, the clear channel service can be relieved to provide a better service than now!" Looking, Mr. Hogan said, with all AM channels available for high power broadcasts, allocations might be on a 10 kilocycle basis instead of a 10 kilocycle band, with the in-between assignments used by other North American countries.

Then, he said, 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 communication, but for broadcasting service. He said the facsimile receiver is "simpler than a type-writer" and therefore should be cheaper, because there is "less of it." The Committee was supplied with photographs of the receivers and samples of the prints produced by his electrical process.

Jepp Stressess Need to Change Standards Now

In a 3-page prepared statement, only two paragraphs in the record without reading, Chief Engineer Jett presented what he described as a "brief review of communications..."
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.

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 in the regulation, 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, I would like equal opportunity political questions then I urge that you do it 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 prefer 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 contents 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, and on other subjects," advocated legislation or an FCC regulation requiring that the networks set aside a 30-minute period of their time for "sustaining programs in the public interest."

If 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 minors" 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-
Trammell Urges Changes in Law
Continued from Page 30

unions and stations would eliminate them voluntarily.

Senator Hawkins, in expressing opposition 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 Govern-

ment bureau." He said he was dis-
posed 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 "stooge" of the networks. When Mr. Trammell said he thought that Chairman Fly was "trying to be facetious" Mr. Reed said he felt this was not so, since he had heard Mr. Fly testify.

Asks Expenditures

To NAB, "Broadcasting"

Encouraged by committee mem-
bers, 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, he added, had alluded to the NAB as being controlled by "two men in New York" and "Wall Street interests."

Later, under questioning by Sen-
ator Clark, Mr. Trammell declared that if the Commission would give to radio the encouragement and co-
operation it deserves, the relation-
ship would be a lot better. The chairman, he pointed out, "belittles and berates the broadcaster, par-


icularly the networks". He recalled Chairman Fly's castigation of the NAB in 1941 as akin to a mackerel "shining and stinking in the moonlight." He charged "draws these red herrings across the trail" whenever the occasion arises.

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

Announcing that he was reading a question from Chairman Wheeler

(telephone: The Bee line)

FLASH! The shortest distance to profitable results in California's billion-dollar market

The Bee line

May 7, 1943

Robert A. STREET

President

Paul H. RAYNER CO.

McClatchy

Green

Broadcasting

Company

Sacramento, California

Flasher

Send your copy to

Broadcasting

December 13, 1943 • Page 47
The Only
BLUE
Network Station
Serving
the rich important
U. S. 34th
Metropolitan District
WFMJ
Youngstown, O.

When you think of
SPOTS...
think of John Blair!

BLAZING NEW
SALES IN IDAHO

KXOK
ST. LOUIS, MO.

630 Kilocycles
5000 Watts Full Time
BLUE NETWORK

Represented by John Blair & Co.

KOIN
PORTLAND, OREGON
CBS Affiliate

FREE & PETERS • National Representatives

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 funnies 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, Fla., on the occasion of the station's joining the Columbia network. Included was 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 1/2 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 branches of the Army and Navy, RCA after Jan. 1, 1941, 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 picture 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 metal 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.

Personalized
CHRISTMAS edition of Frankenberger's Sports Page of the Air, printed in red and green, headlines "Merry Christmas . . . ," with the name of the person to whom that 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 and throughout the world. Frankenberger's, Charleston (men's furnishings), sponsors the program of which the paper is a supplement.

Furnishings
TYING IN with the five times weekly 6:30-7 a.m. farm broadcasts by Mert Emmert on WEA New York, the station has begun a weekly editorial feature, in mat 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 enterprises in the state.

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". Iowa station started operations Dec. 6, 1942. A map of the area covered is enclosed with the 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
aa—news programs
st—spot announcements
ra—transcription announcements

KDKA Pittsburgh
Duquesne Light Co., Pittsburgh (electric light), WIBC, 6 weekly, direct.
Sheed Bartush Products, Detroit (Keyko Magazine), 19 weekly, 13 weeks, thru Fred M. Balland Agency, Detroit.
RCA Mfg. Co., Camden, N. J. (institutional), 26 weekly, thru Rutraft & Ryan, N. Y.
Pittsburgh Sun Telegraph, Pittsburgh, 6 weekly, direct.
May Stern Co., Pittsburgh (furniture), 26 weekly, thru Wiltman & Pratt, Pittsburgh.
Westinghouse Electric & Mfg. Co., Pittsburgh (television shows to women), 26 weekly, thru Ketchum, MacLeod & Grove, Pittsburgh.
Campbell Woods, Pittsburgh (Breakfast Cheer Coffee), 6 weekly, 13 weeks thru Wiltman & Pratt, Pittsburgh.
Duquesne Brewing Co., Pittsburgh, 6 weekly, 26 weekly, thru Walker & Downin, Pittsburgh.

WHO Des Moines
Bulova Watch Co., New York, 7 weekly, thru J. Walter Thompson Co., N. Y.
Block Drug Co., Jersey City (Dentul-Grip, Gold Magic despair), 26 weekly, 35 weeks, thru J. Walter Thompson Co., N. Y.
Block Drug Co., Jersey City (Elmer), 26 weekly, 10 weeks thru Redfield-Johnstone, N. Y.

WLS Chicago
Chris Hansen Laboratories, Little Falls, N. Y., 26 weekly, 13 weeks, thru Mitchell-Faust, Chicago.
Commonwealth-McClure Co., Chicago, 8 weekly, 6 weeks thru Foote, Cone & Belding, Chicago.
Masen, Au & Magenheimer, Brooklyn (radio), 3 weekly, thru Erwin, Wasey & Co., N. Y.
Durkee Famous Foods, Elmhurst, N. Y., 5 weekly, thru Federal Ad., N. Y.

WLAG LaGrange, Georgia
Allied Drug Products Co., Chattanooga (Winnie's Baby Brand), 26 weekly, thru Linder-Nest & Battle, Atlanta.
Lair Drug Co., Los Angeles (Grapeine), 4 daily, 13 weeks, thru Eastburn & Singal, Atlanta.

WOR New York
Wool Novelty Co., New York (Wool Fash.), 26 weekly, thru Redfield-Johnstone, N. Y.
Food Mills, Chicopee (Golden Mix), 26 weekly, thru Jim Duffly, Inc., Chicago.

