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 fifth week of our 13-week trial period and already we 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 for 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.

ED PETRY CO NAT'L REPR

FOR THE OMAHA AUDIENCE, USE KOIL

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"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.

WISH Never Outpromises
BUT Always Outperforms

RADIO STATION
WISH
INDIANAPOLIS
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 "v important things—including "successful big-agency and to F&P, Davey—"vitamins!" "turing 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 "ripper 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-54) in many respects parallels the pending Holmes bill (HR-1940) in the House, but goes beyond it.

Joint action by Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee, and Sn. Wallace H. White (R-Me.), ranking member, in introducing the bill, was seen as a clear 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 everything 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 appellate action and force the Commission to deal in the open without special authorization and other devices held to be a "trick" nature.

Such matters as j-upance of regulations affecting business aspects of licensees (like the ontroversied chain-monopoly regulations) would be ruled out entirely. The question of discrimination among licensees (like the newspaper div-

lice-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 "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 preliminary 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. C. 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 committee 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 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 provide 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 Ass'n, 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
before the House Interstate & Foreign Commerce Committee last session. Since then the White-Wheeler measure are practically companions, it is logically concluded that his views are the same as on that measure. Commission T. A. Mary S. White, on the other hand, in his appearance before the House committee, strongly supported the Sanders bill. No other communication was noted.

Introduction of the Senate bill to a large degree stemmed from a desire to get the ball rolling on both sides of Congress. Heretofore, practice has been that no 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 ferret out "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 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 interstate 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 Select Committee appointed by the House of Representatives to investigate the Federal Communications Commission, the following procedure is established:

1. The Secretary of the Commission has been designated as the Commission's liaison officer with the Select Committee.

2. Requests for the appearance of members of the Commission staff and for files, dekets, documents, interviews, etc., made by the Committee, will be honored by the Commission and its members of its staff, without the necessity for subpoena. To protest against confusion, however, all arrangements will be made by the Secretary and documents dealing with any investigation will be charged out through the Secretary's office.

Data Under Study

Well-acquainted with Congressional procedure, by virtue of his long service as a deputy to former Congressmen Jacobson, of Iowa, Mr. Growry became secretary of the FCC in 1917. He has kept out of the limelight, however.

New staff appointments will be announced by Mr. Garey shortly, with a legal and investigative organization of some 25 employees. Until the preliminary work is completed, note for the opening of the inquiry can be set, he said. Commission and its members have already been procured from the FCC for the study.

That the FCC inquiry, first of a number of special studies contemplated by the House this session, may occasion general agitation in labor circles which favor the press, was indicated last week with the release of a CBS, Chicago, newsmagazine containing the opening page of the Cox probe. An article (Continue on Page 4).

Wheeler Speech Cites FCC Draft Exemptions

DEFENDING his bill to exempt family men from military service until all single men up to 46 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 employeis who like a swarm of locusts invaded Washington."

He reminded 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 the winning of 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."

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. Gittinger, CBS vice-president in charge of sales. Post has been vacant since January 1940, when Mr. Gittinger was elevated to vice-presidency. Mr. Erikson, 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. Roberts was associated with NBC, Free & Peters and Today magazine. He will take over his new post in Chicago on April 1.

Mr. Gittinger also announced the appointment of John J. Karol as assistant sales manager, effective immediately. Mr. Karol, who will continue his duties as market research counsel of CBS, was given the new title "in recognition of the increasingly important and effective contributions he has been making to the network's sales operations during the last year," Mr. Gittinger said. Mr. Karol will also continue to serve as liaison between the sales and station relations departments on mutual problems.

Edwin S. Reynolds, on the New York sales staff of Radio Sales. CBS division representing the network's merchandising operations, will join the network sales department March 15, filling the vacancy created by Mr. Roberts' promotion. Mr. Reynolds joined the CBS sales promotion department seven years ago, later becoming manager of station promotion for Radio Sales, switching to the sales staff in December 1939.

Appointments will not otherwise affect the sales departments operations, Mr. Gittinger stated. Allen Jay Mass continues as assistant sales manager in charge of new business and William J. Pagan continues to supervise sales service.

Mr. Roberts

Mr. Reynolds

Mr. Karol

BROADCASTING • Broadcast Advertising

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Slowie Named Liaison Between FCC and Cox Probe Committee

Commission Staff Told to Supply Data Without Subpoena Following Fly-Garey Conference

TO CUT red tape and speed up the investigation of the FCC by the House-Select Committee, the Commission, at the request of Chief Counsel Eugene L. Garey, last Friday designated T. J. Slowie, FCC secretary, as liaison officer to handle Committee contacts. The FCC staff has been instructed to cooperate with the Committee in supplying records and data sought by Mr. Garey and his staff, without the formality of subpoena.

Mr. Garey, who established Committee headquarters in the House Office Building last Wednesday, conferred with FCC Chairman James Lawrence Fly Thursday for more than an hour. No statement was made on either side following the session. Mr. Fly is expected to be the key witness in the inquiry, aimed at purported "bureaucracy" in the FCC. Moreover, he is the principal target of Chairman E. E. Cox (D-Ga.), of the Committee, who has accused the FCC of building up a "gestapo" and of exercising "terroristic control" over all media of communication.

Preliminary Conference

While no date yet has been set for opening of the inquiry, preliminary plans were discussed at a conference last Thursday attended by four members of the five-man sub-committee, with counsel. In addition to Chairman Cox, those present included Wigglesworth (R-Mass.), Hart (D-Conn.) and Louis E. Miller (R-Mo.). Rep. Magnuson (D-Wash.) was absent. Mr. Garey was accompanied by Fred R. Walker, former assistant U. S. attorney in Detroit, his chief aide.

The FCC, following the Fly-Garey conference, issued the following order in connection with Mr. Slowie's appointment:

"In order to make possible full cooperation between the Federal Communications Commission and the Select Committee appointed by the House of Representatives to investigate the Federal Communications Commission,..." (Continued on Page 29)

Mr. Slowie
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 representation 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 Wood in charge 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 McClintock, president of Mutual as featured speaker.

Robert S. Peare, 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; Mrs. Edward M. Lathrop, former NBC president, who represented the industry for the DuPont award; and Mrs. Ruth H. Mathenbat, national president of the American Legion Auxiliary.

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 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 W63M, Milwaukee FM station. W56M at present broadcasts 33 live programs a week.

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

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 it 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-Ill.) reported a rumor that "planners in the Agriculture Dept. . . . are playing with the idea" of exporting cans of fruit labeled "USA." Miss Sumner 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 plan, OPA said it was adopted "as a price fixing mechanism" she said canners are "dissatisfied" at the thought of undertaking such a difficult and delicate job. She said the industry would have to "label the canning business" to appreciate how difficult it is to "grade each little can."

Rep. Haileck, 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 be "better rather than promote the war effort."

Meanwhile, the House Agriculture Committee heard OPA and canners' representatives present their proposals at a meeting last week-end between the conflicting groups. Rep. Fulmer (D-S. C.), Chairman of the Committee, said that he was not anticipating another Committee meeting, and that he was in favor of making canners tell consumers what they are buying. "Packers admit they buy tomatoes in cartons with grades from the farmer," he said, "then they can nine grades. There is no reason why these grades should not be marked."
Railway Heads OWL Series Sponsors

‘Uncle Sam’ Disc Show
On 11 Stations

For N&W

NORFOLK & WESTERN Railway heads the list of sponsors all over the nation taking part in the Uncle Sam disc series produced by the Radio Bureau of the Office of War Information. Each 15-minute quarter-hour program is sponsored in 11 stations in the N & W area—Virginia, West Virginia, North Carolina and Ohio.

The stations are: WLV, Lynchburg, Va.; WSB, WDBJ, Roanoke, Va.; WSA, Harrisonburg, Va.; WRR, Welch, W. Va.; WBL, Clarksburg, W. Va.; WBT, Williamson, W. Va.; WHS, Bluefield, W. Va.; WPAY, Portsmouth, O.; WHKC, Columbus; WDN, Durham, N. C.

Sponsorship Pleased

The program sponsorship started Feb. 8. To promote listener interest, N & W bought space in newspapers totaling 29 advertisements amounting to 638 column inches. In addition there were 26 feature stories in 14 newspapers, all promoting interest in the program, during the week of Feb. 7.

In pointing out the selection of the program, R. R. Horner, advertising manager of the railroad, said, “the program is authentic, highly dramatic, informative and unusually interesting. We are well pleased with our selection of Uncle Sam.”

In general, industry reaction indicates that the new series has been well received. Following is a list of stations which have obtained sponsorship of the series, based on reports reaching OWI:


Workers, Carbon Black Co., Nitro Pencil Co.


WBNF, Binghamton, N. Y., Interna- tional Business Machine Corp.


WOG, Davenport, 1a., International Mill- ing Co.; KEOM, Clinton, la.; George Jay Drug Co.; WABA, Madison, Wisc.; Harry S. Manchester Inc. (dept. store); WTM, Duluth, Minn., Robb’s Dept. Store, Luray Furniture, Hickory Electric, Matter Phar- macy, Bookery Transfer.


LARGEST SPONSOR of the OWL’s newly started Uncle Sam, five-weekly network disc series on the Norfolk & Western Railway, which has contracted for time on 10 stations in Virginia, West Virginia, North Carolina and Ohio. Signing for the railroad is R. R. Horner, (center), manager of the N. & W. magazine and advertising dept., while James H. Moore, manager of WLS, Roanoke, and OWL consultant to the Radio Bureau assisting G. Richard Shafto in Virginia, looks on. Standing is Frank Koehler, WLS commercial manager, confirming air times.

Davis, Krug Given Key Posts in WPB Shakeup

DONALD D. DAVIS, former President of General Mills (Gold Medal Flour, Wheaties, Bisquick, etc.) is new head of WPB. His appointment is part of the FCC toll rate investigation of AT&T, 1935-37. Mr. Krug, former director of the Office of War Utilities, will be vice-chairman in charge of materials distribution and a member of the Requirements Committee.

Workers, Carbon Black Co., Nitro Pencil Co.


WBNF, Binghamton, N. Y., Interna- tional Business Machine Corp.


WOG, Davenport, 1a., International Mill- ing Co.; KEOM, Clinton, la.; George Jay Drug Co.; WABA, Madison, Wisc.; Harry S. Manchester Inc. (dept. store); WTM, Duluth, Minn., Robb’s Dept. Store, Luray Furniture, Hickory Electric, Matter Phar- macy, Bookery Transfer.


JAP OFFICIALS HEAR U. S., SAYS AP MAN

MAX HILL, Associated Press cor- respondent and author, who re- turned recently to this country on the Gripsholm, following six months in a Jap prison in Tokio, was guest speaker at the March 3 meeting of the Radio Executives Club of New York.

Pointing out that the general public in Japan is not allowed to own shortwave radios nor to listen to shortwave broadcasts, Mr. Hill gave examples of the close attention paid to foreign broadcasts by Japanese Government officials and diplomats. He said the only possi- ble way in which American propaganda broadcasts could reach the Japanese public would be via Chungking in unoccupied China, which shortwaves them to Korea, a country very resentful of the Jap- anese domination it suffers.


Mackay's 16th

WITH the opening of a circuit to Algiers, North Africa [Broadcasting, March 1], Mackay Radio & Telegraph Co., completes its 16th new international radiotelegraph circuit since the United States en- tered the war. Previously, Mackay had opened circuits to Moscow, Kuibyshev and Khabarovsk, USSR; Chungking, and Kunming; China; La Paz, Bolivia; Bogota, Colum- bia; Asuncion, Paraguay; Cairo, Egypt; Wellington, New Zealand; Brisbane, Sidney and Melbourne, Australia; Great Britain and Ber- muda.

