With apologies to Mr. Chic Young and his inimitable way of getting Dagwood Bumstead off to the daily grind—we take this way of showing Mr. Herb Plambeck, our busy farm editor, on his way to another farm meeting—an event that takes place five or six times each week.

In addition, Mr. Plambeck manages with the help of Mr. Hanson, every week, to gather and edit 122 stories, make 25 calls, interview 40 people, receive 26 callers, write 41 letters, travel 321 miles, deliver 2 talks, and broadcast 2 daily 15-minute farm programs and 1 half-hour weekly program—all in the interest of Farm Service!

Now—why all this emphasis on farm activities? It is justified because Iowa has one-fourth of all the "Grade A" farm land in this great, wide country of ours. . . . had $659,359,000 farm income in '39. And WHO, right in the center of this rich territory, covers it completely. Maybe that's the reason 85% of farm families in Iowa reported WHO as their favorite station in the 1940 Iowa Radio Audience Survey made by H. B. Summers of Kansas State College.

The net result is that WHO is the nation's No. 1 farm station. . . . not overlooking the fact that WHO serves 80 cities (2,500 to 160,000 population) and more than 2,500 communities under 1,000 population. Would you like to know more about the farm and public service activities of WHO and how they can benefit you?

WHO for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
OVER 180,000 people paid almost $90,000 to see a combined Rodeo and Thrill Show held at Chicago's Soldier Field, Sunday and Monday, September 1 & 2—nearly all of them from Metropolitan Chicago. Produced, presented and promoted by WLS Artists Bureau, and featuring "Red" Foley, popular WLS Western singer as "King of the Rodeo," it proves again—far better than can any survey or theory, that the WLS audience listens—acts—and responds—and in Chicago, too.

Represented by JOHN BLAIR & COMPANY
Close to the Hearts of Home Town Folks

The place which the home town doctor has in the hearts of families in his community cannot be usurped by a stranger. The affection and loyalty that are irrevocably his have been established by years of faithful service.

In radio, this same loyalty — a proverbial trait of New Englanders — is given to the 18 "home" stations of The Colonial Network. They have merited this preference by cooperating in presenting programs of community interest in addition to the best in network features.

It's obvious that each of these "home" stations possess genuinely friendly acceptance that no distant station can ever achieve.

Use this economical, proven sales way to better business in New England.

THE COLONIAL NETWORK
21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., National Sales Representative
The Western Electric 405B-1 Radiation Cooled transmitter assures broadcast quality and economy you never believed possible in a 5KW.

The Doherty Circuit doubles the efficiency of the power amplifier. Other features that interest any engineer are: improved stabilized feedback; automatic line voltage regulators and cathode ray oscillograph connections in all important circuits.

Both the 405B-1 air cooled and its companion 405A-1 water cooled transmitters were designed with an eye to the future. Ask Graybar for Bulletin T1632.

Here's the remarkable new Radiation Cooled 3434A tube — designed especially for use with Western Electric 405B-1 transmitter.
NUMBER 5 IS COMING IN!

- In case it has slipped your mind, we'd like to remind you that the football season which is just about to get under way will be the fifth that The Atlantic Refining Company has put on the air in the East and Southeast. And we want to say to all stations that carry our programs that we enjoy working with you... and hope that the Atlantic Football Broadcasts are as beneficial to you as they are to us!

- Sports broadcasting has become one of the most vital phases of Atlantic's sales-promotion effort. And in advertising ourselves, we try to advertise you, too... because, after all, your success and our success are closely linked. And so, each week, hundreds of Atlantic Dealers post your call letters in their windows and on their station displays... Atlantic's Weekly Football Forecasts also feature your station... and so do the million-odd Atlantic Football Guides distributed to our customers each Fall.

- Here is our kick-off message for the beginning of the season: Thanks to all stations and your staffs for your splendid co-operation... and may we all pile up bigger scores this year!

THE ATLANTIC REFINING COMPANY

PETROLEUM PRODUCTS

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- Our thanks not only to the stations listed here which will carry our football schedule of 227 college, high school and National Pro League games this Fall, but to all those not included who have participated in previous schedules.
Here's a tested way to sell a kitchen product for less than you'd ever guess

It's called International Kitchen, it's an established show on Northern California's largest, most popular station, and it's yours for only $26

International Kitchen has proved itself a consistent producer of results for kitchen accounts. People who know—advertisers like Knox Gelatin, Purex, Scott Paper, Northwestern Yeast, Soil-Off, Danya, Gravymaster—find Miss Cronkhite's program a necessary medium. Many have kept her plugging for them right through the summer.

Your NBC representative can show you 5-figure mail counts, representing thousands of listeners—many living well outside the nominal borders of KPO's coverage map—all expressing enthusiastic response to this Monday-thru-Friday morning staple.

Miss Cronkhite misses no merchandising bets. She interviews key dealers on the air, lectures to women's clubs, conducts cooking schools, participates in food shows, writes newspaper food columns.

Participation is inexpensive. (One-minute spots costs only $26 for time and talent—detailed participations only $52.) Check your nearest NBC spot sales representative or write KPO for full presentation.

International Kitchen has proved itself a consistent producer of results for kitchen accounts. People who know—advertisers like Knox Gelatin, Purex, Scott Paper, Northwestern Yeast, Soil-Off, Danya, Gravymaster—find Miss Cronkhite's program a necessary medium. Many have kept her plugging for them right through the summer.

If you're looking for a time-tested method of moving your product in the Golden West, let Gladys Cronkhite and her KPO International Kitchen do it for you.

Your NBC representative can show you 5-figure mail counts, representing thousands of listeners—many living well outside the nominal borders of KPO's coverage map—all expressing enthusiastic response to this Monday-thru-Friday morning staple.

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Participation is inexpensive. (One-minute spots costs only $26 for time and talent—detailed participations only $52.) Check your nearest NBC spot sales representative or write KPO for full presentation.
Bill O'Neil, general manager of WJW, Akron's progressive station, is pleased to bring the Mutual Broadcasting System's fine programming to the TIRE CAPITAL of the WORLD. Over 364,897 metropolitan population, with its $132,000,000 retail sales, will now be directly influenced by the VOICE of AKRON. For information, wire Bill O'Neil or contact the nearest Headley-Reed office.
"42 quarter-hour commercial programs"

The commercial attractiveness of the Standard Program Library Service has often been attested by the everyday experience of Standard Radio's large and growing family of subscribers. Our files contain hundreds of letters from stations reporting sales of Standard Radio's quarter-hour programs. And because Standard Radio's talent is so thoroughly in line with the newest trend in the entertainment field, these shows hold their audiences-and produce results.

Standard Radio's newest service to its subscribers—"SPOT-ADS"—are a further expression of Standard's emphasis on salability. These complete units of unique, easily sold dramatized commercials are the sensation of the transcription field. Series A for USED CARS, Series B for RETAIL CLOTHING, Series C for RETAIL FURNITURE—additional series in production.


Are your Transcriptions up to Standard?

These NEW SUBSCRIBERS answer "YES"!

WBNX, New York City  WDN, Danville, Ill.
WINO, West Palm Beach, Fla.  WINX, Washington, D. C.
WLAV, Grand Rapids, Mich.  WCBI, Columbus, Miss.

Now—268 Standard Stations!
from the Nation's Capital—and from Washington comes news of world wide importance.

H. R. Baukhage is a famed news commentator whose interpretations of the events of the world have long been a sustaining feature on WRC*. Beginning September 30, Baukhage will be heard at a new time

6:30 P.M. to 6:40 P.M.
Monday through Friday.

For news of the NATIONAL Capital—turn to NATIONAL Broadcasting Co. ...to put it over... put it on

*Apply at your NBC Sales Office for rates on "Baukhage talking".
Now 500 watts—to even better Serve the Territory where it’s a “Fur Piece” to the next Big City

KTSM

EL PASO, TEXAS

Karl O. Wyler, Mgr.


KTSM's recently increased power, newest type 315 ft. Truscon vertical radiator, and RCA Type E transmitter make it possible for us now to better serve a wider area and a larger number of listeners. This southwestern country is a lot bigger than you'd think—and metropolitan centers of population are few and far between. Yet right here, with its center at El Paso, is a rich, productive area teeming with activity in Mining, Cattle, Agriculture and Manufacturing. Don't overlook this market—cover it with KTSM, the pioneer station that's “grown up with the country.”
AND NOW
ASSOCIATED PRESS...

Flash! KWKH and KTBS can now boast in having the services of the two greatest and most extensive news gathering systems in the world, the Associated Press and the United Press. These facilities, combined with the local coverage of The Shreveport Times and the editorial staff of KWKH-KTBS, enables each station to serve its listeners in the great Southwest with the finest and most complete news service available.

50,000 WATTS
1,000 WATTS

CBS KWKH-KTBS NBC

MEMBER SOUTH CENTRAL QUALITY NETWORK

KWKH - KTBS, Shreveport • KARK, Little Rock
WJDX, Jackson • WMC, Memphis • WSMB, New Orleans

SHREVEPORT LOUISIANA
Begorra, boys—it’s

Arthur J. Barry, Jr!

The day Art Barry decided to leave his own profitable travel agency and return to the advertising business by joining the Chicago office of F & P, he only thought he was leaving the travel business behind. To his amazement he found he had merely swapped one travel job for another. For like all our other thirteen men, Art is constantly on the road, servicing agency customers, visiting and learning about the stations we represent, and their people—learning what types of entertainment and sports and merchandise each community likes—learning how

and when to reach each important element of the population of that particular market—learning the things you need to know in order to plan, prepare and place the most effective kind of radio effort. Yes, that sounds like baloney. But it’s true. Our fourteen men traveled a total of 300,000 miles last year—yet more than 90% of our total billing was placed in the six cities in which we have permanent offices! Don’t those two facts prove a good deal about the way we work, in this group of pioneer radio-station representatives?

Free & Peters, Inc.

Pioneer Radio Station Representatives

Since May, 1932


Franklin 6373  Plaza 5-4131  Trinity 2-8444  Sutter 4353  Vandike 0569  Main 5667


FCC Treaty Shifts Affect 777 Stations

B. SOL TAISHOFF

Full Clear-Channel Service Retained; Way Paved for Improved Assignments; Shift Effective March 29

IN WHAT will go down in radio history as the "Reallocation of 1941," a full-scale revamping of the assignments of some 1,200 standard broadcast stations on the North American Continent, operating in the band 550 to 1600 kc., becomes effective next March 29.

The final step—promulgation of allocation tables for this country's 862 operating or authorized broadcast stations—was taken Sept. 10 by the FCC in adopting virtually without change the recommendations of its Engineering Department for assignment shifts that affect 777 domestic stations.

Acting unanimously, with five of its members present [Brown not participating, Thompson absent], the FCC made its decision after full deliberation and in accordance with the requirements of the so-called North American Regional Broadcasting Agreement reached in Havana Dec. 13, 1937, and subscribed to by Canada, Mexico, Cuba and other nations of the Continent.

Text of order changing standard broadcast rules in conformity with new allocations on page 78.

Changes Unspecified in Treaty Included in FCC's Assignments

Substantial Changes for Nine Are Ordered, With Group of Locals Getting 'Irregular' Shifts

A TOTAL of 28 stations were given assignments in the new Havana Treaty allocations effective March 29, 1941, other than those thought originally earmarked for them, due to technical considerations preventing adjacent channel operation or other developments which made these shifts technically desirable. Of these, however, nine were contemplated in the treaty itself. The changes were labeled "irregular" because the stations shifted a greater number of channels than the one-to-four channel movements of all stations above 740 kc.

The changes not specified in the treaty are as follows:

KTRB, Modesto, Cal., from 740 to 840 kc., with 250 watts daytime; WITB, Glastenbury, N.J., to 1120 kc., 1000 watts daytime; WADC, Macon, Ga., to 940 kc., 5000 watts day and night; and WJAG, Norfolk, Va., to 820 kc., 1000 watts, limited time.

Substantial Changes

Changes specified in the treaty involving substantial shifts are KFAB, Lincoln, Neb., shifted from 930 to 1030 kc., 50,000 watts fulltime (on new frequency of WZB-WBZA, Boston-Springfield); WINS, New York, to 1000 kc. 1000 watts, unlimited time; WJAG, Norfolk, Neb., to 780 kc., 1000 watts, limited time.

After a fashion, the new allocation tables are "preliminary" in that changes are inevitable to iron out conflicts in assignments made by the other signatory nations. The FCC simultaneously announced that comments of all licensees are invited prior to Oct. 15. Moreover, the pending of a score of applications for assignments other than specified in the treaty unquestionably will lead to further requests prior to its effective date and quick action by the FCC.

Before the final allocation list is announced it is expected an engineering conference of technical officials of the North American nations will be called to adjust assignment conflicts, but not alter any of the basic engineering considerations. Since the FCC has called for this conference for Oct. 1 to the March date, and also promulgated changes in its rules to conform to the treaty allocations.

Few Conflicts Seen

Under treaty requirements the FCC, promptly upon adopting the allocations and orders Sept. 10, transmitted them to the State Department for dispatching to Havana, the repository city, and to the other signatories. The FCC had available the assignment lists of all signatory nations for reviewing its own allocations. Consequently it is not expected that the number of assignment conflicts will be great.

The bulk of the stations affected will shift 10 to 30 kc. up the band. A few will shift 40 kc., while in about 30 instances the changes will be greater because of assignments of channels to other nations or to provide adequate frequency separation in metropolitan areas.

In no instance (except for local stations) was a station given more time or greater power than at present authorized, except as provided under the treaty allocation itself. However, preparatory to the approval of the lists some twoscore stations during the last several months have been given improved facilities, while horizontal power increases for regional and local stations have been given up and down the band.

A significant feature of the reallocation plan is the inclusion of a column showing the status of all stations (see last column of call letter list in this issue). By designating the
**HOW THEY SHIFT**

**OF THE 862 stations licensed or authorized by the FCC, 786, or 77% shift March 29, 1941, under the "Reallocation of 1941." Here, at a glance is how the FCC acts.

80 stations now operating on channels from 550 to 720 kc. retain their present assignments. Operating between 740 and 780 kc. move up 10 kc. or one channel.

40 stations on 790 kc. to 870 kc. move down 20 kc. or two channels.

25 stations move up 40 kc. or four channels, scattered through the band. The stations are shifted to other assignments scattered through the band (See page 13).

Clear-channel stations on 1460-1490 kc. shift to 1500-1530 kc. Mexico, after a two-year lapse, ratified the treaty last March 29. It must become effective a year from that date. So-called border stations, for the most part operated by erstwhile American broadcasters with superpower and directive antennas, are definitely slated for extinction in the shift. They also bargained twice blocking the Mexican Senate's ratification, and in 1933 were instrumental in frustrating a proposed agreement between Mexico and the United States. The treaty specifies that all of Mexico's Class A stations, save one, shall go to interior points to serve "Mexican nationals!"

**Bye, Bye Brinkley!**

Since the border stations are designed to serve Midwestern farmers in this country, they cannot qualify under the treaty terms. The notorious 180,000-watt XERA, Villa Acuna, across from Del Rio, Tex., operated by Dr. John R. Brinkley, is one of the eight border stations headed for oblivion.

Mexico's clear channels are 730, 800, 900, 1050, 1220 and 1570 kc. The FCC's new arrangement, goes on 1050 kc. and is slated for 50,000 watts. The 1220 kc. assignment is to be duplicated in the same manner. The allocations announced by the FCC, is not assigned. The other Mexican assignments, under a bi-lateral agreement, totaling 50,000 watts. The latter is a new company not in radio [BROADCASTING, Sept. 14].

Canada's clear channels are 690, 740, 880, 990, 1015 and 1580 kc., all classified Class I-A stations. Under the treaty, stations in other nations may be assigned to such channels if 650 miles from the border, on condition they will not deliver a signal of greater intensity than five microvolts groundwave or 25 microvolts skywave. The United States has entered an agreement with Canada on time-sharing assignments, pursuant to the terms of which conditional conflicts are anticipated.

**Cuban Interference**

Cuba's clear channel is 1540 kc., awarded as a Class I-A. The Cuban allocation list already submitted, it is understood, includes a number of non-conforming assignments which must be adjusted. In recent months serious interference has been caused by Cuban stations.

Because of the assignment of the 1010 kc. channel to Canada, U.S. operators of stations on that channel have been scattered to new waves. Aside from the WHN shift to 1050 kc., KQW, San Jose, Cal., is assigned to 800 kc. or 50,000 watts. But it has a fight on its hands, with KSFO applying for the same facility. This is likely to go to hearing, with plans under way that will mean a quick session before the full Commission with a necessarily speedy decision.

The FCC is now considering applications for KGFQ, Coffeyville, Kan., and WNAD, Norma, Okla., shifted to 690 from 1010 kc., with 50,000-watt possibilities. WNAD will not apply for its assigned channel, along with the Fred Jones Broadcasting Co., for Tulsa, each seeking 50,000 watts. The latter is a new company not in radio [BROADCASTING, Sept. 14].

Other applications are in process for Class I-A stations, and a free-for-all appears in the offing.

Pendency of some 20 applications filed in anticipation of the treaty was not taken into account in the FCC allocations. These, however, will be considered promptly and several of a non-controversial character probably will be granted. Others involving conflicts, however, will be designated for the "quick-hearing" procedure.

**Improved Facilities Sought by Score Of Stations Under Treaty Transfers**

A SCORE of applications from stations, seeking improved facilities based on anticipated availability of assignments under the Havana Treaty allocations, now are pending with the FCC and are awaiting early consideration. In a number of cases, where competitive applications have already been filed, hearingability will be called before the FCC en banc with decisions to be rendered quickly as possible.

WHN, New York, has pending an application for 50,000 watts on 1050 kc., to which frequency it has been assigned under the new allocations with its present power of 5,000 watts day and 1,000 watts night. The same is true of WHA, Mankato, Minn. local, has filed for 940 kc. with 1,000 watts fulltime.

KUS, San Francisco, sister station of KQW, has applied for 860 kc. with 1,000 watts. This facility, under the treaty, gives San Francisco, Calif., the Class I-A status. However, the station is likely to be placed in the Modesto, Cal., as a Class II station but with its present power of 250 watts. WHAM, local, seeks assignment on 1080 kc. with 5,000 watts unlimited time. The same facility is sought by WQCB, Springfield, as a Class II station. KUAM, Juneau, Alaska, seeks assignment on 880 kc. with 5,000 watts unlimited time.

**New Outlet Applications**

New applications are filed of others of the 862 stations. New calls filed, 1490 kc. with 250 watts, KFW, Kansas City. KFXR, 1490 kc. with 50 watts, is proposed for Portland, Ore. KGB, 1490 kc. with 500 watts, is assigned for San Jose, with 500 watts as a Class I-B station. Also applying for assignment on 740 kc. is WDAE, Tampa, with 10,000 watts.

**Improved Facilities Sought by Score Of Stations Under Treaty Transfers**

WMBC, Detroit local, seeks assignment on 1220 kc. with 50,000 watts as a Class I-A station on which one assignment in the Midwest is provided.

WLOM, Nashville, seeks 10,000 watts on 990 kc. unlimited time. WTMY, E. St. Louis, Ill. local, seeks 1150 kc. with 500 watts night and 1,000 watts day. WHN, New York, has filed for 1000 kc. with 1,000 watts fulltime.

KGGF, Belleville, Ill., has filed for 1490 kc. with 250 watts, KJBS, Kansas City, with 50 watts. KOMA, Oklahoma City, as does the Fred Jones Broadcasting Co., Tulsa, Okla., seeking a new station [BROADCASTING, Sept. 14].

KSFQ, San Francisco, has applied for 740 kc. with 50,000 watts, and KFFA, local, has applied for 5000 watts. KVOO, Oklahoma City, as does the Fred Jones Broadcasting Co., Tulsa, Okla., seeking a new station [BROADCASTING, Sept. 14].

KSO, San Francisco, has applied for 740 kc. with 50,000 watts, and KFFA, local, has applied for 500,000 watts. KJBS, Kansas City, as does the Fred Jones Broadcasting Co., Tulsa, Okla., seeking a new station [BROADCASTING, Sept. 14].

KSFQ, San Francisco, has applied for 740 kc. with 50,000 watts, and KFFA, local, has applied for 5000 watts. KJBS, Kansas City, as does the Fred Jones Broadcasting Co., Tulsa, Okla., seeking a new station [BROADCASTING, Sept. 14].
**NBC, CBS Sign For AP Service; Sponsors Buying New Policy Is Built Around Exchange-of-News Plan**

By BRUCE ROBERTSON

FINAL STEP in the Associated Press campaign to "liberalize" its radio policies and to place AP in a competitive position with other news agencies regarding the use of news on the air was taken Sept. 10, when contracts were signed with NBC and CBS permitting these networks to offer AP news to all advertisers in their own or their owned and operated stations.

Contracts, signed by W. J. McCambridge, assistant manager, for AP, and Niles Trammell, NBC president, and Edward Klauber, president of CBS, authorized the exchange of news with these networks, became immediately effective, although they will not become official until ratified by the AP board of directors. This action will come up at the next meeting, to be held Oct. 1.

Direct Exchange

Unlike the contracts signed with AP by individual stations, which under the terms by bylaws are required to be placed through the intermediary of an AP member newspaper, these contracts were negotiated directly on an "exchange of news" basis, the AP management being authorized to make arrangements with any news sources for the exchange of news with any individual or organization if it believes such an arrangement will be to the advantage of the AP membership.

Under these network contracts, NBC and CBS will place at the disposal of all AP news collected by their foreign correspondents or picked up at overseas posts from foreign stations. The networks will also pay a differential varying in proportion to the commercial use they make at a rate negotiated with each network, which are entitled to broadcast on either a sponsored or sustaining basis.

Contracts run for a year but carry automatic renewals for a similar period unless contracts notice is given in advance of the expiration date. The press agency retains control of its news to the extent that its approval of a contract is necessary before the sale of AP news by a network can be legally completed. Meanwhile, whether the non-sponsored news program shall carry an AP credit line is left to mutual agreement, it was stated.

Negotiations for a similar contract with MBS are under way, Mr. McCambridge said on Friday that meanwhile that network would continue to receive several news summaries daily under the same exchange-of-news basis arranged through the Chicago Tribune, AP member paper which owns WGN, Chicago affiliate of MBS.

With signing of the contract with NBC, the AP "public service" news, which has been available for two years was canceled, it stated, and an AP news becomes generally available on the basis this arrangement, under which five-minute news summaries and special bulletins were furnished for broadcasting without charge to stations and networks, will be gradually discontinued.

First AP Sponsors

First sponsor to make use of the network agreements is P-A Corp., New York, for an important P-A beverage. This company on Sept. 9 started sponsoring AP news periods on WEAF, New York, Mondays, Wednesdays and Fridays, 6:25-6:30 p.m., and on WABC, New York, Tuesdays and Thursdays, 6:15-6:30 p.m. Contracts were placed through Erwin, Wasey & Co., New York, run for three weeks. Term of the contract with this agency, Wasey Products, New York, will take over the period of one thousand billing weeks.

Barbasol will be advertised on WABC, with a Saturday period added to the Tuesday and Thursday schedule. WABC will also be advertised on the WEAF Monday, Wednesday, Friday periods, with that network to broadcast Saturday spots on WEAF for Mus- tero.

Known sponsor to be signed for network use of AP news is Nash Division of Nash-Kelvinator Corp., Detroit, which on Sept. 90 begins a five-minute program of AP news on approximately 60 NBC-Blue stations, Mondays through Fridays, 9:30-9:35 p.m. News will be broadcast by John B. Shaw, who will start in this spot Sept. 16, giving the new news period a two-week sustaining broadcast to begin before his sponsored series, which was arranged by Geyer, Cornell & Newell, New York, Nash agency.

Cost of Time

Though an innovation for NBC, the idea of a five-minute mid-evening new period, leaving a 25-minute period instead of the customary half-hour period to sale to other sponsors, was adopted last year by CBS, which has used Elmer Davis with a European round-up in the 8:55 to 9:05 p.m. period since the early days of the war, with no apparent ill effects on the salability of the 8:30-9:05 time to other advertisers.

Sales executives of the Blue Network believe the 25-minute period following the news will be more readily salable both because of the audience already there to get the news and because of the special package price for the 25 minutes of 50% of the hour rate instead of

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**1903—Gate Taylor—1940**

**THE PASSING** of one of radio's well-known and popular per- sonalities was mourned by rank and file broadcasters and others in the industry with the untimely death of Mr. F. Gate Taylor, 37, for nearly a decade advertising manager of BROADCASTING. "Sign-off" came after a three-month illness in a Washington sanatorium—a recurrence of a chronic respiratory ailment from which he had suffered nearly ten years ago.

Known to everyone in the agencies, men, and radio people the country over as "Gate", Mr. Taylor had been in frail health for some time. He left broadcasting in the establishment of BROADCASTING, joining the magazine before the first "dummy" had been thrown together. His background and experience in mechanical production, as well as in advertising layout and sales, aided him in his work in the Midwest and in Florida, proved invaluable in steering the then new trade-paper through its awkward early days.

Mr. Taylor became BROADCASTING's advertising manager in the fall of 1931, and there was where the first issue made its appearance, 40 pages strong, on Oct. 15 of that year. The name "F. Gaither Taylor" adorned the masthead. Later, after Mr. Taylor had passed the sure, it became simply "Gate". He left BROADCASTING last January, resigning to join the advertising department of Dun & Bradstreet, New York. He became seriously ill in June, and returned to Washington to a suburban sanatorium.

Before joining the BROADCASTING staff, Mr. Taylor was advertising manager of the Terre Haute Trib-une, in his home town. He had started on the paper as a copy boy. In the Florida boom days he served as advertising manager of a string of newspapers in that State. Following his first illness he joined the late Harry Shaw, then publisher of the Waterford Tribune and owner of WMT, Waterloo, in an executive advertising capacity. When Mr. Shaw agreed to sponsor the founding of BROADCASTING, Mr. Taylor came to Washington to work alongside the present publisher and editor of the publication. His knowl- edge, background and personality contributed much to BROADCAST-ING's progress. When Mr. Shaw left the management and majority ownership of the publication in 1932, Mr. Taylor carried on with increased responsibilities and duties.

Mr. Taylor is survived by his wife, Mrs. Dianne Taylor, secretary to Rep. Clifton A. Woodrum, of Virginia, and a 12-year old daugh-ter, Dianne; his parents, Mr. and Mrs. A. R. Taylor, of Terre Haute and Sarasota, Fla.; two brothers and three sisters. He was born in Terre Haute March 23, 1903.

Funeral services were held in Washington Sept. 8. Interment was in Terre Haute Sept. 7.

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**Set Sales, Time Buying**

**Reveal Gains This Year, Dun & Bradstreet Says**

SALES records for both radio networks and broadcasters so far in 1940 are substantially better than 1939, according to a Sept. 14 report by Dun & Bradstreet. Quoting BROADCASTING figures of $171,114,000 in gross time sales of stations, compared to $146,076,000 in 1939, the report pointed out this represented a gain of 14% over the preceding year. The report described the "in a sharp upward trend".

It also stated that, like manufacturers and distributors of radio sets, the broadcasting industry has found profits slower than ever, although net earnings show fairly substantial increases last year.

From the manufacturers' viewpoint, the period was one during which sales were up by as much as 35% above last year, though total volume exceeded 15,000,000, receivers. A favorable sales stimulant has been public interest in European war news and the Presi-dential campaign, it was observed. With high equipment and accessory prices, industry efforts now are directed toward translating volume figures, according to the Dun & Bradstreet survey.

**Prime Factor in the Slimming of Profit Margins for Manufacturers has been the increased emphasis on sales and by the volume gains.** Stimulated by the lack of price-cutting, particularly in retail channels, it was stated.

In 1939 the average retail price for a receiver was the same with well over $100 a decade earlier. Since late 1939 the value of radio sets has tended slightly upward, and currently is close to $40, although it is not impractical for manufacturers to raise dollar sales volume to peak proportions of 1937.

The new FM receivers are given a key place among latest innovations of the industry, and the increased price of these sets, generally above $90, is being relied upon to build dollar totals as volume is developed. For the present, the majority of receivers are in the $20 range and the $30 range, at the lowest, at least until standardization has been agreed upon, it was explained.

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**Luckies' Spots**

AMERICAN TOBACCO Co., New York, has definitely decided not to resume its musical spot announcements for Lucky Strikes on New York stations during the balance of this year. The service, which started last spring, was discon-tinued early this summer, and it has been rumored that the service would start again this fall. Anyway is Lord & Thomas, New York.

The 60% charged for a full half-hour. The five-minute news spot is said to sell for 15% of the hour rate.

Another advertiser said to be considering sponsorship of a five-minute network strip of AP news, according to New York, which has previously used transcribed serial dramas to advertise its "Flapjacks", "Pretzels", "Flapjacks", "Pretzels", "Spa- tered face mask, and, in the sum-mer months, Flit. No definite plans have yet been made, however, according to McCann-Erickson, New York, agency in charge of the Stan- co account.
Sustaining Talent Termined Employees

Except When Broadcasts are Incidental, Decision Holds

RADIO performers, whether on sponsored or unsponsored programs, are regarded as employees of the radio station for the purposes of the Wage & Hour Law, but persons appearing in a concert hall or playing in a hotel ballroom whose programs are not broadcasted internally are not in this relationship. This interpretation was announced September 12 in a opinion by Col. Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department.

Questions involving these points have arisen in connection with inspections of radio stations in various parts of the country, and regional officials had submitted the matter to Col. Fleming. The memorandum sent the inquiring regional attorneys follows:

You give two examples of different types of sustaining programs:

1. In one example the performance is given in the station's otherwise primary purpose of being broadcast.

   The radio station makes the selection and the appearance of the performers but merely permits the performers to use the facilities of the station. In such a case the station obtains the talents of the performers in the hope that the better performers will thereby become employees. The employment is at will, and appears to be a service furnished for the purpose of being broadcast.

2. The other example is the performance for a radio station in the regular schedule of the station. In this case the audience is broadcast, and the program is given under the common ownership of the sponsors.

In the latter case it is the opinion of this office that such performances are employees of the station, and that the station is subject to the Wage & Hour Law. The early September memorandum is supplemental to the October 26, 1939, memorandum.

OFFICERS and directors of the newly revived Georgia Ann of Broad- casters, Inc. were recently assuming their elective positions. They are (left to right): Ray Ringson, WRDW, Augusta, vice-president; Leonard Reinsch, WSB, Atlanta, director; Margie Willis, WTOC, Savannah, secretary-treasurer, and James Woodruff Jr., WRBL, Columbus, president.

NEW P & G SERIAL; OTHERS ARE MOVED

PROCTOR & GAMBLE Co., Cincinnati (Drene), on Sept. 16 starts a new radio serial, "Those We Love," sponsored by the agency.

Sales have been done for a package deal by Wm. Morris Agency, which owns the show. The cast includes Nan Grey, Richard Crowell, Donald Woods, Oscar O'Shea, Virginia Sales and Alma Kruger. Gordon T. Hughes, Dash, and Chiapo, Kastor & Sons, servicing the account, has been transferred to Hollywood to direct the weekly program, written by Agnes Ridgway.

Serial was formerly sponsored by Standard Brands. Morris Agency has incorporated T. W. L Productions under California laws and is making its own program for "Those We Love." Capital has been set at 200 non-par-value shares, with permission to market them. Directors are listed as John Hyde, Harry Friedman, Abe Lastofsky, Lou Goldberg, Robert E. Kopp, Ann Rutt and M. L. Stevenson.

With the change Sept. 29 to Eastern Standard Time, Procter & Gam- ble is making its own program for shifts of NBC serial programs, all on the Red network, Mondays through Fridays, as follows: Max I Married (Oxylod), from 10:10-11:15 a.m.; Houseboat (Dawn), from 11:15-12:15 noon; Roads of Life (Chiapo), from 10:30 a.m. to 10:15 p.m.; Gilding Light (White Naphtha soap), from 11:45-12 noon to 10:45-11 a.m., adding rebroadcast, 8:30-9:45 p.m.; Road of Life (Chiapo), from 11:15-11:30 a.m. to 11:30-11:45 a.m.; Against the Storm (Ivy soap), from 11:30-11:45 a.m. to 11:15-12 a.m.; Kitty Keene (Drefte), from 11:45-12 noon to 11:45-12 noon; 12:30-1:30 a.m.; Against the Storm (Ivy soap), from 11:15-11:45 a.m. to 11:45-12 noon. The company also on Sept. 27 is discontinuing two serials on NBC-A, Roads of Life for Camay, 12-12:15 p.m. and Mid- dlestream for Teel, 10:15-10:30 a.m. Agency are Max & Bamp-B, Humpr for Oxylod, Drefte; Comp- ton Adv. for White Naphtha soap, Ivory soap; Pedlar & Ryan for Camay, 12-12:15; and H. W. Kastor & Sons for Teel.

would appear that in this case the radio station does not exercise direction or control over the performers, such direction and control being exercised rather by the sponsor of the program or the series itself. In any case, the opinion of this office is that the performers are not employees of the radio station.
Locals to Negotiate Own Music Pacts

Petrillo Extends IRNA Contract Plan to Independents

AN ARRANGEMENT whereby network broadcast stations will continue to employ musicians under the terms of their previous national agreement which expires Sept. 15, but will work with their union-negotiated locally between the individual broadcasters and locals of the American Federation of Musicians, was worked out Sept. 15 at a conference at the union's New York headquarters.

Harold A. Lafount, president of National Independent Broadcasters, and Joseph L. Miller, labor relations director of the NAB, represented the broadcasters, while the musicians was represented by James C. Petrillo, president of the AFM.

Resembles IRNA Plan

Settlement follows almost to the letter the plan adopted last January by the National Independent Radio Network Affiliates for future operations following the conclusion of their national agreement on Jan. 1 (Broadcasting, Feb. 1). The IRNA-AMF settlement was reached only after lengthy negotiations, during which the musicians' union several times threatened to call a national strike of their members employed in radio unless the network-affiliate group agreed to accept the union's new national plan of settlement, calling for greatly increased payments to the musicians by the network.

On advice from the Department of Justice that negotiation of another national agreement might lead to legal complications under the anti-trust laws against both the AFM and the broadcasters, which action would place the broadcast licenses in jeopardy, IRNA refused to sign another agreement binding stations to expend a set percentage of their income for the benefit of AFM members, whether or not such employment was deemed essential or desirable for efficient station operation.

The NIB-AFM agreement, on the contrary, was set at a single informal conference. Mr. Petrillo, it was reported, made the suggestion that the previous national agreement be allowed to lapse without being replaced by any such document, but that its terms and conditions be followed by the stations in negotiating new contracts with their locals. He suggested that this more informal arrangement be given a year's trial and if it works out satisfactorily during that period such results will be proof that no national agreement is necessary. If it does not work out, he said, then the union may find it necessary to ask the broadcasters to consider a reinstatement of a national plan.

With this matter settled, for the time being at least, the AFM president will turn his attention to the court fight precipitated by his attempt to force into the AFM ranks all instrumentalists and symphony conductors who are now members of the American Guild of Musical Artists [Broadcasting, Sept. 1]. His demands, which were accompanied by the threat that such artists would be banned from appearing on the radio, making phonograph records or playing with symphony orchestras unless they had become AFM members by Labor Day, were rejected by AGMA, which on Aug. 28 turned to the courts to ask for a temporary injunction against the AFM and received a stay from Justice Petrillo and Pecora of the New York State Supreme Court, who set the case for hearing Sept. 5 before Justice Carroll G. Walter.

At the request of Henry A. Friedeman, AFM counsel, AGMA's attorney, Henry M. lson, was accorded a postponement, which was granted by Justice Walter. The hearing is now set for Sept. 17, before Justice Aaron Steuer, the temporary stay meanwhile remaining in effect.

The AFM contention, as contained in Mr. Petrillo's letter of Aug. 5 to Lawrence Tibbett, president of AGMA, is that "the charter of AFM granted by the American Federation of Labor calls for all instrumentalists to belong to AFM." Explaining that the AFM has not interfered with such artists as Heifetz, Elman, Hofman, Horowitz, and many others, feeling that they were in a position to take care of themselves and were not in competition with members of the AFM, Mr. Petrillo's letter continues: "The request that we are making at this time has been brought about by the reason that these instrumentalists saw fit to join a labor union, and so long as they desire to belong to a labor union, then they rightfully belong to the AFM."

Tibbett's Side

The other side of the case, as viewed by Mr. Tibbett, is that AGMA was organized in 1936 to foster the interests of singers in grand opera, concert, recital and oratorio; vocal and instrumental soloists and their accompanists; and symphony conductors. They have special problems as artists and professionals who are served by no other organization. Theirs is not the usual problem of collective bargaining for their remuneration; it is usually arrived at on an individual basis. The concert artist is primarily concerned with preventing exploitation by agents and managers, and eliminating certain practices which we as artists consider unfair. Neither Petrillo nor his union are equipped by experience, ability or methods to take care of these problems. Nor has the American Federation of Musicians, since its foundation more than 40 years ago, ever shown any interest in the problems of the concert artist."

The American Federation of Radio Artists, which recently elected Mr. Tibbett as its president and so may be presumed as a supporter of the AGMA stand, was also mentioned in Mr. Petrillo's letter as having "taken in entire orchestras, which of course is in violation of its charter." This charge was dismissed as "utter nonsense" by Mrs. Emily Holt, executive secretary of AFRA, who declared that it has never infringed on the rights of the AFM. When Mr. Friedman, AFM attorney, was asked about this statement of Mr. Petrillo, he said that "all that will come out at the hearing will be the transcriptions of the Sunday afternoon meeting of the lawyers in New York."

AGMA has circularized its membership, asking funds to support its court fight against the AFM encroachment, which it intends pursuing until a permanent injunction against the musicians' union has been secured. Plans for a fund-raising concert, originally suggested to take place the end of this month, are being held in abeyance until the courts have ruled.

New NBC Rate Cards

REPORTING that "approximately 80% of the stations have renewed their contracts," Aircasters Inc., Detroit agency, has advised Broad- casting. Mr. Coughlin's new half-hour transcription series will start as originally scheduled, according to Stanley Boynton, head of the agency, which will run for one year. This was stated during the NAB Code Committee ruling that Fr. Coughlin's broadcasts are acceptable only for the duration of the political campaign [Broadcasting, Sept. 1]. Mr. Boynton's reference to 80% of the stations comes as a result of the fact that most of the stations formerly carrying Coughlin on his independent hookup have accepted his Sunday transcriptions. They are being placed for the Sunday 4 p.m. (EST) period. Mr. Boynton said he has requests from 15 to 15 additional stations, and that some of these supplanted others not now signed.

Aircasters, Mr. Boynton also stated, handles 14 other accounts in the eastern states. In the fiscal year March 31, 1940, he said, it had cleared 6,982 hours of transcription on 41 stations for the affiliated networks. The list of accounts was not stated, but station reports include Wesley Radio League, Detroit; Westinghouse Educational Network's transcription Back to America on a 26 weeks schedule and placed through that agency.