WFIL Philadelphia
Brooks Clothing, Philadelphia (men's clothing), 6 weekly, thru Cox & Tane, Philadelphia.

KWKW Pasadena, Cal.
Let's Live, Hollywood (health publication), 26 weekly, thru Koida-Kota, Los Angeles (dental), 10 weekly, direct.

WIND Gary-Chicago
Bradley Motor Sales, Chicago (used cars), 6 weekly, 52 weeks, thru Foote, Cone & Belding, Chicago.
Allestate Insurance Co., Chicago, 5 weekly, 12 weeks, thru Rutraft & Ryan, Chicago.
Chicago Civic Opera House, Chicago, 26 weekly, thru Schwimmer & Scott, Chicago.
Wood's Theater Chicago, 6 weekly, thru Weis & Geller, Chicago.

KQW San Francisco
Community Federal Savings & Loan Ass'n, Oakland, Cal. (savings bank), 6 weekly, 13 weeks, thru Pacific Advertising Staff, Oakland.
Petrie Wine Co., San Francisco (wine), 6 weekly, 26 weeks, thru Young & Robins, San Francisco.
Folies Bergere, San Francisco (Folies Bergere), 26 weekly, thru Allied Advertising Agency, San Francisco.
A. Blum & Sons, San Jose, Cal. (jewelry), 12 weekly, 13 weeks, thru Wank & Wink, San Jose.
Moore Clothing Co., San Francisco (clothing store), 12 weeks, thru Branner, Davis & Van Norden, San Francisco.

KHJ Hollywood
First California Co., Los Angeles (Flipo), 26 weekly, 26 weeks, thru Culbreth-Smith & Co., Los Angeles.
Durkee Famous Foods, Berkeley, Cal. (Troco margarine), 26 weekly, thru Emil Reinhardt Adv. San Francisco.
Petrol Corp., Los Angeles, (gasoline), 5 weekly, 52 weeks, thru Raymond R. Morgan Co., Hollywood.

KECA Los Angeles
Standard Oil Co. of Calif., San Francisco (institutional), 26 weekly, thru BBDO, San Francisco.
Lancaster Publishing Co., San Francisco (Sunset Magazine), 8 weekly, thru Bishop & Van Norden, Staff, San Francisco.
Coast Federal Savings & Loan Ass'n, Los Angeles (finance), weekly thru 52 weeks, thru E. W. J. Robinson Adv., Los Angeles.
Neih Corp., Columbus, Ga. (Panz-T-Fak), 7 weekly, thru BBDO, Los Angeles.
Safeway Stores, Oakland, Cal. (Pirate Gold Graham cracker), 10 weekly, 52 weeks, thru J. Walter Thompson Co., San Francisco.
Omege Shoe Polish Co., Los Angeles, 4 weekly, thru John H. Riordan, Inc., Los Angeles.
Heim & Bakers, Los Angeles (bakery products), 26 weekly, thru Dans Jones Co., Los Angeles.
Liese Salt Co., San Francisco (Leslie Salt), 5 weekly, 52 weeks, thru Erwin Wasey & Co., San Francisco.

KSTP St. Paul
Army Malleable Iron Range Co., Beaver Dam, Wis. thru Ger-Murray Co., Racine.

WMAQ Chicago
Walgreen Drug Co., Chicago, 6 weekly, thru Schwimmer & Scott, Chicago.
McNair & Magenheimer Co., Brooklyn (Mason Mints and Black Crow), 26 weekly, 13 weeks, thru Erwin, Wasey & Co., N. Y.
Exclusive clothing, Chicago (Corsette), 2 weekly, thru Schwimmer & Scott, Chicago.

CKL Toronto
Royal Chesterfield Co., Toronto (furniture), 5 weekly, thru Ellis Adv. Co., Toronto.


Stations in New England Urge Radio Act Changes
A RESOLUTION adopted by a group of six New England stations supporting new legislation clearly defining and limiting the duties and powers of the FCC, was placed in the Congressional Record Dec. 3 by Rep. Wigglesworth (R-Mass.), a member of the House Subcommittee investigating the FCC.

The resolution, adopted last Oct., was sent Mr. Wigglesworth by E. E. (Ted) Collin, general manager of WTAG Worcester. It cited the Supreme Court opinion as giving the FCC "practically unlimited regulatory powers over radio" and brought out that such powers were "neither authorized nor intended" under the Communications Act.


Centaur Shift
CENTAUR Co., Rahway, N. J., division of Sterling Drug Inc., has announced that effective March 1, 1944, advertising for Ironized Yeast will be shifted from Ruth- rau & Ryan, New York, to Pedlar & Ryan, New York. The product is currently being promoted on the Big Show on CBS, and until Oct. 10 was advertised on the Grand Ole Opry "Hour on the Blues," the latter show having subsequently been shifted to Mutual in the personality of Carl Bro. Teaberry Gum, Pittsburg.

GE Export Agency
INTERNATIONAL GENERAL ELECTRIC Co., a subsidiary of General Electric Credit Corp., has appointed Williams & Saylor, New York, to handle its advertising in foreign countries. Responsibility for post-war marketing of electrical equipment in Latin America, IGE is lining up a 1944 campaign. A spot radio schedule is planned.
NETS TOGETHER
ON TEHERAN NEWS

FOUR NETWORKS simultaneously released on the air the official communiqué on the Teheran conference and declaration at 1 p.m. Dec. 6, along with analyses and color reports from Cairo and other pickup points. Ray Dady announced the news on Mutual, and shortly after Leslie Nichols spoke from Cairo for that network. The BLUE came in on the 1 p.m. Baukhage program, and at 1:30 p.m. broadcast a special recording made earlier through contact with Henry T. Gorell, BLUE, and Kenneth Matthews, BBC, in Cairo.

NBC picked up Grant Parr and Chester Morrison from Cairo, and also carried analyses by Robert McCormick and Morgan Beatty from Washington, and Robert Magidoff from New York. The CBS correspondent in Cairo, James Fleming, spoke at 1 p.m., after which Quincy Howe and William L. Shirer broadcast from New York, and Bill Henry from Washington.