McIntosh Is Given New Post at WPB

Becomes Assistant Director
Of the Radio Division

FRANK H. McINTOSH, civilian radio engineer in the Office of War Information, is now assistant director of the Radio Division, it was officially re- vealed 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.

The promotion was predict- ed 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 For- eign & Domestic Broadcasting, charged with compiling and pro- ducing programs to insure a supply of parts and devices sufficient to maintain civilian radio, both trans- mitting and receiving.

Mr. McIntosh joined WPB April 24 and is in charge of the WPB radio Section, then in the newly-organized Communications Branch. He is on indefinite leave as technical su- pervisor of Fort Industries, operating WJH & WMJ in Q. W., Ohio, West Vir- ginia and Georgia.

The McIntosh promotion was a natural sequel to the shift of Ra- dio Division sections underway several months. Military production has been placed under three assist- ant directors, each heading a “group”. To insure adequate pro- tection for civilians, a similar “group” has been created with Mr. McIntosh, its chief, as an assistant director.

Mr. McIntosh used the title for the first time in a statement that announced his promotion, and part of the ro- gram he has been working on for several months. He assured the public that owners of radios, regardless of the make of the device, will be able to keep their sets in repair.

The tube program, as approved by manufacturers at a meeting last month, calls for intense production of 114 major types. Mr. McIntosh hopes to make 11,000,000 by July. A second program for re- placement 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, will return to the air on March 20 with a Saturday night five-minute dramatic program on at least 105 BLUE stations. De- signed primarily for the Acous- tic hearing aid, program will dramatize true stories of persons benefited by the device. Agency is Ruthrauff & 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, a representative of this type of broadcast advertising for the last nine months reveals. Seasonal events, such as sports games, the 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 inclined 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 regular advertising.

In at least two instances, the newcomers 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.

Commerces created by the war including the trend towards institutional advertising have provided radio with more opportunities for single programs, perhaps in any other factor. Included in this category have been such objectives as entertainment of servicemen; morale-builders for the war-workers of a given place, and for the war 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 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. IBM, 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 and 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 goods 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.

Elgin on CBS

The holiday-servicemen combination brought to network radio for the first time Elgin Watch Co., Elgin, Ill., with a two-hour music and variety program on 116 CBS stations, and Thanksgiving, and a similar broadcast on Christmas. Elgin has been using spot broadcasting at Christmases 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 get 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 part of its employe campaign to "Beat the Promise," by outstanding production gobs, RCA Mfg. Co., Camden, N. J., sponsored a broadcast of a War Workers Rally Sept. 13, 7:7-30 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 broadcasts 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 Stradavari perfume.

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 programs on both BLUE and CBS in connection with the 1942 elections. The film industry is also represented.

ENTERTAINMENT OF SERVICEMEN, INSTITUTIONAL

CBS-Coca Cola Co., Atlanta, Chris-
tums (movies) on CBS-Northern Pump Co., Minneapolis, NBC-Standard Oil Co., Cal., Christmas program for employees in service.

POLITICS

BLUE-Republican National Committee, two campaign talks; Democratic National Committee, campaign talk.

FILMS

BLUE-Paramount Pictures, "Holidays Inn," CBS-Paramount Pictures, "Holidays Inn."

FOOD IN WARTIME

BLUE-Libby, McNell & Libby, Chi-
icago, in connection with a convention; Council on Candy as Food in the War Effort, Chicago, food value of candy.

SPORTS

(Short-term Series Not Included)

ton, World Series; Cotton Bowl in Cim-
ago, pro football championship games; Standard Oil Co. of N. J., Army-Navy game.

Satenove Test

CURTIS PUBLISHING Co., Phila-
delphia (Saturday Evening Post) is testing the swing shift audience base on networks with participating announcements on all-night programs. Four announce-
ments, thrice-weekly, were being tested on WGN, Chicago, one broadcast at 1-3 a.m. on WENR, Chicago while 12 announcements are being broadcast on MBS, New York, at 12:30 a.m. on WJR, Detroit.

March 8, 1943 • Page 11
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 several 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,” Undersecretary of War Robert P. Patterson and Undersecretary of the Navy James L. forestal warned that any change in the law establishing War Time would be a serious deterrent to increased pro- duction in 1943 and would slow down our 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 went into effect under War Time. In the Upper House, Republican Senators Wherry and Butler both presented the Na- 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 war ef- fort. Members of the House Inter- state & Foreign Commerce Commit- tee, which now has two concurrent resolu- tions to repeal War Time (H-COM-Res-9, H-R8357), introduced by Reps. Brehm (R-O.), and Cole (R-Mo.) [BROADCASTING, Feb. 1], indicated no action will be taken on either resolution this week.

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 winter. A hearing will probably 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 14]. 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 individual states could legally return to their pre-1942 time. That question was in- vestigated by Congress, Government spokes- men generally were agreed that Federal Time controls interstate commerce and that any new state laws 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- mercial activities.

The joint War-Navy-statement was taken in some quarters to mean that executive action can be anticipated to repeal the Federal time in the states that continue to return to normal time. In that connection it was pointed out that of the three states already operating under normal time, Georgia, Ohio and Michi- gan, not one has any semblance of universal time. In the rural areas and small urban centers clocks were set back an hour while in the larger cities they have been kept on War Time.

Radio Confusion

One example of the confusion re- sulting to radio was in Cincinnati where the two Crosley Corp. sta- tions operating from shared facil- ities are: broadcasting under two time zones, WLW functioning under Eastern Standard Time in keeping with the Ohio Legislature’s action, and WSAI adhering to War Time, following action of the Cin- cinnati City Council.

Forrestal Listened

One of Michigan is on War Time and part on slow time and the same is true of Georgia.

What steps could be taken to halt action by individual states, other than a nationwide intensive educational program on the merits and necessity of War Time was a moot question in Washington. With few exceptions, broadcasters, well- versed in the headaches of time- change, have campaigned in their respective communities to retain universal time.

In Toledo, Arch Shawd, general manager of WPTO, was instrumen- tal in helping to keep that city on Federal Time when Ohio returned to its own time. Aided by leaders Mr. Shaud urged continuance of War Time to avoid upset- ting radio, common carriers, commu- nications 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 time), 6:7 p.m., now billed at afternoon rates) it was agreed among industry leaders that radio’s problems are minor in comparison with those faced 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 years, we have brought about a saving, an electrical generating capacity for the nation as a whole of more than one million kilowatts and one and one- half billion kw-hours.

Translated into terms of production, 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 enrolment needed in the production of tanks, planes, ships, munitions, and in the evocation of plants so vitally needed for the making of synthetic rubber and 100- ton gasoline.

We recognize that some difficulties have resulted from the adoption of the Federal time, but the inconveniences and even 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 have little effect on present defense programs, indeed, it is believed that they will be increased in 1943. It would slow down our march to victory.

HILTON J. BLAIR, vice-president and secretary of Sherman K. Ellis & Co., New York, and a leading instance of absence to join the staff of the Adver- tising Council.

'BSTAR' SERIES USES ALL D.C. OUTLETS

PRESTIGE campaign on all six Washington stations has been started by the Washington Evening Star, owner of WMAL, BLUE key station in institutional series, consisting of one-minute transcriptions, is designed to pro- mote the Star’s rank as leading newspaper in the nation from the standpoint of advertising lineage. The campaign, which was pro- mote circulation, already limited by the paper shortage, Washington Post, and WJZ, WJW, 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 & Collin completed tab- ulation of ballots from CBS sta- tions in the nine districts. Stations in each district elected a board- member at conferences with the network manage- ment, the first probably to be called at a meeting. The nine members are:


Election was supervised by a com- mittee headed by Mr. Fitzpatrick and including Cecil Mastin, WBNF, Bing- hampton; O. L. Taylor, KTXS, San Antonio; Hugh Terry, KLG, Denver; James Woodruff, WRBL, Columbus, Ga.

Lindsley Heads KFBF

APPOINTMENT of Robert K. Lindsley, son of H. K. Lind- sley, president of the Farmers & Bankers Life Insurance Co., of New York, as manager of KFBF, owned by the insurance company, was announced last week.

The new KFBF 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 representative before joining KFBF.

Speigel’s to Use 60

SPEIGEL’S, Chicago mail order house, is planning to use 60 sta- tions in a 13-week campaign of announcements and programs pro- moting odd and odd. The cam- paign will get under way in mid-summer. J. L. Stewart Agency, Chicago, has the account.

New York Bank Stocks

MANUFACTURERS TRUST Co., New York, on March 7 started a 40-spot campaign on WJZ, WMCA, New York, using weekly transcribed announcements with sound effects on each station. Agen- cy is McCann-Buckner, New York.
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

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.

KSD

ST. LOUIS’ DISTINGUISHED STATION

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.

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.

Owner and Operated by the ST. LOUIS POST-DISPATCH

Represented Nationally by Free and Peters
CALLING communications the "serve system" of the nation at war, just as land, sea and air transport constituted 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.

"Said July 1, 1941 and even more intensively since Pearl Harbor, the conversion of Commission activities to war purposes has been going on in its utmost," said the report.

In the War

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

The most single activity of the Commission—the Radio Intelligence Division—was dealt with at length. Its division, headed by Assistant Chief Engineer George E. Sterlin, monitors the ether throughout the United States, its territories and possessions, and maintains officers to cover enemy illegal and utilized 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. All the report said, about 1,650,000 words are intercepted daily.

Also described in the preface was the functioning of the Board of War Communications, which began operation as the Defense Communications Board in 1940. It was created by executive order and reports to the President through the OAS of Emergency Management. Its membership is made up of Chairman Fly and of the chief communications 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 171 were regular employees in Washington, 461 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 $42,506,000 for construction and binding, a total of $56,555,924. This compares with $7,605,000 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 construction, 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 26-5.8% operated as broadcasters on June 30, 1942 using directional.

Newspaper Inquiry

Apropos its freeze order, the Commission said there is definitely a shortage of much 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 had hearings on the control 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 lift 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.

MARITAL QUIZ program, The Better Half, heard on WOR, New York, Wednesday, 8:30-9 p.m., gains a sponsor as Murray Herman, president of Consolidated Razor Blade Co., Jersey City, signs the contract [Broadcasting, March 1]. Participating are (1 to r): Mr. Herman; Arthur Ross, company treasurer; H. Malcolm Stuart, WOR account executive; R. C. Maddux, WOR vice-president in charge of sales; Ralph Weinbaum, vice-president of Grey Adv., New York, agency in charge.

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BROADCASTING • Broadcast Advertising
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 an interview with the last week by Mark Woods, president of the BLU Network, in connection with the 50th anniversary of his broadcasting. More than 160 network hours of programs devoted exclusively to the war effort. Of this total, 99 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, but Mr. Woods pointed out that "under the American system of broadcasting, in which there is no license fee on revenue from sustaining ads. Americans 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 who represent 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 workmen, but cover only those broadcasts devoted solely to war messages. Time given individually by radio stations to the public and industry has 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, with its marvelous contributions to the nation's war effort, little recognition has been given to the equally important psychological and educational contributions to the war effort, in which American business and industry has made through its advertising.