EXECUTIVES from Westinghouse Radio Stations headquarters and KYW officials on Sept. 3 made a test run in this new mobile unit of KYW Philadelphia. The boys who hopped a ride on the new station wagon included (to r) Griffith B. Thompson, sales manager for Westinghouse stations; Louise B. Beauxlies, KYW program manager; Edward Gager, KYW plant manager; Leslie W. Joy, KYW general manager; J. B. Rock, assistant manager and Lee B. Wailes, general manager of Westinghouse stations; James P. Begley, KYW program manager; and several artists. They were present for a transcrib-
Succeeds Quin Ryan

Frank P. Schreiber

$400,000 IN SPOT PLANNED BY VICK

VICK CHEMICAL Co., Greensboro, N. C., has definitely decided to return to its original spot radio campaign for Vick's Vat-A-Sol and nose drops, following a controversy between executives of the company and the agency. More international, New York, to decide whether the company would sponsor a major radio effort to go with the Wind on CBS [Broadcasting, Sept. 1].

The company will spend between $400,000 and $450,000 on the campaign which will start Sept. 23 and consist of spots several times weekly on over 100 stations throughout the country. Almost 85% of the time periods originally scheduled before the GWTW plan were carried, the campaign, probably for a 26-week period.

Revelation's Football

Philip Morris & Co., New York, on Sept. 25 will start a football program for Revelation tobacco on Mutual hookup of WOR, WGN and CKLY, twice weekly at 8:15 p.m. Eddie Dooley will conduct the quarter-hour program, on Thursdays giving predictions on the winning football teams, and on Saturdays reporting the scores of the day's games. Agency is Bzo Co., New York.

KVOO Ready for 50 Kw.

Coincident with announcement by the FCC of the new reallocation effective March 29, 1941, William R. Crandall, manager of KVOO, Tulsa, announced that the station will begin operation on 14,000 watts on 1170 kc. on the switchover and has already placed its equipment order. Importing firms will entail an outlay of $75,000. The station's construction was completed before signing. Under basic membership rules, AFRA reserves the right to check contracts of all members.
How to Clean Up in Cleaning Business

Hartford Chain Discovers Airwaves And Wave of Prosperity Ensues

By Walker Gullatt
General Manager, Howard's Cleaners, Hartford

BUSINESS was good—just pretty good—in the chain of Howard's Cleaners stores in Hartford two years ago. But that didn't satisfy the 29-year-old chain manager, Walker Gullatt. With youthful daring he decided to make it very good, with perhaps a faint hope that it might become colossal or maybe superlative. The method chosen was radio, with WDRC providing the facilities. Since that time Howard's business has gone up by bounds and leaps and Mr. Gullatt is glad to tell all comers that the credit belongs to radio. Recently he took on a new line, fur storage. Already the originally set quota has been doubled.

So I talked it over with WDRC and they said, "We have just what you want, the street broadcast. Everybody listens to that. We've got the best one in town. It's a natural for you."

I took it.

All They Do Is Talk

Two of WDRC's best announcers are on that show—Chief Announcer Ray Barrett, a former actor in both vaudeville and legitimate, and Bob Provan, a smooth-talking boy who got himself elected city alderman. As a team, they do a splendid job of stopping a stranger, a neighbor, any passerby, and talking things over. Major problems of the day are discussed and every once in a while the boys go wild and ask questions like "who really pronounces, the man or the woman?" or "How did you land your husband?"

It goes over great. I listen to it myself!

How do we work the plugs? Well, Barrett opens the show with a short plug on Howard's Cleaners. Then as each person completes his interview, he is handed a special ticket from our stores which entitles him to a free cleaning job, our reward for appearing on the street show and answering the questions.

And, of course, as the announcer hands the stranger the ticket, he doesn't hide the fact. He leads up to the presentation; maybe he talks about spots in the sky or spots in front of your eyes. Then says, "if you have spots in your clothes, here's a ticket, take them to Howard's Cleaners, and out they come!"

We give it to them easy. We don't want to interrupt the continuity of the program. We give away five or six tickets during the 15-minute broadcast. Then, there is a brief closing announcement for Howard's Cleaners.

Business was wonderful. The Barrett and Provan combination grew better and better. I must have started a trend, because that string of broadcast period over WDRC is now a pretty popular spot with other advertisers in the Connecticut area.

How About Fur Storage?

And so, a few months ago, with the plugs in full swing, I was expanding. I said to myself, "How about fur storage? We're expanding now, let's go into fur storage."

We leased a place, quietly, because we didn't want to say anything publicly until then, when we were ready, I talked again with the boys at WDRC who, by the way, were pretty happy about the whole thing, too.

"I'm ready for fur storage, now," said. "What shall I do?"

I took a half-hour afternoon program from 4:15 to 4:45 on Wednesday. This is Radio's annual Muir off the Record program, a record show with Ray breaking up and chatting. He operates the same program from 7 a.m. to 8 a.m. with great commercial success, so I figured, "what could I lose?" and took it.

And I set me a quota on fur storage.

I doubled it. I wanted to increase the plant, and more besides. "I'm tickled pink!"

And so, here I am. A Monday afternoon man-on-the-street broadcast and a Wednesday afternoon record show with an outstanding announcement, each and every week.

I've been in this business since I was 17. That was 12 years ago, and I've never seen anything like it. I don't have to worry about business. I have to worry about keeping up with it."

I'm tickled pink about what radio is doing for Howard's Cleaners. It has exceeded my expectations a hundred times over.

And so when WDRC Salesman J. Eric Williams rolls in and says, "Well, Walker, how are you doing? I hope you are going to renew."

I have to resist myself from throwing a cost hanger at him.

They don't have to sell me radio. I'm sold!

2 More Join Mutual

WJR, Akron, on Sept. 22 will join MBS and together with WMBL, on Sept. 24, which joins Mutual on Oct. 1, will bring the total affiliates of the network to 146 stations. WJR, operated by WJR Inc., operates on 1210 kc., 250 watts, and WMBL, owned by Mutual Georgia Broadcasting Co., will operate on 1420 kc., 250 watts, when it starts operations on that date. The MBS operating board is next scheduled to meet in Chicago Sept. 18.

IN AN INNER sanctum of MBS offices Milton Dammon, president of American Safety Razor Corp., recently signed the biggest "newscaster contract" ever consummated by the network [BROADCASTING, Sept. 1]. Under the agreement Wythe Williams, MBS news analyst and noted on the air twice weekly for the company on behalf of Star razor blades. Gathered for the signing are (1 to r) sitting) Fred Weber, MBS general manager; Mr. Dammon; J. B. de Mesquita, vice-president and general manager of American Safety Razor Corp.; (standing) I to r) Wythe Williams; Jules Singer, vice-president and account executive of Federal Adv. Agency, which handles the account.

BROADCASTING • Broadcast Advertising

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DECREASED radio budgets of political parties, coupled with the prospect of increasing inter-party agreement on what is and what is not a political broadcast, appear to have shifted more of a burden of responsibility onto broadcasters’ shoulders for the duration of the current campaign.

Despite the late campaign start and the pressure of fast-approaching deadlines, actual political time purchases on a national scale are far behind mid-year expectations. A paucity of campaign funds, along with statutory restrictions placed on campaign spending by the Hatch Clean Politics Act, emphasize the likelihood of a slim commercial year in political broadcasting.

Close Competition

However, the prospect of slim campaign revenue appears to be only one of several situations likely to plague the industry during the campaign period. The others are that budget restrictions are forcing the dominant parties—Republicans and Democrats—into a period of self-defense, where, in imitation of other’ broadcasts like a hawk. When a sustaining broadcast such as President Roosevelt’s Labor Day speech goes on the air, the opposition party will press for an opportunity to go on the air at the same time, on grounds that the speech was political in character. The protests of Republican leaders against this Labor Day practice may become typical, particularly since it has been indicated by the White House that President Roosevelt probably would not make a broadcast from the national radio addresses during the campaign period.

If a series of speeches continues to draw protests from the opposition, with networks and broadcasters maintaining their policy of carrying Presidential addresses, a protest from the White House might be of national interest, radio may face a heavy demand for sustaining time. Another complicating factor will be the parties, without money to buy time, might just say that Candidate Rockefeller or Candidate Willkie is speaking on a certain date, calling attention to the appearance but making clear that no request for radio coverage is requested. Such a left-handed invitation might prompt broadcasters to carry the speech purely as a public service if it is an appeal on behalf of definite interest, regardless of its political nature and despite the ensuing clamor for corresponding facilities to announce it.

White House Meeting

The prospect of such a situation already has proved strong enough to prompt a meeting between network representatives and Steve Bevington, White House radio secretary. Following repercussions from the Chickamauga speech, Mr. Early met with network representatives Sept. 4 and 5 to explain the difficulties in pre-judging whether a Presidential address would be political or nonpolitical. Although the meetings resulted in little but a discussion of mutual problems, it looked as if the White House would not in any way attempt to take advantage of broadcasters in their policy of covering all important Presidential addresses.

This White House assurance took material shape Sept. 11 when the Democratic National Committee paid for the broadcast of the Presi-dent’s “labor speech” on 45 NBC, Blue and CBS stations. Previously it had been indicated that although the address, made before the Washington convention of the International Brotherhood of Teamsters, Chauffeurs, Stablemen & Helpers Union (AFL), would be available for broadcast, it would not be sponsored and no broadcast time was requested. Decision of the Democratic party to sponsor the speech was made the day before the broadcast, although Daniel J. Tobin, president of the union, had stated that the union would pay $20,000 for the broadcast time if necessary.

GOP’s Reduced Fund

To date the Democrats, under the direction of G. W. (Johnny) Johnstone, radio director, have bought virtually all the broadcast time used by the national organizations of any of the parties. Republican radio efforts, directed for the Republican National Committee by Wells (Ted) Church, will go into commercial time after GOP Candidate Willkie’s campaign-opening speech Sept. 10 and Sept. 16, carried on a sustaining basis by all the networks.

Mr. Church stated to Broadcasting, however, that although he is at work in the works, no time has been definitely bought except a half-hour election eve network spot Nov. 4. It was indicated that the Republican radio budget probably would not be even as large as the $250,000 Democratic fund and that time-buying would be strictly on an as-you-go basis. The radio division of the Republican National Committee, through J. Walter Thompson Co., its agency, is probating a plan of one-minute announcements which will be available to State committees if they want to use them, but there is no public buying by the national organization.

The Democrats have bought several units of network time as well as some speech transcription time in connection with the Vice-Presiden-tial campaign of Henry A. Wallace in the Midwest. In addition to Pres-ident Roosevelt’s Sept. 11 speech to the teamsters’ union, the party bought a half-hour on 42 CBS stations Sept. 10 for a scheduled ad-dress by Speaker William B. Bankhead, eventually read by someone else because of Speaker Bankhead’s illness, and 15 minutes on 116 NBC Red stations Sept. 12 for an ad-dress by Mayor LaGuardia, of New York.

Democratic Spots

The Democratic Party also is using spot in connection with the Wallace tour through the farming territory of the Midwest, preceding his current trip to the states. These include transcriptions of the We, the Farm-

COMMUNIST PARTY claims prejudice tells fly that NBC refuses to sell available time

TRoubles of the Communist Party in securing radio time were chronicled in detail Sept. 5 in a formal complaint to FCC Chairman James L. Fly, charging NBC with “unjust discrimination” in making an attempt at censorship of political expression”. Citing NBC’s “refusal” to sell eight national hookups “on dates and places which were unsold and available” and its refusal to allow the party to take immediate action against NBC to compel compliance with the Federal Communications Act rules “and upon their failure to do so, for the revocation of their broadcasting licenses”.

According to the Communist explanation, the national election campaign committee of the party complained to NBC for eight national hookups following the nominations of Earl Browder and William Z. Foster at the July Communist convention. At the time NBC was said to have informed the party in advance that time would be sold to political parties until all nominating conventions were held.

The complaint continued that after the Cleveland convention NBC, in mid-July, discussions resumed when NBC invited party representatives in Chicago to participate in the time schedules available for sale during the campaign.

Evasion of Law Claimed

On July 30 a formal order for eight broadcasts was released for sale to the party “at prices which were not above cost and sold available”, with the first program to have gone on the air Labor Day, Sept. 5, it was stated.

Since that time no word regarding the order has come from NBC, despite efforts on the part of the party to contract for the times selected, the complaint continued. Observing that all efforts to enter into contract with NBC had been fruitless, the complaint charged that “such evasion is a violation of your FCC rules and regulations concerning like treatment to all political parties, and would be a breach of the public trust.”

“The action of NBC constitutes not only unfair treatment of the Communist Party, but a shocking attempt at censorship of political expression by a monopoly corporation whose policy is the complaint declares. The Communist Party cannot permit such constitutional violations to go unchallenged, nor will we do so for the sake of the commercial interests of the American people.”

In a statement issued after the complaint was forwarded to Washing-ton, William Z. Foster, national chairman of the Communist campaign committee, charged that “this arbitrary action of a corporation of which political party should be indifferent, cannot be allowed to address the citizens of the country in a national election campaign year without enforcement of the law by the courts but a direct attempt to imitate a Nazi election in the United States, where all except approved material is either rejected or severely censored.”

NBC had made no comment on the Communist charges as BROADCASTING went to press.
Arbitration Plan Averts AFRA's Strike

New York Local Accepts Board Order; Net-Union Meeting Sept. 16

By BRUCE ROBERTSON

STRIKE of the American Federation of Radio Artists against NBC, CBS and MBS, which would have taken from the networks every actor, singer and announcer employed on sustaining programs, and which was scheduled to be called either Sept. 14 or Sept. 15, was averted Sept. 12 when a meeting of the union's New York local approved the action of the union's executive board in accepting an offer mediation made by Wil- liam H. Davis, chairman of the New York State Board of Mediation.

Telegram from Mr. Davis, received at 6 p.m., Sept. 12, while the board was planning strike action, reads as follows: “Understand AFRA is holding a meeting today for the purpose of taking a strike vote. The public interest demands that this board not, every effort to avoid this threatened strike and I therefore strongly urge that no strike be called by your organization until you have exhausted your utmost effort to reach an agreement through mediation. I have requested the companies involved, namely CBS, NBC and MBS, to participate in an immediate conference at my office with your organization so that we may aid both sides in reaching a peaceful settlement. Pending the outcome of this conference, the State Mediation Board requests the companies and the union to preserve the status quo in terms of their existing agreements. Such conference will be held at the offices of this board, 250 W. 57th St., at 2 p.m., Monday, Sept. 16. Please confirm."

AFRA Members Approve

AFRA meeting in New York, attended by some 750 members, approved acceptance of the offer of mediation, and the action of the delegates at the recent AFRA convention in giving the union board the power to take any steps it deems necessary in its negotiations, up to and including the power to call a strike. Meetings of the Chicago, Los Angeles and San Francisco locals, scheduled for the evening of Sept. 13, were expected to take similar action, authorizing the board to call a strike if necessary, but approving its acceptance of the mediation offer.

This offer was also accepted by the three networks, which had been preparing substitute sustaining schedules in readiness for the strike of the talent union, expected last weekend following the breakdown of negotiations between the networks and union. Although a number of meetings had been held following the AFRA convention, neither AFRA nor the networks was willing to yield from its established position, and a strike seemed inevitable.

In the negotiations, which had been under way since early summer, the networks were represented by Mark Woods, vice-president and treasurer of NBC; Lawrence Lowman, vice-president of CBS, and Julius Seebach, WOR vice-president, while Emily Holt, the union’s executive secretary, and George Heller, assistant executive secretary and treasurer, acted for AFRA. Previous sustaining agreement expired Aug. 12, but was extended for an additional month during negotiations by mutual consent of networks and union.

Chicago Dispute

In Chicago some dispute developed over the position taken by broadcasters in that city after AFRA headquarters had received the report that Chicago agencies would not sign letters accepting the decision of the arbitration association unless AFRA agreed to maintain the status quo on pay-ments to staff announcers for commercial programs until expiration of the present code next February. Sid Strots, NBC Chicago vice-president, commenting on this report, declared he did not say what the agencies would do but merely spoke for NBC. He added that in his opinion it would be “a violation of the letter and the spirit of the arbitration award if AFRA, as reported, requested the agencies to agree to pay special fees to staff announcers in view of the fact that the award confirmed the staff announcer principle of no special fees on local commercial broadcast for staff announcers.”

Raymond Jones, executive secretary of AFRA in Chicago, said that since agencies were fully represented at the recent hearings before the association, they should abide by the rules set down by that board.

At meeting of Chicago advertising agencies Sept. 12 to determine a definite answer to the AFRA letters in regard to payment to announcers, action was delayed until further explanation by AFRA was received on interpretation of local rates, such as 5 and 10-minute periods and frequency of broadcasts during negotiations by mutual consent of networks and union.

Notice of Meetings

Notice of the “strike meetings” was sent to all AFRA members in a letter sent out verifying the union headquarters Sept. 7, stating that the National Board had requested the locals in New York, Chicago, Los Angeles and San Francisco to hold meetings between Sept. 10 and 14 to determine whether the union should accept the scale proposed by the networks or should uphold the board in its demands.

“Never has the radio industry been as prosperous as it is at this time,” the letter states, “you comprise one of the most important factors in creating this prosperity. Your performances are the direct relationship between radio and the public. In the opinion of your national board and the delegates to your convention, you are the people best made on your behalf and with your authority are fair and reasonable and should be maintained by whatever means lie within your power.”

Major point of difference between the union and the networks is centered in AFRA’s determination to have pay rates established on sustaining network programs be raised until there is “a reasonable differential” between these fees and the fees paid on commercial shows, and that that raise shall be made now. The networks’ position is that the increases these a payment of not less than average overall boost of about 20% in sustaining fees and that the artists should be satisfied with that.

Rehearsal Payments

Tabulation of the minimum sustaining rates under the old agreement, the broadcasters’ proposal and the AFRA proposal, prepared by the AFRA executive board in the union’s letter to its membership, shows that the main difference between the scales of the broadcasters and AFRA is in the payment for rehearsal time.

At present talent on sustaining shows is required to rehearse a specified time, without extra pay. Base rates are lowered in both the broadcasters’ and the AFRA proposal, and both agree on rehearsal pay, but whereas the broadcasters would set the rehearsal fee at $3 for the first hour and $2 an hour thereafter, AFRA proposed 60 cents for the first hour and $3 an hour thereafter.

Commenting on these proposals, the letter states that whereas AFRA proposed a “...from 30 to 50% less than commercial fees which are currently being paid you...the companies propose a scale so low that extra pay is impossible, and then base rates must be increased as much as 25% to make up the difference. This scale will represent no increase whatever.”

The length of the time anew comes up...”

Maintaining Gains

Regarding this point, AFRA has stated that it is not its “purpose to secure an agreement that will result in any renewal of the strike...but to arrive at fair and reasonable minimum fees for all its members by exercising its maximum bargaining power and..."
BMI Seeks Music Pools, Signs AMP

Cut of 25% in Rates of Catalog Is Obtained
For Subscribers

PROCEEDING effectively with its campaign to provide broadcasting industry with supply of music adequate to make the broadcasters independent of the demands of ASCAP, BMI has made an aggressive bid on the catalogs. Independent catalogs, which would make operation of a competitive rather than a monopolistic basis, Broadcast Music Inc. is expanding negotiations.

BMI has notified subscribers that in addition to continuing expanding catalog of new popular tunes and of new arrangements of public domain music, it is negotiating with a number of organizations controlling pools of music to get them at a reasonable cost.

AMP Agreement

First such agreement, BMI announced, has been completed with Associated Music Publishers (AMP), the major licensees the performing rights of an important musical catalog, containing some 6,000 copyrights.

Under the agreement, BMI states, "provides that BMI subscribers, so long as they remain subscribers to BMI, shall receive a 25% reduction from the usual catalog rate, and that all new audiences generated by this rate will be paid proportionately in effect. These current rates provide for a fee per month equal to the current Licensed rate as shown on the broadcaster’s current rate card, less, of course, the 25% reduction to BMI subscribers.”

Stating that a complete list of AMP copyrights, which now total the NAB, together with evidence of AMP’s control over these copyrights, the letter continues: “In view of the existence of a situation which confronts broadcasting stations, we feel that broadcasters will be advised to implement themselves with as much music as is currently available,” and urges them to give consideration to the AMP catalog.

Other catalogs available to broadcasters, outside the ASCAP-controlled list, include those of the Society of European Stage Authors & Composers (SESAC), containing some 30,000 compositions; G. Ricordi & Co., with 100,000 compositions; and the Society of Jewish Composers, Publishers & Songwriters, with 2,000 compositions.

ASCAP Unrest

Conversations still are going forward for acquisition of additional catalogs from ASCAP-owned networks, which would make the music available through the industry-owned catalog. However, BMI is unable to acquire the music properties of Metro-Goldwyn-Mayer is cold, both from BMI and network standpoint, because of the difficulty in procuring guaranteed clearance of the catalogs. Independent catalogs, however, may yet fall within the BMI fold.

Unrest persists in the ASCAP equipment and music clearance of business relations with broadcasters. Despite the signing of an ASCAP contract, the feeling in certain ASCAP quarters is that the whole affair is a colossal blunder by its officials.

Officially this is denied, with the assertion that the 24-man board is solidly behind its policies and that there are no plans whatever to sell the company. On the other hand, it was reported in music circles that a half-dozen board members had insisted ASCAP invite the original NAB negotiating committee—which Gene Buck, ASCAP president, and John G. Connolly, general manager, refused to recognize last year—to re-open conversations. No formal word has come from ASCAP, but the fact that representatives from ASCAP to one network, it has been ascertained, were met by BMI represents to some extent the industry in music affairs that all conversations would have to be held there.

Meanwhile, BMI is making further plans for widespread exploitation of its music, with radio, of course, to be the anchor member. An effort to procure the cooperation of operators of automatic phonographs in taverns, restaurants and other small businesses has brought upwards of 4,000 postcard responses indicating interest in performing BMI music in their establishments over the next 12,000 such coin machine operators, BMI explained that ASCAP proposes to collect $60 per machine location, or about $18,000,000 a year.

Because broadcasters face an ASCAP rate of $300 per year, from $5,000,000 to almost $10,000,000 a year, the operators were told, BMI music has been obtained.

Breaking a Monopoly

"BMI is attempting to acquire and to exploit this music which will be available for use by all persons—including owners of automatic phonograph networks—without a fee," said BMI.”

If the music which BMI distributes is popularly sufficient, then BMI is being smashed, BMI’s music is being recorded by the same recording companies, and by many of the same bands, that now supply ASCAP music, and will be sold at the same prices as the records of ASCAP music. The broadcasting industry has collected a pool of almost $1,500,000 to enable BMI to make this effort.

"BMI does not ask any money from you. There is a way, however, in which you can help a movement which is going to work for your benefit. That way is to use records which carry BMI music.”

BMI’s notice explained that the BMI songs are going to have radio’s plugging power behind them. Broadcasters were told that if BMI tunes become hits, BMI’s effort to collect $18,000,000 a year from coin-operated machines will be defeated. Broadcasters returning the postcard will get BMI releases and can give the music a "fair chance" in their territory.

Kayce to Caesar

In an open letter to Irving Caesar, president of the Song Writers’ Protective Assn., Sydney Kaye, vice-president and general counsel to BMI, said: "I am writing in the matter of the letter of Aug. 26, which had charged BMI with denying the song writers the basic contractual right in failing to accept the standard BMI contract, and which challenged BMI to debate the issues. Stating that the broadcasters “have been charged with writing songs with song writers” and none “with legitimate music publishers” but that “the broadcasters’ quarrel is with ASCAP alone,” Mr. Kaye continues: "I do not think it at all proper that there should be any debate with you. I am officer of SPA as a writer, and I think that any public discussion which takes place should take place with an officer or director of ASCAP as such. I also think that any such discussion should air the facts before the parties who are directly interested. This is the basis on which BMI is engaged to debate the issues of SPA or BMI. As members who are available at the place of debate, but also ASCAP members and other song writers.

Willing to Negotiate

Regarding the relationship between SPA and BMI, the letter states: “If SPA is serious in saying that they wish to negotiate with respect to our contract, we can only reiterate that we are perfectly willing to negotiate provided that the basis of that negotiation is not changed. On this basis is that BMI must be enabled to operate just as effectively in the field of licensing performing rights as ASCAP, and that there should be no discrimination against it. The second basis on which such negotiation should be predicated is that we must both recognize that the fairest way to compensate composers for the use of their music on radio broadcasting stations is in precise proportion to the use of their works by broadcasters.

"We must repeat that we cannot recognize the claim that you have put forward that one composer is entitled to a different scale of compensation from another. If we were only fair to ourselves and to the larger public, we should demand nothing less than the fairest way to compensate composers. In this way we can get fair compensation for the use of our music on radio broadcasting stations in proportion to the number of times they are performed and, therefore, the public and not any arbitrary group will make the choice. It is on this basis, as I explained before, that SPA and BMI broke off attempts to arrive at any understanding. If you (Continued on page 80)
Industry Maintains High Wage Standards

Further Increase Noted by FCC In Survey

WITH AN AVERAGE weekly wage of $45.96 to its 19,873 full-time employees, the broadcasting industry during 1939 maintained its pace as America's best-paying industry, according to available Federal statistics.

A summary of functional broadcast employment and payroll data compiled by the FCC Accounting Department for the typical broadcast week of Oct. 15, 1939, revealed that the industry as a whole had increased its weekly stipend from the 1938 average of $45.20 for 18,359 fulltime employees, to $45.96 as the 1939 average of 19,873 employees. In addition there were some 4,000 part-time employees.

Best of Any Industry

According to available Government information, no other industry exceeds the broadcasting industry's average pay. The figures centered both executive and employee salaries in broadcasting, whereas compilations of the Bureau of Labor Statistics, of the Department of Labor, dealing largely with wage-earner groups, were for employees only.

The average weekly wage for 17,785 employees other than executive, according to this FCC analysis, was $41.08. That for the automotive industry, for a typical 1940 week, was $35; for brokerage and banking houses, $37.75; insurance, $36.53; aircraft manufacturing, $30; iron and steel, $30. No figures were available for commercial aviation, as distinguished from aviation manufacturing, or motion pictures, both of which fall in the higher employee brackets, but neither of which was estimated to exceed the broadcast wage.

The FCC analysis was prepared under the direction of William F. Norfleet, chief accountant, and DeQuincy V. Sutton, head broadcast accountant. The compilations concluded the FCC's analysis of 1939 industry statistics, derived from detailed questionnaires sent to all stations and networks (Broadcasting, Aug. 1, Sept. 1).

All fulltime executives in the industry, totaling 2,088 for 705 commercial broadcast stations and the three major networks, received an average weekly paycheck during 1939 of $57.45. These included general manager, technical, commercial, program, publicity and miscellaneous executives.

Average Manager's Salary

The average station manager received a weekly pay check of $108.74, according to the breakdown given for the 706 stations. Commercial managers received an average of $84.60; program directors, $56.42; publicity and news editors, $56.18; chief engineers, $54.15; miscellaneous executives such as assistant managers and department heads, $63.89.

On the 705 reporting stations, constituting practically all commercially-operated outlets on the air at the time the survey was made, announcers received an average wage of $32.62; staff musicians, $47.53; control operators, $38.85; outside salesmen, $48.50; production, $39; promotion and merchandising, $42.11; accounting, $30.37; clerical, stenographic and miscellaneous, in the neighborhood of $21.50.

Network Scale Higher

Network payrolls brought up the average for the industry as a whole. For example, the average pay for 14,118 non-executive employees of the 706 individual stations was $50.64. This figure was increased to $41.08 when network employe salaries were taken into account. The networks had 3,667 fulltime employees who drew an average wage of $58.19 per week. The analysis revealed that 26 managerial executives of the three major networks, including officials and station managers of managed and operated outlets, had an average weekly salary of $381.73, as against the $109.74 figure for managers of the average independent-owned stations.

There were 3,506 part-time employees retained by the 705 individual stations, who received an average weekly pay of $17.83. Nearly half of these were performing artists. The networks had a total of 508 part-time employees—476 of them performers—who received an average weekly wage of $55.55.

Ohio Oil on 12

ORIGINATED at WLW, Cincinnati, and fed to a mixed network of 11 other NBC stations, Ohio Oil Co. on Sept. 6 started Marathon Melodies for the 1940-41 season. The half-hour show is carried by WLW Fridays at 8:30 p.m., with re-broadcasts for other stations on the network at 10:30 p.m. (EST). Participating stations include WCF, Fort Wayne; WTM, Toledo; WGRF, Evansville; WBO, Terre Haute; WAVE, Louisville; KWK, St. Louis; WKY, Oklahoma City; WFAA, Dallas; KGBX, Springfield, Mo.; KVOO, Tulsa; WOBS, Springfield, Ill. The show features Jimmy James and his orchestra, Sylvia Rhodes, the Devore Sisters and the Marathon Melody Men.

Employment and Payroll Data of U. S. Broadcast Industry

(FCC Analysis for Typical Week, Beginning October 15, 1939)

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| BROADCASTING - Broadcast Advertising September 15, 1940 Page 23
FCC Feud Arises In Texas Rulings
Payne Dissents From Action Reversing KAND Deletion

SIGNs of a new breach in views of members of the FCC were seen when announcement Sept. 6 of actions by the Commission in the so-called Texas revocation cases, in which Commissioner George H. Payne dissented, came from the majority action rescinding the revocation order previously issued against KAND, Corpus Christi.

In announcing final action in this—thefirst of seven involving presented independent ownership interests of Rev. James G. Ulmer—the Commission majority said that rule requiring more than the station's own power of its only local station and because the actual licensees were acting in good faith, it had decided to renew the station's license for 1510 kc. with 100 watts power unlimited time.

Commissioner Payne, however, who presided at the Texas hearing and was subjected to severe attack in pleadings filed by the respondent station, held that the licensees involved had been guilty of “many infringements” of the law and regulations, had been permitted to go “scot free.”

Also Hits Westinghouse
Payne also contended that the decision of the Commission in the Westinghouse case on Sept. 4 established a precedent in his opinion would cause the Commission “a great deal of perturbation in the future.” In this case, the FCC cancelled hearings previously set on renewal of the licenses for several Westinghouse stations, including management contracts with NBC [see story on this page].

The FCC also announced Sept. 6 proposed findings of fact and conclusions affirming the Payne recommendations that Kingsland, KFJG, Brownsville, another of the stations involved in the alleged Ulmer transactions. In this instance, the Paynes Broadcasting Co. Inc., KFJG licensee, had transferred to Ulmer and M. D. Stallager complete control of the station without written consent of the FCC in violation of the law.

It is thought that the majority, in several cases at least, may be inclined to follow the precedent established in the Kingsland case, particularly where it may be shown that no deliberate effort was made to deceive the FCC. Commissioner Payne, however, has expressed himself strongly in favor of revocation of all the licenses.

The FCC majority also apparently is taking cognizance of the position taken by W. H. R. Hanley, attorney for several of the stations named in the Payne. Rev. Ulmer will withdraw from either ownership or management of the stations involved in the case, revocations now are under advisement are KTB C, Austin; KJNT, Kefalonia, Kansas; KBAB, Lufkin; KSAK, Huntsville, and KGKB, Tyler, the latter two scheduled for oral argument Sept. 19.

Manager Buying KSUN
CARLSTON W. MORRIS, manager of KSUN, Longview, Tex., owner of that station if the FCC action affects a transfer of ownership, has been made. He proposes to buy out the stock of James S. Maffeo and two other Longview businessmen, who now control the station.

FUTURE plans for the weekly NBC Good News program, sponsored by General Foods Corp. (Maxwell House coffee), were discussed by this group of executives when the series resumed Sept. 15 for its fourth season on that network. They are (1 to 10), John W. Nicholson, Southern California sales manager; Dr. Phil Rapp, Hollywood writer of the show; Tom Revere, New York vice-president in charge of radio, Benton & Bowles, agency servicing the agency's Hollywood office and newly appointed producer of the program. Holiner took over production from Donald Cope who was transferred to New York as assistant to Revere. The current Good News series has undergone a change in format. It is being built around Fanny Brice's Baby Snooks character.

GE to Take Over WGY's Operation
CONVERSATIONS are in progress between General Electric Co. and NBC looking toward assumption of full management of WGY, Schenectady, by General Electric in the near future, as an outgrowth of steps taken by the FCC to discontinue so-called management contracts. WGY at present is program and sales-managed by NBC, as were stations of the Westinghouse group until July 1.

Reports that arrangements already had been consummated whereby NBC would relinquish its present management functions at WGY effective, and M. A. Rapp, attorney for the GE, confirmed by both WGY and GE headquarters in Schenectady. It was stated that conversations are going forward and the indication was that the final agreement would be reached in October. It was also stated that the FCC Electric has been designated for hearing by the FCC Oct. 21 because the management contract arrangement [see page 24]. Other stations owned by GE—KOA, Denver, and KGO, San Francisco—are not involved in this action, but if the commission is made such a precedent, a result would be depriving the public of the broadcast service now available to the stations.

The contracts now in existence between Westinghouse and National are those that have been extensively employed by the several networks in relation to licensed stations. The Commission, by a special committee, has held lengthy hearings and has obtained much information upon the subject of such contracts their investigation of chain broadcasting, and now has this general subject under consideration. In view of this, the Commission on this subject, we do not deem it desirable to approve or renew agreements of this character.

FCC Dismisses Westinghouse Hearing But Keeps Affiliation Inquiry Alive
RENEWED notice to all network affiliated stations that current so-called standard affiliation contracts are under scrutiny as part of its network monopoly investigation, was given Sept. 5 by the FCC in an opinion dismissing hearings involving the Westinghouse-owned stations which had been cited under an order issued early this year. In cancelling the Westinghouse station hearings, originally called because of purported transfer of control to NBC of station management functions, the FCC said it took this action only because the Westinghouse-NBC agreement had been abrogated as of July 1.

Four other stations cited for hearing at the same time—WHCU, Thibodaux; WAF, Birmingham; WGY, Schenectady; WWL, New Orleans—were still on hearing the docket. [BROADCASTING, Sept. 1]. The FCC also has designated for hearing the license of WGST, Atlanta, because of reports from the Department of Technology by a company headed by Sam Pickard, former radio commissioner and former CBS vice-president. Date for the latter hearing has not yet been set.

Not a Precedent
The FCC Aug. 23 announced the hearing dates for the eight stations originally cited Jan. 20. The Westinghouse stations involved were WBY and WBA, Boston and Springfield (synchronized); KYW, Philadelphia, and KDKA, Pittsburgh.

They had been program-managed by NBC since 1932, but on July 1 Westinghouse took over full management and procured regular NBC-affiliation contracts. Westinghouse took on the contract for reconsideration and grant of the renewables without further hearings, which the FCC now considered action abrogating the hearing notices.

In taking action, the FCC warned that it must not be interpreted as a precedent for subsequent approval of broadcast licenses disposed of "rights and privileges" through contract. It was also stated that it felt the former Westinghouse-NBC agreement actually in-
The Children's Theater of the Air... in a Hooper Holmes survey made Sunday, July 21, 1940, showed these remarkable results on a difficult day and time—proof of how WXYZ showmanship wins loyal Detroit listeners.

The Detroit and WXYZ Market... fourth largest is first in the annual per capita wage rate. All indications point to one of the best Fall seasons in the history of this fast moving and responsive market.

WXYZ

Key Station of Michigan Radio Network
5000 Watts Daytime... 1000 Watts Nighttime
Basic Detroit Outlet for NBC Blue Network
Associated to Spend $250,000 In 15th Grid Season on Coast

Oil Field Starts Season With Training Course for Announcers Covering Games on 70 Stations

FOR THE 15th consecutive year the broadcasting of intercollegiate football games from the Pacific Coast and Hawaii will be under the sponsorship of Tide Water Associated Oil Co., Associated Division, which will spend approximately $250,000 to $251,000 on a total of 65 games to the air audience. Harold R. Fisk, manager of advertising and sales promotion, on Sept. 6 revealed the broad general plan for the 1940 grid season.

A total of 70 stations will be used, embracing California, Oregon, Washington, Arizona, Nevada, Idaho and parts of Montana. The $250,000 covers station time, sum paid to colleges for broadcasting privileges, salaries to sportscasters, commercials, promotions and assistants and sales promotion on the games.

Complete Schedule

Under the exclusive broadcasting agreement between Associated and the member schools of the Pacific Coast Conference, the complete conference schedule will be broadcast. In addition, games of leading independent colleges are to be included with arrangements completed covering contests staged by Santa Clara, St. Mary’s, Loyola, of San Francisco, Gonzaga and the U of Portland.

The facilities of NBC-Red, CBS and Mutual-Don Lee networks will be used to cover all metropolitan points in the Pacific Coast area. San Francisco Emmy coverage is being provided this year as an innovation to render coverage to areas beyond the normal coverage afforded by basic network facilities.

Independent stations in Klamath Falls, Bend, Astoria, Baker, LaGrande, Grants Pass, all in Oregon, Walla Walla, Wash., Boise and Lewiston, Idaho, will be used during the season.

Friday night and Sunday games scheduled in the San Francisco Bay area are to be carried by KQW, San Jose. These games involve the contests on schedules of St. Mary’s, Santa Clara and the U of San Francisco. In the Los Angeles area Friday night and Sunday games will be heard on KFWB, Hollywood.

Listeners in the Hawaiian Islands will receive the most complete football coverage ever offered that area, with a schedule of 12 games starting Sept. 28 and ending Dec. 7.

Changes in broadcasting procedure are being contemplated during the 1940 season according to Mr. Deal, who for 15 years has personally supervised the company’s sportscasts. The same basic plan as in past seasons calls for handling of all games by a sportscaster and a commentator. They will be assisted by several observers both in the broadcast booth and on the field. The commentator at the game will give the commercials at the quarter and half-time, before and after the games, as well as give the color description before the game and between the halves. This year’s policy also calls for the sportscaster to give a brief commercial at the time out periods, using his own discretion as to the frequency of this practice.

During the season Associated will promote its gasoline motor oils and Fisk tires. Associated only recently became Fisk distributor.

Announcer’s Session

A two-day conference of sportscasters was held in San Francisco Sept. 12-13. Mr. Deal presided at the meetings. Among those to address the sportscasters were: Tom Fitpatrick, one of the leading officials of the Pacific Coast Conference; P. E. Allan, Associated general manager, and A. A. Jackson, domestic sales manager; J. M. Evans, assistant domestic sales manager; Harry A. Jackson, manager white oil sales; P. E. Weyand, superintendent of consumer sales; Walter Brunn, manager of merchandising, service stations; L. L. Lovett, in charge of media and John Burnham in charge of production in the advertising department.

A staff of veteran announcers, many of whom have served as football announcers for as long as ten years, will again work for Associated this year. The announcing staff includes Frank Bull and Mike Francovich for games in the Los Angeles area; Doug Montell, Don Thompson and Ernie Smith for San Francisco and bay area; John Carpenter, Stan Church and Art Kirkham, Oregon area; Rod Klise, Lewiston, Idaho, and Roy Saville, Boise, Idaho.

Promotion Drive

Associated has planned an elaborate merchandising campaign. An innovation this year will be interviews between halves between Associated commentators and Associated customers attending the games. The customers will be invited to tell their reactions to Associated products. Prizes will be awarded interviewers.

All Associated dealers will be provided with window posters which have a “go to the game” theme, with the alternative, if you can’t go to the games, to buy from the Associated sportscast. The posters will give the schedule of games for the coming week-end, over what stations they are to be broadcast and at what hour. They also will contain a large photograph of a scene from one of the games between two of the rivals on the gridiron last year. These posters will be changed weekly.