Loudon Joins WWL

ALBERT GORDON LOUDON has been named agricultural director of WWL New Orleans. Mr. Loudon handled several radio programs from Louisiana State U., which he attended, and later was with WJBO at Alexandria, La. In 1942 he became assistant extension editor in radio for the Louisiana Agricultural Extension Service at Baton Rouge. Interested in the farm's use of radio, he organized the KALB Farm Service program to assist county and home agents in the use of radio for distributing agricultural information.

Luxor Bath Test

TO PROMOTE its Turkish Baths, and other bath features, Luxor Hotel for men, in New York, last week started a six-times weekly five-minute morning program on WMCA New York. It may be placed on additional stations live or transcribed at a later date. Agency is Arthur Rosenberg Co., New York.

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 activity by Mr. Henry L. Manson, vice-president in charge of general sales manager, has announced.

Mr. Manson, sales promotion and executive secretary of the firm's labor-management committee, will head the new department, designed to plan for the 'promotion of its products as widely and as efficiently as possible... using the most effective... newspapers, magazines, radio.' F. Lou stranger succeeds Mr. Manson as radio service manager.

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

STEVE'S HOTEL, Chicago, has named the Metropolitan Booking Station, Chicago, to handle its publicity and public relations. Carl W. Barnett, former director of publicity for J. W. Thompson, Chicago, and John Tait, owner of Associated Financial Editor of the Chicago Sun, recently joined McCown.

WHITING STORER Co., Chicago, has been appointed New England representative for S. Mintz by the Eastern sales of the company.

SUNSHINE PRODUCE, Inc. has expanded its use of radio in WNY, Philadelphia, to attract new war works, adding To Whom It May Concern, disc series.


HARRIS SOAP Co., Buffalo, has named Bowman & Block, Buffalo, as agency. Plans for radio are said to be included.

MAGNAVOX Co., Fort Wayne, Ind., is sponsoring a weekly program from the Bunker Hill Memorial Naval Air Station, Peru, Ind., under WOWO Fort Wayne. Program is designed to illustrate the war effort in the field of the armed forces and industry.

CENTAUR Co., Division of Sterling Drug Inc., has announced that Ruthrauff & Ryan are with its agency for Ireneed Yeast and that henceforth the account will be handled by Pender & Ryan.

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

SHERI MADRE WINERY, Brooklyn, on Dec. 5 started sponsoring Bid & Barzine, in a Sunday quarter-hour program on WMCA New York for Maison Garrie Wines. Firm is new to radio. Account is placed direct.

KELITE PRODUCTS, Los Angeles (Kenu cleaner), on Nov. 22 revised its two-week promotion, a half-hour radio... a weekly 15-minute period. Dec. 14 Los Angeles stations (KFWO, KVOE, KFJK) in a similar manner. Agency is Jones Jones Co., Los Angeles.

GOSPEL BROADCASTING ASSN., Los Angeles (reguog group), has extended contract expiration date of its weekly Praise Hour on 19 Don Lee Pacific stations to Oct. 1, 1944. Agency is S. H. Abee, Los Angeles.

HELM BAKRIES, Los Angeles (boule service), in a 13 week campaign, Dec. 2, in using an approximate total of 110 live and transcribed announcements weekly on 8 Southern California stations. List includes KFKE KEXJ KHJ KFBD KFEX KFIV. Agency is Dana Jones Co., Los Angeles.

AYON Inc., Vernon, Cal. (plane parts, etc.), in a campaign to recruit 500 additional workers, on Nov. 29 started using daily promotional time in connection Suntan and Housewife Protection League on KNX: five and three per hour in Norma; Young's Happy Homes and Round and Shine on KHJ; three weeks in Chuck Wagner's show. Agency is Donlon O'Donnell Adv., Los Angeles.

DAllY ASSN., Lyndsvill, Va., on Nov. 29 began sponsorship of a series of five-minute announcements weekly on WLS Chicago. Contract is for 15 weeks. Agency is Hays Adv. Dallin, Burlington, New Jersey.

INNERCLEAN co., Los Angeles (laxative), on Dec. 1 started for 39 weeks sponsorship of weekly program on WIND Chicago. Agency is W. C. Jeffcoers Co., Los Angeles.

H. E. VANNETT has been appointed manager of the advertising division of B. F. Goodrich Co., Akron. He has 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'Conner, president of the National Foundation for Infantile Paralysis. Serving as co-chairmen are network presidents: William H. Howard, Mutual; William S. Paley, CBS; Miller McClen- tock, 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. The function of the 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 to the Senate Interstate Commerce Committee last Wednesday by Niles Trammell, NBC president.

In his concluding testimony, Mr. Trammell said he realized that because of wartime, 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.

MUSIC licensing agreements between Associated Music Publishers and the following stations have been extended: WJAR WHAS WHDH WALB WRCM KJBS RECA WADY WKRC KDTH.

WFOY St. Augustine, Fla., recently assisted in the location of three lost children. They were found as a result of an emergency call by the station for public help.

THREE MEN's shops, a sporting club and a brewery have signed for the NBC transmitted series Through the Sport Glass With Sam Hayes, according to the NBC Radio Recording Division. The half-hour series, which has already been started on CKY Winnipeg, CKX Brandon, and CCK Regina.

PRESS, Press, has acquired three new subscribers to its special AP radio wire: 1) WSDA St. Louis; 2) KWPC Hot Springs, Ark.; 3) WIBC Indianapolis.

KCMO Kansas City will sign on at 5 a.m. to provide war workers, farmers and early risers with entertainment and news. The station will continue to sign off at 1 a.m. which makes a full 20 hours of broadcasting daily.

CFCY Charlotte, N.C., is now taking the radio news and feature service of Press News Limited, radio subsidiary of Carolina Press, it is announced by PN. This makes 33 stations now taking the service throughout Canada.

HORTICULTURIST followers of CBS Garden Gate program hailed its expansion Saturday, Dec. 4, to its former scope as a half-hour broadcast, 9:15-9:45 a.m. Program features Tom Williams as your Old Dirt Deblin, character originated nine years ago for a local program on WLAC Nashville. By profession, Williams' hobby of flower-growing has made him that much-connected authority of a nation-wide audience.

