3 reasons why WOR is the greatest buy in New York radio today*

1. WOR's total audience is approximately 10% greater than before the war. Yet, WOR's rates remain the same. Ergo: Sponsors pay less for more on WOR than ever before.

2. More people are listening to local comedy, sports, women's, quiz, juvenile, news, participating and half-hour evening shows on WOR than to similar local shows on any other New York station.

3. Because of WOR's audience leadership and dominating coverage of such boom war-industry centers as—New York, Trenton, Reading, Philadelphia, Newark, Jersey City, Hartford, Paterson, New Haven, Bridgeport, Elizabeth, Wilmington and Camden, WOR offers advertisers the most economical single means of reaching the greatest concentration of war workers in America today.

* Perhaps in the United States

NOTE: WOR earnestly advises every advertiser, or his agent, to contact the station today for choice, low-cost time and programs. It is a sincere and practical suggestion.
WLS drew 38,965 proof-of-purchase letters from eight early evening programs. The sponsor, a cereal company, offered a billfold for 10c and a box top. A breakdown of one week’s mail (11,172 letters) revealed that 32.3% of the mail from within the WLS Major Coverage Area came from Metropolitan Chicago, which contains only 25.8% of the radio homes in that area. Here, then, is still another case to show that WLS is listened to...that WLS listeners respond...and in Chicago, too!
By WILLIAM CRANE
President
Crane Brothers Furniture Co., Philadelphia

It was on Nov. 3, 1941, that we purchased It Happened Today, a 15-minute dramatized news show on WPEN, Philadelphia, Mondays, Wednesdays and Fridays. The only dramatized news show on a Philadelphia station, it had been building an audience for several weeks as a sustaining feature. We provided only commercial material and the station wrote the entire show, including commercials.

Business Soars
Since radio was an untried venture for us, we took the program on trial basis for 13 weeks. After all, it is an advertiser’s privilege to be cautious and to seek full value for each dollar he spends. If the results justified it, we intended to renew for the balance of the contract year after the 13-week trial period.

It was only the ninth week of our 13-week trial period and already we had found it expedient to act upon our option earlier than we had expected. Once on the air, it did not take us long to realize that we had “struck” it rich with WPEN.

Accordingly, we renewed the program for the full 52-week period until Oct. 31 of last year.

Second Renewal
And it was without any hesitation, in face of continuing adverse condition in the furniture industry, that we again readily renewed It Happened Today for 52 more weeks to make our second year in radio.

Business Still Grows
Our business in 1942 was more profitable than in any other year. And that goes back 35 years ago —over similar periods of wartime stress, periods of depression and periods of prosperity.

Is it any wonder we are continuing on WPEN in 1943?
Motorman Botts has discovered the secret of success...

He's gone to buy up time on KFAB...

You, too, can easily learn how to be a Successful Business Man. Simply place your accounts on this station.

Here's why! Our listeners, in the farm and small town areas throughout Nebraska and her neighboring states, are spending the largest farm income in their history. Such income is doubled and tripled by the cycle of its spending—from farmer to merchant to doctor to grocer to wholesaler to farmer ad infinitum.

When these people buy, they buy what KFAB recommends. It becomes exceedingly obvious, therefore, which station you need to do a complete selling job for your account.
“H. R. Gross With The News” was, for many years, a leading feature with audiences of WLW, Cincinnati, and WHO, Des Moines. His personal popularity at the latter station, as a matter of fact, established Mr. Gross as an influential political figure in the state of Iowa. Veteran newspaper man, veteran news bureau manager, and veteran of the European battlefronts, Mr. Gross interprets the news clearly, forcefully, authoritatively, and interestingly.

The appointment of H. R. Gross as head of the WISH news staff gives this progressive station one of the strongest news departments in the Middle West.

In the short period since February 1, when “H. R. Gross With The News” was presented to the Hoosier audience, Mr. Gross’ three daily newscasts have won him a tremendous popularity, a full booking of personal appearances throughout the state, and—on the sales side—the complete satisfaction of sponsoring advertisers.

“H. R. Gross With The News” typifies WISH’s policy of giving preferred programs to its quality audience.
Come outta that locker,

David G. Jones!

We knew it would be like this. After years of writing about our other fellows whose names inconveniently offer no "copy lead" at all, we at last get a guy named Davey Jones — and then discover he has never even sailed a canoe! But that's OK. David than makes up for it by having done the important things — including successful big-agency and to F&P, Davey — "vitamins!"

to recognize the "pattern" that runs all through our organization. Some of us are corn-feds, and some aren't. Some graduated at "good schools", and some at the Post Office. And so on... But two things, we hope and believe, are universal here — that every one of us is "a good gent", and that every one of us was a successful gent even before he ever came to F&P... In other words, we of Free & Peters are continuing to build our organization — yes, and with the kind of men you'd naturally expect to find in this pioneer group of radio-station representatives.
Drive to Reorganize FCC On in Congress

White-Wheeler Bill Bolsters House Move To Curb Regulatory Excesses

A BETTER than even chance that Congress will write a new law at this session reorganizing the FCC to stop its regulatory excesses, which may force personal changes along "rip-per bill" lines, was seen in both Senate and House with the introduction last week of the White-Wheeler bill for revision of the Communications Act of 1934. The bill (S-84) in many respects parallels the pending Holmes bill (HR-9490) in the House, but goes beyond it.

Joint action by Sen. Burton K. Wheeler (D-Mt.), chairman of the Interstate Commerce Committee, and Sen. Wallace H. White (R-Mc.), ranking member, in introducing the bill, was seen as clearcut indication that both Senate and House leadership now are agreed the 1934 act should be revised. Coupled with these moves is the Cox Select Committee investigation of the FCC, shortly to get under way in the House, and aimed largely at purported domination of the Commission by Chairman James Lawrence Fly and of "left wing" operations inconsistent with the law.

Authority Would Be Limited

Prompt hearings on the White-Wheeler bill, drafted by the Maine Senator—the father of the previous radio and communications laws—are predicted. Senator Wheeler was not available for comment last week because of illness, but it is understood he favors hearings either by the full Committee, or perhaps a five or seven-man subcommittee. Because of his interest in the overall subject, he is expected to preside in either event, with Senator White also a certain participant.

Based on past expressions by the Montanan, it is believed he is not irrevocably committed to every-thing in the bill but regards hearings as desirable. Like the Holmes bill, which is a slightly modified version of the Sanders bill on which hearings were held last session, the new White-Wheeler measure would clip the FCC's authority by carefully prescribing the limits of its authority. It would liberalize appeal action and force the commission to deal in the open without special authorizations and other devices held to be "a trick nature."

Such matters as pre-usage of regulations affecting business aspects of licensees (like the ontroversial chain-monopoly regulations) would be ruled out entirely. The question of discrimination among licensees (like the newspaper div-orceement proceedings likewise would be frustrated by precisely worded provisions.

No Authority for Fly

The Commission itself would be segregated into two separate, autonomous divisions of three members each—one for broadcasting and related "public communications," such as television, facsimile, FM and kindred services, and the other common carriers and "private communications" services.

TEXT of statement by Senator White explaining in detail, section by section, the provisions of the White-Wheeler Bill will be found on page 18.

The chairman would become the executive officer and coordinator and would not sit on either division. His authority, while broad on overall policy, would be eliminated entirely on matters pertaining to day-to-day broadcasting. Each division would have its own chairman.

Meanwhile, the Cox Select Committee last week began laying preli-minary plans for its investigation of the FCC. Eugene L. Garey, New York attorney, arrived in Washington Wednesday and established headquarters in the House Office Building. Along with his chief assistant, Fred R. Walker, former Assistant District Attorney in Detroit, he conferred with Chairman E. E. Cox and other members of the Select Committee and began picking a staff of 25 attorneys and investigators. Hearings are slated to get under way next month, though the precise date cannot be set until the case has been outlined.

With legislation now pending in the Senate, it was regarded likely that the House Interstate & Foreign Commerce Committee, headed by Chairman Lea (D-Cal.), short-ly would set up a subcommittee to draft a companion bill based on the hearings last session on the Sanders bill. Since the gap between the Holmes bill and the White-Wheeler measure is small, it was thought entirely possible that identical or companion bills might be launched on their legislative courses in both houses soon. Little need for further hearings before the House Interstate & Foreign Commerce Committee is seen.

Authority on Communications

While the measures do not call for a full-scale reorganization of the FCC, which would necessitate appointment of new personnel, it was pointed out that if the Cox inquiry develops that the present Commission has gone far astray and that it has been hindered by disension, or if improprieties are disclosed, the pending measures readily could be amended to pro-vide for such reorganization. The revolt in Congress against "bureaucracy" is directed against all Governmental agencies, but the FCC has been placed in the forefront by virtue of the Cox resolution and apparent general dissatisfaction in Congress with the agency's operations.

Regarded as of significance is the fact that Senator Wheeler joined Senator White in introduction of the measure in the Upper House. The Maine Senator is the foremost authority in Congress on broadcasting and communications legislation. The bill, largely his work, is a combination of measures introduced at previous sessions by himself and Senator Wheeler, and embraces also recommendations of the Federal Communications Bar Assn., the report of the Attorney General's Committee on Administrative Procedure, and court decisions, including those of the Supreme Court in the so-called Sanders Brothers case.

Chairman Wheeler in the past has reflected approval of FCC's overall policies, but lately he has been represented as out of sympathy with some of its operations. This is attested by his willingness to join in the introduction of the bill.

Chairman Fly steadfastly opposed the old Sanders bill (now the Holmes bill) in appearances

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before the House Interstate & Foreign Commerce Committee last session. Since the bill and the House White-Wheeler measure are practically companions, it is logically concluded that his views are the same as on that measure. Commission T. A. McCarren, on the other hand, in his appearance before the House committee, strongly supported the Sanders bill. No other committee testimony.

Introduction of the Senate bill to a large degree stemmed from a desire to get the ball rolling on both sides of Congress. Heretofore, practically all communications legislation has originated in the Senate. Efforts during the last several years by Senator White to get action in the Senate have been stymied in committee. This session the House got started early, with the passage of the Cox resolution and the subsequent introduction of the revised Sanders bill. Moreover, other actions in the House to ferment "bureaucracy," such as the Smith Committee resolution, are aimed at the FCC to some extent.

The fact that the House came close to passing out the FCC's appropriation altogether several weeks ago, which would have terminated its life in July, gave emphasis to the Congressional attitude toward the FCC. That is in some measure motivated the ranking members of the Senate Committee to present the new bill.

Division Seen Necessary

In introducing the new bill March 2, Senator White placed in the record a section-by-section explanation, citing the changes in procedure, organization and authorization proposed. Also included in the measure was a provision for declaratory rulings proposed by NAB President Neville Miller in his testimony last session before the House Committee.

Stressing the desirability of two autonomous divisions on the Commission, Senator White pointed out that with a single Commission handling both broadcasting and common carrier matters, there is a tendency to confuse the two and apply the same public utility concepts to them. Broadcasting, under the Act, is distinctly described as not subject to common carrier philosophies. Moreover, Senator White pointed out, because of the attractiveness of broadcasting and the lack of news value or opportunity for publicity in the regulation of common carriers, the result of existing operation is "entering the attention of the Commission and its personnel almost exclusively on broadcasting and related problems and preventing the giving of sufficient attention to equally important problems relating to private communications."

In tightening up the appellate and procedural provisions, the proposed new law would allow the Secretary to dismiss a proceeding for want of prosecution.

(Continued on Page 9)

Erikson Is Named CBS Sales Chief

Network Promotes Roberts, Reynolds, Karol in Shift

LEONARD F. ERIKSON, western sales manager of CBS, will become network sales manager on April 1, it has been announced by William C. Git-tinger, CBS vice-president in charge of sales.

Post has been vac-ant since January 1940, when Mr. Gittinger was elevated to a vice-presidency. Mr. Eri-kson, with CBS for nearly 13 years, will continue to operate from his Chicago headquarters for the present, but will move to New York within a few months.

W. Donald Roberts, member of the New York CBS sales staff for slightly more than a year, will succeed Mr. Erikson as western sales manager. Before joining CBS, Mr.

Mr. Reynolds

Mr. Karol

Wheeler Speech Cites FCC Draft Exemptions

DEFENDING his bill to exempt family men from military service until all single men up to 45 in a state have gone, Sen. Burton K. Wheeler (D-Mont.) in a radio address Friday night on the "BLUE" network struck at the "multitude of Government employees who like a swarm of locusts infest Washington." "It is remarkable that none of them engaged in essential war work," Sen. Wheeler named the FCC, "the agency that listens to what our enemy propagandists are saying as its contribution to winning the war." FCC has its quota of "essential young men," he remarks, "so essential that in this one small agency, 432 have been deferred from the draft."

Mr. SLOWIE

MR. SLOWIE

(Continued on Page 44)
DuPont Prizes to KGEI, Fulton Lewis

G-E Station and Mutual Newsman Cited For Service

KGEI, shortwave station near San Francisco operated by General Electric Co., and Fulton Lewis, Jr., MBS news commentator, were named winners last Saturday night of the 1942 Alfred I. DuPont Radio Awards at a dinner given by Mrs. Alfred I. DuPont at the Hotel St. Regis, New York. The two winners each received $1,000, the sum to be given annually by Mrs. DuPont in memory of her husband, former Florida industrialist.

The station award cites KGEI "for its outstanding and meritorious public service in encouraging, fostering, promoting and developing American ideals of freedom, and for loyal and devoted service to the nation and to the community it serves."

Lewis Award

Mr. Lewis was named winner of the commentator award in recognition of his distinguished and meritorious performance of public service by aggressive, consistently excellent and accurate gathering and reporting of news and presentation of expert, informed and reliable interpretation of news and opinion for the purpose of encouraging initiative, integrity, independence and public service through the medium of radio."

Presentation of the award to KGEI was to be broadcast on the BLUE 7:30-7:45 p.m. March 6, with Mark Wooc, chairman of the BLUE, introducing Dr. Francis P. Gaines, president of Washington and Lee U. and chairman of the committee of judges for the awards. At 7:45 p.m., Dr. Gaines announced the award to Mr. Lewis, with the presentation heard until 8 p.m. on MBS and Miller McCollstock, president of Mutual as featured speaker.

Robert S. Pearse, manager of broadcasting for General Electric Co., accepted the award for KGEI, while Mrs. Fulton Lewis, Jr., accepted the award for her husband, who was to be piped in to the Mutual broadcast from San Antonio.

Guests at Dinner

Other notables at the DuPont dinner included Niles Trammell, president of NBC, and William S. Paley, president of CBS. Members of the judges committee present, besides Dr. Gaines and Mrs. DuPont, included Rt. Rev. H. St. George Tucker, president of the Federal Council of Churches of Christ in America; John C. Fulton, worth, former NBC president, who represented the industry for the DuPont award; and Mrs. Ruth H. Mathemat, national president of the American Legion Auxiliary.

OPA Stands Pat On Label Policies

Denies Any Intent to Abolish Brands Despite Hill Talk

DESPITE Congressional questioning of its grade labeling policies, OPA said last week that its orders to packers would stand and that the 1943 fruit and vegetables pack would carry three Government grades for the guidance of consumers.

OPA Deputy Administrator J. K. Galbraith disclaimed all reports that brand names would be abolished. "Brand names are no concern of OPA," he said. "The agency is not at all interested in abolishing them, nor does it believe that its policies interfere with their maintenance."

Congress Interested

A renewal of Congressional interest in grade labeling occurred Thursday, when Rep. Sumner (R.-III.) reported a rumor that "planners in the Agriculture Dept. . . . are playing with the idea" of exporting cans of undabeled "USA". Miss Sumner has urged action on a resolution introduced last month by Rep. Halleck (R.-Ind.) to investigate the necessity of grade labeling and other standardization programs. (BROADCASTING March 1.)

The canner's name on a product "means everything to the women of America", Miss Sumner declared in opposing abolition of brand names. "Without the firm's name on the can they cannot tell what they buy."

Hitting at the less drastic grade labeling regulations, OPA said was adopted "as a price fixing mechanism" she said canners are "dissuaded" at the thought of undertakings such a difficult and delicate job. She said any butter canners "the canning business" to appreciate how difficult it is to "grade each little can."

Rep. Halleck, accepting Miss Sumner's resolution, said: "In my opinion, while at the moment the most critical problem seems to involve so-called grade labeling, there is very definitely in the background a trend in the direction of doing away with all brand names and trade marks." He suggested such changes in our economy would hinder rather than promote the war effort.

Meanwhile, the House Agriculture Committee heard OPA and canners' representatives present their problems in a meeting last week-end between the conflicting groups. Rep. Fulmer (D.-S. C.), Chairman of the Committee, said that he was not anticipating fixing any new rules, and that he was in favor of making canners tell consumers what they are buying, "Packers admit they buy too many in two grades from the farmer," he said, "then they can nine grades. There is no reason why these grades should not be marked."

AFM Board Meets March 16 For Further Ban Discussion

"AWAITING developments" was the answer from all quarters on the AFM recording strike, following the sharp rejection by the recording industry of the Petrillo "flat fee" demands and the disclosure by the AFM president that its international board will convene in Chicago March 16, presumably to discuss new terms.

No likelihood of a break in the strike, which has been in force since Aug. 1, is seen prior to the second meeting of the AFM high command. Until the board discloses its modified terms, if any, neither the recording industry nor the Senate Interstate Commerce Subcommittee investigating the music situation, is disposed to move.

Up to AFM

Chairman Clark (D-Ida.) of the Committee said that its members were studying the Petrillo demands [BROADCASTING, March 1] but that in view of the new meeting called by the AFM head, he saw little reason to schedule further hearings or to take other action. Chairman Clark has strongly inferred that he, along with perhaps a majority of his committee, is disposed to appeal directly to President Roosevelt to break the recording strike because of its interference with war morale and the latent threat to small broadcasting stations and other users deprived of recorded music.

Because of the "startling new kind of social philosophy" embraced in the Petrillo royalty plan, transcription and record manufacturers felt that such a proposition should be scrutinized and approved by responsible Government agencies before there are further conversations regarding it. Conversations have taken place in Washington with respect to the overall proposals but any direct moves are being held in abeyance pending further action of the AFM board.

In some quarters it was thought that the rejection by the recording industry of the AFM proposition might evoke from the union a new "peace offer" on terms more acceptable. There was just as strong conjecture, however, that the board would not be disposed to recede from its fundamental demands.

Following is Mr. Petrillo's letter of Feb. 26 to the 12 signatories (eight transcription companies and four record manufacturers) who signed the letter of Feb. 23 rejecting the fixed fee proposal:

"I received your communication of Feb. 23, 1943, wherein you say that the proposals made by the American Federation of Musicians cannot be agreed to. Your letter has been sent to our International Executive Board for their consideration, and our Board will meet in Chicago on Tuesday, March 16, 1943, to further discuss the contents of your communication. At that time the Executive Board will make answer to your letter of Feb. 23, 1943."

New FM Series

SCHUSTER'S .DEPT. STORE, Milwaukee, Wis., recently contracted for a five-minute news broadcast every day in the week and a half-hour musical program every Thursday night, series to run for a year, over W6SM, Milwaukee FM station. W6SM at present broadcasts 33 live programs a week.

OLIVER M. PRESSBEY, formerly of the eastern sales staff of American Weekly, has joined Edward Petry & Co., New York, station representative, as an account executive.

BROADCASTING • Broadcast Advertising

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McIntosh Is Given New Post at WPB

Becomes Assistant Director Of the Radio Division

FRANK H. McINTOSH, civilian radio director in the Office of Emergency Management, is now assistant director of the Radio Division, it was officially revealed for the first time last week. Although no formal announcement of the promotion has been made, Mr. McIntosh used his new title in signing a recent statement on production of tubes and parts for civilians.

Mr. McIntosh was promoted for sometime [BROADCASTING, Feb. 8], and is in line with a shakeup of the division undertaken by its chief, Ray C. Ellis, to meet military radio needs.

Supplies for Civilians

Under the WPB Radio Division set-up, as now being arranged, Mr. McIntosh would be Chief of Foreign & Domestic Broadcasting, charged with compiling and prosecuting programs to insure a supply of parts and equipment sufficient to maintain civilian radio, both transmitting and receiving.

Mr. McIntosh joined WPB April 24 as a member of the Divisional Section, then in the newly-organized Communications Branch. He is on indefinite leave as technical supervisor of Fort Industries, operating in Ohio, West Virginia, and Georgia.

The McIntosh promotion was a natural sequel to the shift of Radio Division sections under way several months. Military production has been placed under three assistant directors, each heading a "group." To insure adequate protection for civilians, a similar "group" was reserved for the civilian with Mr. McIntosh, its chief, as an assistant director.

Mr. McIntosh used the title for the first time in a statement that announced his departure and parts of the plan he has been working on for several months. He assured the public that owners of radios, regardless of whether the device is new or vintage, will be able to keep their sets in repair.

The tube program, as approved by manufacturers at a meeting late last month, calls for intensive production of 114 major types. Mr. McIntosh hopes to make 11,000,000 by July. A second program for replacement parts is already being scheduled by manufacturers, the statement said.