In addition Associated is publishing a Telephone’s Pocket Schedule, which will be passed out to the company’s customers gratis. The schedule will list all games to be broadcast by the oil firm, with times, stations and originations points. There will be special poster boards calling attention to the Associated football broadcasts at all the dealers stations.

A window display contest will be held among all Associated dealers on the Coast. The first contest runs from Sept. 1 to Oct. 1 and the second from Oct. 1 to Nov. 1. Prizes will be awarded dealers presenting the best window display.

STAFF MEMBERS of KWTO-KGBX, Springfield, Mo., recently met a challenge from Sports Editor Perry Smith, of the Springfield News Leader, and defeated the clown paper nine B-4 in a five-inning hardball game. Looting about in studied nonchalance, before the game took its toll of sore thumbs, stretched muscles, and wrrenched backs, is the studio squad.—(1 to r, kneeling) Bill Ring, John Borowski, Dave Manners, (standing l) Bud Winyard, Carl Ward, Ralph Nalls (leaning forward), Ralph Stoffebbaum, Tom Prophet, Gordon Wardell; (back row) Junior Jawhow, Bud Baker, Al Stone. Uniforms for both teams were supplied by the St. Louis Cardinals, which sponsors the Springfield Cardinals as a farm club. The game was played at White City Ball Park just before a regular Western Association tilt with Fort Smith, Ark.

Sponsors Booking Pro Grid Series

WHILE the major networks continue their policy of carrying selected college football games on a sustaining basis, deciding on the games from week to week on the basis of their importance, sponsors of any gridiron games of some individual stations, particularly those played by the professional teams, may have an important place on autumn schedules.

Most of the games of the National Football League will be sponsored this season as before, although General Motors, which owns rights of the Bowl games last season for Wheaties, is no longer sponsoring this field. Instead the games have been sold to various sponsors for the home and away games in the several cities of the league.

The Hyatt Razor Co., New York (Schick Injector Razors), through J. M. Mathes Co., has purchased the 11 home and away games of the New York Giants exclusively on WHN, which will carry the Whitehills to do the play-by-play and Bert Lee the commercials and color. Last season WOR carried most of the Giants’ games but the major networks but the WOR is included in the Atlantic Refining Co. college schedule (see Broadcasting, Sept. 1) for six Yale games.

Atlantic Refining Co., in addition to the games sponsored by its franchise, has bought all Philadelphia Eagles games except the Sept. 19 contest with the Green Bay Packers on WFIL, which has assigned Byram Saam to handle. Last year FICU had the Eagles games for WOR.

The champion Green Bay Packers games, as in previous years, will be sponsored by Wadham’s Oil Co., Milwaukee, over WTMJ, which will run lines to the Wisconsin community for all home games and will also send Russ Winnie, assistant manager, to cover games abroad.

Ford Dealers Sponsor Two

Ford Motor Dealers of Detroit and Washington will cooperatively sponsor the Detroit Lions games on WJR and the Washington Redskins games on WOL, respectively. McCarron, who placed the accounts in both cases, the agency has assigned Russ Hodges, formerly with WPTF, Charlotte, to handle the Redskins games at home and away.

In Cleveland, all Rams games will be sponsored by the Plymouth dealers of Cuyahoga County, with Bob Kein and Bill Fortune at the microphone.

In Pittsburgh, the Steelers games will be covered by WWSW and EQV, the former having the Sears Fortune and as sponsor and the latter Tucker Hat Co.

The Chicago Bears for the third year will be sponsored over WJJD on a participatory basis, with the following sharing credit under FICU’s college football schedule: American Safety Razor Corp., Brooklyn (Gem blades); P. D. Mann, New York (Gold Gold); I. W. Green Drug Co., Chicago; Weco Products Co., Chicago (Dr. West’s toothbrushes); Jack Weir, Los Angeles (show). The Green Bay Packers games will not be broadcast this season, according to C. W. Bisplinghoff.

No sponsorship has yet been arranged for the Brooklyn Dodgers.
picture of an idea going places

An idea, it has been said, must necessarily prove its worth to provoke confidence.

WOR was well aware of this back in 1935 when it launched its unique directive-array* method of concentrating, directing and more than doubling its 50,000 watts.

True, it was an idea based on sound engineering fact; an idea backed by thousands of dollars worth of precise equipment gauged to restrict and amplify power — to convert 50,000 watts into a penetrating impact of 135,000 watts.

But it was an idea to be proved.

It has done this well.

During the past five years WOR’s idea of more than doubling its power, has more than doubled the sales of many advertisers who have consistently used WOR. An astonishing file of more than 80 success stories convinces us of this.

For it takes more than a “big” station to obtain outstanding results in Greater-New York. It takes big power, too. The power of WOR — uniquely amplified into an impact of 135,000 watts.

Are you backing your message with this power-full advantage?

*DIRECTIVE-ARRAY radiation of power differs completely from the radiation delivered by the ordinary 50-kw. half-wave radiator. WOR is the only major station offering this unique power-plus in New York.

that power-full station
Converting on Spartanburg, in South Carolina's Piedmont region, this group of radio executives and public officials on Wednesday dedicated the new WORD, 250-watt fulltime CBS outlet on 1,370 kc. operated along with its sister station, WSPA, by Spartanburg Advertising Co. At top, posed before a WORD mike, are (1 to r) Roger C. Peas, publisher of the Greenville News; and vice-president; Edward F. McLean, general manager; W.B.T. Charlotte, N.C., Jack Walters, WORD program director. At right during a dedication broadcast is Walter Brown, former WSPA, newspaper correspondent. WORD presents to the public an executive and general manager of WORD and WSPA, and Sen. James F. Byrnes, of South Carolina.

Brown also has announced personnel of the two stations. Phil Clarke is in charge of commercial sales. Jack Walters, program director of WORD since the station was sold by Mr. Evins, has been switched to WORD in the same capacity, with Sterling Wright promoted to program director of WSPA. Law Epps and Howard Turner, formerly of WNGC, are WORD announcers. Blanche Walker is secretary for the station.

Engineering staff includes George Tate, assistant engineer in charge of the transmitter; W. R. Harmon, in charge of station operation, and R. C. Burns, Alvin Langford and Carey Isley. Thad Horton continues as WSPA engineer, assisted by Ed Martin and David Galloway Jr. Charles O. Hearon is assistant general manager, W.B.T., Charlotte, N.C.; Senator-elect Charles Moore; K. G. Pickard, WSPA, and Spartanburg Chamber of Commerce; A. B. Taylor, president of Spartanburg Advertising Co.; S. S. Wallace, publisher, Spartanburg Herald and Journal; former Gov. Olin D. Johnston; Charles O. Hearon, WSPA public relations director; Donald Russell, local attorney and member of the board of directors of the station's company. Congratulatory messages also were received from President Roosevelt and Senator E. smiley and members of Congress and CBS officials.

Although the stations are run by a group in different ownership, the Spartanburg Herald and Journal published a special Sept. 1 edition celebrating the WORD opening. The papers also have a circulation of 1,000.

Better - Speech Institute Plans Largest Campaign

BETTER-SPEECH INSTITUTE of America, Chicago, on Sept. 29 starts a 15-week schedule of weekday half-hourly quiz shows to promote America's! on 45 NBC-Blue stations, Sundays, 7:30-8 p.m. (EST), as part of the largest advertising campaign in its history. Conducted by an M.C. to be known as the WORDman, the program will be the audience participation type and will feature a studio cast and Rex Maupin's orchestra.

The Institute's self-teaching course, Practical English & Effective Speech, of which more than a million sets have been sold in the past, will be offered on a nationwide basis for $3.85, instead of the regular $5 charge. This, according to Neal B. Dunbar, president of the Institute, because of the anticipated full business which is expected to push sales above the 2,000,000 mark. In addition to radio, national magazines, trade papers and place- ment in church basket, the program is known to a large extent.

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KALE Gets 5 kw. Night

KALE, radio station of Tate, Miss., Sept. 10 was granted a construction permit by the FCC to increase its night power from 1,000 watts to 5,000 watts on 1320 kc. unlimited time, with a directional at night. The station is a sister outlet of WCYW, New York.
THREE MORE TOUCHDOWNS ALL WITH EXTRA POINTS!

NOW! Night and Day!

NOW! 1,000 Watts!

NOW! NBC Blue!

BIG things are happening down in Richmond, Virginia. In business—in advertising—and in radio. Put your advertising money on this new line-up and enjoy the sales touchdowns (with extra points) in the rich markets served by WRNL. Another plus is the WRNL Merchandising Service to help add additional first downs to your program plays. For all the latest WRNL dope go into a huddle with

EDWARD PETRY & CO., Inc.
New York - Chicago - Detroit - St. Louis - San Francisco - Los Angeles
A WHOLE COVEY of advertising agency and representative folk took to the air late in August, flying from New York's LaGuardia Field to Schenectady via Canadian Colonial Airways, and subsequently going to Troy to inspect the new WTRY and then to the radio station in Saratoga. They are (1 to 5) Richard Howland, J. Walter Thompson; Burton N. Adams, McCann-Erickson; George Trimbile, Marshalk & Pratt; N. Fletcher Turner, J. M. Mathes; Frank Coster, Young & Rubicon; Chester Slabaugh, BBDO; Elizabeth Black, Joseph Katz Co.; Mrs. Blayne Butcher; F. C. Brokaw, Paul H. Rayner Co.; Blayne Butcher, Len- sen & Mitchell; P. L. damen, Paul H. Rayner Co.; William T. Tiernan, Atherton & Currier.

San Diego Outlet Awarded by FCC
Station on 1420 kc., 250 w. Granted Warren Worcester

THE four-year efforts of Warren Worcester, 31-year-old engineer and grandson of one of the founders of U. S. Steel Corp., to secure a new radio station in San Diego, Cal., were rewarded Sept. 6 when the FCC announced proposed findings granting the Worcester Broadcasting Co. a new 250-watt outlet on 1420 kc.

The Commission several years ago denied a request for a new local outlet on the grounds that no need for the service had been shown. Later it denied his application to purchase KECA, Los Angeles, regional outlet on 1420 kc., which he proposed to move to San Diego after the 3-year Anthony interests had purchased the old KEHE and arranged to have KEHE's 750 kc. frequency transferred to KECA [Broadcasting, July 1, 1936].

Survival of Fittest
Since the denial of the original local application, the "survival of the fittest" theory of new station grants has been upheld by the courts, and in the latest proposed findings, which are tantamount to a grant of the license, the FCC is following the same policy. It is held that "while the applicant herein seeks the use of a local channel to serve a metropolitan district, we have found that more than 90% of the population residing in said area will receive interference-free service from the proposed station."

In denying the 1938 project of young Mr. Worcester to buy KECA for $90,000, the Commission had ruled that he sought to purchase a facility rather than an operating plant, and held that the facility was not salable simply because the Anthony interests had released their position on the 1430 kc. channel in favor of the superior 750 kc. wavelength.

FCC Extends Period for Filing Briefs
Answering Monopoly Committee Report

YIELDING to the entreaties of NBC, CBS and Independent Network Affiliates, the FCC Sept. 7 announced that the time for filing of briefs in answer to the FCC Network Monopoly Committee's report has been extended from Sept. Oct. 25. The networks had asked an extension until Dec. 15.

In a meeting at the hearing, the Commission Sept. 4 of the members present (Thompson absent, Brown not participating). It was reported that a vigorous debate developed during the Commission discussion as to the advisability of a postponement. Chairman Flynn is understood to have advocated the continuance strongly, because of the far-reaching aspects of the committee's recommendations. At times, it was said, the discussion was heated.

In the same file the FCC said the action was taken "to meet the requests of NBC and CBS, and also that the report of 1,300 pages was so vigorous that considerable study of it and the record itself is necessary before briefs can be filed properly to cover the subject and adequately represent their views." In a statement, also asked for more time.

Mutual Opposition
No mention was made in the Commission's announcement of a letter filed by Louis G. Caldwell, counsel for MBS, opposing the postponement. Mr. Caldwell referred to an article in the Sept. 1 Broadcasting indicating that a continuance "is likely to be sought". He said that MBS registers its "unqualified opposition," pointing out that the committee report was released on June 12 and counsel for all parties had been afforded an opportunity to study it. The date of Sept. 15, which is 15 months after the conclusion of the hearing and three months after the release of the committee's report, provides ample opportunity for a full consideration of the testimony introduced at the hearing, the committee's report and the preparation of briefs, he said.

Mr. Caldwell also alleged that the evidence introduced "clearly shows that certain acts and practices of Columbia and National are in violation of the anti-trust laws of the United States and the Communications Act of 1934." He added, however, that the Commission should no longer delay action.

NBC, through its counsel, Philip H. Hypernes Jr., sought a postponement until Dec. 15. CBS had raised the matter orally through a conference of former Judge John J. Burns, CBS chief counsel at the hearing, last week.

Paul M. Segal, counsel for IRNA, notified the FCC Sept. 4 he had been informed that NBC and CBS had requested extensions and that he would like to join in the request. Pointing out that he had been instructed to file the brief only a month before, he said it was his judgment that a comprehensive and useful brief would take more time than now available.

Thus, only two briefs—on behalf of KFRO, Longview, Wash., and WBNY, Buffalo, supporting the basic conclusions of the Network Monopoly Committee—have been filed [Broadcasting Sept. 1]. On behalf of WDRC, Hartford, a letter was filed with the FCC stating that no brief was to be submitted but that in the interest of accuracy the station would correct certain purporting misstatements appearing in the committee's report.

WWAE Is Now WJOB
CALL letters of WWAE, Hammond, Ind., recently purchased from the interests operating WPKW, in the same city, have been changed to WJOB by authority of the FCC. The local outlet was taken over in June, with FCC authority, by O. E. Richardson and Dr. Fred L. Adair, each as 50% stockholder.

Mr. Richardson is former district manager of Graybar and manages the station. Dr. Adair is head of the U of Chicago Lying-In Hospital.

Screen Guild Programs To Be Resumed by Gulf
GULF OIL Corp., Pittsburgh, following an announcement Sept. 7 off on Sept. 27 resumes for the fourth consecutive season the half-hour Gulf Screen Guild Theatre on 66 CBS stations, Sunday, 7:30-8 p.m. (EST), for 15 weeks. Harry Ackerman, Program & Rubicon producer, as Screen Guild production contact. Roger Pryor returns as director and m.c. Oscar Bradley again is musical director with John Hiebert on stand signed to handle commercial announcements. Austin Peterson continues as scriptwriter.

Opening program will have Jimmy Stewart, Margaret Sullivan and probably Frank Morgan in the dramatic vehicle, The Shop Around the Corner, Series, which formerly originated in Earl Carroll's Restaurant-Theatre, will be staged in the CBS Hollywood studios. All film talent donate their services, Gulf Oil Corp. in turn, contributing $10,000 weekly to the Motion Picture Relief Fund. The series has earned $18,000 in the 18 months of Gulf sponsorship.

New WAKR, in Akron, Names IRS, Joins Blue
WAKR, new Akron station which expects to operate soon, has acquired International Radio Sales as its national representa- tion. Station will be affiliated with NBC, and John H. Romaine, owner of WAKR, has already added to the stations carrying the Adam Hat fight Oct. 5. WAKR has rights to a block of RCA apparatus. It has subscribed to United Press radio service and its new training station is RCA.

Located on the ground floor of the First Central Tower Blg., WAKR, the first station to broadcast with RCA apparatus, is located in the same building. It will operate with 1,000 watts fulltime on 1530 kc. Station is programed and Mendel Jones manager [Broadcasting, Aug. 1].

Yankee's Largest
SOCONY VACUUM OIL Co., New York, has purchased a block of 730 Yankee Network news broadcasts to be sold to Yankee Network stations starting Oct. 1. Contract is for a year ending Sept. 30, 1941, and covers a total of 1,200 news broadcasts every day. It is the largest contract ever signed for the Yankee Network. Agency is J. Stirling Getschow, New York.

Albert Labs. Test
ALBERT LABS., Chicago (Resi- rine), late in Aug. started a test campaign of 10,000 word announcements on WMNN, Fairmont, W. Va.; WWA, Wheeling; KWTJ, Steubenville, Ohio, and WTVF, Tuscaloosa, Ill. Test is slated until Oct. 1 when many additional stations will be used. First United Broadcasters, Chicago, handles the accounts.

Page 30 • September 15, 1940
Count the Counties

STACK 'EM UP vertically or lay 'em end to end, there are still a lot of counties in the Omaha Market. And it takes a lot of coverage to do a thorough selling job in this rich corn-and-livestock region. Alert radio time buyers demand effective coverage of the entire market—259 counties in six states—and get it through a single station, WOW.

WOW provides advertisers more impacts, in more counties, with more spendable income, than any other station in the market. IF YOU WANT THE OMAHA MARKET, YOU WANT WOW!

RADIO STATION

OMAHA, NEBR.

5,000 WATTS DAY AND NIGHT ON 590 KC COVERS THE OMAHA MARKET

Egner Is Elected
As Vice-President
By Board of NBC
Growth of Recording Activity
Recognized in Promotion

C. LLOYD EGNER, head of NBC's Radial-Recording Division since its inception in 1934, was elected a vice-president of the company by the board of directors at its monthly meeting Sept. 6. Announcement of Egner's elevation, made by NBC's president, states that marks the growing importance of NBC's recording activities under Egner's guidance.

Coming to NBC after more than 15 years with the Talking Machine Co. with RCA Mfg. Co. after RCA took over Victor, during which he handled nearly every type of sales activity, Egner set up his division into one of the largest transcription services. The Thesaurus library service, which he established in 1935, is now used by more than 225 radio stations in the United States, Canada and other countries.

Expanded Activity
Besides the Thesaurus, NBC's Radial-Recording Division is active in the production of custom-built transcriptions for local radio stations and regional advertisers, which are used in spot and local advertising campaigns. Egner set up this custom-built department in 1935 and 1936 and today it has a complete staff of writers, directors, and producers and is able to produce any type of program desired. More recently Egner has added to the Thesaurus a syndicated transcription field, handling sales and distribution of national and regional programs for stations.

About a year ago the transcription production and sales activities of RCA were turned over to NBC, which has subsequently opened Radio-Recording offices in Hollywood, Saugus, and several other cities, and entailed operating under Mr. Egner's supervision. The division last year also launched a new system of recording actual recitations, known as NBC Ortho-Rhetoric.

In Philadelphia in 1895, Egner began his business career in 1917 as a salesman for the Victor Talking Machine Co. Following a year in the army, he returned to Victor as assistant manager of sales, and in 1921 became manager and in 1925 Chicago district sales manager. From 1927 to 1929 he served as assistant general sales manager, and during the last two years was president of the Chicago Talking Machine Co., a Victor subsidiary. 1931 he appointed manager of record and recording sales for RCA Mfg. Co., following RCA's acquisition of the organization, remaining in that position until joining NBC in 1934 to organize and direct its transcription activities.

11th Year of Philharmonic
FOR THE 11th consecutive year, CBS will start it series of Sunday afternoon concerts by the New York Philharmonic Symphony Orchestra on Oct. 13. John Barbirolli will be permanent conductor of the orchestra for another active season as intermission commentator.

Regular Fulltime Given 4 Stations
WBAL, KRLD Granted 50 kw.; KTHS Plan Disapproved

CLEANING up a six-year-old experiment which had required full-time operation for four half-time stations, the FCC Sept. 10 awarded WBAL, WTIC, Hartford, and KRLD, Dallas, regular fulltime authorizations with 50,000 watts each. KTHS, Hot Springs, Ark., also figured in the experimental authorizations, was not given a regular grant because of the arrangement made with NBC for installation of its proposed new 50,000-watt transmitter, which the FCC declined to approve.

Under the action, WBAL increased its night time-keeping from 2,500 watts to 6,000. It has 1,000 watts during the day and 5,000 watts night (synchronizing with WJZ, New York) to 60,000 watts fulltime. It must cease daytime operation for four half-time stations, the FCC declined to approve.

KRLD was granted authorizations for fulltime on 1540 kc., with 50,000 watts. The arrangement with WBAL was eliminated, awarding it fulltime with a directional antenna at sunset in Dallas.

KTHS was granted authorizations for fulltime operation on 1410 kc., with 50,000 watts. The arrangement with WBAL was eliminated, awarding it fulltime with a directional antenna for night use only. Its regular assignment had been to share time with KTHS on 1410.

Hot Springs Held Back
It is understood the FCC is adverse to granting WBAL the 50 kw. authorization unless the station makes other arrangements for installation of a 50-kw. transmitter. It was stated on behalf of NBC that the station, owned by the Chamber of Commerce of Hot Springs, suggested the arrangement whereby NBC would install an RCA 50,000-watt transmitter.

The FCC's action marks the end of the arrangement for reimbursement for installation of the transmitter, which was authorized through amortization of network payments to the station for network programs, plus a trust fund. The FCC felt such an arrangement was not conducive to operation in the public interest and in effect would give RCA a "chained mortgage" on the KTHS license.

Preliminary KTHS will be authorized to install its new equipment and a directional antenna for day and night use, with 1,000 watts, and conditioned upon an engineering conference, presumably to determine the degree of protection to be afforded other stations on the channel.

WSAZ is Shifted, Boost for WING
Huntington Outlet to 900 kc.; Dayton Station Gets 5 kw.
CONTINUING its recently inaugurated procedure of making conditional grants, the FCC Sept. 4 awarded WING a broadcasting license for a new station at Dayton, Ohio, Va., a shift in frequency from 1190 kc. to 900 kc. with fulltime "granted pending conference". The action authorized WING new equipment and a directional antenna for day and night use, with 5000 watts fulltime on the same regional channel, while the license to WKY, Oklahoma City, the only one, was given 1,000 watts fulltime in lieu of daytime operation, all with directional antenna.

WSAZ has operated limited time on 1190 kc. the clear channel assigned to WOA1, San Antonio. It was authorized for several new equipment and a directional antenna for day and night use, with 1,000 watts, and conditioned upon an engineering conference, presumably to determine the degree of protection to be afforded other stations on the channel.

WING Gets Boost
At the same meeting, the FCC granted WING, Dayton, a construction permit to increase its power from 250 watts night 500 watts day to 5,000 watts fulltime on 1380 kc., with an additional antenna for night use. The station only a few months ago was a time-sharing outlet.

The new KDTH, Dubuque, la., involved in the "free competition" litigation which was decided by the Supreme Court in favor of NBC, was granted modification of its construction permit to increase its power from 500 watts night to 1,000 watts and to change its hours from day-time to unlimited time, with a directional antenna on 1340 kc. The proposed station will be operated by the Dubuque Telegraph-Herald. The grant was conditioned upon approval of a new site and antenna by the FCC.

KFDA, Amarillo, Tex., Sept. 4 was given an increase in power to 250 watts night 500 watts day fulltime on 1360 kc., with an additional antenna for power from 100 to 250 watts fulltime on 1500 kc.

Phone Noise
COMPLETE with a system of relays and circuits, technicians of WOR, Newark, after a year of work have devised a sound effects machine recorded sound signals heard by or heard over a telephone. At the turn of a switch the gadget simulates a dial tone, bongs a certain length, and allows the click of the receiver on hook at either end of the line, in intermitter, ring and other telephone effects. A telephone receiver is attached to the device so that anyone that can achieve the effect of a voice heard on the phone by having it placed directly into the mouthpiece instead of the usual filter.

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THE NBC FARM & HOME HOUR

originated and sponsored since 1928 by the National Broadcasting Company, in cooperation with the U.S. Department of Agriculture, is recognized as the Farmers' own program.

* The finest schedule of daytime programs in the world — including the famous NBC FARM AND HOME HOUR — will unquestionably attract the greatest number of farm and rural listeners in any market.

In Chicago it's on... WMAQ

50,000 WATTS—670 KC. CHICAGO
KEY STATION OF NBC RED NETWORK
HOLLYWOOD Division of Columbia Recording Co., headed by Paul Crowley, has begun operations with the new CR networks, joining the main KNX studios and with Chester Boggs in charge of technical operations and Charles Phillips in charge of sales. A group of radio notables has gathered to discuss CRC transcription plans. Left to right: I. P. Rodman, CBS director of engineering and development; Ralph Wentworth, president, Lansing-Worth Program Service; CRC director; Cy Langlois, general manager, Lang-Worth; William A. Schutt Jr., general manager, CBS transcription division; and A. E. Jocelyn, general manager, WBT, Charlotte.

New England Serial Test Begun by Schrafft Candy

W. F. SCHRAFFT & SONS Corp., Boston (candies), starts a test Sept. 23 on WAAB, Boston, for its Peppermint Patty candy, of 15-minute transcribed programs, produced by Radio Attractions, New York, to be heard thriceweekly. Depending on results of the first four, six- and eight-week periods, the series will be extended to either two or three other New England cities or the full Yankee Network.

Special merchandising support will be given the show, using the Fu Manchu character for the pre-broadcast campaign, which started last week, and includes corner displays, jobber wagon signs and store window decorations. In addition, a special sales meeting was held in Boston Sept. 6, attended by officials of the company, station, transcription company, advertising agency, and Schrafft dealers and salesmen. Agency is Al Paul LeFoton, Philadelphia. Paul Brown is account executive; William Eynon, sales contact for WAAB, and Herman Carnow represents Radio Attractions.

‘Big Town’ to Return

LEVER BROS. Co., Cambridge (Rinse), through Rathruff & Ryan, New York, O.&B. announces Big Town on 67 CBS and 31 CBC stations, shifting from its former Tuesday night slot to Wednesday, 8:30-9:30 p.m. (EST), with West Coast repeat 7:30-8 p.m. (PST). Personnel of the program continues as before, with Robinson again essaying the role of Steve Wilson, crusading editor, and Ona Munson as the newspaper reporter. Crane Wilbur resumes as producer and script editor. Thomas Freebain-Smith, formerly CBS Hollywood producer on the series, has joined the agency staff as assistant to Wilbur. Leith Stevens is to be musical director. Arthur Eddy will handle special exploitation. Lever Bros. is currently sponsoring Uncle John’s Quest Bee as a summer substitute for Big Town.

Lewis-Howe Series

LEWIS- HOWE MEDICINE Co., St. Louis, Mo., will start a weekly half-hour series on 86 NBC-Blue stations featuring Tommy Dorsey’s orchestra. Show will be heard Thursdays, 7:30-8 p.m. (EST), with a repeat broadcast at 10:30 p.m. for the West Coast. Stack-Goebel Ad agency, Chicago, handles the account.

August Billings Well Ahead of 1939

But Month Is Poorest of Year for Nets

TOTAL BILLINGS of each of the major networks in August were higher than in August a year ago, although August was the poorest month this year. NBC-Blue, CBS and MBS billings for August were lower than in any other month in 1940, while NBC-Red had lower figures only in June.

This seasonal hull was expected and an upswing in time sales is predicted for the fall. Renewals and new business for September and especially October indicate marked autumn increases.

Combined gross time sales of the networks for August totaled $6,841,784, an increase of 16.8% over the August 1939 figure of $5,859,616.

For the eight-month period, combined time sales grew to $81,672,373 this year as compared with $52,847,852 last year, a gain of 57.6%.

Individually, NBC-Red for the second month leads the other networks in dollar volume for the month, while CBS, which for the first six months of 1940 led in gross sales, has the highest total billings for the eight months. NBC-Red time sales for eight-month period totaled $26,541,086, a rise of 8.2% over the $24,942,647 total for the eight months of 1939. NBC-Blue January-August figures show a 7.9% increase since last year, reading $6,587,494 for 1940 and $6,611,945 for 1939. For NBC as a whole, the eight-month total this year is $29,129,766, up 10.4% over last year’s total of $26,319,062. Combined NBC August billings are $3,738,296, a gain of 12.9% over the $3,312,570 total for August 1939.

Cumulative CBS time sales at the end of August grossed $28,404,427, an increase of 16.7% over last year’s figure of $21,606,062. MBS showed an increase of 21.8% for the eight-month period, which ended in 1940 compared with $2,046,228 in 1939.

Gross Monthly Time Sales

% Change 1940 Over 1939

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<th>Month</th>
<th>NBC-Red</th>
<th>CBS</th>
<th>MBS</th>
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<tr>
<td>Jan</td>
<td>$2,496,302</td>
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<td>Aug</td>
<td>$2,197,707</td>
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TALL CORN Sweepstakes contest in Iowa, sponsored at the State Fair by WHO, Des Moines, resulted in victory for Don Radda, farmer of Washington, Ia. (center) whose stalk measured 19 feet, 8 inches. He is beside his prize-winning stalk, receiving the B. J. Palmer Trophy from Herb Plant-recording laboratories set up in a building at the fair, a gift of George A. Wilson of Iowa looks on. The Iowa-West Virginia contest annually staged between WHO and WCHS, Charleston, will not be decided until West Virginia’s “growing season” ends later this month, but the Radda stalk will be Iowa’s entry.

Page 34 • September 15, 1940 BROADCASTING • Broadcast Advertising
**a QUIZ for Radio Time Buyers**

What Wichita Radio Station covers the most Kansas and Oklahoma counties?

1

What Wichita Radio Station has the strongest signal under ALL conditions, favorable or unfavorable?

? 2

**here are the ANSWERS**

1 KFBI—Field measurements prove the KFBI half millivolt contour includes nearly twice as many Kansas and Oklahoma counties as any other Wichita station.

2 KFBI—Not only has greater coverage in miles from Wichita—KFBI is dominant close in, which means LISTENERS even when reception conditions are unfavorable.

3 KFBI—is STAFFED FOR SELLING—is the station which can be and is heard best—will do the best selling job for you.

Put this new KFBI selling vitality to work for you!

KFBI

WICHITA

Pioneer Voice of Kansas

Affiliated with Mutual Broadcasting System and the Kansas State Network. Represented by Howard H. Wilson Company.
For Uniform Federal Law

ENACTMENT of a uniform Federal statute on defamation by radio, which would correct the present unsatisfactory conditions resulting from dissimilar State laws, was recommended to the annual convention of the American Bar Assn. in Philadelphia Sept. 9-15 by its Committee on Communications.

Citing the need for clarified procedures regarding libel and slander over the air, the committee reviewed past court opinions and decided on a uniform statute. A uniform statute designed to override State laws would go far toward correcting the mess, the committee said, if such a law would be held constitutional. The chance that it would be upheld seems good enough to justify an attempt to enact a general law as to the civil rights of a journalist who has been defamed by radio, the committee said. If, however, such a law did not prove feasible it was suggested that perhaps a resolution could be gradually enacted by the states.

URGES FREE SPEECH

The committee warned of danger to freedom of radio in view of Section 506 of the Federal Communications Act, giving the President "very drastic powers, not merely in case of war, but in 'any national emergency.'" It emphasized the importance of maintaining free speech, along with a free press.

The Government must be reminded that radio, as now supported, will fail financially unless it is successfully conducted as a "show business" and that advertisers will not be able to afford to pay the millions it would cost to maintain our radio system unless, by radio broadcasts, they sell enough goods to make radio advertising worthwhile, the committee said.

The NAB Code was described as an interesting and so far encouraging experiment as a voluntary effort by the FCC to indicate rules of conduct for its members. The committee said the public's interest should be protected to favor the general policies represented in the code.

The committee said that if the Government is to be kept out of actual management programs, the industry must maintain public confidence as to the way in which programs are at present selected and "as to the fair working of the system as between the large business units." The committee emphasized the public's right to hear must be protected, since the three great influences were those of station owners and newspaper publishers, who are in a position to be wholly detached and disinterested. These were the so-called "pressure groups", the proprietors of the stations and networks and the Government agencies. Even Government bureaus and agencies were not to be freed from selfish considerations, the committee said. It added:

"Experience shows that any Government agency which may be charged with the duty of issuing radio licenses and regulating radio operations will be under constant and powerful pressure to follow the dictates of whoever is for the time being President of the United States—whatever his party. Since the President must act as the head of a party as well as head of the nation, this means that to some extent the Government groups themselves will be influenced by the President's partisan aim that his party shall succeed at the polls."


Precious Metals and the Radio Industry

The committee emphasized the importance of radio in the precious metals industry, saying that "no medium of communication is so effective in maintaining public knowledge of current market trends as is radio advertising of precious metals." It added:

"It is fortunate that the precious metals industry is ably and energetically handled by the American Precious Metals Association, which has shown to the public, by means of accurate and up-to-date information, that the use of precious metals is important in modern times."

Hearing in the Senate

The committee emphasized the importance of maintaining the freedom of the press by the Senate in the proposed bill, saying that "by means of accurate and up-to-date information, the public is better informed by radio than by any other medium of communication." It added:

"It is fortunate that the Senate has, by means of accurate and up-to-date information, been able to maintain its independence of the President and his party, and to continue to serve the public interest by the free and unfettered expression of its views."

Newspaper Advertising

The committee emphasized the importance of newspaper advertising in the precious metals industry, saying that "by means of accurate and up-to-date information, the public is better informed by radio than by any other medium of communication." It added:

"It is fortunate that the newspaper advertising industry has, by means of accurate and up-to-date information, been able to maintain its independence of the President and his party, and to continue to serve the public interest by the free and unfettered expression of its views."

Portsmouth Case is Heard by FCC

PREMISED directly on the newspaper ownership issue, the FCC on Sept. 15 will hold a three-hour hearing on the proposal of Brush-Moore Newspapers Inc. to acquire the remaining 50% of the stock of WOY, and as such to become the sole owner (BROADCASTING, June 15). The application of the Brush-Moore organization, publishers of the Portsmouth Times and other Ohio newspapers, originated in 1940, without hearing, but on June 12 after oral argument before the full Commission the case was continued.

At the Sept. 9 proceedings Horace L. Lohnes, counsel for both assignor and assignee, presented as witnesses Charles A. Thompson, Cleveland financier seeking to sell his half-interest in the station; Ralph Pat, WAPY manager, and Roy Moore, vice-president and general manager of Brush-Moore Newspapers Inc.

Testimony emphasized that full ownership of the station by the newspaper organization would not result in any surrender of the means of expression, since the Portsmouth community is served by a number of daily newspapers from both larger and smaller cities in nearby areas. Although FCC attenuation in the Brush-Moor organization is close, the record in the case was not closed by Basil Cooper, FCC attorney who presided at the hearing.

Old Gold Spots

P. LORILLARD Co., New York, with its station Sept. 9, renewed its contract for the 16th consecutive year on WOC, Davenport, Iowa. WOC claims this qualifies the firm as the "oldest consistent radio advertisers." As it has done in previous years, the company will sponsor WOC's Guest of Honor show, Hugo Schmidt, vice-president of Crescent (third from left), declared: "We are very proud of our history as a radio advertiser. At this, the beginning of our 16th year on WOC, we are glad that our budget for that station can be increased by 60%, as our sales in this market have shown marked increase during the past few months." At the signing (1 to r) were B. H. Mulhauser, advertising manager; L. O. Fitzgibbons, WOC commercial manager; Mr. Schmidt, and Isom Chapin, WOC representative. Bottom photo shows the final portion and signature of the first Crescent contract with WOC, dated May 20, 1925, and under which the program started June 5, 1925.

HAVING NEVER MISSED a week on the station since it first sponsored a program on June 5, 1925, Crescent Macaroni & Cracker Co. recently renewed its contract for the 16th consecutive year on WOC, Davenport, Iowa. WOC claims this qualifies the firm as the "oldest consistent radio advertisers." As it has done in previous years, the company will sponsor WOC's Guest of Honor show, Hugo Schmidt, vice-president of Crescent (third from left), declared: "We are very proud of our history as a radio advertiser. At this, the beginning of our 16th year on WOC, we are glad that our budget for that station can be increased by 60%, as our sales in this market have shown marked increase during the past few months." At the signing (1 to r) were B. H. Mulhauser, advertising manager; L. O. Fitzgibbons, WOC commercial manager; Mr. Schmidt, and Isom Chapin, WOC representative. Bottom photo shows the final portion and signature of the first Crescent contract with WOC, dated May 20, 1925, and under which the program started June 5, 1925.

Libby on 15 in Canada

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods), start in October a series of daily transcribed spot announcements on 25 Canadian stations. On Sept. 10, the company renewed the four-hour weekly quarter-hour studio show Pierre & Pierrette on CKAC, Montreal. Account was placed by McConnell Eastman & Co., Toronto.

GYPRIUM, Lime & Alkaline of Canada, Toronto, (paints) will start a series of mid-September a Canada-wide transcribed spot announcement campaign, five weekly. Account was placed by McConnell Eastman & Co., Toronto.

Prof. Quiz' for Velvet

LIGGETT & MYERS Co., New York, on Oct. 1 is taking over sponsorship of Professor Quiz in the Velvet Gay and Crackerjack campaigns on CBS stations.

Sensation on Coast

P. LORILLARD Co., New York, on Sept. 30 is taking over sponsorship of the long-running Velvet Gay and Crackerjack campaigns on CBS stations.

Page 36 • September 15, 1940 BROADCASTING  Broadcast Advertising
CAN RADIO SELL HOUSES?

"Yes"... says WJSV... and sells 110 houses
for a half-million dollars!

This Spring, WJSV brought together a group of twelve building material manufacturers, builders and developers. Plans were laid to build immediately five low-cost model homes, throughout Metropolitan Washington. WJSV's popular Elinor Lee put on the air a Saturday and Sunday half-hour participating program, discussing these homes and the building progress, explaining furnishings and financing, describing the various and widely assorted products of the twelve sponsors.

On August 17th, the first completed home was opened to the public. But, long before that—from the moment the ground was cleared—interested throngs had spent week-ends trekking to the sites, watching the building in progress, and talking about home ownership.

Letters from listeners poured in. One contractor-sponsor reports orders many times in excess of the cost of his participation. Another has, to date, 100 orders for his material, resulting from his participation.

And a land-development company reports that—even before the first finished home was opened for inspection—110 families have ordered houses to be built, following the specifications of the WJSV-model homes! Total value of radio-sold homes: $485,000!

So tremendously successful has been this development that current sponsors are already talking about repeating the activity—with its happy results—next Spring.

And everyone expects the 110 new home-owners to be multiplied many times over, as interested families see the completed model homes. So, once again, WJSV demonstrates its unique capacity for sensing a civic need... and doing something about it. And, once again, radio demonstrates its ability to sell—anything that people can buy!

WJSV

50,000 WATTS - COLUMBIA'S STATION IN THE NATION'S CAPITAL

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N.C., Los Angeles, San Francisco

BROADCASTING • Broadcast Advertising September 15, 1940 • Page 37
Color Television by 1941 Is Forecast

CBS Method Described
As Utilizing Lag
Of the Eyes

THE SYSTEM of color television invented by Dr. Peter C. Goldmark, CBS chief television engineer, was given its first public demonstration Sept. 4 at CBS headquarters in New York before a group of some 70 representatives of the general and technical press who were enthusiastic over the vividness and clarity of the color images.

Experimental motion picture shots of flowers and fabrics, sailing boats and bathing girls, chosen for color contrast and motion, were received on two 8-inch receivers, one presenting a black-and-white picture, the other a picture in full color, affording an immediate comparison.

Patent Problem

Less definite than the colored pictures were the answers of CBS executives as to just when color television will be made available to the public. Paul W. Kesten, CBS vice-president, said that the laboratory experimental work, now in the fourth of five stages and with only the televising of live pick-ups in color still to be perfected, should be completed by the first of the year.

CBS is not in the manufacturing business, however, he explained, and while it plans to make the results of its experimental work available to companies engaged in producing television transmitters and receivers, CBS cannot say whether they will be placed on the market or at what price. Dr. Goldmark estimated, however, that a color receiver could be built for about 10% more than a black-and-white receiver.