WPFL Survey reports on its fall CBS promotion activities in a folder containing information on the campaign and ad production reproductions.

SEVENTEEN years old in February, the Cities Service Concert is the oldest commercial network show on the 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.

LUCILE 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!

We are gratified that within the Cities Service Organization, Printers' Ink has six subscriptions and at Foote, Cone & Belding, agency for Cities Service, Printers' Ink has twenty-six subscriptions.

Lucile Manners

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Printers' Ink

THE WEEKLY MAGAZINE OF ADVERTISING, MANAGEMENT AND SALES

205 East 42nd Street, New York 17, N. Y.

December 13, 1943 • Page 41

BROADCASTING • Broadcast Advertising
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.

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 rejoined to Roy E. Durstine 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 Ruben Inc. and Erwin, Wasey & Co.

E. W. THOMPSON, vice-president of Dube-Raymond, Boston, has been named manager of the merchandising and direct advertising organization's New York office, and will remain a lieutenant in the Navy.

JOHN W. SHAW, recently returned from the South Pacific, where he served as war correspondent for MBS, has joined Leo Burnett Co., Chicago, as account executive.

JOHN McMINN, vice-president in charge of radio of Compton Adv., New York, is leaving for the West Coast on Dec. 13 for a 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 DYNE, 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 supervisor at the Ralph H. Jones Co., Cincinnati, has joined the Cleveland office of McAn-Reader Co., as copywriter.

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

IVEY & ELLINGTON New York office will be moved Jan. 2 from 185 E. 44th St. to 355 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 Blakett-Sample-Hummer, New York, as assistant account executive on the American Home Products account.


FRANCES VELTHUYS, formerly timebuyer and assistant to the media director of Sherman & Marquette, Chicago, has joined the Chicago office of Sherman K. Ellis & Co., as space and timebuyer. She was previously with Morris-Schene-Roth, and Pawt Sales Co.

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

DAVID GREGGORY has resigned from the Hollywood staff of Earle Palmer, the public relations vice-president, to join J. Walter Thompson Co. as writer assistant to Carroll Carroll on 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 NBC, WEVD New York, where he originated all-night broadcasting. Since April he has been director of daytime programs and supervisor of television for WOR New York. He inaugurated and supervised the WOR-Muta project, with a weekly telecast on W2XWV.

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 H. 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. SCHONHOFF, 38, radio timebuyer of Arthur Kudner Inc., New York, and with the agency since 1935, died Dec. 3 in the Trudeau 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: William 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 Wever, treasurer.

BILL LAWRENCE is withdrawing as Hollywood producer of Footes, 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 ROLLINSON, time buyer for Russell M. Hambro, Chicago, returned home from the hospital Dec. 3.

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

HERMINE LUKACY, formerly of Footes, Cone & Belding, New York, has joined the Bow Co., New York, as assistant buyer 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 the Press and Picture Daily's annual poll of radio editors and columnists in the United States and Canada. Jack Benny and Bing Crosby rank second and third, according to a final 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 vote follow:

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

COMEDIANS—Bob Hope, NBC; Jack Benny, NBC; Red Skelton, NBC; Fred Allen, NBC; Lou Costello, NBC; Carol Burnett, NBC; Milton Berle, NBC.

COMEDY TEAMS—Fibber McGee & Molly, NBC; Burns & Allen, CBS; 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; Helen Hayes, NBC.

MOST PROMISING STAR OF TOMORROW—Dick Haymes, CBS; Garry Moore, CBS; Jack Douglas, BLUE.

COMEDIENNES—Jean Davis, NBC; Betty White, NBC; Regis Allen, CBS.

MASTER OF CEREMONIES—Bing Crosby, NBC; Don Ameche, BLUE; Milton J. Cross, BLUE.

MALE VOCALIST (classical)—John Charles Thomas, NBC; Richard Crooks, NBC; James Melton, CBS.

STUDIO ANNOUNCERS—Don Wilson, NBC; Milton J. Cross, BLUE; Ken Carpenter, NBC; Allen Bell, NBC.

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

COMMENTATORS—Raymond Gram Swing, BLUE; H. V. Kalish, NBC; Ed Kelly, Mutual.

SPORTS ANNOUNCERS—Bill Stern, NBC; Red Barber, Mutual; Ted Husing, CBS.

SYMPHONIC CONDUCTORS—Antonino Votto, NBC; Frank Black, NBC; Leonard Bernstein, NBC.

DANCE BANDS—Bing Crosby, NBC; Fred Waring, NBC; Sammy Kaye, NBC.

MORNING PROGRAMS—Breakfast Club, BLUE; Breakfast at Bambi's, BLUE; Hollywood Theater, Air, NBC.

DRAMATIC SERIES (same cast and characters)—Dixie McCall's Family, NBC; The Aldrich Family, NBC; Mr. District Attorney, NBC.

DRAMATIC PROGRAMS (different players)—Radio Theater, CBS; Screen Guild Players, NBC; Cavalcade of America, NBC.

COMEDY SHOWS—Bob Hope, NBC; Jack Benny, NBC; Red Skelton, NBC; Eddy McKeen & Mollie, NBC.

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

FEMALE VOCALIST (classical)—Glenda Swarthout, CBS; Lily Pons, Maris Anderson.

NEWSCASTERS—Lowell Thomas, BLUE; Walter Winchell, BLUE; George Putnam, NBC.

WOMEN COMMENTATORS—Dorothy Thompson, BLUE; Kate Smith, CBS; Sheilah Graham, NBC.

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

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

DAYTIME SERIALS—Vie and Sage, 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 PROGRAMES—University of Chicago Roundtable, NBC; America's Town Meeting of the Air, BLUE; American School of the Air, CBS.

COMMERCIAL WAR PROGRAMS—Men Behind the Gun, CBS; Do the Do, CBS; Cavalcade of America, NBC.

NEWS JOB BY RADIO IN 1942—All Around War Coverage, CBS; All Around War Coverage, NBC.

GOVERNMENT WAR PROGRAMS—Army Hour, NBC; Treasury in the R. A. D. O. E. Cover, This Is Our Enemy.

BEST PUBLICITY SERVICE TO EDITORS BY NETWORK—NBC, CBS, BLUE.