Dictograph on Blue

DICTOGRAPH SALES CORP., which has not used network radio since it had a series on NBC 10 years ago, has returned to the air in a big way. Starting March 20 with a Saturday night five-minute dramatic program on at least 105 Blue stations, Dictograph is offering the Acousticon hearing aid, program will dramatize true stories of persons benefited by the device. Agency is Routhrauff & Ryan, New York.
**War Industries Bring Nets New Revenue**

**Single-Time Tests Breaking Ground For Contacts**

**NEW SOURCES of radio advertisers are being developed through the use of one-time network broadcasts as a result of this type of broadcast advertising for the last nine months reveals. Seasonal events, such as sports games, holidays, and situations created by the war, have provided material for almost half a hundred special feature programs. These one-time shots, both new and varied, suggest further program possibilities of interest to the advertiser oriented to test radio, or network radio for the first time, or who has a message for listeners which can be adequately carried in a single presentation.**

**“Many Firsts”**

The broadcasts, which are largely institutional, have brought many companies to radio for the first time, and others have been introduced to network advertising. In at least two instances, the new-comers have followed through with regular programs. It remains to be seen whether other “firsts” will serve as precedents to regular use of network radio. In the meantime, in addition to creating actual and potential advertisers for specific networks, and for the industry in general, the one-timers serve a number of purposes, one being that of utilizing afternoon periods devoid of regular sponsors.

Situations created by the war including the trend towards institutional advertising have provided radio with more opportunities for single programs, perhaps a way of balancing the needs of the radio industry in general; consumer education on wartime effects on the food industry and the use of radio to nudge up for restrictions on travel.

**Candy Council Buys**

Newcomer to radio in the food field was the Council on Candy as Food in the War Effort, Chicago, candy manufacturers group, which purchased the first full network for a broadcast by Mrs. Franklin D. Roosevelt, Dec. 9, 10:15-10:45 p.m. Program theme was “consumption of candy as a food in the war effort.” The Council has since started a weekly quarter-hour commentary on NBC, featuring talks on rationing by Ernest K. Lindley, BMB, Chicago, placed the business.

Cancellation of its annual dealer's convention, because of transportation limitations, brought Libby, McNell & Libby, Chicago, to network broadcasting for the first time Oct. 19, with a program aired on the full BLUE network 4:30-5 p.m. as a radio convention, with the added purpose of revealing to the general public the company's advertising plans for helping the housewife plan a balanced, appetizing diet in spite of shortages. J. Walter Thompson Co., Chicago, is the agency.

The holidays combined with the entertainment of servicemen served as the occasion for several broad-casts involving the purchase of unprecedented amounts of liquor by individual sponsors. The most outstanding contract was the 12-hour block bought by Coca Cola Co., Atlanta, on the full BLUE network for a continuous program of name band music running from noon to midnight Christmas day. D'Arcy Adv., New York, handles the account.

Eling on CBS

The holiday-servicemen combination brought to network radio for the first time Elgin Watch Co., Eling, Ill., with a two-hour music and variety program on 116 CBS stations, Thanksgiving, and a similar broadcast on Christmas. Eling has been using spot broadcasting at Christmas for the last seven years. Company has now purchased the Wednesday, 10:30-11 p.m. period on CBS for The Man Behind the Gun, starting in March. Agency is J. Walter Thompson Co., Chicago.

To greet former employees now in the armed forces, Standard Oil Co. of California used the full NBC network, 12:15 to 1 p.m. Dec. 25, through their agency, BBDO, San Francisco.

As a part of its employe campaign to “Beat the Promise,” by outdistancing production goals, RCA Mfg. Co., Camden, N. J. sponsored a broadcast of a War Workers Rally Sept. 13, 7:30-8 p.m. on 101 BLUE outlets. Lord & Thomas, New York, is the agency.

Pioneer in the field of sponsored broadcasts of ceremonies marking the award of the Army-Navy "E" to war industries in BLUE which has to date aired a total of 16 such programs, most of them on the full network and the majority in the mid-afternoon period. Queried by BLUE as to their reasons for using radio when promotion had been previously limited to the trade, manufacturers replied “we want to reach as many people as possible with the story of our accomplishments.”

Mutual has carried six broad-casts of this type and CBS two, including an additional half-hour on the regular E. R. Squibb Co. program. The war also lent sponsor and listener interest to the graduation exercises of the Great Lakes Naval Training Center, broadcast on CBS by Northern Pump Co., Minneapolis.

The Christmas holiday season attracted to radio for the first time Prince Matchabelli, New York perfumery, probably the first company of its kind to use network radio, with a five-minute broadcast on the full CBS network for Strand-avere perfumes.

**Sport Features**

Outstanding seasonal one-time shots in the sports field have included the five games of the World series, aired on 300 Mutual stations by Gillette-Safety Razor Corp., Boston, and the Army-Navy game, heard on 100 NBC CBS and MBS stations, under sponsorship of Standard Oil Co. of N. J., extensive user of spot broadcasting for Esso Marketers. Politics has accounted for several commercial spots on the BLUE network, in connection with the 1942 elections. The film industry is also represented.

**ENTERTAINMENT OF SERVICEMEN, INSTITUTIONAL**

**BLUE—Coca Cola Co., Atlanta, Christ-**

**Nets New Revenue**

**FILMS**

**BLUE—Paramount Pictures, “Holiday Inn.”**

**FOOD IN WARTIME**

**BLUE—Libby, McNell & Libby, Chicago, announce convention; Council on Food in the War Effort, Chicago, food value of candy.**

**SPORTS**

**(Long-term Series Not Included)**

**BLUE—Gillette Safety Razor Corp., Boston, Sugar Bowl game.**

**CBS—Gillette-Oil of N. J., New York, Army-Navy game; Gillette Safety Razor Corp., Boston, Orange Bowl game.**

**MBS—Gillette Safety Razor Corp., Bos-**

**ton, World Series; Gillette Safety Razor Corp., Chicago, pro football championship games; Standard Oil of N. J., Army-Navy game.**

**Savings Test**

**CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post) is testing the swing shift audience habit. The Post is advertising with participating announcements on all-night programs. Four announce-**

**mations, thrice-weekly, are being**

**broadcast on WENR, Chicago at 1-3 a.m. on WENR, Chicago while 12 announcements are being broadcast on MBS at 12-2 a.m., 2:30-3 a.m. on WJR, Detroit.**

**March 8, 1943**
Army, Navy Insist on Federal Time

Declare Change Would Prove Handicap to Victory

SOME EASING of radio's head-

aches in connection with repeal by
everal states of Federal War

Time appeared likely last Wednes-
day as the War and Navy Depart-
ments entered the controversy in-
volving Daylight Saving Time with
a joint statement in behalf of
War Time.

Heralding Federal time as "one of
the most important contributions
made by Congress to increase pro-
duction of the sinews of war," Un-
dersecretary of War Robert P.
Patterson and Undersecretary of
the Navy James V. Forrestal warned
that any change in the law
establishing War Time would be a
serious deterrent to increased pro-
duction in 1943 and would slow
town our march to victory.

Nebraska Petition

Meantime Nebraska joined the
ranks of dissenting states by me-
morializing Congress to repeal the
Federal statute of Jan. 30, 1942,
which established Federal War

Time in 1942. In the Upper House,
Republican Senators Wherry and
Butler both presented the Ne-
braska Legislature's joint resolu-
tion opposing War Time, while Rep-
resentatives Stefan and Miller, also
Republicans, offered them in the
House.

Despite pressure from the farm
bloc there was a general feeling on
Capitol Hill that Congress would not
repeal Federal War Time, in view of
its necessity to the defense ef-
fort. Members of the House Inter-
state & Foreign Commerce Com-
mittee, which now has two concurrent
resolutions on repeal War Time (H-
ConRes-9, H-ConRes-10) introduced by Reps. Brehm (R-O.) and Cole
(R-Mo.) [BROADCASTING, Feb. 1],
indicated no action will be taken on either resolution for some time.

The Committee has asked the
Federal Power Commission, Inter-
state Commerce Commission, War
Production and other Government
agencies for data concerning the
benefits of War Time the past win-
ter. A hearing probably will be
scheduled shortly, however, on two
bills introduced by Rep. White
(D-Ida.), to place a portion of that
State in the Pacific Time zone rather than the Mountain Zone
[BROADCASTING, March 2]. The ICC
is reported to look favorably on
that change inasmuch as normally
western Idaho should be in the Pac-
ific Zone.

There arose the question in
Washington as to whether invid-
ual states could legally return to
a time shorter in view of the fact that War Time is now established
by Congress. Government spokes-
men generally were agreed that
Federal Time controls interstate commerce and that individual
states could not change the opera-
tion of transportation lines, post
offices and other Federal schedules. They can, however, regulate their
own industry and intrastate com-
munications and business in gen-
eral.

Even though the action of indi-
vidual States in repealing War

Time has thrown radio into con-
fusion, and in some instances cost
broadcasters revenue (with some
programs originally billed at Class
A, 6-7 p.m., now billed at
afternoon rates) it was agreed
among industry leaders that radio's
problems are minor in comparison
with the thousand jobs in the nation's
war job, which the military branches
of the Government say is inevitable
by a change to normal time.

The joint statement by Mr. Pat-
terson and Mr. Forrestal follows:

The War Time statute has been one
of the important contributions made
by Congress to increase production
of the sinews of war. During the last
year's war, brought about a saving
in electrical generating capacity for
the nation as a whole of more than
one million kilowatts and one and
one-half billion kw-hours.

Translating into terms of produc-
tion, the power capacity thus saved by
War Time is sufficient to produce
a billion pounds of aluminum per year.
Without this saving of power, it would
have been necessary to provide
new electrical power facilities. This
could only have been accomplished at
the cost of a further deficit in scarce
metals and equipment needed in the
production of tanks, planes, ships,
munitions, and in the evocation of
plants so vitally needed for the mak-
ing of synthetic rubber and 100-
one gasoline.

We recognize that some difficulties
have resulted from the adoption of
War Time, particularly the confusion
and occasional hardships consequent
to its adoption have been minor when
compared to the savings achieved in
electrical power necessary to war pro-
duction.

Any change in the present War
Time statute would without question
be accompanied by a saving, in
increased production in 1943. It would
slow down our march to victory.

MILTON J. BLAIR, vice-president
and secretary of Sherwin J. Ellis
& New York. Nevada, has announced his
intention to accept the post of commis-
ioner for the Red Cross.

Lindsay Heads KFBI

APPOINTMENT of Robert K.
Lindsey, son of H. K. Lindsay,
president of the Farmers & Bankers
Life Insurance Co., of general
manager of KFBI, owned by the in-
surance company, was announced last
week. The new manager succeeds
Ray Linton, who leaves April 1, after
a year and a half with the station.

The new KFBI manager has been
public relations director of the in-
surance company. Mr. Linton, it
was announced, plans to return to
Chicago where he was station repre-
sentative before joining KFBI.

Speigel's to Use 60

SPEIGEL'S, Chicago mail order
house, is planning to use 60 stations
in a 13-week campaign of announce-
ments and programs pro-
motions. Planning of this cam-
ination will get under way in mid-
summer. J. L. Stewart Agency,
Chicago, has the account.

"STAR" SERIES USES ALL D.C. OUTLETS

PRESTIGE campaign on all six
Washington outlets has been
started by the Washington Evening
Star, owner of WMAL, blue key in
institutional series, consisting of one-minute
transcriptions, is designed to pro-
duce the Star's name as leading
newspaper in the nation from the
standpoint of advertising lineage.

The series, adapted and pro-
duced by Robert Enders, head of
the radio division of Kal Advertis-
ing, Washington agency. Purpose is
to place the Star among the pro-
more circulation, already limited by the
paper's shortage. Washington outlets
will be WMAL WJSY WOL WINX WWDC.

CBS 9-Man Advisory

Board Now Established

MEMBERS of the new Columbia
Affiliates Advisory Board [BROAD-
CASTING, Feb. 15] were announced
last week, when the New York ac-
counting firm of Lybrand, Ross
Shaw & Company completed tabu-
lation of ballots from CBS sta-
tions in the nine districts. Stations
in each district elected a broad-
cast advisor to serve as a liaison
with the network manage-
ment. The first to be called
were:

1. Franklin Doolittle, WDRC, Her-
furt, Conn., representing Buffalo.
2. W. S. Cole, WRVA, Rich-
dale, Va., representing Washington.
3. C. T. Lucey, WRVA, Rich-
dale, Va., representing Washington.
4. Forrestal was not a native of
Georgia, or Michigan, but rather
had entered the army in the spring of 1943.

"STAR' SERIES USES ALL D.C. OUTLETS

WASHINGTON, D.C. - In a series of announcements scheduled to begin this week, radio stations
in the nation's capital have been assigned to carry the "Star" series on a rotating basis.

The "Star" series is a campaign of announcements and programs promoted by The Washington Evening Star, owner of WMAL, the blue key in the series among station owners. The campaign is designed to produce the Star's name as the leading newspaper in the nation from the standpoint of advertising lineage.

The series is being adapted and produced by Robert Enders, head of the radio division of Kal Advertising, Inc., a Washington agency. The purpose of the series is to place the Star among the prominent newspapers in the nation, and to increase its circulation, which is already limited by the paper's shortage.

Washington outlets for the series will be WMAL WJSY WOL WINX WWDC.

CBS 9-Man Advisory Board

The CBS 9-Man Advisory Board
was established last week, when the New York accounting firm of Lybrand, Ross Shaw & Company completed tabulation of ballots from CBS stations in the nine districts. Stations in each district elected a broadcast advisor to serve as a liaison with the network management. The first advisor to be called was:

1. Franklin Doolittle, WDRC, Hartford, Conn., representing Buffalo.

The series will run on 60 stations, covering all D.C. outlets.

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1. Franklin Doolittle, WDRC, Hartford, Conn., representing Buffalo.

The series will run on 60 stations, covering all D.C. outlets.
which station in the major cities is "Listened to Most" at night as revealed by the most comprehensive survey in the history of Radio?

"Pause for station identification:"

KSD

IN ST. LOUIS 70%
"Listen Most" to KSD - the Leading Night-Time Station.

IN CLEVELAND 69%
"Listen Most" to the Leading Night-Time Station.

IN DETROIT 63%
"Listen Most" to the Leading Night-Time Station.

IN PITTSBURGH 55%
"Listen Most" to the Leading Night-Time Station.

IN CHICAGO 54%
"Listen Most" to the Leading Night-Time Station.

IN PHILADELPHIA 52%
"Listen Most" to the Leading Night-Time Station.

IN SAN FRANCISCO 51%
"Listen Most" to the Leading Night-Time Station.

IN LOS ANGELES 50%
"Listen Most" to the Leading Night-Time Station.

IN BALTIMORE 50%
"Listen Most" to the Leading Night-Time Station.

IN WASHINGTON, D.C. 49%
"Listen Most" to the Leading Night-Time Station.

IN NEW YORK 35%
"Listen Most" to the Leading Night-Time Station.

IN BOSTON 33%
"Listen Most" to the Leading Night-Time Station.

Now, pause to consider these facts. NBC's survey, "A Tale of 412 Cities", established these two conclusive firsts for KSD:

First in St. Louis! KSD was named by 70% of those who replied as the favorite night-time station.

First Nationally! No other radio station in any of the major markets (cities over 600,000) equalled this percentage dominance of the night-time listening audience. Percentages for the leading station in each of the twelve largest cities are detailed to the left and below.

These two definitely established firsts rate KSD one of America's first radio buys for top night-time percentage of coverage of its city at lowest cost.

IN DETROIT
IN PITTSBURGH
IN CHICAGO
IN PHILADELPHIA
IN SAN FRANCISCO
IN LOS ANGELES
IN BALTIMORE
IN WASHINGTON, D.C.
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IN BOSTON

KSD
ST LOUIS' DISTINGUISHED STATION

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CALLING communications the "serve system" of the nation at war, just as land, sea and air transport constitute the "life blood", the FCC devoted the bulk of its Eighth Annual Report, covering the fiscal year ended June 30, 1942, to its participation in the war effort. The report was released last Friday over the signature of FCC-BWC Chairman James Lawrence Fly. The report was devoid of legislative recommendations.

"Sise July 1, 1941 and even more strenuously since Pearl Harbor, th conversion of Commission services to functioning in its main task," said the report.

"So With the War"

Certain Commission activities which oven early after the close of the fiscal year, in connection with war activities, were included to provide "as nearly as possible a current picture". Full attention of the Commission is now devoted to overall war activity, the report emphasized.

The latest single activity of the Commission—its Radio Intelligence Division—was dealt with at length. This division, headed by Assistant Chief Engineer George E. Sterling, monitors the ether throughout the United States, its territories and possessions, and maintains opsters to cover enemy, illegal and unlicensed radio transmissions.

Attention was given to Foreign Broadcast Intelligence Service, created in March 1941, to keep the Government informed about the contents of foreign broadcasts. It said this unit was created as a result of a suggestion from the State Department to the BWC. It was described as a war agency, operating exclusively as a service to the Federal agencies and the United Nations. "n all, the report said, about 1,650,000 words are intercepted daily.

Also described in the preface were the functional units of the Board of War Communications, which began operation as the Defense Communications Board in 1936. It was created by executive order and reports to the President through the Office of Emergency Management. Its membership is made up of Chairman Floy and of the chief communication officers of the Army and Navy, the Assistant Secretary of State in charge of international communications, and the Assistant Secretary of the Treasury in charge of enforcement activities.

Other war activities of the FCC likewise were outlined, but with no detail, presumably because of wartime restrictions.

At the end of the fiscal year the Commission had 2,768 employees, of whom 511 were regular employees in Washington, 531 were in national defense work in Washington, 222 in regular work in the field, and 844 on the national defense payroll in the field.

For the fiscal year 1942, the Commission was appropriated 12,315, 229 for its regular activities, $3,316,195 for its national defense activities, and 924,500, for operating and binding, a total of $6555,924. This compares with $7,609,000 for the Commission authorized by the House but still awaiting Senate approval, for the fiscal year beginning next July 1.

In that portion of its report (mimeographed for the first time pursuant to Bureau of the Budget requirements) devoted to general operation, the Commission also covered legislation at the last session and litigation.

The Commission cited particularly its April 27 freeze order on broadcast constructions, the North American Regional Broadcasting Agreement which became effective March 29, 1941 and the status, at the end of the fiscal year, of its various policy inquiries, covering such matters as chain-broadcasting regulations, newspaper-radio inquiry, foreign language programs, and other modifications of rules and regulations.

Vital statistics for the fiscal year showed a total of 897 standard broadcast stations operating or under construction on June 30, 1941, with 34 stations authorized and six deleted during the fiscal year, making a net increase of 28 stations for the period.

Use of more complex directional antennas to minimize interference made it possible for many stations to increase nighttime power to the maximum allowable and increased Commission time in studying technical proposals. Approximately 25% of the stations in existence on June 30, 1941 used directional antennas. Approximately 24.5% operated as located on June 30, 1942 using directional.

"Newspaper Inquiry"

Apropos its freeze order, the Commission said there is definitely a shortage of many of the critical material and equipment necessary to maintain stations, particularly large transmitting tubes. Its engineering department has cooperated with broadcasters and the war agencies to work out a plan to use all surplus material and equipment to afford the industry as a whole every possible means of maintaining operations. Considerable study has been devoted to means of prolonging life expectancy of consumer materials, it was said.

Two brief sentences were devoted to the highly-controversial newspaper-radio inquiry. "During the fiscal year the Commission held hearings on the question of newspapers and broadcasting stations, pursuant to Order No. 79," said the report. "The record has not been closed and no action has been taken."

About the same amount of space was devoted to the chain-monopoly regulations, with the Commission noting that the three-judge court in New York had "found for the Commission" and that the matter now is on appeal in the Supreme Court.

Concerning foreign language programs, the Commission cited the attention given such operation in the war effort. "Surveys are being made of program service, personnel, community background, and general operations of foreign language stations," it said.

Non-standard broadcast operations covered the Commission's war policy of limiting grants and authorizations pursuant to the freeze order. It stated that in both FM and television, further expansion service "is unlikely until after the light of curtailment of new authorizations and stoppage of receiver production.

In the FM field, the Commission cited that on July 1, 1942 55 construction permits for commercial FM were outstanding and five licenses had been granted. During the year 20 construction permits were granted prior to adoption of the freeze order and eight authorizations were deleted, the latter generally because of inability to obtain equipment. Due to this difficulty, a considerable number of stations were operating under special temporary authorizations.

Apropos facsimile, the Commission said interest in this service "continued to lag" at the close of the fiscal year, with only four stations licensed—the same as the previous year.

The Commission handled a total of 5,765 broadcast applications during the fiscal year covering all activities in the field. It granted 4,357 of them.
Three Examples of Wartime Activity at Station WWJ—Detroit

The Detroit Orchestra...
Seventy of the country’s outstanding musicians, directed by Victor Kolar, present a full hour of the world’s finest music each Sunday from 6:00 to 7:00 P.M. in the interest of War Bond promotion.

Service Stars—With "Ty" Tyson...
Ty Tyson, Detroit’s most popular radio personality, goes into homes with portable recording equipment and talks with parents of boys in the services. Interviewees receive $5.00 in War Stamps.

Furlough Frolic—for Service Men....
Paul Leash and his 18-piece orchestra with vocals by Jane Fulton and Lee Edwards entertain service men each Saturday afternoon from the USO Building in downtown Detroit.
American Business Leads in Radio's War Contributions. SAYS MARK WOODS

AMERICAN business is credited with a large share of radio's war contributions. In a program issued last week by Mark Woods, president of the BLUE Network, in connection with the 90th birthday of the network, more than 160 network hours of programs devoted exclusively to the war effort. Of this total, 90 hours was commercially sponsored time directly paid for by national advertisers.

The remainder, 124 hours of sustaining time, is the contribution of the network itself. Mr. Woods pointed out that "under the American system of broadcasting, in which there is no license fee on receiving sets nor tax on listening, American business, organizations, through the medium of advertising, make this vast contribution possible."