At his press conference Sept. 3 FCC Chairman James Lawrence Fly stated that he was much impressed at the demonstration of CBS color television he viewed Aug. 29. Although emphasizing that he could hazard no opinion on the practicability of CBS' system or the likelihood of its successful development on a regular operation scale, Chairman Fly declared it was a significant step along a line which should draw the interest and cooperation of all researchers and engineers.

One particular appeal of the CBS system lies in its economical use of frequency space and the apparent simplicity of its operation, he commented. He also observed that the system's ability to transmit a single program in either full color, or black and white, depending on the type of receiver, would be a point in favor if it were developed to a point of regular operation. As between black and white and color images, he observed, there is a remarkable difference in favor of the latter.

He pointed out that color operates in every way, from the standpoint of definition, clarity, and clarity, to give a more pleasing television picture.

Committee Demonstration

Probability that pending discussions on standards by the National Television System Committee be extended into the realm of color television was emphasized with CBS announcement that it will be represented at the NTSC meeting scheduled to follow the demonstration, presumably to discuss the development. At the time CBS, first announced its new find (Broadcasting, Sept. 4), it stated that the process would be demonstrated to the NTSC and that technical phases of its operation would then be revealed.

In addition to FCC Chief Engineer E. K. Jett, who has figured in the NTSC, Chairman Fly indicated at his Sept. 9 press conference that Commissioner Payne was not attending the demonstration particularly as an FCC delegate, observed that FCC members and staff will closely watch all new video developments.

Along this line he said that although he did not expect there would be any "television troubles," should as the one of several months ago, he did think "some of us should be available to see any recent televi- sion developments as they [manufacturers and researchers] want to show them." He suggested, though the Sept. 17 showing conflicted with Commission meetings, other members of the Commission "would look over the new development later at a more convenient date.

No Patent Statement

Asked about the patent situation, Dr. Goldmark said that he had already had his exclusive rights without investigating what has been done by other experimenters in the field and Mr. Kesten added that CBS patent attorneys had not yet completed their examination of the patent office records, so no definite statement can be made at this time.

Most definite assurance that color television will not be kept in the laboratory indefinitely but will appear on the air was Mr. Kesten's statement that when the CBS video transmitter has been modified for broadcasting it, its signal frequency band of 60-66 mc. will be equipped for color picture transmission and will begin operation on that basis. He explained that it would be equipped with black-and-white receivers as well as colored receivers. He said development of colored images, stating that experiments had shown telecasts of colored pictures to produce clearer black-and-white images than telecasts of straight black and white pictures.

May Come by 1941

Asked when CBS expects to begin telecasting, Dr. Goldmark said that filming and remodeling was expected to take about six months, that testing on the new frequency should begin about the first of the year. As the third step, he considered the set up for the completion of the laboratory developments with color telecasting, it may be expected that color receivers will become available on the market at about the same time CBS begins its regular transmission of color pictures.

Outlining their progress to date in the development of color television, CBS engineers stated how the art is at present in its fourth stage, in which the study of application of the optical and electronic formula to the practical problem of creating a picture in full color was added; second was the addition to color; third was adapting a standard receiver with a nine-inch tube to receive color, and fourth was the actual test of the system in the air. Work so far has been with motion picture film; the fifth and final stage of the laboratory process is the construction and testing of an apparatus for live telecasts. Dr. Goldmark said that the technical problems involved in live color pick-ups do not appear as great as those in the transmission of motion picture pictures.

Present film-scanning equipment uses 16-millimeter film taken at 64 frames per second and run at 60 frames per second. CBS is now proceeding on equipment to use both 16 mm. and 35 mm. film and, run at 24 frames per second. It is apparently involving no new technical problems, it was stated. The present picture contains 343 lines interlaced, which Dr. Goldmark is attempting to increase to above 400 lines without exceeding the 6 mc. band presently allotted.

Succession of Pictures

As the general assumption had been that a 441-line picture in three colors would require three times as much space in the ether as a one-color picture and also that the equivalent of three pickup cameras would be needed, one for each color, it had appeared doubtful that full color could ever be compressed within 6 mc. without greatly reducing the number of lines in the picture, CBS explained. But Dr. Goldmark turned his attention on the retentive qualities of the human eye and, discarding the idea of the complete simultaneous picture, developed a method of producing a succession of three pictures, each following the other so rapidly that the eye blends them all into a single full-color picture.

This method is accomplished through the use of a disc containing red, green and blue filters that rotate between the film and the pickup tube. When the red filter is in front of the tube only those parts of the second and third frames would be red, making the pickup tube. The green and blue filters operate in the same manner. The three filters are placed so that the red bursts which are pure white when the picture is white. Synchronized with this disc (Continued on page 42)
The same tools and raw materials are available to radio stations everywhere. But whether their use results in a mediocre bit or a masterpiece depends on the talent, skill and craftsmanship of those who use them.

Because of what WKY's staff of extraordinarily talented and experienced radio craftsmen can do with these tools and materials, a WKY-built program is on a par with the best. Good examples have been heard coast-to-coast for almost two years over NBC-Red. Current origination is "Southwestern Serenade" heard Sundays at 2 P.M., E.D.T.

A sure-fire way to put extra life into your sales in Oklahoma is to let WKY put life into your program. A live WKY program, custom-built for Oklahoma and your selling plans, will do it!

Allan Clark, musical director, was for 3 years arranger for Phil Harris; has arranged for Andre Kostelanetz, Gus Arnheim, Jimmie Greer.

Charles C. Wiles, assistant musical director, is veteran of vaudeville and radio; has played with Arthur Pryor, Vincent Lopez, and George Olsen.

Ray Buffum, production manager, wrote and produced Edw. G. Robinson's "Big Town," assisted with Al Jolson, Joe Penner and Dick Powell shows.

Julie Bennell, played lead roles one season in Orson Welles' Mercury Theatre; has major parts in "Stella Dallas," "Helen Trent," and others.

Lee Norton, singer of American and, as "Pancho," Mexican songs, was with Phil Harris 2 years; recorded for Victor, Columbia and Brunswick.
No rabbits in the hat here! No sir! And yet how magical are the results produced by Betty and Martha... WGY’s popular household experts. Response by the thousands! Sales results... an imposing record!

Magical...yet factual! (The Great Northeast is one of the nation’s leading markets with a population of 4,844,800 and having retail sales of nearly one and a half billion dollars. 50,000-watt WGY is the only single medium completely covering this vast sales territory.)

Get acquainted today with Betty’s “Household Chats” and Martha’s “Market Basket”... low-cost home forum participation broadcasts available to non-competitive producers and manufacturers of food products, home equipment, clothing etc. Complete details upon request.
**Coast Compilation—Two Kinds of Bulletins—Auto Tags—Susie’s Prizes—Gems for WYthe—Booklets**

**Whooperdoos**

GROCERS and their families, along with home economic directors, all recently learned what KOY, Phoenix, is doing on behalf of 26 national food producers. And to make the outing, attended by more than 1,000, entertaining ranged from fancy dance halls, trips over a public address system, to the spectacular KOY Water Ballet, first of its kind to be seen by an audience. There were also boxing exhibitions and special features by KOY entertainers. Highlight of the outing was the Parade of the Airplanes, in which girls, clad in bathing suits, paraded across the top of illuminated buildings, holding placards representing each of the food accounts sponsored on KOY.

**Esso Window**

KYW, Philadelphia, in connection with the radio set sale being conducted, at its local department store, is duplicating its newsmen and news broadcasts on store windows. On the store window, Sept. 13-21, on a tie-in for the Standard Oil Co. of Pennsylvania, sponsoring the esso contest, the window has been transformed into a broadcasting newsroom, containing a UP picture. Periodic news from the window over a public address system, carried into the store and out on the streets. Additional advertising is being shown News In The Air, a commercial sound movie showing how UP commercials are used in the store's radio department.

**Newspaper Tieup**

RECIPIROCAL agreement whereby NBC Central Division, Chicago, will purchase display space in the Chicago Evening American is an amount equal to that of the newspaper's sponsorship of five-week, quarter-hour news periods, 11-11:15 p.m., featuring the University of Michigan's football team, on WGN, and a half-hour Sunday morning period during which comic sheets will be read, went into effect in mid-September. NBC had a similar agreement with the Chicago Daily News last year.

**Potato Chips Entry Fee**

UNEQUE advertising stunt for both station and sponsor was engineered recently by WKOK, Sunbury, Pa. Plugged in a 10-day campaign as the Clock Strikes 12, WKOK, a public dance was sponsored by Wise Delicatessen Co., manufacturers of Wise Potato Chips. An empty potato chip bag was the only admission requirement. The affair drew more than 1,000 potato chip buyers. Account is handled by Lynn-Fieldhouse, Wilkes-Barre.

**Day for Grocers**

GARY KRUGER, key promotion director of KFRC, San Francisco, has prepared a display for the Don Lee Aurora promotion, which will be on view at the convention of the California Retail Grocers Assn. at Del Monte Sept. 16-18.

**BOOKLETS**

**Merchandising & Promotion**

If they know Susie NETWORK and local advertisers with programs featuring contests or offers Tuesday for the new weekly quarter-hour Offer In- dex on WCCO, Minneapolis. On the program were quizzes and offers and are brought to the attention of “Susie,” who impersonates the station’s scrubwoman, and asks all her troubles and needs, and sees them satisfied as she learns about the prizes she can win from WCCO programs. The program and offers also are plugged in a WCCO ad in the Minneapolis Star-Journal. Kenzie MacKenzie, WCCO continuity head, writes the program and special advertisement and takes the part of “Susie” on the air.

**Serial-Film Tieup**

ONE OF the most extensive commercial tieups between a radio sponsor and motion picture concern is that of Wm. Wrigley Jr. Co. (gum) sponsoring the CBS Scattergood Business serial, and Pyramid Productions, Hollywood, which will make a series of films based on those stories. Anyone interested in the gum company will get behind the films’ exploitation with a national campaign of its own. Exploitation will include promoting the motion pictures, 1,250,000 dealers.

**Razor Reminders**

TO REMIND radio and newspaper editors that Wylie Williams, MBS commentator, started a new series of programs As the Clock Strikes 12, Sept. 10, under sponsorship of American Safety Razor Co., Brooklyn, MBS delivered a large number of Gem razors with blades in ivory cases the day previous to the opening program. Agency handling the account is Federal Adv. Agency, New York.

**Utility’s Booklet**

PACIFIC GAS & ELECTRIC Co., San Francisco, during the past year has given away more than 100,000 copies of an eight-page promotion program for its Evening Concert on KYA, San Francisco.

**Boston Tie-up**

ARRANGEMENTS for a cooperative promotional tie-up between the Boston Globe and WBZ-WBZA, Boston-Springfield, were announced Sept. 11 by Vincent F. Callahan, general manager of the stations, and W. O. Taylor, publisher of the Globe. The paper will use WBZ and WBZA to promote its own features, under the arrangement, with the stations using 100 lines of advertising on 1,000 programs for the globe; nine on the Boston Globe-Massachusetts; nine on the Boston Globe-Pittsburgh; nine on the Boston Globe-Philadelphia; nine on the Boston Globe-Atlanta; nine on the Boston Globe-Hartford; nine on the Boston Globe-Cincinnati; nine on the Boston Globe-Detroit; nine on the Boston Globe-Miami; nine on the Boston Globe-Chicago; nine on the Boston Globe-Nashville; nine on the Boston Globe-Los Angeles; nine on the Boston Globe-New York. The Boston Globe will also use the WBZ-WBZA network to promote its own features.

**Winners’ Display**

HASTINGS CLOTHING Co., with five stores in the San Francisco Bay area using six programs which ran from Sept. 1 to 9, featuring a picture or design on the store window, each week displayed pictures of the winning team in the Brain Battle quiz show on KPCC in all five stores. In all mail and packages sent out, a folder containing a picture and background information on Fultin Lewis is included. Hastings newspaper ads contain mentions of their radio shows.

**Byrd Exchange**

A JOINT promotional deal has been worked out between KSTP and the Minneapolis Star-Journal on the show which the newspaper will air on NBC-red Oct. 5 in connection with the Byrd expedition. The station will place talent and special events facilities at the disposal of the newspaper, and in exchange the paper will handle a one-week promotional campaign on the show, concluding with a page of art on the broadcast.

**Westinghouse Offer**

TO PROMOTE its household appliances, the Westinghouse Electric Mach. Mfg. Co., Pittsburgh, on Sept. 24 will offer listeners for 10c by mail a special game entitled “Leisureland” on its weekly Musical Americans program on NBC-Blue. The offer will continue through to the end of this year, according to Fuller & Smith & Ross, New York, the agency in charge. The Westinghouse promotion, programs, are Barette, directed by a symphony orchestra, features music in the American manner.

**Georgia Tees**

A PACK of golf tees, stenciled with call letters, is being sent to the trade by WMAZ, Macon.

**Broadcast Advertising**

**September 15, 1940 • Page 41**
Color Television
(Continued from page 38)

When you think of NEW ORLEANS...you think of:

The romance of LACE WORK BALCONIES

and

NEW ORLEANS

50,000 WATTS

The greatest selling POWER in the South's greatest city

CBS AFFILATE . NATIONAL REPRESENTATIVE . THE KATZ AGENCY, INC.

Color Television

is a similar disc in front of the receiver tube, so that whenever the red filter is in front of the pickup tube there is also a red filter in front of the receiver tube and the same holds for green and blue.

Faster Scanning

The scanning method is somewhat different from that used for black-and-white picture transmission, in which the picture is completely scanned every 30th of a second. For color transmission by the CBS system, however, the picture is scanned every 60th of a second, using two colors in each scanning. Addition of the third color requires an additional 120th of a second, bringing the total time for a single picture in full color to a 40th of a second. The retentive quality of the retina of the human eye blends these separate scannings into one complete, full-color image. If there is no color disc in front of the receiver the picture appears as a black-and-white image.

 Asked about reception of colored telecasts on the several thousand television receivers which have already been purchased, Dr. Goldmark said that it would be possible for them to be rebuilt to receive color in the same way as the CBS engineers had rebuilt the receiver used in the experiments, but that for such a comparatively small number of sets the cost of producing a color attachment would probably be prohibitive. The sets could easily be adjusted to receive the colored transmissions as black and white pictures, he said.

Television at Fair

DAILY demonstrations of television, presented by KDRA, Pittsburgh, and sponsored by Gulf Oil Corp., were held Aug. 29-Sept. 2 during the Allegheny County Fair in Pittsburgh. Television cameras were set up in the main exhibit building, with receivers placed throughout the fair area. In addition to regular programs, headlining KDRA staff announcers, the demonstration included televised fair-goers. The demonstration was similar to those conducted regularly at the New York World's Fair and Golden Gate Exposition.

Plans for New WGAC

J. B. FUQUA has been appointed general manager of the new WGAC, Augusta, Ga., coming from WSCC, Charleston, S. C., where he was chief engineer and he replaces the station will go on the air about Nov. 15. It will use RCA equipment throughout with a 199-foot Windcharger tower. The station was authorized for construction last Aug. 25, to operate with 150 watts on 1210 kc. Officers and stockholders, each owning one-third of the stock in Twin Cities Broadcasting Co., are F. Frederick Kennedy, president, an attorney and partner of the General Eagle Tool Co.; J. D. Boswell, secretary-treasurer, publisher of the Augusta Herald; Millwee Owens, vice-president, editor of the Augusta Herald.

NEW OUTLET READY IN GRAND RAPIDS

AFFILIATED with MBS, the new WLAV, Grand Rapids, Mich., goes on the air Sept. 15 with 250 watts fulltime on 1210 kc. The station has been installed in one of the most elaborate and modern studios in the State, occupying the top floor of

Mr. Steed  Mr. Versluis

the Keeler Bldg. RCA transmitter equipment and a 190-foot Lehigh tower have been installed. INS news and Standard Radio library are being used.

Licensee of the station is Leonard Versluis, former partner of WJIM, Lansing, and operator of a chain of photographic studios, who will be general manager. He has appointed T. R. Poppenberg, formerly INS representative in Michigan and Ohio and onetime salesman with WSCA, New York, salesman; Alton Drake, formerly with WEL, Battle Creek, salesman; Roy C. Kelley, formerly with WJIM, Lansing; John Marshall, formerly with WBMC, Detroit, as station manager and head of sales and production. Lauren A. Bergeron has been named chief engineer.

Other staff selections are: Arthur Poppenberg, formerly INS representative in Michigan and Ohio and onetime salesman with WSCA, New York, salesman; Alton Drake, formerly with WEL, Battle Creek, salesman; Roy C. Kelley, formerly with WJIM, Lansing; John Marshall, formerly with WBMC, Detroit, as station manager and head of sales and production. Lauren A. Bergeron has been named chief engineer.

To Film Radio Series

MAX FILM, STUDIO 101 S, through arrangement made by Paramount Pictures, will produce a series of Paramount comic film shorts, capitalizing on the popularity of the radio and syndicated newspaper character by that name, Russell Holman, head of Paramount's shorts department and Harry Dominy, president of Paramount Inc., handled negotiations. First of the series is to be released during the Christmas holidays. National Sales Productions, Hollywood, has set "Kenny for Riches" as title of the first of its Dr. Christian films for 1941-42 release through RKO. Film stories are based on the CBS Dr. Christian series, sponsored by Chesbrough Mfg. Co. (vaseline producers), and will continue to feature Jean Hersholt as its main character. The film company executives are dropping constant use of the Dr. Christian title in future motion pictures to avoid box-office confusion.

Fifth Year for Serial

SWINGING into its fifth year on CHS is Big Sister, sponsored by Lever Brothers, for Roos in 72 CBS stations and 40 ABC stations five mornings weekly. Of the original first five programs, all still playing roles in the dramatic serial including the two leads, Alice Frost in the title role and Martin Gable as Dr. John Wayne, Ruthrauff & Ryan, New York, handles the account.
An Operating Plan Unique in American Radio

TO ALL RADIO ADVERTISERS AND THEIR AGENCIES...

Gentlemen:

Today marks the beginning of a new era in radio in "America's Bright Spot Market", with the launching of a broadcasting setup that is unparalleled in the industry.

As you know, for the past ten years, WFAA, Dallas, and WBAP, Fort Worth, separately licensed to The Dallas Morning News and The Fort Worth Star-Telegram respectively, have operated on a joint sales management arrangement which has had the effect of affording full time service to listeners and advertisers at the same time retaining the important local identity of each station.

For the past two years, under the sole ownership of officials of The Star-Telegram, KGKO has operated Dallas and Fort Worth studios to serve the same audience and market. However, it has largely been a Fort Worth operation.

Now, on authorization of the FCC, half interest in KGKO passes to officials of The Dallas Morning News and the excitingly successful time-sharing operation on the WFAA-WBAP 800 kilocycle frequency is extended in large measure to KGKO, on the 570 kilocycle frequency.

To advertisers, the new setup means added flexibility and efficiency for cultivating this important market. The prestige, talent and the able staffs of WFAA-WBAP are now equally associated with KGKO. Both frequencies feature NBC Red and Blue Programs. Shows on both 800 and 570 are being extensively publicized in the two most widely circulated newspapers in Texas; both are now considered 'local' in Dallas and Fort Worth.

WFAA-WBAP delivers the largest 50,000 watt coverage in the United States, KGKO, with 5,000 watts on 570 kilocycles, delivers the second largest day coverage in the Southwest. Under centralized management, the two frequencies complement each other to form an unbeatable combination for your Radio investment.

Cordially yours,

Martin Campbell

Radio Services of The Dallas Morning News and The Fort Worth Star Telegram
Also operating KGKO, 570 KC, Fort Worth-Dallas

NATIONAL REPRESENTATIVES: WFAA-WBAP KGKO

Edward Petry & Co., Inc.
Free & Peters, Inc.
Movie Shortwave Series
On NBC's Latin Service
Starts by End of Month
SHORTWAVE series cooperatively sponsored by a number of leading motion picture companies on NBC's international stations [BROADCASTING, Aug. 15], is expected to get under way by the end of September, according to L. P. Yandell, NBC director of commercial international broadcasting, although plans for the series are not complete.

Columbia Pictures has joined the five companies previously announced as sponsoring the programs—M-G-M, Warner Bros., Paramount, Universal, and RKO—while Fox and United Artists are still considering the question. Also undecided is the number of broadcasts, which may be either two half-hours in Spanish and two in Portuguese each week or a daily half-hour in each language.

With the three-fold aims of public relations for the film industry, sales promotion for individual films, and solidifying friendly relations between the North and South American republics, the programs will be in part institutional and in part directly promotional. The institutional broadcasts will aim at increasing South American acceptance of Hollywood and American ideas as expressed in American movies generally. The other programs will be allotted to individual sponsors to promote their own stars and stories with the direct goal of building South American audiences for the sponsors' current pictures.

But in 19 types of broadcast the idea of building hemisphere solidarity will be constantly considered, Mr. Yandell stated.

WSLS, in Roanoke, Va.,
To Take the Air Soon
WITH Philip P. Allen as general manager and James H. Moore as manager, the new WSLS, Roanoke, Va., is scheduled to go on the air either Oct. 1 or 15 and will operate with 250 watts full-time on 1200 kc. It will have a Western Electric transmitter, with WE and RCA speech input and studio equipment and a 17-foot Lingo tower.

Mr. Allen is also general manager of WLVA, Lynchburg, and WBTM, Danville, while Mr. Moore, at one time with WBT, Charlotte, is now assistant manager of WLVA. Frank Kohler, recently with WRTI, Richmond, will be sales manager. Albert E. Hines, chief engineer of WBTM and WLVA, will hold the same post also with WSLS. The program director has not yet been chosen.

The new Roanoke local was granted last July 25 by the FCC to Roanoke Broadcasting Corp., of which the officers and stockholders are: Paul C. Buford, president of the Shenandoah Life Insurance Co., president, 20%; Edward A. Allen, owner of WLVA, Lynchburg, vice-president, 13 1/2%; Philip P. Allen, 13 1/2%; Henry E. Thomas, vice-president, Shenandoah Life, secretary; Lynchburg Broadcasting, Aug. 15, 1939. Junius P. Fishburn Jr., publisher of the Roanoke Times and World-News and operator of WDBJ, Roanoke, 40%.

A 28-PAGE mimeographed booklet, Key to Television Writing, has been issued by Paul Gruger, Hollywood writer-producer.

VICTUALS of all types, all advertised on the station, and a fancy glass coffee brewer were given to Newywy Announcer James Bridges and his wife by his colleagues on WSB, Atlanta, during a party last in August. Attached to each item in the basket were appropriate verses penned by Mrs. Leola Brown, WSB receptionist.

STATION TO OPEN
IN HASTINGS, NEB.
HASTINGS, Neb., home of a pioneer Westinghouse station, KFKX, will shortly have a new local broadcasting station—KHAS, to be inaugurated Sept. 27. It will operate with 250 watts on 1200 kc., having been authorized for construction in 1939. It is being RCA equipped throughout, with Truson radiator.

Hastings was selected for early broadcast experiments because of its location. When Westinghouse abandoned the station there some years ago, the community was left without a station and has had no local outlet since. The new KHAS will be controlled by Fred A. Sexton, publisher of the Hastings Daily Tribune, with seven other local residents as stockholders, none owning as much as 10%.

Orville Rennie, veteran radio and theatre man, is general manager. He has been with WBBM, Chicago; WOC, Davenport, Ia., and WOW, Omaha, and for several years managed a Paramount-Publix circuit in the West and Southwest. Al Ray Brown, program director, formerly was with WAAW, Omaha; KFAB-KFOP, Kansas City; KABB, Abilene, S. D., and recently program director of KGFW, Kearney, Neb. Walter: Ely, chief engineer, comes from KGFW where he held a similar post, and at one time was with KMA, Shenandoah, Ia. Other staff positions filled are: Duan L. Watts, sales manager; Russell Van Dyke, announcer; James L. Gould, announcer and continuity chief; Judy Green, director of women's programs. Mr. Gould formerly was with KSAC, Manhattan, Kan., and the others are new to radio.

Twin Cities Code Committee
BROADCASTERS of Minneapolis and St. Paul have decided to have their own Code Committee for the Twin Cities. This committee will pass on all matters of the NAB Code affecting Twin Cities stations, working with the National Code Committee. Kenneth Hane, of KSTP, St. Paul, was appointed chairman of the Twin City group, and will be assisted by Wallace Stone of WGY and Edward P. Shureick of WLOL.
Bacillus S. paratyphi, Lacquer pigments, magnified 12,000 diameters

FROM RCA LABORATORIES COME

Radio Eyes
FOR MICROBE HUNTERS

Anthony van Leuwenhoek of Amsterdam was the first to peer into the universe of the infinitesimal. With his crude microscope, he discovered in 1683 the "small beasties" which Pasteur and Koch and Theobald Smith later branded the most dangerous enemies of man—the germs of disease.

But there are micro-organisms too small for optical microscopes to detect. These instruments operate by visible light, which cannot resolve objects much smaller than the wavelength of the light. Bacteriologists have been able to see only the larger microbes. They have been able only to hope that somewhere, somehow, an instrument would be found that would magnify not 1,500, but 20,000...50,000...100,000 diameters!

Scientists in RCA Laboratories have engineered such a microscope. They studied the electrons active in radio and television, whose length was but a tiny fraction of that of a light wave. Research proved these electrons could be used as "seeing" rays. Focused by powerful magnets upon photographic film, they would reveal what had hitherto been invisible.

Research is Radio's Road to Progress

RCA's contribution to the development of the electron microscope is the result of a far-seeing policy laid down by the founders of the company in 1919: that fundamental research must be the keynote of every activity of RCA.

RCA research has made broadcasting better. It has made receiving sets better. It has perfected a magic voice for the motion picture. It has pioneered in television. It has developed facsimile transmission of pictures and printed matter. It has made substantial contributions to industrial progress in fields outside of radio...From continuing RCA research will come still more progress...still greater services to America and to the world.

RADIO CORPORATION OF AMERICA
RADIO CITY, NEW YORK
RCA Manufacturing Co., Inc. Radiomarine Corporation of America
RCA Laboratories R. C. A. Communications, Inc.
RCA Institutes, Inc.

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Case Returns to FCC Following Long Illness
WITH the return of Commissioner Norman S. Case to Washington Sept. 3, the FCC resumed its regular meeting schedule with five of its authorized personnel of seven members prepared for duty. Gov. Case had been absent from Washington since last February, due to serious illness, but is now described as fully recovered and looks physically fit.

Col. Thad H. Brown, whose term expired last June 30, and who has not yet been confirmed by the Senate for a new seven-year term, has not participated in FCC actions, and is without official status or pay. Commissioner F. I. Thompson has been absent on vacation.

Harold V. Hoough, general manager of WBAP, Fort Worth, will serve as p.c. for the Oct. 6 broadcast of the 10th annual Texas Prison Rodeo, which the station will cover direct from Huntsville. He will be assisted by Bob Gopen and Nelson Olmsted. More than 25,000 are expected to attend the event.

"NEWS" programs increased their listenership by leaps and bounds throughout the country in the 1939-40 winter season in comparison with the previous season of 1938-39," states the Cooperative Analysis of Broadcasting (CAB) in its regular semi-annual review of radio program audiences from October 1939 to April, 1940, published Sept. 6.

A special comparison of Wednesday evening listening to news during last winter and during the previous winter shows that the national average rating of all news programs in the early hours of Wednesday evenings, between 5 and 8 p.m., increased 39%, rising from 14.1 in 1938-39 to 19.7 in 1939-40. An even greater gain was found for the later Wednesday hours, 8 to midnight, when the national average rating of news programs rose from 9.7 to 15.1, a gain of 55% in set owners.

Regional Traits
The analysis also disclosed a difference between the news listening habits of eastern and western listeners, with the Easterners preferring the early evening broadcasts while Westerners tune in news during the later hours. No favoritism in time was shown by southern and midwestern audiences. The survey, however, points out that the increased interest in news was causing a change in these sectional habits, with eastern audiences learning to tune in late and western audiences earlier for their news.

Although the CAB's investigation did not show the reason for the increase of news listeners, the report states that the most obvious explanation is the American appetite for war bulletins, while another factor is the growth in listening to all types of programs, which has raised the rating of news broadcasts. Other observers have reversed that explanation, believing that interest in war news has kept listeners at their sets more consistently and therefore increased the listening to all programs.

Biggest gain in news listening was shown by Pacific Coast listeners during the 5 to 6 p.m. hours, rising 28.8 from 13.4 in 1938-39 to 32.2 in 1939-40, an increase of nearly four times. In the East the early evening, 8 to 9 p.m., the CAB rating of 14% was noted, from 22.5 to 25.7.

Midwestern rating advanced from 11.1 to 11.5, while the southern rating rose from 7.5 to 18.6, up 145%.

During the later evening, from 8 to midnight, listening in the East rose from 6.8 to 11.5, or 64%; in the Midwest from 11.4 to 20.7, or 81%; in the South from 7.3 to 14.4, a flat 100% increase, and in the West from 28.7 to 53.2, a gain of 22%.

Popular Programs
Among sponsored news and news commentary programs, Lowell Thomas' Monday through Friday broadcasts for Sun Oil Co. increased its rating from 12.5 in the winter of 1938-39 to 17.3 in 1939-40. Walter Winchell's Sunday evening Journal showed a similar increase, from 11.5 to 15.3.

Sponsored newscasts generally, however, showed a fractional decrease, from 6.6 to 6.3, probably due, says CAB, to new programs which achieved only modest ratings during their first seasons. Single station and small network programs and sustaining broadcasts were not rated by the CAB.

Audiences during the past year have been the highest in the history of broadcasting, the report states, with increased listening found at all times of the day and night and at all income levels. The peak audience during the seven standard time months covered by the report was found to have listened sometime between 5 and 6 p.m. on Sunday evenings, when 61.1% of all set owners were checked. Saturday nights, however, showed the greatest increase, up 13% between 5 and 8 and 17% in the later hours. Most new listeners came from the lower income group, based on rental values, with the upper income bracket riveting the lower group in percentage although not in number of additional listeners.

Average rating of night-time listening audiences for the 1939-40 season was 10.9, highest in CAB history. In 1937-38 the average rating was 9.9; in 1936-37 it was 8.8, and in 1935-36 it was 5.3. Following a similar trend, daytime ratings have risen from 3.3 in 1936-37, 3.2 in 1937-38, 4.2 in 1938-39, to a new record of 4.6 for 1939-40.

President's Record

Largest audience ever measured for an American orator was that of President Roosevelt's address to the graduating class of the U of Virginia on June 18, when the CAB found 45.8% of set owners in 33 major cities had heard the address. The President's lowest CAB rating also occurred in the past year, however, when his speech from the White House on Oct. 9, 1939, was listened to by only 12.1% of the nation's set owners. His annual Jackson Day address, in January, registered 25%.

The 15 most popular programs...
during the winter of 1939-40, in order of their popularity, were: Chase & Sanborn Program (Bergen and Charlie McCarthy), Jack Benny, Luc Radio Theatre, Fibber McGee & Molly, Kraft Music Hall, Major Bowes, Bob Hope, Ray Kyser, One Man's Family, Kate Smith, Pot O' Gold, Fitch Bandwagon, Fred Allen, Good News, First Nighter.

Of these, five were newcomers: Fibber McGee & Molly, Bob Hope, One Man's Family, Pot O' Gold and Fitch Band Wagon, with the Pot O' Gold program achieving this enviable position in its first year on the air.

Variety in Lead

Breaking down programs by type of entertainment, number of programs and amount of time on the air, the CAB found variety programs in the lead on all three counts. Classical music, although represented by only one program, the Ford Sunday Evening Hour, was second in popularity. Dramatic programs, second in number and in amount of time on the air, were third in popularity. The dramatic average has moved steadily upward despite the growing number of programs, the report states, rising from ninth position in public favor five years ago to third place now, and a tightly competitive third only one-tenth of a point behind the second place classical music.

The 107-page report also summarizes the income patterns of audiences of all programs, reviews the developments in program types, analyzes the variations in audiences in various parts of the country, and contains a number of tables and charts illustrating listening trends.

ROOGIE WOOGIE Comes to Birmingham! Here are the highlights in the recent Roogie Woogie Contest, conducted by WSGN, Jud Collins, Audience was witnessed by a capacity crowd. Collins is shown above with “boog it” artist who topped first prize.

Elmo Israel, publicity director, Claude Wilson and James Hardin, announcers; Stanley Edwards, music librarian; Georgia Tech—Marshall Davie and Bill Wye, engineers; Columbia Theological Seminary—Dana Waters, announcer. Another staffman, James Bridges, continuity editor, received his diploma this summer from the U of Georgia.

Arvey Tests on 2

Arvey Corp., Chicago (R-V Lite Glass substitute), on Nov. 1 will start daily participating announcements on KMA, Shenandoah, Iowa, and KWTO, Springfield, Mo. Contracts are for eight and 13 weeks respectively. Simmonds & Simmonds, Chicago, handles the account.

HOLMAN DESCRIBES ARMY MANEUVERS

USE OF RADIO by the Army at the recent maneuvers in Northern New York is a timely example of its effectiveness as an advertising medium, Maj. John A. Holman, general manager of KDKA, said Sept. 9 in a speech before the Greensburg, Pa., Advertising Club. Maj. Holman was on active duty at the maneuvers, assigned to the public relations staff, and was in charge of arranging and producing broadcasts originating in the maneuvers area.

Sixty-nine broadcasts were made in all, he told the club, and their effectiveness was praised by Maj. Gen. E. S. Adams, adjutant general of the Army. He quoted the letter sent by General Adams to the NAB Broadcasting, Sept. 1.

Maj. Holman described the general plan of the maneuvers. As an example of the tightening of discipline and seriousness of purpose apparent at this year's maneuvers, he told of one occasion when a scheduled speech before the Greensburg Rotary Club made him a few minutes late for afternoon parade. In other years, such an incident would have been overlooked, but this time it drew sharp words from the commanding officer. Casting about hurriedly for a campaign hat so that he might take his place, he commandeered the headgear of an unidentified officer who was watching the proceedings. Later, he was dismayed to learn that the unidentified officer was one of the biggest “brass hats” of West Point.
ST. in

SERVICE

I.B. Wilson

FIFTY GRAND IN WATTS

CBS
Reallocation of ‘41

NEAT MARCH 29, the first continent-wide scientific allocation of broadcast stations becomes effective for North America. It will spell the end of interference from across the international borders because stations of Canada, Mexico, Cuba and the smaller Latin American countries will be allocated to fit the technical pattern of this country.

The FCC, after six months of study, has promulgated the new assignments for stations in this country. Of the total of 862 broadcast stations licensed or authorized, 777 must move to new wavelengths. Clear channels are retained, and rural service thereby is preserved. Only in one or two instances, it seems, do any existing stations suffer. The way is paved, however, for improvement in the assignments of a vast number of stations now on part-time or through power increases.

It is gratifying that the FCC sanctioned the treaty allocations practically as proposed by its Engineering Department. There had been some misgivings about this because of the opposition of certain members to retention of any clear channels. This battle, if a battle there must be, can come after the new allocations become fully effective, and on individual merits.

The treaty upon which the new allocations are based was evolved in Havana on Dec. 13, 1937. The United States delegation, headed by Commissioner T. A. M. Craven, took the initiative in the task of setting standards, to which all of the North American nations subscribe, were developed under the able direction of Assistant Chief Engineer Andrew D. Ring. The treaty was a diplomatic triumph as well as an engineering master stroke.

The notorious border stations, blasting into the country on wavelengths amount to promptly wavelengths, definitely go by the boards when the treaty becomes operative. Indiscriminate use of frequencies by Cuban stations, which have caused no end of interference with U. S. and Canadian stations, likewise will terminate.

There may be some criticism from stations because of the procedure invoked in promulgating the new allocations. By and large, however, the reaction should be favorable. There will be conflicts here and there which will require rectification. The FCC has established machinery by which these criticisms can be brought to its attention prior to promulgation of the final March 29 list. Viewed in its broadest aspect, the 1941 reallocation can be hailed as the most important basic change in standard broadcasting since its advent twenty years ago.

Good Business

ALMOST ANY point of view can be proved by studying the 1939 balance sheets of the broadcasting industry just completed by FCC accountants. It is certainly true that broadcasting, by and large, is a good business. But it cannot be said that the figures lend credence to any of the fast and loose talk often heard about the business of broadcasting as a gold mine for those fortunate enough to break into the cherished broadcasting business.

The big stations and the vast majority of the regional and locals, not to mention the networks, are earning a good return on investment, as they must in order to bridge the gap between black and red ink that a sudden shift of a very few commercial accounts could narrow dangerously. Fortunately, during the last few years at least, recognition of broadcasting as a productive medium and increasing demands on its time by sponsors has kept the gap fairly wide for most stations without diminishing radio’s public service aspects.

On the other hand, radio has its own ill-fed, ill-clothed third. The FCC’s own statistics show that 227 out of 705 commercial stations operated in the red in 1939. Some of these may have been as well managed as the more profitable stations, but were located in bad markets or faced other problems.

On the whole, however, radio certainly is well managed, as the net figures prove. Though it has geared itself to a higher per-capita overhead than perhaps any other industry, its employment statistics show that its 20,000 full-time employees last year received an average weekly paycheck of $45.96 which, according to available Government figures, tops the whole major industrial list. And this despite the fact that one out of every three stations lost money.

Radio can be justly proud of the prudent management that makes profits possible though the average pay scale of the salesman, announcer and engineer, taking the country as a whole, is higher than that of comparable pursuits in other industries—newspaper reporting and advertising soliciting, for example, or airline radio operating. The men behind the mike, the controls and the commercials generally are a well satisfied lot. Not only is their pay good but their work is fascinating. The payroll situation of itself reflects more than cold figures denote; it shows radio management is conscious of the benefits that accrue from satisfied staffs, particularly in a young industry that has burst almost overnight into full commercial bloom.

Winged Time

RADIO regards aviation as a sort of companion industry. Commercial air transportation got its start just about the time commercial broadcasting began to shake off its novelty aspect. All in radio have applauded commercial aviation, with its virile, aggressive leadership. Its progress can be traced almost parallel with that of radio, unrelenting strides toward a position in the forefront of advertising media.

Without in any way deprecating the judgment of aviation’s executives, we nevertheless would like to pose one question about their promotional activities. Why don’t the established airlines use radio time? As sustaining material, radio has given freely of its time to promote its companion industry. In recent months the airport interview has become a regularly established program feature over a substantial number of stations.

We recall that the railroads for years scorned radio as an advertising medium by invoking passenger association agreements against use of the medium. It was only after the inroads of aviation that many of the railroads began streamlining their operations, and several of the carriers now are using the air. A number of broadcasters advise that airlines apparently have adopted a similar parallel with use of radio, spending in substantial sums in the printed media. We hope this is not so. Certainly these companion industries, mutually dependent upon the air, can work hand in hand toward attainment of greater service and success for which they have fought so valiantly.

History and Radio

HOLLYWOOD has “gone historical” lately in a big way, basing many of its colossal on actual events and characters out of the past. That in itself is no reason why, radio should do the same thing, but the fact is that these are heavily accented by the radio medium’s history for success from the troubled news of the daily headlines. In the literary world the immense current popularity of historical novels has brought forth the term “escape literature.”