Subject was discussed at recently held meeting of network executives with Chester J. LaRoche, chairman of the Advertising Council, and Fred C. Mullen, CBS: by Paul Hollister, managing director, American Assn. of Advertising Agencies. NBC was represented by vice-president and general manager, Edward F. Geller, RCA, 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 suspension of all OWI war radio programs is necessary. The extension 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.

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

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New Evening Highs
Radio's evening "available Audience" made new highs in every month but one in 1942, compared to 1941, and continues to break records in 1943, according to E. C. Hooper Inc. in conjunction with the magazine. In each of four years covered by the Hooper Available Audience Index, the "per cent at home and awake" reached its high for the year in January.

Film Series Expands
TO PROMOTE its first technicolor film, "The Desperados," Columbia Pictures, New York, has started transcribed announcements, last week started a spot campaign which will extend to several key cities. At the same time, the company is arranging a schedule of new programs in 40 or 50 markets for another movie to be released sometime in April or May. Agency is Weiss & Geller, New York.
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
RADIO STATION 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, as given on Tuesday in the Senate by Senator White (R-Maine) in introducing the measure.

The bill, a composite of measures for revision of the Communications Act as 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:

SENATOR WHITE
Co-authors of New Radio Legislation

cause of a recent tendency upon the part of the Commission to require in fact licenses as instruments of a different character and lesser import, thereby making possible evidence of compliance with procedural and appellate provisions of the act in a manner which is not specifically defined in the rules and regulations prescribed by the Commission.

Various Sections of Bill Are Explained

There follows an explanation of the sections of the bill.

SENATOR WHEELER

SECTION 1

This section defines the terms ‘license’ ‘station license’, or ‘radio station license’ appearing throughout the bill and section of the act by which the authority over the use of radio apparatus is made necessary by the act or the Commission's rules and regulations for the use of or operation of radio apparatus.

Judgments, make this bill of supreme importance and justify its study and approval in substantially its present form by the present Congress.
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 any portion of its work, business, or functions but with an assured right of review of the Commission or 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 (sec. 306 and 309). These amendments are necessary by the restrictive character of the language now employed 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 instruments of authorization granted by the Commission entitling the holders to construct or operate radio apparatus shall in general be the subject of a written application. The next amendment adding new language to paragraph (a) of section 308 authorizes in emergencies or in time of war the issuance of construction permits of stations or the operation of radio apparatus during the emergency or war without the filing of a formal application.

The amendments to section 309 make it clear that any person filing an application described in section 309 is entitled as a matter of right to have his application handled in a different procedural way. This is not assured 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 under the theory that the Commission was 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 is hereby 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 (b)). 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 amendment 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 standard 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 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 licensing of broadcast facilities by candidates for public office. The amendments proposed are the deletion of the proviso clause now appearing in that section which provides that the license shall have no power of censorship over 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 Brothers Radio Station, decided March 25, 1940. In this case the Supreme Court said:

Supreme Court Ruling
In the Sanders Case

"But the act does not essay to regulate the business of the licensees. The Commission is given no supervisory control of the programs of business management or of policy. In short, the broadcasting field is open to anyone, provided there be an available frequency over which he can broadcast without interference to others, if he shows his competency, the adequacy of his equipment, and financial ability to make good use of the assigned channel."

Notwithstanding this pronouncement of the Supreme Court, notwithstanding the fact that no language can be found in the act which confers any right upon the Commission to concern 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 doing business in radio broadcasting should not be regarded as a common carrier, the Commission has nevertheless concerned itself more and more with such matters. The charge

THERE'S NOT ANOTHER LIKE IT!

DIRECT ROUTE TO AMERICA'S No. 1 MARKET
The Travelers Broadcasting Service Corporation
Member of NBC and New England Regional Networks
Represented by: WEED & COMPANY
New York, Boston, Chicago, San Francisco and Hollywood
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.

The amendment proposed spells out in black and white what it 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 obscene, indecent, or profane language by means of radio communication in any form.

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, or otherwise interfering with the rights of free speech. 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 much propaganda by radio is found in sustaining programs or programs which have no commercial sponsor. The adoption of this new section would carry the statutory 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. 335) of 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 public or political questions. This right of reply is to be exercised by the accredited representatives of the opposition political 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 515 of the 1927 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. 332), the effect of which would be to clarify the duties and responsibilities of a licensee whose station was used by a candidate for public office or by public officials or others discussing public and political questions. The no-censorship clause of section 515 of the present act does not adequately define the duties of a licensee under such circumstances.

Political Trend

Script Not to Be Altered

The proposed new section (sec. 333) 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 licensees 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 those 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

WELCOMING William J. Dunn, CBS chief of Far Eastern staff who has returned to New York for a vacation after a year in Sydney, Australia, CBS was host at luncheon attended by executives of the network and newspapers. Among those at the speakers table were (1 to r) Leo Fitzpatrick, executive vice-president of WJR, Detroit CBS affiliate; Dr. Frank Stanton, CBS vice-president; Mr. Dunn; Paul White, CBS director of public events and special features.

We’ll get your message across!

Under war’s impact, advertising procedures are shifting fast. New methods, new media must be found.

WSIX offers its full facilities to advertisers seeking adequate representation in the rich Nashville area. We shall be glad to furnish a hearing that this station has what it takes to do the job.
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 which 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 at 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, not unique or without precedent. Present language of section 402, and particularly the necessity of a fait accompli in order to effectual legal remedy, is so vague as to result in great doubt concerning the proper court in which to seek judicial review in any given case. Moreover, recent decisions of the United States Court of Appeals for the

CROSSING HANDS with L. C. Johnson, manager of WHEF, Rock Island, III., are two former staff members now on duty with the Navy. Visitors are Millicent Polley, former women's director, now salaried, 2nd class, in the WAVES, and L. (s.g.) Charles Volger, WHEF announcer on leave from a light cruiser on which he has served for more than two years.

District of Columbia and of the Supreme Court of the United States are such as to cast further doubt upon the meaning and application of these provisions.

Generally speaking, the same considerations which controlled the Attorney General's committee on administrative procedure in the making of its recommendations concerning judicial review of the decisions and orders of other administrative tribunals have prompted the amendments to section 402 here proposed. But we have gone further in certain respects than the Attorney General's committee and have attempted to adapt the theory of that report to the peculiar problems incident to the licensing of radio stations and the review of decisions and orders of the Commission in licensing such stations.

An important instance of an adaptation peculiar to the subject matter has to do with judicial review of actions instituted by the Commission against the holder of a license.

No Certiorari Granted

Individual Litigation

It is unfortunately the fact that since the organization of the Federal Radio Commission in 1927 certiorari has not been granted by the Supreme Court 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 this governmental agency and denied only one; it granted no 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 in 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 in this 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 judicial review of Commission action is to be a meaningful rather than an empty term.

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, order or requirement made in any 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 the 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
Commission resulting in such order or where the party seeking such review relies upon questions of law or fact upon which the Commission has been afforded no opportunity to pass.

SECTION 14

Section 14 of the bill proposes an amendment to paragraph (b) of Section 605 of the present act which deals with the cases heard by less than a quorum of the Commission or either division thereof. The procedure employed by the Commission in cases of this character has led to a great deal of controversy and there has been a decided lack of uniformity both in the handling of such matters and the character of reports submitted by the hearing officer.

The proposed amendment requires not only the submission of a uniform type of report setting out in detail and with particularity all basic or evidentiary facts developed as a result of the evidence taken but also conclusions of fact and law upon each issue submitted for hearing. It further makes mandatory the submission of oral argument by the Commission or the division having jurisdiction of any case upon request of any party before the entry of a final order. The Commission or division is also required to accompany any final order with a full statement in writing of all the relevant facts as well as conclusions of law upon those facts.

Provision Covering Declaratory Rulings

Here again an attempt has been made to conform to the recommendations of the report of the Attorney General's committee on administrative procedure, and these provisions, if enacted, would be wholly consistent with those recommendations or any legislation which may result therefrom.

Section 15 authorizes the issuance of declaratory rulings respecting the rights and liabilities of any person who is the holder of or applicant for a license or a construction permit.

It is proposed that whenever necessary to end a controversy or to remove substantial doubt and uncertainty as to the application of this act or of any regulation of the Commission to any such person, the Commission upon petition therefor, may hear and determine all matters and things in issue and may enter a judgment ruling, which shall have, in the absence of reversal after judicial proceeding, the same force and effect as a final order of the Commission and in the case of proceedings by the Commission having as their purpose the revocation, suspension, expiration, or failure to renew or extend an existing permit or license, the Commission shall be required to file such petition for declaratory relief.

Provision is made for notice and hearing upon any such petition and for appeal to the Court of Appeals of the District.

This proposal provides a means by which applicants and licensees may have a judicial determination as to questions of vital importance to their business without putting in jeopardy their very business existence.

SECTION 16

Section 16 of the bill proposes the addition of an entirely new section. This section is designed to curb an alleged tendency upon the part of the Commission to discriminate in a manner not authorized by the statute between applicants for broadcast and other radio facilities and to require as a condition to grants made, the doing of acts which the Commission has no authority under the statute to require.

When the Congress enacts a law creating an administrative tribunal and defines its powers, duties, and functions, we consider it as fundamental that the authority conferred must be limited by the enabling act. Such a tribunal has and must exercise those powers which are specifically enumerated. In addition, it must exercise those powers which are necessarily incident to the exercise by it of those powers expressly enumerated. It is not, however, authorized or permitted to set itself up as a general legislative body making its own rules of conduct and decision wholly apart from and beyond the language of the statute. The tendency to do this, prevalent among virtually all administrative tribunals, has recently become very aggravated at the Commission. In our opinion, must be arrested by the enactment of specific legislation along the lines here suggested.

Pack-Inrwin Satire

RICHARD PACK, publicity director of WOR, New York, and Theodore Irwin, associate editor of Look magazine, are co-authors of a satirical comedy about radio commentators and military experts. Entitled "Good Evening America", the play is being handled by the William Morris Agency, New York.
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 Kaderly, 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. A 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 29.

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 commentators. 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 network 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 10-21. 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 WCFL, Chicago.

KDKA, Pittsburgh, has been presenting a thrice-weekly series on gardens in Chicago. The program is a Sunday series. Advice to garden planters on WGN, Chicago, is given by Ben Markland, Chicago Tribune garden editor, and his guest gardening authorities Sunday mornings in the quarter-hour series, Know Your Onions.

Telling Solons

CUSTOM fell when the Texas Legislature invited Fulton Lewis jr., MBS commentator, to address a joint session, March 5. Leaders of both Houses agreed to waive the usual long weekend recess to hear Mr. Lewis, who visited the capital on a speaking tour.

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 Thrive 'Py-Vegetables, Vitamins and Victory—and runs a seasonal schedule of talks on topics such as production and purchase of seedling plants, early treatment of diseases of garden crops, and selecting and growing various crops for the family garden. On weekday programs, the program is presented by John Moyle, noted garden editor. On Sunday programs, the program is presented by Jack Mockett, noted garden editor.

Radio is doing an intelligent job of presenting the overall food in war program, according to William M. Spire, Radio Campaign Manager of OWI's Domestic Radio 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."

*81.2 to 96.8% of Radio Listeners in Fall 1942 Survey.
**Purely PROGRAMS**

**Postwar World**

POST WAR reconstruction in Canada and throughout the world is the theme of a series of Sunday afternoon discussions on the Canadian Broadcasting Corp. network, titled Of 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.