*Signifies tie.

RADIO IN THE SCHOOL
Appreciation Logs, Teacher Finds in Survey

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. Gilbert, an English teacher in the Straus Junior High School, Brooklyn.

In Mr. Gilbert's survey of radio habits of 240 junior high school students, each listened an average of 4½ hours a day. "We must start educating the present generation now," says Mr. Gilbert, "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 two 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.

JOHN K. HUTCHENS, radio editor of the New York Times, and Benson Inge, publicity director of Ted Bates Inc., New York, have collaborated in writing "European Plan," a play depicting the impact of Fascism upon the life of a western farm home.

Well-Read Ad

A TWO-COLUMN advertisement of WDBJ, Roanoke, Va., was the second most-read ad in the Oct. 7 issue of the Roanoke World-News, according to Study No. 65 of the Continuing Study of Newspaper Reading, released last week by the Advertising Research Foundation. One of the series placed by CBS to promote listening to the network's sponsored programs, this ad was read by 36% of the men and 52% of the women. A Lucky Strike ad, stopping 69% of the men and 64% of the women, was the top ad in the issue.

BROADCASTING • Broadcast Advertising December 13, 1943 • Page 39
BEHIND THE MIKE

RUSS MARION, recently honorably discharged from the Army, has joined the announcing staff of WGRX Cin- clu'dale, Pa., the former announcer of WABF-Albany, N. Y., has joined WAIR-Winston-Salem, N. C.

ROY ROWAN, formerly with WKU-WQR Buffalo, and previously with WLOK-Davenport, has joined the announcing staff of WGN Chicago.

BILL BARRETT, member of the music library staff of the NBC Central Division, will be inducted into the Drill, Dec. 20.

ROLAND REICHTER, member of the communications department, NBC Central Division, has been promoted to night traffic supervisor, succeeding Ken Christianen, resigned.

JOE NOVETSKY, former day announcer of the news room staff of WCAU Philadelphia, has been named the new night-announcing executive.

FRANKLIN EVANS, announcer of KNX, Los Angeles, is the father of a boy.

PAUL DUPUIS, war correspondent with Canadian Broadcasters of the Overseas Unit of CBC, was recently in Montreal on a brief furlough.

RAY MICHAEL, and John Bradford, formerly with the WMAL Washington, are now in the Army and Navy respectively, Bernard Bennett, formerly chief announcer of WPTA Batavia, N. Y., recently honorably discharged, has joined the WMAL announcing staff.

TOM McCOWLEY, has joined the staff of WABC-A New York, as editor. He was formerly with WADC Akron, WJW Akron and WHBC Canton.

MOREY SHARP has joined the announcing staff of KLZ Denver.

S. C. ALFORD, formerly known as Harry Douglas while associated with KMBC Kansas City, is now managing an Armed Forces radio station for the Army. Staff of the station includes Gordon Hilton, formerly of Delco Radio, Kokomo, Ind., as chief engineer assisted by Tobey Millikan, formerly with the Signal Corp., Daniel C. Ben- nett, former WMAL Washington, as announce.

RAY FURNIVAL, formerly of FM station KLW San Francisco, has joined the announcing staff of KROW Oakland, Calif.

GERALD COK, First, as a Pacific Coast representative, arrived in New York last week, enroute to London. Robert Liston, director of BBC monitoring services, has arrived for a visit in this country.

ROGER WYNE, production director of WBLY Brooklyn, was voted for service in the Navy, Dec. 7.

GRACE McCallen, formerly of WCAU Philadelphia, has joined the program department of KYW Philadel- phia.

CHRIS MCDONALD, medically discharged from the Army, and formerly an announcer of WIP Philadelphia, has joined the program department of WIP, as FM announcer.

DwIGHT B. HERRICK, assistant to the manager of NBC's public service department, has been named manager of guest relations, replacing Ernest Thompson, now in military service. John D. Wahlstrom, assistant manager of guest relations, was named executive assistant manager.

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

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

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

RHODA OTIS, previously publicity and promotion manager of WOAC New York, has joined WJCN Philadelphia in a similar capacity.

RUTH FOSTERING replaced Har- rison Williams as continuity editor of WTOP Washington, Harold S. Feil, formerly 1st, musician in the Navy Band, has been named musical director.

J. R. CLARK, Charlotte, N. C., au- nouncer, 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 honorably discharged, has been inducted into the Army. He is replaced by Ken Carter, honorably discharged from the Army.

L. H. HAZEL KENYON MARKEL, of the Radio Section, Navy Bureau of News, is a guest of honor Dec. 8 at the dinner of the Detroit Women's Princess Club. He is the Advertising director of KIRO Seattle.

ROY MALONE has joined the announcing staff of CKRC Winnipeg, coming from CKCR Regina.

LARRY McCANCE, 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.

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

HILL HOLMES, with honorable dis-charge from the U. S. Army, has joined the Hollywood news writing staff.

EARL WILLIAMSON, former pro- gram director of KPAB Lincoln, Neb., has been named assistant manager of KNX, Los Angeles, MacDonald is new program director.

TREY CABINIS, formerly of KJTM Gal- dal, has joined KMP Expressway news editor and newscaster.

THOMAS OWEN MORRIS has joined CBS Hollywood as copywriter.

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

HARRY KOPLAN, formerly an- nouncer of KBX Oakland, has joined KGUF Angeles as continuity writer and publicity director.

KEN CARPENTER, announcer of the Hollywood, has resigned to free- lance.

HARRY J. TAYLOR, author and commentator, on leave from the BLUE as an announcer, was named overseas survey, has been named commentator at 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 FITFIELD, freelance writer, has joined KNX Hollywood con- tinuity staff.

Stapp to OWI

JACK STAPP, for the past five years program manager of WSTM Nashville, left Dec. 9 to join the overseas branch of the OWI as a radio executive. A program direc- tor at the age of 16, he became CBS New York as a producer at 21 and in three years had become assistant program manager for the network.

STEWA R T PHILLIPS, former pro- gram and commercial manager of WTBQ Cumberland, Md., is filling in as announcer at WSTM Wash- ington, Pa., awaiting his entry into the Army after Jan. 1.