If literature and the movies find history such a ripe source of material, why not radio? It would appear that radio’s idea men, particularly its dramatists, have been remiss in overlooking this vast and immeasurable field. DuPont’s Cavelcade of America, which returns to the air next fall, has proved that history, especially American history, has all the elements of drama and glamour that are said to go to win and hold audience interest. Moreover, it is solid stuff, interesting alike to young and old.

What could be more fascinating to either the adult or juvenile ear than dramatized stories of George Washington or Benedict Arnold or Andrew Jackson or Sam Houston or Oliver Wendell Holmes senior and junior? Radio is frequently accused of being trivial and banal (justifiably, we might say, in the case of the present plethora of daytime “soap serials” or “twashboard dramas”). If serials we must have, and dramas we will have, a magnificent opportunity awaits someone who will tap the wealth of material readily available from the history books.
WHAT WAS perhaps radio's first "audience survey," conducted in the workshops of an automotive-ignition and a sideline radio set business back in 1925, resulted in the birth of WMBG, Richmond, by Wilbur Moreland Havens, president and general manager of that station.

The people came into Wilbur Havens' shop to have their "blower" sets repaired or to buy new ones, he questioned them about their radio. By thereby improvising an "audience survey" long before the phrase became a part of radio's nomenclature, there was a single part-time station in Richmond then, operating at night. As he and his men queried listeners and potential listeners, Mr. Havens, then 30, concluded there was a definite need for a new station in Virginia's capital city, transmitting daytime programs. A license wasforth announced to WMBG by the Bureau of Radio Commerce (before there was a Radio Commission) to place WMBG on the air with 15 watts on 220 meters (about 183 kc.). The station wasn't off the air since.

Wilbur Havens will tell you no story about a meteoric rise in radio. He says it was an uphill struggle which lasted over a decade—one which required sacrifice, foresight and hard work. Today WMBG is one of the South's leading stations and is NBC's Red outlet in Virginia's major market. Until 1938 it operated from the Havens & Martin electrical store, then moving into its own building, a showplace in the community.

The story of Wilbur Moreland Havens is that of a typical American. He was born in Richmond in 1896 and has never lived anywhere else. He finished high school at 17, and during his schooling managed to learn some of the intricacies of the "horseless carriage" his father owned. Just as youngsters in this generation turn to radio and aviation, young Willbur inquired to take a flying at the then blossoming automotive industry as one which offered greatest possibilities for young men.

In 1922 Wilbur Havens organized his own automotive electric business and was in a position to substible portions. He concluded that a knowledge of commercial law would be good insurance in business, so for three years his nights were devoted to study. Then came the blooper stage for radio in Richmond. In the course of the Philco battery distributor later took on the Philco socket power receivers which eliminated batteries. That started his "audience survey" and his subsequent entry into radio as a broadcaster.

Through these intimate workshop contacts with the public, Havens became convinced that programs with greatest appeal were not being broadcast. Gradually, operation of WMBG was increased to 17 1/2 hours per day. Public participation programs and special events were scheduled soon after the station began operation.

The automotive business was keeping the broadcasting business going during those years. The station was directly owned by Havens & Martin and is today. Because Mr. Havens felt there was need for an independent "voice" with no political ties or aspirations, and because he held the firm belief that radio eventually would receive from advertisers the recognition it deserved, he allowed the automotive business to "angele" WMBG until it could get on its own feet.

In 1930, WMBG became a part-time affiliate of CBS. In 1932 it procured fulltime status with the station. WMBG itself is a single transmitter, or "sizable" portion. His hobbies are yachting, fishing, golf and antiques.

Personal Notes

HENRY M. JACKSON, Northern Division sales manager for CBS Pacific Coast Station, was in Seattle from Sept. 15 to join Radio Sales in Chicago, where he represents the CBS Pacific Coast chain. Art Kemp, sales manager of the CBS Pacific Coast network, was in Salt Lake City recently to make a trip to the East. Lincoln Dallar, general manager of KFRO, San Francisco, another CBS affiliate, also left recently for a business trip to the East coast.

TOM ODELL, supervisor of subsidiary station operations, is the representative of the Canadian Broadcasting Corp., Toronto, Sept. 10, underwent an emergency appendectomy.

JENNINGS PIERCE, who has directed agricultural and educational programs for the NBC western division for the last nine years, on Sept. 6 received an Honorary State Farmer award from the Future Farmers of America at the State Fair, Sacramento. Julian A. McPhee, chief of the State Bureau of Agricultural Education, presented the symbolic golden key to Pierce during a special broadcast on NBC-Blue.

MYRON FOX, sales director of KYW, Salt Lake City, is in charge of the NBC western division. He is first place in the five-gaited class of the World's Championship Horse Show with his horse, Chico Prince.

ROONEY PELLETIER, Canadian Broadcasting Corp. producer at Montreal, has left for the New England area for production assignments. He will return Sept. 6. Mr. Pelletier is also a director of the company's Equitable Life Assurance Co., Merchants Fire Assurance Corp., Chase National Bank and New York Central Railroad.

BERTRAM CUTLER, RCA director, was elected to the board of directors of WFIL, New York, effective Sept. 6. Mr. Cutler is also a director of the company's Equitable Life Assurance Co., Merchants Fire Assurance Corp., Chase National Bank and New York Central Railroad.

Red, swapping assignments with WRVA, of the Larus & Bro. Tobacco Co. A new RCA transmitter was installed and its wattage was increased to 500 watts. In 1938 the new WMBG building was dedicated. Today the station operates with 5,000 watts during the day and 1,000 watts at night, and is sailing serenely along under the guidance of its founder-skipper.

On Jan. 13, 1916, Thelma Chewning of Richmond and Wilbur Havens were married. They have two daughters: Phyllis, recently graduated from the College of William and Mary, and Dorothy, now in finishing school. The type of organization maintained by Wilbur Havens is not an extended family. Three department heads have been with the company 12 years. The youngest department head has been with the company five years. There has been very little turnover in the station's personnel.

Hard work took the "playboy" label out of young Havens' hair for such an insignia ever existed. Among his friends and associates he is regarded as the perfect host. He is known as "The Mayor of Haselden." He is Rappahannock River provide open house to all of his acquaintances. Employer and employees, business associates, friends and colleagues all make merry. His hobbies are yachting, fishing, golf and antiques.

GEORGE FIELD, formerly Eastern sales manager of Radio Transcription Co. and frequently complemented by the ad agency of BH T. Williamson, W. Va., has been appointed sales manager of WABM, Scranton, Pa., succeeding Lou Filler, according to Martin R. Memolo, president of that station. Mr. Memolo also announced appointment of Hal Barton, formerly with WVET, Philadelphia, and WWIN, Trenton, as program director.

ALFRED J. MCCOSSER, chairman of the board of NBC, has been selected as chairman of the radio activities of the Advertising Club of New York which starts its fall meeting on Sept. 10. As a new policy this year, the meeting will consist of a third Thursday of each month "the most outstanding personality in the news," starting Sept. 10 with Louis Valentine, vice-president of Grant Adv. Agency, of New York, who is currently conducting the well-known Dr. J. Q. program on NBC-Red from the Capitol Theatre, New York.

GEORGE CRANDALL, CBS field representative for the last two years, has been appointed assistant public director of the network under the direction of Louis Russell, CBS publicity director. Mr. Crandall formerly was touring the country to publicize CBS fall programs.

PAUL WHITE, CBS director of public affairs, on Sept. 16 will be guest speaker on "Radio Covers the War" at Laramie, Wyo.

ROBERT T. SWAIN, New York attorney, recently was elected a member of the board of Westinghouse Electric Corp. He is a member of the law firm of Cravath, de Gersdorff, and resident director of the council of the board of the Chicago, Milwaukee, St. Paul & Pacific Railroad. He is a member of the Americana Society and the Travelers Aid Society, and also a member of the American Society of the Bar of the City of New York.

SIDNEY N. STROTZ, vice-president and general manager of NBC Central Division, recently was appointed sales manager for representatives of Miles Laboratories (Alka-Seltzer), White Adv. Agency, and principals in the Associated Templeton Time show which recently moved to the NBC-Red network on that date.

FRED FIELDSING, research sales manager for Radio City, has joined the company's Western representative force as the district manager for representatives of Miles Laboratories from WIP, Los Angeles newspapers and sales corporation. Mr. Fieldsing is the former sales manager of the radio department head for N. A. Ayer & Son in New York.

GERRY GAETZ, morning newscaster for NBC in Toronto, has joined the morning newscaster for the CBC Overseas Mobile Network as the CBC station's new policy director.

G. RICHARD SHEAPTO, general manager of WIS, Columbus, S. C., is convalescing after an appendectomy Aug. 27.

BOB GOODMAN, formerly in advertising with Los Angeles newspapers and magazines, has joined the sales staff of KROW, Oakland, Calif.

CHARLTON B. GINNET, Tulsa, new to the sales staff of WACO, has joined the sales staff of KRKC, Beaumont, Tex.

JIM TURNER, director of WLBJ, Bowling Green, Ky., is the father of his boy in "The Morey Holiday." Mr. Turner is the son of the late W. F. McDaniel, formerly of WMPS, Memphis, and prior to that with NBC, New York, has joined the sales staff of Beverly Hills, Calif., sales department.

MAJOR W. C. MACTONI of CKY, Winnipeg, sales staff, is second in command and in charge at the armed forces training camp at Brandon, Man.

BOB BOWMAN, Canadian Broadcasting Corp., special events chief, and in charge of the CBC's Overseas Mobile Unit in Great Britain, was in Canada on a surprise visit earlier in September.

C. F. SMITH has joined the commercial department of WVIT, Fort Dodge, Ia.
RAY BUFFUM, formerly producer of the Hollywood shows, Big Town and the Jack Shore for Lover Bros., has joined WKY, Oklahoma City, as program director. Dale Simpson, formerly with the Daily Oklahoman, has joined the WKY news staff.

COLE McMAHAN, news commentator of KVFY, Fort Dodge, Ia., on Aug. 31 married Dorothy Cansino in the Little Brown Church in the Vale.

PAUL MINER, formerly with KGKR, Des Moines, has joined the sports staff of KVOO, Tulsa.

HOMER HURL has joined the announcing staff of KSGC, Sioux City, Ia.

SYDNEY MORESEY, British author, journalist and lecturer, on Sept. 9 returned to WMC, New York, after a brief vacation to continue his four-weekly program of interpretations and comments on news.


TOM MOORE, announcer of WBIO, Glenside, Pa., is recovering from head injuries resulting from an automobile accident.

WALTER B. HASE, program manager of WDRC, Hartford, Conn., is the father of a boy born recently.

MEET THE LADIES

MRS. MART ADAMS

SIX MILLION words of copy in ten years is just one of Mrs. Mart Adams' many outstanding feats. She presides over the modern kitchen in the studios of WKY, Oklahoma City, where as "Aunt Susan" she guides Southwest women along the paths of better homemaking. She is radio's most traveled woman, having journeyed over 100,000 miles on assignment, doing cookery research in France, England, Mexico, Alaska, as well as in every important city in America. Her Annual Cooking School, started in 1929, has thus far drawn over a quarter-million housewives and experts. She has the biggest library of cook books and recipes in the country, draws 7,000 letters a year, each of which she personally answers; does a quarter-hour daily on WKY; handles a column daily and Sunday for Oklahoma City's Oklahoma-Times. Career started when Walter Harrison, managing editor of the papers, read a letter describing cake-making process to an old mad professor of zoology. That was in 1928. His judgment was upheld when same old maid baked her letter and won cake baking prize in faraway Oregon's State Fair.

RAYMOND KENNEDY, formerly chief announcer of WBUR, Gainesville, Fla., on Sept. 1 joined the announcing staff of WRVA, Richmond. He succeeded Park Simmons, who left WRVA to join the staff of WKY, Cincinnati. Davie Russell, WRVF sports announcer, also recently joined the announcing staff of WFFA, Dallas.

JOHN BYRNE, formerly of WCLS, Joliet, Ill., has joined the continuity staff of WBIR, Nashville. He succeeded Johnny Miller, now free-lancing.

JIMMY BARBER, program director of KGVO, Missoula, Mont., is the father of a boy born late in August.

WOODY WOODS, publicity director of WHO, Des Moines, on Sept. 3 was elected to serve the unexpired term as vice-president of the Advertising Club of Des Moines.

KIOI CENTRAL STATES BROADCASTING SYSTEM KFAB
OMAHA LINCOLN

OMaha National Bank Bldg.
More jobs — more spendable income — more purchasing power for metropolitan Philadelphians. Get your share of this business upswing; make your advertising dollars work overtime — sell through —

**WCAU**

THE ONLY STATION THAT COVERS THE PHILADELPHIA MARKET AREA COMPLETELY.*

50,000 WATTS—CLEAR CHANNEL COLUMBIA BROADCASTING SYSTEM.

*Details in WCAU's new booklet "Coverage and Listeners." Copy mailed on request.
BILL DURBIN, announcer of WBW, St. Louis, has been assigned the role of narrator during the presentation of St. Louis Casino at the Municipal Auditorium. Durbin won the three-week assignment after competitive auditions with other St. Louis studio announcers.

BILL OATES, new to radio, has joined the announcing staff of WLIB, Bowling Green, Ky.


TOM KRTISER, of the merchandising department of KGNC, Amarillo, in mid-September entered Texas U at Austin as a junior.

CHARLEY WORCESTER, farm service director of WNAX, Yankton, S. D., who for the second consecutive year has been main speaker at the Sioux Indian Fair, held annually at Rosebud, S. D., recently was honored by being named a Sioux.

COSSETTE MERRILL, formerly of WBEN, Buffalo, and WWJ, Detroit, has joined WBB, Boston, conducting the daily Shopping With Cosette feature.

No Cooperation

JOHN TANSEY, Farm Hour announcer of WRFU, Gainesville, Fla., recently was handling a remote pickup from the Southern part of the State. Out of a crowd of about 300, Tansey happened to pick a deaf woman for his interview. He ended up by answering her own questions as well as asking them.

HAL MOON, formerly chief announcer and news editor of KGVO, Missoula, Mont., has resigned to become editor of Western Livestock Reporter, Spokane, new weekly publication serving the livestock industry of the Northwest.

EDWARD FITZPATRICK Sr., musical director of KFY, San Francisco, is confined to his home with pneumonia.

JACK LEWIS, for three years program director of KARK, Little Rock, has been named program director of WALA, Mobile, Ala.

JULIAN FLINT has been named chief announcer of WATEL, Atlanta. Other departmental changes include Barney Oakes, special events director; Jacqueline Jones, contastant editor; Ernest Ford, music librarian; Allan Parks, sound technician.

THOMAS D. RISHWORTH, educational director of KSTP, St. Paul, has been reappointed vice-chairman of radio for the U. S. Chamber of Commerce. John J. Gillin Jr., general manager of WOW, Omaha, is chairman.

ROGER BROWN, formerly of WXYZ, Detroit, has joined the announcing staff of WIEK, Cleveland, handling a series of nightly newscasts sponsored by Pillsiner Brewing Co.

JOHN GUILD NESBITT, who for the last few months has served as sign language consultant to NBC Chicago announcers, on Sept. 7 married Barbara Trump. Mr. Nesbitt has accepted the post of assistant professor of romance languages at Grove City College, Grove City, Pa.

RUSSELL SCOTT, staff producer of the Australian Radio Commission, has resigned to join Macquarie Broadcasting Services, Sydney, in a similar capacity. E. Mason Wood, producer, has been promoted to production manager of the network.

BROTHERS under the pink and blue are the members of this trio of collegiate announcers, the staff of WJR, Detroit. All three are members of Phi Delta Theta, national collegiate alumni, and while they're not exchanging the grip or password but only smiling at the kindhearted fate that drew them together at WBBM (the Big Red Barn) of the U of Virginia, assistant to the WJR advertising manager; Jack Brogan, U of Missouri announcer; Neal Tomly, Northwestern U, radio veteran of almost 19 years.

WAYNE CODY, the Uncle Wip for the kiddie shows on WIP, Philadelphia, returned to the air Sept. 9 after recovering from a broken arm and brain concussion, the result of an auto accident Aug. 25 during his return from the annual Uncle Wip picnic for listeners at Riverbeach Beach, N. J.

BROOKS HENDERSON, newscaster and announcer of KSTP, St. Paul, is the father of a boy born recently, Paul Pressey. KSTP news reader also is the father of a boy.

JOE ALVIN, NBC Hollywood, press representative, and Judith Brown, of Nogales, Ariz., were married Aug. 31.

NAT HIKEN, Hollywood radio writer, having completed a Warner Bros. film assignment, will join the script staff of the CBS Fred Allen Show.

CHARLES VANDA, CBS western di- vision program director for Hollywood, is currently in New York. He will return in early October.

EDDIE CHASE, well-known to Chica- go radio for his Make Believe Ballroom heard on local stations, is conducting a similar show, Filler Chas- ter, on WIND, Gary, Ind.

KAY THORNE, who came to Atlantic City with the Max Denard dramatic players, stayed behind at the conclusion of the summer season, joining WBAB, that city as women's page and amusement announcer.

BERT KALMER, Hollywood writer, on a short-term deal has joined the script staff of the NBC Chase & Sanborn Show.

TED LENZ recently joined the staff of KSN, San Francisco, as newscaster.

ALEXANDER McQUEEN, new commentator on VGN, Chicago, for Old Ben Coal, and on WBBM, Chicago, for Johnson's Wax, has had recent talks reprinted in the Polish Daily Epida and the Salvation Army's War Cry. In one broadcast he discussed the Polish situation, and in the other his acquaintance with Gen. William Booth.

PAUL C. MASTERSON, for the last four years senior announcer of KGER, Long Beach, Cal., has joined the announcing staff of KOFY, Phoenix, Ariz.

BETTY BISSONET, formerly secretary to Alec Templeton's manager in Chicago, has joined the secretarial staff of WBB, Duluth.

STANLEY CROSS, formerly of KGER, Sterling, Colo., has joined the announcing staff of KGNF, North Platte, Neb.

JON SLOTT, Hollywood writer of Where & When, sponsored by Union Oil Co. of Northern California stations, is on a six-week leave because of ill health. Ted Sherdeman of the network's staff and Jack Nye, Lou & Tom writer, are collaborating on the scripts.

Business is good in the
KFYR Area

Let us sell your story
KFYR
Meyer Broadcasting Co.
Bismarck, N. Dakota
National Representatives: John Blair & Co.
TOUCHDOWN TIPS

Here's an outstanding recorded football program for the Fall season! Forecasts each week's major games in all sections.

Conducted by Sam Hayes, one of the country's ace sports commentators, "Touchdown Tips" is a 15-minute program that will select winners, forecast scores, and bring listeners interesting football highlights throughout the coming season.

As a network feature, this program is already sold in 7 western states. It is now available as a 13-week NBC recorded program for the rest of the country. First program will predict football results for Sept. 21st week-end.

Based on the All-American Gridiron Index, which for 9 years has picked 80% winners, the accuracy of the predictions of "Touchdown Tips" will win and hold a large audience.

Yet the cost of this timely, quality feature is amazingly low.

But act quickly! There isn't much time left to get in on this "line-smashing" buy. Program is subject to prior sale and availability. Wire nearest NBC Radio-Recording Division office for details.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

RCA Building, Radio City, N. Y. • Merchandise Mart, Chicago • Sunset and Vine, Hollywood
Nelson Olmsted, announcer of WBAP, Fort Worth, on Sept. 25 will join NBC in Chicago to present a network series, "World's Greatest Short Stories." Olmsted has produced the same series on WBAP since 1939.

Al Jennings, formerly of WBBF, Huntsville, Ala., has joined the announcing staff of WSM, Nashville. He succeeds Ed Mullinax, who joined WABA, Anniston, Ala., as program director.

Dorothy Hayden, for eight years in New Zealand radio, has joined the NBC Hollywood music department.

John Whitaker, sports editor of the Idaho Times, will handle a 5-week schedule of sports broadcasts on WJJO (formerly WWAB) Hammond, Ind. WJJO during the fall and winter will carry 30 consecutive weeks of play-by-play sports coverage, including football and basketball. Whitaker will handle all the broadcasts, as well as conduct a three-weekly sports round-up on the station.

Mrs. Frances Farmer Wilder, NBC Pacific Coast educational director, will instruct a class in radio management and technique at the University of Southern California extension division. Clinton Jones, of the network's news department, will again conduct a course in radio script writing.

Cecil Woodlawn, formerly a freelance writer, has joined the publicity staff of WJRT, Flint, Mich.

Shirley Lauter, assistant publicity director of Don Lee Broadcasting System, Los Angeles, and David Horton, agency executive, were married Sept. 7 in Glencliff, Cal.

Jose Rodriguez, KFI-KBEC, Los Angeles, is editor of the newly published 500-page book, "Music & Dance in California."

Harry Bright, continuity chief and announcer of WGBR, Goldsboro, N.C., also has been named chief announcer of the station, succeeding Jan King.

Jimmy Wallington, Hollywood m. c. of the CBS Terrace Summer Theatre, leaves the West Coast for New York Sept. 27 following the final broadcast.

Ruth Lyons, conductor of the Woman's Hour on WKRC, Cincinnati, has been placed in charge of the station's newly created women's department.

Carl Hooff, musical director of the CBS Al Pearce Show, sponsored by B. J. Reynolds Tobacco Co., has taken over a similar assignment for the Los Angeles County Fair Sept. 13-20.

Bob Perry, formerly in the production department, has been named program director of KDB, Santa Barbara.

Cantor Names Cast

Cast for the new Eddie Cantor Show, which starts Oct. 2 under sponsorship of Bristol-Myers Co., New York (Ipans, Sal Hepatica), on 65 NBC-Red stations, Wednesdays, 9-9:30 p.m. (EST), has been completed. Besides Cantor, personnel will include Ray and Davis, comedians; Mace from the Broadway show, "Strawhat Revue;" Dinah Shore, formerly vocalist with Bob Burns; Tommy Mack, comedian. Bobby Sherwood will have the orchestra. The glee club will be directed by Edgar Fairchild. Vick Knight is to produce the series, with Harry Von Zell handling commercial announcements. First 13 programs will originate from New York and then shift to Hollywood with Cantor's work in another M-G-M musical film. Agency is Young & Rubicam, New York.

Cheers of his WIBW conferences lighted the way for Edmund Denney, blind tenor of the Topeka station, as he embarked for Los Angeles to appear Sept. 6 as guest on the Al Pearce CBS program. Behind him is Mrs. Denney, with Miss Mildred Shurtleff. WIBW music director (below) holding an armful of presents. Denney has been at the station since 1935. Besides singing, he plays the piano, guitar, writes legibly and typewrites. Letters from his fans persuaded Pearce to put Denney on the program.

Hackett Appoints Trio To Sales Staff of WINS

Continuing the reorganization of WINS, New York, begun last month by Cecil Hackett following his appointment as director of the station and the New York Broadcasting System (Broadcasting, Sept. 7), three additions have been made to the station's sales staff: John M. Sayre, who rejoins WINS after an interval during which he joined the sales staff of WNEW, New York, and served as sales director of WTNJ, Trenton; Stanley G. Barnett, formerly with Kelly Springfield Tire Co. and B. F. Goodrich Rubber Co., and William von Zehle, previously radio director at Consolidated Radio Artists and before that on the radio staff of Music Corporation of America, preceded by varied station experience at WNEW and WHN, New York, and WHAM, Rochester.

Albert A. Grobe has been named manager of the New York Broadcasting System, in which capacity he will serve as an executive assistant to Mr. Hackett as well as continuing in his present post of traffic manager of WINS.

Bernard Estes, veteran newspaperman whose experience includes four years with the Associated Press in Europe, service as managing editor of the Boston (Pa.) Morning Free Press, and more recently editorial director of the Carson Publication Service, has been appointed news editor and publicity director of the station. Estes also writes and conducts the weekly Copy Desk broadcasts on WINS.

KTSN Now a Regional

Shifting from local to regional status, KTSN, El Paso, Tex., is now operating with 500 watts at 1550 kc. The station, managed by Karl O. Wyler, has installed a new RCA 3-E transmitter and a 515-foot Transmitting vertical radiator at its new site on the outskirts of El Paso. Heretofore the station, an NTA outlet, has operated on 1510 kc. with 250 watts.
Every noon, 12 to 12:15, Monday through Friday, in Detroit, you can hear the “Old Dean” at the Novachord of WWJ, in his popular program of music and homey philosophy.

Success of the program is shown by two important, convincing facts: (1) Sponsor of the program, Sam’s Cut Rate, Inc., has just renewed; (2) Requests for the “Old Dean” to make personal appearances are growing continually.

To meet these requests—from school, church and civic organizations—the sponsor sends a Novachord in a streamlined trailer with the “Old Dean” on his personal appearances. After traveling almost constantly for more than two months, this Novachord has required no service or repair of any kind!

You can build new program successes ...with the amazing, appealing Hammond Novachord. You can put the Novachord to work now on your present programs... adding the tremendous news value of this newest kind of music for radio.
IT'S 50,000 WATTS FOR

...and it's a Westinghouse HG-50
for high efficiency transmission!

Congratulations to Station WPTF on its new 50 kw construction permit! Advertisers will welcome this added power in covering the largest trading area between Baltimore and Atlanta. Listeners will welcome the high quality transmission of the Westinghouse HG-50 Transmitter which has already won national acclaim in Stations KDKA and WBZ.

Owners and operating personnel will welcome the operating economy and the convenient simplicity of the new equipment.

This new 50 kw transmitter has been developed out of close experience with broadcast requirements since the earliest days of radio broadcasting. As operators of leading stations and as builders of radio equipment we know what commercial broadcasting needs—and this new 50 kw transmitter sets a new standard of efficiency, economy, and accessibility.

For detailed information about this equipment—or regarding the complete service which we can render to radio stations—call your nearest Westinghouse office.

Tune in "Musical Americana," N. B. C. Network, coast-to-coast, every Tuesday evening.
RALEIGH'S WPTF!

Illustration shows typical 50 kW installation of seven cubicles placed side by side to form a single attractive unit. WPTF's new 50 kW transmitter will consist of nine cubicles arranged to form a U. The two additional cubicles house the rectifier and antenna phasing equipment.
**EXCLUSIVELY FOR THE LADIES**

Mere Male Ignored by San Francisco Station, Which
Now caters to the Buying Sex.

“LADIES preferred” is the new slogan at KSAN, San Francisco, which has just adopted a new policy whereby it caters to women listeners exclusively. 24 hours a day, seven days a week. The word “gentlemen” appears nowhere on KSAN programs. It’s “good morning, ladies” or “good evening, ladies.”

Lou Keplinger, manager, who is responsible for the innovation, claims that women have their own magazines, their own clubs and own shopping news—and now they have their own station.

Everything at KSAN is pointed to a woman’s angle. Women listeners have been invited to write in the program ideas of services that would best appeal to the feminine ear. The ladies snapped at this opportunity, according to Mr. Keplinger. Mail poured into the station. Many of the suggestions will be adopted. Plans include a number of new programs to be developed especially which will hold the interest of the feminine portion of the audience.

All KSAN announcers have been given orders to address themselves at all times to women. They have been exclusively programmed to women listeners. He is of the opinion that the constant query of agencies and advertisers to small stations in metropolitan areas—“why should we use your station?” will be answered by his new policy. “After all, women buy 40% of all merchandise sold,” he reminds.

Men? The KSAN boss says they have more male listeners than ever before. They’re just naturally inquisitive.

Iowa Session to Discuss Radio Problems in State

DEALING with radio problems through demonstrations and discussion groups, the first annual Iowa Radio Conferences will be held Oct. 17-19 at the State U of Iowa, Iowa City. At the time of the conference, the university-operated WUI will dedicate its new studio on the campus. H. Clay Harshbarger is chairman of the conference.

Among problems set for discussion on the conference agenda are: Building the radio audience, scripts, producing dramatic programs, planning musical programs, discussion programs, utilization of the classroom, news broadcasting, organization programs, training for radio in college, agricultural broadcasting.

Arranging for Radio

A SYSTEM of arranging has been devised by Frank Mares of Hollywood, which he declares recognizes and compensates for overtones, not only as they exist in actual performance, but as picked up by the microphone.

When the Rochester jiu-jitsu expert Jack Weg was recently interviewed by WHAM, Announcers Al Sisson (with mike) and Bill Rogers on the fine points of the oriental art of self defense, things took a decided turn for the worse for Rogers as Wernz decided to prove that a man’s noggin could be turned completely around without disastrous results.

**ALL-AMERICAN PATRIOTIC from beginning to end is WOR, New York, which has been signing on and off the air with “The Star Spangled Banner.” Looking for an appropriate, yet not blatantly patriotic announcement to follow the rendition of the national anthem, the station selected the greeting “Good Morning, America!” and at night “Good Night, America!”

Chicago Course Resumes

RADIO COUNCIL of the Chicago Public Schools will this month begin a third year of educational broadcast originating in both schools and stations, under the direction of Dr. William H. Johnson, superintendent of schools, and Harold W. Kent, director of the Council. Chicago stations WMIB, WGSE, WLS, WJJD and WCPB, as well as WIN, Gary, Ind., and WHIP, Hammond, Ind., will release broadcasts. Major improvements have been made in the studio and equipment facilities of the Radio Council during the summer holiday. An observation room to accommodate 50 visitors has been added to the main studio; a new transcription room has been completed as well as new offices for the writing and production staff.

5000 WATTS DAY AND NIGHT

Tulsa, Okla., leads Nation in Retail Sales Increase ...

**K T U L**

FREE & PETERS, Inc.
WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS
DAY AND NIGHT
COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE
IN REPLY TO CRITICS OF WILLIE
Mike Manner Is Natural, and Improves Every Day, According to GOP Radio Chief

This letter to the editor is an experienced radio man's reply to the criticisms of Wendell L. Willkie's radio manner reported and commented upon in the Sept. 1 Broadcasting. The writer is not only a former Washington newspaper correspondent but for several years was program director of WJBY, Washington, and served in other radio executive capacities in New York before becoming radio chief of the Republican National Committee.

EDITOR, Broadcasting: As on many another occasion, I find myself apparently in the minority—this time in connection with the radio personality of Wendell L. Willkie. Your editorial in the subject prompts an answer.

The only derogatory criticisms I have heard to date on his mike manner so far come from the so-called professionals—professional broadcasters, professional artists, professional writers, professional critics. Every amateur, every layman, every man-in-the-street I have questioned has automatically and enthusiastically answered with some such phrase as: "I like him." He sounds sincere. He talks my kind of language. Therein, I think, lies the point.

Always Natural

Measured by such standards of professionalism, Mr. Willkie is an amateur; but he is not an actor or announcer. How can you expect to measure him by such a standard? No, it is not as simple as that. The only legitimate measurement is naturalness. Wendell Willkie is natural. In the vernacular of broadcast professionalism, a "simon pure natural". Good radio gains its strength from naturalness.

President Roosevelt speaks with full naturalness—today. But, I can remember a time that he didn't. Today Wendell Willkie is natural for him to use his Harvard accent and orate in his particular style as it is for us to eat.

Just as important, then, is the naturalness of Mr. Willkie in his own way.

The most unfair thing that could be done to Mr. Willkie today would be to attempt to make him a "professional" of him, to change him in any way his natural manner of speaking. Goree, that he is his force, his expressiveness, his sincerity, his real radio personality. It would be gone just in the same way as the eye of the radio listener as though you were to splatter his picture with paint.

Dozens of well-meaning and capable individuals have offered their services along this line since his nomination and I have heard many an anxious hour in fear that one of them would catch his ear. Repeatedly I have insisted that it be left alone. You and I both know that he could be coached and prompted into being letter-perfect in a comparatively short time. But—would not be Wendell L. Willkie.

The Personal Touch

There is one glaring error so many public speakers make. That Mr. Willkie does not make when addressing a group of people in person as differentiated from a studio address. (I have never heard him make the studio talk, but I have talked with him in close conversation and I bet he hasn't said a word that he'll be sore!) He talks with those immediately in association with him; he instinctively knows the occasion. That is the only way to accomplish the best presentation.

You know the thoroughly proven psychological value of this method of presentation. When a public figure is addressing a crowd in a meeting hall, the radio listener comes to the meeting and sits in a front seat. When the speaker talks in a studio he goes to the radio listener in his

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The way to sell Radio is to talk Radio. The season’s best story on photo-engraving or how to make a billboard campaign click won’t do the job.

Now, let’s look at BROADCASTING. Here’s the magazine that talks Radio 100% of the time... nothing but Radio. Consequently, its readers are Radio-minded... every last one of them. Doesn’t BROADCASTING fit your promotion needs like a glove, if it’s Radio Time you’re selling?
WHC, Cleveland
Procter & Gamble, New York, 44 sa., thru Ivey & Ellington, Philadelphia.

WFDB, Atlanta
American Chicle Co., Long Island City, 52 to, thru Badger & Browning & Horney.
Brown & Williamson Tobacco Co., Louisville, 52 to, thru BBDO, N.Y.
Iowa Soaps Co., Burlington, 32 sa., thru Western-Barnett, Des Moines.

WHK, Columbus
Vick Chemical Co., New York (proprietary), 132 sa., thru Morse Intern., N.Y.

KFI, Los Angeles
Los Angeles, Superior Sea Food Co., Los Angeles (Japan), 5 sa., thru Hillman-Shane Agency, Los Angeles.
Los Angeles, Union Pharmaceutical Co., Avery Island, La., thru Scott, 3 f. weekly, thru American Accident Agency, Los Angeles.

KJL, Youngstown
Campbell-Ewald Co., Detroit, thru Home Discount, 36 sa., thru H. C. Morris & Co., N.Y.

KECA, Las Vegas
Chrysler Corp., Detroit (Plymouth), thru J. Stirling Getchell Inc., Detroit.

WBN, New York
Heinrich Franck & Sons, Long Island City (Chimney coffee table), 4 sa. weekly, thru Dan Rivkin, Philadelphia.

WORL, Boston
International California Produce Co., Chicago (Kleenex), 18 sa. weekly, thru Lord & Thomas, Chicago.

WTTU, Toledo
Utilities Engineering Institute, Chicago (school), 2 hour programs, thru First United Broadcasting, Chicago.

WOR, Boston
International Cigarette Institute Chicago (Kleenex), 18 sa. weekly, thru Lord & Thomas, Chicago.

KGL, Los Angeles
Los Angeles, Superior Sea Food Co., Los Angeles (Japan), thru Hillman-Shane Agency, Los Angeles.

KMP, Beverly Hills, Cal.

KLYs, Salt Lake City
Johnson & Johnson, New Brunswick, thru Perry & Champion, 3 f. weekly, thru J. Walter Thompson Co., Los Angeles.

KDCq, San Francisco
Marin Dell Mill Co., San Francisco (dairy chain), thru BBDO, N.Y. thru Ferry & Stevenson, San Francisco.

KQZ, Denver
Gamble Stores, Denver, thru BBDO, Minneapolis.

KQV, Toledo
Utilities Engineering Institute, Chicago (school), 2 hour programs, thru First United Broadcasting, Chicago.

KQTY, Fort Wayne
Chicago Herald-Statesman, Chicago, thru Bell & Scott, Chicago.

KQX, Los Angeles
Los Angeles, Union Pharmaceutical Co., Avery Island, La., thru Scott, 3 f. weekly, thru American Accident Agency, Los Angeles.

KRGB, Columbus

KRM, Fresno, Cal.
Alleyn-Elliott Co., San Francisco (fruit nice), thru Bell & Scott, Chicago.

KST, Dallas
Crosby Advertising Co., Dallas (Texas), thru Bell & Scott, Chicago.

KTRK, Houston
Crosby Advertising Co., Houston, thru Bell & Scott, Chicago.

KTRK, Houston
Crosby Advertising Co., Houston, thru Bell & Scott, Chicago.

KQH, Richmond

KQH, Richmond

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KQH, Richmond
R. E. Jordan, New York, thru R. E. Jordan, New Y
Bunte Buys Spots

BUNTE BROS. CANDY Co., Chicago (Tango bars), on Sept. 30 will start a 13-week schedule of varying news, participation periods, spot announcements, and local shows on ten stations. Selected are WBBM and WAAF, Chicago, WHO, Des Moines; WJR, Detroit; WCCO, Minneapolis; KMBC, Kansas City; KSD, St. Louis; KFAB, Lincoln, Neb.; KOIL, Omaha; WLI, Cincinnati, Presque, Fellers & Presque, Chicago, handles the account.

OMAHA LIVESTOCK EXCHANGE, Omaha, has started a 100-word announcement campaign on WDZ, Tuscola, Ill., offering a free booklet of interest to livestock feeders. Length of contract is undetermined. Buchanan-Thomas Adv. Co., Omaha, placed the contract. Schulte, Bajan & Co., Beardstown, Ill. (Orrick Foods), also has started a 13-week schedule of daily 10-minute newscasts on WDZ. Mace Adv. Agency, Omaha, handles the account.

DOWNTOWN MERCHANTS Dollar Day Committee, Los Angeles, to exhibit the semi-annual Dollar Day in a three-day campaign which ended Sept. 15, and preceded the sale, a total of 400 spot announcements and also in participating stations on 10 minutes in that area. KNX KHJ KEK KFMB KGJ KPVD KFAC KRKO KBBY Hillman-Shane Adv. Agency, Los Angeles, has the account.

SUPERIOR SEA FOOD Co., Los Angeles (frozen foods), in a four-week test campaign ending Oct. 4 is using participations five times weekly in Norma Young's Happy Hour program on KHJ, that city. Hillman-Shane Adv. Agency, Los Angeles, has the account.

BUSINESS in Norfolk is on the boom! HALF A BILLION dollars is being spent on Uncle Sam's defense program, bringing to this Tidewater Virginia market extra thousands of highly-paid, skilled workers and their families. Three million to house them! Employment and sales shooting to new all-time highs. Thus, WTAR—the only network outlet in Virginia’s largest metropolitan market, suddenly finds itself serving America's No. 1 sales area...literally spilling over with new families and new money. Your ship's put in at Norfolk—fabulously SALES laden beyond the wildest wishful thinking. Put WTAR on your schedules—and watch your sales zoom in this richer Norfolk Market.

National Representatives: EDWARD PETRY & CO.

600% Increase in Mail

July, 1940 Compared With July, 1939

WUSA Radio Advertisers

CONSOLIDATED PRODUCTS Co., Danville, Ill. (semi-monthly), has renewed for 26 weeks its three weekly quarter-hour announcement time on WLS, Chicago, but is featuring a new local show consisting of Lloyd (Doc) Bingham, farm commentator; Hal Carver, baritone soloist; Howard Petersen, pianist. Mace Adv. Agency, Peoria, Ill., has the account.

NATIONAL TRANSPORTATION Co., New York, on Sept. 11 began sponsoring on WMCA, New York, weekly quarter-hour periods of news about Latin America with Bryce Oliver, commentator, in the interests of Pan American In-Clair Wallace and also with Presba, Fellers, Presba, Chicago, handles the account.

NEW YORK SOCIETY for Ethical Culture begun Sept. 5 its fifth season of Sunday morning broadcasts exclusively on WQXR, New York. Contract for five three quarter-hour programs dealing with the relation of democracy, education and morality with ethical faith was acquired direct.
Youngstown mills promise capacity operations for months to come. Cover this rich market with.

WFMJ

an Open Letter to the Survey-Conscious Time-Buyer

Dear Sir,

At the first scent of Fall your mailman breaks his back carrying in to you a bumper crop of radio surveys.