**Learn the Ropes**

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

**Artistic Pleasure**

COMBATTING wartime jitters is the purpose of Fantasy, 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.

**ARGENTINA’S RED ARGENTINA DE EMISORAS SPLENDID NETWORK OF 10 STATIONS**

**HJCS**

BOGOTA

50,000 WATTS

**MEXICO’S RADIO PROGRAMAS DE MEXICO NETWORK**

**CUBA’S**

R. H. C.

and CIRCUITO CMQ NETWORKS

**TGW**

GUATEMALA CITY

GUATEMALA

**HP5G-HOA**

PANAMA CITY

5,000 WATTS

**TIPG**

SAN JOSE

COSTA RICA

**HCIBF-HCIBD**

QUITO

ECUADOR

**PERU’S CIA, PERUANA DE RADIODIFUSION NETWORK OF 9 STATIONS**

**HHW-HH3W**

PORT-AU-PRINCE

HAITI

**ZFY**

GEORGETOWN

BRITISH GUIANA

**CHILE’S LA COOPERATIVA VITALICA NETWORK OF 8 STATIONS**

**RADIO CARCAS VENEZUELA 10,000 WATTS**

**HIN-HIIN CIUDAD TRUJILLO D. R.**

Let Us Give You the Facts and Figures on All the Great Radio Stations of Latin America

**PAN AMERICAN BROADCASTING COMPANY**

330 MADISON AVENUE, NEW YORK, N. Y.

IN CHICAGO — FRED JONES — 228 NO. 1A SALLE STREET

IN HOLLYWOOD — ROGER GRAYSON — 1532 HOLLWOOD BLVD.

NEW FORMAT of the weekly CBS Ceiling Unlimited was under scrutiny of this sponsor-agency trio during a recent production huddle. Dramatized quarter-hour series, sponsored by Lockheed & Vega Aircraft Corps., utilizes weekly change of guest stars. Script analysts (1 to 1) are John Messler, account executive of Foote, Cone & Belding, Los Angeles agency; Howard W. Cheney, advertising and sales promotion director of Lockheed & Vega Aircraft Corps., and Thomas Freeh-bair-Smith, agency producer of the program.
ANOTHER NOW THE PROGRAM  
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 

THE GRAND OPENING 
WCL THE S.B. WILSON 
CINCINNATI 

CBS WORLD NEWS 
ASSOCIATED PRESS UNITED PRESS
NETWORK ACE ... WCKY's NEWS EDITOR!

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 announcer 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 those, 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 be fascinating.

So the post-war radio receiving instrument, in all likelihood, will be at least a three-way device—as ingenious as the aural broadcasting 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" all will emanate from the same transmitting plant and will be "received" on the same home device. All this will 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 allocated in orderly fashion. The latter 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 CRISSES

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 able to stand by while the dirty, low down owner pushes the button. A good experienced stand-by turnover expert would be obtainable from Mr. Pettrillo's office for the modest weekly charge of—say $80.

By the way, does Mr. Pettrillo have his car destroyed every time he uses it? You should think of the poor automobile workers, Mr. Pettrillo.

C. F. H., Piqua, O.

JIMMY'S MISSING A CHANCE

THE MUSICIANS' Pettrillo could do a great deal of good and collect far more millions than he has ever dreamed of if he would only extend his benevolent protectortate to include other trades and professions which have been more or less supplanted by these two national disgraces of ours, progress and invention.

For instance, the poor candlestick makers must be in a terrible plight since kerosene lamps made their debut. Also the kerosene lamp workers certainly must be all on relief now since gas came into such general use for illumination.

Then there are the gas mantle workers who haven't had a full week's work since the electric lamp was so universally adopted. Their plight is far worse than that of the $90 a week musician who must train and practice from childhood to master the art of turning a phonograph record over.

Now there any earthly reason why a person buying a Mazda light globe shouldn't be required to purchase also one dozen 12-inch candles, one kerosene lamp, and a half-dozen gas mantles, and sign an agreement to break the Mazda globe immediately after using it the first time?

Also, there should be stringent laws with severe penalties for any one caught turning on an electric lamp unless one of the above mantled workers has been heard to stand by while the dirty, low down owner pushes the button. A good experienced stand-by turner-over expert would be obtainable from Mr. Pettrillo's office for the modest weekly charge of—say $80.

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C. F. H., Piqua, O.
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 KVOO, 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 carried him to the microphone as early as 1926.

Thus, Bee Arney describes himself as "an organization man" rather than a broadcaster. When he left the 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 seriously to radio in 1932, with a sustaining 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 NAV 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 atteds, Bee likes to use his deep voice by singing with a quartet. In his college days, he, his brother, and two friends earned the expenses of college at the early motion picture houses.

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 crowd- ed Washington is that he has no quartet ... "and little prospect of getting one," he says, "with all the tenors in the Army."
Exempts Newsmen

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 LAUGHLREY, 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.

BOB DICE, producer of the weekly Matinee Playhouse on KMET, Hollywood, is the father of a girl.

DAVE BROWN, continuity editor of KMCO, 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 Vanderven, from the editorial department of Hall Bros., Kansas City greeting card manufacturers, and Norma Kinzvit have joined the program department. New announcers are Dai Stollard, from KGNO, Dodge City, Kan., and Roy C. DeLisle, Jr., who was program director, and Bill Lang, from KGO, San Francisco, Ark. James Bunn is now a cadet in the Army Air Forces and Milton Grossman is to be inducted into the Army.

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

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

CHET GOWAN, announcer, is back at KRAL, Salina, Kan., after five months absence due to an operation.

BOB FULLER, announcer of WLSL, Chicago, Miss., has reported for duty with the Army Air Forces, reporting to the radio department of the Army Air Forces.

JERRY KEITH, announcer of WSLI, Jackson, Miss., has reported for duty with the Army Air Forces. Nancy Chambers, secretary, and Paul Dorman, formerly of WFOR, Detroit, Mich., have joined the staff. Announcer Roy Weyerud has recently received an operator's license.

HELEN BRATTUD, until recently in the magazine division of the CBS publicity department, has been named CBS fashion editor, replacing Rosellen Callahan, who resigned to become woman's page editor of newspaper Entertainment Weekly. MINSTY COYNE, secretary to Robert Sauder, assistant eastern sales manager of the BLUE, has joined the sales promotion staff where she will work on audience promotion activities.

VICTOR YOUNG has been assigned musical director of the weekly NBC Westinghouse Program during Hollywood origination starting March 7.

DRESSER DAHLSTEAD, former announcer of BLUE啵 Hollywood and now in the Army, has been assigned as instructor at Aerial Tech Institute, Hollywood.

FRED FOX, formerly of KYA and KSFO, San Francisco, has joined the Graves Branch of the OWI at San Francisco.

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

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

DON VICKRY, freelance writer, is at KLX, Oakland, Cal., and Ruth Falge has been with Bay area stations, in women's editor.

ELLIO T M. SANGER, Jr., son of Elliott M. Sanger, general manager of WQXR, New York, has been elected editor-in-chief of The Spectator, under the heading "twice-as-fast at Columbia U."

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

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

NORMAN NESBITT, announcer-newsreader of WWL, New Orleans, 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 Burruss, new to radio, replaces him.

ELSIE VONLOUERHT, secretary of Bill Robinson, OWI radio director of WLW, Cincinnati, has joined the OWI. George C. Biggs, program director, has been re-elected president of the Savings and Loan Association, comprising 1,400 employees of the Crosley Broadcasting and Mfg. Divs.

ROBERT HANES has joined WGY, Schenectady, N. Y., as announcer, leaving WOPR, Boston, where he was musical director.

RAYMOND KNIGHT, writer-director-actor, in radio since 1928 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 Frazee, resigned. Stuart Buchanan has been named head of the BLUE script division, replacing Ron Fordson, resigned.

JOHN MEDBURY and Selma Diamond have been added to the writers' staff of the weekly CBS Pabst Blue Ribbon Bobb Show, starting March 27. Other writers include Mel Ronson, Lou Pollack, Harry Edelman, Phil Cahn and Jim Robinson.

WARREN McALLEN has left the CBS press department to join the NBC press department.

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

WILLIAM KIR-STINOM has left the publicity staff of WBBM, Chicago, to join the U. S. Public Health Service, Bethesda, Md. as information specialist.

BEHIND THE MIKE

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

DAVE ELTON, NBC producer of the weekly Fibber 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.

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

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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 WAVE—and can be reached with WAVE for far less than the cost of any other medium! Want to hear about some more of our sterling qualities?

LOUISVILLE'S WAVE

N. B. C.

5000 WATTS . 970 KC

FREE & PETERS, INC.

NATIONAL REPRESENTATIVES

Page 30 • March 8, 1943

BROADCASTING • Broadcast Advertising
HILL GORDON, writer-producer of Don Lee Broadcasting System, Hollywood, has been inducted into the Army and reported for St. Douglas, Utah.

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

JOAN CANNON, Hollywood producer of McClung-Edelson on the weekly CBS Dr. Edelson, 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 LEPPERT PETERSON, only woman member of the Montana Legislature and at one time women's program director of KGVO, Missoula, Mont., was made a special session of the legislature for an induction of WAACS.

DICK TUCKER, announcing producer of Wqm, Fitchburg, Mass., has announced active service by the Army. Bob Asher, at Fitchburg, now 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 transcription. 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 KNON, St. Louis, is father of a girl. Avery is with his family in Aberdeen, S. D., awaiting call as an aviation cadet.

CARL HOIEN, former announcer of WBBM, Chicago, has been made musical director of KWK, St. Louis.
KAE NORDIN, CBS Hollywood, has joined James L. Saphier Agency, talent service, as side to Tom McAvity, producer of the CBS Ransom Sherman Show.

J. WALTERS has the announcing assignment on the weekly 60-minute program, Opportunity PDQ, sponsored by Petroil, Corp., on KNX, Hollywood.

RICHARD GLYER, actor, has joined KLX, Minneapolis, as announcer.

LEROY STULTS and Ray Streete, formerly of WIB, Kansas City and WHA, Madison, Wis., have joined the announcing staff of WGN, replacing Jerry Kaufman and Frank Sweaney, who have joined the Army and Navy, respectively. Edward Gardner Jr., short story writer, has joined the continuity staff succeeding Carlyle Stev- ens, now in the Army.

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

HILDA BACH, 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 KOB, Albuquerque, has been signed to programming and promotion of KOB, Albuquerque, by Don Andrews, owner-

WILLIAM THOMAS LAZAR, formerly of WIB, Madison, Wis., and Harry Arthur Wood, former announcer of WWJ, Detroit, joined the announcing staff of WWJ, Detroit. Join Alvin Hofstotd, known in Detroit as John Arthur Wood, is leaving for the Coast under contract to Warner Bros.

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

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

BOB REIENLODT, former program manager of KWK, Albany, Ore., has been appointed to production manager. Betty Lou Willbanks has been as- signed to programming and promotion.

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

BOB EMERICK, 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 nighttime listeners—49% of the daytime listeners—99% 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.**

**WJHL**

Johnson City, Tenn. - W. Hanes Lancaster, President

**BROADCASTING** • Broadcast Advertising
FIVE OF 35 staff members of WHOM, Jersey City, who gave a pint of blood to the Red Cross Blood Plasma Bank during the station's 16 broadcasts in one day, encouraging foreign language listeners to contribute to the Blood Bank. Programs were broadcast in Jewish, Lithuanian, Russian, Polish, German, English and Italian. Enjoying the "party" are (1 to r): Joseph Lang, general manager of WHOM, Mrs. Joseph Perell, Mrs. Al Karp, Mrs. Leo Licholt and on the cot, Mrs. Joseph Savalli, all of the office staff, whose husbands are in the armed forces.

