"The fine cooperation of KLZ and its staff will never be forgotten."

Bob Hawk for Eversharp

"That we are pleased with the cooperation you are extending is putting it mildly."

Bowey's, Inc.

"The splendid promotional help KLZ has put behind the program has contributed to the success of the Doran Coffee program."

Betts-Koerber, Inc.

"Congratulations on an outstanding job."

Ward-Wheelock Co., Inc.
Measured in Mail Response

The Voice of the Monongahela Valley

WMMN

HAS NO PEER IN
AMERICA AMONG
5000 watt
Regional Radio Stations

Write for Proof to

WMMN
FAIRMONT, WEST VIRGINIA

CBS affiliate

Represented by
JOHN BLAIR
HERE'S THE
Denver PICTURE

From 12,050 coincidental calls in the Denver City 5c phone area by "Hooper Station Listening Index," the following KOA nighttime audience rating is shown:

- KOA 51.5
- 2nd Station 24.6
- 3rd Station 13.0
- 4th Station 9.7
- Others 1.2

The result-records of many advertisers, confirming this powerful leadership, are at your command. Let us serve you in the great Denver market.

REPRESENTED NATIONALLY BY NBC SPOT SALES OFFICES
When you think of

New Orleans

you think of:

The Birthplace of "Swing"

and

WWL

New Orleans

50,000 WATTS

The greatest selling POWER in the South's greatest city

BROADCASTING
The Weekly News Magazine of Radio
Broadcast Advertising

July 21, 1941

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BUSINESS OPPORTUNITIES:
Big, responsive agricultural market
open for progressive advertisers. Good
returns on your investment.

KFAB
LINCOLN, NEBR
But It Takes RADIO ATTENTION To Sell RADIO TIME!

SELLING your station and your market takes a special brand of attention. And it takes a specialized magazine to provide it. That's where BROADCASTING comes in. Here's the magazine that thinks Radio and talks Radio 100% of the time. Consequently, its readers are Radio-minded...every last one of them. Small wonder 85% of BROADCASTING's advertisers renew. Small wonder it pays to advertise in BROADCASTING.

They're Radio-Minded when they read BROADCASTING
THINGS ARE BOOMING IN CHARLESTON, S. C.!

Almost without exception, authorities on sales trends agree that now is the time for intensive cultivation of the South Atlantic States. Defense and Shipping are not the only reasons for the boom—there's a real resurgence of general industry, too. Coastal South Carolina is at the center of all three booms—and Charleston is at the center of that!

Bringing the best of CBS and the best of local features to the Charleston area, Station WCSC is today more than ever the sure way to reach 350,000 primary listeners in this increasingly important market. Because—

WCSC, always the oldest and best-liked station in the territory, is also a live station that is more than keeping pace with the times. If you want to catch Coastal South Carolina and a real boom market, “ask your Agency to ask the Colonel” about Charleston!

WCSC
Charleston, S. C.
“Serving Coastal South Carolina”

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Ill-Will Prevails as Press Hearing Looms

'Token' Start Seen; FCC's Authority Challenged; Delay Doubtful

IN AN ATMOSPHERE of undisguised ill-feeling, the FCC's inquiry into the propriety of newspaper ownership of broadcast stations is scheduled to get under way this Wednesday on a "token" basis, but with a pending motion to quash the proceedings to be cleared prior to the opening gavel.

Principal participants already have challenged the FCC's jurisdiction to "discriminate" against newspapers as station owners, and the American Newspaper Publishers Assn., in behalf of the nation's press, has petitioned the Commission to postpone the proceedings until the question of jurisdiction is settled.

Other primary participants, including the Newspaper-Radio Committee and FM Broadcasters Inc., likewise strongly oppose any action that would forestall newspaper ownership either of standard or FM stations. The Newspaper-Radio Committee did not file an appearance as such, and it reserved its legal rights on jurisdiction in its petition. Only others filing appearances up to Friday night were WGN of the Chicago Tribune and WLAW of the Lawrence (Mass.) Eagle and Tribune.

Remote Chance of Delay

There is the possibility, though remote, that the Commission will postpone the opening date, on the ANPA motion filed by Elisha Hanson, the association's general counsel. This was doubted, however, since the Commission held at the time it issued its investigation order last March that it was endowed with the power to conduct the legislative proceedings. Two members—Commissioners Craven and Case—dissented.

It had been more or less inferred that neither side—the FCC nor the industry—is prepared for the full-dress investigation encompassed in Order 79 and the more recently issued 79-A. Because the Newspaper-Radio Committee formally did not press for another postponement, none was granted up to last Friday.

On the other hand, FCC Chairman James Lawrence Fly indicated at his press conference Monday, July 14, that he expected the hearings to run a week or so and then be adjourned to give the Commission time to "read the record" and frame further questions. This was interpreted as meaning that the hearings simply would be opened on a token basis and that the actual inquiry would not get under way until fall, to avoid the hot Washington summer and also to give the Commission additional time.

There was also the possibility of litigation to forestall the taking of testimony. It was considered likely that before the proceedings actually get under way, the motions on jurisdiction will be pressed.

Several Possibilities

As things stood last Friday, however, the Commission had not acted on the strongly-worded motion of ANPA to stay the proceedings and hear arguments on the jurisdictional question. The Commission holds its regular meeting Tuesday (July 22) and might dispose of the motion then. Or it might decide to await the convening of the inquiry Wednesday morning in the National Archives Bldg., before making known its ruling.

There are several possible ways of disposing of it. The Commission might ignore it entirely because of the unorthodox nature of the proceedings, or it might rule that it had already decided the question of jurisdiction in its own favor when it instituted the proceedings March 20. Then, there is the possibility that it will hear arguments, authorize filing of briefs and postpone the hearing date until after it has reconsidered the jurisdictional question.

Meanwhile, a substantial segment of the nation's press, as well as newspaper-owned stations, reached a new crescendo in indignation over the Commission's investigatory tactics. The Inquiry Division still had some 12 or 15 "investigators" in the field, swooping down on newspaper-owned stations, networks and press associations to obtain evidence for the inquiry.

Subpoenas Ready

It was ascertained (Broadcasting, July that subpoenas had been sworn by the Commission, but as Broadcasting went to press no confirmation of service had been received. It was inferred on behalf it was stated that there was little likelihood of service, since the Commission did not wish to discommodate station operations, but that it was determined to procure the necessary data. So far as known, this marks the first time the Commission has ever used this method to gather preliminary data.

It was evident also that the FCC itself was split on procedure in the newspaper inquiry. In what amounted to a test vote on holding the hearing as scheduled July 23, it was reported, the Commission split three to three, with Chairman Fly and Commissioners Walker and Payne voting for the hearing as scheduled and Commissioners Craven, Case and Wakefield registering against. Because of the tie vote (the seventh post is vacant since the expiration of the term of Commissioner Frederick I. Thompson June 30), the hearing date stood, according to this report.

A battle of legal lights is expected to launch the proceedings. Chairman Fly, a lawyer in his own right, is expected to take control with the opening gavel, as he has at other proceedings during his two-year tenure.

Mr. Hanson pointed out in his appearance that he had filed simultaneously his motion to have the Commission vacate its order, on behalf of ANPA, which he said represented more than 425 publishers whose newspapers reached in excess of 80% of the total daily and Sunday circulation of newspapers published in the United States. Many of the members of ANPA,
Press-Radio Committee Petition Filed With FCC

Following is the full text of the petition for the newspaper-divorce hearing filed with the FCC July 15 by the Newspaper-Radio Committee:

The petition of Harold Hough, as chairman of and on behalf of the Newspaper-Radio Committee, respectfully shows:

1. In accordance with the provisions of the "procedure for hearings under Order No. 79," dated July 1, 1941, the Newspaper-Radio Committee hereby makes written request for the right to be heard at the investigation under Order No. 70.

2. The Newspaper-Radio Committee, as set forth in its petition, verified June 13, 1941, was formed by a group of persons interested in both newspaper and radio broadcasting operation for the purpose of presenting to the Commission the general conten tion of this group and is not authorized to represent any specific licensee, applicant for a license or prospective applicant for a broadcasting license upon any question not affecting the interests of the group as a whole. Approximately 100 such persons have affiliated themselves with and are supporting the Newspaper-Radio Committee.

3. The Newspaper-Radio Committee desires to present to the Commission, at the opening of the hearings, a statement by its counsel regarding the statutory authority of the Commission and the limitations of such authority with respect to matters referred to in Order No. 70 and specifically setting forth argument to establish

A—That the FCC had not been authorized by the Congress to apply to applicants for licenses who are connected with newspaper publication any rules or regulations which are different than those generally promulgated by the FCC with respect to the right to apply for, hold and obtain, renewals and transfers of licenses in the various fields of broadcasting by any other persons.

B. That in the opinion of the Commission, the FCC has not yet determined by any special regulations or restrictions in the field of radio broadcasting applicable to newspaper or information stations to which it is interested in the publication of newspapers would constitute an abridgment of the freedom of the press and the press as heretofore protected by the Constitution and laws of the United States.

C. That the Newspaper-Radio Committee is not in a position on the date of this petition to specify what evidence or information it may desire to produce, the pertinency and relevancy of such evidence or information, the names of its witnesses, or the volume and character of its documentary evidence.

4. The Newspaper-Radio Committee, as set forth in its petition, will not on July 23, 1941, the date set for presentation of evidence by the Commission, be in a position to make an affirmative presentation of any evidence, and the Newspaper-Radio Committee is not in a position on the date of this petition to specify what evidence or information it may desire to produce, the pertinency and relevancy of such evidence or information, the names of its witnesses, or the volume and character of its documentary evidence.

5. The Newspaper-Radio Committee desires the right, as evidence becomes available to it and to the extent that evidence set forth that the committee would not be in a position to make an affirmative presentation of "any evidence" at the opening of the hearing and that it would not be in a position to produce any evidence or information it might desire to produce.

6. The committee contends that the FCC, which will be gathered by it at the present time, is engaged in gathering pertinent information and has engaged experts to make studies with respect to matters referred to in Order No. 70.

Text of Hannon Motion FOLLOWING is the full text of the motion of Mr. Loucks on July 23 by the FCC that the hearing be continued and that the following be done:

1. The Commission is without authority under the statute governing its operations to conduct such an inquiry as it has embarked upon pursuant to Order No. 79, or to take any other action as to any matter now pending.

2. The Commission is without authority under the statute governing its operations to adopt any policies or rules for its guidance in the consideration of applications now pending or any others that may be filed in the future, or renewal applications or any. This is true because the purpose and effect of which would be inconsistent with the findings of the hearing and transfer of the hearing to the commission under Sec. 310 (a) and (b) of the Communications Act of 1934, as amended.

3. The Commission, without authority under the statute governing its operations to enter any order or act on any policy or rules for its guidance in the consideration of matters arising out of the proceedings under Sec. 310 (a) and (b) of the Communications Act of 1934, as amended, the purpose and effect of which would be inconsistent with the findings of the hearing and transfer of the hearing to the commission under Sec. 310 (a) and (b) of the Communications Act of 1934, as amended.

Counsel for ANPA

Mr. Hanson filed both his motion to vacate the inquiry order and his appearance set forth that the committee would not be in a position to make an affirmative presentation of "any evidence" at the opening of the hearing and that it would not be in a position to produce any evidence or information it might desire to produce.