Please don't judge us harshly because we are not sending you a beautifully-illustrated and baffling survey booklet... "which proves conclusively that KYW is the most popular station in Philadelphia—all day, any day."

But might we suggest, that for an unbiased idea of KYW's popularity, you examine the 1939-40 six-month cumulative C&I-Crossley report on Philadelphia (the making of which no station influences)! That tells our story.

Incidentally, because we know you must be interested... KYW moves merchandise too!

Sincerely,
Griff Thompson
Sales Manager of KYW:

"The 10,000-watt RED network station in the Nation's THIRD market!"

Westinghouse

KYW

Represented by NATIONAL BROADCASTING CO

Markets and Milk Bottles

Grade "A" milk is topped with cream. In the CKWX-CKFX bottle, the milk is your CKWX Audience, 100,000 strong. The cream is the exclusive short wave audience of CKFX—all at one rate for simultaneous broadcasting over both transmitters.

CKFX, British Columbia's only short wave broadcasting station, serves listeners who claim "This is our only consistent Canadian station!"

1000 watts CKWX-CKFX (Short Wave) VANCROON • CANADA

Representatives:

Weed & Co. All Canada Radio Facilities Ltd.

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Broadcasting • Broadcast Advertising
IN KEEPING with the Spanish mission motif, this unique building will house the new 50,000-watt RCA transmitter of KOB, Albuquerque, which will be ready in October, according to T. M. Pepperday, newspaper publisher and station owner.

More Finance Spots

HOUSEHOLD FINANCE Corp., Chicago, on Sept. 6 added six-week-quarter-hour Sports Parade programs featuring Alan Hale on WISN, Milwaukee, and three-week-five-minute Sports Reviews featuring Walt Lochman on KMBC, Kansas City, to its list of stations carrying national spot accounts, bringing the total to 11. Contracts are for 22 weeks. Other stations have varying schedules of announcements, news periods, and half-hour musical shows. They include: WFB, Baltimore; WNB, Binghamton, N.Y.; WBN, Buffalo; WGG, Lancaster, Pa.; KYSM, Mankato, Minn.; WMB, Milwaukie, Ore.; WACU, Philadelphia; WGBI, Scranton, Pa.; WBRE, Wilkes-Barre, Pa.; BBD, Chicago, handles the account.

MEMBERS of the sales staff of KTSA, San Antonio, are planning to build homes together in a new subdivision they propose to call KTSA Lane.

Jergens Dramas

ANDREW JERGENS Co., Cincinnati (soaps), following the September 25 broadcast, will drop the serial, Promoting Priscilla, from its weekly NBC Woodbury Hollywood Playhouse. It is being replaced with half-hour complete dramas featuring Jim Ameche and Gale Page, starting Oct. 2, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 8-8:30 p.m. (PST), Change was decided upon by the sponsor after conferences with New York executives of Lennen & Mitchell, agency servicing the account. William R. Rowson, Hollywood manager of the agency, will continue to produce. Felix Milis remains as musical director.

WSAI's Magnetism is SHOWMANSHIP

Of all the elements, only iron and nickel and cobalt can be attracted by magnetism. But showmanship—which is radio's magnetism and WSAI's attracting power—can in Cincinnati alone pull 51,3875 people to WSAI's studio during the 14 days of the city's 26th Annual Pure Food Exposition.

WSAI's showmanship is magnetic! It reaches through the air—and pulls listeners and onlookers. In clusters of hundreds of thousands. And permeates their lives with desire for many products.

WSAI - "Cincinnati's Own Station"

Represented by International Radio Sales—New York...Chicago...Los Angeles
Dolph Joins Agency

ANDERSON, DAVIS & PLATTE, New York agency, on Sept. 15 announced appointment of John M. Dolph and Robert L. Nourse Jr. as members of the firm. At the same time the agency was to open a Hollywood office, although both new appointees were to remain in the New York office. Mr. Dolph, recently assistant general manager of the CBS Pacific Coast network, formerly was associated with N. W. Ayer & Son and Young & Rubicam. Mr. Nourse left the Pacific Coast association of Ruthrauff & Ryan to open his own agency, later joining Barton A. Stebbings Agency.

Mr. Dolph

PRESTIGE

Advertisers reap the benefit of the prestige
WOAI has earned in Texas through its 18 years of constant service and self-improvement.

POWER CLEAR CHANNEL LISTENER PREFERENCE EST. 1922

REPRESENTED BY
EDW. PETRY & CO., INC.

EARNED
in the Field

WOAI San Antonio
50,000 WATTS
NBC AFFILIATE—MEMBER TON

New Syndicate Service

ENTERING the field of syndicating programs, National Research Bureau Inc., Chicago, has announced the appointment of George B. McDermott as head of its radio department which hitherto has been selling a merchandising and sales idea service to stations. Mr. McDermott, formerly with NBC spot sales and onetime commercial manager of WMAQ and WENR, Chicago, has joined the organization in the Kellogg-McDermott-Wais Agency, Los Angeles, to assume the new post. He also was formerly radio director of Kiland-Engel Co., Chicago. The company is inviting authors and producers to submit their ideas for syndication.
Wood to Erwin, Wasey

APPOINTMENT of M. E. E. Wood, free lance writer of Hollywood and New York, as radio director of Erwin, Wasey & Co., Chicago, was announced Sept. 1. He succeeds Holland E. Engle who resigned to accept a similar position with Cramer-Krausselt Co., Milwaukee.

Broadcasting, Sept. 1]. Mr. Wood entered radio in 1924 as a producer of WTAI, Chicago, which later became WGN. In 1934, he joined NBC, Chicago, as writer-producer, and in 1935 returned to WGN, going to Hollywood in 1937. While on the Coast he contributed to such programs as the Lux Radio Playhouse and Hollywood Hotel. He wrote the radio serial, The Green Hornet, for Universal Pictures, and the American treatment for the MGM production, Florian.

Representatives

Lane, Benson & McClure

Is Organized in Chicago

WILLIAM NOBLE LANE, formerly an account executive of Frank R. Steel & Associates, Chicago, has been elected president of Lane, Benson & McClure, new Chicago advertising agency which opened offices in the Willisly Tower Building, 665 Michigan Ave., Sept. 1. Executive vice-president and general manager is W. Frank McClure, formerly vice-president of Critchfield & Co., Chicago. Secretary-treasurer is John Benson, formerly an account executive of John Ramsey & Co., Chicago.

Mr. Lane joined the Steel agency in 1939. Mr. McClure, before joining Critchfield & Co., was for nine years Chicago manager of Albert Frank & Co. He has served as chairman of the National Advertising Commission, secretary of the Advertising Federation of America, president of the Advertising Council of the Chicago Assn. of Commerce, and was founder and president of the Chicago Federated Advertising Club. Mr. Benson is a graduate of Wesleyan U. and was for some time associated with his father in the brokerage business before entering advertising.

Other members of the staff include: Caryl Johnson, formerly of John Dunham & Co., Chicago, space buyer; H. D. Sulcer, formerly president of Vanderhoof Adv. Agency, Chicago, account executive; Anita Simpson, formerly of Critchfield & Co., account executive. Additional members will be added in the near future, according to Mr. Lane. Some 15 accounts have already been secured, many to use radio.

Auspitz to Critchfield

IRVING D. AUSPITZ, since May 1939 vice-president of Erwin, Wasey & Co., Chicago, for 15 years prior to that president of Auspitz & Lee, Chicago advertising agency, on Sept. 9 joined Critchfield & Co., Chicago, as vice-president and general manager in charge of sales. In 1925 Mr. Auspitz established one of the first radio departments in an advertising agency. Since that time he has specialized in that end of the agency business. He will collaborate with M. E. Blockburn, radio director of Critchfield & Co., in large-scale radio plans.

PROGRAM IDEAS and production problems were being discussed when the cameraman snapped this photo of Ken Niles (left), Hollywood announcer, and Edmund Cashman, Lord & Thomas producer of the weekly NBC Key Kyser's College of Musical Knowledge, sponsored by American Tobacco Co. (Lucky Strike).
RADIO NEWS REEL
ABANDONS SERVICE

RADIO NEWS REEL, Hollywood transcribed spot news service operated by Victor Dalton, who also heads KMTR, that city, has been discontinued. Action is said to have followed a dispute Sept. 7 between Dalton and Matty Kemp, former screen actor, who recently joined the organization as editor of the service. The entire newsreel staff was reported released, and included besides Kemp, Howard Culver, producer; Robert De Vilbiss and Chuck Phillips, technicians; Allan Berg, reporter; George Jay, interviewer, and Hank Weaver, sports announcer and commentator. Weaver and Culver were reported as being rehired as members of the KMTR staff.

Although Dalton denied suspended radio News Reel and stated that operations had been suspended only temporarily to reorganize, it is known in Hollywood that in notifying employees of their dismissal, he informed them the transcription service was being dropped. It is also understood that he wired all subscribers to that effect. Some 50 stations are reported to have subscribed to the service. Employees of KMTR, where Radio News Reel is housed, refused to discuss the situation. Dalton spent about three years in developing the service.

TURN-TABLE operators for Chicago broadcasting stations have been put on police duty by James C. Petillo, AFM president. In a special notice published in Intermezzo, official organ of the Chicago Federation of Musicians, he advised:

"A specific clause in the contract between the CFM and broadcasting companies reads as follows: 'On all music played by electrical transcriptions or recordings, an announcement that this music is electrically transcribed must be made at the beginning of the program and also at the finish of the program'. In some instances this is not being done. This is to advise turntable operators (better known as pancake turners) that they will be held responsible if they fail to report any and all violations of this rule to the local.'

Shortened Schedule Refused

The FCC has denied a request by KUP, Durango, Colo., fulltime, that its rules be waived to permit the station to sign off at 7.30 p.m. daily. Rule 3.71 requires all stations to operate a minimum of two-thirds of their licensed time, including two-thirds of the time between 6 p.m. and midnight.

STANDARD RADIO announces the following new subscribers to its Standard Program Service: WVL, Ames, Iowa; WGAN, Portland, Ore.; WTNX, New York; WJNO, West Palm Beach, Fla.; WLYI, Grand Rapids, Mich.; WDAN, Danville, Ill.; and WLYX, Washington, D.C.

RECENT new accounts serviced by Transcription Service of WOR, New York, are reported as follows: R. I. du Pont de Nemours & Co., Wilmington, 12 one-hour Calendar of America programs; 87 Ford Motor Company programs for release to the Associated Press; School Film Libraries of New York, 25 five-minute records for distribution to salesmen; San Galli Wine Co., New York, 50 five-minute transcribed spot announcements; Conant Ball Furniture Co., New York, 50 five-minute sales records for salesmen; Peter Paul Inc., 10 one-minute spots and 51 pressings for spot broadcasts.

PREMIER Radio Enterprises, St. Louis, reports transcribing a new series of announcements for console clothing Co., St. Louis, to be placed through the dealers; also station-breaks to be placed through American Radio, St. Louis, for the New Jefferson Hotel of that city. In addition, Premier reports Briggs & Stratton Co., St. Louis, is offering a new program titled Postcard Auction for national release.

BENNETT-DOWNIE & Associates Inc., new Hollywood production unit, with headquarters at 1337 N. Gordon Ave., has been formed by J. Bennett Downie, Rochford Harris and Herman Bruger. Firm will produce ad transcribe programs to order and currently has in production the serial, Captain Danger.

UNITED STATES RECORD Corp., New York, has made a wartime arrangement with the American Record Co. Pty. Ltd., Sydney, to ship each month a series of master discs of popular phonograph numbers. They will be pressed in Australia and distributed through retail channels. War Money Control has sanctioned transfer of funds, and the customs quota allows entry under percentage of the firm's 1936 sales.

HOLLYWOOD THEATRE of the Air, Hollywood production unit, has acquired radio rights to the play "The Forgetful Woman," and will co-star Peter Lind Hayes and Sibyl Bowan, co-authors, in a sponsored network broadcast this fall, according to John Beverley, executive producer-director.

CHERYL CRAWFORD, New York producer, has bought radio rights to the play, "Ah Wilderness," and will co-star Frankie Thomas as the boy and Harry Carter as the father, on a series of sponsored broadcasts this fall.

For Lower Cost Circulation

BUY—WFIL!

The Philadelphia Market—
-5,576,177 people within WFIL's 1/2 Million Volt Line
-5 Billion dollars spendable income
-1 1/2 Billion dollars in retail sales

WFIL's Coverage—
-Equals WCAU's
-145% Greater than KYW's

WFIL's Clear Signal—
The only Philadelphia network station completely encircling the whole of Philadelphia with a 25 Million volt per meter signal as recommended by FCC.

WFIL's Rates—
20% to 40% Under WCAU and KYW

These facts emphasize the findings of advertisers in the third largest national market—Philadelphia—that

FOR LOWER COST CIRCULATION
BUY—WFIL!

KEY STATION OF THE QUAKER NETWORK

WSP-WORD

(A Pair of Selling Stations Serving a Pair of Radio States)

Located in the heart of the Nation's best balanced and fastest growing market—the Piedmont growing region of the Carolinas.

WSPA, 1000 watts on 920 days, and WORD, 250 watts, night and day, with CBS affiliation, furnishes the REAL RADIO BUY in the Carolinas.

Owned and Operated
SPARTANBURG—ADVERTISING COMPANY

Spartanburg, South Carolina

Nat. Rep., HOWARD WILSON CO.,
New York - Chicago.
Justice Dept. Broadens ASCAP Inquiry To Activity in the Transcription Field

FOLLOWING the policy of Assistant Attorney General Thurman Arnold of studying all indicated evils prevalent in an industry under investigation, the Department of Justice has broadened its inquiry into ASCAP to cover the transcription field. While no formal word has been forthcoming from the Department, an analysis of questionnaires recently dispatched to broadcasters, music publishers and others of copyrighted music, clearly indicates such a course.

The Department last July sent questionnaires to all groups using copyrighted music to gather information for use in the revival of its five-year-old antitrust suit against ASCAP pending in the Federal District Court for New York. Victor Waters, special assistant to the General Attorney, is in charge of the investigation. The Assistant Attorney General Arnold, who heads the Anti-Trust Division.

Early Action Foreseen

It was reported the Department is receiving replies to its detailed questionnaires from broadcasters, music publishers and motion picture exhibitors at a "satisfactory" rate. It is desirable, however, of completing this study as expeditiously as possible. It is felt the Department plans to seek early reopening of the trial soon, in consideration of expiration of existing contracts of the broadcasting industry with ASCAP as of Dec. 31.

While no statement was forthcoming regarding the status of the Department's study, it was said that industry groups are cooperating splendidly. It was ascertained, too, that the Department is taking into consideration the current. It is probable that the American Federation of Musicians will be in receipt of a letter from the Department asking for information relating to the transcription and spot broadcasting field added during the FCC network monopolies investigation of 1938-1939, still awaiting final decision by the Commission.

Cudahy Renews Serial

CUDAHY PACKING CO., (Old Dutch Cleanser), on Sept. 20 renewed for five weeks its five-weekly quarter-hour series, "Bachelor's Children," on 18 CBS stations, the Don Lee network, and WGN, Chicago. Although the Don Lee contracts do not expire until March 1941, renewal of new contract form has been submitted since account was recently changed agencies. Blackett-Sample-Hummert, Chicago, is agency.

Gordon in Gotham

GORDON BAKING CO., Detroit, on Sept. 9 started a campaign for Silvercup Biscuits among three New York stations for 13 weeks with the transmitted quarter-hour program titled "Miniature Reviews of the Passing Parade with John Neibert." Each station carries a Monday through Saturday schedule, as follows: WABC 7:45-7:45 a.m.; WEAF, 9:10-9:15 a.m.; and WNEW, 5:05-5:10 p.m. Agency is Barton A. Stebbins, New York.

BING NOT TO QUIET

Merely Worried About Tunes,
- Asserts Brother

DENYING that Bing Crosby said he would "quit radio if he could use ASCAP music, Larry Crosby, the crooner's brother and manager, in a letter to Manager M. C. Cisler, New Albany, Ind., explained the artist's viewpoint in the BMI controversy.

According to the letter, "Bing did not say he would quit radio unless he could use ASCAP music, nor did he say he would not use BMI music, but he did express a doubt of his ability to make up a balance of program after the first of the year from BMI music exclusively."

The crooner's brother pointed to the difficulty of finding 15 hit tunes a week, for example, to supply Dick Powell, Bing and Bob Crosby, whose programs are heard on NBC-Red network Thursday evenings.

Work Begun by WHCU On New Studios, Offices

WHCU, Ithaca, N. Y., owned and operated by Cornell U, has started construction of new, $25,000 studio quarters on the fourth and fifth floors of the local Savings Bank Bldg., according to General Manager M. R. Hanna. The new quarters, expected to be ready for use Oct. 1, will provide three studio ranges from a large studio to accommodate full-size orchestras to a small interview studio along with a newsroom and control booths. Smith-Murray Corp., Syracuse, an affiliate of Johns-Manville Co., has been awarded the contract for acoustical treatment, with other contracts awarded to local concerns for heating, ventilating, carpenter and electrical work.

The house staff will number about 25, with an annual payroll of about $35,000. Mr. Hanna stated. Personnel of the station in addition to Mr. Hanna, includes Sidney Ten Eyck, program director; Lew Travers, sales manager; Prof. William C. Ballard, technical adviser; Prof. True McLennan, engineer in charge of operating; William Moeder and Dr. Howard G. Smith, engineers.

New B & W Series

BROWN & WILLIAMSON Tobacco Co., Louisville, has reserved the 9:30-10 p.m. (CST) time on 65 NBC-Red stations for a new show for Wings King Size cigarettes. Contract for 52 weeks will go into effect on Oct. 1. With the start of the new program, B & W will sponsor five half-hours weekly on the Red network for its various tobacco products, according to M. M. Seeds Co., Chicago, is agency.

AN INDICATION of how war has changed operations of the Canadian Broadcasting Corp. is given in the report for June, 1940, when special war programs occupied 40 hours of broadcast time, according to the station relations department. This was in addition to regular news bulletins.

WANTED

Food, clothes, luxuries, appliances and supplies for 126,690 urban radio families.

WZUZ COVERS A TRIPLE MARKET

URBAN-AGRICULTURAL OIL PRODUCING

Don't miss the premier TRIPLE MARKET commanded by WFTC in addition to WFTC's rich agricultural area and the booming Southern Illinois oil fields. There's a busy urban and industrial area served by this busy pioneer station—through coverage of Campground-Urbana, Decatur, Danville, Bloomington, Terra Blanca and others of this area. Hit this big WZUZ market!

HOWARD H. WILSON COMPANY Special Representatives New York Chicago Kansas City San Francisco

25% of the North Carolina Market at less than 15% of the State Radio Cost!

CAROLINA BROADCASTING SYSTEM
Affiliated with Mutual Broadcasting System

NORTH CAROLINA'S BUSINESS IS GOOD!

Franchise, income, sales and beverage tax collections in North Carolina in July and August, 1940, were 6.2% greater (at some rates) than in July and August, 1939. That means that Tar Heels are doing more business, making more money, spending more and living better.

GET YOUR SHARE OF THIS INCREASED BUSINESS THROUGH WRL-WGTM-WFTC-
THE HEART OF EASTERN CAROLINA!

Contact GILL MURRAY, Gen. Mgr. WRL, Raleigh, N. C., or Sears & Ayer, NEW YORK, CHICAGO.
THREE WOMEN, known only by their first names—Blanche, Marina and Mary—in order to respect their private lives and to protect many of their friends in Europe, on Sept. 1 started a weekly series of half-hour Sunday broadcasts on WAAF, Chicago, titled Three International Ladies. Programs deal with happenings abroad from a woman's standpoint—stressing the poignant details and human interest background not included in military dispatches. All three have lived and traveled extensively in England and on the continent, and are in constant correspondence with friends who keep them informed on the rapidly changing social and economic affairs abroad.

THE development of modern popular music and its changes, as shown by changes in style of the leading dance orchestras, is the theme of Words About Music, half-hour daily series started Sept. 9 on WOV, New York. Illustrated with recorded selections, the program takes up one band each week, starting with Benny Goodman. Hal Davis, publicity director of Columbia Recording Corp., and Lester Lieber, musician and writer, conceived the program and collaborate on the scripts.

A NEW commercial show with a political slant, North Dakota Quiz Show, starts Sept. 16 on KDY, Fargo, and KFYR, Bismarck. A group of officers have joined together to sponsor the quiz in an effort to defeat an initiated measure in the coming fall election. Three-man teams are chosen from the Wayne and Western parts of the State with one appearing in KDY studios and another at KFYR. Each program includes three questions on the initiated measure, furnished by interested citizens, with both groups asked the same questions. Contestants in one studio cannot hear the answers of the opposition group, although listeners get both sides. Cash awards are given for correct answers. As the series ends near election time, the six best contestants will meet in the finals, with extra prizes awarded.

The Piano Progress

THE Piano Facts and Fancies program originated by WDAS, Philadelphia, in August, combines piano commercial copy with a practical demonstration direct from the store. Every morning at 10:45, Edmond Vecchi, concert pianist demonstrates five different makes of pianos during 15 minutes from the showrooms of the sponsoring Lester Piano Company. Instruments are sold on the installment plan with a year's free lessons. As the series progresses, demonstrations by advanced students will be included. Herefore, the newspaper was the only media used by local music merchants for such sales campaigns. Jerry Stone, WDAS announcer handles the show.

Back to School

KROD, El Paso, is presenting a series of programs titled Back to School. Broadcasts are educational in nature and deal with problems affecting the school children of El Paso.

Recruiting Series

TO ASSIST the U.S. Marines in securing new recruits, KBJ, Los Angeles, has started broadcasting twice weekly, the half-hour transcribed program, The Marines Tell It to You.

AIRING a re-enactment of Patrick Henry's immortal "Give me liberty or give me death" speech from St. John's Church, WRVA, Richmond, tied in with the world premiere of "The Howards of Virginia," much of which was filmed within WRVA's broadcast area. Julian Ford (center), WRVA actor-announcer, portrayed the Patrick Henry role. Ira Avery (left), WRVA special events producer, and Bob Prettyman, Richmond Theatre Guild director, supervised the production and broadcast.

Traffic Quiz

WITH cooperation from the sheriff's office, police department and city school system, KARM, Fresno, Cal., has started a new Monday evening half-hour, Traffic Jam, on which rival teams of contestants are quizzed on traffic regulations and safe driving procedure. Winners are awarded prizes by local merchants, with extra awards for listeners sending in suggestions on the program.

Demand for Marches

WIP, Philadelphia, in answer to countless requests for military band music, inaugurated a weekly series of band programs on Sept. 10, known as Rhapsody of Marches. The interest centered on Americanism and national defense is expected to promote an even greater interest in this type of music.

Philo Pickups

TO PROMOTE the new Philco photoelectric phonograph pickup, KYOS, Merced, Cal., and Dulin-Drew Co., San Joaquin Valley Philco distributors, have originated a new program originating in the lobby of a local hotel. The program features interviews with spectators, designed to "ring out" reactions to the new pickup.

IT GETS 'EM!

And the best way to "get them" in the rich, buyable Roanoke market is via the air-waves of WDBJ. You see, just about all of the radio families here-abouts crowd into our tent most of the time. That's because we give 'em a real show—and because we're the only station within 50 miles! We're waiting for the "go-ahead" sign to start getting attention for you. How about it? P.S. This territory buys BIG!—over $400,000 at retail alone!
Flag Waving

TO ALLEVIATE "patriotic inertia" WCAU, Philadelphia, has announced plans for an ambitious patriotic program on the theme, "Know Your Anthem—Show Your Flag" bearing the endorsement and active cooperation of the Philadelphia County Council of the American Legion. Centered around a weekly broadcast, Of Stars & Stripes, the WCAU - American Legion campaign will strive for a "reawakening of patriotism" through an acknowledged program of propaganda to encourage citizens to display the flag and to learn the words of the national anthem, "The Star Spangled Banner". WCAU also will distribute 100,000 six-inch window stickers, the back of which contains the lyrics of the anthem.

Wharf Notes

ORIGINATING on the municipal wharf at Santa Cruz, famous resort town about 40 miles distant, The Man on the Wharf has supplanted the man-on-the-street on KDON, Monterey, Cal. Sponsored by Nehi Bottling Co., San Jose, the feature presents Ad Hunter, the man-on-the-wharf, and his wife as "Miss Nehi", interviewing visitors at the wharf. Participants receive a bottle of Royal Crown Cola, and if a pre-set alarm clock rings while an interviewee is at the wharf, he receives a carton of six bottles.

All About Radio

WITH Graham McNamee as m.c., and an assortment of performers and laymen as guests each week, a new Behind the Mike series started Sept. 15 on NBC-Blue. The new series will probe behind the scenes in radio to provide listeners with glimpses of all the ramifications of broadcasting, from engineering to programming. The feature is heard Sundays, 5:30-6 p.m. [EDST].

Topics of the Day

CONTROVERSIAL issues of the day are discussed on Sidewalk Sessions, on KSCJ, Sioux City, Iowa, daily at 5:15 p.m. Show is conducted by Charles Sebastian from the street where he interviews passers-by. The program is a half-hour long, but only 15 minutes are broadcast.

THE ODDS ARE OVER

2 to 1

ON THE RED

A Minute Spot on WMBG—the Red Network Station—costs only $15.00—Night time rate. A minute on the other leading Richmond Station—Night time rate—costs $35.00. That makes the money odds on the Red over 2 to 1.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.
Montana Event

USING a roving announcer as well as its regular booths in the commercial display building, KGVO, Missoula, gave complete coverage of the special events at the recent Western Montana Fair and also promoted various products on display. A daily broadcast was conducted from the booth, mentioning all products advertised on the station, and in addition the roving announcer visited all other booths in the commercial display building, interviewing attendants about the products, implements and appliances on exhibit. Broadcasts of the regular features of the fair, including horse races, stage acts and other performances, were interspersed through the schedule of these commercial interviews.

Help Program Broadened

GEORGE PEPPERDINE Foundation, Los Angeles (philanthropic), sponsoring Hal Styles’ Help Thy Neighbor on KFWB, Hollywood, has broadened the format of the weekly half-hour program. While formerly devoted exclusively to job finding, the program now aids people in numerous other ways. Persons with a reasonable request can make their public appeal via the program. Help Thy Neighbor is believed to be the only radio program which actually prohibits mention of the sponsor’s name during a broadcast. The program has found jobs for more than 20,000 persons since going on the air a few years ago.

Favorite Candidates

A NEW FORM of political debate on WHN, New York, gives voters a chance to plug for the Presidential candidate they favor, then puts representatives of Roosevelt and Willkie on the same program to try to change or reinforce these views. Program entitled On With the Argument is broadcast Mondays, 9:30 p.m. Maurice C. Dreicer presides.

On the Campus

KRE, Berkeley, Calif., caters to college boys and off-ends with its Views on Campus News, Mondays at 9:45 p.m. until the end of the current semester. Social chat and a touch of sport make up the items on the quarter hour.

For Hobbyists

A NEW program, Hobby Roundtable, recently started on KLS, Oakland, Calif. Persons in all walks of life are invited to come to the studios and talk about their hobbies. Hugh Turner conducts the show.

UNHAPPY INDEED was Announcer Bert Winn, of KROW, Oakland, Calif., when the winners of his Boy Announcer’s Contest turned the tables on him armed with the latest Ask Me Another book. During August he conducted the contest to promote a special back-to-school sale on his Question Wheel program, sponsored daily by Money-Back Smith, Oakland clothier. After conducting Winn’s programs Aug. 24, these two were given merchandise awards at warehouse royalty at Treasure Island.

New Hobby Series

CONDUCTED by the U of Cincinnati’s Evening College in cooperation with the station’s education department, A Hobby for You started Sept. 6 on WKRC, Cincinnati. Each weekly program is devoted to a single subject like creative writing, home gardening, amateur photography, popular astronomy, and each hobby discussed is offered in an evening college course at the University. Bernice Williams Foley, WKRC educational director, supervises and participates in the presentations.

For Carriage Trade

TO ATTRACT trade from the ritziest Milwaukee-Americans, a new series starring Nancy Gray has been started for 26 weeks on WMJ, Milwaukee, by A. Grand. Each week women’s wear store. The new feature, Nancy Gray’s Fashion Forecast, is built around a panel discussion among women from various local clubs and civic groups. On each broadcast an authority on a subject of interest to women is guest.

Air for Immigrants

DESIGNED to aid immigrants seeking citizenship papers, a new American All series is to start soon on KSFO, San Francisco. Applicants for citizenship will be brought before the microphone to describe the manner of their training. It is also planned to arrange appearances by well-known citizens who came to San Francisco as immigrants.

When Beds Need Sheets

WBNS... Central Ohio’s Only CBS Outlet
FCC to Consider Proposals to Ease FM Applications

Fly Accedes to Request for Discussion of Questions

FORMAL conferences between committees of the broadcasting industry and the Administrative Board of the FCC were held to modify new station application forms, especially for FM stations, have been arranged through FCC Chairman John Lawrence Fly.

Headings industry complaints that the FM form (319) is too stringent to encourage the filing of applications, the FCC authorized the sessions, before making definite changes. Committees representing the NAB, National Independent Broadcasters and FM Broadcasters Inc, have been named to confer with the Administrative Board, at Chairman Fly's invitation.

Excessive Demands

Aside from the FM form, which is regarded as so far-reaching that it has curbed applications, the FCC has found that the administrative Board also will consult with the committees representing the industry in modified FM 309, which is now for standard broadcast station applicants. This document, which supplied application forms, is used as the base for the FM form. But the Conference, extending beyond these requirements in devising the FM application, which admission it may have in groups and individuals from seeking commercial FM facilities.

The conferences will cover only the application requirements. The FCC itself is expected to change its rules governing commercial FM, upon recommendation of its engineer department. These changes likely will enlarge the service area of so-called Class B stations, from 3,000 square miles to an area to be determined. Class C stations, it is expected, will be specified for dual purpose, and in the larger areas, with Class A stations, it will also be determined, to guide prospective applicants.

The FCC administrative board is composed of General Counsel Telford Taylor, Chief Engineer E. K. Johnson, except in the case of FM, Chief Accountant William J. Norfleet. Mr. Taylor has been vacationing in North Carolina, and Chief Accountant has named himself and Andrew W. Bennett, Washington counsel for the association, to sit with the FCC board. Meetings will take place on Tuesday, Sept. 6, pending reactions are reached. The FCC, as announced, will be active quickly.

The conferences began Sept. 2 and continued through Sept. 15, following meetings of the groups representing the industry. A cooperative spirit prevailed, it is reported, and broadcasters felt that preliminary understandings had been reached toward ameliorating the more serious provisions of the FM form. Acting General Counsel Rauh, presiding at the sessions, indicated that the FCC would ask the industry groups to submit briefs in support of their oral suggestions.

Among those present at the sessions for the FCC, in addition to Mr. Rauh, were Andrew D. Ring, assistant chief engineer; William J. Norfleet, chief accountant; T. J. Slowie, secretary; David H. Deliber, T. L. Bartlett, and William H. Bauer, of the legal staff.

Among those present at the hearings was John Shepard, president of FM Broadcasters Inc., following a conference Sept. 6 with Chairman Fly, named a committee of John V. Bauer, chief engineer; John J. Batchelder, Philip G. Lukacs, chief attorney for the FM Broadcasters at the hearings which resulted in the authorization of commercial operation, Frank W. Roberson, Washington attorney, and C. M. Jansky Jr., counsel engineer.

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Changes in Rigorous FM Rules Seen

As FCC Hears Complaints of Industry

LIKELIHOOD of changes in FCC rules governing allocation standards, and stringent FM forms, has been following a conference Sept. 6 of representatives of FM Broadcasters Inc, with FCC Chairman Fly, Chief Engineer E. K. Jett and Assistant Chief Engineer A. D. Ring. With less than 40 FM applications on hand, because of the rigorous requirements of FM rules, steps already have been taken to relax certain of these provisions. The net result of the changes accomplished, both in allocation requirements and in application forms, is expected to accelerate filing.

The Engineering Department, in the light of information it has procured, is considering modification of mileage requirements for various classes of stations since most applications already have sought substantial geographical areas.

Class B service stations are restricted to 3,000 square miles under the rules and include 22 of the 25 FM channels assigned. Recommendations include proposals that this limit be extended to perhaps 12,000 miles or even eliminated entirely, with assignments to be based on definite showings of retail trade areas or spheres of economic influence to be served.

There are seven channels assigned for each Class C and Class D service station, and there is no local service area is required to be covered. The smallest classification (A) has been assigned six channels for purely local service in areas serving up to 500 square miles. No change appears to be contemplated in this classification.

The special study is being conducted under the direction of Chief Engineer Jett and Assistant Chief Engineer A. D. Ring. Particular attention is being paid to trade areas studied, presumably with the idea that stations should be based on logical spheres of economic influence.

At the Sept. 6 conference John Shepard, president of FM Broadcasters Inc, addressed remarks to his group to the rules. Present with him were Walter J. Damm, WTMJ, Milwaukee; Philip G. Lukacs, Washington attorney and chief counsel for FM Broadcasters at the hearings earlier this year, and Paul A. Dumas, Yakima, Washington vice-chairman.

Mr. Shepard outlined to the FCC officials some aspects of a projected FM nationwide network which he is fostering, totaling, fully aside from his activities as president of FM Broadcasters Inc. [Broadcasting, Sept. 1]. In that connection, the desirability of creating an integrated FM structure with sufficient coverage to afford both rural and urban services, was stressed.

The 25 prominent broadcasters who met in Chicago late last month in conferences with the network project still are pursuing preliminary details. A committee of seven, headed by Mr. Shepard as chairman, is working closely with Mr. Peter, program manager of WHN, New York, as secretary-treasurer, proposes short-term programming, such as popular, personal, prominent in radio, to draft a prospectus for such a venture.

Milk FIRMS WAGE AIR BATTLE

WASHINGTON—dairies and milk distributors have taken to the air in a bitter price battle centering on the retail sale of collapse of glass bottles and paper milk containers. Believed to be the first time a milk war has developed during radio, the milk marketers are making heavy purchases of spot time on all FM stations—WRC-WMAL, WJSY, WOL.

The paper-glass controversy, hinging largely on the price factor, first arose in Washington about a year ago with the introduction of milk in paper containers through a local dairy, in cooperation with radio stations. From that time to the present the most active opposition to paper containers has arisen from High's Ice Cream Co., which owns a large dairy and also operates about 150 ice cream and dairy stores in Baltimore, Richmond and nearby areas.

After an opening flurry the controversy leveled off, until in August the Sanitary Grocery Co. built a dairy plant and started distribution of milk through its 250 stores in the Washington area, meaningly plugging its Lucerne Milk in paper containers and Lucerne Dairy. With the distribution of all others produced and marketed locally.

With this price factor equalized as between High's, cash-and-carry product and competing milk, distributors have been working with producer and distributors starting to market price milk to meet the competition, the battle has boiled over squarely into a glass vs. paper battle. With challenge of its cash-and-carry operation, which has been appearing daily on the four Washington stations. Copy, handled by Courtenay D. Ferguson Agency, Washington, stressed the advantages of glass bottles with catch-lines like "See what you buy before you buy", "See the cream line", "No foreign taste", "You can't beat the bottle and you can't beat the price", "No second-best milk at High's."
Treaty Shifts Affect Many Stations
(Continued from page 14)

Pushbutton-its
SOME 10,000,000 pushbutton sets (estimated as now in use) will require recalibrating when the new allocations become effective next March 29. All stations on frequencies above 720 kc. will require these adjustments, simple action required by service man at a cost of not more than $2, or by any listener with a screw-driver.

One Less Regional
The number of regional channels was reduced from 42 to 41. All regional channel assignments below 600 kc. stand pat. Those in the range 780 kc. to 1120 kc. move up from 10 to 30 kc. All those from 1220 to 1400 kc. move up 30 kc.

The FCC, in its announcement, said that the agreement "typifies the high spirit of cooperation among the participating nations," several orders were adopted by the FCC as part of its action. The most detailed [see page 80] were the rules and regulations to accord with the treaty terms. The second extended all existing broadcast stations licenses from Oct. 1, 1940 to May 29, 1941, after which all licenses will be issued for a one-year period, consistent with the renewal categories in which they are placed.

The Commission explained that if an application for renewal for regular operation beyond April 1, 1941 has been filed, it will not be necessary to refile. Modified licenses to cover the new expiration date will be issued. Licenses were instructed to post this order attached to their licenses in accordance with the rules governing posting of licenses.

Procedures to Be Followed
In another in the series of half-dozen orders, announcements for public notices relating to the treaty, the FCC set forth the procedure to be followed by it and by licensees who desire to comment on the proposed allocation.

In the notice the FCC explained that it had made the allocation listings available for public inspection in its offices and that copies have been mailed to all existing licensees and applicants.

"Any holder of an outstanding instrument or authorization for the use of radio broadcasting facilities, or applicant thereof," the notice stated, "may, on or before Oct. 15, 1940, file in writing with the Commission such expression of views as he may desire with respect to the provisions of said notice, furnishing 14 copies of such expression of views."

No Vested Rights
The Commission said that neither the listing of any station with a particular classification or assignment in the notifications nor in the final lists is to be construed as "vesting any right in any station to the use of the frequency or classification specified."

In providing for reallocation and in preserving the present broadcast structure with minimum change, it said the controlling consideration under the statute and the agreement "is the interest of the public in the establishment of an efficient radio communication service with adequate facilities."

In announcing adoption of the order modifying the rules and regulations, effective May 29, 1941, to accommodate the reallocation, the Commission said that any licensee or holder of a construction permit or application therefore, in writing with the Commission prior to Oct. 15, 1940, such expression of views as he may desire with respect to the reallocation provided for under the order and the rules as amended, in this instance too

"For the reasons given above," the notice stated, "the Commission, in considering views submitted prior to the expiration of the time allowed and the treaties, will give such attention as may be justified by the reasons given above, and not include arguments suggesting any vested right in the use of any frequency assigned to any particular classification by any station. Such expressions of views as may be filed should be limited to the specific issues raised by the reallocation of the public interest to the interest of the public in receiving radio service."

"Red" Grange on MBS
NATIONAL REFINING Co., Cleveland, which recently appointed Sherman K. Ellis & Co., New York, to handle advertising for White Rose gas and Enarco motor oils, on Oct. 4 is starting a series of twice weekly "football forecasts and post-game" by the football player Harold "Red" Grange on 18 MBS stations, keved from WHK, Cleveland. On Fridays, 7:15-7:30 p.m., Grange will pick the next day's winner, and Saturdays, 6:45-7:45 p.m., he will comment on the day's outstanding plays. Twelve of the stations carry the program direct, while KOIL, KDP, KXW, WGN, WIRE and WNAK will record the broadcasts for rebroadcast.

White Labs, Quiz
WHITE LABORATORIES, New York, which usually conducts a fall slot announcement campaign for Penn-univ. on a large list of stations, plans sponsorship of MBS of the Double or Nothing audience participation programs which has been running on WOL, Washington. Although time on Mutual has not yet been fully cleared, the program in scheduling for Sept. 20 probably in the Sunday 6:6-3:30 p.m. period on about 80 stations. Details will be released later this month by Wm. Esty & Co., New York, the agency.