WLOH Rejects Offer To Use "Post" Ad Free
AFFIRMING that small radio stations believe advertising a proper wartime function, Edgar Parsons, general manager of WLOH, Jacksonville, Ill., declined in a letter to MacFarland, Aveyard & Co., Chicago, the agency's suggestion that the station use "free of charge" advertising copy from a double-page Stewart-Warner ad in The Saturday Evening Post.

Worthy as it is, Mr. Parsons wrote the agency, the campaign is another example why small radio stations are operating under reduced revenues "while the large networks and the national magazines are becoming wealthy from the war effort."

We believe national advertisers should advertise in wartime as well as in peacetime . . . but we also believe that some of the advertising should be placed with the media which are contributing as much or more to the national war effort as national magazines," his letter continued. "I refer of course to the small radio station" which broadcasts 12 to 16 OWI announcements daily, contributes time and talent for War Bond sales, and cooperates with local Civilian Defense and other war agencies.

Radio Training Course Is Taken by 265 Women
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 supplementary experience in the WAVS radio laboratory at the Hotel Ansonia, Broadway and 73rd Street, New York. The women learn to handle meters, build receivers and transmitters 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 Monroe, 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 65,000,000 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 reviewed. Technical assistance available in the production of some programs is recorded.

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 recent coincidental survey by the Pulse of New York Inc. Programs included Italian, Yiddish, Polish and German on New York stations WOY, WEVD, WHOM, WBNX and WBYN. A breakdown reveals men listeners accounting for 22.9% and women 77.1% of the foreign language audience, while men listeners to English language programs account for only 15.8% of the audience, the women 84.2%.
WEN, Chicago

Mandel Bros., Chicago (store), 168 sp weekly, 52 weeks, thru Schwimmer & Scott.

Stiteway Drug Co., Chicago (stores), 7 ap weekly, 52 weeks, thru American Ad., Chicago.

Mathews Nursery Landscape Service, Gary, Ind., 5 sp weekly, 7 weeks, direct.

Country Boy, Inc., Chicago (country), 4 sp weekly, 52 weeks, thru Schwimmer & Scott, Chicago.

Exquisite Inc., Chicago (exquisite), 80 in, thru Schwimmer & Scott, Chicago.

WMAC, Chicago

Chicago Sun, Chicago, Ill., 15 as weekly, 12 weeks, thru Leo Burnett Co., Chicago.

Morton Salt Co., Chicago, 10 as weekly, 4 weeks, thru J. Walter Thompson Co., Chicago.

Kraft Foods Co., Chicago, 8 sp weekly, thru Leo Burnett Co., Chicago.

KQW, San Francisco

Cooperative League of USA, New York, weekly sp, thru Atherton & Currier, N. Y.

Poultry Tribune, Chicago, 8 sp weekly, thru First United Broadcasters, Chicago.

Sunmilk Bakery, Chicago, 3 sp weekly, thru E. E. Long Co., Chicago.


KECA, Los Angeles

Kreco Products Co., Arcadia, Cal. (Kreco), 2 ap weekly, 52 weeks, thru Barton A. Bicknell Adv., Los Angeles.

The Frito Co., Dallas (Frito), 3 sp weekly, 11 weeks, Ray K. Glenn Adv., Dallas.

West Coast Soap Co., Oakland, Cal. (Powwer cleaner), weekly sp, thru Brisker, Davis & Van Norden, San Francisco.

KFI, Los Angeles


Langendorf United Bakers, San Francisco, 18 ap weekly, thru Ruthrauff & Ryan, San Francisco.

Reader's Digest Assn., Evanston, Ill. (magazine), 3 sp weekly, thru BBDO, N. Y.

CKBI, Prince Albert, Sask

Thomas J., Lipton Ltd., Toronto (teas), 150 sp weekly, thru Victor & Ben, Winnipeg.

McFadyen Seed Co., Winnipeg, Man., 100 sp weekly, thru Norris-Paterson, Winnipeg.
Woods Wins
MARK WOODS, president of the BLUE, was winner of the $100 first prize in the March 1 True or False program, when it originated in Milburn, N. J., for a Red Cross benefit performance. A resident of Short Hills, N. J., Mr. Woods, as one of a group of prominent Jerseyites pitted against six Red Cross workers, donated his prize to the Red Cross. The program is sponsored on the BLUE by J. B. Williams Co.

National Schools, Los Angeles (muchists), in a 15-week campaign which started Feb. 22 is sponsoring a daily quarter-hour broadcast on KFAC, that city. Adolph Wendl, Adv., Los Angeles, has the account.

BAYWOOD PARK ESTATES, Morro Bay, Cal. (real estate), on Feb. 19 started sponsoring a series of quarter-hour programs of recorded music and news on KRXD 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), in a 15-week campaign starting March 1 is sponsoring fifteen-minute a week in the morning program, Family Nutrition in Wartime, on KFWE, Hollywood, Calif. Other national participating sponsors. Los Angeles agencies include National Biscuit Co. (Shreddies), through Botsford, Constantine & Gardner; Wilson Packing Co. (morte), thru Bratcher, Davis & Van Norden; Seasonettes Distributors (seasoning salt) and Van Camp’s Inc. (Tremont), through Eugene F. Rouse & Co.

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

WOODALL ORTHOPAEDIC Appliance Co., Los Angeles, new to radio, has started Facing Facts With Hal Styles, a three-week quarter-hour on KFWE, Hollywood. Contract is for 52 weeks. Agency is Lochwood-Shaefbelt Adv., Los Angeles.

Foreman & Clark, Los Angeles (chain stores), on March 1 started sponsoring a daily early morning program, Today in the News, on KNX, that city. Contract is for 30 weeks. Ted 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 KFWE, Hollywood. Joe Yovman and Tony Howard handle the program, discussing positions open and necessary qualifications. Contract is for 52 weeks, with placement through Charles H. Shaw Adv., Hollywood.

ROBERTS BIOLOGICAL Laboratory, Toronto (Vitavax 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 20 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.

You keep customers when you keep spots before their ears!

*ASK A JOHN BLAIR MAN ABOUT SPOT RADIO*
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' aids 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 (1 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 Belding, Los Angeles manager and chairman of the board of Foute, Cone & Belding, successor to Lord & Thomas, nationwide agency.

Jurisdiction Issue Pressed by Miles

Declaratory Judgment Sought To Restrain FTC Action

FEDERAL courts cannot declare, or '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 claims 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; WHPS, Hopkinsville, and WPAD, Paducah, the Lackey stations; WLJ, Bowling Green; WHLN, Harlan; WGRG, Louisville, and WOME, Owensboro.

At a recent meeting with John A. Tootill, executive manager of Burrell-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, WLJ; Richard B. Helms and J. Francis Fye, WHLN; J. Porter Smith and Charles Lee Harris, WGRG, and Hugh O. Potter, WOME.

Broadcasting • Broadcast Advertising
VIOLA BURNS of the auditing 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. Gibbas, previously associated with Buchanan & Co., New York, and recently on special assignment for the Personnel Division, has joined the copy department.

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

HERB POLEZIE, 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-president of BBDO, New York. Both have been with the agency since 1915. Mr. Blackwell is a newspaper writer and a copywriter for McGraw-Hill before joining Batten in 1923. Mr. Palmer, who joined in 1916, has been specializing in copy on packaged goods.

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

OTIS BEEHAN, once an account executive of Aubrey, Moore & Wallace and McNean-Erickson, Chicago, has joined the newly formed Wallace-Ferry-Hanly agency in Chicago, as assistant to Mr. Wallace. Birdie Zumph and Marian Palley 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 1230 Sixth Ave. to 10 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 OF THE PROGRAMS

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

NATIVE SARATOGIANS, though, point with pride to the city's work-a-day side—industrial plants which turn out about $5,000,000 worth of products annually.

In the Hudson Circle, where the cities are scattered and the conductivity only fair, it takes power to put together a 134-billion-dollar retail market. WGY—with the region's highest peak (50,000 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 1/4 times as many listeners as the next nearest competitor.

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 resorts and spas, Saratoga sees its population rise from less than 14,000 in winter to 55,000 during the "Season."

* A market which includes such cities as Schenectady, Troy, Albany, Pittsfield, Utica, Binghamton, Burlington, Elmira, Kingston, Poughkeepsie, Rome, Amsterdam.
B & B Names Craig

WALTER CRAIG, of the radio department of Benton & Bowles, New York, since last fall, has been named head of the department, replacing Kirby Hawkes, who is entering the armed forces in the near future. Mr. Hawkes continues in an advisory capacity at the agency until he is sworn in. Assisting Mr. Craig will be Don Cope, who has supervised production for numerous B & B programs during the last seven years, and Roy Bailey, who will supervise scripts.

THE RIGHT INTRODUCTION
Builds Solid Friendships

No outsider has built the enduring friendships that WMBD enjoys in PEORIA! Folk's here depend on Peoria's only radio station for entertainment, news, and public service features. It's the one medium that gives complete coverage of PEORIA—17 of Central Illinois' richest agricultural-industrial counties.

NEW CONLAN SURVEY SHOWS WMBD DOMINANT

36,955 completed calls survey by Robert S. Conlan & Associates proves WMBD out in front morning, afternoon, and evening. It's an eye-opener!

WMBD PEORIA, ILL.

CALL Free & Peters or write WMBD

WMBD IS A MEMBER OF CBS

RADIO TO ASSIST BLACK MART DRIVE

A SPECIAL radio and press advertising campaign to fight the black market in meat is being mapped by OPA. Price Administrator Preston M. Brown told his news conference here Wednesday.

Although plans are still incomplete, Lou R. Maxon, Detroit advertising executive now handling OPA public relations, said that it probably would involve use of food industry paid time, in addition to the time already given by food people cooperating in the six-point D.W.I. over-all food campaign. [BROADCASTING, Feb. 8.]

The advertising drive would be part of a four-point offensive against the black market, including "community ceilings" on meat, licensing of slaughterers, and prosecution of offenders. Copy would stress dangers of eating black market meat.

Extent of the radio advertising has not been determined, nor has OPA yet learned whether it will result in the purchase of additional time by the meat industry. Since black markets are considered an emergency rationing problem, it is probable that complete plans will be approved within a few days.

TRANSCRIPTIONS of the weekly BLUE Free World Theatre, half-hour program sponsored by Lucky Strike Cigarettes, are being made in the Spanish and Portuguese languages under supervision of the Office of Coordinator of Inter-American Affairs for release to Latin American republics.

PLenty of radios were donated to supply soldiers in camps and hospitals of the New Orleans area, after a few brief plugs on Dawn Buster, early morning program of WWL, New Orleans. Louie Bono (1), the "Dixie Buckaroo" of the program, and Irving Vitacovich, musical director and m.c., congratulate each other on the first day's haul.