Morale Programs Not Included

"American radio has been given recognition and great credit for the part it has played and is playing in the prosecution of the war," he continued. "It is only too easy to forget the men and women and the organizations they represent who are in reality the men behind the man behind the gun."

The figures cited do not include any programs which might be helpful to the war effort as affording relaxation or building morale among the armed forces or workers, but cover only those broadcasts devoted solely to war messages. Time given individually by business and educational stations, such as the more than 18 hours of war effort programs on WJZ, New York, during the period studied, is excluded from the total.

Mr. Woods stressed two points: Much of the fine talent on the air is sponsored by companies whose plants are converted to war production and who have no products to sell to the public. Also, it is the revenue derived from this commercially sponsored time (approximately 22% of the BLUE's total broadcast time) which enables the network to present war effort programs on its sustaining time.

Private Business Gets Credit

"The Fred Allen's, Jack Benny's and Ed & Ernie 'Archie' Gardeners," he pointed out, "are the result of thinking, programming and expenditures by commercial clients. The network and the station are the media through which these morale builders are presented to a war working public. Never before, in any war, has private industry been given such an opportunity to do its share."

On broadcast and no group of broadcasters, on their own initiative, could afford to take over this highly important phase of war activity. When programs such as the Victory Fund, the footloose travels hundreds of thousands of miles to entertain soldiers, sailors, marines and war workers, it is the result of planning and expenditures by business. American broadcasting can be proud of the fact that it can cooperate in this great campaign carried on at its own expense and on its own initiative by American business."

Other War Aides

Mr. Woods' tribute to the war contributions of American advertisers points up the fact that while more than 100 American companies have been awarded the Army-Navy "C" for significant contributions to the nation's war effort, little recognition has been given to the equally important psychological and educational contributions to the war effort by American business and industry which has made through its advertising.

Subject was discussed at recent meeting of network executives with Chester J. LaRoche, chairman of the Advertising Council, and Frederick R. Gamble, managing director, American Assn. of Advertising Agencies. NBC was represented by its vice-president and general manager, Frank E. Mullen; CBS by Paul Hollister, vice-president in charge of advertising and promotion; MBS by President Miller McClintock, and the BLUE by Earl Mullin, publicity director.

Group agreed on the importance of the commercially sponsored programs, with their established audiences, in presenting Government war messages to the public and that the success of O.W.I. radio's location plan is really based on the donations of time and talent by the sponsors of these programs. They also agreed on the necessity for telling both business and the public that radio's advertisers, as well as the stations and networks, have gone to war. A number of methods for putting across this message were discussed and the meeting decided that each network would do the job in its own way.
Smart Advertisers have found a BOMB SIGHT TO HIT BALTIMORE!

Near misses don't count in radio. National and local advertisers are learning that. In Maryland they've discovered that WFBR covers the vital Baltimore market as effectively as some of the recently introduced Allied "Block Busting" Bombs. You hit the target you aim at!

And when you hit the 6th largest city in the country, with WFBR's concentrated force, something happens to sales.

WFBR doesn't try to cover Virginia, Pennsylvania, New Jersey, Delaware or West Virginia. Our job is Baltimore. We use the electrical power that does just that. WFBR believes that those scattered states have radio stations right in their own backyards with their own loyal listeners.

In Baltimore...it all adds up to this: In Baltimore...WFBR gives a magnificently clear signal DAY and NIGHT. Baltimore people enjoy the station. Advertisers save money by buying coverage...and not just power that's costlier and too often wasteful.

WFBR BALTIMORE
NATIONAL REPRESENTATIVE: JOHN BLAIR & CO.
EXPLANATION OF WHITE-WHEELER RADIO BILL

DETAILED explanation, section by section, of the purposes and provisions of the White-Wheeler Bill (S-814) to rewrite the Communications Act and reorganize the FCC, was given Senate Tuesday by Senator White (R-Maine) in introducing the measure.

The bill, a composite of measures for revision of the Communications Act, was introduced at previous sessions by Mr. White and Senator Wheeler (D-Mont.), who is chairman of the Interstate Commerce Committee, was referred to that committee with prospects of early hearings.

Following is the full text of Senator White's statement explaining the measure, section by section:

The radio bill today introduced by Senator Wheeler and Senator White has its source in S-1295, a bill introduced by Senator Wheeler in a previous Congress; in S-1956 and S-1957, introduced in previous sessions by Senator White and co-sponsored by him, and found in the Report of the At-

torney General's Committee on Administrative Procedure.

This measure should not be regarded as a general revision of our Communications Act of 1934, but the changes in the organization of the Federal Communications Commission, in its procedure, in the sections of the present law with respect to appeals to the courts, in the efforts made to en- sure equality of right and opportunity assumed for the first time in a proper discussion, in the attempt to fur- ther provide against censorship and in the authorization of declaratory judgments, make this bill of supreme importance and justify its study and approval in substantially its present form by the present Congress.

Various Sections of Bill are Explained

There follows an explanation of the sections of the bill.

SECTION 1

This section defines the terms "license," "station license," or "radio station license" appearing throughout the act as that instrument of au-thorization required by the act or the Commission's rules and regulations for the use or operation of radio apparatus. This definition is necessary be-

cause of a recent tendency upon the part of the Commission to treat in fact licenses as instruments of a different character and lesser im-port, thereby making possible avoidance of compliance with procedural and appellate provisions of the act in-herently in such action against arbitrary administrative action, provisions neces-sary to be observed, if orderly procedure is to be had. This broad defini-

tion of the term "license" tends to in- sure that result.

SECTIONS 2 AND 3

Sections 2 and 3 basically change the administrative set-up and functions of the Commission. They can be sum-

marized as the separation of the Com-mission into seven members into two statutory divisions of three members each, and a clarification of the status and functions of the Chairman of the Commission.

Jurisdiction to Hear and Decide Cases

Under this plan the whole Commis-sion would have power and authority to veto applications and passports and regulation of general application required or authorized by the act, in-corporating the present functions of the Commission and each di-

vision. The whole Commission would have plenary authority over amateur services, emergency services, the qualification and licensing of operators, the selection and control of personnel, the assign-ment of bands of frequencies to the various radio services and the assign-ment of bands of frequencies to the various radio services and the assign-

ment of bands of frequencies to the various radio services and the assign-

mentation or to authorize the whole Commis-sion to confuse the two and

other matters within the present jurisdiction of the Commission and the sections would bring about a much needed and desired separation of the judicial and legislative functions of the Commission; would contribute to a standing and the part of the part of the commissioners of the communica-

tion problems committed to them; would be for orderly procedure and harmony of decision; and would speed up the disposition of cases before the Commission and the divisions thereof.

The last paragraph of section 3 gives definition of the members of the Commission or to either division to assign (Continued on page 20)
BUY WGBI

TRY THIS FOR SIZE!

It's the Scranton Audience...

built by WGBI...measured by Hooper!

You don’t often find a HOOPER INDEX of 64.3 anywhere, but that’s the WGBI morning rating in Scranton... the hub of AMERICA’S 19th MARKET! And that’s the low! In the evening that rating climbs to 65.1... IN THE AFTERNOON IT’S A WHOPPING 73.7!

And remember, as big as it is, Scranton is only part of the 625,581 spenders WGBI influences in SCRANTON—WILKES-BARRE... a big, prosperous metropolitan area. As an advertiser, you don’t dare depend on other stations... all of them together are hardly a whisper in this major market that deserves a shout. That’s why most advertisers RELY on WGBI. Ask your John Blair man!

(Figures from Hooper Station Listening Index—Nov.-Dec., 1942)
or refer to an individual commissioner or to a board composed of an employee or employees in the appropriate division. This obviates the necessity for full Commission or division action in cases where this is not believed necessary. It should result in speedier consideration and action.

**SECTIONS 4 AND 5**

These sections propose certain amendments to the procedural sections of the present act (secs. 306 and 309). These amendments are made necessary by the restrictive character of the laws now in force and by the discretion of the Commission to give that language an extremely literal rather than a broad interpretation. The result has been to deprive applicants for certain types of licenses of the right to be heard before their applications are denied and also to deprive persons who are adversely affected by the action of the Commission in granting the application of others, of an opportunity to be heard before the Commission.

**Written Applications Would Be Required**

The first amendment to section 306 will make it clear that all applications for authorization granted by the Commission, whether for change in the number of employees, for change in the location or for an extension of the facilities of a station, whether the change will be permanent or temporary, whether the change affects only the number of employees or both the number of employees and the location of the station, must be in writing, and that the written application shall be filed with the Commission at the same time.

The amendments to section 309 make it clear that any person filing an application described in section 309 is entitled as a right of the person so filing an application described in section 309, or as a matter of right, to have his application handled in a definite procedural way. This is not authorized under present practice of the Commission.

The procedure to be followed in the handling of applications is that which was successfully followed by the Commission for a considerable period of time pursuant to rules and regulations enacted by it, but which method was recently abandoned apparently upon the theory that the Commission was not according to applicants and others in interest greater rights than those which the act guaranteed to them. Since the right to notice and hearing is the very essence of orderly procedure, amendments to the act which leave no doubt that such right is secured, are not only imperative. The amendments proposed would assure this result.

**SECTION 6**

This section proposes a redraft of the transfer section of the present act (section 310 (h)). As now drafted, this section in terms relates only to station licenses and does not apply to construction permits or other instruments of authorization which the Commission may issue under its rules and regulations. The redraft would remedy this deficiency. The present transfer section is also silent concerning the procedure to be employed by the Commission in passing upon such applications and the proposed amendments would remedy this defect by providing that transfer applications be handled in the same manner and in accordance with the same procedure employed in the handling of applications for original instruments of authorization.

Aside from these questions of procedure, the decisions of the Commission relating to transfer applications have given rise to the theory that the proposed transfer of a station license may be subjected to conditions not required of an applicant for an original license. This is believed to be unsound and has been due, at least in part, to the fact that the statutory standard employed in the present transfer section differs slightly in phraseology from that used elsewhere in the act.

By providing for the use of the same statutory language in the proposed amendment and by the use of other clarifying language, it is believed that this cause for controversy will be eliminated. Language is included to make the paragraph apply not only to the instrument which may be the subject of assignment, but to any rights of the holder of the license may have by virtue of his license.

**SECTION 7**

This section proposes amendments to section 315 of the present act relating to the handling of applications for authorization to operate any broadcast facilities by candidates for public office. The amendments proposed are the deletion of paragraphs 1 and 2 of section 315 and the addition of a new paragraph 3.

Of the provisions of this section which provides that if an application is filed which includes the material broadcast under the provisions of this section and the substitution thereof of clearer language to the same purpose found in a proposed new section 330. This present proviso has been the source of much uncertainty and controversy. We believe the change urged clarifies and enforces the congressional intent.

**SECTION 8**

Section 8 of the bill proposes a new section as an amendment to section 326 of the present act, which codifies an interpretation placed upon the act by the Supreme Court of the United States in the case of the Federal Communications Commission v. Sanders Bros. Radio Station, decided March 25, 1940. In this case the Supreme Court said:

Supreme Court Ruling

**In the Sanders Case**

"...The act does not purport to regulate the conduct of the licensee. The Commission is given no supervisory control of the operation of the station other than that provided for in the act. The question here is whether the act purports to regulate the business of the licensee. The answer is that it does..."

Notwithstanding this pronouncement of the Supreme Court, notwithstanding the fact that no language can be found in the act which concerns any right upon the Commission to control itself with the business phases of the operation of radio broadcast stations and notwithstanding the further fact that section 3 (h) of the act provides that a person engaged in radio broadcasting shall not be regarded as a common carrier, the Commission has nevertheless concerned itself more and more with such matters. The charge...
is made that the Commission is attempting to control both the character and scope of program material and the contractual or other arrangements made by the licensee for the acquisition of such material.

The amendment proposes to limit in black and white what is believed was not only the original intention of Congress but is its present intention, with respect to this subject, in the hope that confusion and controversy can be eliminated. The amendment preserves the prohibition now contained in the act against interference with the right of free speech and that against the utterance of obscenity, indecent, or profane language by means of radio communication.

SECTION 9

This section of the bill proposes the addition of an entirely new section to the act (sec. 330), which will require the identification of the speaker in the case of broadcasts dealing with public or political questions. The section would be identical in connection with the broadcast. Such a provision is found in section 317 of the present act.

Avoiding Propaganda
In Sustaining Programs

The proposed new section would merely carry the principle of identification further and make it obligatory in the discussion of political or public questions to make clear not only who the speaker is but whose views he expresses. It is unfortunately a fact that most propaganda by radio is found in sustaining programs or programs which have no commercial sponsor. The adoption of this new section would carry the salutary principle of identification into a field where it is much needed.

SECTION 10

Section 10 of the bill proposes the inclusion of a new section (sec. 351) the effect of which would be to require the licensee of any station to afford a right of reply where public officers, other than the President of the United States, use his station for the discussion of political or public questions. The right of reply is to be exercised by the accredited representatives of the opposition party or parties, and is to be afforded upon the same terms and conditions as the initial discussion. This substantially enlarges the scope of section 316 of the 1934 act. The subject matter of this proposed section merits immediate consideration.

SECTION 11

Section 11 of the bill proposes the addition of another new section (sec. 352), the effect of which would be to clarify the duties and responsibilities of a licensee when his station was used by a candidate for public office or by public officials or others discussing political questions. The no-censorship clause of section 316 of the present act does not adequately define the duties of a licensee under such circumstances.

Political Trend of Script Not To Be Altered

The proposed new section (sec. 353) affords the licensee an opportunity to examine the material to be broadcast before its intended use and to delete therefrom any material which is slanderous or libelous or which the licensee may have reason to believe would subject him or his station to any action for damages or to a penalty or forfeiture under any local, State, or Federal law or regulation.

This section specifically provides that no licensee of any broadcast station shall have the power to censor, alter, or in any way affect or control the political or partisan trend of any material submitted by a candidate for public office or by public officials or others discussing public and political questions. With the exception of material which might subject the licensee to damages or penalties or material which is submitted for broadcast by or on behalf of any person or organization which advocates the overthrow of government by force or violence, the licensee has no control over the subject matter of any broadcast.

SECTION 12

Section 12 is designed to clarify provisions of existing law relative to proceedings to enforce or set aside orders of the Commission and in appeals from decisions of the Commission. The present law upon this subject is now found in section 402 of the act.

Paragraph (a) of section 402 of the pending bill deals with actions to enforce or set aside orders of the Commission except those appealable under paragraph (b) of that section. More specifically, paragraph (a) of this section as it now stands relates to orders of the Commission entered in matters involving common carriers and certain other orders relating to radio broadcast stations not now appealable to the United States Court of Appeals for the District of Columbia under paragraph (b) of section 402. Under the proposed amendment, all orders entered by the Commission in the performance of its licensing functions would be appealable under paragraph (b) and would not be brought before a statutory three-judge district court. Moreover, suits brought before a statutory three-judge court to enjoin the enforcement of an order of the Commission could be brought in the District Court of the District of Columbia as well as in other judicial districts.

The principal changes proposed in paragraph (b) of section 402 can be summarized as follows: (1) Persons desiring to appeal from orders of the Commission entered in all cases where the Commission exercises its licensing functions would be afforded an appeal before a three-judge district court, and (2) all orders of the Commission would be appealable to the United States Court of Appeals for the District of Columbia and not limited to orders involving common carriers and certain other orders relating to radio broadcast stations.
functions, must appeal to the United States Court of Appeals for the District of Columbia; (2) language is adopted which will remove doubt as to which cases are appealable and which will extend the right of appeal to persons who should have such right but which have been excluded due to imperfections in the present act; (3) the time in which an appeal must be taken is made 30 days rather than 20 days, as present, and the contents of the notice of appeal are specified with particularity along the lines now provided by the rules of the United States Court of Appeals for the District of Columbia; (4) jurisdiction is expressly conferred upon the court to which an appeal is taken to grant temporary relief either affirmative or negative in character; (5) the court is given authority to specify by rule what the record upon appeal shall contain; (6) the questions which can be raised upon appeal and which the court must consider in determining an appeal are specifically enumerated; and (7) the Commission will be required to comply with the mandate or decision of the court upon the basis of the record upon which an appeal is taken unless the court upon petition shall otherwise determine. Other provisions of the present act relating to the right of persons to intervene in an appeal are retained.

Deemed Vital to Adequate Judicial Review

All of these changes are, in our opinion, important and necessary if adequate judicial review of the Commission's exercise of its licensing function is to be made effective. Present language of section 402, and particularly the proviso that it is so vague as to result in great doubt concerning the proper court in which to seek judicial review in any case, is no longer a valid one. Moreover, recent decisions of the United States Court of Appeals for the Circuit Courts in a number of cases have held that the Supreme Court of the United States is the proper court to review the decisions of the Commission in specified classes of cases. This is the result of the Supreme Court's holding that the primary function of the Federal Communications Commission is the granting of licenses for radio stations, and that the court is the proper court to review the decisions of the Commission in such cases.

No Certiorari Granted

Individual Litigant

It is unfortunate the fact that the organization of the Federal Communications Commission in 1927 certiorari has not been granted by the United States Court of Appeals for the District of Columbia in any case upon the application of an individual litigant, while on the other hand only one such request for review has been denied when made by the Commission. From 1927 to 1942 the Supreme Court granted a review in seven cases upon petition by the Commission, and in no case has it granted review in behalf of a private litigant, although many were requested. Obviously the road to the Supreme Court for persons unsuccessful before the Court of Appeals is a one-way street.

We have attempted to deal with this situation and subject in such a way as to insure review by the Supreme Court of the United States. The Supreme Court has a limited but important class of cases, namely those cases in which the Commission on its own motion proceeds against the holder of an existing license. This is by a provision which would make Supreme Court review of a class of cases obligatory upon the Court rather than optional with it. Such a provision is not unique or without precedent. In other important classes of cases it has been in effect and it should be adopted here if it is made to deal with the Commission, and its action is to be meaningful rather than an empty form.

SECTION 13

Section 13 of the bill provides for such changes in section 405 of the

present law relating to the subject of rehearings as are necessary to conform to the changes in the administrative organization of the Commission proposed in sections 2 and 3 of the bill. Further provision is made for delaying the effective date of any decision or order. Such provision is made in case which is the subject of petition for rehearing until after final decision upon such petition.

Eliminating Doubt on Rehearing Petitions

An attempt has also been made to eliminate doubt now prevalent concerning when his petition for rehearing must be filed before judicial review of the Commission's order can be had. Under the provisions of the amendment proposed, the petition for rehearing will not be a condition precedent to judicial review except where the party seeking such review was not a party to the proceedings before the
Million for Fiddle

JACK BENNY'S fiddle brought a $1,000,000 War Bond Pledge at a rally held recently at Gimbel Brothers department store in New York. The bond and fiddle buyer was Julius K. Fein, president of Garcia Grande Cigars, one-time spot advertiser and sponsor of the War Department's "Good Evening America." He explained: "The children will play it!"

5 Reasons Why You Should Buy WWVA

- **POWER!**
  Over 5,000,000 people in primary area of Northern West Virginia, Eastern Ohio and Western Pennsylvania. Millions more in wide secondary area.

- **COVERAGE!**
  A big advertiser advises: "You are first in a list of 23 stations that carried our campaign." We are invariably among the top three stations.

- **RESULTS!**
  An agency writes: "Your response cost was 36% lower than our client anticipated!"

- **ECONOMY!**
  "Good evening America"... It's the play being handled by the William Morris Agency, New York.

- **ATTENTION!**
  Every announcement and every program given that specialized handling you would give your business if you did the actual broadcasting yourself.

ASK A JOHN BLAIR MAN

If it's a Fort Industry Station, you can Bank on it!
U. S. Food and Victory Garden Drives
Draw Heavy Contributions by Industry

BROADCAST stations, cooperating with OWI's Network Allocation Plan for six major food drives, have drawn praise from several Government officials.

"Radio stations generally have been quick to respond to the need for giving the public accurate information on our food supply," said Wallace Kadderly, chief of the Agriculture Dept. Radio Service. "They have taken rapid measures to help farmers meet their food production goals, to aid homemakers in wise purchase of available foods."

"The whole problem of food is very much in the mind of radio station officials," said Ernest Moore, chairman of the Agriculture Dept.'s Victory Garden Campaign. "They are anxious to help consumers understand the food situation and are alert to the need of the moment."

Three Drives Started
First three drives—farm production, point rationing and the overall food problem—have already started. An heavy campaign on all networks and many independent stations was to begin March 8 for Victory Gardens, with sponsors cooperating.

On March 22, a national program to recruit and train volunteer farm workers, especially part-time employees, will get under way and local drives to increase farm manpower will continue throughout the spring. The Government's drive for nutrition and food conservation begins March 22.

The radio campaign on point rationing, which has helped to prevent panic by an intelligent treatment of the food crisis, began Feb. 22 and runs through March 22. During this period practically all stations are carrying live or transcribed programs and announcements to explain the point system of rationing, how to shop wisely and how to budget points.

The Network Allocation Plan scheduled approximately 40 leading network evening and daytime programs weekly. Last week more than 800 stations carried a quarter-hour strip for five days. Fact sheets of shopping tips were furnished to local women's programs and commentaries. Several top daytime serials were requested to work point rationing into their scripts as part of the plot.

During the second week of rationing, the four groups of stations will carry three one-minute announcements per day, to tell the public what to buy. Programs designed to appeal to homemakers will continue to interpret point rationing. The topic has been allocated to the networks' commercials also.