WIP to Show FM
WIP, Philadelphia, will present a public demonstration of FM broadcasting Sept. 23-25, according to Benedikt Gimbelft, Jr., president. The demonstration, providing a comparison between AM and FM transmissions, is scheduled for the public two hours daily, 4-6:30 p.m., on the 12th floor of the Gimbel Bldg. Two miniature transmitters will be used in the demonstration, to be conducted by D. Lee Chestnut, General Electric engineer.
Mr. Charles Sbroff, President,
Radio Engineering Laboratories,
Long Island City, New York

Dear Mr. Sbroff:

The quality of performance of REL FM transmitters with regard to fidelity have been many times demonstrated to the broadcast Art and have set a standard of performance in this respect.

From the standpoint of practical broadcasting it is equally important that a transmitter be capable of the same high standards of performance as those attained in the regular broadcast band.

Yankee Network's pioneer FM broadcasting Station W2XON has been in regular operation sixteen hours daily since July 1939. From July to February operation has been with transmitting equipment of 2 kilowatts capacity and since February Operation has been with equipment of 50 kilowatts capacity.

I am pleased to report that this equipment, which is the Radio Engineering Laboratories catalogue #512 50 kW transmitter, has not only maintained the high fidelity performance in daily operation that has been so often demonstrated as typical of the Armstrong system of phase modulation but has demonstrated that this equipment meets the high standards of dependability required in broadcasting service.

I am sure that it is an asset for your radio station to know that actual use and experience with this equipment has confirmed our judgment in selecting it for the world's first 50 kW FM Broadcasting Station.

Sincerely yours,

Paul A. de Mars

F-M REL Equipment

For Dependable F-M Broadcasting Use
Tip Magazine Test
EDITORS & PUBLISHERS Service Co., New York, the end of August started 12 weekly spot announcements on KTEM, Temple, Tex., and KARM, Fresno, as a test campaign to interest subscribers in its Contest Tips magazine. If the test proves successful, more stations may be added, according to Casper Pinsky Adv. Agency, New York, the agency.

WNAD, Norman, Okla., now on 1510, is shifted to 600 kc. and earmarked for possible 50,000-watt operation. KOMA, Oklahoma City, and the Fred Jones Broadcasting Co., Tulsa, are applying for the same facility, however.

WHF, New York, also on the 1010 kc. channel, which goes to Canada as a 1-A channel, is shifted to 1050 kc., and also is slated for 50,000 watts. WNOX, Knoxville, shifts from 1010 to 990 kc., with its present power of 5,000 watts night and 1,000 watts day, unlimited time.

but presumably can procure substantially higher power as a Class II station.

WAPL, Birmingham, shifts from 1140 to 1070 kc. with 50,000 watts, along with KXU, Los Angeles, CBS's 50,000 watts. KFBI, Wichita, recently was given full time on the channel with 5,000 watts day, and 1,000 watts night.

WWVA, Wheeling, is shifted from 1160 to 1170 kc., with KVVO, Tulsa, both with the same 50,000 watts transmitters, as Class I-B stations under the treaty. KVVO now uses 25,000 watts and WWVA 5,000 watts.

World Stations Shifted

Local stations shifted, with 250 watts, to new frequencies other than those originally contemplated because of lack of adequate frequency separation in their metropolitan areas, are WFL, Battle Creek, 1420 to 1370; WMBC, Detroit, 1420 to 1370; WKEU, Griffin, Ga., 1500 to 1450; KYSM, Mankato, Minn., 1500 to 1450; WOC, Davenport, Ia., 1370 to 1450; WHB, Fort Wayne, 1370 to 1450; WJBL, Jackson, Mich., 1370 to 1450; WHLS, Port Huron, Mich., 1370 to 1450; WGL, Galesburg, Ill., 1500 to 1400; and WACZ, Carthage, Ill., 1070 to 1090 (as a Class II station, but with its present power of 1,000 watts daytime only).

WHOM, Jersey City, was shifted from 1450 to 1560 kc., as a Class II station with 1000 watts day and 200 watts night, because of lack of adjacent channel separation with other stations in the area.

WCAU, Philadelphia, has announced plans to operate a central casting bureau in order to seek new talent called for by a heavy dramatic program schedule. Services of the bureau will be available to all other Philadelphia stations at no cost, according to S. E. Broza, WCAU program director, who will supervise the project. A detailed filing system will be built up after prospective talent is registered and auditioned.

FARMER'S No. Third-Term Democrats has purchased 48 quarter-hours on KGKO, Fort Worth, and the Lone Star Chain. The series originates in Dallas and runs until Nov. 2, heard from 9:30-10:45 a.m. every weekday. The Lone Star Chain recently carried nearly two hours of the Anti-Third Term Democrat rally from Dallas at regular political rates.

Get on WJHP'S new highway to Jacksonville's buyways! WJHP JACKSONVILLE, FLA. H. G. WELLS JR., General Manager Represented nationally by JOHN H. PERRY ASSOCIATES WM. K. ODENMAN INC., 77 W. WABASH AVE., CHICAGO FREE & PETERS, INC. National Representatives New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

JDF in Chicago, 1370 kc., has its present power of 2,000 watts, and its nighttime power of 500 watts, cut back to 1,200 watts and 250 watts.

Canada News Settlement Is Discussed at Meeting

NO DECISION was reached, as far can be said, at the Ottawa meeting on the sponsorship of newscasts between the Canadian Broadcasting Corp. and the Associated Press. The treaty. It is understood that talks continued between the representatives of the Canadian Broadcasting Corp. and the Daily Newspaper Assn., will further discuss the question at a special meeting in mid-September. From this source it is learned that the CBC has made preliminary negotiations to persuade the Canadian Press to follow its similar organization, Associated Press, in the United States, and allow CP news to be commercially sponsored. A large percentage of newspaper publishers in Canada do not own radio stations and are against the sponsorship of news. At present the CBC buys CP news for non-news casts at $20,000 a year for the CBC national network.

Some change is to be made on Jan. 1, 1941, in regard to sponsored newscasts [BROADCASTING, Sept. 1] and since the Canadian Assn. of Broadcasters has been assured by the CBC that a method of sponsored newscasts suitable to its members will be worked out, the assumption is that the CP is being persuaded to sell its news for sponsorship is a likely one.

XENT to 990 Kc.

ASSIGNED to 990 kc. of XENT, Nuevo Laredo, Mexico, across from Laredo, Tex., in lieu of 910 kc., was announced by the Mexican communications ministry in its official log for September, 1940. The border stations here-fore have been assigned to the clear channel occupied by WCCO, Minneapolis, which 990 kc. is assigned to WBM, Boston-WBZA, Springfield. XENT is listed as having 50,000 watts present power but 100,000 watts authorized. Other border stations, including Dr. John R. Brinkley's XERA, Acapulco, Mexico, are slated for deletion.

WJPF on The Air

WJTN, a special dedicatory broadcast Sept. 1, the new WJJP, Her- rim, Ill., authorized to Postmaster W. J. Lyerla, in the FCC in July, 1939, to operate with 250 watts on 1310 kc., went on the air Aug. 28. The personnel of the station includes Urban C. Cook, former owner of WSOY, Decatur, Ill., manager; Ernie May, from WEBQ, Harrisburg, Ill., as technical manager; Fred Reinhardt previously with WTRC, WHBF, and WISK, program director; J. T. Janes, of WGI and WTXL; continuity director; J. P. Hadley, from WALT and WCBS, and Bud Barbee, of WIL, St. Louis, announcers. Chief engineer is Milburn Studebaker, formerly with KTF, Kansas City, and his staff will be Lynn Lemond, from WPAD and WHOP, and Bill Dietz, recently with KITE. Studios and control room are RCA equipped throughout and a 190 ft. Win- charger radiator has been erected.
Shortwave Shifts Asked by Crosley

A PLAN for a small-scale reallocation of international broadcast frequencies was proposed to the PCC Sept. 9 by Crosley Radio Corp., in a petition for reconsideration of its Aug. 22 action authorizing CBS to build a second station at Brentwood, L., and take on the facilities of WCAU. International shortwave adjacent of WCAU, Philadelphia [broadcasting, sept. 1].

The petition, filed by William J. Dempsey and William C. Koplovits, Crosley counsel, stated the FCC would not have taken the action in respect to CBS if it had been aware of the benefits which would accrue through a different plan of allocation. It proposed changes in international broadcast shortwave frequencies affecting four of the licensees.

For the Crosley shortwave station, WLWO, the petition asked that 5650 kc., given WCAU, be allocated to WLWO for fulltime operation on the ground that the Cincinnati station has first claim to it and since WCAU actually is relinquishing its station. Insofar as CBS is concerned, the proposal stated it already has 9650 kc. in the same band for WCBX, now being moved to Brentwood. WLWO claimed it needed 9650 immediately to improve its South American coverage.

Paid Anyhow

FOR WEEKS the 12-piece orchestra of KSFO, San Francisco, has been rehearsing one hour daily, but the orchestra never gets on the air. Every pay day each member draws his check, in keeping with the union scale. But KSFO, CBS affiliate, is so loaded with commercials and network programs that there isn't a spot for its own house orchestra.

ARIZONA'S first 5,000-watt transmitter, and the inland Southwest's first directional antenna array are now under construction by KTAR, Phoenix, to be housed in this modernistic building. Construction will be completed and the new Western Electric transmitter installed by Nov. 15, according to Dick Lewis, head of KTAR and general manager of the ABC network. Two series-fed vertical radiators, one 400 feet and the other 300 feet, will be connected, will be used by the 5,000-watt station on 620 kc. In addition to the new completely air conditioned transmitter building, located on a 40-acre tract in Northeast Phoenix, the expansion program includes remodeling and enlargement of the station's downtown offices and studios atop the Heard Bldg.

PHILADELPHIA and Atlantic City radio stations were active over the Labor Day weekend when flood rains in Southern New Jersey crippled normal transportation and communication facilities. Permanent Quaker Network line from WSNJ, Bridgeton, N. J., to WFIL, Philadelphia, put Mutual in the heart of the flooded area. With all roads blocked and mobile units unable to reach Bridgeton, where two bridges had been washed away and the town was in peril, WSNJ originated two MBS broadcasts with the surging river's roar as a background. WFIL maintained a schedule of food and hurricane news, keeping constant telephone contact with the New Jersey State Police at Trenton.

With a portable radio transmitter and receiver, through which he received vital directions from an amateur operator living near Medford Lakes, N. J., Willard Batts, WIP engineer, aided in the rescue of five persons marooned in their one-story basement bungalow near the resorted town. A day preceding Labor Day, Milton Laughlin, WHAT manager, started broadcasting weather reports direct from Atlantic City. Direct telephone communication was set up between WHAT and WFPG, Atlantic City, with George Thomas, WFPG assistant program director, calling in first-hand information of weather conditions, water temperature and air temperature to give listeners a warning of the coming storm. WBAI, Atlantic City, broadcast frequent bulletins about the South Jersey road washouts and weather conditions. Motorists were told which detours to take as soon as roads were again opened to travel.

EFFECTIVE Sept. 14, Brookes, Smith & French Inc., Detroit advertising agency, became Brooke, Smith, French & Dorrance Inc., the name heretofore used only by the New York division of the agency. The move was explained as due to a desire to unify the name of the Eastern and Western divisions, which for several years have operated under identical ownership and management. The company will continue under same direction.

CHNS

THE KEY STATION OF THE MARITIMES

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

or JOE WEED

350 Madison Ave.
New York

“heard about Studebaker Cars over WMBD!
Went to the dealer’s and talked business!”

IN JERSEY’S FLOOD

Stations Jump Into Action to Assist the Public

PHILADELPHIA and Atlantic City radio stations were active over the Labor Day weekend when flood rains in Southern New Jersey crippled normal transportation and communication facilities. Permanent Quaker Network line from WSNJ, Bridgeton, N. J., to WFIL, Philadelphia, put Mutual in the heart of the flooded area. With all roads blocked and mobile units unable to reach Bridgeton, where two bridges had been washed away and the town was in peril, WSNJ originated two MBS broadcasts with the surging river's roar as a background. WFIL maintained a schedule of food and hurricane news, keeping constant telephone contact with the New Jersey State Police at Trenton.

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WITH the promulgation of its new rules for broadcast station operations, the Federal Communications Commission has amended its rules and regulations to make them conform to the treaty provisions. The order, announced Sept. 11, follows in full text:

The Commission having under consideration the provisions of the North American Regional Broadcasting Agreement; and

WHEREAS, it is necessary to make amendments concerning the broadcast channels and assignments as given in the treaty; and

WHEREAS, the carrying out of said Agreement requires readjustment in the allocation of frequencies available for standard broadcast stations; and

WHEREAS, the United States is required under said Agreement to furnish the several countries signatory thereto, at least 180 days before the effective date thereof, with lists showing the broadcast stations, channels, and "new broadcast stations authorized but not yet in operation"; and

WHEREAS, said lists are available for inspection at Fort Worth, Texas, the Commission, and copies thereof have been distributed to the several countries signatory to the agreement; and

WHEREAS, following the conclusion of the conferences provided for under Article III, Section 1, of said Agreement, and the resolving, in accordance with the provisions thereof, of any matters which may arise, the Commission will enter appropriate Orders in the premises;

IT IS ORDERED, that effective March 29, 1941, Sections 3.25 to 3.29, both inclusive, and Section 3.34 of the Rules and Regulations of the Commission be, and the same are hereby, repealed; and Sections 3.25 to 3.29 and 3.34 as set forth in Annex A hereto, be, and the same are hereby, adopted.

Spots to Sell FM Sets

FREED RADIO Corp., New York, from Oct. 1-15 is starting a campaign to sell FM sets. The campaign features one-minute spot announcements for its Freed-Eisenmann FM radio receivers in regions where FM is contemplated or is already in operation. New York and Boston are the first two of a series of 11 areas to be covered in the campaign, according to the company. The account is handled direct.

Actions by FTC

PROCTER & GAMBLE Co., Cincin- nati, has entered into a stipulation with the Federal Trade Commission to cease certain advertising claims for Ivory Soap. The FTC announces a stipulation from May Seed & Nursery Co. and Miller Chemical Co., Omaha, to cease certain claims for Miller's Liquid Hog Medicine, Lambert Pharmacal Co., St. Louis, was charged with misleading advertising for Listerine Antiseptic. Other stipulations have been entered into from Arkon Lamp & Mfg. Co., Akron, O., and Districts, and Nitragin Co., Milwaukee, for Nitragin, a seed inoculant. Scholl Mfg. Co. of Chicago is in on the misrepresentation Dr. Scholl's Zino- Pads.

ANNEX A

Amendments to Rules and Regulations Governing Standard Broadcast Stations

3.29 Changes in Class I and Class II Stations—The frequencies in the following tabulation are designated as standard broadcast channels and assigned to Class I and Class II stations for operation during specified amounts of time or daytimes only: 640, 650, 660, 670, 680, 700, 720, 740, 750, 760, 800, 820, 850, 860, 870, 880, 890, 900, 940, 960, 1000, 1010, 1020, 1030, 1040, 1060, 1090, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1310, 1320, 1330, 1340, 1350, 1360, 1370, 1380, 1390, 1400, 1410, 1420, 1430, 1440, 1450, 1460, 1470, 1480, 1490, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580, and 1590 kilocycles.

(a) For Class I stations located not less than 450 miles from the nearest Canadian Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 680, 740, 890, 900, 1010, and 1590 kilocycles.

(b) For Class II stations which operate within 1000000 miles of the nearest Mexican Border, 730, 800, 900, 1000, 1010, 1020, 1030, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1310, and 1320 kilocycles, June 1, 1941.

(c) For Class II stations located not more than 100 miles from the nearest Cuban Border and which will not deliver over 5 microvolts per meter ground wave or 25 microvolts per meter 10 per cent time sky wave at any point on said border, 1450 kilocycles.

3.32 Regional Channels: Classes III-A and III-B Stations.—The following frequencies are designated regional channels and are assigned to Class III-A and III-B stations, November 1, 1940, and are as follows:


Class III-B: 1450, 1460, 1470, 1480, 1490, and 1500 kilocycles.

(a) All individual assign-...
Net Users Duplicate New York Markets

26 Spot Accounts Doubling on WHN

Leading Net Time Buyers Use Multiple Shots in New York

REDUCED to conservative mathematics, the metropolitan audience delivered by any of the leading N. Y. independent stations towers over the usual metropolitan network audience obtained in such cities as Cincinnati, Minneapolis, Dallas - Ft. Worth, Indianapolis, Kansas City, or Rochester. The latter cities are cited merely as examples. Here's how the situation figures out:

The median C. A. rating for network evening shows in key cities is around 10%. That means that the median families delivered in the cities listed below is as follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Audience</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cincinnati</td>
<td>15,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>13,000</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>12,877</td>
</tr>
<tr>
<td>Dallas-Port Worth</td>
<td>12,233</td>
</tr>
<tr>
<td>Providence</td>
<td>12,145</td>
</tr>
<tr>
<td>Rochester</td>
<td>10,000</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>11,567</td>
</tr>
</tbody>
</table>

By contrast, the New York metropolitan area has 1,728,000 radio families of which 172,800 are deliverable on the average show. However, if the independent, WHN, can produce as much as a 1% audience (a very conservative mark to shoot at), some 17,280 families are wrapped up into a package bigger than any of the chain packages in the cities mentioned in the chart above.

The 17,280 homes you'll get on WHN (based on the conservative one percent) doesn't tell the whole story. New York's 50-mile area, which is covered by the city's major spot stations, is composed of large cities—such as Newark, Jersey City, New Haven and Bridgeport, all of which are listed among the nation's top 30 cities—while the stations in the cities used for the comparisons above go into the rural, less densely populated hinterland.

Larger Audience Is Provided by WHN Than Network Outlets in Other Cities

TREND toward supplementing by big network advertisers of their coverage of the huge New York metropolitan area with campaigns on one or more independent stations has recently assumed proportions of a parade.

Started barely two years ago, the practice was an exception to the rule at that time, but now a majority of the 20 leading network advertisers are using at least one New York independent in addition to regular network outlets. WHN, for example, has 17 NBC advertisers, seven CBS sponsors and two Mutual clients. Latest to join the parade are Mars Candy, using a big station-break schedule on WHN, and Old Gold, with a heavy schedule of sports flashes, results and resumes two hours daily, with Clem McCarthy at the mike.

Purely spot advertisers are buying multiple New York outlets instead of confining themselves to a single station as in most other markets. Among them are Peter Paul Inc., Pepsi-Cola, Stanback, Gardner Nurseries, Blue Ribbon Books, Shell Oil, J. B. Williams and Utilities Engineering Institute.

Back of the trend is the fact that New York's concentration of humans and wealth includes 15% of the nation's buying power and 12% of all U. S. radio families. Obviously no one program or station can blanket this variegated structure, advertisers sifting the pay dirt by working more than one stream at a time and throwing the law of averages their way.

Such a huge potential audience calls for every type of program in almost every language. It is obvious that at least one of New York's 20 stations is carrying at this very minute a news cast, hillbilly, soft music, kid show, comedy or washboard drama.

Net Advertisers Using Spot in N. Y.

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>1939 Network Expenditure</th>
<th>1940 Spot Used in N. Y.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$8,904,994</td>
<td>Play-by-play baseball; announcements (on WHN)</td>
</tr>
<tr>
<td>General Foods</td>
<td>5,169,856</td>
<td>Hour symphony music disc</td>
</tr>
<tr>
<td>Sterling Products</td>
<td>3,308,824</td>
<td>News; announcements</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>2,704,331</td>
<td>Announcements (on WHN)</td>
</tr>
<tr>
<td>American Home Products</td>
<td>2,039,856</td>
<td>Quarter-hours</td>
</tr>
<tr>
<td>American Tobacco</td>
<td>2,506,141</td>
<td>Quarter-hours</td>
</tr>
<tr>
<td>General Mills</td>
<td>2,411,288</td>
<td>Announcements (on WHN)</td>
</tr>
<tr>
<td>Liggett &amp; Myers</td>
<td>1,397,052</td>
<td></td>
</tr>
<tr>
<td>R. J. Reynolds</td>
<td>1,238,574</td>
<td></td>
</tr>
<tr>
<td>William Wrigley Co.</td>
<td>1,304,391</td>
<td></td>
</tr>
<tr>
<td>Philip Morris</td>
<td>1,216,166</td>
<td></td>
</tr>
<tr>
<td>Chrysler Corp.</td>
<td>950,146</td>
<td></td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>949,297</td>
<td></td>
</tr>
</tbody>
</table>

No wonder they call it the “one-station network”

—when so far in 1940 more national advertisers have used it than have used any of the coast-to-coast networks.

—when there are more listeners, more sales, greater buying power in its primary area than there are, for example, in the three Pacific Coast States.

—when its affiliation with Loew's theatres and Metro-Goldwyn-Mayer assures top showmanship.

 Offices and Studios:
1540 Broadway
BRyant 9-7800

WHN NEW YORK

Chicago Office:
360 N. Michigan
Randolph 5254
Bessie Beatty is named by WOR to staff as Martha Deane resigns

WEN Martha Deane leaves WOR, New York, on Sept. 20 after six consecutive years conducting a daily program for housewives, Bessie Beatty, reporter, editor, foreign correspondent and lecturer, will take over the program Sept. 23.

Miss Beatty has frequently appeared as a guest on the program, and also will appear with Miss Deane during the week previous to Sept. 23. It is understood the current sponsors on Miss Deane's program will continue, although no confirmation was forthcoming as to how long as WOR had to go.

Miss Beatty started at 19 as a reporter on the Los Angeles Herald-Ampex and conducted a column "On the Margin" for the San Francisco Bulletin. She served as a foreign correspondent in Russia and the Far East during the World War, later becoming editor-in-chief of McCall's Magazine. For the past two Presidential campaigns she has handled public relations for the New York Democratic Committee.

Martha Deane is not giving up radio when she leaves WOR, but under her real name, Mary Margaret McBride, will conduct a similar type "radio-car" program on CBS under sponsorship of the Florida Citrus Commission, Lakeland, Fla. [Broadcasting, Sept. 17]. Starting date for the series has been postponed from Sept. 30 to Oct. 7, the station setup now being 16 carrying the program. Wednesday and Fridays and 21 carrying it five times weekly. The series has also been changed from 3:15 to 3:30 p.m. to 3:15 p.m. Agency is Arthur Kudner, New York.

Eaton to use 36 AMERICAN CRANBERRY EXCHANGE, New York, which has been the annual campaign for Eaton cranberries, using 26 spot announcements weekly on 50 stations throughout the country. The campaign continues during the cranberry season through 1941. Agency is BBDO, New York.

Hoffman Candy Co., Los Angeles (candy), seasonal user of radio, on Sept. 14 started this year's work with two live spots networks by KECA KPTI KECA KJJ, and is considering other Southern California stations. Agency is the Mayers Co., Los Angeles.

Inter-City Quiz 'Battle of the Boroughs' for Noxzema Extends 'Quiz of Cities'

Noxzema Chemical Co., New York, on Oct. 13 will start Battle of the Boroughs on WOR, Newark, Sundays, 4:45-5:30 p.m. The quiz program is new to New York, but has been successfully broadcast over several stations in the country for different clients of Ruthrauff & Ryan, New York, the Noxzema agency, under the title Quiz of Two Cities.

For the Noxzema program, representatives of two of New York's five boroughs will compete in a factual quiz on general information. The two teams, composed of four members each, will be located in different studios with an announcer in each studio, so that the contestants will not hear the answers prepared by their own contestants. In the same question will be asked each team. The quizmaster has not yet been selected.

Ruthrauff & Ryan, which owns exclusive rights to the show, has presented it as the Quiz of Two Cities for Noxzema on CKAC, Montreal, and CFRB, Toronto; for Bauer & Black on WCCO, Minneapolis; for Gunther Brewery on WFBR, Baltimore, and WMAL, Washington. The agency plans to broadcast further battles between cities with Bridgeport and Hartford, San Francisco and Los Angeles, and Boston and Providence, although details have not yet been released.

Great farming areas of the United States was the topic discussed when Charles Stookey (left), CBS News editor and conductor of the weekly half-hour Farm Journal program, recently got together in Hollywood with Fox Case, the network's Pacific Coast special events and public relations director. Stookey is currently on a national tour, broadcasting from important centers. Case is also a member of the California State Board of Agriculture, and a successful Southern California citrus fruit grower.

New Welch Serial

Welch Grape Juice Co., Westfield, N.J. (grape juice), sponsoring the weekly quarter-hour program, GLORIA'S, on 47 NBC Red and Blue stations, Sunday, 9:30-9:45 p.m. (EST), with West Coast repeat, 7:15-7:30 p.m. (PST), Sept. 17. It replaced the series with a new one titled Dear John. Irene Rich continues to be featured, with the same cast of stations and network time. Gordon T. Hughes, who will handle production of the weekly CBS program, Those We Love, will be in charge of the new series, having been transferred from Chicago to Hollywood as representative of H. W. Kastor & Sons. Robert Jennings, vice-president in charge of radio for the agency, went to Hollywood to assist Hughes in establishing offices.

Local Boy's Make Good

KIDO Promotional Activities Recognized by National Advertisers

Cabana Dry "Information Please"

From J. C. MINTER, President, I. W. Minter, Inc.

"I should like to add a special word concerning your own station. It was an excellent example of promotion and I congratulate you on having men in your organization capable of handling such an assignment in the way it was done."

From ROY W. MOORE, President, Canada Dry Ginger Ale, Inc.

"It is indeed a pleasure for me to inform you that your station received Honorable Mention for Best Broadcaster for the week's work in the "Information Please" station contest.

Gillette Razor Company

From A. MORGAN SMITH, Advertising Manager, Gillette Safety Razor Co.

"You did a swell job and we deeply appreciate both your efforts before and during the sales and the preparation of the portrait.

General Mills

From C. W. KARSCH, Westgate Advertising Agency.

"Your letter had some mighty helpful suggestions in it. Roy, and the general conclusions to which you turned it out enabled you to cut the prize. There was a lot of competition from the other fellows we and down the coast and in the East."

NBC Red & Blue • John Blair & Co., Nat. Reps. • 2500 Watts

Broadcasting • Broadcast Advertising
KFWB, Los Angeles, has scooped every broadcasting station on the Pacific Coast.

We have just signed an ASCAP Music Contract for 5 years more, beginning New Year’s Day.

This is in keeping with our successful policy of serving the advertiser best by serving the public best.

KFWB has unequalled resources of story material and talent from the motion picture studios, and a proven list of outstanding sustaining programs available for sponsorship! These outstanding advantages, plus ASCAP Music, at no increase in advertising rates, make KFWB first in advertising value, in America's third largest market.
Network Accounts

All time EDT unless otherwise indicated.

BROWN & WILLIAMSON TOBACCO Co., (Durham), on Oct. 11 for 52 weeks via Mutual Red stations, Fri., 10-10:30 p.m. Agency: Professor J. K. Fletcher, Inc., N. Y.


PROCTOR & GAMBLE Co., Cincinnati (Day), mon. thru Fri., 10-11 p.m. Agency: Compton, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Fried), currently sponsoring Long Journey on 14 NBC-Red stations, Mon. thru Fri., 10-11:30 p.m. EDT. Agency: C. H. H. Smitth, Chicago.

AMERICAN ECONOMIC FOUNDATION, with Mutual Broadcasting System, Empire Bank Bldg., Detroit, on 14 stations, Mon., Tues., 9-9:30 p.m. Agency: Dr. Pembury & Co., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn., (Graham Jewelry), on NBC-Red stations, Wed., 8-8:30 p.m. Agency: Young & Rubicam, N. Y.

PROCTOR & GAMBLE Co., Cincinnati (Empire), on 3 stations, 7-8 p.m. (EST) Agency: K. G. E. Co., N. Y.

LANGENDORF UNITED BAKERS, San Francisco, on 2 stations, 7-8 p.m. (EST), Agency: Leon Livingston Adv., San Francisco.

Back to Standard

ANN A.L. autumn switch from daylight savings to standard time will take place at 2 a.m., Sunday, Sept. 29. Usual changes in the radio and television station schedules will take effect.

Network Changes


WASHINGTON & ELECTRIC MFG. Co., Pittsburgh (electric appli-ances), on Sept. 10 added 3 NBC-Red stations to Musical America making a total of 102 NBC-Blue stations, thru Mon., Tues., Wed., Thurs., Fri., 11-11:30 p.m. Agency: Rutherfurd & Nye, N. Y.

KOL FOREMAN summer red station at 11, Fort Wayne, Ind., starts Sept. 28 at 7-7:30 p.m. Agency: Ed. Esty & Co., N. Y.

LINGST & GRACE blowers on 26 stations, for 8 weeks via the Mutual Broadcasting System, Tues., Wed., Thurs., Fri., 7-7:30 p.m., Agency: Gregor & Co., N. Y.


Network Changes


By Wire or phone for details.

YOU BET THEY BUY!

WAIR has that uncanny knack of MAKING LISTENERS BUY! Good programs, plus a sincere desire to serve both client and listeners, make this possible.

WAI E "With American Broadcasting System"

Winston-Salem, North Carolina

Sears & Ayer

WCBM

Baltimore, Maryland

Affiliated With The Mutual Broadcasting System

John Elmer, President


National Representatives

The Foreman Company

247 Park Ave., New York

Wigley Building, Chicago

WOLE

Washington, D. C.

1,000 Watts Day & Night

Affiliated With The Mutual Broadcasting System

1250 K.

Page 84 • September 15, 1940

BROADCASTING • Broadcast Advertising

The next big-money maker for broadcasters is the simultaneous transmission, over one wide band, of both aural programs and Facsimile ... including news photographs, cartoons, comics and printed or written text.

Let us tell you how to equip your station for rendering this service.

Finch Telecommunications, Inc.

Plant & Main Office—Passaic, N. J.


inch

Facsimile
Strike Is Averted
(Continued from page 21)
then maintaining its gains for the benefit of all members and for the stabilization of the industry.

The statement continues that "when these proper minimums are achieved they will be maintained without substantial change unless changes in the cost of living or the prosperity of the radio industry indicate the necessity of readjusting these fees."

Even after the AFRA letter had gone out,团体 meetings were held by the union and network representatives in a fruitless attempt to break the deadlock. While the tenor of these sessions, on Sept. 9 and 11, was described as "calm", neither side showed any inclination to alter its stand. A suggestion made by the network group that they be allowed to send representa-
tives to the union meetings to present their views directly to the AFRA membership was "politely but firmly" declined by AFRA with the explanation that it is not good union practice to permit employers to attend membership meetings.

The AFRA executives, however, promised that the network proposals should be fairly presented to the union members for their consideration. The network spokesmen, on their side, emphasized they have gone as far as they could in granting concessions to the union, and that neither threat of a strike nor a strike itself would be done any good, as the networks would stand pat on their present offers. Although representatives of the advertising agency group have sat in on the meetings, no comment has been forthcoming from them regarding the negotiations. The commercial contract between AFRA and the networks, in which the agencies are directly concerned, does not expire until Feb. 12, 1941.

Tibbett Heads AFRA

At its annual convention, held in Denver, Aug. 28-31, AFRA elected Lawrence Tibbett, singer, who is already president of the American Guild of Musical Artists, as its president. A vice-president of AFRA for three years, Mr. Tibbett succeeds Eddie Cantor. Elected vice-presidents were Edward Arnold, who is president of the Screen Actors Guild, Virginia Payne, Mark Smith and Margaret Speaks. Alex McKee was elected recording secretary and George Helfer was elected treasurer. Emily Holt, executive secretary, a non-elective office, was given a vote of confidence.

The convention, attended by some 50 delegates and described as AFRA's most successful convention, adopted a resolution authorizing the executive board to "renew, revise or strike" any existing AFRA contract; recommended that the Wagner Act be left unchanged; recommended that the executive board hire another field man, and reaffirmed its previous resolution favoring "one big union" for all the union under the general auspices of the Associated Actors & Artists of America approving the committee report favoring the Rees resolution except for certain phases which AFRA would like made more democratic. Detroit was selected as the 1941 convention city, with the date to be determined later.

Elected as members of the national board were: George Heller and Lucille Wall, from New York; Norman Barry, Philips Lord and Lewis Wareham, from Chicago; Ned Maxwell, from San Francisco; Nellie Booth, from St. Louis; Jack Wilson, from St. Louis; Ben Alexander, Theodore Bliss, True Boardman, William Brandt, Thomas Freebairn-Smith and Tudor Williams, from Los Angeles. Mark Smith and Lawrence Tibbett were elected members at large.

One Big Union

Election of Tibbett as AFRA president is seen as a major move toward the achievement of the "one big union," of which he has been an outstanding supporter. He has been frequently mentioned as a leading candidate for the presidency of the Four A's to succeed Frank Gilmore, who is slated to retire next spring. It is also known that AFRA will undoubtedly back AGMA in its current fight with the AFM over the concert instrumentalists who now belong to AGMA but who, according to James Trillo, AFM president, as proper members of his union.

Merger of Agencies

DILLINGHAM, LIVERMORE & Durham and Topping & Lloyd, New York advertising agencies, on Sept. 9, will consolidate into a new firm called Lloyd, Chester & Dillingham. Offices will be at 9 Rockefeller Plaza, telephone Circle 2-S800, Robert Hotz, currently handling radio with Dillingham, Livermore & Durham, will have the same position with the new company.

WHOM'S

(New Western Electric)

1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station

JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

HERE'S THE BIG DOLLAR-BUY
IN THE DETROIT MARKET!

CKLW's 5,000 husky watts gives you strong, clear coverage of this, the country's Fourth market! CKLW's program showmanship, alertness to modern trends, and live-wire community interest appeals to a vast army of able-to-buy listeners. They "say it with purchases" that mean profits for and repeat commitments from our advertisers. We've some "success stories" to tell you that make our modest rates the BIG radio dollar-buy in the field!
Dixie Cup
DIXIE-VORTEX Co., Easton, Pa., has been using a short spot campaign on several several stations several stations several weeks for Dixie cups built around the theme “No Lips But Yours.” More radio may be used late this fall. Agency is Moser & Cotins, New York.

ALL EMPLOYEES

New Music Source
(Continued from page 22)
are willing to recognize what seems to be this incontrovertible basis, there is no reason why your organization and ours should not try to arrive at a mutual understanding.”

‘Smoke Screen’—Paine
Labeling the offer of a debate as a “smoke screen”, John G. Paine, general manager of ASCAP, stated that “the only question between ASCAP and the radio broadcasting industry is the contract which ASCAP has sent to every station and every chain as the basis for licensing after this year. This contract does not involve BMI in any way, shape or form.

“Discussions of contracts are not as a rule matters of public debate, but matters of orderly business procedure. And the only reason Dr. Kaye is authorized to speak for any chain or any stations, we’ll be glad to discuss business with him in the business-like way, in line with ASCAP’s policy of the open door and its practice of making its music available to all at terms within the means of all.”

ASCAP Signs KFWB
Early in the month ASCAP announced that KFWB, Los Angeles, owned by Warner Bros. Pictures Inc., had accepted the new, five-year ASCAP license, first station announced as doing so since Elliott Roosevelt on July 20 took a network license for the Texas State Network of which he is president and single station contracts for the nine TSN stations controlled by himself and his associates (Broadcasting, Aug. 1). At that time Mr. Roosevelt declared the remaining TSN affiliates would sign with ASCAP within the next few days, but to date no such action has been announced. It was stated at ASCAP headquarters, however, that a number of stations have signed with ASCAP whose identities are being kept secret for the present.

Contract for KFWB was negotiated by Mr. Paine and Harry Maizlish, general manager of the station, who said that “Warner Bros.,” as producers of motion pictures, as operators of theatres, and station KFWB, have come to know pretty well what the public wants in the way of entertainment. Music is a primary essential. We know ASCAP has the music that the public wants, and we will give the public what it wants.”

The announcement did not mention that Warner Bros., owns three major music publishing companies—Harms, Witmark and Remick, among the largest participants in the revenue ASCAP derives from radio and the other users of its music. In 1936, when Warner Bros. withdrew their catalogs from ASCAP and attempted to license radio stations independently, it was estimated that 40% of the numbers being played on the air at that time were Warner tunes. ASCAP has also announced that 39 composers and authors were added to its roster in August, largest number ever to join in a single month, totaling a number of BMI writers and four publishers who have joined ASCAP this year and bringing the Society’s membership to all-time high of 1,285. Foreign performing rights societies affiliated with ASCAP also have increased to 20, with a total membership in excess of 10,000, the announcement stated.

Nine stations have joined the list of BMI subscribers since Sept. 1, swelling the total to 374. These recent additions were: KOB, Albuquerque; W K B N, New Orleans; WGAN, Hartford, Conn.; WOP, New York; W K O, Kansas; K B N D, Denver; and W N D, Oklahoma City.

With the growing popularity of BMI tunes several of which are included in each week’s list of the most-played numbers, they are becoming increasingly prevalent on the major commercial programs.


Miles Laboratories has adopted a BMI tune as the theme song for its “Friendly Neighbors” series on the Don Lee Network for Alka-Seltzer, “Little Star” written by Paul Mills, an account executive for WOWO-WGL, Fort Wayne.

This is the second program to use BMI music for its theme and a number of other advertisers are currently negotiating for them, BMI reports, based on the realization that a theme song can be as valuable to an advertiser as a trade-mark, and that it is good business to use a theme that the advertiser himself cannot control.
BROADCASTING • Broadcast Advertising
September 15, 1940 • Page 87

BMI is Attacked By Paine, Caesar
ASCAP Honors ‘Early Worms’ in Urging Stations to Sign
TWO TIN PAN ALLEY blasts against Broadcast Music Inc., were sounded Sept. 11. ASCAP General Manager John G. Paine issued a "clarion call" to all broadcasters to sign ASCAP contracts. Irving Caesar, president and vice-president of ASCAP's Protective Assn., issued a sharp re-

tort to a letter from Sydney M. Kaye, vice-president and general counsel of BMI (pages 17 and 18).

Mr. Paine advised broadcasters that "the early bird catches the worm and wit-it's the fellow who is self-starter who bring home the bacon." He pointed out Elliott Roosevelt, of New York, and Harry Maizlish, of KFWB, as "two outstanding go-getters who are on the job, while so many others are still asleep at the switch." He said they had signed new contracts with ASCAP and are now lining up additional sponsors.

Then came the threat that the public can dial in and out, and that a twist of the switch will bring it the music it wants. He suggested that it is not until later when one should start thinking about what they are going to do for music and "what you are going to do for profit a beginning Jan. 1." And, he continued, "we don't mean promises of music and promises of profits."

A footnote on the letter was the legend "ASCAP music is available to all, at terms within the means of all."

By the Yard

Responding to the Kaye letter, Mr. Caesar said SPA is glad to offer to BMI the same agreements that have been entered into with other music publishers. He denied these agreements give ASCAP any exclusive rights. He said that SPA will negotiate on the basis of a formula under which writers will share in all moneys which a song may earn along with an equal vote with the publisher in the disposition of rights.

Disagreeing with the BMI proposition that composers should be given the same scale, based on radio performances, Mr. Caesar said that "radio pays off only on quantity by the yard, and does not recognize quality where music is concerned." He said that the purpose of the writer-classification in ASCAP is to take into consideration all factors and not only "truck-
loads".