AMERICAN TOBACCO SIGNS SELF-RENEWAL ON WNEW

SECOND self-perpetuating contract which renews itself automatically every 13 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 was explained, said 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 David Rayne, entertainer. It will air Saturday nights (KXOIK KROY KQW KOIN KIRO KPFI). Contract is for 52 weeks. Titled Stop and Go, weekly program will be built around ability of contestants to answer questions of general 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 leeway. Licenses, by what- ever 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 broad- cast stations the new bill sets up guide-posts for the Commission which would prevent it from ex- erciising supervisory control of pro- grams, 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 con- trol both the character and source of program material and the con- tractual or other arrangements made by the licensee for the acquisi- tion of such material," Senator White said. The bill and the amend- ment 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 con- troversy 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. Sen- ator White as he explained the new section said it was not with the intention of preventing any freedom of speech, but simply to eliminate any false identification of speaker's opinion in the interests of a just and fair discussion of public affairs.

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 dis- cussion of political questions. This right is to be exercised by the duly qualified representative of the 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 in- stance, the station has allowed its facilities to be used.

Another new section, likewise advocated by Senator Wheeler, would enlarge 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 indi- viduals involved are duly qualified candidates for public office. Broad- casters, 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 re- ply shall be afforded "upon the same terms and conditions as the initial discussion," Senator White said. It authorizes the Commission to make such rules and regulations as are necessary to carry out the provision. This would mean, it is presumed, that if a speaker on one side of a pub- lic or political question has a net- work of 50 stations, the opposing speaker is entitled to an equal number of outlets, to make for the same audience opportunities.

Apropos the censorship aspect the bill provides that a station li- censee shall not have the power to censor or alter script or in any way affect or control the "politi- cal or partisan trend of any ma- terial" submitted by the speaker. Censorship would only extend to elimination of material which ad- vances over the Government by force or violence, or which might subject the licensee to dam- ages or penalties.

A number of sections in the bill are given over to appellate and procedural provisions, largely ad- vocated by a committee of the Fed- eral Communications Bar Assn., and by the Attorney General's Committee on Administrative Pro- cedure. A direct appeal to the Su- preme Court to insure review of cases involving important issues affecting the continued operation of stations would be provided. This was promised on the fact that since the organization of the FCC in 1927, the highest tribunal has granted certiorari in only one case upon the application of an individ- ual litigant, whereas practically all of the Government's requests for review have been granted.

The declaratory ruling provision, proposed by Neville Miller, would provide a means by which appli- cants and licensees may have a judicial determination as to ques- tions of vital importance to their business "without putting it in jeo- pardy their very business existence," said Senator White.

'Sanctions' Would Be Out

The final section, which would prevent the FCC from effecting any "sanctions" upon licensees, was explained by Senator White as one designed to curb "an alleged ten- dency upon the part of the Com- mission to discriminate in a man- ner not authorized by the statute between applicants for broadcast and other related facilities and to require as a condition to grants made, the doing of acts which the Commission has no authority under the statute to require." Discussing administrative tribunals generally, Mr. White said they are not authorized to set themselves up as general legislative bodies, making their own conduct and decisions wholly apart from and beyond the language of the statute. The tendency to do this, prevalent among virtually all administrative agencies, "has recently become very aggravated at the Commission. This, in our opinion, must be arrested by the enact- ment of specific legislation along the lines here suggested," he added.
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

None of the contention 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 West, urged the public to listen to the radio for the all-clear signal.

When the Office of Censorship called the Code provisions to the attention of the Army, the Eastern Defense Command continued the broadcast of all-clear signals under the classification of the same paragraph which reads: "This is intended to place no proscription 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 signal.

To avoid a conflict with Paragraph (e) Section II of the Code, the Army has decided to use the Code as a basis for the announcement of the all-clear.

AUDITION BY PHONE

WHAM New York

WHEN the advertising manager of Radio Station WHAM, Rochester, 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 his 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 Citizen 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.

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

WHAMLAND-- A BILLION DOLLAR RETAIL MARKET

There are a lot of retail dollars in WHAM-land ... 1,103 million of them according to latest available figures. Today, when you buy at WHAM you're getting more dollar goods at higher prices, and 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 the dial the focal point of listener loyalty in the area's 900,000 radio homes.

National Representatives:

GEORGE P. HOLLINGER CO. 50,000 Watts ... Clear Channel ... 1180 Kilowatt ... Full Time ... Affiliated with the National Broadcast Co. and the Blue Network, Inc.

POCATELLO, IDAHO National Representatives

The Walker Co. Homer Griffith Co.

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 warehouse. The Heinz Co. has installed honey packing facilities in its factory in Muscatine, Iowa. Advertising plans have not been announced. Maxon Inc., Detroit, is agency.

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, as a member of the 9th Air Force, was serving as a navigator on a Flying Fortress.

AGENCY Appointments


GUM LIPS, Clifton Heights, Pa., to McCann-Erickson, New York, for Ivoryline Household Gum. No radio contemplated this year.


PITTSBURGHER HOTEL Pittsburgh, Pa., to W. Earl Bothwell Adv. Agency, Pitts- burg, Radio, newspapers, magazine, trade papers and outdoor signs will be used.

COOPERATIVE OLIVE Products Ass'n, Fresno, Cal. (Crest bottled olive oil), to Gerth-PacifiCorp., Los Angeles. All newspaper and outdoor advertising is planned.


THE 5000 WATT Voice of the Tri-Cities ROCK ISLAND - DAVENPORT - MOLINE Rock Island Arsenal Up 387% since Sept. '39. Uncle Sam's workers make good customers.

THE 1270 KC FULL TIME Affiliate: Rock Island ARGUS Basic Mutual Network
INSPECTION TOUR of KGER, Long Beach, Cal., new transmitter building was made by (1 to r): C. Merwin Dobyns, 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 Crossley Declines On Broadcast of Feb. 22
PRESIDENT ROOSEVELT'S four-network broadcast on Washington'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 Analysis 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 audience listening records during February, according to reports released by the Cooperative Analysis 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 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 "exclusive" item about Miss Barrymore 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 cancellations of tickets resulted.

Gillette Fights
GILLETTE SAFETY RAZOR CORP., Boston, sponsor of Madison Square boxing bouts on Mutual, has scheduled the Tami Mauriello-Jimmy Divias fight March 12 and the Sammy Angotti-Wilie Petaja fight March 10 on the full network starting at 10 p.m. Gillette sponsored the battle between Fritzi Zivic and Beau Jack March 5. Maxon Inc., New York, is agency.

Fly Says FCC Not Inclined to Reopen Newspaper Divorce Controversy
THAT THE FCC is not disposed to reopen the newspaper divorce controversy, which has been dormant for weeks, 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 conference 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 pressing question at this time in view of the fact that there can't be any construction anyway." He referred to the "freeze order" on construction.

Congressional Pressure
Asked whether applications involving newspaper-owned or affiliated stations were not "held up", Mr. Fly said most of them are controlled by rules forbidding new construction, 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 disposed to resurrect any controversial issues at this time. The newspaper ownership issue was bitterly contested, and probably will be an important phase of the several inquiries destined to get underway in Congress this session.

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

Roughly, it was estimated that the inquiry, which began July 23, 1941, cost approximately $250,000. The record includes almost 3,500 pages of testimony gathered during 24 hearing days from a total of 52 witnesses. The Commission called 42 witnesses and experts. The Newspaper Radio Committee, representing newspaper-owned stations, presented 10 witnesses. Included in the record are 407 exhibits.

The Newspaper Radio Committee will hold its third annual meeting in New York April 20 at the Waldorf-Astoria during the ses-

Beer on Television
PETER HAND, co-founder of the "Human Side of Sports" on W9XUB, Chicago, is experimenting in television with a new weekly series, featuring Guy Sage, who does the same quarter-hour Sportscast nightly on WGN, Chicago. Visual as well as audio commercials are used. Agency is Mitchell-Paust, Chicago.

Heavyweight Champ!
WOAI, in San Antonio, has a higher combined percentage of day and night listeners than any other station in any American 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 extends 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 PETRY & 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 broadcaster's 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 about 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 original demand increases of 15.7% (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 agencies, 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 Labor Board. 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, 1943; and includes a cost-of-living clause permitting the union to reopen the contract at any time after Nov. 1, 1943, 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, however, 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 boost 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. Myers, attorney, NBC; I. S. Becker, assistant director of operations, CBS; Emanuel Bennett, attorney, WGN; Phil Louches, attorney, WLS; Julius F. Seebach Jr., vice-president in charge of programs, WOR.

AFRA was represented by Mrs. Emily Holt, national executive secretary; George Jaffe, counsel; AFRA board of directors included: A. K. Spencer, J. Walter Thompson Co.; James Gautier, Blackett & Hummert; Leonard T. Bush, Compton Adv.; John Hynes, Foote, Cone & Belding; C. I. Ayers, Ruthrauff & Ryan; Diana Bourbon, Ward Wheelock Co.; Carlos Franco, John Kucera, Young & Rubicam.

WARTIME WISDOM:
Invest in RESULTS!

CKLW
in the
DETROIT AREA
at 800 kc.

This live-wire station blankets this rich, war-busy market 22 hours out of every day! Our primary area covers the homes of over eight million people...and 5,000 watts day and night at 800 kc. assures a strong clear signal to the farthest reaches of this dynamic buying radius. Rates give you more sales-impact for less!

AP
WRC, Washington, D.C.

...complete and accurate. Whenever there is conflict it is good to know we can use AP and be sure.

Steve Douglas, Sports.

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

BROADCASTING • Broadcast Advertising

Stag Beer Schedule

GRIESEIDIECK WESTERN Brewery Co., Belleville, Ill. (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 negotiations.

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

Announcers File Application

The contract covers about 20 announcers, bookkeepers and salesmen, according to IBEW, and provides 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 submitted applications from eight staff members. It included in the announcer’s unit the m.c. of an early morning program, who announces and produces a show and reads commercial identifications and reading commercials.

Significant, however, was exclusion from the unit of Douglas McNamee, assistant production manager, 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 work week was considerably longer than other announcers.

P & G Spots on WJZ

PROCTER & GAMBLE CO., Cincinnati, as part of its spot campaign 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 station 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 Farm Stores, listeners get entry blanks at stores. Contest is part of the WLAC Farm Front program at 6:30 a.m.

ANNOUNCEMENT last week that Quaker Oats Co. and Campbell Soup Co. have taken the full CBS network for That Breeze Boy and the Milton Berle Show, respectively, led to disclosure by CBS that 21 sponsors now use the network’s full facilities of 116 stations 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 renewal March 5. These additions bring to 39 the number of individual commercial program periods weekly heard on the full network.

413 Hours Added

The revised survey of CBS advertisers availing themselves of the 15% discount plan also reveals that 413 hours and 40 minutes weekly have been added to the CBS commercial schedule. Individual affiliates benefiting by the plan with one or more programs total 85. 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 66 stations have added 5 or more new program periods per week.

A total of 23 CBS programs have had their station list increased 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; Philtco’s Our Secret Weapon, and Campbell’s Milton Berle Show.

Following is the complete list of CBS shows heard on the full network:


Insurance Campaign

ALLSTATE INSURANCE Co., Chicago, on March 1 started a morning schedule of one-minute transcribed announcements on six Chicago stations WMAQ WBBM WLS WJJD WIND WCFL. Contracts are for 26 weeks. Agency is Ruthrauff & Ryan, Chicago.

Wash. Radio Bills

BILL REQUIRING news commentators and analysts to state names of sponsors that are filed in Washington State Senate following several local broadcasts as reportedly annoying to legislators. News reporters, commentators and persons speaking on political subjects or those of general interest are covered by the provisions, with only national broadcasts originating outside of the state covered. So undrafted statute filed in the lower house would require that statements of sponsorship and financial responsibility, including income, liabilities and assets, be filed with station operators 24 hours before any broadcast. These would be available to the public for six months.
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 was being used 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 replac- ing him with a pro-Democrat, it could mean control of the ether waves in the all-important 1944 campaign," the Dunn article said. It charged that the "big chains" already are giving the "re-actionaries more time than they do pro-labor or pro-New Deal speakers.