After stating the committee was prepared to argue the question of the Commission's jurisdiction, the following text was filed:

ELISHA HANSON

BROADCASTING • Broadcast Advertising

Page 8 • July 21, 1941

(Continued on page 51)
Nets Gloomy but Rules Delay Is Seen

Little Progress Gained In Conferences With Chairman Fly

ANYTHING but optimism prevailed among the major networks last Friday as the executives had conferred three successive days with FCC Chairman James Lawrence MBS, who modified the radical network monopoly rules that had scheduled to become effective Aug. 2.

When the secret informal conferences recessed Friday forenoon, to be convened again Monday (July 21), only one topic—time options—had been discussed, and no solution was in sight even on that issue.

Possible Solution

Though Chairman Fly steadfastly has declined to recede from the "principles" enunciated in the eight rules, several of which have been in controversy, it nevertheless was expected that before the Aug. 2 deadline something would be worked out. Chairman Wheeler under pressure from the Interstate Commerce Committee, who instigated the conference method, has not participated in the sessions but has been sitting on the sidelines, keeping posted on every development.

NBC and CBS representatives appeared pessimistic because of the slow progress. For these two con-

ferences, apparently supporting the rules in toto, were represented as just as well satisfied to see them go into effect as written.

Chairman Fly himself has pres- over the sessions, which were begun Wednesday afternoon at a three-hour session; continued Thursday afternoon and Friday afternoon, and then resumed at 9:30 a.m. Friday for two hours.

At the initial meeting his Com- mission collaborator was General Counsel Counselor Telford Thomas E. Butcher, assistant general counsel, sat in.

Participants for NBC throughout the sessions were Niles Trammell, president; Frank E. Mullen, vice-president and general manager, and F. M. Russell, Washington vice-

president. The CBS committee con- sisted of William S. Paley, presi- dent; Edward Klauber, executive vice-president, and George Goerge (D-Ga.), Washington vice-president. For MBS, the representatives were Fred Weber, general manager, and Louis G. Caldwell, general counsel—the only outside attorney to participate.

With the clock ticking on, resi- tiveness in the industry over the failure to procure a postponement or reach an accord was becoming increasingly evident. It is under- stood that a substantial number of affiliates already have notified NBC and CBS that existing contracts will be cancelled as of midnight Aug. 1, pursuant to the rules as now written, and that operation thereafter must be on a catch-as-catch-can basis, within the limitation set forth.

On the other hand, it was clear that many affiliates—perhaps the majority of them—would seek to work with the networks on an "gentleman's agreement" basis, clearing time as usual until the whole subject of the regulations is clarified, either by Commission edict, court decree or legislative action.

Still Hope for Relief

Few stations propose to "pull the plug" on the networks, it is indicated. But the consensus appears to be that something should be done in advance of Aug. 2, one way or the other, so that stations which find it necessary to discontinue network service, particularly NBC operation, will be in a position to fill in.

Despite the seeming unwilling-

boss, it was felt that something could be done to fore the Aug. 2 deadline. For ex- ample, Chairman Fly, in his testi-

mony before the Senate Committee, committed the Commission to post-

ponement of the forced sale of the Blue Network, as well as of manage-

ment of operation stations, but he wants this accomplished now on formal petition.

Unquestionably, that will be done. He left Thursday for Aug. 2, relieving those stations now on NBC from the necessity of dis-

continuing service altogether because of the dual network operation ban in the same market.

No participant in the sessions would discuss the precise ground covered, evidently because of the understanding that the confers should be regarded as executive. But it was clear that they were not sanguine over the ultimate outcome.

If, with the resumption of ses-

ions July 21, little progress is made, there is likelihood that both of the networks, and possibly cer-
tain individual stations, will enjoin the FCC from making its rules effective in proceedings brought either in New York or Washington, or perhaps some re-


cort to the latter's (Continued...)

House Group Drops Proposals To Tax Radio and Advertising

ELEVENTH-HOUR efforts to in-

clude in the new $5,500,000,000 revenue bill taxes on gross incomes of broadcasting stations and net-

works, as well as on all advertising expenditures, were knocked out by the House Ways & Means Commit-
tee last week, according to reliable reports.

With some Treasury backing, it was reported, a preliminary pro-

to tax gross billings of broad-

casting stations, with a view to-

ward raising it to $5,500,000,000, dollars, had been proposed as an al-

ternative for a franchise tax, pre-

viously knocked out. Also pro-

jected had been an all-excess on expenditures for advertising, to be taxed either at the source or on the basis of agency billings. This, it was reported, might return some-

thing like $90,000,000 in additional income to the Treasury.

Discriminatory

Both proposals, after cursory consideration, were dropped, ac-

cording to committee members. Pres-

umably, they were regarded as discriminatory and a step back in the sphere of special levies.

Under the broadcasting industry proposal, networks might have been taxed substantially, over and above regular schedules, which will be doubled in some instances under the projected revenue law. Clear-

channel outlets and the more thriv-

ing regions likewise would have been hard-hit, it was pointed out.

The new measure now is before the legislative drafting service, with the bill probably to be re-

ported to the House by July 22. Final action in the House is ex-

pected by July 25, when the bill will go to the Senate.

Whether the projects for special taxes, which apparently are endorsed by consumer groups—and on radio will crop up before the Senate Finance Committee is prob-

lematic. The delegates, as has been pointed out to the Senate Com-
mittee, is understood to favor, al-

gong general lines, the measure as drafted by the House.

It also was considered likely that the President's move to have placed in the bill the Treasury Dep-

artment's proposal for the excess profits method of computation, on the basis of invested capital, would fail. The biggest single controversy now before the House Committee, it is reported, is the dealing with mandatory joint husband-wife re-

turns, as against filing of separate returns, now permitted.

With additional billions being spent for defense purposes, it is reported, Chairman Lyndon B. Johnson, the Senate Committee, that every conceivable revenue source will be tapped in next year's revenue measure, if not in a sup-

port of the commerce. The Committee last week, it is conceivable, it was pointed out, that in the quest for new revenues, special excises will be imposed and that the advertising-broadcasting industry plans may be revived.

House Group Drops Proposals

To Tax Radio and Advertising

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Indicating that the FCC did not propose to move except on formal pleading, he said there had been many approaches and that the Commission would not postpone any of the rules on its own motion. He reiterated that he expected compliance in principle with the rules, but that there might be some modifications in the rules but no change in principle.

Meanwhile, no word whatever was forthcoming from the White

(Continued on Page 40)
Defense Committee Seeks Solution to Technician Death
Change in Union Rules Among Measures Recommended

WITH AN IMPENDING shortage of radio technicians, due to an apparent overproduction by educational institutions and a lack of utilization of the technicians by government and industry, the Defense Committee of the National Association of Broadcasters has prepared a list of recommendations to help alleviate the situation.

The committee, in a statement issued, said that it was impossible to accede to all requests and that, in most instances, the Government and industry's priorities were in line with those of the Defense Committee.

DEFENSE FINANCING

In order to meet defense requirements, Government agencies have been urged to give adequate consideration to the needs of the armed services and to maintain a balanced program of service and entertainment.

The committee also recommended that the Government and industry should cooperate in every manner possible in training and enrolling new technicians for the war emergency, as well as to assure the industry of sufficient manpower.

Among other things, it was decided to confer with representatives of the International Brotherhood of Electrical Workers, parent AFL union, and other unions, in order to expedite union requirements, which would make possible the use of apprentice operators and engineers for stations. It was also discussed the possibility of developing women as broadcast operators.

At its two-day meeting the committee, created earlier this month by NAB President Neville Miller under authority from the NAB convention at St. Louis this past June, reaffirmed the industry's pledge to give priority to Government programs dealing with the essentials of national defense. A "priorities" resolution was adopted for guidance of the industry.

The committee brought out that Government had been urged so many requests for time on the air that many stations were finding it impossible to accede to all and at the same time preserve a balanced program service. It was pointed out that balanced service is essential if large listening audiences are to be attracted, without which Government programs and announcements were doomed to failure.

The committee recommended that all stations give priority to Government programs in this order: (1) Enlistment of manpower for armed services and national defense industries; (2) defense financing, such as the sale of defense bonds; (3) morale building; (4) activities of Government agencies not primarily connected with national defense.

The committee approved the resolution adopted Monday by the NAB Executive Committee recommending that the "industry's desire to continue its present practice of making its facilities available at no cost to Government agencies engaged in promoting the national defense program" be adopted.

The NAB voted that radio is playing a key part in national defense, giving unselfishly of its time to the nation. It stressed the leadership that had been taken in recruiting solo and team announcers, including Harold Heilmann (left), former American League sluggers now broadcasting on WXYZ, and Telegram, Detroit, from their old posts.

Commentator's Offer

DOROTHY THOMPSON, columnist and radio commentator, offered her services to NBC for a series of broadcasts from London, where she is visiting for four to six weeks. Thompson, who has accepted the opportunity to bring the news to American listeners from abroad, said that she would be in a position to present the news as it happens, providing the program is given the necessary cooperation from both the British and American governments.
"THIS SURVEY IS UNIQUE!"

- The new 1941 Iowa Radio Audience Survey,* just off the press, gives promotion-minded people an entirely new "measuring stick" for the evaluation of competitive radio stations—a new measurement which we believe will become recognized as an outstanding contribution to the art of time-buying.

Very briefly, the Survey proves the comparative listening-time that is given to "favorite" stations, and to "heard-regularly" stations. It proves that the average Iowa radio listener gives 61.3% of his listening time to the one station named as "listened-to-most", and only 32.0% of his time to the several stations named as "heard regularly".

In other words, every dollar spent with Iowa's "favorite" station is more than twice as effective as a dollar spent with the "also-heard" stations.

This is only one of the many valuable revelations in the 1941 Survey. It gives you the whole picture of radio in Iowa—identifies stations in order of the audience's preference—tells all, conceals nothing.

If you haven't already written for your copy, do it now. No obligation, of course.

* By H. B. Summers of Kansas State College and F. L. Whan of the University of Wichita.
This advertisement first appeared in the pages of "Broadcasting" approximately 16 months ago. We still feel that it most accurately mirrors WOR's uniqueness as a station and a place for people with products hard to sell. For these reasons we have run it again.
we sell pianos
—in memphis, nova scotia and new york

The skeptics said, “Now, really!”
The agency said, “Well, can’t we . . .”
Please read carefully. It’s the most amazing thing—
The pianos sold for $295 and up—mostly up, and WOR evening-time was used to sell them.
Did they use an orchestra? Name stars? Lush?
No, Edgar. They used a piano; a piano which a little lady played and asked quietly would you maybe want a booklet describing the piano.
The announcer suggested that anybody who was interested might—hold everything—might BUY A PIANO! Such tact!
Well, that program stayed on WOR once each week. And in seven months this happened . . .
During the first month on WOR sales jumped 20% in Metropolitan New York.
At the end of two months sales had hiked themselves 47%.
And four months later the gain stood at 70%.
Inquiries poured in from Memphis, Nova Scotia and even—even New York!
And sales were made in Memphis and Nova Scotia and even New York.
This incident is not told to stir you to crash into WOR with a lady at the piano. It is told because so costly and hard-to-sell a product as a piano sold just as easily on WOR as dresses and lipstick and insurance and overalls.
Our address is 1440 Broadway, in New York.
SEVENTEEN YEARS ago a young advertising executive from Ruthrauff & Ryan—full of enthusiasm and with a confident air—walked up the white steps of a Baltimore brownstone converted into a factory and office on Oriole City’s N. Lafayette St. to solicit a new account. Inside, he introduced himself to Charles A. Bunting, president of the Noxzema Co., was convinced he had the successful chemical formula for a greaseless sunburn cream which he had originated in his corner drug store on Charles St. a few years before and which was widely used in and around Baltimore.