WWNC
ASHVILLE, N. C.
Full Time CBS Affiliate, 1,000 Watts
"BIG MONEY"

Fall Business

Summer visitors have left mil-

ions. Autumn visitors now on

their way. Industry humming. Crops good. High level of busi-

ness for this area assured. "Cash

in"—use WWNC, sole blanket

radio coverage available!

Won by Radio

USING a total of 9 hours and

26 minutes of time on the air, divided among six stations, as his chief campaign weapon, Gov. George D. Alken, of Ver-

mont, on Sept. 10 won the Re-

publicans nomination to the U. S. Senate. The victory was

hailed as one notable for ra-

dio, since virtually every newspaper in the State ac-

tively opposed his nomination. Both the candidate and his campaign manager praised radio's effectiveness as a cam-

paign implement. Paid cam-

paign addresses were broad-

cast on WDEV, Waterbury; WCAX, Burlington; WSB, Atlanta; WSBX, Springfield; WQDM, St. Albans, and

WHAI, Greenfield, Mass.

Tie-Ins for Duz

PROCTOR & GAMBLE, Cincin-

nati, has purchased tie-in announce-

ments on WCAE, Pittsburgh, for Latex Flyer. It follows its new NBC

Red food, "This Small Town," which

starts Sept. 10, 10:10:15 a.m., on

its debut show, Duz. Compton Advert., New York, placed the

network show, while Blackett-

Sample-Hummert, Chicago, placed the spot business.

TOTAL of 5,000 Polish compositions

copyrighted by B. J. Zalewski Co., Chi-

cago, are now available to clients sub-

scribing to the program department of

SESAC.

Emphasizing the show business aspect of music, he said that of all the industries where "absentee landlordism is capital, per se, has no place, perhaps the music pub-

lishing business is the best exam-

ple. It takes more money to recognize good music and to satisfy

the public taste. By the same an-

alogy, it will take more than artif-

icial plugging over the radio to please the American ear. It will take more than the opportunity your member stations have indis-

criminately to plug songs to en-

able them to give to the American public the musical fare it has hitherto enjoyed."

Mr. Kaye snapped back Sept. 13 at Mr. Caesar, declaring that BMI is anything but an "imper-

sonal corporation." The present SPA contract, he contended, does not enable any organization but ASCAP to license music for radio performances. The SPA contract as presently drawn, he said, "could not without any adaptation meet the needs of our organization."

Politics and Budgets

(Continued from page 30)

era, Speak broadcast, originally car-

ried Aug. 28 on MBS from Des

Moines. The half-hour disc are ac-

companied by live announcements at beginning and end, announcing each appearance of Candidate Wal-

lace.

Transcriptions have been used on four stations in Illinois: WROK, Rock-

ford; WCBS, Springfield; WTMV, East St. Louis; WDZ, Tus-

cola; three in Nebraska: KFAB, Lincoln; KMMJ, Grand Island;

KORN, Fremont; three in Minne-

sota: KROC, Rochester; KYSM, Mankato; WEBC, Duluth; and on


Socialist Party plans are still in the formative stage, although time has been requested Sept. 21 on NBC-blue for a sym-

posium by Norman Thomas, peren-

nial Socialist candidate for Presi-

dent. Mr. Thomas also is scheduled to participate Oct. 7 in the Wake

Up America forum feature of

WHK, Cleveland. Biggest broadcast plans of the party center on an

Oct. 29 program, on the anniversary of the death of Eugene V. Debs, with speakers probably from Canton, O.; Terre Haute, Ind., and New York. Time is being sought on

MBS for this program.

Butch Says:

"Dis haymaker ain't got nuttin' on the knockout wallop packed on

WPEN's 920 Club."

The "Paul Bunyan of the Farm Belt"

Surrounding unseen across the rich fields of Iowa, Nebraska, Mis-

souri and Kansas a welcome friend and neighbor in 476,000 radio

rings is a giant personality, "The Paul Bunyan of the Farm Belt."

—KMA

Paul's daily journeys get results for KMA advertisers. Here are two recent instances: Proof of Purchase During July, 1940, the Miller Cereal Mills offered KMA listeners a pair of scissors in return for 2 box tops and 30c. Results: 12,506 box tops. Direct Sale Perfex, a household cleaner, was unknown 12 months ago when KMA first offered 2 packs for 50c. To make a long story short, an expenditure of $2,500 produced 24,024 direct sales at an average cost of 84c.

Paul will get results for you on any product of interest to the average Farm Belt family in his 826 separate markets. What's more—he's willing to prove it. Phone or write "Paul" at

KMA

"The Number One Farm Station

In The One Farm Market"

Representative: 
Free & Peters

Iowa
Decisions...

**AUGUST 30**

WRB, Dallas—Granted amendment applying for new trans., new equip., directional.

**SEPTEMBER 5**

KYDA, Amarillo, Tex.—Granted mod. license to 1200 kw 256 w un�.

KUGA, Huntington, W. Va.—Granted CP change to 990 kw, increase to univar., directional N 1 1 kw.

WCLS, Joliet, Ill.—Granted consent in view of its opposition to control to Robert W. Thomas, Administrator.

**SEPTEMBER 6**

KAND, Cordiciana, Tex.—Rescinded prior order revoking N license.

KFXI, Browning, Tex.—Proposed order reaffirming action of Commissioner Payne that license be revoked.

KXIP, Worcester, Mass.—Granted CP license to 1 kw univar. directional N.

WING, Dayton—Granted CP increase to 5 kw direct., directional N.

**SEPTEMBER 7**


**SEPTEMBER 10**

WBAL, Baltimore—Granted CP increase from 19 kw., WTWG 1000 kw. and WJXT, Synch.—WJE 740 kw, to 80 kw and 1600 kw unvar., directional N.

WTCI, Hartford—Granted mod. license 10 kw., WOBAL to 1040 kw unvar., directional N.

KDPE, Dallas—Granted license for exp. use ann. time, change directional an., increase to 5 kw direct. N & D, KTXG, granted mod. license to directional N.

KLRM, La Grande, Ore.—Granted consent voice voluntary assignment license and CP to Harold M. Finlay.

KNSA, Portland, Ore.—Granted CP increase to 5 kw directional N.

KNEJ, Bakersfield, Calif.—Granted CP 75 kw.

**SEPTEMBER 17**

WBMD, Asbury, N. J.—Granted renewal same as before 8 p.m. 25 days.

WSBN, Lawrence, Kan.— Granted leave amended apn. to 5 kw at proposed location In Kansas City.

NEW, Chattanooga, Ten.—Granted CP change of owner.

**SEPTEMBER 24**

KQDM, Medford, Ore.—Denied voluntary waiver 3-7-40, to cease operation at 8 p.m. daily.

KQV, Durango, Col.—Denied voluntary waiver 3-71-40, to cease operation at 7:30 p.m. daily.

**SEPTEMBER 30**

NEW, J. D. Falvey, Ottawa, Ia.; NEW, L. M. Bergt, Co., Ottumwa—Proposing to grant apn. to Joe W. Enges, Chattanooga, 1780 kw. 250. WKSJ, Medford, Ore.—Denied voluntary waiver, to cease operation at 5 p.m. daily.

**OCTOBER 4**

KTBK, Modesto, Cal.: KXL, Portland, Ore.—Proposing to grant apn., KYRB increase to limited hours 1 kw, and prohibiting any direct KXL license, change to 250 kw in ST-35PS to 740 kw 19 kw.

KVEC, Akron—Granted license increase power, etc.

KUMO, Kansas City—Granted license change agent, etc.

**Applications...**


IN TIME OF FLOOD

WRVA, Richmond, drew hearty praise from city and State officials for its emergency services when late August rains swelled rivers in the western part of Virginia to flood stage. As the rivers rose and weather turned tempestuous, WRVA, besides engineering flood conditions, began issuing hourly bulletins as supplied by the State Department of Highways. With flood threatening Richmond, the local weather bureau office feared that telephone and telegraph communications with its James River gauge station at Columbus, Va., would be cut off and asked WRVA’s assistance in providing two-way communication with the station.

Irvin Abelloff, WRVA program service manager, sent a crew to Columbus in a mobile unit. The two crew members, Rudolph Raabe and Julian Huckst, both amateur station owners and operators, set up their equipment in the town library and shortly contacted Sanford Terry Jr. in Richmond, also a WRVA engineer and ham operator. Within an hour after the first bulletins were sent from Columbus, telephones and telegraph service with the village stopped due to the rising water.

The pair maintained a 36-hour schedule of uninterrupted hourly contacts with Richmond, aided by other amateurs in the vicinity. Gauge readings and bulletins were telephoned to Abelloff, who maintained a 50-hour vigil at WRVA studios, passing them on to city, highway and weather bureau officials and broadcasting the reports.

**Revised Georgia Group Names Woodruff Head**

WITH 19 of the 20 stations now operating Georgia is represented, the Georgia Assn. of Broadcasters was reorganized in Macon Sept. 10 at the call of Jack W. Lane, Sr., WAYX, Waycross, and E. K. Cargill, WMZ, Macon, last president of the organization, which had ceased to function about three years ago. Fifty were present.

James Woodruff Jr., WRBL, Columbus, was named president for the ensuing year; Ray Ringston, WRD, Augusta, vice-president; Marjorie Williams, WTCO, Savannah, secretary-treasurer. Directors named are Messrs. Williams, Caroll, and Leon Kelly, who was named president of the organization.

**Big Defense Series**

RECOGNIZING the need for giving the public progress reports on the nation’s defense, the National Defense Advisory Commission will begin a series of 15-minute news-broadcasts on WING and WRD work broadcasts starting Sept. 19, at 9:15 p.m. (EST) with each of the directors of the three major networks. The series was worked out “through the cooperation of the three major networks”, the Commission reported. Edward R. Stettinius Jr., will talk on CBS Sept. 19; Miss Harriet Elliott on MBS, Sept. 26; William S. Knudsen on NBC Oct. 3; and Donald W. Nelson on Oct. 9.

**WIZE—WING Operation**

WIZE, Springfield, 0., recently authorized by the FCC, will become an NBC-Blue affiliate and will be offered as a bonus station with WING, Dayton, when it begins operations in October or November. WING expects to be ready to operate with its new 5,000 watts fulltime, by Nov. 15. Both stations are controlled by Charles Sawyer, Cincinnati attorney and Democratic National Committeeman from Ohio, who is president of the licensee corporations. Ronald B. Woodard is vice-president and director of both stations.

**NYU Radio Course**

LECTURE topics to be discussed during the 1940-41 season of the New York U Radio Workshop, which starts its courses Sept. 25, are political campaigns, the influence of radio on children, education of the industry by Government and the relations of radio unionism with trade unions, ASCAP and BMI.
LATE PERSONAL NOTES

STERLING FISHER, CBS director of education, has been named by the school president as representative on the executive committee of the Federal Radio Education Committee to fill the vacancy created by the resignation of Frederick A. Willis, former assistant to President Walter S. Paley. Mr. Willis had represented CBS on the PRC executive committee since its inception in 1935. Five educators, five broadcasters and one representative of the FCC make up the executive committee, whose chairman is Dr. J. W. Studdaker, U. S. Commissioner of Education. Mr. Fisher will have charge of educational programs, originating in the NBC hours of educational programming.

WILLIAM B. HINES, time-buyer of Morse International, New York, for the past four years, has become WSM, Nashville, Tenn., on Oct. 1, in order to become national sales manager of Transcription Bureau and Departures, Chicago.

WILLIAM BENT, formerly of Clark Equipment Co., Buchanan, Mich., and a graduate of Princeton, N. J., has joined the transcription department of WBBM, Chicago, as assistant to G. M. Clark department supervisor.

ELA PHAROAH, secretary to C. E. Arseny, Jr., of the NAB, and the secretary of the S.P.F., since 1932, was secretly married Aug. 17 in Lisbon, O., to Jack Nelson, of the Radio Division of Canada's Dry Ginger Ale Co. She plans to remain with the broadcasting division's staff.

ALFRED W. CRAPSEY, KOA, Denver, sales executive, and Eddy Duval have announced their engagement.

RALPH LEWIS, formerly of KYUM, Yuma, Ariz., has joined the engineering staff of WALK, St. Louis. He succeeds Clifford M. Van Cott, who rejoined the WJW, Cleveland, division of the American Broadcasting Co. as radio engineer.

S. S. SMITH, transmitter engineer of WBT, Charlotte, N. C., has joined the engineering staff of KGKO, Missoula, Mont. T. E. Atherstone Jr., KGGO chief engineer, has returned to work after an illness that confined him to the hospital.

KEN TAYLOR, station technician, has been elevated to chief of engineer of KTKA, Pullman, Wash., Cal. He succeeds Clinton C. Van Cott, who rejoined the station as engineering manager in June.

THOMAS R. MOEBIUS, engineer of KOAI, 3. 8, has returned to work after an illness that confined him to the hospital.

HUGH BROWN, announcer of KTSN, Mankato, Minn., is the composer of 'Rosa,' an orchestral composition first played Aug. 30 by the St. Paul Civic Opera Pop Concert Orchestra.

JOHN THORPE, farm editor of KYW, Philadelphia, on Sept. 8 attended the conference on farm problems held by POP Presidential Candidate Wendell L. Willkie at Rustonville, Ind. The conference, attended by 80 farm editors and publishers, was the first of which radio has been invited to discuss agricultural problems with a presidential nominee in a political campaign. Sixteen of the 64 present represented radio.

DON ROBERTS, formerly a member of NBC's spot and local sales staff in New York, has been transferred to the Blue sales staff effective Sept. 12. Philip Porterfield replaces Roberts in his former position.

DR. L. E. LEVY, president of WCAU, Philadelphia, on Sept. 19 will be host at a studio party for about 200 of his classmates from the U of Pennsylvania dental school, Class of 1915, visiting Philadelphia in connection with the University of Pennsylvania bicentennial celebration.

DAN RIIB, formerly chief announcer of WJHU, Gainsville, Fla., and radio actor for the U. S. Office of Education, Washington, has joined the announcing staff of WDO, Cincinnati.

Gloria CORRIOLS, translator, and Robert A. Carabelle, announcer, have joined the Spanish section of the Foreign News and Information Staff of WPIT, Westinghouse international shortwave outlet in Pittsburgh. Both will concentrate on WPIT news broadcasts to Latin America.

CHARLES LUTZ, former announcer of WEXG, Cincinnati, has returned to his sales department of WGN, Chicago.

GEORGE COMTE, announcer of WTMJ, Milwaukee, is the father of a newborn baby.

ED HASE has rejoined WCHY, Charlottesville, Va.
Mrs. Lewis to Conduct New Child Radio Survey

RADIO COUNCIL on Children's Programs, New York, through its chairman Mrs. Harold V. Milligan, has announced that Mrs. Dorothy Lewis, vice-chairman of the Council and radio chairman for the National Society of New England Women, will make a survey of children's programs throughout the country this fall and winter, including 100 cities and 250 radio stations. Mrs. Lewis will visit the stations to study programs, merchandising methods and public participate, and plans to broadcast locally in addition to holding discussions with civic leaders.

Results of the survey, which will be similar to the one Mrs. Lewis conducted last spring under the auspices of the NAB, will be available for use by the Council in New York and by the NAB.

JOE L. SMITH, Jr., operator of WJLS, Beechley, Va., and son of Congressman Joe L. Smith of West Virginia, has applied to the FCC for a new 100-watt station on 1570 kc. in Wheeling.

Birthday Program

FIRST WORDS ever spoken over WFMJ, Youngstown, introducing its Morning Moods program of Sept. 7, 1939, opened the first anniversary celebration of the station in which the entire staff celebrated. Special spot written by Lee Bland, new program director, with James Simmonds, production manager, handling the announcing and Len A. man, commercial, commercial, telling the audience the story of WFMJ's growth. Also on the program were Col. J. R. Bos, manager, and Chief Engineer Frank Dieringer, the latter giving a short talk on FM.

State Defense Group

APPOINTMENT OF A state defense committee of newspaper editors and publishers and radio executives to keep the keystone press and radio free from subversive propaganda” was announced Sept. 12 by Governor Comstock. Members of the radio committee are Paul Morey, WITC, Hartford; Joseph Lopes, WWCR, Bridgeport; J. C. Finney, WRBY, Waterbury. Among members of the press committee are Arthur Dought, managing editor of the Hartford Times, which operates WTH, and E. Robert Stevenson, editor of the Waterbury Republican-American, which operates WBYR.

KVI, Tacoma, Wash., has appointed George B. Hollihagner Co. as national representative.

CLASSIFIED

Help Wanted

BROADCASTING • Broadcast Advertising

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<th>Help Wanted</th>
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<tr>
<td>Experienced Announcer</td>
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<tr>
<td>WANTED—financial interest to invest in profitable local station corporation—active or inactive partner desired. Box A944, BROADCASTING.</td>
</tr>
<tr>
<td>Staff Needed—for new local in southern city about November first. Probably network affiliate from start. State salary. Box A944, BROADCASTING.</td>
</tr>
<tr>
<td>Announcers Wanted—one experienced news-sports man, and one experienced on farm shows. Have good voice, experience, salary desired, and transcription of voice if available. Box A945, BROADCASTING.</td>
</tr>
<tr>
<td>Producing Salesman—Announcer—city of 10,000 Southwest. Enclose snapshot, personal description, and any previous experience. Salary needed, start; opportunity. Box A946, BROADCASTING.</td>
</tr>
<tr>
<td>Commercial Manager—salesman, network affiliated local. Must have proven sales ability, strong promotion drive. Reference, signed. Salary needed first; opportunity. Box A947, BROADCASTING.</td>
</tr>
<tr>
<td>Consulting Engineer Radio Engineer</td>
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<tr>
<td>PAGE &amp; DAVIS Consulting Engineers Mayne Bldg. District 8456 Washington, D. C.</td>
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<tr>
<td>A. EARL CULLUM, JR. Consulting Radio Engineer Highland Park Village Dallas, Texas</td>
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<tr>
<td>Frequency Measuring Service EXACT MEASUREMENTS ANY HOUR—ANY DAY R.C.A., Communications, Inc. 65 Broad St., New York, N. Y.</td>
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<tr>
<td>Radio Engineering Consultants Frequency Monitoring Commercial Radio Equip. Co. 7134 Main Street, Kansas City, Mo.</td>
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Advertising

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<th>Classified Ads</th>
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<td>Help Wanted</td>
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<tr>
<td>Sports Announcers—play-play-play all sports. Sport commentary, references, recording. Box A948, BROADCASTING.</td>
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<tr>
<td>Wanted—radio announcer, experienced, good voice, desires change. Box A949, BROADCASTING.</td>
</tr>
<tr>
<td>Competent Engineer—now employed with 100 watt station, desires change. Present salary $250. Apply to four daily. Box A948, BROADCASTING.</td>
</tr>
<tr>
<td>Free-lance Commercial Writer—has created commercials for national advertisers; will write yours for surprisingly small fee. Box A947, BROADCASTING.</td>
</tr>
<tr>
<td>Have Money and Services—well in small station. Will qualify as announcer, salesman, commercial manager, top man. Apply to Super. Box A946, BROADCASTING.</td>
</tr>
<tr>
<td>Engineer in Charge of Radio Station—five years experience. Available on one week's notice. Box A945, BROADCASTING.</td>
</tr>
<tr>
<td>Chief Engineer—desires change in more progressive station. Now employed. Excellent references. Box A946, BROADCASTING.</td>
</tr>
<tr>
<td>WANTED, General Manager—25th of month preceding. Box A948, BROADCASTING.</td>
</tr>
<tr>
<td>Wanted to Buy Used—RCA 96A or WE 110A Limiter Amplifier, or Good Oscillator, for Distortion Meter, Recording Equalizer. Box A949, BROADCASTING.</td>
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For Sale

For Sale—old KFIP, 6 kilowatt composite transmitter including 50 kilowatt rectifier. Will sell entire station. Write for list to KFIP, Wheaton, Kansas. |
FM equipment

WITH THE recent entry of Westminster into the whole field of radio transmitter construction and design, Col. Louis B. Bender, distinguished Army Signa's Signals office, joins that company's Radio Division in Baltimore as consulting engineer, upon retirement Sept. 30. Col. Bender said that due to Army's use of Westinghouse for development and production of military material, "I hope still to be of some service to the Army in this new setup." When Walter Evans, manager of the Westinghouse Radio Division, persuaded Col. Bender to accept his new post, he was head of the Research & Development Division of the Signal Corps.

Hackbusch Named

RALPH A. HACKBUSCH, since 1930 chief engineer and factory manager of Stromberg-Carlson Telephone Mfg. Co. of Canada, Toronto, has been named general manager of the company, according to an announcement by Wesley M. Angle, president of the parent Stromberg-Carlson Telephone Mfg. Co., Rochester. He succeeds N. W. Baldwin, who has been transferred to the Rochester plant to be in charge of production of army equipment for the Government. Mr. Hackbusch is prominent in radio engineering circles, and is active in IRE and RMA councils.

CDR'S FM Programs

WIXP, FM adjunct of WDR, Hartford, Conn., on Sept. 16 will begin a regular broadcast schedule of programs developed by its own staff, according to General Manager Frank M. Doollittle. The station, one of the first FM outlets, has been on the air a year, using WDR's New York transmitter. The new schedule provides for emphasis on features originated by its own staff to develop high-fidelity, with supplementary programs from WDR and CBS. Mr. Doollittle also has announced appointment of W. B. Dowd as executive director of promotion and production of programs at WIXP. Kenneth McLeod and Carlton Brown, who participated in early FM experiments, have been placed in charge of the WIXP transmitter at Meriden, Conn.

FAIRCILD AVIATION Corp., Sound Equipment Division, Jamaica, L. I., has announced a new cabinet model studio-type recorder and transcription turntable. Both units are mounted in metal cabinets on special mountings constructed to reduce noise level. Cabinets are finished in gun metal with chromium-plated surfaces. The recorder is built around the standard Fairchild 190 volt-watt 1,000-watt FM transmitter, and the new F-5 model turntable has the mechanism of the Fairchild standard 227 transcription turntable.

RCA MFG. Co., Camden, N. J., has announced the sale of the following equipment: WJZB, Hartford, Conn., FM-1-A, 1,000-watt FM transmitter; WJAR, Morgantown, W. Va., 250-kw transmitter.

CHARLES MICHIELSON Electrical Transcriptions, New York, has announced a new 18-pound portable transcription record playback machine. The new machine plays all records up to 10 inches at both 31/3 and 78 r.p.m., and operates on AC-DC. Three recordings may be stored inside the case, and a KVO, Santa Ann, Cal., granted FCC permission to increase power from 100 to 250 watts, has started creating a new RCA transmitter. An RCA limiting amplifier and other new equipment also will be installed.

RCA MFG. Co., Camden, N. J., has issued its first catalog of RCA equipment available for FM broadcasting, covering the FM-1A and FM-3, 1,000-watt FM transmitters.

R. L. GRIFFIN, for eight years in charge of traffic and purchasing for Universal Microphone Co., Ingleside, Cal., has been appointed Southwestern area sales manager.

CINEMA ENGINEERING Co., Burbank, Cal., has announced its new Type 1229 attenuator. The unit has 25 wire wound soft iron rheostat strain bearing and ground shield as well as precision-surfaced contact points embodying the same precision and careful workmanship found in higher priced C-E controls manufactured by that firm.

HENLETT - PACKARD Co., Palo Alto, Cal., has announced a new distribution measurement of its U.S. A. 50,000 watt transmitter can be used with any signal generator and oscilloscope or other direct-reading instruments at two different frequencies.

WIIX, Cleveland, has started installation of its new direction antenna in connection with its fulltime 5,000-watt operation, and expects work to be completed about Oct. 15.

CHINS, Halifax, and CHVS, St. John, N. B., are building new studios, according to Guy Herbert of the Toronto office of All-Canada Radio Facili-

WGR'S FM Programs

WIXP, FM adjunct of WGR, Rochester, N. Y., on Sept. 16 will begin a regular broadcast schedule of programs developed by its own staff, according to General Manager Frank M. Doollittle. The station, one of the first FM outlets, has been on the air a year, using WGR's New York transmitter. The new schedule provides for emphasis on features originated by its own staff to develop high-fidelity, with supplementary programs from WGR and CBS. Mr. Doollittle also has announced appointment of W. B. Dowd as executive director of promotion and production of programs at WIXP. Kenneth McLeod and Carlton Brown, who participated in early FM experiments, have been placed in charge of the WIXP transmitter at Meriden, Conn.

IN ONE of those paradoxes of radio, Don Lee Broadcasting System, the MBS Pacific Coast affiliate, on Sept. 4 was the only group of West Coast stations who carried Adolf Hitler's speech from Berlin. Mutual-Don Lee network took the full speech and ceremonies, in utilizing 1 hour, 45 minutes and causing cancellation of several commercial programs. Neither CBS nor NBC carried the talk. Executives of those networks gave as their reason for the omission, "we weren't advised".

Lewis Allen Weis, general manager of Don Lee Broadcasting System, Los Angeles, created a furor July 19 when he cut Hitler off the 31 Pacific Coast stations in the midst of the chancellor's speech, justifying his war policies. Mr. Weis at the time declared that Hitler should not be permitted to use our American facilities to justify his crimes against civilization itself. [BROADCASTING, Aug. 1]. Following Mr. Weis' action, Dr. Otto Dietrich, Hitler's personal press representative, cancelled all service to MBS for a week, but permitted Sigrid Schults, the network's Berlin commentator, to resume her activities July 28 [BROADCASTING, Aug. 15], when relations returned to normal.

WNLC, New London, Conn., celebrated its fourth anniversary Sept. 13 by increasing its power to 250 watts fulltime.

HOWARD Recording Discs

IMPROVE TONE QUALITY and Cut Your Costs as Much as 50%

HOWARD Recording Discs are made on heavy, low stress, soft metal cores which insure permanent flatness. The special Type "C" fine grain coating, on exclusive HOWARD development, has exceptional shearing qualities and is Hardness Processed for long life and good reproduction of the higher frequencies.

It will pay you to make your recordings on these quality discs. If your jobber cannot supply you write us for complete facts, prices and sample demonstration disc. The superior reproduction from HOWARD Recording Discs will be a revelation.

HOWARD Radio Company

1731-35 Belmont A., Chicago, Ill.--Cable Address: HOWARDCO, USA

America's Oldest Radio Manufacturer

BROADCASTING - Broadcast Advertising  September 15, 1940  Page 91
IBEW Claims Signing of West Coast Stations

A CAMPAIGN to organize all broadcast technicians and supervisory personnel in Pacific Coast and Mountain states radio stations has been launched by the International Brotherhood of Electrical Workers, Hollywood. Drive is being directed by William Kelly, IBEW international representative, and Al Speede, business representative of Local 40, Hollywood. A contract was signed on July 11, late in September with KMPC, Beverly Hills, Cal, under which technicians will receive wage increases ranging up to 10%, according to Speede.

At a recent election KJR workers designated IBEW to represent them. It was agreed, however, that the present contract would continue until expiration in early 1941. Several other California stations have also been organized, it was said. Kelly recently organized the Washington radio field making it practically 100% IBEW. Every station in that State, it was said, with the exception of three small concerns, signed IBEW agreements. Oregon is reported at 60% organized. Besides Washington, Oregon and California, IBEW plans to have Nevada, Utah, Colorado, Idaho, Montana and Arizona fully organized within the next year, Speede said.

WINS Marconi Scholarship

WINS, Donald Joseph Stahl, of Redwood City, Calif., was formally given the Marconi Memorial Award Scholarship for 1940, Hal Styles, Hollywood commentator, and chairman of the Pacific Coast Chapter of the National Radio Operators Assn, made the presentation during a dinner honoring the Marconi Award. Award is annually made to WQAM to the boy or girl winning a national contest sponsored by the American Institute of Radio Engineers and the Institute of Electrical and Radio Engineers Club. Winner is entitled to a two-year scholarship in radio and television at RIA Institute.

RCA Plant at Maximum

RCA MFG. Co., Camden, N.J., reports an all-time high employment of 30,300 compared with 25,500 a year ago for the first time since buying out the Victor Talking Machine Co. of Camden, N.J., and is using every available inch of floor space. Production is increasing due to the national defense program, and pay scales are reportedly the highest in the industry, but the company cannot get enough skilled workers. Present Government contracts held by RCA are not large in proportion to the company's total business, officials stated, but changes are now under way to provide maximum production facilities for national defense orders.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE UNIFIED PRESS

E. K. COHAN, CBS director of engineering, described the new Pea Island transmitter project of WABC, New York (Broadcasting, Sept. 11), as a guest speaker in the CBS Adventures of Science series Sept. 12.

JAMES DONNELLY, engineer of WOR, Boston, recently sailed his 21 foot Wiscus to victory in the Marblehead Race Week over 35 other boats. He also captured six first places, six seconds, and seven thirds out of 25 other races.

HERBERT EIDSON, transmitter engineer of WCB, Columbus, Ohio, has been named chief control operator, succeeding Robert Lambert Jr., resigned. Richard Reardon, formerly of Washing- ton, D.C., has succeeded Mr. Eidson.

GEORGE W. KLEIN, producer of WKBW, Boston, recently joined the engineering department of WOR, New York, to specialize in FM broadcasting at W2XOR.

KENNY WOODYATT, relief operator, has been given a regular post at KYOR, Merced, Cal.

TOMMY HUMPHREYS, engineer of WBBC, Birmingham, Ala., on Oct. 1 is to marry Lillian Crain.

CARL CABASIN, engineer of WDNY, Fargo, N.D., recently married Lorraine Standle.

MAURICE BERTSCH, technician of WABC, New York, has returned to his post following an appendectomy.

CURT PIERCE, control engineer of WABC, Chicago, on Oct. 2 will marry Catherine Warren.

ROB HUFF, engineer of WRA, Knoxville, Tenn., has been granted a patent on an automatic electric system device which is being used extensively in harness races.

J. B. DUNN, formerly of KFJZ, Eustis, Fla., has joined the engineering department of WABX, Longview, Tex., succeeding Julian Bishop, who has joined KRMD, Shreveport, La.

JIM JOHNSON has joined the announcing-engineering staff of WMJ, Dayton, Ohio, after having been on the WJW, Cleveland, engineering staff. He was recently discharged by the FCC. Mr. Johnson has applied for a naval radio commission.

PAUL SCHULZ, chief engineer of KYA, San Francisco, was the first member of the staff to bag a deer when the season opened in California in August.

ELBERT ASCH, engineer of KSTP, St. Paul, Minn., is the father of a boy born recently.

FRANK MERRIFIELD, studio engineer of CKLW, Windsor, is recovering from an appendectomy.

RAYMOND BAIRD, new to radio, has joined the engineering staff of WGR, Buffalo, N.Y.

Baker, Terman Proposed For Presidency of IRE

INSTITUTE of Radio Engineers early this month sent to its membership ballots for the election of 1941 officers and directors, setting Oct. 24 as the deadline for their mailed return. Nominated for president are W. R. G. Baker, manager of the Radio and Television Dept., General Electric Co., and Dr. F. E. Terman, dean of the electrical engineering school of Stanford U. Dr. Baker is now a director and Dr. Terman is now vice-president of IRE.

Resuming the custom of electing a distinguished foreigner as vice-president, the only nominee for that post is A. T. Cosentino, chief of the Argentine Radio Service. Three out of six nominees for 1941-43 directorships are to be elected, the nominees being: J. E. Brown, Zenith Radio Corp.; E. T. Dickey, RCA Mfg. Co.; H. C. Forbes, Colonial Radio Corp.; H. T. Fris, Bell Laboratories; O. B. Hanson, NBC; L. P. Wheeler, FCC.

Show Success

WHEN the Goodman Wonder Shows played Sioux City the last week in August, KSCJ was used as the principal advertising medium and proved the power of radio. Three days before the opening, 30-second spots were used at various times during the day, along with a quarter-hour interview. Opening night drew a record crowd. During the week daily quarter-hour spots also were used, with Charles Sebastian, KSCI special events man, interviewing people connected with the show and describing different features. The only other advertising medium, outside of the usual handbills and posters, was a two-inch ad in the amusement column of the local newspaper.

Cross-Country Laughter

- Through the magic of modern radio, a joke can make a nation laugh, a song can make a nation smile, a play can make a nation thoughtful.

- To millions of listeners in all corners of the country, programs are carried over the program networks of the Bell Telephone System.

- And in Bell Telephone Laboratories work goes on constantly to improve program network transmission and facilities so that these millions may continue to enjoy modern radio at its best.
FIVE staff members of CKLX, Detroit-Windsor, are in the non-paramilitary active Canadian militia Cap. Douglas Atchison, of the engineering staff, is a provisional member in the 2nd Battalion of the Essex Scottish. Two other staff members in the same station, Capt. J. L. R. Kinney and Lt. Col. W. M. M. Karr, are also members of the Essex Tank Regiment, as members of the signal corps.

DEO LEO KENNEDY, dean of educational administration, has been chairman of the KMON committee for education for 1940-41. He succeeds the late Mr. B. E. Deaton, who was killed recently in an automobile crash in California. The committee was created by the St. Louis station last year to help supervise its educational and religious features.

WRC, Cincinnati, on Sept. 9, started a news-on-the-hour policy running from 7 a.m. to 6 p.m. (EST), according to Hubert Fein, Jr., general manager. In addition to the hourly reports, a complete rundown of every day's news is given at 10 p.m. The morning drive man, Bill Welch, was named morning reporting man by Lafayette, at mid-day, and Bob Morgan on the 6 p.m. news. All news copy is prepared by Robert Hiedler and Malloy, and all WRC announcers are assigned to the Cincinnati Times-Telegram, said AP and Times-Telegram dispatch centers.

WHP, Harrisburg, Pa., recently received a putting-for-its-on-the-spot coverage from the local warehouse of the Oliver Farm Equipment Co. Reports gathered late in the evening, and all local, far-away areas called to the scene, WHP said, in a matter of hours. Douglass, in engines and broadcast a description of the historic event over the air, was accompanied by dailies and officers. The coverage went on the air, so quickly that Manager A. R. Redmon took over a microphone to aid the special events staff, said Dick Redmond, special events director, supervised the pickup.

WCAU, Philadelphia, on Sept. 13 started broadcasting its dramatic series on Philadelphia's World's Fair, to be broadcast in 145 countries via its international shortwave outlet, WQAB. Coincident with the exhibition, a revised radio program format was revised to increase emphasis on the dramatic presentation of the fair's history. The show features a cast of Victor Dallas, manager of the Philadelphia Airport and a former Army captain.

WCCO, Minneapolis, estimated more than 400,000 persons visited its booth at the recent Minnesota State Fair. Featuring pictures of local radio stars, plus the equivalent of a trout from the lake, this booth presented a wealth of entertainment and 24 manual sound effects, the booth was the most elaborate of all. Last year 150,000 visitors were registered at the booth during the 10-day fair.

WHIO, Dayton, O., continuing a policy inaugurated in 1939, has completed a summer schedule of special displays and broadcasts at eight county fairs with its Wanding division. The displays, attracting record crowds, included panels of photographs of C.B.S. stars, WTEF staff and talent and pictures of Cincinnati baseball (the crowd also was a popular feature of the exhibit).

SOFTBALL team of WKW-MLC, Clinton, Minnesota, won the tournament in the University of Minnesota State Fair on Sept. 1 defeated a similar WGN team, 6 to 1. The WKW-MLC team was the winner of the Cleveland newspaper softball competition.

ASK ME ANOTHER PROGRAM STATION WAY

"I'm Your Tailor—May I Ask a Question?"

Recruits Sworn

CLAIMING to have achieved a record of one kind or another, ROA, Denver, on Aug. 30 broadcast from its own studios during which Conrath, C. F. Johnson, U.S.N., gave the oath of allegiance and swore in a class of 51 naval recruits. The induction ceremonies were witnessed by about 300 relatives and friends of Debuque, Wash. and studios and observation galleries packed to capacity.

WFAI, Fredericburg, Va., on Sept. 8 observed its first 12 months. During its first 12 months it claims to have developed 250 separate five-talent programs and at present has 65 advertisers buying time. WFAI is managed by Richard E. Lewis Jr. Others managing the station are: Richard H. Norton, program director; Ronald Dawson, production manager; Lee Smith, commercial manager; Homer A. White, general manager; Peter O'Day, is performed at 10 a.m. with a catch-up repeated at 3 p.m. WFAI claims to have received considerable comment on the recent Technicolor effects, since many listeners turn in on the second program because of recommendations of friends who heard the morning show.

The Texan Farm & Home program, produced by Andrews, O. J., and broadcast over the Texas Quality Network daily except Sundays, has been a success, Sept. 12 from its present broadcast time, 7:30 a.m. to 7:15 a.m. on the same day. The program, now going into its sixth year, is sponsored by Houston, and WSI, San Antonio, is being moved to the earlier time to take advantage of a larger potential audience of rural listeners.

WOF, New York, plans to occupy its new studios on the 12th floor of 730 Fifth Ave., by Jan. 1, 1941, at which time the station's regular operations will begin with its new 10,000-watt transmitter and 25,000-watt system. It is also hoped that a construction permit for the 1,000-watt FM transmitter will be received from the FCC before the station goes on the air at the same time. Present studios of WOF are at 152 W. 43rd St.

Two NBO executives are included in the list of authorizations in various broadcasting fields: the first to whom Hearst will deliver the 20 lectures in the forthcoming "Broadcasting: The Selling Course" is the Sept. 26, 1939 meeting of the American Advertising Federation, New York. Edgar Kobo, NBC vice-president in charge of sales for the Network, will speak on "Buying—Qualifications for Salesmanship," and W. P. "H. C. " of the NBC Salesman's Association, will discuss "Radio Advertising."
LEXINGTON, KY.

15% hours from Cincinnati by train but part of Cincinnati by WLW.

Population—1930 45,736
Retail Sales—1939 $28,863,000
Wholesale Sales—1939 $54,621,016
Per Cent of Nation's Buying Power (Trading Area) .1988
Radio Homes—1938 16,360 (Fayette County)

*Estimated by Sales Management

LEXINGTON WOMEN

... that's what WLW-advertised brands do, according to Lexington retailers. It's natural that they should, for The Nation's Station is a regular listening habit in Lexington, just as it is in the more than a score of other rich trading centers that make up its primary area. And local merchants in all of these centers accept the resulting consumer preference as their cue to push WLW-advertised merchandise.

REPRESENTATIVES: NEW YORK—Transamerican Broadcasting and Television Corp. CHICAGO—WLW, 230 North Michigan Avenue

THE NATION'S most Merchandise-able STATION
A LMOST an identical “twin” to the original performance is the performance transcribed on the new high-fidelity De Luxe RCA Recorder Model 73-A! Unmarred by distortion and harshness, your rebroadcast retains all the life and color, all the sparkle and warmth, that makes a broadcast program live!

Extra convenience, too, in this RCA 73-A! Now, without changing lead-screws, you can record outside-in or inside-out, 78 or 33½ r.p.m., at any number of lines per inch between 96 and 154. To change the feed, just turn the knob!

TWO motors simultaneously rim-drive the extra-heavy turntable, for high torque, excellent regulation, low slippage. Unique mechanism automatically lowers cutting-head slowly onto record—no chance of stylus-breakage at awkward times.

Recording for rebroadcast is becoming more important than ever . . . invest in the recorder that offers you the most in quality and performance and adaptability! Over 40 years of recording experience lie behind this RCA recorder, designed by the same engineers who design recorders for RCA Victor Records. Write for complete literature and data.

Use RCA Radio Tubes in your station for finer performance.

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.