The fourth phase of the overall Food Campaign, scheduled to run March 8-28, is on behalf of Victory Gardens. During this week 40 networks commercial and sustaining programs will plug Victory Gardens. Virtually every station, network and independent, will carry 12 to 16 one-minute announcements per day on war subjects. Approximately half of these stations are scheduled to carry 21 spot announcements on Victory Gardens. Some of the most popular programs will cover the subject.

All non-affiliate stations are expected to carry the announcements March 21-21. Two quarter-hour recorded dramatic programs interpreting the need for home, community and school gardens will be presented on more than 800 stations. The third week of the campaign about 38 network commercial and sustaining programs will come under the Network Allocation Plan. All stations will carry 21 spot announcements, three daily.

Praise for Stations
The Farm & Home Hour has been devoting a Monday quarter-hour to Victory Gardens, 12:45-1 p.m., since Feb. 8, under the direction of Mr. Moore. Approximately 100 stations air the program. Mr. Moore praised stations for their cooperation in the overall program. "In many instances radio stations have taken the initiative in the Victory Garden project, even before the Govt. has asked them to help," he said.

Typical of the enthusiastic response of local stations have been requests for bulletins and source material for special programs on WWSW, Pittsburgh (Marjorie McCann's Women in Defense), WSNY, Schenectady (Marie de Lorenzo's program for women) and programs on WCFU, Chicago.

KDKA, Pittsburgh, has been presenting a thrice-weekly series on gardens and soil thru WHIO, Dayton, in line with the city's slogan, 'Make the vacant lots produce,' is a plan to cultivate five acres of ground at the station's transmitter. Each member of the staff will have his own garden there. The employees hope to beat the meat shortage by raising lambs at the transmitter's garden.

Radio is doing an intelligent job of presenting the overall food in war program, according to William M. Spire, Radio Campaign Manager, OWI's Food Campaign, Bureau. "Stations not already carrying local food programs could do much for the Government and for themselves by having a saleable program," he said. "The Government does not wish to tell stations how to run radio. More and more we shall have to depend upon local stations to take the initiative in solving local problems which the Government cannot handle."

A 10-minute program of music and gardening news, The Victory Gardener is aired by WSBA, York, Pa., in the Don't Listen Men hour, sponsored by the York Paint and Hardware Store. The farm program department of WLW, Cincinnati, calls its weekly garden program the Three F's—Vegetables, Vitamins and Victory—and runs a seasonal schedule of talks on topics such as production and purchase of seedling plants, early treatment for plant diseases and care of vegetables to plant, pest control and other subjects. Ed Mason, farm program director of the station, has invited gardening authorities to participate in discussion of farming problems. A weekly program features a suit, guide and question-and-answer digest, are regular features.

An unusual feature of the Victory Garden project of WHIO, Dayton, in line with the city's slogan, "Make the vacant lots produce," is a plan to cultivate five acres of ground at the station's transmitter. Each member of the staff will have his own garden there. The employees hope to beat the meat shortage by raising lambs at the transmitter's garden.

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Now is the time to reach Southern California, most rapidly expanding market in the West. For complete coverage at lowest cost, use KMPC, most powerful independent in the West.
ACTIVITIES of Navy, Army and RCAF are depicted in story and song in Comrades in Arms, a Friday three-quarter hour show on the CBC network and a dozen additional stations. Recently, Aircraftman Fletcher Markle, RCAF announcer, formerly of CBB, Vancouver, B.C., now with the radio division of RCAF Public Relations, interviewed Squadron Leader Ken Boomer of Olds, the first Canadian to shoot down a Jap Zero, and the only one decorated by both Canada and U.S.

Sharing Treasures

MUSIC composed by contemporary North and South Americans is featured in Music of the Americas, recorded program with live commentaries by Burle Marx, new being shortwave to Brazil each week via NBC's international stations, WRCA and WCJB. A conductor, pianist and composer, Mr. Marx is in the United States as a cultural representative of the Department of Press & Information of the Brazilian Government.

Sweat Consolation

CONSOLED prize of a new spring hat via gift certificate is given by the sponsor of Sloganaire, on WKNE, Keene, N. H., to the one telephoned who does not know the slogan of the day which has been simultaneously aired on the three-weekly quarter-hour show. The slogan incorporates the sponsor's name, the Royal Furriers of Keene, and Bellows Falls, Vt. The lucky wheel technique is used to select telephone numbers. First prize is $10.

Popular

SO LARGE was the response to the quiz show titled Guess Who on CKBI, Prince Albert, Sask., that the Monday night program inviting listeners to phone in the answers to teaser questions had to be taken off the air. But the sponsor wanted the show and it's back again. Now only listeners on certain pages of the telephone directory are permitted to call the station. Prizes are offered to listeners suggesting Guess Who material.

Heroic Women

UNSUNG heroes of the home front are featured weekly by Jane Lee in her Women's Magazine of the Air on KPO, San Francisco. Local Chambers of Commerce in California provinces send stories to Miss Lee for her broadcasts.

Postwar World

POSTWAR reconstruction in Canada and throughout the world is the theme of a series of Sunday afternoon discussions on the Canadian Broadcasting Corp. network, titled Things To Come—Inquiry on the Postwar World, directed by Morley Callaghan, Canadian author. Representative Canadians will appear on the programs, which are also arranged for French-language stations.

Learns the Ropes

BREAKFAST table discussion of rationing problems in Jack and Betty has started on WHO, Des Moines. The daily show, sponsored by Liberal Market, reveals Jack's ignorance, while Betty knows it all and proceeds to explain.

Artistic Pleasure

COMBATING wartime jitters is the purpose of Fantasia, a Sunday half-hour program on WTAG, Worcester, Mass., when a mood of restful pleasure is created with a blend of musical, literary and artistic works. The Worcester Art Museum facilities are used for source material. A representative of each cultural field appears as guest on the program.

Farmer Viewpoint

FARMERS' VIEWS of national problems and issues of the war effort are presented on a transcribed quarter-hour, The Farmer Speaks Up, broadcast Saturday noon on WGN, Chicago, conducted by Gail Compton, farm editor of the Chicago Tribune.

NEW FORMAT of the weekly CBS National News Unlimited was under scrutiny of this sponsor-agency trio during a recent production huddle. Dramatized quarter-hour series, sponsored by Lockheed & Vega Aircraft Co., utilizes weekly change of guest stars. Script analysts (1 to r) are John Messler, account executive of Foot, Cone & Belding, Los Angeles agency; Howard W. Cheney, advertising and sales promotion director of Lockheed & Vega Aircraft Co., and Thomas Freeh- bairn-Smith, agency producer of the program.
ANOTHER NOW
THE PROGR
WENT TO EUROPE 1933 TO "WATCH"
FIRST TO STYLIZE BROADCASTING IN
COVERED 1937 OHIO-MISSISSIPPI VAL
SINGLE-HANDED BROADCASTS 1940 RI
SCOOPED RADIO WITH WENDELL W

CBS WORLD NEWS
ASSOCIATED PRESS
UNITED PRESS

WCT THE S.B. WILDCAT OF CINCIN

FIFTY GRAND
NETWORK ACE ... WCKY's NEWS EDITOR!

THOMAS NEWS-WRITER WHO WROTE AND STYLED AS OF PAUL SULLIVAN - PETER GRANT - JAY SIMMS - ARTHUR REILLY ...

PRAISE FROM THE PRESS

SECOND THOUGHTS
by NIXSON DENTON
SPORTS EDITOR OF THE TIMES-STAR

THE announcement of the departure of Fred Thomas from WLW to take over the news room at WCKY may have been passed over as something entirely without consequences by most radio addicts, but, while they may be entirely unfamiliar with the proud old Thomas name, they are not unfamiliar with Mr. Thomas's work.

Although completely unhonored and unsung, Fred's finely spun phrases and carefully selected adjectives have been mouthed into the microphone by such celebrities as Paul Sullivan, Peter Grant et al.

Persons, supposedly thrilling to the learned comment of such gentlemen, made breathless by their erudition and grasp of world affairs, in reality paid tribute to Mr. Thomas. For, by tailoring the mile after mile of script that he wrote to his great mouthpieces he made of them four-star commentators.

The announcers with whom he works at WCKY can anticipate the same fate. They'll be molders of public opinion and authorities on this and that in no time.
Worth Pondering

POST-WAR planning, perhaps a bit prematurely, has become as popular on the Washington front as New Deal directives. Every conceivable field of endeavor is being covered in these long-range projections.

Industry, too, has an eye to the future, and perhaps an ear to the ground on Washington's thinking and planning. Winning the war is first order—as all in Washington appreciate. But the peace plans always get attention, along with ideas for the new economy in that new era.

It behooves these, not alone in radio, but in those related fields of information, enlightenment and entertainment, also to appraise the future. The printed media—newspapers and magazines—and the motion picture industry, should take heed. They may very readily find themselves in radio's boat—licensed by the Government and regulated by an FCC or some such super agency.

Miracles are being performed in the radio and electronics laboratories. Had not the war intervened, television and a new high-fidelity type of sound broadcasting, wide-band or FM transmission, would be in a more advanced state. Facsimile, "still" picture transmission—newspaper publication and delivery by radio, if you please—would have been an accomplished fact.

So the post-war radio receiving instrument, in all likelihood, will be at least a three-way device—as ingenious as the aural broadcast service that sprang from World War I. High-fidelity sound reception for those who want to listen, motion pictures probably on a network, and a printed "newspaper of the air" which will emanate from the same transmitting plant and will be "received" on the same home device. All this won't happen overnight, but it's as certain as a United Nations victory.

Freedom of the press, along with the other freedoms, is traditional in our Democracy. Yet radio is in interstate commerce and radio assignments must be regulated in orderly fashion. The other must be policed to avoid electrical interference. Thus, there must be a licensing authority.

In this post-war order in which press and motion pictures become associated with the radio art, will the press and the motion picture industry be licensed? Where does the traditional freedom of the press go then?

The American Newspaper Publishers Assn.

meets in New York next month. The NAB holds a War Conference in latter April or early May. Committees of Congress, both standing and regular, are considering aspects of radio regulation. All would do well to consider the vast and far-reaching potentialities of these impending developments and plan accordingly.

There will be legislation at this session, it now appears, with the introduction of the White-Wheeler Bill to rewrite the Communications Act, with the pending Holmes Bill in the House toward the same objective, and with the Cox Select Committee Inquiry into the FCC and its stewardship. The time to get things done is now. Adequate safeguards against interference with the traditional freedoms of the media of expression should be provided by Congress in redrafting the Communications Act.

Coping With Crises

TRANSITION to an all-out war economy is bringing to light a surprising amount of initiative on the part of those who get the business that keeps the American System of Broadcasting at the top of world radio. As a continuously growing industry, broadcasting has been known to stand by while the dirty, low down owner pushes the button. A good experienced stand-by turn-over expert would be obtainable from Mr. Petrillo's office for the modest weekly charge of—say $50. By the way, does Mr. Petrillo have his car destroyed every time he uses it? You should think of the poor automobile workers, Mr. Petrillo.

C. F. H., Piqua, O.

is diversion of too much sales effort to a minor part of the station's total revenue. 

This new phenomenon has been developed by stations through such programs as the Uncle Sam broadcasts put out by the Office of War Information. Many of these sponsors are in the heavy industries group, and a good share of them may find the experience pleasant and profitable. Others participating in Uncle Sam broadcasts are in categories more frequently patronizing radio facilities.

Food rationing has been a help to the industry, with stations and sponsors alike performing a notable public service by teaching the public how to live under an economy of sorrows. Always the best customer, the food industry will find new opportunities to serve the nation and promote goodwill by offering nutrition advice, encouraging gardening, helping in the recruiting of harvest help and guiding farmers in raising specific crops as required by the war.

These instances of wartime sales initiative serve to remind broadcasters of the importance of that alert management and sales effort can solve a lot of the tough problems that greet every executive as he opens his morning mail.
We Pay Our Respects To —

Charles Edward Arney, Jr.

From coast to coast—that’s the story of Charles Elwood (Bee) Arney Jr., second man at NAB headquarters in Washington. Two years ago he left Seattle, where he was public relations director of KOMO-KJR, to become assistant to NAB President Neville Miller. He held that position until a few days ago when the NAB board of directors promoted him to secretary-treasurer, with Willard Egolf, formerly commercial manager of KYQO, Tulsa, taking over as assistant to the president.

Trade association work is Bee Arney’s field, though he has been identified with various aspects of broadcasting since the 20’s. He forsook a legal career to enter the news and trade association field, but his booming basso profundo caused him to the microphone as early as 1926.

Thus, Bee Arney describes himself as an “organization man” rather than a broadcaster.

When he left his post as public relations chief of KOMO-KJR, to take over Ed Spence’s duties under Neville Miller, he was so deeply steeped in organizational work that he was fully aware his first job was to learn the temperament of the industry. He feels that after two years he thoroughly understands its objectives.

He has devoted himself to association work almost continuously since March, 1920, when he resigned his World War I job as assistant counsel of the U. S. Shipping Board Emergency Fleet Corp. The son of an Idaho educator and prison warden, Mr. Arney started in 1915 with a law degree from the U. of Washington, and spent three years in a scholarship job as clerk in the U. S. Attorney General’s office.

Five years of practicing law were all Bee Arney wanted. On Sept. 20, 1920, he went into association work as assistant manager of the Seattle Chamber of Commerce, a post he held two years. Then followed nine years as president of the Seattle Taxpayers Assn., a period in which he became well-known in the state capital, where he fathered many budget and tax reforms.

Bee Arney’s deep, booming voice was heard on KQF, Wenatchee (then Seattle), in 1926, when he did play-by-play football broadcasts from telegram reports in his spare time. He turned serious- ly to radio in 1932, with a sustaineing news program on KOL, Seattle.

Shifting to KOMO-KJR, Seattle, in 1935, he organized the Washington Radio Forum, a taxpayer legislative group, with Eric Johnson, now president of the U. S. Chamber of Commerce, as chairman. The forum sponsored daily broadcasts by Mr. Arney from the state capital through three legislative sessions. At the same time, Bee was working as public relations chief of KOMO-KJR, a post he held until Neville Miller invited him to Washington, D. C.

As KOMO-KJR public relations chief, he sat in on station policy making meetings, and attended 17th District NBA sessions, thus learning something about the business of broadcasting.

Years in organization work gave Bee Arney a broad background in law and budgeting, experience that has been of value to him in working with NAB committees, and which he expects to use in his wider duties as secretary-treasurer and chairman of its forthcoming War Conference. He likes people, and gets along readily. Much of his time since joining NAB has been spent at regional meetings, getting to know the broadcasters, and letting them know him.

Bee says that in a trade association, an official’s job is to make known the will of the membership. Credit is of little importance for the individual executive. When the association brings results, the group and the officials all benefit, he believes.

One of the little mysteries about Bee Arney, is the origin of the Bee, which has no conceivable connection with his name. He confides that it is just something that has stuck since babyhood, when his slightly older brother, J. Ward Arney, referred to him as the “Bee”—for “Baby”.

A good sport, and popular at conventions, he attends, Bee likes to use his deep voice by singing in a quartet. In his college days, he, his brother, and two friends earned the expenses of aging at the early motion picture house.

Bee has been married twice, and is the father of twin daughters, now 25 years old. His hobbies in addition to singing are baseball and football—in his youth he made his high school varsity. His only complaint about proverbial crowded Washington is that he has no quartet . . . “and little prospect of getting one,” he says, “with all the tenors in the Army.”

Charles Edward Arney, Jr.

Personal Notes

Charles Higgins, previously of Outdoor Advertising Inc., New York, and manager of the Wichita branch of the Hillsell-Dowrey Agency, has joined the sales staff of MBS.

Glacus G. Merrill, commercial manager of KVN, Logan U., where he has been since 1926, is now assigned to recruiting service in the Salt Lake area, where he is also a government and personnel preparer of scripts on behalf of the WATXS and WAPS.

Maj. Edward A. Davies, vice-president of WIP, Philadelphia, has been named chairman of the radio division of the local Red Cross campaign.

Thomas B. Coleman is resigning from the executive staff of John Blair & Co., station representative, to become New York state representative of the Advertising Department of Housekeeping magazine.

Lincoln Simonds leaves the New York office of Weed & Co., station representative, March 8, for Los Angeles, where he has been asked to manage the Weed office, succeeding J. Taylor, who continues as manager of the San Francisco branch. Simonds has been a member of the Weed staff since 1926.

William S. Paley, president of CBS, has returned to his New York headquarters after 10 days of conferences with Donald W. Thornton, Pacific Coast vice-president, and other network executives on accelerated production plans.

Lawrence W. McDowell, commercial manager of KFOX, Long Beach, Calif., retaining that post, has been commissioned a lieutenant in the Coast Guard Temporary Reserve and assigned operations officer for the Long Beach office of the 11th Naval District.

Bill Bowers, former manager of WJZM, Clarkesville, Tenn., and News editor of KTTS, Springfield, Mo., has been appointed assistant to the Managing Editor of the Kansas City Star.

Among advertising men he is known for his work as chairman of the Junior Executive Committee of the Pacific Advertising Assn., and director of the Seattle Junior Advertising & Sales Club.

Crollord Honored

Jerry F. Crollord, account executive of KIRO, Seattle, was named “Man of the Year” at the Junior Chamber of Commerce Founder’s Day banquet in Seattle recently. Mr. Crollord has been chairman of the “Salvage for Victory” and “Share the Ride” committees, and active on Americanism, Traffic Safety and Civic Affairs Committees.

Ray Linton, manager of KFBI, Wichita, Kan., has resigned, effective April 1. He will return to Chicago, where RKO Advertising represents RKO, in a sales capacity.

Robert J. Stroud, formerly of the advertising department of PAB,has been appointed sales manager for KBFA.

Gen. David P. Barrows, former president of California Institute of Technology and now professor of political science there, recently began a series of news commentaries, from weekly, over KFRC, San Francisco. The broadcasts originate at his study in Berkeley, Calif.

Irwin Steingut, chairman of the board of WLB, Brooklyn, and minority leader of New York assembly, is heading a movement for the withdrawal of Brooklyn as a part of New York City.

Robert W. Horton has been appointed special assistant to Secretary of Interior Harold L. Ickes, to serve as Department liaison officer in Hawaii. Previously he was public relations chief for OPA, being replaced by Lou R. Mason, Detroit advertising executive.

Ben S. Lockridge, former western advertising manager of Young America magazine, and at one time in the account department of Chicago Tribune, has joined the sales staff of KMOX.

Lloyd Smith, who was assistant to the side and later to KWK, St. Louis, has been commissioned lieutenant j.g. in the Naval Reserve and left last week for training.

Everett Jarrett has joined the WHK, Cleveland, sales staff, replacing Bill Brumman, who has joined the Fisher Body Bomber Plant as director of public relations.

Norm Davis, account executive of KOIN, Portland, Ore., has been appointed assistant regional director of the Western Manpower Commission training-within-industry division. Mrs. Davis, known professionally as Margaret Allny, will service his accounts.

Leon Racoosin, sales manager of WFCF, Chicago, on April 11 is to marry Clara Loom, of Chicago.

Kaltenborn Cavorts

H. V. Kaltenborn, NBC commentator currently on a survey tour of Latin America and the Caribbean region, has returned to the States from Africa on a sky freighter, completing the round trip from Brazil in three days.

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BEHIND

THE

WILLIAM COSTELLO, recently with the Chicago Sun Air Edition, has joined WJSV, Washington, as newswriter and reporter. He has traveled widely in the Far East. He was with KOMO, Honolulu, and later was farm service director of WBBM, Chicago.

DAVE ELTON, NBC producer of the weekly Fiddler McGee & Molly, received final U. S. citizenship papers March 1. Elton was born in Canada. Mr. Elton is the father of a girl born Feb. 28.

BOB DICB, producer of the weekly Matinee Playhouse on KMTR, Hollywood, is the father of a girl.

Getting Any Quality (Ky.) Business These Days?

Quality (Ky.) may have some desirable attributes, but they ain’t got anything to do with buying power! To get top flight sales results in Kentucky these days, you need the big rich Louisville Trading Area—where 1,336,000 people do 53.9% of the State’s total retail buying! . . . All of these people live within easy listening range of WAVEn and can be reached with WAVEn for far less than the cost of any other medium! Want to hear about some more of our sterling qualities?

Exempts Newsenmen

NEWSMEN would be exempt from revealing sources of confidential information to courts, grand juries and Congress, under a bill introduced by Sen. Capper (R-Kan.). The measure has been referred to the Judiciary Committee.

AL LAUGHRUE, news writer of KJII, Hollywood, has been inducted into the Army.

JAY STEWART, recently honorably discharged from the Army, and formerly announcer of WLW, Cincinnati, has joined CBS Hollywood.

TED BENTLEY, former announcer of KIEV, Glendale, Cal., has joined KFYD, Los Angeles.

CHARLES ROGERS, chief announcer of KIEV, Glendale, Cal., is the father of a boy.

DAVE BROWN, continuity editor of KOMO, Kansas City, Mo., has been appointed head of the new publicity and sales promotion department, where he will work with Jack Stewart, general manager. Peggy Vanderheydt, from the editorial department of Hall Bros., Kansas City greeting card manufacturers, and Norma Kinowitz have joined the program department. New announcers are Dal Stollard, from KGNO, Dodge City, Kan., and Rich. D. Lake, N. D., where he was program director, and Bill Law, from KUGA, Bloom Springs, Ark. James Dunn is now a cadet in the Army Air Forces and Milton Greenman is to be inducted into the Army.

ROGERS BRACKETT, formerly assoicated with the BLUE, and Chester Chatham, NBC announcer, has joined the CBS production department as assistant director. Mr. Chatham is assigned to daytime serials.