The Dunn story pointed out that Mr. and Mrs. Garey accompanied Gov. Smith on his visit to Ireland and the Vatican in 1938. The Garey law firm was originally Garey & Garey, the Federated Press story said. The name was changed on Nov. 16, 1941, when B. E. Desver- nine, prominent New York attorney who was described as the "labor- fighting president of the Crucible Steel Co. of America," joined the firm. "Desvernine is an old friend of Herbert Hoover and was a leader of the Liberty League.

Following the conferences 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 fol- lowing 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 Communistic tinge" and that "Fly wants the Government to take over all broadcasting—in other words, Government ownership".

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

ALTHOUGH no clarity appeared in the national manpower muddle, radio's position took a more positive turn as the result of NAB inspired meetings with station officials in Washington, Baltimore and Spring- field, Mass., to obtain precise in- formation on the actual effect of operation under the 48 hour week controls.

The Dunn story pointed out that the regulations governing op- eration of the 48-hour week in critical areas were necessarily broad to allow for the very purpose of regional area control.

Questions as to the effect of the 48 hour week on prevailing union contracts were only answered in part. WMC insists that its regu- lations overrides such provisions which prevent time over 40 hours per week. However there has been no official statement with regard to its effect upon contracts which specifically calls for five day weeks nor upon terms governing rate of overtime pay. For the present, in- dustry officials in Washington in- dicate that they interpret the regulation to mean that they must pay agreed overtime rates for all time over 40 unless contracts specifically stipulate otherwise.

Location and coverage of the re- gions, with regional officers, are:

Region I — Post Office Square, Boston (Mas., N. H., Vt., Conn., R. L. Mass.), Joseph A. Smith.


Region V—221 Union Commerce Building (Ky., Ohio, Mich.), Robert C. Goodwin.

Region VI—222 West Adams St, Chicago (Ind., Ill., Ill.), William H. Spencer.

Region VII—160 Franklin St., N. W., At- lanta (Ala., Miss., Ky., Tenn.), Bowman F. Aarhe.

Region VIII—400 West Adams Bldg., Minneapolis (Minn., Ia., N. D., B. D., Neb.), Frank M. Barlow Jr.

Region IX—466 Fidellay Bldg., Kansas City (Mo., Ark., Kans., Okla.), Ed McDonald.

Region X—New Merchantile National Bank Bldg., Dallas (Tex., La., N. M.), James H. Sloan.


Sample Cities Study 48 Hour Edict

As WMC Weighs Essentiality Shakeup

The Busiest

Commercial Radio Station

of the Maritimes

CHNS

HALIFAX
NOVA SCOTIA

The Busiest Commercial Radio Station of the Maritimes

JOS. WEADE & CO.
350 Madison Avenue, New York

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BROADCASTING • Broadcast Advertising
Fate of Clear Channels Rests With Supreme Court In KOA-WHDH Case

THE FATE of the clear channel as a means of supplying rural and remote coverage will be argued in the Supreme Court next Thursday or Friday. The FCC has called for arguments on the decision of the U. S. Court of Appeals for the District of Columbia, reversing its breakdown of the 850 kc. clear channel upon which KOA, Denver, has been the dominant station. WHDH, Boston, first was assigned fulltime on the wave and subsequently the Commission authorized WJW, Akron, to operate on the frequency with 5,000 watts fulltime, approving its removal to Cleveland.

Solicitor General Charles E. Fahy, who last week defended the Government's brief in the case, is expected to argue for the FCC. The Government contended that NBC, as licensee of KOA, had adequate, opportune time to present its rights in the WJW matter, whereas the lower court, in a 4-2 opinion, held that the Commission had erred in not giving NBC the opportunity to intervene and present its rights.

Related to WJW Case

The KOA-WHDH case marked the first proceeding since the 1941 reallocation involving breakdowns of a clear channel through duplicated operation. Five separate opinions were issued in the lower court in the KOA case, the other two the Commission and remanding the issue for hearing. Four of the six judges, however, concurred in the fundamental view that stations are entitled to hearing practically as a matter of right when they can show substantive injury.

NBC petitioned the FCC to postpone the hearing because of the "similarity and close relationship of many of the basic issues presented by both of these matters." It held the ends of justice would best be served by conducting the hearing on the WJW application after the final decision in the KOA case. In view of these facts, NBC 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 the KOA-WHDH case and subject to termination without notice or hearing in the event the Commission denies that application. The Government wants the case 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 in the first instance was successful on 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 held NBC had no right to intervene in the WHDH proceedings, in view of the Communications Act. Apart from statutory grounds, 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 granting or extension of a license to an applicant.

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

There Can Only Be ONE REASON!

"Our listeners are our best friends!"

Here are just a few of WLIB's advertisers:

- Kellogg's
- Coca-Cola
- Quaker Oats
- Proctor & Gamble
- Lipton
- Maxwell House
- Maxwell House

And We're Not Even A Year Old!

WLIB's unique program policy of "the popular classics with a blend of the modern, and news" has created a large, responsive daytime-listening market that none of our contemporaries consistently serve! That's ONE BIG REASON why so many national and local advertisers have quickly discovered WLIB's remarkable power to make cash registers ring.

9,218 FAMILIES TELL ALL ABOUT LISTENING HABITS

Get latest survey — no cost!

Here's how to get next to the billion-dollar Iowa market! New, important all-inclusive "Iowa Listening Survey" covers all 99 counties, discloses 5-year trends in listening habits and preferences as to station and program. Maps and facts on Iowa listeners in various age groups and occupational levels -- city, small-town and farm. You need not do the good job in Iowa. Get it today! No cost, no obligation.

Central Broadcasting Co.,
912 Walnut St., Des Moines, Iowa

NEW YORK'S

"THE VOICE OF REALITY"

Clear Channel - 1190 on your dial

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.

NAB Sales Managers

Plan New York Session

To study industry problems, the NAB Sales Managers Executive Committee is scheduled to meet March 9 in the New NAB headquarters office, 535 Fifth Ave., New York. On the agenda are the Retail Promotion Committee Plan, the small station problem, free time requests, combination of continuity for two or more products in a single announcement, coverage maps, audience measurement and the proposed Declaration of Independence for radio.

Expected to attend are: John M. Outlier Jr., Chairman, WSB, Atlanta; Frank R. Willing, WOR, New York; William Malo, WDRC, Hartford, Conn.; Dietrich Dirks, KTRI, Sioux City, Ia.; Donald D. Davis, WHB, Kansas City, Mo.; Arthur Hull Hayes, WABC, New York, N. Y.; George H. Frey, NBC, New York.

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 as a sweeping change, affecting graphic arts and other sections of the Domestic Branch. The Radio Bureau, however, will remain intact, Mr. Cowles told BROADCASTING last Friday.

OWI's Radio Bureau soon will be headed by Donald J. Stauffer, vice-president in charge of radio for Ruthrauff & Ryan, who has been granted leave of absence effective March 15. He succeeds William B. 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 immediately.

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 will be selected from among the NAB from among women who have not previously been trained for radio operation.

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BROADCASTING • Broadcast Advertising

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 at Baltimore. Reports of optimistic statements have been made on it since Prentiss 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 Field Advertising Director 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 not had 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. He pointed out that it offers dealers a real incentive to try to reach the public.

“I believe that the dealers 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 of commodities when manufacturers reconvert [Broadcasting, Jan. 11]. The purchase price is to be paid in real instalment payments over 12 to 25 months. Certificates would 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 Navy officers and Congressmen.

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 service men to stock 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 Dept. of Agriculture this week is expected to announce a new policy in which the help of advertisers will be sought in carrying wartime food 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 said he added that there would be no endorsement of commercial products by Department personnel in some broadcast programs that have 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 expected that the Department’s wartime policy in connection with participation in advertising will make it plain that the Department continues to request radio networks and station licenses for sustaining time in which to present special programs of information that is not desired for presentation by advertising sponsors, and that the Department relies upon the previous expressions of the radio industry that time always will be available for public service use by Governmental and civic agencies.

Wallace Quits Seeds

THOMAS J. WALLACE resigned March 1 as vice-president in charge of Radio of Russel M. Seeds Co., Chicago. He will shortly establish a radio production firm in Chicago.

Mr. Wallace is expected to be succeeded by John Kettlewell, Seeds’ vice-president in charge of the Groves Lab. account, who has been commissioned a lieutenant in the Navy and will be attached to the Ninth Naval District procurement office Chicago.

Elgin Margarine Test

B. S. PEARSALL Butter Co., Elgin, Ill. (Elgin brand margarine), through its representative, C. F. Kraatz, Chicago, is using tests in two Tennessee markets: 36 days prior announcements a week on WMCM, Memphis, and 26 a week on WISX, Nashville.}

CONNOR EXPLAINS OWI TO STATIONS

MEETINGS with station management to perfect the operation of the Office of War Information’s Radio Bureau plans will occupy the attention of Richard F. Connor, chief of the station relations section, for two weeks beginning March 19.

From there he will proceed to meetings in Michigan, the Northwest, the Pacific Coast and Texas with station managers until March 24. Industry proposals for improvement will be heard and the stations will be given an opportunity to discuss their needs in the light of existing plans.

Similar meetings have been held in Kansas City, Tulsa, Little Rock, New Orleans and Boston. At the latter session presided over by Harold E. Fellows, general manager of WEEI, a resolution was adopted by all New England stations "to refer all local requests to broadcast any material in connection with the war effort, on behalf of any Government agency, to the Director Branch of OWI for clearance."

Lewis H. Titterton, manager of the NBC script division, New York, who acts as consultant to the OWI on literary rights, is currently compiling a survey of the Script Branches to the Department of War in Boston and Government material is being placed. He is due to appear in Washington this week to present a report to government radio bureau officials on other problems.

Robbins to Treasury

W. M. ROBBINS, vice-president of General Foods Corp., was named by Secretary Morgenthau last week to coordinate over-all direction of the Treasury’s Bond selling activities. Mr. Robbins will integrate the work of the War Savings Staff and the Victory Fund Committee, particularly during the forthcoming April financing program to raise at least $13,000,000,000. Mr. Morgenthau indicated the Treasury would announce soon a new method of donating advertising in the drive, but plans have not yet been worked out.

Jack Benny Ill

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 a coast to coast 20,000 mile tour of army camps and then take his usual mid-season vacation. Benny, who has been covering a radio program from New York last Sunday, and Orson Welles, radio star and CBS commentator, he has made the March 14 and March 21 broadcasts. Benny show is sponsored by General Foods Corp., New York, through Young & Rubicam, New York.

STUDEBAKER Corp., South Bend, Ind., in renewing its sponsorship of the "Blue Network" show on WABC, New York, Monday and Wednesday, 6:15 p.m., has added a 10-minute broadcast by the newscaster WINS, night, Chicago."
TROUBLE BEGAN AT 9:12
Freak Storm Crosses Wires and WJSV Broadcasts Phone
—Call on Philip Morris 'Life Begins at 8:30'—

A RARE weather phenomenon played havoc with WJSV, Washington, and the Shepherd Exchange of the Chesapeake & Potomac Telephone Co., Feb. 26, resulting in an unprecedented private telephone conversation during the CBS Philip Morris Playhouse, 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 company 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 studio 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 cleared, 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 retransmit 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) divulging a telephone conversation without consent of the sender; Federal law prohibiting listening-in on telephone conversations.