Ruthrauff & Ryan was confident that it could supply the successful advertising formula.

Factory in Dining Room

In 1923, the year before R & R took over the account, sales were $65,000, with the same $65,000 advertising appropriation. Besides Dr. Bunting, the staff consisted of his office assistant, one salesman and a truck driver who lived on the second floor. The promotion was mixed in the dining room. This year Noxzema’s sales in the United States and Canada will be over $2,000,000, its advertising appropriation approximately $600,000, two-thirds of which is being spent on radio.

Administration of the Noxzema account under Ruthrauff & Ryan’s direction is unusual in this respect—the agency decides how much shall be appropriated and how it shall be spent. It is Dr. Bunting’s theory that those responsible for a company’s advertising should assume full responsibility for the size of the budget as he doesn’t believe in tying the hands of his agency in matters of appropriation. He doesn’t even O.K. his ads. That, he believes, is the agency’s responsibility.

In Ruthrauff & Ryan’s office are duplicate ledgers of the company which are sent to Baltimore once a month to be posted. This could mean that the agency might step out and constantly increase the appropriation to increase its own commission.

That it has meant is that the agency has carefully planned the appropriation, increasing some years, retrenching others. A glance at the record shows the result: In the five years Ruthrauff & Ryan has been with R & R, sales have shown an increase every year with the exception of two.

The ability to make quick decisions and effectively to enact those decisions have been in great part responsible for the successful management of the account.

“Such a decision was made in 1938,” said Ray Sullivan, vice-president of R & R and Noxzema account executive, “when we used radio to solve our problem. That year the company faced a situation that every manufacturer at one time or another has encountered. Because of unfavorable weather and other factors sales were lagging and dealers were left with heavy inventories. The sales force was having a tough time and was beginning to lose its zip.

“We decided that something had to be done and done in a hurry. We put 90% of our appropriation in radio, and sponsored Prof. Quiz on CBS. Sales immediately jumped about 40%. The log-jam was broken. At the same time, the radio promotion infused enthusiasm into the sales force. We have found that there is a psychological twist in the use of radio that stimulates the sales force—the salesmen like radio advertising.”

Sales Momentum

“Another important but rarely mentioned advantage of radio promotion which we have noticed is the continuation of the sales momentum after the sponsor goes off the air. An advertiser who is considering media for a short campaign would do well to keep this in mind. Noxzema sales continued to increase by 15% after we went off the air and after our advertising had been cut by 10%.

“We tested Quiz of Two Cities for Noxzema last fall. This program, first heard in Baltimore-Washington-Woonsocket, N.H., was under the sponsorship of another Ruthrauff & Ryan client with local distribution, immediately caught on. The program’s success [BROADCASTING, Aug. 15, 1940], are more than being fulfilled. The Noxzema sales curve has zoomed right off the graph in markets where the weekly airing of a quiz is heard. In Minneapolis-St. Paul sales have doubled, in Buffalo-Rochester sales are up 40%. Out on the Coast, the program has the highest rating on the Don Lee Network.”

At present the Quiz of Two Cities is in hll in Minneapolis-St. Paul, WCCO; Boston-Providence, WNAC-WEAN; Hartford-Springfield, WTIC; Los Angeles-San Francisco, KJH-KFRC; Detroit-Cleveland, WJR-WRR; Denver, KAG-WLW; Ft. Worth, WPAA-WBAP; Buffalo-Rochester, WBEN-WHAM; Seattle-Portland, KOMO-KGW.

In the New York area it is called Battle of Boroughs on WABC in Chicago, Northside vs. Southside Brain Battle on WWBMB.

The Quiz of Two Cities has all the necessary elements for successful radio promotion and it is an excellent example how a national advertiser can use a local program to produce results—it capitalizes on civic pride and competitive spirit, it offers numerous merchandising opportunities. Even the commercials are localized—local names, places, and happenings are mentioned in the copy.

“We hope to expand the quiz to include additional markets this fall,” Mr. Sullivan said.

A Wide Appeal

“For the advertiser, radio has a flexibility not present in other media. Thus, it is possible in a radio promotion, to appeal to both men and women—to divide the sales message, and to concentrate the sales appeal in a number of directions. In the same program we have been able to bring out the meaning of Noxzema as a shaving aid for men, as a medicated cosmetic for women and as a relief from sunburn and other skin trouble for all the family. This multiple sales appeal can be effectively made in radio.”

Successful management of the Noxzema account is in no small part due to the inspiration of Dr. Bunting. He believes that education is the foundation of life, industrial and agricultural education, development and art, and the position of the U. S. and Mexico in cooperating for hemispheric defense. Fridays are devoted to narratives in Spanish based on the conditions in the U. S. and their significance to the neighbors below the Rio Grande. These are aimed to provide Mexican citizens with information on social and economical developments here.

It is felt that the Neighborhood series will develop a better social attitude between the two countries and provide students of U of Texas with an opportunity to major in Latin-American studies. Commendation has been given by Charles Thomason, chief of the Cultural Relations Division of the U. S. Department of State, and Ezequiel Padilla, minister of foreign relations for the Mexican government, who said the programs are another step toward the elimination of past prejudices building of a united future between the U. S. and Mexico.
LOOK WHAT'S HAPPENED TO RECTIFIERS

Tube-hour cost slashed 80–90% in 10 years!

Savings for 5 kW Transmitters

1931: Ten years ago 5 kW transmitters used three 222A high vacuum, water cooled Rectifier tubes...at a cost of $220 each—$660 for a set.

1941: Today 5 kW's use six 315A mercury vapor tubes in a three phase, full wave Rectifier...at a cost of $35 apiece—or $210 for a set of six.

The old 222A's averaged approximately eight to nine months operation. The 315A's average life is from 3 to 4 years—an increase of about 500%.

In 1931, Rectifier tube cost for a 5 kW transmitter was around $1000 per year. Today, with 315A's, the average cost is from $50 to $70 a year. Over 90% saving!

Savings for 50 kW Transmitters

1931: Six 237A high vacuum, water cooled Rectifiers did the job in the old 50 KW's. They cost $435 apiece—more than $2600 for a set.

1941: Today's 50 KW's use six 255B mercury vapor Rectifiers. Costing only $125 apiece, the entire set means an outlay of but $750.

237A's had an average life of about nine months. Compare that with low-cost 255B mercury vapor Rectifiers' life of about a year and a half.

Yes, Rectifiers have changed! A decade ago, cost per year was near $3500...today—using 255B's—it's about $500. That's a cut in tube-hour cost of over 80%.

In only 10 years Rectifier tube-hour costs have been cut as much as 90%...and Western Electric has been a leader all the way.

And now you can use Western Electric Mercury Vapor Rectifiers without costly socket changes.

Get your copy of bulletin described on left. Write: Graybar Electric Company, Graybar Bldg., New York, N. Y.

Western Electric
Ask your Engineer!
Independent Group Started by Craney

Urges NAB Abolition; Claims Domination By Networks

A MOVEMENT for abolition of the NAB and for the creation of a new trade association of independent station owners has been in the air, either belonging to networks or network-owned stations, as has been the case with the Department of Justice.

In a letter prepared for circulation to independently-owned stations, the Montanan, a recognized leader among the independents, attested what he described as "industry booin'-doggling" and ascribed to the networks domination of the NAB. In parallel columns he gave his version of the industry's activities, one devoted to copyright and the other to regulatory problems under the NAB dating back to the "good old days before 1982."

Others Interested

Mr. Craney's outburst followed his own resignation from the NAB several years ago in a larger sense as a result of the St. Louis NAB convention episode, which has seen the resignation of nearly a score of stations from the trade group. MBS, which has broken off with NAB and its president, Nevil Miller, is understood to be fostering a reorganization, and a half-dozen of its most important stations are among those that have resigned. In addition at least two other station owners are reported to be promoting what amounts to a blank contract resolution. [Broadcasting, July 7-14]

After reviewing the early history of both the copyright fight and NAB, Mr. Craney's letter read: "1938 the NAB was reorganized, at which time Mr. Miller was retained "to do a trouble shooting job and keep us out of hot water down Washington way." He pointed out that he was a member of the reorganization committee and was one of the "misguided souls", but he said he agreed to keep the networks who belong to the NAB and the independents have tried to get them out. Now, he observed "they appoint their own directors to its board."

"If the networks didn't dominate NAB and if someone who knew his way around Washington had been put in to head NAB, the results might have been different." he declared. "However, it does not appear possible to insulate a man against being 'taken over' by the networks."

Taking up the 1939-40 era, Mr. Craney referred to the work of Senator Wheeler (D-Mont.) in prodning the Department of Justice to keep alive the Government suit against ASCAP. The new NAB did not ask, as it was instructed, for a "use method of payment from ASCAP" but sought a "lump sum". He charged that Edward Klauber, executive vice-president of CBS, "was running NAB" during the copyright conversations, both as to BMI and ASCAP.

Advertising to BMI in 1941, he said that BMI views to us not complimentary manner by the Department of Justice. He said that perhaps the broadcasters would be "better off to sell (or even give) BMI to E. B. Marks and then secure a license from Marks on those works—if BMI was created to fill the permanent need of a separate source of music". He said he had his doubts about the latter.

Why a Blanket Fee?

If BMI was created as a separate source of music to compete with "ASCAP, the monopoly", Mr. Craney asked why MBS had accepted a blanket contract, and why CBS and NBC had offered to take blanket contracts. All these contrats or proposals provide for payment on gross income, he declared, and if that holds he asked "what is the incentive to keep another source of music alive?" He charged that BMI had been created "as a trading instrument only". They are now "up to the point where they were in 1935 when they walked out on you and made their own deal. The nets put up only a small amount of the money they have already saved. You have and will pay the bill.

After insisting that it is entirely possible to keep many of the networks' musical performances, Mr. Craney said that to add "insult to injury", the networks "wanted you to pay ASCAP monopoly fee", but admitted that with a specified percentage of your income from the sale of gross network time, regardless of what music is used or even if no music is used. He inquired what they will want you to do about BMI SESAC and others". He observed the Dept. of Justice might have something to say about this procedure, and added that he would not pay NBC, with which his station is affiliated, "a percentage of gross for any purpose". NBC, he said, could renege its agreement "and say they may not pay as much (it can't be much less though) as they do now, but we won't do business on a percentage of gross basis. Now, then, make up your own mind—where is BMI, and what about your investment? Who is sitting in the driver's seat and running the show?"

Mr. Craney and 1941

On the other side of the ledger, in dealing with NAB's operations, Mr. Craney recounted his version of the 1941 events and the NAB convention episodes. He pointed out the FCC had just brought out its new rules. By the time of the convention he declared "very few broadcasters had even read the rules", and many of them had been "exposed to a barrage of propaganda against them". Asserting he had read and re-read the rules and argued and reasoned them, Mr. Craney commented that not all are good, but that "certainly not all of them are bad". If broadcasters had the "anti-copyright new rules", some of them would probably be stiffer and others added".