JIM HIGGINS, former announcer of WNNY, Watertown, N. Y., and Bill Saunders have joined WTRY, Troy, N. Y.

CHET GOWAN, announcer, is back at KBAL, San Luis, Kan., after five months absence due to an operation.

BOB FULLER, announcer of WLW, WSAL, suffered a dislocated shoulder as the result of a fall.

JERRY KEITH, announcer of WSLI, Jackson, Miss., has reported for duty in the Army Air Forces. Nancy Chambers, secretary, and Paul Dorman, formerly of WFOR, Hattiesburg, Miss., have joined the staff. Anonncer Roy Weinefeld has recently received an operator’s license.

HELEN BRATTRUD, until recently in the magazine division of the CBS publicity department, has been named CBS fashion editor, replacing Rosellen Cohen, who resigned to become woman’s page editor of Newspaper Enterprise Association.

MARY COYNE, secretary to Robert Saudek, assistant eastern sales manager of the BLUE, has joined the sales promotion staff where she will work on audience promotion activities.

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JAMES BLOODWORTH, Hollywood writer on the weekly NBC Campina Serenade, is in Santa Monica Hospital with a broken leg.

DANNY MILLER, continuity editor of KOMO, Kansas City, Mo., has been appointed head of the new publicity and sales promotion department, where he will work with Jack Stewart, general manager. Peggy Vanderheydt, from the editorial department of Hall Bros., Kansas City greeting card manufacturers, and Norma Kinowitz have joined the program department. New announcers are Dal Stollard, from KGNO, Dodge City, Kan., and Rich. D. Lake, N. D., where he was program director, and Bill Law, from KUGA, Bloom Springs, Ark. James Dunn is now a cadet in the Army Air Forces and Milton Greenman is to be inducted into the Army.

ROGERS BRACKETT, formerly associated with the BLUE, and Chester Chatham, NBC announcer, has joined the CBS production department as assistant director. Mr. Chatham is assigned to daytime serials.

JIM HIGGINS, former announcer of WNNY, Watertown, N. Y., and Bill Saunders have joined WTRY, Troy, N. Y.

CHET GOWAN, announcer, is back at KBAL, San Luis, Kan., after five months absence due to an operation.

BOB FULLER, announcer of WLW, WSAL, suffered a dislocated shoulder as the result of a fall.

JERRY KEITH, announcer of WSLI, Jackson, Miss., has reported for duty in the Army Air Forces. Nancy Chambers, secretary, and Paul Dorman, formerly of WFOR, Hattiesburg, Miss., have joined the staff. Anonncer Roy Weinefeld has recently received an operator’s license.

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WEDGING the rationing pinch, John Watkins, announcer of WBBM, Chicago, to join the U. S. Public Health Service, Bethesda, Md. as information specialist.

DON VICK, freelance writer, is at KLX, Oakland, Calif., and Ruth Fasnacht, of the WBBM, west coast region, has been given a liberty briefing.

ELLIOTT M. SANGER Jr., son of Elliott M. Sanger, general manager of WQXR, New York, has been elected editor-in-chief of The Spectator, under graduate newspaper, published twice a week at Columbia U.

ELSIE HOLMES, at one time with the radio department of Texas and Alabama U., has joined WJDX, Jackson, Miss.

OTTO BRANDT of the BLUE station relations staff reported last week for duty as an aviation cadet in the Army Air Forces.

NORMAN NESBITT, announcer-newscaster of WBIS, Hollywood, has been assigned narrator for the trailer of the 20th Century-Fox film, “Crash Dive.”

FRANK MERRILL, announcer of KROW, Oakland, has been inducted into the Army Air Forces for induction in pilot training. Helen Burrus, new to radio, replaces him.

ELLA B. VONLEUGERHT, secretary of Bill Robinson, vice director of WLW, Cincinnati, has joined the SPARS. George C. Biggers, program director, has been relieved president of the Savings and Loan Assn., comprising 1,600 employees of the Crosley Broadcasting and Mfg. Divs.

ROBERT HANES has joined WQY, the embroidery staff, as announcer, leaving WOOP, Boston, where he was musical director.

RAYMOND KNIGHT, writer-director-actor, in radio since 1926 on a freelance basis and at one time with NBC continuity and production departments, has been appointed eastern production manager of the BLUE, succeeding Harry Frease, resigned. Stuart Buchanan has been named head of the BLUE script division, replacing Ron Forgenson, resigned.

JOHN MEBDURY and Selma Dzn- mond have been added to the writers’ staff of the weekly CBS Potbel Ribbow Show. Tommy, starting March 27. Other writers include Mel Ronson, Lou Pollack, Harry Edelman, Phil Craft and Jack Robinson.

WILLIAM STANTON has left the CBS program department to join the NBC program department.

NORETTA BROWN, previously of WOR and WINS, New York, has joined WLTW, Brooklyn, as continuity writer. Kenneth Johnson, announcer, has resigned.

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BROADCASTING • Broadcast Advertising
Blind, Wins Fame
FROM OBSCURITY to fame as a nationally-known composer of popular songs is the Cinderella story of Elsie Moravian, 47-year-old blind girl student at the Minnesota Braille and Sight Saving School in Faribault who appeared recently with the Wollay Orchestra of Minneapolis.

HILL GORDON, writer-producer of Don Lee Broadcasting System, Hollywood, has been inducted into the Army and reported to St. Louis, Mo.

SCHUYLER PATTERSON, newspaperman and magazine writer, has joined the Blue news division as editorial assistant, and will cooperate with the network's newscasters and commentators in New York, in the preparation of script material.

JOAN CANNON, Hollywood producer of McNemar-Erdman on the weekly CBS Dr. Chisholm, has resigned that assignment for the duration to join her husband Lt. (j.g.) Perry King, of the Navy, stationed in Washington, D.C.

MARGARET LEIPPET PETERSON, only woman member of the Montana Legislature and at one time women's program director of KGYO, Missoula, Mont., was named at a recent special session of the legislature for an induction of WAACs.

DICK TUCKER, announcer-producer of W41M, Chicago, Mass., has been called into active service by the Army. Bob Alder, of Fitchburg, new to radio, replaces him.

NBC Script Alignment
IN A REORGANIZATION OF THE script routing division of Blue's continuity acceptance department, Marcella Garvin has been placed in charge of the division, handling all network material, which has been separated from local and spot business and electrical transcriptions. Scripts for the latter groups will be handled by Louis Lentz, who, as Miss Garvin's assistant, succeeds Helen Mazurek, now in the sales department. Jean Logan replaces Jean Wilkinson, who has been transferred to sales service. Change was effected by Dorothy Kemble, continuity acceptance editor.

GAYLORD AVERY, until recently an announcer of KNOX, St. Louis, is father of a girl. Avery is with his family in Aberdeen, S.D., awaiting call as an aviation copilot.

CARL HOELENENBERGER, former musical director of WBBM, Chicago, has been made musical director of KWK, St. Louis.

ART BROWN returns to the air March 7 over WOL, Washington, after having been in the hospital two weeks. His regular morning Musical Clock has been handled by Russ Hodges.

LEWIS G. GREEN, former producer of NBC and the Blue in New York and Hollywood, has joined the production staff of Blue Chicago.

PAUL KING, once with WHDH and WOOP, Boston, and WESX, Salem, Mass., has joined the announcing staff of Yankee Network.

SAM H. WADEMAN, director of sales promotion and publicity of WCCO, Minneapolis, Minn., has been named chairman of the public relations committee of the Nutrition Council of the Hennepin County Red Cross.

ROBERT F. IDLAR, recently chief announcer and assistant program director of WHIO, Dayton, O., has joined WJOJ, Miami, Fla., as program director and war program manager.

CONRAD BINTON, who portrays Hank in the weekly NBC One Man's Family, has been signed for a featured spot in the Columbia film The Right Guy.

Buy LISTENERS
Buy
WFMJ
covering greater Youngstown

More listeners, more hours of the day than any other radio station heard in the Youngstown, O., area.*

* C. E. HOOPER Inc.
Blue Network
Headley-Reed, Rep.

North Dakota's beautiful capital at Bismarck, is one of the most practical state houses in the nation. Northwesterners are like that... they have their own ideas about things - radio programs, for instance. Eleven years of catering to their exacting tastes, has made KFYR their DOMINANT station. KFYR carries NBC's top shows, too... but local shows are tailored to Northwest liking, which is just one more reason why KFYR is a daily habit in the great Northwest. Why not hitch your budget to this time-tested medium? Ask any John Blair man for details.

KFYR Bismarck
550 Kilocycles. N. Dak. 3000 Watts
BUFFALO'S BROADCASTING CORPORATION

KAE NORDIN, CBS Hollywood, has joined James L. Saphier Agency, talent service, as aide to Tom McAvity, producer of the CBS radio show.

JOE WALTERS has the announcing assignment on the weekly 60-minute program, Opportunity PDiQ, sponsored by Texaco Corp., on KNX, Hollywood.

RICHARD GLYER, actor, has joined KLX, Kansas City, as announcer.

LEBOY STULTS and Ray Streeter, formerly of WIB, Kansas City and WHA, Madison, Wis., have joined the announcing staff of WGN, replacing Jerry Kaufherr and Frank Sweeney, who have joined the Army in Navy, respectively. Edward Gardner Jr., short story writer, has joined the continuity staff succeeding Carlyle Stevens, now in the Army.

HELEN BANTA, secretary of spot and local sales of NBC central division, has been sworn into the WAVES and goes to Smith College for indoctrination.

HILL DANCH, script assistant on the weekly NBC Fibber McGee & Molly, has been inducted into the Army.

DEAN OWEN, Hollywood radio and magazine writer, has joined the Army Air Forces, assigned to Motion Picture Unit, Culver City, Cal.

DICK JOHNSON, former announcer of KOA Albuquerque, has returned after two years with Pan-American Airways in Central America.

WILLIAM THOMAS LAZAR, formerly of WIBA, Madison, Wis., and Harry Arthur Wood, freelance from Cleveland, have joined the announcing staff of WJW, Detroit. Join Alvin Hofstad, known in Detroit as John Holton, who is leaving for the Coast under contract to Warner Bros.

STEFAN RICHARDS, former announcer of WAKR, Akron, has joined WJW, Akron, and will direct dramatic series. Announcer Garde Chambers has returned to Cleveland.

MILTON C. HILL, publicity director of WHK-WCLE, Cleveland, has resigned to join the advertising department of the Westend Co., Cleveland manufacturer.

BOB REINHOLDT, former program manager of KWJ, Albany, Ore., has been appointed to production manager. Betty Lou Wilbanks has been assigned to programming and promotion.

PHIL LESTER has been named assistant to Don Quinn, writer on the weekly NBC Fibber McGee & Molly, sponsored by S. C. Johnson & Sons.

BOB EMBERICK, producer and announcer of KYA, San Francisco, recently resigned to become an Air Forces cadet.

SURVEYS PROVE CONCLUSIVELY that: only WJHL can give you coverage in the Johnson City, Tennessee, market—99% of the daytime listeners—and 49% of the nighttime listeners ask us or the Howard H. Wilson Company for further proof that WJHL is the most listened-to station in the market it serves.

1000 WATT 910 KG BLUE NET

HOWARD H. WILSON Co. Johnson City, Tenn. W. Hanes Lancaster
Representatives

WJHL

HEADQUARTERS for the Army's 8th Service Command is now the Santa Fe Building, Dallas, so staff members of WFAA-MGK, must pass MP's to reach studios in the penthouse. For a time they had to go to work on freight elevators. MP Pvt. Converse and MP Sgt. Price are inspecting credentials of (1 to): Elmer Baughman, announcer; Ralph Maddox, announcer; Orval Anderson, announcer; Evan Caton, continuity writer; Bob Holton, announcer; Bertrand Mitchell, continuity writer; Diana Dale, newscaster; Ben McCluskey, continuity chief.

RADIO TRIBUTE
APPEARING on the back cover of a book being prepared by the Charleston (S. C.) Exchange Club is a poem of tribute to radio, composed by Thomas L. Means, WOSO, Charleston, publicity director. The poem follows:

Your radio there to serve, you friends,
To keep you abreast of life.
And there's nothing to do but listen,
Our friends, for there's nothing to do but listen.
You are the medium of news, you bring,
With your messages, love, health and wealth.
And you bring your messages to each man and his wife,
And you bring your messages to each man and his wife.
Your radio there to serve, you friends,
And there's nothing to do but listen.
And there's nothing to do but listen.

AMP Contracts
ASSOCIATED Music Publishers has signed new contracts for their transcribed library service with KLRA, Little Rock, and WSPA, Spartanburg, S. C., and renewals with WMDU, Augsburg, Minn.; WELU, Helena, Mont.; WTOL, Toledo, and WABC, New York. AMP, as a music licensing organization, has renewed licenses for the use of its music with the following stations: KARM, Fresno; KFTR, Bismarck; KGW, San Jose; KWL, Windsor, Ind.; WHIB, Knoxville; WDEF, Chattanooga, and WELH.

DIC JOY, Hollywood announcer, has been signed for the CBS Palm Beach show effective March 27.

WIDER Radio Use Seen
In Educational Activity
WIDER use of radio as a medium of teaching and learning was predicted by leading educators who addressed 400 teachers and students Feb. 28 at the dedication ceremonies in NBC's Radio City studios for the first courses based on radio programs to be accepted by New York City's Board of Superintendents for teacher in-service training. Programs are Lands of the Free and Music of the New World, series offered as part of NBC's Inter-American University of the Air.

Speakers at the ceremonies included Dr. Belmont Farley, coordinator of radio activities for the National Education Assn.; Dr. John E. and Dr. Jacob Greenberg, superintendent and associate superintendent, respectively, of New York City schools.

Gambling's 18th Year
JOHN GAMBLING, on Monday, March 8, celebrates the 18th year of his Musical Clock program on WOR, New York. A radio opera- tor for WBZ, he was with Gambling when he joined the station in 1925 as an engineer. Called upon one morning to pinch-hit for an announcer who had overslept, Gambling took over a daytime program of setting-up exercises, which he has carried on ever since, adding jokes, music and news items. Exercise routines have been reduced to a minimum by both Gambling and his listeners. Program is cooperatively sponsored.

Disc Show Released
KERMIT-RAYMOND Corp., New York, is releasing Famous Fathers, transcribed series, to 83 stations in a cooperative arrangement with Liberty magazine and "Life With Father." Broadway hit on which the program is based. Stations are offered the program gratis and are permitted to sell it by local advertisers, retaining all revenue from the sale of the show. Liberty, which has been running "famous father" stories, recently signed a spot for a short story before or after the program and promotes the show through ads and publicity.
Radio Training Course

PRACTICAL training in the radio laboratory of the American Women's Voluntary Services in New York City has prepared more than 265 women for communications work with the armed forces, earning $2,000 and up, according to Mrs. Frances Peabody Mayer, director of the radio classes. Professional status is obtained by enrollees after learning the International Morse code and radio theory, with supplemental experience in the AWVS radio laboratory at the Hotel Ansonia, Broadway and 73rd Street, New York. The women learn to handle meters, build receivers and transceivers for the War Emergency Radio Service, do repair work and upon graduation qualify for an FCC B radio amateur license.

Nearly two dozen AWVS graduates are now serving with the WAACs, WAVES and Army Air Corps. Others are radio repairmen in the Signal Corps General Development Laboratory, Fort Monmouth, N. J.; the Civil Aeronautics Administration, and the Navy Dept.'s Bureau of Ships, Washington, and Maryland branch.

Radio Important

in Navy Warfare

WARTIME secrecy prevented the Navy Dept. from disclosure of details but there was ample indication that radio is playing an important role in the Navy's wartime activities, it was revealed in its annual report made public last week. Through radio the Navy Dept. in Washington received 85,000,000 words during the fiscal period, says the report. Then, too, the case of the naval radio station at Corregidor is cited since it provided constant communications with the Pacific Fleet until the fall of the Philippines.

Extension and strengthening of the naval communications system is reported through the acquisition of new radio frequency channels and the reassignment of existing channels. Complete radio installations to provide peak fleet communications also are reported despite the limitation of material available.

Activities of the Office of Public Relations are outlined and work of the Review Section, which studies all scripts prior to broadcast, is described in detail. The agency's suggestion for the naming of WHOM, WEVD, WHOM, WBNX and WBYN.

Foreign Tongue Survey

IN THE NEW YORK daytime audience of foreign language broadcasts the proportion of men listeners is larger by 7.1% than in English programs, according to a personal coincidental survey by the Pulse of New York Inc. Programs included Italian, Yiddish, Polish and German on New York stations WQV, WEVD, WHOM, WBNX and WBYN. A breakdown reveals men listeners accounting for 22.0%, and women 77.1% of the foreign language audience, while men listeners to English language programs account for only 15.6% of the audience, the women 84.3%.

KVOO, Tulsa, and WPTF, Raleigh, N. C. have been elected to membership in the Advertising Federation of America.

KWAL

CBS-50 KW

The Selling Power in the Buying Market

A Shreveport Times Station

SHREVEPORT, LA.

The Graham Company

Buffalo's Most Powerful Transmitter Plant

MAKES

WKBW

Buffalo's only

50,000

WATT STATION

Blanketing 11 Eastern Seaboard States

227,000 Square Miles

Over 12,000,000 people

Basic Columbia

1520 K.C.

in Baltimore

and the Central Atlantic States

WHEN YOU BUY WBAL

YOUR SALES GO UP

New $350,000 Transmitter Plant

BUFFALO BROADCASTING CORPORATION

National Representatives:

FREE & PETERS, INC.
ROSE MIY Co., Beacon, N. Y., will start a test campaign on WABC, New York, March 9, for Tri-Open rose spray and other insecticide and plant nutrition products, making its first use of radio. In addition to three-weekly participations on Adelaide Hawley's Woman's Page of the Air, firm will use participations on WLW, Cincinnati. Success of the test will determine whether Rose will extend the campaign through the summer and add other stations. Pioner Adv., New York, handles the account.

GEORGE L. MENTLEY, former national sales manager of Frosted Food Sales Corp., New York, has been named president of Q-F Wholesalers Inc., newly organized subsidiary of General Food Corp., New York. The new company handles direct distribution of Bird's Eye frozen foods to the retail trade in New York, Boston and Philadelphia areas. C. D. Suydam has been named vice-president of the new wholesale unit.


KEYO PRODUCTS Co., Anza, Calif. (food beverages), new to radio, on March 8 started for an indefinite period using three-weekly participation in Homemaker's Club, on KHJ, Hollywood. Agency is Barton A. Stebbins Adv., Los Angeles.

NATIONAL SCHOOLS, Los Angeles (machinists), in a 13-week campaign which started Feb. 22 is sponsoring a daily quarter-hour broadcast on KFAC, that city, Adolph Wendland, Adv., Los Angeles, has the account.

BAYWOOD PARK ESTATES, Morro Bay, Calif. (real estate), on Feb. 19 started sponsoring a series of quarter-hour programs of recorded music and news on KRKD and KHJ, Los Angeles. Other stations will be added. Advertising Arts Agency, Los Angeles, has the account.

VEGETRACE Co., Los Angeles (Vegetable broth, dehydrated vegetables, seasoning mixes), handles the account.

BENJAMIN MOORE Co., New York (paint, Chicago branch) on March 6 began sponsoring a Saturday morning quarter-hour program, Betty Moore Day, on WLS, Chicago. Betty Moore discusses interior decorating problems. Contract for 13 weeks was placed.


FOREMAN & CLARK, Los Angeles (chain clothing), on March 1 started sponsoring a daily early morning program, Today in the News, on KFI, that city. Contract is for 30 weeks. Teel Meyers is commentator. Agency is Botsford, Constantine & Gardner, Los Angeles.

CONSOLIDATED MERCHANTS, Los Angeles, cooperative organization maintained by merchants and defense industry plants, on March 1 started sponsoring a five-week quarter-hour program, Help Wanted, on KFWB, Hollywood. Joe Yeam and John Howard handle the program, discussing positions open and necessary qualifications. Contract is for 52 weeks, with placement through Charles H. Stahl Adv., Hollywood.

ROBERTS BIOLOGICAL Laboratory, Toronto (Vitax cold capsules), has started announcements on a number of Canadian stations. Account was placed by MacLaren Adv. Co., Toronto.

MANCHESTER BISCUIT Co., Fargo, N. D., has renewed for 26 weeks its five-week quarter-hour schedule on seven NBC stations and added two more NBC outlets for a total of eight. Account is handled by George H. Hartman Co., Chicago.
New York City and Environments

2,000,000 or 15.4% of the population of Greater New York listen to YIDDISH radio programs
1,400,000 or 10.8% of the population of Greater New York listen to ITALIAN language programs
1,350,000 or 9.6% of the population of Greater New York listen to POLISH language programs
670,000 or 5.1% of the population of Greater New York listen to GERMAN language programs

The figure 250,000 or 2% of the population of Greater New York listen to SPANISH language programs.

WBNX brings to this audience in its native tongue and in English, interesting entertainments; educational and musical programs, and the complete world-wide facilities of International News Service.

Appreciation of WBNX service is evidenced by the annual contract renewals of the largest national and local advertisers.

Nurses Enrolled

IN RESPONSE to the NBC-Red Cross recruiting drive through the program That They Might Live, heard on NBC Sundays, and the transcribed series March of Mercy, heard on local stations, a total enrollment has been tabulated of 1,061 nurses, 2,067 nurses’ aides and 7,440 home nursing students.