LOUIS H. EVANS, formerly of WATU Dublin, now associated with KSD St. Louis, has been named acting manager in the Henry W. Grady School of Journal- ism, U. of Georgia.

T. O. FANG of the Central News of China, last week established a New York office in the Daily News Bldg. Other bureau is in Washington, headed by David Lu.

RICHARD STARK, announcer for radio stations, has resigned his position as copywriter for the Henry W. Grady School of Journalism, U. of Georgia.

K BO N NIE HUFFMAN, announcer at WHBC Chicago, has been re- appointed to his position.

FRED MILLER, management editor of the Daily News, has been named managing editor of the New York World-Telegram and Sun.

HARRY VAUGHAN has become managing director of WOR New York as of Jan. 1.

BILL BARMORE, who has joined the announcing staff of WHK Philadelphia, has been named assistant program director.

JIMMY RAYTON, who joined the announcing staff of WHK Philadelphia, has been named assistant program director.

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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
Our Respects to
(Continued from page 34)

envious competitors whispered that Grant's success was due to a prac-
tice 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
day agency do the same.

In appearance Grant belies his actions. Yet beneath his quiet man-
ner he is keen, as a slyly simmering volcanic reserve of energy. Those
closest to him always point out as
Grant's forte his ability to delve
into a problem with such absorp-
tion that time is forgotten. He works
on hour after hour, disre-
garding 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 at-
tending classes and the professor
told him two days before the final
examination there was no chance of his getting a passing grade.
Because it was a challenge, Grant
stayed up some 20 hours study-
ing Chaucer, took the exam and
got an excellent grade.

Will Grant doesn't like to talk about himself. When being inter-
viewed he is quick to refer to his
staff, his "flying wedge" and his
loyal office employees, pointing
out that it was their skill that was responsible for his achieve-
ment. A fellow Texan, John C.
Morrow, formerly advertising man-
ger of the Dallas Dispatch, is
executive vice-president of the
firm and one of the men Grant
adores. Other important figures are David
H. Echols, who is chief of the Grant
South American company; Lloyd
Goodman, who, besides the
Dallas Dispatch, is executive vice-president in the Chicago office; and E. Austin
Byrne, a New York office vice-presi-
dent. All members of the "flying wedge" converge in one place
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 of-
cice boy to Grant himself, person-
ally attacks a given problem.

Neighbors, friends and strangers are quizzed, tests are made at home,
in the office and on the bus. Finally
a name comes up—a name he or a brand name or a
slogan is found that will get the
account for Grant Advertising.

Such teamwork is as much the re-
sult of the players seeing the score
run up as it is the bonus they get
every time a new account is landed.

Among the lush accounts employ-
ies have enjoyed bonuses for, are:
Chicago: Unitas, Chicago (Old
Dutch Cleanser); Mars, Inc., Chi-
icago (candy); American Chicle Co.,
New York (Beeman's gum); J. A.
Folger & Co., Kansas City, Mo.
(beans); and in Mexico, Pan Amer-
ican Airways, Canada Dry, Vick
Chemical, Socony-Vacuum and Gen-
eral Motors. There are over 80

other accounts handled by the com-

pany.

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

In the complete workshop in his
Winnetka, Ill., home he turns out
for his children, Connie, 10,
Roberta, 7, Carole, 2. The baby,
William Robert, was born in Au-
gust, 1943. Another Grant hobby,
closely allied with his future plans,
is his television set, one he has
owned several years. At one time
he flew his own plane. That was
after learning to fly a certain model
he could publicize it. He turned
the plane back one day, refusing
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-im-
proved "coordinate transformer" for
the Navy, which uses it to get
quick readings on latitude and lon-
titude. The gadget is just as pragmatic as Grant himself. One office-wall
map with its dated entry-pins stuck
into positions on every part of the
globe. That radio has played a ma-

or part in the making of Will
Grant is not a 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 by 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 two-man 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 is 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 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 bill began its evolution 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. Extraneous 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, coerces and threatens, all by indirectness.

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 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 involves 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 what place 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. Men who 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, Palmor 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 associate 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 Respect 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 Monterrey 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 Medes 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 1924-1928, 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 Hosley 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 36)
Paul W. Kesten to radio are many.

more.

infitd by his great ability
leadership.

votion to the highest principles.

a real fellow.

L.B. Wilson
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
<table>
<thead>
<tr>
<th>Name</th>
<th>Description</th>
<th>Company/Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>Gracie Fields</td>
<td>&quot;Victory Show&quot;</td>
<td>for American Cigarette &amp; Cigar Company</td>
<td>October 18, 1943</td>
</tr>
<tr>
<td>Ray Dady</td>
<td>News Commentator</td>
<td>for Grove Laboratories</td>
<td>November 1, 1943</td>
</tr>
<tr>
<td>Fulton Oursler</td>
<td>&quot;The People's Reporter&quot;</td>
<td>for Metro-Goldwyn-Mayer</td>
<td>November 15, 1943</td>
</tr>
<tr>
<td>Xavier Cugat</td>
<td>&quot;Your Dubonnet Date&quot;</td>
<td>for Dubonnet Corporation</td>
<td>December 1, 1943</td>
</tr>
<tr>
<td>Julia Sanderson</td>
<td>&quot;Let's Be Charming&quot;</td>
<td>for Lewis-Howe Company</td>
<td>December 2, 1943</td>
</tr>
<tr>
<td>John J. Anthony</td>
<td>&quot;Good Will Hour&quot;</td>
<td>for Clark Brothers Chewing Gum Co.</td>
<td>December 5, 1943</td>
</tr>
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The move is to Mutual (including, for example, these recent movers)
works will be as important in de-
veloping these new services as 
they are in standard broadcast-
ing, he asserted.

"The questions that arise in these respects bear upon the funda-
mental philosophy of radio legis-
lation in determining whether radio
will be made to creep or will be
allowed to develop," he said. For example, 
present FCC regulations have al-
ready imposed a strait-jacket on the
creation of television stations ex-
cept by prohibiting the ownership of
more than three television stations
by any one company.