Anti-Noise Drive

ANTI-NOISE ORDINANCE passed in Camden, N.J., July 10, restricts the use of radio receiving sets during the last 10 hours. Sponsored by Commissioner E. George, and passed unanimously on final reading, the ordinance provides a fine of $25 or 10 days in jail for operation of a radio, musical instrument or phonograph louder than is necessary, for personal or voluntary listeners' hearing, and from 11 p.m. to 7 a.m., should not be heard at a distance of more than 100 feet.

O'Daniels, Pat and Mike, Seek Station in Dallas

SENATOR-ELECT W. Lee O'Daniel's Pat and Mike, are disclosed as stockholders in Park Cities Broadcasting Corp., whose application for a new 5,000-watt station on 710 kc. in Dallas has been designated for hearing by the FCC. Pat O'Daniel and Mike are vice-president of the W. Lee O'Daniel Flour Co., of Fort Worth. The 710 kc. frequency is now occupied by the 50,000-watt WOR, New York, and KIRO, Seattle, and the 5,000-watt KMPC, Beverly Hills, Cal.

Officers of the company are E. B. Germany, president; chairman; and K. K. Hackathorn are E. B. Germany, president; chairman; and E. K. Collins, vice-president; secretary-treasurer; of the City National Life Insurance Co., Dallas; Guy L. Mann, vice-president, general counsel of the Highland Park State Bank; Dallas; Thomas A. Carpenter, vice-president, chairman of the board of the National Life Insurance Co.; Dallas; Guy L. Mann, vice-president, general counsel of the Highland Park State Bank; Dallas; Thomas A. Carpenter, vice-president, chairman of the board of the National Life Insurance Co.; Dallas; Guy L. Mann, vice-president, general counsel of the Highland Park State Bank; Dallas; Thomas A. Carpenter, vice-president, chairman of the board of the National Life Insurance Co.; Dallas; Guy L. Mann, vice-president, general counsel of the Highland Park State Bank; Dallas; Thomas A. Carpenter, vice-president, chairman of the board of the City National Life Insurance Co., Dallas; Guy L. 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FIRST-HAND FACTS about the Cleveland market were acquired by members of the Paul H. Raymer Company staff, who spent two days in the city following appointment of the Raymer firm as rep for WHK. Standing behind WHK-WCLE Sales Manager, l to r, 1 Charles A. Stevens, Paul Tiemer, W. Word Dorrell, Fred C. Brokaw, Paul H. Raymer, Walter I. Tenney.

Paul F. Godley, the consulting engineer, has applied to the FCC for a new 25,000-watt station on 1250 kc. in Newark, N. J.
LAYING DOWN A "CAN'T MISS" SIGNAL
OVER THE SOUTH
WITH
50,000 WATTS

That's the pretty picture for time buyers when WLAC boosts its power in the fall of 1941!

J. T. WARD
Owner
F. C. SOWELL
Manager

COLUMBIA BROADCASTING SYSTEM
UNITED PRESS "ESSO" NEWS

PAUL H. RAYMER
Company
National Representatives
NAB Executive Group Silent Due to Bleak Capital Outlook

Reviews Monopoly Situation, 'Rump Movement', Decides All Defense Time Should Be Free

The rather bleak outlook for radio from the regulatory standpoint was underscored this week by the NAB Executive Committee at a special meeting in Washington last Monday, with no definite action taken on policy matters in view of generally unsettled conditions.

The status of the chain-monopoly rules, slated to become effective Aug. 2, was outlined to the committee by network representatives. Because there has been no final conclusion of conferences between network executives and FCC Chairman Fly, and because no action had yet been taken on the White Resolution for a full-dress investigation of the FCC [Broadcasting, July 14], this phase of the committee's discussion resulted only in a general appraisal of current conditions.

If the regulations are not postponed by the FCC, it is clear, many stations affiliated with networks may "pull the plug" unless their network contracts are revised in accordance with the requirements of the eight punitive rules.

'Rump Movement'

NAB President Neville Miller brought to the committee's attention reports [Broadcasting, July 7] that a reorganization of the NAB because of the plight in which the industry finds itself over the monopoly regulations. The strained relations between the NAB and Chairman Fly, among other things, has been ascribed as the reason for the reorganization movement.

The committee did not issue any statement in connection with these reports, apparently deciding it did not choose to dignify the "rump movement", which would indicate lack of industry unity. The situation, however, is being watched with a view toward action if any concerted campaign is undertaken toward wholesale defections from the NAB.

Criticism by members of the Senate Interstate Commerce Committee during White Resolution hearings last month of exorbitant telephone line charges was taken up by the committee this week. It was decided that this matter should be pursued, both in Congress and possibly in conversations with the AT&T and associated Bell companies. Members of the committee, including Chairman Wheeler (D-Mont.), cited the high cost of lines to remote areas, and urged that the FCC and the industry should inquire into this problem, with the objective of reducing costs to those small stations least able to foot the bill.

The move of the American Assn. of Advertising Agencies to procure from the broadcasting industry, as well as recognition of a 2 1/2% cash discount on agency billing, was discussed by the executive committee. The NAB was authorized to pursue consideration of the matter and Frederick E. Gamble, executive secretary of AAAA, will be invited to confer with the executive committee at its next meeting.

The committee also discussed the national defense outlook and its relationship to the industry, copyright, and the status of the NAB budget.

Defense Publicity

The committee stated that in view of the current trade publicity campaign to broadcast on behalf of the Navy, to be placed through one of the large advertising agencies (BBDO), the trade should be provided with the most effective utilization of broadcast advertising during the present emergency.

The committee added that it wished to "reaffirm the industry’s support and to continue its present practice of making its facilities available at any cost to Government agencies engaged in promoting the national defense program.

To inform the public of the industry’s position, it is suggested that an announcement that all Government defense programs are being carried without additional charge be used once each day by all cooperating stations.

Present at the meeting, in addition to President Miller, were James D. Shouse, WLW-WSAI, Cincinnati, and Paul W. Moroney, WTIC, Hartford, for big stations; John J. Gillin Jr., WOW, Omaha, and Don S. Elias, WWNC, Asheville, for medium stations; and John Elmer, WCBM, Baltimore, and William H. West Jr., WTMV, E. St. Louis, Ill., for small stations. Network representatives present were F. M. Rassuil, NBC Washington vice-president, and Harry C. Butcher, CBS Washington representative, and Edward Klauber, CBS executive vice-president.

Grove Vitamin

GROVE LABS, St. Louis, will market a vitamin concentrate product this fall. Although details about the product are not divulged, it is known that Russell M. Seeds Co., Chicago, will handle the product, and that radio will be used. The company is also preparing through the same agency, a fall series of spot announcements for Videx, a new headache remedy for which tests are now being made in a few selected markets.

Radio Census Data Further Delayed

Reports Are Slated to Come From Bureau in September

DELAYS in the U. S. Census Bureau’s schedule have again held up the issuance of the 1940 radio census by States and counties which were originally scheduled for issuance, one by one, during the early fall. Inquiry by BROADCASTING has elicited that the radio reports will start in September, one State at a time, but no order of issuance has been decided upon. It is expected that all of the 48 State releases will be ready early in 1942.

The radio reports will show the number of radio homes for each State for urban and rural areas, for counties and for urban places having a population of 2,600 or more as well as for metropolitan districts. Information will be compiled parallel to the housing figures, showing number of occupied and vacant dwellings, already issued by States and now available from the Census Bureau in one booklet known as Series H-2: Number of Housing Units for States.

After the State by State radio reports have been issued as press releases, they will be incorporated in a final report titled Second Series: General Characteristics, but this report will not be available until late 1942.

In this report will be included, besides the radio figures, data on all dwelling units, exterior, material, year built, number of rooms, lighting equipment, state of repair and plumbing equipment, value and monthly rent; for all occupied dwelling units, size of household, personal property, refrigeration equipment, cooking fuel, heating equipment and heating fuel; mortgage status for owner-occupied farm units; and for tenant-occupied farm units, gross monthly rent, etc.

The population figures by States with rural and urban breakdowns, have all been issued and are available upon request from the Census Bureau, Washington.

New Emerson Series

EMERSON DRUG CO., Baltimore (Bromo-Seltzer), on Aug. 4 will start a new Voo Pop series with Parkers “Man with a Mission” and Harry Belafonte’s “Redhead” worth. The program will be heard each Monday 8-8:30 p.m., starting on Aug. 4. On Sept. 28 it will be extended to the Far West on a total of 67 stations and on Nov. 17 adds the entire Florida Group for a network of 70 stations. The new contract provides for wireless pickups from many stations. The program is in the "man-in-the-street" format. Program was sponsored last year by Penn Ice Cream Co. (Philadelphia), Ruthrauff & Ryan, New York, has the account.
SIMPLICITY plus Unexcelled Performance

INSIST ON ALL THESE...

Continuity of Service
Automatic reclosing overload protection
Instant access to every tube (no shielding to remove)
Complete accessibility without disassembly
Only 2 tubes to produce direct FM
Only 4 tubes in stabilizing circuit
Single crystal control

Frequency Control
Instant-acting electronic (no moving parts; no overshoot)
Stabilization at output frequency
Temperature control of crystal only
±1000 cycles stability
Voltage regulated power supply
New G-31 crystal unit
Temperature compensated oscillator and discriminator circuits

High Fidelity
Frequency response within +1 db of RMA standard, 30 to 16000 cycles
Full dynamic range—noise level down 70 db
Linearity within 0.25% up to 150 kc carrier swing
Harmonic distortion less than 1% (30 to 7500 cycles)
up to 75 kc carrier swing; less than 2% up to 100 kc swing
Cathode-ray modulation indicator
Square-wave testing of every transmitter

Economy
Based on G-E 1000-watt Transmitter, Type GF-101-8
Tube cost—only $287
Floor space—only 3.3 square feet
Ventilation—natural draft (no blower; quiet operation)
Power consumption only 3.75 kw

FOR CONTINUITY OF SERVICE, G-E design provides a small tube complement, conservatively operated, plus automatic reclosing overload protection and quick accessibility to every part and tube.

The frequency stability of G-E transmitters is maintained at within ±1000 cycles by instant-acting electronic control so sensitive that even abnormal line-voltage fluctuations or sudden detuning of the oscillator tank can have no effect on center frequency.

The dependability is equal to that of the finest AM broadcast transmitters. FM could ask no more. G-E design centralizes frequency modulation and stabilization in one tube (the modulator), without impeding modulation capabilities or linearity. This fact is proved by performance measurements. No temperature control is necessary or used except within the crystal unit itself.

For true high fidelity—frequency response, linearity, freedom from distortion over wide carrier excursions—G-E transmitters are outstanding. These characteristics—inherent in the G-E simplified circuit—are assured by thorough factory adjustment and testing of every unit.

For economy, G-E simplicity assures low tube cost, ease of maintenance, and small operating expense. Small size and unit construction make installation easy and hold floor space to the minimum.

G-E simplified circuit design offers an unbeatable combination of advantages. Investigate them thoroughly. Your nearby G-E man has the story. Call him in without delay. General Electric, Schenectady, N. Y.
"THAT'S HIS FAVORITE DREAM—HE'S LOWERING HIS COST OF DISTRIBUTION"
Buy “Blue”...
—and watch your cost of distribution DROP!