SOLD AND SIGNED on a 52-week basis, the new five-weekly commentary, featuring Gen. David Prescott Barrows, West Coast educator, occupied attention of this executive quartet. Begun Feb. 22, the quarter-hour series is sponsored by Union Oil Co. of California on 9 Don Lee Pacific Coast stations. Program launchers are (I to r) Reese Taylor, president of Union Oil Co. of California; Gen. Barrows; Lewis Allen Weiss, vice-president and general manager of Don Lee Broadcasting System; and Don Belda. Los Angeles manager and chairman of the board of Foote, Cone & Belding, successor to Lord & Thomas, nationwide agency.

Jurisdiction Issue Pressed by Miles

Declaratory Judgment Sought To Restrain FTC Action

FEDERAL courts can issue declaratory judgments defining the jurisdiction of the Federal Trade Commission, Miles Labs., Elkhart, Ind., maintained in a brief filed last week, supporting its action in the U. S. District Court for the District of Columbia to prevent FTC from issuing a complaint against it.

The Miles reply answers the FTC motion for dismissal, filed with supporting brief last month [BROADCASTING, Feb. 15]. The case now is ready for argument before the court.

Issue Is Jurisdiction

Originally, Miles sought relief when FTC notified the firm that complaints would follow if advertising or labels for three products were not adjusted. Miles said that FTC usurped the jurisdiction of the Food and Drug Administration, and asked for declaratory judgment to prevent the Commission from acting [BROADCASTING, Dec. 21].

In brief, Miles alleged that declaratory judgments are based on "the right of individuals or corporations to be exempt from unreasonable demands and regulations which, by themselves, are unwarranted and illegal." The firm said that in issuing declaratory judgments the court does not interfere with the administrative activities of FTC, since the only issue is whether the Commission has jurisdiction. By ruling on that issue now, the Court saves time and expense, the argument continued.

Miles also said that FTC, in basing its case on its jurisdiction over unfair methods of commerce, was evading the issue. From the wording of the original FTC letters, Miles said, it is clear that the Commission is actually trying to regulate labeling, a function which the medicinal remedy firm claimed belongs with the Food & Drug Administration.

In its brief last month, FTC denied that the District Court had the right to issue declaratory judgments. The Commission said a complaint did not constitute a controversy, and that Miles could not resort to the courts until a cease and desist order had actually been issued.

Seven Kentucky Stations Form Regional Network

SEVEN Kentucky stations, including the three owned by the Paducah Broadcasting Co., of which Pierce E. Lackey is president, have formed a regional network offering coverage of the seven markets at a group rate. Live or transcribed programs and announcements may be originated at any of the seven stations, which include WSON, Hendersonville; WHOP, Hopkinsville, and WPAD, Paducah, the Lackey station stations; WBAP, Bowling Green; WHLN, Harlan; WGRG, Louisville, and WOMI, Owensboro.

At a recent meeting with John A. Tothill, president and manager of Barrows-Smith Co., Chicago, exclusive national representatives, member-station representatives discussed programming and rate structure. Present were: Pierce E. F. Ernest and Hecht S. Lackey of the three Paducah Broadcasting Co. stations; Ken Given and Jake Causey, WLBIJ; Richard E. Helms and J. Franko, Paducah; WJHLN; J. Porter Smith and Charles Lee Harris, WGRG, and Hugh O. Potter, WOMI.
VIOLA BURNS of the audition department of Young & Rubicam, New York, has been named director of that division, succeeding Robert Novak, who has been assigned other radio production duties.

ED RICE is on leave from the production staff of J. Walter Thompson Co., New York, to direct programs, as a freelancer for the OWI, New York.

PORTER BIBB, former head of radio publicity of BBDO, New York, and until recently project director of the Advertising Council, has joined the service department of Arthur Kuder Inc., New York. Donald E. Gibb, previously associated with Buchanan & Co., New York, and recently on special assignment for the Treasury Department, has joined the copy department.

EDMUND WOODING, previously of Foote, Cone & Belding, New York, has joined the copy staff of Wendell P. Colton Co., New York. J. Everett Hoffman, former production manager of Wildrick & Miller Inc., New York, has joined Colton.

HERB POLESIE, former radio director of Sherman & Marquette, both in New York and Chicago, on March 1 joined CBS as a producer.

RICHARD R. BLACKWELL and Walter Palmer have been elected vice-presidents of BBDO, New York. Both began their agency work with George Batten Co., which subsequently merged to form the present agency. Mr. Blackwell was a newspaper writer and a copywriter of McGraw-Hill before joining Batten in 1928. Mr. Palmer, who joined in 1919, has been specializing in copy on packaged goods.

CHARLES L. HUNTER, retired chairman of the Trunk Line Assn., passenger department, has joined Culpes Co., New York.

OTIS BEEMAN, once an account executive of Aubrey, Moore & Wallace and McCann-Erickson, Chicago, has joined the newly formed Wallace-Ferry-Hanly agency in Chicago, as assistant to Mr. Wallace. Birdie Zumsy and Marian Pahby from Aubrey & Moore have also joined Wallace-Ferry-Hanly.

H. L. HOWERTH, assistant radio director of Baker Adv. Agency, Toronto, has joined the RCAF. He is replaced by Mrs. Hazel Blair.

CAMPBELL-EWALD Co., eastern division, has moved its offices from 1250 Sixth Ave. to 30 Rockefeller Plaza, New York.

Potter Leaves Compton
For Commission in Navy

WITH announcement last week by Compton Adv., New York, that Daniel P. Potter, manager of network radio, was leaving the agency to take a commission in the Navy, several shifts were made in the radio timebuying department. Murray Carpenter, who has been space buyer for newspapers, and William Maillefer, radio timebuyer, will jointly supervise all timebuying activities for Compton.

Frank Kemp, timebuyer, is now in charge of network buying, and John McSweeney of the media department is buying all spot campaigns for the Proctor & Gamble Co. account. Harriet DeLille, formerly of Newell-Emmett Co., New York, has joined Compton to serve as buyer of spot time on all Compton accounts other than P&G. Walter Mayer of the radio department has been shifted to the newspaper section of the media department.

A PROSPEROUS PORTION of the 1 1/2 Billion Dollar Market put together by the power THE PROGRAMS THE POPULARITY

A market which includes such cities as Schenectady, Troy, Albany, Pittsfield, Utica, Binghamton, Burlington, Elmira, Kingston, Poughkeepsie, Rochester, Amsterdam.

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 1 1/2 billion dollar retail market. WGY—with the region’s highest power (30,000 watts) and the lowest frequency (810 kilocycles)—is the only station that can do it.

Within a radius of 100 miles from Schenectady, there is only one outlet for NBC, the most popular network, and that is WGY. NBC’s great shows, plus such topflight local programs as “Speaking of Books,” the “Market Basket,” and the “Farm Paper of the Air,” give “GY” 3 1/2 times as many listeners as the next nearest station.

WGY’s first listeners heard it over crystal sets 21 years ago. Later they were the first listeners in the world to be served by a 50,000-watt station. Today WGY is a regular listening habit in the 748,800 radio homes of the Hudson Circle.

MADE A GLAMOR-SPOT by its springs and baths, its racetracks, its resort springs, Saratoga sees its population rise from less than 14,000 in winter to 55,000 during the “Season.”

NATIVE SARATOGIANS, though, point with pride to the city’s workaday side—industrial plants which turn out about $5,000,000 worth of products annually.

HATHORN, COESA, OR GETSER? Those are three types of mineral water to choose from at Saratoga Spa.

* A new series of ASCAP Radio Program Service shows is available without cost to any ASCAP-licensed station. These programs are written in complete understanding of the problems of both Program and Commercial Manager. Write or wire at once.

ASCAP Radio Program Service
30 Rockefeller Plaza • New York
American Tobacco Signs Self-Renewal on WNEW
SECOND self-perpetuating contract which renews itself automatically every 15 weeks was signed Feb. 24 with WNEW, New York, by American Tobacco Co., New York. Contract covers promotion of Lucky Strike cigarettes on a varying schedule on Martin Block’s Make Believe Ballroom, and involves about $85,000 annually.

Such an arrangement, it was explained, saves both the station and the advertiser the periodic trouble of drawing up new contracts. Agency is Foote, Cone & Belding, New York.

Coast Chain Quiz
GRAYSON’S SHOPS, Los Angeles (women’s apparel), occasional user of spot radio, on March 14 starts a weekly half-hour quiz program featuring Ken Murray, comedian, as m.c. on 7 CBS Pacific stations (KNX, KARM, KROY, KQW, KOIN, KIRO, KFPP), Sunday, 8:30-9 p.m. (PST). Contract is for 52 weeks. Titled Stop and Go, weekly program will be built around ability of contestants to answer questions of global geography as illustrated by a huge map to be hung in the studio. Six questions are to be asked each contestant for a total of $80. Failure to answer results in money lost going to any charity contestant requests. Agency is Milton Weinberg Adv. Co., Los Angeles.

B & B Adopts Unit
BENTON & BOWLES, New York, has “adopted” Company A, 399th Infantry Regiment, Fort Jackson, S. C., to equip the unit’s recreation room. Members of the agency have contributed to a cash fund and have sent books, magazines and records to the men. The company also received “adoption papers,” illustrated by the art department.
Drive to Revamp FCC Begun

(Continued from page 8)

tion and byway. Licenses, by whatever they might be called, would be regarded as instruments from which appeals could be based. Statutory standards would be invoked in transfers of stations to clear up controversy.

To prevent the Commission from regulating the business of broadcast stations the new bill sets up an advisory body composed of a director of supervisory control of programs, program material, business management or other policies of stations. It also effectively would eliminate any vestige of doubt about censorship or interference with the right of free speech.

"The charge is made that the Commission is attempting to control both the character and source of program material and the contractual or other arrangements made by the licensee for the acquisition of such material," Senator White said. Senator Kefauver's amendment proposed "spells out in black and white" what is believed to be not only the original intention of Congress but its present intention, in the hope that confusion and controversy can be eliminated.

Political Protection Sought

An entirely new section would require the identification of the speaker in the case of broadcasts dealing with public questions, either local, state or national. This section merely would carry the principle of identification beyond commercial sponsorship and make it obligatory for the station to show not only who the speaker is but whose views he expresses. Senator White said it is "essentially a fact that most propaganda by radio is found in sustaining programs or those having no commercial sponsor. The name of the speaker, the offer to hold him, whether it is elective or appointive, would have to be stated.

Another new provision, and one heartily endorsed by Senator Wheeler, would require the station to afford a right of reply, where public officials, other than the President, use the station for discussion of political questions. This right is to be exercised by a duly-recognized representative of the opposition political party or parties, and is to be afforded upon the same terms and conditions as the initial discussion. This provision substantially enlarges the scope of the so-called political section of the existing act, which simply affords equal rights to qualified candidates for public office, if in the first instance, the station has allowed its facilities to be used.

Another new section, likewise advocated by Senator Wheeler, would enable the political section so that equal opportunity would be given both sides of any contro-versial question under public dis-cussion, whether or not the individuals involved are duly qualified candidates for public office. Broadcasters, however, are given the right to delete any material that might be regarded as libelous, through advance submission of scripts.

No Political Deletions

The section specifically provides that in all cases the right of reply shall be afforded "upon the same terms and conditions as the initial discussion," Senator White said. Senator Kefauver's amendment proposed "spells out in black and white" what is believed to be not only the original intention of Congress but its present intention, in the hope that confusion and controversy can be eliminated.

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Role of Radio in Raid Alerts Fixed at Army-Code Meeting

Technique for Blackout Signals to Be Worked Out; Censorship Office to Issue Rider to Code

DIFFERENCES between the Army's new blackout signal system for the East and the Code of Wartime Practices for American Broadcasters [BROADCASTING, March 1] have been ironed out and radio will be given a prominent role, should an actual enemy attack occur.

As a result of a meeting in Washington last Tuesday between ranking officers of the Eastern Defense Command and the Office of Censorship, a rider to the revised Code of Feb. 1, 1943, will be issued by Censorship, advising the industry to cooperate with the Army in blackout or air raid warnings.

Conflict Over Code

One of the contentions was a conflict between the Eastern Defense Command's new air raid signal system and Paragraph (e), Section II of the Code which admonishes broadcasters not to encourage listeners to depend on the medium in event of an actual attack. The Defense Command's new signals, published widely throughout the East, urged the public to listen to the radio for the all-clear. When the Office of Censorship called the Code provisions to the attention of the Army, the Eastern Defense Command contended the broadcast of all-clear signals fell under the classification of the same paragraph which reads: "This is intended to place no prescription on the legitimate broadcast of descriptions and commentaries dealing with simulated air raids and blackouts after the events have been conducted."

Most broadcasters and some of the radio news wire services, asked by the Army to announce the all-clear in New York a fortnight ago, placed a different interpretation on the Code.

Although the Army has not announced its complete plans for the East, it was learned that under the proposed setup, certain frequencies are to be designated in each city for the possible broadcast of brief official messages or instructions, even during an actual raid. Consequently in widely published charts announcing the new air raid signal system, indications were that the public should depend on radio for the all-clear.

To avoid a conflict with Paragraph (e) Section II of the Code, the Army has been asked to work out plans which will meet the Code's requirements.

WHAM-LAND -- A BILLION DOLLAR RETAIL MARKET

There are a lot of retail dollars in WHAM-land ... 1100 million of them according to latest available figures. Today, when we say WHAM-land we mean dollars. Soaring dollars higher and higher ... and putting a patriotic percentage of them into U. S. War Bonds and Stamps.

To earmark that buying wealth for the essential products you can sell today ... or for those you will want to sell when Victory comes ... WHAM is your best buy. Its clear-channel, 50,000 watt signal gives you primary coverage of an entire 45 county area. Its program leadership makes 1180 on the dial the focal point of lucrative listenership in the area's 900,000 radio homes.

National Representatives:

GEORGE P. HOLLINGSBERY CO.
50,000 Watts ... Clear Channel ... 1180 Kilocycles ... Full Time ... Affiliated with the National Broadcasting Co. and the Red Network, Inc.

"The Stromberg-Carlson Station"

Heinz Honey Plans

H. J. HEINZ Co., Pittsburgh, this Spring will be the country's largest marketer of honey, through an arrangement with W. F. Straub & Co., Chicago, which operates the world's largest honey house. The Heinz Co. has installed honey packing facilities in its factory in Musca-

Lt. Utley Killed

FIRST Lt. LOUIS H. UTLEY, formerly with NBC in the mailroom, was killed in a raid on St. Louis, MO., according to word received by his parents, Mr. and Mrs. Louis S. Utley of Forest Hills, Long Island. Utley, a navigator, was serving as a navigator on a Flying Fortress.

AETNA LIFE INSURANCE Co., Los Angeles, to Eugene F. Rouze & Co., that firm for California, Spring point campaign being planned.

TRIANGLE SIGNAL CORP., Los Angeles (pharmaceutical), to Eugene F. Rouze & Co., that city. Regional radio planned for new J. R. Fenwick account executive.

WATERBURY, Conn., to Sherman K. Ellis Co., Chicago.

CHESAPEAKE & OHIO Railway Co., Cleveland, to Kenton & Gabriel, N. Y.

GUM LABELS, Clifton Heights, Pa., to McCann-Erickson, New York, for Iovvene Percolade Medicinal Gum. No radio contemplated this year.


PITTSBURGH HOTEL Pittsburgh, Pa., to W. E. Bothwell Adv. Agency, Pittsburgh. Radio, newspapers, magazines, trade papers and outdoor signs will be used.

ARNOLD ENGINEERING Co., Maringo, Ill. (magnets for aircraft, marine, radio and electrical instrument), to Burton Brown Adv. Chicago. Business papers will be used.

COOPERATIVE OLIVE Products Assn., Fresno, Calif. (Crest bottled olive oil), to T. R. McCann, David & Van Norden, San Francisco.


MILLER ADVISORY Co., New York, to Sweet- tager & Hoson, N. Y.

MORRIS ROSENBERG Co., Los Angeles (Rose peanut butter), to Gerber-Pacific Adv., that city.

ALFRED DUNHILL Inc., of London, New York, to St. George Agencies Inc., New York, for all products (pipes, women's bases, etc.). No radio contemplated for present.

AUDITION BY PHONE

WITH Sells Hour Program

--By Remote Hookup--

WHEN the advertising manager of PitneyBowes, Baltimore, was unable to get to the studio of WHAM, that city, to audition a prospective hour program, Dick Rudolph, salesman, piped the show to the control room loudspeaker, and called his client on the phone. Client listened, and bought for 52 weeks, sight unseen. Program is Memory Lane, with Woody Frisino, pianist, and Ray Baker's poetical background.

which was inserted at the insistence of the Army, the Office of Censorship shortly will issue a rider to the revised Code. Previously the Army had requested Censorship to caution radio against asking listeners to depend on the medium for advice.

For more than a year the Western Defense Command has been operating smoothly with its own system of air raid warning signals. Until late February blackouts in the East had been under supervision of the Office of Civilian Defense, with the Eastern Defense Command taking little part. Under the new setup the Army will be in charge, assisted by the OCD.

Danger of Attack

Director James M. Landis of the OCD last week urged all areas, except the Western Defense Command, to adopt the new eastern system of air raid alerts, which were put into effect by Gen. Hugh A. Drum, commanding general, Eastern Defense Command.

In the new system sirens, which have been banned from police, fire and other emergency vehicles, will be used only in blackout tests or actual raids. A long blast of the siren, known as the blue, heralds the approach of enemy craft; a series of short, staccato blasts called the red, means the enemy has arrived. Another long blast, or blue, is sounded when the enemy aircraft has passed over and a few minutes later, at the direction of the local commanding officer, radio broadcasts the all-clear.

IDAHO'S BEST FREQUENCY

930 Kc.

Smart Advertisers Use

KSEL

POCATELLO, IDAHO

National Representatives

The Walker Co.

Homer Griffith Co.

THE 5000 WATT Voice of the Tri-Cities

ROCK ISLAND - DAVENPORT - MOLINE

Rock Island Arsenal Up 397% since Sept. '39. Uncle Sam's workers make good customers.

Affiliate: Rock Island ARGUS Basic Mutual Network 1270 Kc FULL TIME
INSPECTION TOUR of KGER, Long Beach, Cal., new transmitter building was made by (1 to r): C. Merwin Dobins, owner-manager, and Jay Tapp, technical director, under whose supervision equipment was installed. Modern in design and RCA equipped throughout, with Model 5-E transmitter, the plant already is operating under its new power.

FDR Crosseley Declines

On broadcast of Feb. 22

PRESIDENT ROOSEVELT'S four-network broadcast on Washing-

ton's birthday, Feb. 22, 10:30-10:46 p.m., was heard by 48% of radio set owners, according to a survey by the Cooperative Analy-
sis of Broadcasting. CAB rating for the Presidential address on Lincoln's birthday, Feb. 12, was 67. C. E. Hooper Inc., New York, reported a rating of 67.1 for the Feb. 12 talk, and 45.7 for the address on Washington's birthday [BROADCASTING, March 1].

Two network programs broke audiences listening records during February, according to reports released by the Cooperative Analy-
sis of broadcasting. Fibber McGee & Molly set a new all-time high for half-hour programs with a CAB February rating of 44.5. The Kate Smith Speak program broke all CAB day-time records with a rating of 13.5.

Fidler Suit Avoided

AVERTING possible court action by Herman Shumlin, producer of "The Corn is Green" and Ethel Barrymore, star of the show, now on tour, against Jimmie Fidler for a remark about Miss Barrymore's health on his Feb. 28 broadcast on the BLUE, the network two days later broadcast a retraction of the Fidler remark. Fidler's "ex-
clusive" item about Miss Barry-
more stated that the actress was "suffering recurrent attacks of a nervous ailment," a report denied by both Miss Barrymore and Mr. Shumlin, who added that some cancel-
lations of tickets resulted.

Gillette Fights

GILLETTE SAFETY RAZOR Corp., Boston, sponsor of Madison Square boxing bouts on Mutual, has scheduled the Tami Mauriello-Jimmy Bivias fight March 12 and the Sammy Angotti-
Wille Petosky March 19 on the full network starting at 10 p.m. Gillette sponsored the fight between Fritzie Zivie and Beau Jack March 5. Maxon Inc., New York, is agency.

**Fly Says FCC Not Inclined to Reopen Newspaper Divorcement Controversy**

THAT THE FCC is not dis-
posed to reopen the newspaper divorcement controversy, which has been dormant for years, was made clear last week by Chairman James Lawrence Fly, who inferred that nothing would be done until after the war.

Questioned at his news confer-
ence last Monday about the status of the newspaper-ownership hearing, which was recessed Feb. 12 last year, subject to call, Chairman Fly observed that the report had not been completed and that "as a matter of fact it's not a very press-
ing question at this time in view of the fact that there can be any construction anyway." He referred to the "freeze order" on construc-
tion.

Congressional Pressure

Asked whether applications in-
volving newspaper-owned or affili-
ated stations were not "held up", Mr. Fly said most of them are controlled by rules forbidding new construc-
tion, and have been dismissed "without prejudice along with the hundreds of other applications for new facilities." In other words, he added, "the question tends to be a bit academic right now".

The view of observers is that the FCC, in the light of the legislative tidal wave in Congress against New Deal agencies in general and the FCC in particular, is not dis-
posed to resuscitate any controver-
sial issues at this time. The news-
paper ownership issue was bitterly contested, and probably will be an important phase of the several in-
quiries destined to get underway in Congress this session.

The hearings were recessed last February, subject to call, but mem-
ers of the legal staff immediately began working on a report. It was indicated then that at least one ad-
tional open hearing would be scheduled so the Commission could place final technical exhibitive of the record. Moreover, The Chicago Tribune had requested opportunity to present brief additional testi-
mony.