Senator Wheeler wanted more
information on that phase and Mr.
Trammell told him he was trying
to develop television, "we've got
to be encouraged by Government," 
He explained that pioneering in
 television would cost considerable
money; that if the networks were
restricted to no more than three
stations development would be
stunted and industry would be dis-
couraged from investing in the
new venture. He said NBC owns six
stations which eventually will be
converted to television, but under the
present FCC regulations "three will
be confiscated.

"You've got to have opportuni-
ties and when you've got that, as
Senator Hawkes and Senator Wheeler
remarked that a "network doesn't
even have to own any station in the
country to make money": Argument ensued over network earnings, pioneering
monopolies and value of the
BLUE Network. Chairman Wheel-
er, insisting that NBC made its money from ABC and
Mr. Trammell said to file with the
committee a report of the network's
"gross profit" and earnings as a

Trammell Forecasts Future Expansion

Mr. Trammell was opposed to network licensing, as suggested by Senator Wheeler, on the ground that networks are program, sales and service organizations and that such legislation would mean control of programs and business prac-
tices. "If you're going to license a program and sell advertising," he
asserted, "you'll have to license the advertising agencies, Lever Bro-
thers and Proctor & Gamble. They create programs.

Answering Senator Wheeler's
question as to the responsibility if
a network sent out "some obscene
matter" Mr. Trammell said it would rest with the originating
station, but the chairman dis-
greed. He charged the networks
with the responsibility of the
broadcast, "in 20 years of operat-
ing a network we haven't put out anything
obscene," replied Mr. Trammell.
When Senator Hawkes asked Chairman Wheeler, the
Mae West program of a few years ago, Mr. Trammell said:
"You must agree, it was one mistake
but that was corrected, and that
wasn't so bad.

"Freedom of advance in the ra-
dio art demands that those who
have developed broadcasting be
allowed the opportunity to modernize
their facilities," Mr. Trammell
said, after that phase of cross-
examination ended. "The broadcast
station owner or network is not
permitted to transform itself into a
night and sound service will go
the way of the silent film or the
horse and buggy.

He pointed out that the future
may well see stations or networks
operate for and by religious
groups, labor, farm organizations
in addition to public stations. If
radio is permitted to expand nor-
mally after the war, that expan-
sion will mean, he declared, hun-
dreds of new stations, remodeling
of present ones, new facilities, ad-
ditional networks and thousands of
miles of new telephone lines and
coaxial cables, which will mean
work for carpenters, bricklayers,
electricians, painters, engineers,
furniture makers, lumber mills,
textile plants, cotton-growers, wool-
growers and miners. More musi-
cians will be needed, more artists
required, more written salesmen
and so on "throughout our entire
economy," he added.

"In broadcasting, the program is the product. In the beginning,
and it will always prevail, the ra-
nal audience must be induced to
purchase receiving equipment
and then to the receiving set.
With all the radio facilities in the
world at our command, we still
cannot gather together a radio
audience except on its own volition
and desire to listen to what we
broadcast.

WOMEN COMMENTATORS of the Canadian Broadcasting Corp. met
in Toronto for their first annual convention, to discuss programs and pro-
duction problems. Seated around the table are (1 to r.): Jean Hinds, CBC
Winnipeg; Jean Hurd, CBC Vancouver; Dr. M. S. Grimes, the CBC Mon-
tréal; Joan MacLean, CBC Toronto; Harold Marshall, CBA Sackville; and
Ethelyn Hobbs, who is on the CBC Montreal staff.

Networ k News Policy

When Mr. Trammell resumed the stand Wednesday, Senator Tunnell
(D-Del.) was in the chair as Acc-
ing Chairman. Chairman Wheeler
was absent because of his first ne-
cessity since the hearings began Nov.
3.

In his prepared statement, Mr.
Trammell reviewed war activities
of NBC and radio generally and
covered the network's policy gov-
erning news broadcasts, public
service programs, daytime serials
or "soap operas" which had been
belabored frequently by Committee members.

The real meat, however, was
gain developed on cross examina-
tion, with the NBC president carry-
ing the battle to Chairman Fly.

News policies of NBC, Mr. Tramm-
ell said, are designed to guard
against inaccuracy, unfairness and
partiality. The network has no
editorial policy. He introduced

equal rights clause is written into
the law broadcasters will be
"scared to death to put on any
side for fear of losing their li-
cence," Senator McFarland re-
marked: "Maybe that might be the
answer," Mr. Trammell came back
with: "You will have more audi-
cence.

"It seems to me that if this life
and death power is removed, you
can go ahead in the public inter-
est," interjected Senator Hawkes.

Bond Frolic

STAGING its Iowa Barn Dance Frolic at the Shrine Auditorium, with War Bond purchase as tickets for ad-
mission, WHO Des Moines sold $158,300 in bonds to an audience of
3,680. The event, held Nov. 27, was promote-
ed exclusively over the station
and was held outside the stu-
dios for the first time since
December 1942 when the Sat-
urday night shows at the
Auditorium were suspended to
disourage unnecessary travel.
The program, 2 hours and 45
minutes long, included a talk by Herb Plambeck, WHO farm editor, who recently
took part in six month tour of
Great Britain. WHO's bond sales
now total nearly $4,500,000.

Points to Error of ‚Common Carrier' Idea

Another difficulty related to the "common carrier" regulation for
Mr. Trammell charged, is the tend-
cency to consider broadcasting as a sort of public utility despite the
fact that the FCC clearly and explictly declares that broadcasting is
not a common carrier. He pointed out that the majority of the FCC have public utility
operation or regulation back-

(Continued on page 47)
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 ration-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
Some things 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.

Mr. Trammell cautioned against restrictions "which may seem expedient at the moment but which may prove to be a strait-jacket for this fast developing industry." If post-war opportunities are to be developed, he asserted, radio legislation must guarantee "freedom of opportunity and operation, especially freedom from Government domination and control."

White and Wheeler Differ On Congressional Intent

Referring to the May 10 Supreme Court decision, the NBC president said: "Composition of traffic means programs to us. I consider it of prime importance that your committee and the Congress write a clear and definite declaration that the Commission has no such power to control the composition of traffic directly or indirectly, either by the regulation of program policies or business practices. If American Radio is to remain the greatest radio service in the world, it must be given a new freedom from fear, the fear of the blight of Government control."