FROM alarm clocks to zithers, the high cost of distribution is affecting every manufacturer in every industry. Sales may expand, but with rising labor and raw material costs, and retail price ceilings, profit margins are in danger of extinction.

The answer to this “production-price-profit” problem is not higher prices to the consumer, as many manufacturers have learned... The answer is lower distribution costs.

Radio has proved the most economical way to move goods from producer to consumer, and the Blue Network is the natural choice for a manufacturer who wishes to lower his cost of distribution right now. Why pick the Blue, you ask? For four very good reasons.

1. You’ll be Market-Wise. The Blue covers the places where you can sell in greatest volume at a profit. The Blue concentrates its coverage in Money Markets, where the nation’s buying power is heaviest.
2. You’ll be Power-Wise. The Blue is thrifty with power. Where some other networks offer a larger number of 50 kw stations, the Blue concentrates its high-power stations in the areas where power is most needed—conserves it elsewhere.
3. You’ll be Budget-Wise. The Blue’s concentrated coverage and its famous “Blue Plate” discount plan combine to give you national coverage at the lowest cost of any medium entering the home. You can now “go national” on a modest budget, which means you have more left to spend for your program.
4. You’ll be Program-Wise. First, because the Blue’s editorial policy stresses the finest schedule of news, sports and public service programs on the air. Second, because Blue commercials (as proved by their evening CAB average of 10) have built an audience as loyal as it is large, and cost their sponsors 44% less per quarter hour than their major network competition.

THUS, in a nutshell (or two): On the Blue you get effective coverage of productive markets at profitably low cost. Buy Blue and you take that first major step toward lower distribution costs—and more “sales thru the air with the greatest of ease.”

National Broadcasting Company • A Radio Corporation of America Service

THE SHOW “BUY” OF THE MONTH—“SPIN AND WIN WITH JIMMY FLYNN”... A fast-moving quiz program in a carnival atmosphere... Fun, music, prizes, everything but the popcorn... Now touring the army camps, this popular show is heard via the BLUE NETWORK Saturday 9:00-9:30 P. M. (NYT)
Action to Provide Parts for Service Is Taken by OPA

Maintenance Business Seen As Aid to Local Business

IN AN EFFORT to assure adequate supplies of repair and maintenance parts for automobiles, trucks, tractors, household refrigerators, stoves, ranges and water heaters, the Civilian Supply Allocation Division of the Office of Price Administration and Civilian Supply has announced an allocation program giving such material a preference over other civilian needs.

The program, administered by the Office of Production Management, is expected to reduce to a minimum the inconvenience to the public caused by the diversion of raw materials to defense needs with the resulting curtailment of consumer durable goods production. Through this program, it is thought, that the goods now in existence can be kept in operation.

Repair Business

It is pointed out that increasing requirements of the defense program will, in the near future, make it difficult to expand or even keep constant the supply of new consumer durable goods.

In radio and advertising circles, the announcement was interpreted as adding impetus to a growing stress on repair and maintenance activities of many accounts selling durable consumer goods now on the air.

These same circles point out that while the continuation of this trend might adversely affect network radio it would be to the advantage of increased local business by dealers handling durable consumer goods, promoting their repair and maintenance services.

Other defense news which affected radio and advertising last week included a report of the committee of the National Academy of Sciences to the OPM, and a series of meetings of eight consumer durable goods industries with the Civilian Supply Allocation Division of OPACs.

The Academy of Science Committee told the OPM that silver nitrate substituted extensively for tin in solder to conserve tin and hasten accumulation of adequate resources of the latter. Tin is used in manufacture of radio sets and transmitters especially as shields for tubes as well as other uses.

Representatives of such durable goods industries as automobiles, air conditioning equipment, heating equipment and miscellaneous household equipment met with officials to furnish information regarding raw materials now substituted. The information will be used in working out allocations of scarce materials among civilian users.

WELL-SEASONED FOOD is certainly one of the contributory factors toward the spice of living.

Such reasoning provided the working basis for Restaurants del Faseo, Santa Barbara, Cal., known for its dishes of distinctive flavor. It began six years ago when, under direction of Russell D. Smith, host, strange feats were performed with blends of herbs and spices. Letters were received from all parts of the country and such voluntary interest could not be disregarded. So in 1935 Seasonettes were born, cradled in an attractive shaker tin.

A Budget Is Adopted

With no particular advertising effort behind it, Seasonettes for three years continued to “go places.” Then John S. Patten, of the sales staff, saw possibilities in making the public more Seasonettes-conscious than ever. As an initial step in girding for action, Patten became owner of Seasonettes Distributing Agency in October, 1940.

Eugene F. Rouse Adv. Agency, Los Angeles, saw the sales possibilities and entered upon an all-out plan of action to assure firm groundwork. Field surveys were made; other seasonings tested; food brokers consulted; radio executives interviewed; magazines and newspapers checked for merchandising as well as advertising potentialities; cooking school activities investigated; direct and store sampling reviewed. No case of successful advertising, merchandising and selling was overlooked for activities that lay ahead—keeping in mind that sales ambitions must not run away with retailer.

Naturally an important spearhead of the Seasonettes campaign has been radio. Stations first chosen to carry its twice-weekly messages were: KJH, Los Angeles; KFOX, Long Beach; KIEV, Glendale; KOIN, Portland. Then since the first of the year Chef Milani on KMPF, Beverly Hills, Cal., has brought to the Seasonettes story a practical, authoritative tang three times per week. Recent additions to the list are the five-weekly, half-hour program, Housewives Club, on KJH, and Art Kirkham’s Newspaper of the Air on KOIN. In addition, an announcement campaign has been started on KECA, Los Angeles.

Dramatic Methods

Advertisements were planned and written for magazines and newspapers. Space was not large, but copy was planned for quick eye attention and dramatic telling. Plus the radio campaign, some 5 million messages were delivered within the first month.

This program was repeated in the following two months. But before any advertising was released, it was completely prepared for advance presentation to dealers.

Copy, including radio scripts, was reproduced in thousands of striking broadsides for use of Seasonettes’ salesmen in their calls on grocers throughout the territory. Before a penny was spent, dealers knew what was coming by means of a prepared advertising campaign they could actually see. Then action was shifted from the simpering stage to the boiling point. The cooks stood by and waited for results. They got them. In March, 1941, sales to the trade increased 400% over the previous month, and evidence that women in turn were buying Seasonettes, the 400% gain was repeated the next month and again the next. No magic. No sleight-of-hand. Just plain common sense was well applied, with a constant eye on the decimal point, and with no part of the job too small for complete effort.

Not “how much to spend”, but “how can I spend it?” was the hub of that same advertising campaign. Advertisements that delivered the goods. Seasonettes with the help of radio has done the job.

THE McCANNS have arrived and have the Pure Food Hour well in hand. Patay Ann McCann, three-year-old daughter of Alfred McCann Jr., conductor of WOR’s popular participating show, made her air debut on the 16th anniversary of the program. Mr. McCann took over the program nine years ago after the death of his father, the founder of the Pure Food Hour.

BROADCASTING • Broadcast Advertising

Seeks WSAU Control

CONTROL of WSAU, Waukesha, Wis., was acquired by W. E. Walker if the FCC authorizes the transfer of five shares held by M. F. Chapin, who has been granted a stay by the commission on his interest in the station. Mr. Walker would hold 85 of the 160 issued shares, the remainder being held by Alfred R. Burt. Mr. Chapin promotes to devote all of his time to the operation of WMAU, Inc., of which he is one of the owners. Mr. Walker also has an interest in WAMU but devotes all of his time to the management of WSAU.

Florida Citrus Spots

FLORIDA CITRUS COMMISSION, Lakeland, on July 7 began a campaign of transcribed spot announcements and participations on 41 stations throughout the country for its canned fruits, to run through the middle of Aug. Account was handled by Arthur Rudner Inc., New York. Blackett-Dunnann, that city, due to take over the Citrus account Sept. 1.

New Kraft Series

KRAFT CHEESE Co., Chicago, early in September will start a half-hour program “Kraft Music Hall” which will be in addition to Kraft Music Hall, which will continue on the Thursday 9-10 p.m. period on 78 Red stations. Format has not yet been decided. It will be heard Sundays 7:30-8 p.m. Agency is W. Walter Thompson Co., Chicago.

Spots for Seasoning

HEALTH BRAND PRODUCTS, New York, has appointed the Brenallen Co., that city, to handle all advertising. Agency is preparing transcriptions in English and foreign languages to promote Tip and Roberts, garlic extracts used in seasoning. No stations have yet been selected.
It's 6 of DON LEE and a half dozen of the other

AMONG THE TOP 14 HOOPER RATED PACIFIC COAST EVENING SHOWS DON LEE TIES FOR FIRST PLACE

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<th>DON LEE</th>
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<td>Quiz of Two Cities</td>
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<td>9 p.m. News</td>
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The above figures are for the metropolitan areas of Los Angeles, San Francisco, Seattle and Portland and do not take into consideration the 28 additional markets where Don Lee has practically exclusive coverage. This is another good reason why those "Free to Choose" buy Don Lee for the most complete, effective coverage of the Pacific Coast,

5515 MELROSE AVE., HOLLYWOOD
THOMAS S. LEE, Pres.
LEWIS ALLEN WEISS, Vice-Pres. & Gen. Mgr.
JOHN BLAIR & CO., National Representatives
Hearings Likely to Start Soon
On Daylight Saving Measures

President Asks Right to Impose Fast Time as Need Arises in Various Parts of Country

HEARINGS before the House Interior & Foreign Commerce committee on legislation which would authorize President Roosevelt to order daylight saving time either on a national or regional basis as he sees fit are expected to begin this week. The legislation is of far-reaching importance to the broadcasting industry because of its relationship to both network and spot programming, a subject agitated since DST has been observed in various areas.

Congressional leaders said earlier this week that the President had sent a letter to Speaker Sam Rayburn and Vice President Henry Wallace [Broadcasting, July 7] that they felt Mr. Roosevelt's proposal would be speedily approved by Congress because of its national defense aspects.

Needed in Southeast

In his letter the President told Congress he has been advised by the Department of Interior, Office of Production Management and the Federal Power Commission there is a need for immediate extension of daylight time to the Southeastern States and that these agencies felt there is a need for year-round "fast" time for parts, if not all of the country.

Mr. Roosevelt also sent a letter to the Governors of Alabama, Virginia, Tennessee, South Carolina, North Carolina, Georgia, Mississippi, and Florida asking them, if legally possible, to order daylight time for their States immediately. Gov. Dixon of Alabama was the first to take action after receiving the President's request, proclaiming daylight time beginning Sunday July 20 at midnight.

The FCC conducted a survey to determine the savings in power which would accrue from daylight time and a digest of its findings was incorporated in the President's letter to Congress. The findings show that possible reductions of electricity vary from region to region and would depend upon the proportion and nature of industrial, residential and commercial loads and to some extent upon the habits of the consuming public.

The President pointed out in his letter that some utilities with small industrial loads, particularly municipally-owned systems, reported that daylight time saving time might seriously cut their revenues and jeopardize the interest and amortization payments on their bonded indebtedness. Thus, the President told Congress, while it is important that additional electricity for national defense be made available through daylight time, it is also important that such a program have sufficient flexibility to meet varying regional conditions.