Candy Not Cancelled
IT WAS incorrectly reported in the March 1 issue of BROADCASTING that Fanny Farmer Candy Shops, Rochester, had cancelled 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 participation on a varying basis on the Marjorie Mills program on the New England Regional Network and on radio programs on KYW, WMJ, WTAM, WHAM, KDRA, KSTP, WRC, WEEF, WEN, KSO, WJR and 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 KOIN, 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 RADIOD 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 50c.

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 network program on CBS with the musical variety show Fiesta Rancho on 65 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 there 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 . . .

WFBK
Syracuse, N.Y.

MEMBER OF BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
FREE & PETERS, Inc.

March 8, 1943 — Page 47
Look at the trend in daytime audiences of San Francisco network stations

(Morning Hour Listening Index. By comparing periods Oct. to Dec. 40 with Oct. to Dec. 43.)

**MORNING AUDIENCE**

<table>
<thead>
<tr>
<th>Network Station</th>
<th>Audience Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBNR</td>
<td>122.0% gain</td>
</tr>
<tr>
<td>KSBX</td>
<td>14.4% loss</td>
</tr>
<tr>
<td>KSTU</td>
<td>20.1% loss</td>
</tr>
<tr>
<td>KQW</td>
<td>5.4% gain</td>
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</table>

**AFTERNOON AUDIENCE**

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<th>Network Station</th>
<th>Audience Size</th>
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<tr>
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<tr>
<td>KSBX</td>
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<tr>
<td>KQW</td>
<td>33.3% loss</td>
</tr>
<tr>
<td>KNBR</td>
<td>7.8% gain</td>
</tr>
</tbody>
</table>

**EDUCATION CHIEFS TO MEET VIA NETS**

At the behest of the Office of Defense Transportation the American Council of Educational 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.

The organization had not heard from Mutual, according to Belmont Parker, director of information for the National Education Association.

Stretched over a period of 11 days, the radio convention begins March 10 with participation in the CBS School of the Air of the Americas, in which Capt. Eddie Rickenbacker, Col. Hans Christian Adamson, and Capt. Herman Andrews, explorer, will speak.

IN A SPIRIT of typographical generosity, Radio City, Inc., a credited New York's foreign language station with a contribution of $17,000,000 to the National Public School for Infantile Paralysis. Figure should have been $17,000.

**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 designated 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 (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 blue band, Brazil, also will extend the useful radio spectrum to 30,000,000 kc.

**Text of the order follows:**

See 2.5 Table radio spectrum: "Useful radio spectrum" means the total number of frequencies or wavelengths which may be used for the transmission of energy, communications or signals by radio.

* At the present development of the art, frequencies between 10 kc and 10,000,000 kc and above 10 kc, and frequencies above 100,000,000 kc are classed into bands with designations and abbreviations as follows: (figures are inclusive) —

<table>
<thead>
<tr>
<th>Frequency in Kc.</th>
<th>Designations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Above 30</td>
<td>VHF</td>
</tr>
<tr>
<td>30 to 10</td>
<td>VHF</td>
</tr>
<tr>
<td>10 to 300</td>
<td>VHF</td>
</tr>
<tr>
<td>300 to 3,000</td>
<td>VHF</td>
</tr>
<tr>
<td>3,000 to 30,000</td>
<td>VHF</td>
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<tr>
<td>30,000 to 300,000</td>
<td>VHF</td>
</tr>
<tr>
<td>300,000 to 3,000,000</td>
<td>VHF</td>
</tr>
<tr>
<td>3,000,000 to 30,000,000</td>
<td>VHF</td>
</tr>
<tr>
<td>30,000,000 to 300,000,000</td>
<td>VHF</td>
</tr>
<tr>
<td>300,000,000 to 3,000,000,000</td>
<td>VHF</td>
</tr>
</tbody>
</table>

**Network Accounts**

For all time Eastern Wartime unless indicated

**New Business**


DUNBAR, S. A., producers of "Acousticon hearing aid," on March 20 starts dramatizations of "Mr. Smith Goes to Washington" on NBC stations. Sat., 9:15-10:00 p.m. Agency: Routhoff & Ryan, N. Y.

READER’S DIGEST, Pleasantville, N.Y. (magazine), on March 7 only sponsored "O’Neil" case of Abraham Lincoln on NBC stations, Sun., 1:30-4:15 p.m. Agency: BBD, N. Y.


**Renewal Accounts**

CARTER PRODUCTS, New York (Arrid), on Feb. 28 renewed for 52 weeks Jimmie Fidler From Hollywood on 76 BLUE stations, Sun., 9:30-10:45 p.m., with West Coast transmission. Fri., 8:15-9:00 p.m. (PWT). Agency: Small & Belfer, N. Y.

CREAM OF WHEAT Co., Minneapolis (cereal) on April 2 extends for six weeks its "Uncle Sam’s Supper Club on 78 BLUE stations. Fri. & Sat. 9:40-10:00 p.m. Agency: Burstein & Co., Minneapolis.

S. C. JOHNSON & SON, Racine, (Johnson’s Wax & Glister) on April 6 renews for 13 weeks its "Uncle Sam’s Supper Club" on 127 NBC stations, Tues., 9:50-10:00 p.m. Agency is Needham, Louis and broccoli, Chicago.

TICK CHEMICAL Co., New York (Vitamin Plus) on April 5 renews Dr. I. Q. on 126 NBC stations, Sun., 9:30-10:00 p.m. Agency is Grant Adv., Chicago.

J. B. WILLIAMS Co., Glastonbury, Conn. (Williams shoe polish) on April 5 renews for 52 weeks Torr & Feltz, at the 75 BLUE stations, making a total of 83, 8:30-9:00 p.m. Agency: J. Walter Thompson Co., N. Y.

ANDREW NEW BRUNSWICK Co., Cincinnati (Jergens lotion), on March 28 renews for 13 weeks its "Uncle Sam’s Supper Club" on 118 BLUE stations, Sun., 9:15-10:00 p.m. and Thurs., 9:15-10:00 p.m. on 116 BLUE stations.

CRANE, Ely, N. Y. (Readex) on March 21 renews for 52 weeks "Neutral" on 207 NBS stations, Fri., 9:30-10:00 p.m. Agency: William E. & Co., N. Y.

**Network Changes**

SCHENLEY IMPORT Co., New York (Cresta Blanca) wins 3.9 points on April 14 shifts Cresta Blanca arrival from 74 MBS stations, 12:30 to 1:30 p.m. to 65-75 CBS stations, Wed., 12:30 to 1:00 p.m. (PWT). Agency: William H. Weintraub & Co., N. Y.

METRO-GOLDWYN-MAYER Co., New York, on March 9, 13 weeks with Col. Lewis G. Stoogopoulus with Victor Borge on "The Love Boat," on 91 BLUE stations, Mon. thru Fri., 7:30-7:45 p.m. Agency: Donnelly & Co., N. Y.

WESTINGHOUSE ELECTRIC & MFG. Co., East Pittsburgh, Pa. on March 7 shifted Westinghouse Program on 136 NBC stations, Sun., 8:30 to 9:00 p.m. to Mutual-Walt Disney to Hollywood to 11:30 p.m. Agency: Young & Rubicon, N. Y.
WLW to Conduct Retail Merchandising Classes
DECISION to tailor retail merchandising activities to needs growing out of the war was reached at a recent special meeting of WLW, Cincinnati, sales executives and field representatives. The field organization will devote most of its time assisting retailers and wholesalers with problems involved in operating under rationing, price control and other wartime conditions.

Dr. Harold Maynard, Ohio State U., discussing trends in retail trade, and E. J. Wuest, of the Cincinnati G.A. district office, were principal speakers. Present at the meeting at Crosley Square, downtown home of WLW, were E. E. Dunville, vice-president in charge of sales; B. Strawway, director of merchandising; E. E. Hale, assistant director of merchandising in charge of field operations, and WLW field representatives.

A merchandising study course, to be supervised by Dr. Maynard and Dr. Herman Nolen, of Ohio State U., is planned for WLW merchandising representatives to familiarize them with problems of store operation and management.

TO ASSIST station managers and sales managers in the solicitation of additional national spot business, National Radio Records, New York, has released its “spot time guide” chart for the fourth quarter of 1942, showing the regional spot coverage of 270 advertisers, of which 95% are national accounts.

**FIRST FREEZE OF WAR WORKERS!**

Gulf Coast area so strategic, it was first in country to have war workers frozen in their jobs. 57,000 big-earning workers now stay put! Direct the spending of this huge, stabilized payroll, over strategic KFDM, located in the heart of this boom section.

**PROFESSIONAL DIRECTORY**

**JANSKY \& BAILEY**
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE of BROADCASTING

**R. C. CLARK**
Radio Engineering Consultants
Frequency Monitoring

**McNARY \& WRATHALL**
CONSULTING RADIO ENGINEERS
National Press Bldg. Dl. 1205
Washington, D. C.

**PAUL F. GODELY**
CONSULTING RADIO ENGINEERS
MONTCLAIR, N. J.
MO 2-7859

**H. P. FLETCHER**
Consulting Radio Engineer
Spring, Ind.

**GEORGE C. DAVIS**
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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.

Commissioners have followed earlier citations against the makers of Lucky Strikes, Pall Malls, Philip Morris, Camels, Kools and Dunhills, and Prince Albert and Revelation smoking tobacco. [Broadcasting, 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 $131,952 from BLUE in 1942, and $406,500 from CBS. The firm sponsored a CBS network show with Sammy Kaye, and local spots, news and sports, including baseball, on WHN, WON, New York.

‘Something New’ Challenged

Specifically cited in the attack on Old Gold advertising was its program, stressing packed “seven leading brands” tested. Lorillard conceded 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 prime 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 experience, 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 therefor,” 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-curbing 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. to the Commonwealth of Wisconsin, 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 Nesbitt, Madison physician; Senator Robert M. LaFollette Jr. (P-Wis.); Evelyn H. Dolph, wife of William B. Dolph, executive vice-president of WOL, Washington; Hope D. Pettcy, wife of Herbert L. Petcy, 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 WATF 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 Alaska 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.

KWON Joins MBS

KWON, Bartlesville, Okla., operating with 250 watts on 1400 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. All use of the road except by government-operated buses is banned, with the exception of “transportation for entertainment groups.”

Scheduled to become effective March 15, the new order, ODT 10-42, takes effect March 10, insuring buses on the 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 golf clubs, bowling alleys, roadhouses, including social clubs; riding academies, night clubs and roadhouses; exclusive service provided tenants and guests by apartment buildings and hotels; special service for any professional sport teams, not only in school buses, but in vehicles owned by organizations, such as baseball clubs; special service for any private or other radio station, 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 are the operation of some 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 WLS, Chicago, National Barn Dance; the WLW, Cincinnati, Boone County Jambo-ree, and the KSTP, St. Paul, Sun- set Valley Barn Dances, ODT Washing- ton 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 is believed the future of the road units and orchestras was in the balance. With public carriers already taxed to capacity, the ODT warned that variable radio productions might be forced to confine their activities to studio broadcasts, eliminating stage appearances for the duration.

The Labor Problem

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

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BROADCASTING • Broadcast Advertising
HAVING HEART TROUBLE?

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
WHY SING ABOUT A SCOOP?

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 newsman.

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.