Mr. Trammell recalled that in the early days of radio there was a 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 up the same point 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 "Commission have 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 should 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 the opinion, however, that "the representatives of the public should be the deciding factors, and Congress, as a representative, delegates that power to Government agencies."

"As to the future, if I understand 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 interest you'll be through."

"I don't think and 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, 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 presenter and 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-
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 groups to believe that the next development would be television, not FM, and that there was not much 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 broadcast groups 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 effect 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 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-allocating FM across the country. The Commission has never allocated a frequency for relaying. 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:

“While this 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.” He joined Senator White in paying tribute to E. K. Jett, chief engineer of the FCC.

Trammell Asks New Law to End ‘Freedom From Fear’

Mr. Trammell, appearing before the committee Tuesday, urged legislation which will 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 a national 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-

Put your Confidence in WSIX--Nashville

Here's a market that won't fold up when the war ends—for the simple reason that it is built on the diversified industry and agriculture of the Tennessee Valley.

When peace comes, these same plants will be found making the same essential products and these same farms growing the same hogs, corn and tobacco as now.

Let us give you the complete picture of this unusual market, covered by WSIX. Contact this station or

Spot Sales, Inc., National Representatives
Member Station, The Blue Network and Mutual Broadcasting System

BROADCASTING • Broadcast Advertising

December 13, 1943 • Page 27
WELL NEVER GO BACK ON MR. KOBAK

OKAY!

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 -

I SEE WHAT YOU MEAN

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

KEX IS CERTAINLY IN THE BUCKS

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

AND HOW!

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

THANKS I'LL REMEMBER THAT

KEX IS ALSO OVER SELLING FOR SPOT ADVERTISERS

KEX - PORTLAND, OREGON
Represented Nationally by the PAUL H. RAYMER Co.
Trammell Urges Changes in Law

(Continued from page 7)

medium” is to permit the Government agency to “lay down general rules which permit as much freedom as the widest possible freedom of speech.”

Senator Wheeler said the “industry would be much more if the situation if it were written into law.” Commissioner Wakefield, who told the committee he now considered himself as a Republican, agreed, “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 “help the public understand and known to some people.”

Not one of these commissioners 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 there is such concern at the present time is because of some of these commissioners, who have gone beyond the limits granted to them by the Congress.”

Says ‘Broadcasting’ Creates Fear of Commission

Restating his testimony of Dec. 3, Commissioner Wakefield said broadcasting is a “universal public service.” He said the part of broadcasters of the Commission, although he told the committee “a great part of this fear is manufactured for a purpose.” He suggested field hearings “away from Washington” to help the Commission and broadcasters to know each other better.

“With reluctance arrived at the conclusion that the common interests in the industry and large, but by no means all, elements in the industry press which deliberately promote this fear for the purpose of creating distrust between the Commission and the working broadcasters.” Then Senator 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 antagonsism which the NAB has created, and the Commission and the NAB. Somefault may lie on both sides of that controversy. A strong industry organization 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 serve better some of those members by taking that position.”

He predicted that “many problems which seem large today will disappear when the Army group and the industry reach a bet-er understanding.”

Mr. Wakefield opposed writing the network rules into legislation (as Senator White had promised Chairman Fly earlier in the hearing). “I feel because they feared further revisions as time goes on.”

When the Commissioner favored sale of that station. The other controversial issues, Senator Wheel-er asked “if the man with the Army and Navy are not duplicating the func-

Advocates Merging International Communications

Commissioner Wakefield said he thought the opportunity to reply to commentators who “blame the individual” to an in-which all be perceived but he opposed making it mandatory. Sena-

Says Programs Are Considered Generally

“In considering applications, to what extent does the Commission go into program service?” the chairman asked.

“I would let it go into program service,” explained Mr. Wakefield. He said the Commission goes into “program con-siderations” not programs. Mr. Wakefield admitted that pro-

RCA-NBC BATTERY Listening in rapt attention as NBC President Niles Trammell testified last Wednesday before the Interstate Commerce Com-

Not Ours

S Did Senator TOBEY (R-N. 

H.) proved last Thursday that the FCC is a powerless body While Niles Trammell, NBC president, was testifying be-

Chairman Wheeler asked that a copy of the published interview be inserted in the committee records.

In June 1936 the Commission, at a hearing, granted an allocation.
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 6,007,48.

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.

GEARED FOR RESULTS

WMT KRNT KSO WNAX
CEDAR RAPIDS DES MOINES DES MOINES SIoux CITY
WATERLOO
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

REPUBLIC PICTURES, New York, will spend $350,000 to promote "The Fighting Seabees," according to James R. Grainger, 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 Hammett, N. Y.

COMMERCIAL CUT
Announced to Listeners
As Station Policy

PLANS to limit advertisers to a certain number of commercials per day and to shorten announcements, were disclosed by Elias I. Godesky, president and general manager of WLIR Brooklyn, in a "Report to Listeners," Sunday, Dec. 12.

The nineteen-month-old station had asked listeners how they found WLIR, and was told 75% picked it up while dialing for any interesting program; 17% heard about it from friends, and 2% tuned in as the result of newspaper listings. Mr. Godesky indicated the extent of cooperation of specific newspapers on this point, and asked listeners to write radio editors urging more WLIR listings.

Included in the report was an explanation of the station's program formula: news, and classical music with a blend of the modern but not "jive or swing." Urging listeners to continue to send in ideas, Mr. Godesky said in conclusion: "In this partnership of you the listener, and WLIR, we will both go forward to new and perhaps greater fields of wholesome entertainment and factual information through the medium of radio."

How To Do A Better Sales Job on WIBW
One of a Service Series

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 broadcasting 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 Klauber, former CBS executive vice-president, as OWI Associate Director, the post formerly held by Milton Eisenhower [BROADCASTING, Nov. 29].

In returning to Oregon, Mr. Hoyt is carrying out the stipulation 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 unfriendly Congress. The House of Representatives 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. Hoyt's immediate 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 management 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 operations of the Radio Bureau. One of his first acts upon becoming domestic director was to form the Radio News & Policy Committee to advise with him on matters affecting 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, is 40.

Mr. Healy was recommended as the practically unanimous choice of editors to succeed Mr. Hoyt, it was learned. His appointment, according to present plans, will be for at least one year.
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.