No 'Double' Time

This prompted Mr. Roosevelt to ask that imposition of daylight time be left discretionary with him. At his press conference Tuesday the President set at rest fears that his request to proclaim daylight time throughout the country would result in "double daylight time" in those localities in the West and Midwest which already have a "fast" time. Reporters pointed out that adding another hour of daylight time would impose hardships upon the President indicated he had no intention of adding another hour to localities now operating under daylight time.

Although there seemed to be no question that the measure as outlined by the President would be passed, several Congressmen from farming districts announced their opposition to the proposal. Chairman Palmner (D-O.C.) of the House Agriculture Committee termed the idea a "joke." He said farmers would pay no attention to it and acussed the idea that any appre-

Radio Subsidiary Formed in Canada

Press News Ltd. To Sell News With Sponsorship Allowed

FOLLOWING in the footsteps of the Associated Press, the Canadian Broadcasting Corporation (CBC) has formed a subsidiary company, Press News Ltd., with offices in the Metropolitan Broadcasting Building, Toronto, to sell teletype news for sponsorship to Canadian broadcasting stations.

President of Press News and Canadian Press is Rupert Davies, Kingston (Ont.) Whip-Standard-Telegram, Art, Drama and Sports Editor of CFPI, London, Ont., and the London Free Press, is vice-president. Directors are Roy Thomson, Northern Broadcast-2 Publishing Ltd., Timmins, Ont.; W. B. Preston, Brantford (Ont.) Expositor; H. M. Hewson, Canadian Observer, Sarnia, Ont.; Wesley McCardy, Winnipeg Tribune; Emile Jean, CHLN, Three Rivers, Que., and News-Woodstock Sentinel-Review editor is S. G. Ross, former Pacific Coast superintendent of Canadian Press. Other members of the staff have not yet been permanently appointed.

Also Supplies CBC

While the Canadian Press will continue to supply the Canadian News Bureau with news as well as with frequent daily bulletins free of charge, as both British United Press, and which the CBC distributes on its networks, there is nothing in the Canadian Press contract with CBC to hinder its selling of news to the stations for sponsorship, even though the stations are receiving the CBC non-sponsored news service.

Press News is entirely separate as a corporate entity from Canadian Press and capitalized at $50,000 with 10,000 shares at $5 par.

No information is available on the number of stations already using or contracted to use FN wire service. FN representatives attended the convention of the Western Assn. of Broadcasters at Harrison Hot Springs, B.C., last week.

FN announces that its teletype equipment handles 60 words a minute, the fastest teletype service in Canada, and that service is given 19 hours daily, except Sunday, when 16 hours service is provided.

Carey Salt Spots

CAREY SALT CO., Hutchinson, Kan., has started one-minute spot announcements @ 12½ times weekly on the following 18 stations: Khoa KLZ KGNR KWK EMA KFAB KAGF Ksmart Krol KNSF KBEL KCRB KBIX KGFP KADA WDAF WOUK WCCN NWX WIBW. Announcements will run through the summer. Carey ads are McFaddin Adv. Co., Chicago.

GET THE MIKE IN!

Photo Slogan Draws a Horse Laugh From KSTP

EDITOR, BROADCASTING: You've seen the microphone in that picture when the studio bosses were on a license plate down in the street.

You've seen it in the sales office where no self-respecting mike ought to be—when the sales chief signed a new contract with Dooper's Droopy Drawers.

You've seen a practically in bed with the leading lady of the daily script show.

Well, if you're disgusted with the practice of dragging the mike into pictures by the heels, please have a look!

JOE MEYERS, KSTP, St. Paul.

"And the Villain Still Pursued Her—With a Traveling Mike", is the way it 'll be indicated to Mike, a campaign the Hearst Newspapers will use to beseech people to give up the old-fashioned "photo to end photos" practice. This campaign started July 14 and is using 12 spot announcements per week on KNX KFI KMPB KPAC KFXX KXOL. Firm plans to expand schedule to include other Pacific Coast stations in accordance with progress of product's distribution.

Placement is through H. W. Kastor & Sons, Chicago.

Douglas Oil Test

DOUGLAS OIL & REFINING Co., Los Angeles, new subsidiary of Douglas Aircraft Co., in a ten-week Southern California test campaign which started July 14 is using 12 spot announcements per week on KNX KFI KMPB KPAC KFXX KXOL. Firm plans to expand schedule to include other Pacific Coast stations in accordance with progress of product's distribution.

Placement is through H. W. Kastor & Sons, Chicago.

READY FOR BOMBERS is Boston, with an air raid siren already installed at police headquarters. Testing of the new siren was broadcast exclusively by WNAV; the station says. Here Announcer Leo Eagen (left) interviews Police Commissioner Joseph F. Timulty on the occasion.

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BROADCASTING • Broadcast Advertising
CONNECTICUT GRANITE
ENDURING FOUNDATION FOR LIBERTY

The Connecticut granite selected as an enduring foundation for the Statue of Liberty is typical of the strength and dependability which we have come to expect of Southern New England and its people. These Yankee qualities perhaps explain why Connecticut and the rest of Southern New England have been entrusted with such huge defense orders—the building of vital products to be used in protecting that heritage that the Statue of Liberty symbolizes.

Defense orders which mean more jobs and a greater source of spendable income come to us naturally because of our inherited skill; but industry built on a solid foundation and not subject to the fluctuation of any one type of business is always uppermost when we invite you to use WTIC. Backed by its 50,000 Watts and more than 16 years as Southern New England's foremost and favorite radio station, WTIC will produce sales and good will that will last long after the present emergency is over.
Maj. Armstrong Warns 65,000 Dealers Of Danger From Inferior FM Receivers

ACTING to insure high-quality FM reception living up to public claims of its high-fidelity, noise-free characteristics, Major Edwin H. Armstrong, inventor of the Armstrong wide-swing FM system, has blanketed 65,000 radio dealers of the country with letters calling attention to the ultimate damage to public confidence resulting from sale of low-priced "inferior" FM receivers not capable of first-class program reception and reproduction.

Although no names were mentioned in the Armstrong letter, it was evident the blast was leveled at manufacturers producing FM receivers without an Armstrong license and employing circuits of their own design for the low-price field.

Facts for Dealers

Outlining "some facts about FM which every dealer in this country ought to know", Maj. Armstrong declared:

"I have had a part in a number of revolutions in radio in the past and I know from long experience what happens when a fundamental idea takes hold and a large public demand is about to occur. It is at that time that the imitators and high pressure sellers who have done nothing to further the advances in the art then present themselves to the public as the exponents of new ideas and new "fundamental" systems.

"These ideas and systems seldom have anything new about them except the advertising slogans which are invented for them, and their exponents are more often than not people who are attempting to take advantage of pioneer work by selling to the public cheap imitations of what the public really wants.

"This is about to happen, apparently, with FM. I want to do what I can to prevent it from happening, and the only way in which that can be done is with the help of well-informed dealers who will tell the public the facts and prevent a waste of the public's money on inferior apparatus. The sale of sets which do not give full FM performance that measures up to what has been repeatedly demonstrated and what the public has been led to understand FM will do, will not only have a bad effect on the industry generally, but it will reflect on those pioneer manufacturers who have honestly tried to give the public its money's worth and to open up a new market for the dealer."


Bingham to Capital For Liaison Work

WHAS Owner to Serve Naval Newspaper, Radio Groups

TRANSFER of Lieut. Barry Bingham, president and publisher of the Courier Journal and Times and owner of WHAS, Louisville, now on leave of absence, from the Great Lakes Naval Training Station to Navy Department headquarters in Washington, was announced last week at the Department.

Lt. Bingham for the last two months has been at the Great Lakes station as assistant public relations officer of the 9th Naval District. His new temporary assignment in Washington is in the public relations office, radio branch, now being reorganized under the direction of Frank E. Mason, vice-president and general manager of the newspapers and station, is actively in charge of the operation during Lt. Bingham's indefinite leave.

M & M Candy to Add

M & M CANDY Co., Newark, periodically adding stations for its 26-week schedule of station break announcements, now has the following list: WMBG WCAC WDRC WJSV WEEI KYW WGY WARM WBAX WTAM KDIA WHMS RRAK WDBJ. Others will be added later. Agency is Lord & Thomas, New York.

MRS. CHARLOTTE NELSON, 82, mother of Al Nelson, general manager of EKO-KGO, San Francisco, died July 11 at her home in Chicago.

UP A TREE ABOUT THE BEST WAY TO REACH THE BUYING POWER OF THE RED RIVER VALLEY? YOU'LL FIND THE ANSWER ON WDAY

FARGO, N. D. 5000 WATTS-NBC

AFFILIATED WITH THE FARGO FORUM

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

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BROADCASTING • Broadcast Advertising
ADAM HAT FIRST FIGHT TELEVISOR

BECOMING the first sponsor of televised sports contests, Adam Hat Stores, New York, last Monday signed a contract with NBC to sponsor television broadcasts of boxing matches held at Ebbets Field under promotion of the Brooklyn Boxing Assn., headed by Chick Mehan, former football coach.

The first televised fight under the new Adam Hat contract is scheduled for July 22, the Red Burman-Mello Bettina heavyweight match, and will be carried on WNBt, New York NBC television station, at 9:30 p.m. (EDSf).

The July 22 fight also will be sponsored for regular broadcast on NBC-Blue by the company, which in addition will sponsor a series of 10 other bouts on NBC-Blue, from Shibe Park and the Philadelphia Auditorium under promotion of Herman Taylor, Philadelphia fight impresario.

Jack Fraser has been assigned to handle the commentary for the televised version of the Burman-Bettina fight, with Sam Taub and Bill Stern, NBC fight announcing team, presiding over the Blue broadcast. NBC holds exclusive broadcast and television rights to all bouts at Ebbets Field, home of the Brooklyn Dodgers, as well as exclusive broadcast rights for Taylor's Philadelphia fights.

WGAA, Cedartown, Ga., Slated to Begin Aug. 1

ALTHOUGH uncertain of the starting date due to delays in receiving equipment, the new WGAA, Cedartown, Ga., is scheduled to go into operation Aug. 1, according to R. W. Rounsavelle, vice-president and general manager of the station. Construction permit was authorized May 8 to Northwest Georgia Broadcasting Co. [Broadcasting, May 12] of which O. C. Lam, Rome theater operator and farm owner, is president-treasurer and 82% stockholder. Mr. Rounsavelle, a dancing school owner, holds 15.7% with Joe W. Lam having a qualifying share. Station will operate on 1340 kc. with 250 watts. Program director will be Tom Phillips, and chief engineer, Dencil Pulley with other personnel to be chosen. Studios and transmitter will be equipped with a Gates-American transmitter, Gates console and Presto turntables and a Wincharger tower is being erected.

More for Lydia

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary), on August 1 will add 21 stations to its schedule of one-minute transcribed announcements, making a total of 85 stations now used. Contracts are for one month. List includes: KGU WOKO WWCNC WBTM KMIJ KXYZ WJAC KHJ WLVA WMAZ WSPA KOIL WPOR WEEU WSMY KTOC WGBI KKKW WSPD KYOA WDAM Agency is Erwin, Wasy & Co., New York.

C. S. Kelley, druggist in Santa Ana, California, has watched a lot of things happen to the retail drug business. He has served Santa Ana for 52 (yes, fifty-two) years. He has seen many branded drug products come and go—and knows the power of KNX to keep the leaders out in front today.