Roughly, it was estimated that

**Heavyweight Champ!**

WOAI, in San Antonio, has a higher combined percentage of day and night listeners than any other station in any Ameri-
can city having three affiliates of major networks, as shown by NBC's 1942 Nationwide Survey of Radio Listening Habits!

And that's only half the story. WTAI's predominance ext-
ends across the length and breadth of Central and South Texas, thanks to superb programming and a 50,000-watt, clear channel signal that brooks no interference.

No wonder more advertisers spend more money for time on WOAI and sell more merchandise to more people than on any other station in this prosperous area!

50,000 WATTS - - - - - - CLEAR CHANNEL
AFFiliate NBC - - - - - - - MEMBER TQN

**WOAI San Antonio**

Represented Nationally by EDWARD PERRY & CO.

The Powerful Advertising Influence of the Southwest

March 8, 1943 • Page 4
AFRA Seeks 10% Boost of Recorders
Union to Submit New Net Commercial Contract
FOLLOWING what was probably the shortest period of negotiations over any labor contract in the history of the broadcasting industry, Henry Jaffe, counsel for the American Federation of Radio Artists, is now preparing new commercial contracts for network programs which will be submitted to networks, advertising agencies and independent producers early this week. In a single meeting of about a half-hour's duration, AFRA and network representatives, with a delegation of agency men as observers, discussed AFRA's proposal and the broadcasters' counter proposition and came to an agreement.

Discussions Resumed
A more lengthy discussion session is anticipated for this morning (March 8) when representatives of transcription companies, also accompanied by agency observers, are to meet with AFRA executives to discuss union demands for a 10% boost in the minimum scale for talent employed on transcriptions. The attorney for one company stated that technically AFRA has no right to reopen the transcription code at this time, as the rise in the cost-of-living index was only 9.9 points in the year following the signing of the current contract.

Since it is desirable that the transcription contracts be extended another year to the same expiration date as the network sustaining and commercial codes, it is expected that this point will be raised, not to bring a halt to the negotiations, but as an argument for reducing the proposed 10% increase to perhaps half that amount. Transcription companies are expected to argue that since AFRA compromised its demanded increases of 16.7% (sustaining code) and 19% (commercial code) and settled for a 10% increase in each case, a 5% increase in the transcription minimums would be proportionately fairer than one of 10%.

Because the commercial increases are paid by the agencies, as employers of the AFRA members appearing on programs sponsored by the agency clients, a group of agency radio executives attended last week's meeting on the commercial code and the same group will probably be on hand today. Agencies have declined to become signatories to the AFRA contracts, because of legal technicalities arising from the client-agency relationship, but they have in the past agreed to abide by the provisions of the AFRA codes and to give 10 days written notice if they wish to revoke that agreement.

There are only three changes to be made in the commercial code, the same changes that were made in AFRA's sustaining code, recently accepted by the broadcasters and now awaiting approval of the Dept. of Labor. Revised commercial code calls for a 10% increase in minimum scale for actors, singers and announcers; extends the present contract for another year, or until Nov. 1, 1944; and includes a cost-of-living clause permitting the union to reopen the contract at any time after Nov. 1, 1944, if the Dept. of Labor cost-of-living index has risen 10 points above the Dec. 15, 1942 level.

AFRA had originally requested an increase of 19%, based on a cost-of-living rise of more than 19 points from Dec. 15, 1940 to Dec. 15, 1942. Representatives of networks, advertising agencies and independent producers countered with the suggestion that the sustaining code formula be followed and the union agreed to submit the 10% figure to their national board and to the boards of the AFRA locals in the four network origination cities: New York, Chicago, Los Angeles and San Francisco. Before the end of the week all of these AFRA boards had approved the proposed revisions.

Minimum Scales
In a preliminary discussion between the network and advertising agency men, the suggestion was made that any increase in commercial minimum scale should be opposed on the ground that the recent boom in sustaining minimums, if upheld by the WLB, will serve to cut down the differential between payment for work on sustaining and commercial programs. This suggestion, although in line with previous expressions from the union that the minimum scales ought to be the same, was quickly vetoed and was not even brought up at the meeting with AFRA.

Network and station representatives at last Monday's session included: Phillips Carlin, vice-president in charge of programs, Robert Sweezy, counsel, BLUE; John MacDonald, vice-president in charge of finance, Robert P. Myer, attorney, NBC; I. S. Becker, assistant director of operation, CBS; Emanuel Dannett, attorney, WGN; Phil Locks, attorney, WLS; Julius F. Seebach Jr., vice-president in charge of programs, WOR.


Stag Beer Schedule
GRIESEDIECK WESTERN Brewery Co., Belleville, III., (Stag beer), has appointed Maxon Inc., Chicago, as agency. Schedule of announcements is planned on stations in Southern Illinois and Missouri. L. J. Shelly is account executive. Time will be purchased out of the Detroit office by P. C. Beatty, time-buyer.
WCCO Announcers To Vote on IBEW
NLRB Orders Poll; WTTM
Signs Closed Shop Contract

AN ELECTION of the announcer's unit of WCCO, Minneapolis-St.
Paul, was ordered by the National Labor Relations Board last week
to determine whether the International Brotherhood of Electrical
Workers (AFL) should represent them in collective bargaining nego-
tiations.

Also last week, IBEW said it had concluded a closed shop contract with WTTM, Trenton, settling is-
ssues which led to a strike last Dec-
ember [BROADCASTING, Dec. 28].

Announcers File Application

The contract covers about 20 an-
occuers, bookkeepers and sales-
men, according to IBEW, and pro-
vides wages, vacations, with pay, and sick leave. WTTM technicians are still subject of
-dispute, with the NLRB Philadelphia office now considering whether they have a binding agreement with American Communications Assn. (CIO).

In ordering the WCCO election, NLRB said that the union had sub-
mitted applications from eight staff members. It included in the an-
occuers' unit the m.c. of an early morning program, who announces and produces, and several key identification and reading commercials.

Significant, however, was exclu-
sion from the unit of Douglas Mc-
Namee, assistant production man-
ger, and Max Karl Schiffman, assistant director, attached to the production department. NLRB said announcing was incidental and not integral to their work, and makes up a small portion of their work week. The Board also pointed out that they received no overtime pay, and that their workweek was con-
siderably longer than other an-
occuers.

P & G Spots on WJZ

PROCTER & GAMBLE CO., Cin-
cinnati, as part of its spot cam-
paign for Ivory Flakes started in
early February, has signed for two
spot announcements weekly on WJZ, New York, for a 16-week period. Other New York stations used is WOR. Compton Adv., New York, handles the account.

WHERE'S THE RADIO angle?

There really is one, and that's no bull. At WLAC, Nashville, they're running a 13-week Name-the-Bull contest with 30 retail outlets of National. For sponsoring. Listeners get entry blanks at stores. Con-
test is part of the WLAC Farm Front program at 8:30 a.m.

ANNOUNCEMENT last week that Quaker Oats Co. and Campbell
Soup Co. have taken the full CBS network for That Brewster Boy and the Milton Berle Show, re-
spectively, led to disclosure by CBS that 21 sponsors now use the net-
work's full facilities of 116 sta-
tions for 30 individual programs scheduled in 39 periods.

Originally scheduled for 63 CBS
stations, the Milton Berle Show
made its debut March 3 on the full
network, instead. Quaker Oats added 34 stations to the 82 carrying its program, effective with its re-
newal March 8. These additions bring to 39 the number of indi-
vidual commercial program periods weekly heard on the full network.

413 Hours Added

The revised survey of CBS ad-
vertisers availing themselves of the 15% discount plan also re-
veals that 413 hours and 40 min-
utes weekly have been added to the CBS commercial schedule. In-
dividual affiliates benefiting by the plan with one or more programs total 82. Five stations have added 11 hours and 55 minutes or more weekly; 28 stations have received 7 hours or more weekly; 37 have added 5 hours or more weekly, and 68 outlets have received 5 or more new program periods per week.

A total of 23 CBS programs have had their station list in-
creased to the full network, while seven CBS programs were placed on the 116 stations when they first started on the network. Those seven shows are Lever Bros.' Mayor of Our Town and Burns and Allen; R. J. Reynolds' Thanks to the Yanks; General Foods' Those We Love; General Motors' John B. Kennedy; Philip's Our Secret Weapon; and Campbell's Milton Berle Show.

Following is the complete list of CBS shows heard on the full network:
Lever Bros. Co., Burns and Allen, Mayor of Our Town, and Lux Radio 

Wash. Radio Bills

BILL REQUIRING news commen-
tators and analysts to state names of sponsors has been filed in Wash-
ington State Senate following se-
veral local broadcasts as reportedly an-
noying to legislators. News reporter,
comments and persons speaking on political subjects or those of general interest are cov-
ered by the provisons, with only national broadcasts originating out-
side of the state covered. Senate and proposed statute filed in the lower house would require that statements of sponsorship and financial re-
sponsibility, including income, li-
abilities and assets, be filed with station operators 24 hours before any broadcast. These would be available to the public for six months thus freeing station owner or operator from liability in dam-
age cases resulting from the pro-
gram.

21 Sponsors Now Use Full CBS Net

For 30 Programs, Survey Discloses

Insurance Campaign

ALLSTATE INSURANCE Co., Chicago, on March 1 started a morning schedule of one-minute transcribed announcements on six Chicago stations WMAQ WBMM WLS WJJD WIND WCFI. Contracts are for 26 weeks. Agency is Ruthrauff & Ryan, Chicago.
March 2 by John Dunn was headlined "Cox Probe of FCC Link to Farley's Bid for Presidency". It labelled Rep. Cox as a "New Deal-hating Democrat" and cited there was no chance that the Cox investigation would be using not only to discredit the FCC "but to seize control of the radio for their brand of politics before 1944 rolls around".

Charges Network Favoritism

Mr. Garey was described as a close friend of Mr. Farley and former Gov. Alfred E. Smith, who were termed "New York's two foremost Roosevelt haters." A recent address by Rep. Cox, in which he was quoted as having said that "Jim Farley is my man for President in 1944," also was cited.

"If Cox, Garey et al. succeed in discrediting the FCC and ousting James L. Fly, a staunch New Dealer, as its chairman and replacing him with someone else, it would mean control of the other waves in the all-important 1944 campaign," the Dunn article said.

The name was changed on Nov. 16, 1941, when by the New York attorney who was described as the "laborating president of the Crucible Steel Co. of America," joined the firm.

Following the conference last week, Mr. Garey made no statement beyond asserting that he was engaged in the preliminary task of getting data for the inquiry. He plans to remain in Washington until the investigation is completed.

In his only formal statement following his appointment last month by the committee, he said the effort would be to find out what "Fly and his men have been doing to socialize the radio broadcasting industry." He cited reports that the staff had some "left-wingers" who are at least "touched with the Communist tinge" and that "Fly wants the Government to take over all broadcasting—in other words, Government ownership".

Franklin D. Roosevelt Jr., now a Navy lieutenant, served an apprenticeship in the Garey law firm. Mr. Garey, a lifelong Democrat, supported Wendell L. Willkie in 1940.

HOMER GRIFFITH Co., Hollywood, station representative, has been appointed exclusive Pacific Coast representative of KVEC, San Luis Obispo, and KBKR, Baker, Calif.
said it would not oppose temporary operation of WJW on 850 kc, provided it is contingent upon the Commission's final decision after hearing on June 15th, subject to termination without notice or hearing in the event the Commission denies that application. An appeal was, however, to be considered as a waiver of NBC's right to oppose the issuance of a regular license to operate WJW on 850 kc.

Novel Proceeding

The proceeding was regarded as novel, since NBC in the first instance was successful in its motion for a rehearing. In its Jan. 13 decision, however, the Commission denied NBC's request for a stay of the issuance of the modified permit authorizing construction of WJW as a Cleveland station.

The Supreme Court brief in the KOA case, on the other hand, had no right to intervene in the WHDH proceedings, in view of the terms of the Communications Act. Apart from the statutory protest, there is no "right to be free of increased competition and no right to be made a party before such competition is authorized." At best, it was contended, NBC's position is essentially no different from that of a newspaper or advertising agency whose revenues may be affected by the grant or extension of a license to an applicant.

On purely technical grounds, the Government argued that WHDH's full operation will not interfere with KOA's satisfactory service and that NBC "did not attack the accuracy of these findings".

Radio: Unaffected by OWI Shakeup

REORGANIZATION of the Domestic Branch of OWI, which will affect all of its operations except radio, is expected this week by order of Gardner Cowles Jr., Director of Domestic Operations of OWI. The reorganization was reported on a sweeping change, affecting graphic arts and other sections of the Domestic Branch. The Radio Bureau, however, will remain intact, Mr. Cowles told BROADCASTING: No Friday.

OWI's Radio Bureau soon will be headed by Donald D. Stauffer, vice-president in charge of radio for Ruthrauff & Ryan, who has been granted leave of absence effective March 15. He succeeds William E. Lewis, now assistant director of the Domestic Branch under Mr. Cowles.

OWI-NAB Recruiting

JOINT effort is under way between the NAB and the OWI Overseas Branch to solve the technician scarcity facing the latter organization in its New York office. OWI officials have agreed to seek needed personnel entirely through NAB.

A total of 70 technicians is needed, mostly studio control technicians. OWI will get a training program under way within three or four weeks to train operators. Candidates are being selected through the aid of the NAB from among women who have not previously been trained for radio operation.

9,218 Families Tell All About Listening Habits

NAB Enlists Hams

RECRUITING of amateur radio operators willing to assist the war by taking jobs in broadcasting stations is now being carried out by NAB, in cooperation with the American Radio Relay League. NAB says it has already received a limited number of applications. Stations in need of technicians are urged to seek replacements locally before writing to the NAB Engineering dept.

There Can Only Be ONE REASON!

MUSICIANS Face Draft

MUSICIANS will soon be listed among the non-essential occupations to be drafted when War Manpower Chief Paul McNutt told AFM President James C. Petullo in a telegram last week. Effect of the order would be to put musicians under 38 in a "work or fight" category. Mr. Petullo, it is understood, is preparing a brief to show that musicians provide morale essential to the war effort.

NL Broadcast, New York

BROADCASTING • Broadcast Advertising

March 8, 1943 • Page 45
Instalment Buying Plan Still Alive

Price Chief Brown Sympathetic If It Cuts Surplus Spending

OPA's plan for instalment buying for post war delivery has not been abandoned, it was learned last week by Army Secretary Robert P. Patterson. Patterson's statement has been made on it since Presdents M. Brown succeeded Leon Henderson as Price Administrator.

Rolf Nugent, Russell Sage Foundation economist, serving as special advisor to OPA, is actively promoting the plan with government and industry officials, and President Franklin D. Roosevelt's Assistant Secretary Brown told Broadcasting after his news conference Wednesday, that he is sympathetic toward the idea.

Worth Considering

"If instalment buying for post war delivery will siphon off some of the surplus purchasing power that creates the inflation gap, it's worth considering," Mr. Brown said. He admitted, however, that in the six weeks he has been with OPA he has had not time to study details of the project.

He indicated, however, that he would like to see Mr. Nugent proceed with the idea.

According to Mr. Nugent, author of the plan, the post-war delivery project would be a boon for local and national radio advertising. It points out that it offers advertisers a real incentive to try to reach the public.

"I believe that the advertisers will feel that the one who actually sells a certificate to a customer will have a far better chance of inducing that customer to exchange the certificate for his brand of car, or refrigerator, or washing machine after the war," Mr. Nugent said.

Instalment buying for post-war delivery involves the sale by local dealers of certificates granting priority for the purchase commodities when manufacturers reconvert [Broadcasting, Jan. 11].

The public will be able to obtain the certificates by means of regular instalment payments over 12 to 25 months. Certificates will be good only for a particular commodity.

At present, Mr. Nugent is consulting with officials of the Federal Reserve and the Budget Bureau. The plan has already been studied by Army officers and businessmen.

Post-war delivery had been hit by Secretary of the Treasury Morgenthau, who said it placed soldiers in an unfavorable position in the post-war world, because war workers would buy the priority certificates. Mr. Nugent says that this objection has been overcome by allowing soldiers to exchange their payments over 24-50 months, but permitting them to get delivery of their commodities after the war even though their certificates may not be paid up.

Industry groups representing automobiles, refrigerators and other commodities are considering the plan, Mr. Nugent says.

Agriculture Department Policy Eased To Use Sponsored Shows in Food Drive

BREAKING a long-established precedent which precludes participation in commercial broadcasts, the Department of Agriculture announced Wednesday that it has decided to allow the broadcasting of messages to the public, Morse Salisbury, Director of Information, disclosed in a formal statement last week.

Department regulations have prohibited endorsement of commercial products as well as appearance of Department employees on sponsored programs, but the recent food crisis which has necessitated point rationing and a food production campaign has brought about a reversal of procedure.

No Endorsements

Although no formal statement concerning a change of policy has been published, Secretary Wickard added that there would be no endorsement of manufacturers or products by officials participating in commercial broadcasts.

The Department's policy is being revised to make it possible for the reduced information staff to conduct the extensive program scheduled for the spring and summer months, Mr. Salisbury said.

Mr. Salisbury's statement follows:

The Department will seek the aid of advertisers in carrying the necessary wartime messages on the food program to citizens whose understanding and cooperation is needed in making the programs work.

The exact stipulations the Department will ask, in order to make certain that there is no appearance of endorsement of concerns or products by Department participation in advertising, are still being formulated. They are expected to be announced within the coming week. In the meantime, to get urgent messages to citizens concerning the immediate phase of the wartime Food Program, use of Department endorsement of Concerns or Department personnel in some broadcast programs has been authorized under special arrangements which safeguard such participation from being thought by listeners to constitute endorsement of concerns or products by the Department.

It is understood that the Department's wartime policy in connection with participation in advertising will make it possible that the Department continues to request radio networks and station licenses for sustaining time in which to present special emergency instruc-

tion that is not desired for presenta-

Hannon and Orson Welles, radio star and newsman, recently conducted the March 14 and March 21 broadcasts. Benny show is sponsored by General Foods Corp., New York, through Young & Rubicam, New York.

Jack Benny III

SUFFERING from a bad cold, Jack Benny was unable to appear on his Sunday NBC broadcast March 7 from St. Joseph, Mo., where he was to conclude the road mile tour of army camps and then take his usual mid-season vacation. Benny, however, will appear over the NBC network program from New York last Sunday, and Orson Welles, radio star and newsman, will conduct the March 14 and March 21 broadcasts.

Elgin Margarine Test

B. S. PEARSALL Butter Co., Elgin, III. (Elgin brand margarine), through the cooperation of Jack K. Kraatz, the President, and Albert J. Swigard, Manager, first an investigation of the effect of margarine on the strength of Schmied-

Elgin Margarine Test

B. S. PEARSALL Butter Co., Elgin, III. (Elgin brand margarine), through the cooperation of Jack K. Kraatz, the President, and Albert J. Swigard, Manager, first an investigation of the effect of margarine on the strength of Schmid-
A RARE weather phenomenon played havoc with WJSV, Washington, and the Shepherd Exchange of the Chesapeake & Potomac Telephone Co., Feb. 26, resulting in an unexpected private telephone conversation during the CBS Philip Morris Playhouses, 9-9:30 p.m., carried by WJSV.

Accompanied by a heavy snowfall and high wind, a thunderstorm swept over the nation's capital, striking shortly before 9 p.m. At 9:12 p.m., while listeners to WJSV were intent on the dramatization, "Life Begins at 8:30," lightning struck Tower A of the WJSV transmitter at Wheaton, Md., and a Shepherd exchange cable.

Then came the unannounced portion of the broadcast. The drama faded to background and a woman's voice was heard leaving a message for a doctor. Most listeners thought it was a new technique in dramatic shows. Among them was Charter Heslep of the broadcast news desk, Office of Censorship. Mr. Heslep strained an ear.

Not in the Script

Again the program came up full and the telephone conversation faded to background. Even Mr. Heslep was sure it had something to do with the drama. For the next few minutes voices of the radio actors and the telephone conversation alternated up full and background. Then came words that startled the censor. It appeared to be a call to the telephone company and this time it was up full.

"This is the last time I'm going to call you," said the distinct feminine voice. "I don't want to go on the radio every time I pick up my telephone. Lightning struck out here and everything is all balled up."

Mr. Heslep called WJSV. So did 203 others. Al Leitch, member of the WJSV newsroom staff and CBS Washington newscaster, informed Mr. Heslep that the telephone conversation definitely was not a part of the program, that WJSV was aware of censorship provisions which prohibit mention of weather and so on.

A checkup by WJSV and the telephone industry disclosed that:

One bolt of lightning struck the station's tower and a telephone cable, which carried the transmitter lines and Shepherd exchange line, fusing the two.

An antenna coupling coil of Tower A doghouse was completely destroyed; the WJSV telephone line between studios and transmitter was knocked out; the OCD teletype line, used for blackouts, also was silenced, and both loops to the transmitter were grounded.

Lines Cleared

For 10 minutes the telephone conversation interrupted the program at intervals. It was 11:15 p.m. before the lines were repaired, but WJSV continued its operation through a relay transmitter and a domestic telephone line, to which the telephone company switched the station's studio-transmitter line temporarily.

Since the phenomenon was considered an "act of God," WJSV sales department didn't plan to report it to the Philip Morris Co., the station reported. Otherwise the freak storm accounted for these wartime violations:

Censorship, which prohibits the broadcast of weather conditions (although the Office of Censorship was inclined to chalk it up as an unavoidable circumstance not controlled by man); AT&T regulations forbidding the use of domestic telephone circuits for originating broadcasts; FCC regulations (1) prohibiting broadcast of personal messages; (2) diverting a telephone conversation without consent of the sender; Federal law prohibiting listening-in on telephone conversations.