"When things are advertised on KNX," says Mr. Kelley, "Folks start asking for them...and I have to stock them."

Retailers who ring up the dollars Southern California spends for drug items know the demand that KNX builds.

That's why they point to KNX as radio's most potent force in the West's richest market.

COLUMBIA'S STATION FOR ALL SOUTHERN CALIFORNIA

OWNED AND OPERATED BY THE COLUMBIA BROADCASTING SYSTEM

Represented by RADIO SALES with offices located in New York, Chicago, Detroit, St. Louis, Charlotte, San Francisco

BROADCASTING • Broadcast Advertising

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IN A SERIES of six Sunday broad- casts, NBC-Red is presenting con- cert by the Chautauqua (N. Y.) Symphony Orchestra under the direc- tion of Albert Stoessel from the 68th annual summer festival held at Chautauqua.

Bennett Urges Broadcasters To Continue Copyright Drive

Warns That Inertia Will Dissipate Benefits of Recent Legal Actions; Belittles Suit Threats

A WARNING to broadcasters that they reappraise the current copy- right situation lest they become vic- timized by the same kind of in-ertia that culminated in the crises of 1932 and 1936, after deals had been made with ASCAP, was sounded last Tuesday by Andrew W. Bennett, general counsel of Na- tional Independent Broadcasters and former special assistant to the Attorney General, in charge of copyright litigation. In a thorough analysis of the current copyright situation, em- bodied in a letter to Harold A. Lefont, president of NIB, Mr. Bennett debunked ASCAP's threat of $20,000,000 treble damage suits against the industry as simply another "fear complex".

The truth about treble damages,

he said, is that every music user whose continued existence depended upon the obtaining of a license from ASCAP prior to December, 1940 "has a valid and enforceable suit for treble damages against ASCAP and all of its members". He contended that "the shoe really is on the other foot".

Not Yet Solved

Asserting that the true ASCAP situation has been "clouded by ru- mors, threats and self-serving statements to such an extent that many stations have become more confused than ever", Mr. Bennett declared a serious condition prevails in radio despite the advances during the last year toward solu- tion of the copyright problem.

Because of the improved condi-
tion, he said, many broadcasters believe either that the problem has been solved or that it will be solved for them by others. This, the at- torney asserted, is "the same type of inertia which commenced in January, 1936 when ASCAP's five- year extension of then existing con- tracts was forced upon all stations by ASCAP after the networks set the pace in June of 1935 by enter- ing into such licenses. The direct result of that inertia created by the 'five-year breathing spell' was the condition which developed last year and history is in danger of repeating itself."

In addition to the advances made through the formation of BMI, which he said had performed a "stupendous task" and has given an opportunity to new composers, authors and publishers in a field heretofore closed to them, Mr. Ben- nett cited two legal advances. He enumerated these as follows:

Supreme Court Ruling

"We now have (1) the limited benefits obtained from ASCAP's consent decree entered last March in the Government's suit brought in the U. S. District Court at New York, and (2) the unanimous opinion of the U. S. Supreme Court in the so-called Florida-ASCAP case upholding the constitutional right of State legislatures to enact both prohibitive and regulatory legislation against monopolies and restraints by combinations of copy- right owners (Watson, Atty. Gen. Florida v. Buck, Pres. ASCAP). Only two provisions of the consent decree afford material benefits:"

"(a) ASCAP must clear at the source all network programs (both commercial and sustaining). No provision of the decree authorizes a network to pass on this charge to the affiliates. Nor is there any pro- vision which prohibits it. In Florida and Nebraska the State laws now on the statute books prohibit such charge back."

"(b) ASCAP must make avail- able to all stations, inclu- ding net- works, a license whereby payment of license fees is based on use. This license, at ASCAP's option, may be either on a 'per-program' payment basis or on a 'per-piece' basis. By 'per-piece' I mean a pay- ment for each individual ASCAP num- ber performed. By 'per- program' is meant a payment on each program in which one or more ASCAP numbers are performed."

"A station, at its option, may re- quest and accept a blanket license similar to ASCAP's past demands, but in this event the decree re- quires that the license fees of the blanket payment license and the per-use payment license shall bear a relationship * * * justifiable by applicable business factors'. This means that the cost of the 'per-use' license must not be so excessive in relation to the blanket payment basis as economically to force sta- tions to take the blanket license."

Unless these advances are car-
ried forward so that a monopolistic combination of copyright owners may not "again close the door to open competition" in that industry. The sale and purchase of appearing to reserves or a declarations and

and it must compete with the old licensing method with payment to ASCAP based on gross receipts. Fifth column activities are not limited to dictator nations. We have already "turned in our ears so long by combinations that the blanket license with a blanket fee is the only workable and practical method of buying performing rights that many fail to recognize such licensing method as the chief tool for regaining and maintaining domination in the combination. Though we are the dispensers of advertising, we forget the first principle of advertising—-that repetition breeds belief.

Or Else!

"The trend toward an ASCAP license with a percentage of the station's gross income is accelerated by developing a 'fear complex'. This has been one of ASCAP's basic weapons in the past, the 'pay what you're told or else be sued for infringement' demand with which music users became so familiar—the prevention of competitive selling or buying in a free and open market and the enforcement of the blanket license under a claim that the Federal copyright laws granted copyright owners a special immunity from the provisions of anti-trust laws.

"Now that this claim has been destroyed by the U.S. Supreme Court through its unanimous decisions in the Florida and Nebraska ASCAP cases, and now that ASCAP has been substantially 'off the air' for six months, the lyric has been changed slightly, but the melody lingers on. The effort to install the same old 'fear complex', the effort to destroy competitive selling and buying in an open market by the blanket license method is in full swing. But this time the threat is not the threat of infringement suits.

"ASCAP's new lyric to recreate the 'fear complex' is the threat of treble damage suits—treble damage suits under the Sherman Anti-Trust Laws for alleged damages of 20 million dollars. Treble damages under the very laws for violation of which ASCAP and its members were prosecuted both civilly and

(Continued on page 16)
Gestapo Tactics

NEVER in American history has national unity been more essential. President Roosevelt has implored the nation to work together in the interest of security. Party lines and pure political differences have been dropped. Along broad lines Mr. Roosevelt’s plea has been heeded.

But is the Administration itself hewing to the national unity theme—insofar as radio is concerned? Broadcasting, it is true, is an infinitesimal part of the nation’s fabric, but it is an important fraction. If ever an industry cringed in a virtual state of terror, it is broadcasting today under the lash of the FCC.

We now behold radio’s Gestapo, be got by the FCC! It is after the nation’s press, via the radio route. Certainly there can be no help to the cause of national unity if both the press and radio are besieged as they by a creature of government.

With youthful ineptness, minions of the FCC’s recently created investigation unit are virtually swooping down upon broadcast stations, networks and press associations and figuratively flipping their lapels to reveal shiny badges, then ransacking files, personal and otherwise, to sift out the “dirt.” All this in preparation for a “trial” before the same FCC.

This isn’t censorship. It’s something worse—intimidation. Stations are licensees of the FCC. Their refusal to give open sesame to these “investigators” might figure later in reprisals on application renewals. This may sound ludicrous, but it has happened. Even subpoenas have been signed, but thus far not served. It is doubted whether they will be. It seems to be part of the intimidation process.

The FCC Inquiry Section says it is only seeking data upon which to pursue the inquiry into the question of newspaper-ownership policy, scheduled to start July 23. Yet these investigators, according to reports we have received, in most cases have sought only to ferret out that which might prove of value in building a case against newspaper ownership. It is difficult to reconcile the FCC’s press release of last March, stating that a full and free hearing would be afforded and that the issue had not been prejudged, with the tactics of the FCC’s investigators.

There is a hopeful sign now. The newspapers realize that the issue transcends the mere newspaper ownership of stations. The American Newspaper Publishers Assn. has interceded and is already engaged in a preliminary skirmish with the FCC, challenging its jurisdiction. For if the evident FCC thesis of disqualifying newspapers from station ownership holds, it would mean that a publisher would be daisied with a criminal or an alien who, under the statute, cannot qualify as a licensee.

Realistic thinking is needed. The FCC, if it isn’t acting under orders from higher up, nevertheless is not being deterred by the Administration.

The chain-monopoly regulations, the newspaper-divorce commission, the attack upon multiple ownership, and the blithe though left-handed attempt to crack commercial broadcasting in sanctioning the Musak “subscriber type” service by calling it “broadcasting”—all reflect a trend toward destruction of the present system of American broadcasting. But what the more ardent New Dealers of the radical fringe (including some of the FCC staff) really want is to dismember not only radio but forcibly to develop a servile press.

Appeasement doesn’t work. One of the failings of businessmen is to forsake principle when dollars can be salvaged through compromise. The tendency is to ride the trend.

It should be crystal clear now that the promise of a fair trial before the FCC on the newspaper issue is little short of mockery. One has only to glance at the numerous investigations, which began in 1938 and ran through last May, when the FCC issued its final report, for the answer. The weight of the evidence was ignored. Only isolated instances of abuse were cited.

If existing FCC processes are followed we feel we can almost predict the conclusions of the FCC’s majorities. With its indicated preconceived notions, and totally oblivious of the Constitution, the Communications Act and the courts, all of which guarantee the right of an American citizen to engage in any legitimate enterprise, the FCC will probably find that the “public interest” is not being served through joint newspaper-station rateship.

How? A reading of the FCC’s questionnaire to all stations on the newspaper issue provides the clues. They point to a desire to prove unfair competition; coloring of news in favor of sponsors; failure to provide equal time to all sides of controversial issues; denial of program listings and space to competitive non-newspaper stations; combination rates; press association restrictions; making too much money. Just a sentence here and a clause there in some ten-year old contract or letter—that would be ample to justify its conclusions.

There are headlines and conferences on the FCC’s hydra-headed assault on the industry to compromise and appease and narrow issues. But the FCC majority’s goal clearly is unchanged—destruction of commercial broadcasting because it is deemed too powerful; with the jackpot ultimate control of the press through its radio properties.

If it’s to be survival of the fittest, it’s about time for both press and radio to wake up and think along similar wrecking-crow lines.

First Things First

BROADCASTERS know what it is to be blitz-krieged. They are being strafed by the FCC, encircled by ASCAP, sniped at by the American Assn. of Advertising Agencies, dive-bombed by the income tax folks, and conferred with on a negotiated peace in the monopoly regulations. That does not take into account the newspaper-divorce commission battle coming up, or the industry dissenion being provoked from other quarters.

It is impossible to bring order overnight out of this sort of chaos. And all of these diverse and confused movements can’t be handled simultaneously. We feel that first things should come first. The most pressing problem, of course, is the Aug. 2 deadline on the chain-monopoly regulations.

With so many things happening on so many fronts, it seems to us a bad time to force decisions on purely industry issues as against the more pressing statutory legislative problems. Copyright falls in that category. So does the AAAAS demand for recognition of the 2% cash discount. In this issue we publish two separate appraisals, from the viewpoint of the independent broadcaster, on the ASCAP-network negotiations. There are serious legal problems involved, in the light of the Department of Justice’s recent anti-trust requirements, as well as the antitrust regulations of both as they pertain to ASCAP and BMI.

And there is an even more fundamental question of principle involved in the proposal that affiliates pay to the networks a percentage of their income to help defray the network bill.