Candy Not Canceled

IT WAS incorrectly reported in the March 1 issue of BROADCASTING that Fanny Farmer Candy Shops, Rochester, had canceled its campaign on women's participation programs because of restrictions on sugar allotments. On the contrary, the campaign to promote Fanny Farmer candies, which started last fall, will continue unabated, according to J. Walter Thompson Co., New York. Schedule covers participations on a varying basis on the Marjorie Mills program on the New England Radio Network and technical programs on KXW WMJ WTAM WHAM KDRA KSTP WRC WEAF WEEN KSO WJR WEEI.

BELL SYNDICATE is distributing "For the Love of Mike," daily and Sunday radio column by Harry Kaplan. Mr. Kaplan is the father of Lyn Murray, CBS musical director now in the Army.

PRESENTING A CHECK to Sally Bechill, secretary-treasurer of the Oregon division of the Assn. for Education by Radio, Luke Roberts, director of education for KGIN, Portland, enrolled his station as the first institutional member of the newly-formed organization. Elected charter president was Mary E. Gilmore, program director of KBPS, Portland; vice-president chosen was Allen Miller, program manager of KOAC, Corvallis, Ore.

New Radio Manual

AMERICAN RADIO LEAGUE Inc., has just published the latest of a series of radio training manuals, A Course in Radio Fundamentals, by George Grammer, which includes assignments, examination questions and answers, laboratory manual and 40-lesson course outline. With material arranged under eight major subject headings, the manual is valuable both for home study and as a classroom guide for teachers. Price is $50.

SCHENLEY MOVING 'CARNIVAL' TO CBS

SCHENLEY IMPORT Corp., New York, which last October became the first company to promote its wines on a network show with the Cresta Blanca Carnival on Mutual, has decided to shift the program from MBS at the end of the 26-week contract to CBS, effective April 14.

At the same time Schenley will cut the show from a 45-minute stanza, 9:15-10 p.m., to a half-hour, 10:30-11 p.m. Approximately 65 or 70 CBS stations will be used and the format of the series will remain the same with Morton Gould's orchestra and guest stars. Agency in charge is William H. Weintraub & Co., New York.

On March 4, Roma Wine Co., Fresno, a subsidiary of Schenley Distillers Corp., started its first national network program on CBS with the musical variety show Fiesta Rancho on 95 stations, and Schenley is also promoting its Dubonnet wines on the BLUE with Alec Templeton Time. Roma agency is McCann-Erickson, San Francisco, and Dubonnet wines are handled by William H. Weintraub. With the start of the Cresta Blanca Carnival on CBS in April, this network will have a total of four advertisers in the wine and beer category who have contracted for time since the first of the year. Besides the two Schenley shows, they are: P. Ballantine & Sons, Newark, for beer and ale, Three Ring Time, and Pabst Sales Co., Chicago (Pabst beer), Blue Ribbon Town.

HOW TO GET THE MOST OUT OF YOUR RADIO DOLLAR IN CENTRAL NEW YORK

Pick the one Syracuse Station in four that consistently shows more audience than the other three stations combined. Does it six times a day — day-in and day-out. Pick . . .
Actions of the
FEDERAL COMMUNICATIONS COMMISSION
February 27 to March 5 Inclusive

Decisions...

March 1
WLAN, Endwell, N. Y.-Hearing continued March 2 to April 1, 1943, for mod. CP.

March 2

KFGD, Anchorage, Alaska-Voluntary assignment license Anchorage Amateur Radio Club Inc. to William J. Wagner, d/b/a Alaska Broadcasting Co.

WKEU, Griffin, Ga.-Mod. license increased to 100 kw., unlimited, 1440 kc., subject installation radiating system; action application increase power 200 w., N. 100 w., D. increase to unlimited, held in abeyance.

WCBR, Columbus, Miss.-Change 1400 to 1340 kc.

WTPH, Philadelphia, Pa.-Extend completion date to July 22, 1943; license revoked.

W3FPH, Philadelphia, Pa.-License cover extended.

W3FSP, Pittsburgh, Pa.-Grant in part.

W6TB, Boston, Mass.-Change transmitter, extend commencement, completion dates; license in CP part.

March 3
National Broadcasting Co.-Granted in part petition rehearing re application WJW, Akron, O., for mod. CP; continued to date. Subsequent Supreme Court decision, Ex parte case: balance dismissed.

WLW, Cincinnati-Postponement hearing re April 9, 1943, re application 700 kw. N. 500 w. D., unlimited, using WIXO transmitter.

Chattahoochee Broadcasting Co., Columbus, Ga.-Withdraw motion continuance hearing re new station; dismiss application; cancel hearing.

South Florida Broadcasting Inc., Miami, Fla.-Dismiss application CP new station.

March 4
WAYS, Charlotte, N. C.-License cover CP as mod. new broadcast station, etc.; K-I-I-R mod. for new transmitter, change frequency increase power, etc., extend completion date March 15 to June 13, 1943.

KGDS, Davis, Cal.-Grant in part new transmitter main antenna WATAL as auxiliary transmitter, 1 kw.

Applications...

March 1
WBRG, Philadelphia, Pa.-Mod. CP as mod. extend completion date March 8 to June 12, 1943.

WPTF, Philadelphia, Pa.-License cover CP as mod. in part.

KQBD, Pullman, Wash.-CP changed 1250 to 1030 kc.; change 5 to 10 kw. N. 5 kw. D.; 2 kw. B.; place share antenna and ground system; request facilities KOB, Albuquerque, N. M. Amended request mod. license, omit change antenna, ground system.

KDGM, Steilston, Cal.-Mod. CP as mod. extend completion date March 20 to May 20, 1943.

March 3
KFPQ, Wenatchee, Wash.-Mod. CP new transmitter increase power, etc., extend completion date.

EDUCATION CHIEFS TO MEET VIA NETS
At the behest of the Office of Defense Transportation the American Association of School Administrators has cancelled its annual convention this year and instead will meet via the major networks, beginning March 17.

Time has been allotted by CBS and the BLUE, while NBC last week was attempting the same thing. The organization had not heard from Mutual, according to Belmont Park, Director of Information for the National Educational Network.

Stretched over a period of 11 days, the radio convention begins March 17 and will be transmitted to the CBS School of the Air of the Americas, in which Capt. Eddie Rickenbacker, Col. Hans Christian Adamson, of the Air Education Bureau, are to participate.

IN A SPIRIT of typographical generosity, KJGD, the accredited New York's foreign language service with a contribution of $17,000, is to the National Parent Organization for Infantile Paralysis. Figure should have been $17,000.

Top Ten Tunes

Top Ten Tunes from the standpoint of network coverage during the week ending March 3, according to the network audience coverage survey conducted by the Western Regional Office of the Office of Research, New York, are as follows:


New Titles Given Radio Frequencies

FCC Amends Rule to Conform To United Nations Terms

SEGREGATION of the radio spectrum into seven bands ranging from Very Low to Super High was voted by the FCC Tuesday in an amendment to the Rules and Regulations adopting standard frequencies and designations used by the United Nations Combined Chiefs of Staff.

There is no technical significance to the allocation, FCC officials point out, and they will not affect FCC licensing policies. The result is to give the same language and nomenclature to various wave bands throughout the United Nations.

Suggested by British

The new titles were first advanced by the British at the International Radio Consultation Committee conference (CIR) in Bucharest in 1937, and have proved useful in European activities. Since the war they have been used by the Allied Combined Chiefs of Staff, and by the U. S. Joint Chiefs of Staff.

Recently the titles were recommended by the Interdepartmental Radio Advisory Committee (IRAC) and finally by the FCC. The allocation changes the medium band as customarily defined in the United States, starting it at 300 kc. instead of 200 kc., thus putting part of the aeronautical band in "Low." The changes, Brazil, You'll Also Send the useful radio spectrum to 30,000,000 kc.

Text of the order follows:

Sec. 2. The following radio spectrum "Useful radio spectrum" means the total number of frequencies or wavelengths which may be used for the transmission of emergency, communications or signals by radio:

* * *

* At the present development of the art, the usable radio spectrum extends from 10 kc. to 30,000,000 kc. or 30,000,000 frequencies. In many parts of the world, however, certain frequencies are classified into bands with designations and abbreviations as follows: (figures are inclusive):

<table>
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<tr>
<th>Frequency in Kc.</th>
<th>Designations</th>
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<td>Abb, 0000000</td>
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<td>30</td>
<td>Very High</td>
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<td>50</td>
<td>Super High</td>
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<td>VHF</td>
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<td>210</td>
<td>UHF</td>
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New Business


DOWNTOWN PRESS, New York (Acoustic hearing aid), on March 20 starts drama series, "Knock on Wood," with Jack La Rue, at 7:30 p.m. stations, Sat., 9:15-10 p.m. Agency: Ruthrauff & Ryan, N. Y.

REED & GOODELL, Pleasantville, N. Y. (magazine), on March 7 only sponsored VHF show card for anned stations on 116 CBS stations, Sun., 1-30-4:15 p.m. Agency: BIDDO, N. Y.

JENNINGS & BRIDGEPORT, Conn. (war industry), on March 12, 12 noon-12:30 p.m. sponsored time broadcast "W'Em" award ceremonies on 148 BLUE stations. Agency: Horton-Noyes Co., Providence.

Renewal Accounts

CARTER PRODUCTS, New York (Apple), on Feb. 28 renewed for 52 weeks Jimmie Fidler From Hollywood on 76 BLUE stations, Sun., 9-30-12:06 p.m., with West Coast transmission, Sun., 8-15-80 p.m. (PWT), Agency: Small & Beiffer, N.

CREAM OF WHEAT Co., Minneapolis (cereal) on April 2 extends for six weeks its marketization sales of 66th Club on 76 BLUE stations, Fri. & Sat. 9-10:00 a.m. Agency: News Capital, N. Y.

S. C. JOHNSON & SON, Racine, (Johnson's Wax and Gino-Cont) on April 6 renewed for six weeks its marketization on 127 NBC stations, Tues., 9-30-10 a.m. Agency is Needham, Louis and Brophy, Chicago.

VICK CHEMICAL Co., New York (Vita- mina Plus) on April 5 renewed Dr. I. Q. on 128 NBC stations, Mon., 9:15-10 p.m. Agency is Grant Adv., Chicago.

J. B. WILLIAMS Co., Glastonbury, Conn. (William's shad and cream), on April 5 renewed for 52 weeks Tew or Fales, at the following 121 BLUE stations, making a total of 83, 8:55-9:06 p.m. Agency: J. Walter Thompson Co., N. Y.


WHITE LABS, Newark (Fern-A-Mint), on March 20 7:15-8:15 p.m. renewed Creme or Nothing on 207 WBT stations, Fri., 9-15-10 p.m. Agency: William Ely & Co., N. Y.

Network Changes


METRO-GOLDWYN-MAYER Co., New York, on March 14 dropped its Variétaires, and placed G. L. Stoppnagle with Victor Borges on The Fox, on NBC, on May 31 to 8:30-9:30 p.m. Agency: Donahue & Co., N. Y.

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BROADCASTING • Broadcast Advertising

Network Accounts

This great progress reflects KGO's improved program structure and aggressive promotion work. See your Blue Spot Rep., or write direct for details.

KGO
SAN FRANCISCO-OAKLAND
$10 K.C. 7500 WATTS
Blue Network Company, Inc.
**Help Wanted**

**CONCERT">**

**WANTED**

**NEW COMBINATION**

**$40.00**

**We**

**ANNOUNCER**

**PROGRAM DIRECTOR**

**Unusual BROADCASTING**

**when**

**Sioux City, Iowa.**

**Announcer**

**Box 371,**

**working conditions.**

**Include your news experience and dramatic talent.**

**climate**

**ticket.**

**Ideal and inexpensive living**

**384,**

**Small CASTING.**

**include**

**drama, music, education. Thorough. Ten-**

**experience. Excellent background news,**

**preferred.**

**BROADCASTING.**

**Opportunity for Salesman**

**Box 366,**

**Now**

**See**

**in**

**15c**

**per word.**

**Frequency Measuring Service**

**EXACT MEASUREMENTS ANY DAY**

**RCA Communications, Inc.**

**66 Broad St., New York, N. Y.**

**McNARY & WRATHALL**

**CONSULTING RADIO ENGINEERS**

**National Press Bldg.**

**Di. 1205**

**Washington, D. C.**

**Hector R. Skifter**

**Consulting Radio Engineer**

**Radio Engineering Consultants**

**Field intensity surveys**

**Station location surveys**

**Custom built equipment**

**Saint Paul, Minnesota**

**Ring & Clark**

**Consulting Radio Engineers**

**Washington, D. C.**

**Munsey Bldg.**

**Republic 2347**

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Old Gold Advertising Claims Challenged in FTC Complaint

“Nothing New Added” Says Charge; Sensations, Beech-Nuts, Friends Tobacco Also Cited

THREE MORE cigarettes, Old Golds, Sensations and Beech-Nuts, and Friends smoking tobacco, all manufactured by P. Lorillard Co., Jersey City, were added to the list of tobacco products cited last Thursday in pending trade commission actions charging misleading advertising.

This move has followed earlier citations against the makers of Lucky Strikes, Fall Malls, Philip Morris, Camels, Kools and Dunhills, and Prince Albert and Revelation smoking tobacco. [Broadasting, Nov. 2.]

As in earlier cases, the Commission hits at almost all of the firm’s advertising. Material was distributed on local and network radio and in other media. P. Lorillard bought a gross of $131,652 from BLUE in 1942, and $406, 569 from CBS. The firm sponsored a CBS network show with Sammy Kaye, and local spots, news and sports, including baseball, on WHN, WGN, New York.

“Something New” Challenged

Specifioally cited in the attack on Old Gold advertising was its providing, blending and processing seven promotion campaigns based on Old Gold’s, Friends’ and Beech-Nut’s advertising. Material was seen in weekly editions of “something new has been added.”

FTC alleges that in publicizing the survey findings that Old Gold had the lowest nicotine content of “seven leading brands” tested, Lorillard concealed that the differences were “insignificant” and failed to state that the laboratory report said: “The differences between brands are, practically speaking, small and no single brand is so superior to its competitors as to justify its selection on the ground that it is less harmful.”

Testimonials Hit

The Commission contends that because of variable factors in growing, blending and processing tobacco, and in packing and handling cigarettes, it is impossible to produce a large volume of cigarettes with a standard nicotine content.

The complaint sets out, contrary to advertising claims, Old Golds “become stale for various reasons, contain tobacco other than pipe crop, and nothing has been added which has not been known and used in the manufacture and marketing of cigarettes prior to the time Old Golds were put on the market.”

FTC also hits at testimonials used in Old Gold advertising. These, the complaint charges, “do not reflect the actual personal experiences, knowledge or beliefs of the signers, some of whom smoke other brands as well as Old Golds, while others are non-smokers. Many of these testimonials” it is charged, “are pre-written by representatives of the respondents and are signed by the testimonialists without their knowing or being advised of the contents. All of such testimonials so obtained by the respondent are given and secured in sole consideration of the payment which the respondent makes therefore,” the complaint charges.

“Easy on Throat”

The Commission’s attack on advertising for Sensation and Beech-Nut cigarettes and Friends smoking tobacco follows a line similar to most of the cigarette cases. The complaint alleges Lorillard falsely advertised that Beech-Nut cigarettes are easy on the throat, provide definite defense against throat irritation, that their extra length filters heat and bite and cools the smoke; that Sensations contain extra choice imported and domestic tobaccos, and are made “from the finest tobacco money can buy”; and that rum-curing enriches Friends smoking tobacco and “puts out bite and burn.”

Lorillard will have 20 days in which to answer the FTC complaint. The other tobacco firms, with the exception of Brown & Williamson, maker of Kools, which signed a stipulation, have denied the FTC charges and are awaiting hearing.

GROUP PURCHASES

WEMP, MILWAUKEE

VOLUNTARY assignment of licenses from Milwaukee Broadcasting Co., corporate owner of WEMP, Milwaukee, to a group of eight co-partners was approved March 2 by the FCC.

The eight are Glenn D. Roberts, Madison, Wis., attorney, and his wife Malva F. Roberts; Dr. Wellwood Neubitt, Madison physician; Senator Robert M. La Follette Jr. (P-Wis.); Evelyn H. Dolph, wife of William B. Dolph, executive vice-president of WOL, Washington; Hope D. Petthey, wife of Herbert L. Petty, director of WHN, New York, and sister of Mr. Dolph; Leo T. Crowley, Alien Property Custodian; James T. Markham, assistant to Mr. Crowley.

Six of this group in January, 1942, acquired 45% interest in WEMP from Gene Dyer, operator of WAG and WQES, Chicago, and 5% from Mr. Roberts, who retained the remaining 50%, for approximately $50,000.

KFDQ Sale Approved

CONSENT to voluntary assignment of license of KFDQ, Anchorage, Alaska, from Anchorage Radio Club, Inc. to William J. Wagner, doing business as Anchorage Broadcasting Co., was granted March 2 by the FCC. Mr. Wagner, owner and manager of KFDQ, on Feb. 3, 1942, acquired from R. E. McDonald and his wife Barbara the remaining two thirds of the stock for $10,000, giving him all 500 shares and control. Mr. Wagner was manager at the time of the transaction.

KFWON Joins MBS

KWON, Bartlesville, Okla., operating with 250 watts on 1460 kc, becomes affiliated with Mutual March 1, bringing the total of MBS stations in continental United States to 207.

ODT Bus Decision May Hit Air Units

Only ‘Essential’ Bus Service Now Allowed Private Firms

BLOW to radio entertainment units is seen in a new wartime transportation restriction issued by Joseph B. Eastman, Director of the Office of Defense Transportation. It provides for the use of privately-owned buses for “transpor-tation for entertainment groups.”

Scheduled to become effective March 15, the new order, ODT 10-43, amended an ODT 10-41, issued last June and covering public carriers. The original restriction banned the use of public bus service to athletic events, picnics, and anything not directly connected with the war effort.

Special Permits

The new ban places restrictions on virtually all special or exclusive bus service “not essential to the war job.” It covers transportation to and from charity benefit clubs, organizations, exhibition rooms, baseball games, special exhibitions, tour buses, special wedding units, motor homes, and special transportation for entertainment groups, such as orchestras on tour.

Although the order provides for the issuance of special permits for a long list of some privately-owned buses to meet specific needs or exceptional circumstances, it was not deemed likely that radio stations, which maintain private buses to transport road units, would be issued special permits.

ODT officials said the general types of operations which probably would be considered for special permits include such activities as institution-owned vehicles to homes for the aged, sanitariums and hospitals where public transportation systems are inadequate or nonexistent, and service for the exclusive use of the crippled and blind.

Questioned by Broadcasting regarding the future of such hillbilly units as the WSM, Nashville, Grand Ole Opry; the WLW, Cincinnati, National Barn Dance; the WLB, Cleveland, Boone County Jambo-ree, and the KSTP, St. Paul, Sun-set Valley Barn Dances, ODT Washington officials said “each application for special permits will be considered on their merits by our regional representatives.”

In view of the regulation limiting special permits to institutions, however, it was possible to the future use of the hillbilly radio road units and orchestras was in the balance. With public carriers already taxed to capacity, the ODT feared that various radio productions might be forced to confine their activities to studio broadcasts, eliminating stage appearances for the duration.

The Labor Problem

“...And Now WOOF Proudly Presents Its Military Analyst, Chauncey Montbaden DeQuincey, Well-Known Authority on World Travel!”

[Drawing for Broadcasting by Bid and]

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BROADCASTING • Broadcast Advertising
For any advertiser who may have had trouble with sales in this important Heart of America Area, a short diagnosis of the situation may prove useful.

1—The Heart of America is in two parts. It is 51% urban and 49% rural. Each part has its own program needs and likes.

2—Obviously, unless both rural and urban halves are reached, any promotion job is a half-Hearted one. Both halves are vital.

3—Reaching the whole Heart of America naturally requires efficient signal coverage of the whole area. But just as important is custom programming that will cause those who can hear, to listen.

4—KMBC is the only station delivering this combination of signal coverage (for a maximum potential audience) and program coverage (for a maximum listening audience) throughout both halves of the Heart of America.

* Referring, in this instance, to the Heart of America—the 78-county area lying within KMBC's half-millivolt contour. The nation's center, geographically, agriculturally and industrially, this area has a population of 2,000,000, far above average in income. By any standard, the heart of America is vital in a national or regional Midwestern campaign.

Rx Heart (of America) trouble of a sales nature should be treated by KMBC.

KMBC
OF KANSAS CITY
FREE & PETERS, INC.

SINCE 1928 THE BASIC CBS STATION FOR MISSOURI AND KANSAS
After all, what does a news scoop amount to? Why get excited over a 10-second news beat?

Here's why: Scoops and news beats are concrete evidence that a news staff knows its job and is on its toes. Scoops and news beats have important significance. To get all the news and get it first is a burning zeal in the makeup of every genuine newsmen.

KLZ has the outstanding veteran news editor staff in Denver. Their inimitable record of scoops and beats is the result of their newsgathering backgrounds and their enthusiasm for their jobs. And though listeners accept these beats and scoops in their stride, they have not gone unnoticed. Listeners in the Rocky Mountain region have acquired a consciousness and the definite knowledge that for local, national, and world news, KLZ is first, comprehensive and complete.

And that, KLZ believes, is worth singing about.