Many stations feel they can get along without any payments. It is perfectly obvious since Jan. 1, 1941 that ASCAP music is not indispensable, even though it may be desirable. Stations must do their own thinking on this issue. Food for thought, on one side, is provided in the articles in this issue quoting Ed Craney, who needs no introduction, and A. W. Bennett, NIB counsel, who fought the ASCAP war for Uncle Sam in its earlier stages.

In every industry crisis there is a scapegoat. In this case the NAB is under fire. We do not gainsay that some of the criticism may be justified. But we feel that any full-scale movement for disintegration of the trade association is ill-timed, and would play into the hands of radio’s old-time enemies, Governmental and otherwise. There is no united front, but the NAB is the closest thing to it. Keep it going until there can be calm, cool consideration of a revised or reorganized structure, if that is deemed necessary! Let’s do it the democratic way—by convention ballot!

Broadcasting, if it is to make the most out of the challenge situation, must maintain its basic stability. Dissension now could only mean a slide back that might take years to mend. Let’s take these things in their stride and not try to solve everything today.
FOUR years ago Frank Katzentine was sitting in the patio of his Miami Beach home minding his own business, listening to the radio and reading a newspaper.

Noted as a man of versatile talents, he found this combination too much for him because the music was blaring and frequently interrupted.

Following custom, he decided he ought to do something about it. He did!

Five months later WKAT took the air in Miami with 100 watts power. And, of course, a nightly program of “music to read by.”

Now he is manager of a 1,000 watt NBC outlet for the Greater Miami area and is doubling the capacity of the station’s studio and transmitter plant located on the Miami Beach edge of Biscayne Bay.

Frank spends most of the day in his law office, but he takes time off at least once a day to discuss programming and sales with his staff. Not being 100% immersed in radio he sometimes comes out with ideas far from the normal industry routine.

Take the famous mystery of the Blue Cats!

That happened more than a year ago, and they’re still talking about it in New York and Chicago advertising circles.

All Frank did was round up some litters of white kittens, dip them in blue vegetable dye and ship them where they would do the most good.

Each feline carried a tag with a reminder that “KAT Goes Blue,” and messenger boys carried the pusses to their agency destinations.

Frank Katzentine was born Jan. 16, 1902, in Talladega, Ala. Available records fail to list any startling episodes in his youth until he entered Vanderbilt University. There he played varsity and on the football team representing that famed member of the gridiron elite.

ALBERT R. PERKINS, former writer and story editor for Walt Disney Productions, has joined CBS as assistant director of script, according to William Siper, director of the CBS script dept. Also added to the staff is Sibyl Hargraves, successor of CBS sales promotion; Jean Holloway, radio writer, and Harold Isaches, freelance writer.

RICHARD C. PATTERSON, Jr., former vice-president of NRC, has been appointed chairman of the Defense Savings Committee for New York.

ROGER W. CLIFF, general manager of WFIL, Philadelphia, was appointed to the board of directors of the Atlantic City Miss America Beauty Pageant.

ED DUTY, chief engineer of WNTY, Waltham, Mass., has been made assistant manager in charge of station operations.

JOHN VAN CHRONKITE, recently with NRC in Washington, has joined the sales staff of WIXN, Washington.

JAMES LEBARON, for two years eastern advertising manager of Child Welfare, New York sales division staff of Joseph Hershey McGillic, station representative.

BILL SORCE, Jr., CBS director of special events, suffered an arm sprain while carrying a jack transmitter during hurricane operations at Quantico, Va.

Grant Pollock Appointed To Direct WINC Sales

NAMING Grant Pollock, formerly of NBC, San Francisco, as commercial manager of the new WINC, Winchester, Va., Richard Field Lewis Jr., general manager and station owner, has announced completion of the WINC personnel. Mr. Lewis, who also is owner of WVFA, Fredericksburg, Va., and at one time was chief engineer of KFXM, San Bernardino, Calif., was authorized last Feb. 4 by the FCC to construct the Winchester station which operates with 250 watts on 1440 kc. Formal dedication of the station, attended by Gov. Price and Senator Byrd, was held July 13 although the station has been on the air three weeks.

Other staff appointments are June Stoll, program director, and Jim Riser and Oegrid Drigns, announcers. A transmitter is being used by RCA speech equipment while the tower was obtained from Blaw-Knox Co., WINC operates as a bonus outlet of NBC-Blue.

ARThUR FRANK KATZENTINE

In 1924 he was graduated with an LL.B. degree. Again the records are silent, but only for a couple of years. For the Katzentine saga is marked by a striking achievement for a youth of 25—a judgeship. That was in 1928, quite a year in the Katzentine career.

Besides being appointed to the municipal bench in 1928, he was admitted to the bar earlier in the year and on June 11 married Uoola Collier, of Greenwich, Conn. He is a member of the law firm of A. Frank Katzentine & W. Sanders Gramling.

Later he became acting district attorney and in 1932 was elected mayor of Miami Beach. During his term of mayor he was responsible for tracking down and capturing Harry Sidmore, nationally notorious and spectacular jewel thief. An amateur criminologist, he put his talents to effective use in this epic of Florida law enforcement. In 1935 he was awarded a medal for out-of-state community service by the U. S. Junior Chamber of Commerce. Among other honorary appointments are colonies on the staff of the governors of Florida and Kentucky.

Besides his studies in criminology, Frank is an authority on politics and trade relationships in the Caribbean and at one time represented the Republic of Cuba as trade advisor and counselor.

One of his many radio campaigns was the one he waged last May at the NAB convention in St. Louis. There he waged a one-man campaign to induce stations and networks to substitute defense stamps and bonds for cash awards on quiz programs. He started the ball rolling, and the patriotic awards are now commonplace in the industry.

Frank is a member of Miami Beach’s famed Committee of 100 and the Rod & Reel Club. He is an active Democrat and Baptist.
KIM KIMMELL, program director and merchandise manager of KFDA, Amarillo, Tex., has been transferred to the sales force. He is replaced as merchandise manager by Jerry Broekman. Bill Dickson has joined the announcing staff.

STERLING TRACY, CBS Hollywood producer, has recovered from injuries received when he fell from a horse. William E.HBERT, Marion, O.

ROBERT BROWN, formerly with WCAC, Pontiac, Mich., has joined the announcing staff of WMZ, Macou, Minn. WMZ also announces the addition of its staff to Dorothy Muir, to handle women's features, and Val Sheridan, to handle a Sunday morning comic strip.

CLYDE CLEM, formerly with WISE, Asheville, N. C., and WORD, Spartanburg, S. C., has joined the announcing staff of WSOO, Charlotte, N. C.

EARL McGUILL, CBS producer and casting director, will produce shows at the Ann Arbor Dramatic Festival at the U of Michigan Aug. 9-11.

WILLIAM NELSON, son of Time-  

Editor Charles Nelson of Wade Adv. Asheville, Chicago, has joined the announcing staff of WLS, Chicago.

KEITH McLeod, formerly production manager of Henry Swann Inc., New York, has joined NBC as a member of the production staff under Wilfred Roberts NBC production director. Mr. McLeod was with WJZ, New York, in its early days.

DOROTHY KILGallen, radio and newspaper columnist, who directs the show "Viole of Broode for Johnson & Johnson, New Brunswick, N. J., on July II became the mother of a 2-pound son, Richard Tompkins Kollmar. Miss Kilgallen, in private life the wife of a New York newspaper executive, currently on the CBS Claudis & David series for General Foods Corp., New York.

BOB KIEVE, who has been working summers in the special events department of WADA, Jersey City, has been appointed publicity director of Intercollegiate Broadcasting System, company representing university and college radio stations.

DORIS LEDFORD, formerly of a New York public relations firm, has joined the publicity department of KMBB, Kansas City, replacing Sally Dene who resigned to go to Wichita.

JACK HUBNER, graduate of the U of Texas and a newcomer to radio, has joined the announcing staff of KPPO, New Orleans, La.

HILDA BLANCHETTE and Charles Leduc, announcers of KGVO, Missoula, Mont., have joined the Army.

BOB ANTHONY, formerly announcing WSPA, Spartanburg, S. C., has joined the announcing staff of WJOL, St. Louis.

WILLIAM JENKINS, Jr., announcing WGY, Schenectady, has joined the announcing staff of WIXH, Washington.

EDWARD J. TAFT has been appointed to act as producer-director of KPFO, Longview, Tex., replacing Jesse G. Turner who left to join KIRV, Sherman, Texas.

MICHAEL BLAIR, former production chief of WIP, Philadelphia, has joined the announcing staff of WMZ, Macou, Minn., to take over the all-night chores of the Pep Boys James Petree while Morton Lawrence, the original program pilot, vacation in Maine.

LIP VINES, announcer of WIP, Philadelphia, on July 30 became the father of a boy born at St. Luke's Hospital.

LOU HERMAN, freelance script writer, Chicago, is the father of a baby girl born July 12.

WENDELL NOBLE, new to radio, has joined the announcing staff of KOX, Phoenix.

FREDERICK POLLACK, formerly of WTEL, Philadelphia, has joined the announcing staff of WH/X, Philadelphia.

Ed ALLEN, formerly of WPHG, Altoona, Pa., has joined the announcing staff of WIBG, Glasside, Pa.

FRANCES.J. KENNEDY, continuity chief of WHIP, Rock Island, Ill., is the father of a boy, born recently.

CHUCK McDanielS, formerly a pianist with an Omaha orchestra, has joined WNAX, Vaukton, S. D.

RUTH JOSEPH, graduate of the Ohio State U School of Journalism, has joined the service department of WHCWCLE, Cleveland.

MURRAY YOUNG, new commentator of WHK-VULC, Cleveland, is to marry Louise Roberts soon.

PATRICIA BRONAN, bookkeeper of KIT, Yakima, Wash., was married July 5 to Frank Coleman, Tucson.

CAROLYN MONTGOMERY, pianist and vocal soloist and formerly arranger for George Olson's orchestra, has joined the staff of WJ2J, Chicago, doing the thrice-weekly series Carolyn Ring.

JANE PORTER

A VETERAN of 2,700 broadcasts on KMOX, Jane Porter, energetic conductor of the "Magic Kitchen Cooking School for seven years, can proudly point to her record of continuous sponsorship by various St. Louis food manufacturers since 1984. During this period Jane has given away more than a half million cookbooks, recipes, cakes and baskets to guests attending her programs.

The year ago she struc upon the idea of doing just a little more than her usual broadcasts and as a result has spoken before more than 300 religious, educational and civic groups in St. Louis and nearby Missouri and Illinois. In addition she now makes personal appearances daily at grocery stores with her "Magic Kitchen Trailer" for food demonstrations.

Aside from contacting 87,000 persons outside of her broadcasts last year, Jane writes her own material and commercials and as a sideline does a newspaper column.

ROBERT MONK, recipient of a WLV radio scholarship in 1940 and more recently farm program assistant and announcer of WYX, Tuscola, Ill., has been appointed program director of the new KKMO, Humbolt, Mo., scheduled to go on the air Aug. 1.

CARLTON WARRREN, assistant program director of WOR, New York, on June 25 married Ethel Van Borkirk of Bridgeport, Conn.

MARSHALL DANE, WOR announcer, is the father of a girl, born June 16.

BILL TAYLOR, formerly of WPAW, Portsmouth, Ore., has joined the announcing staff of WTHK, New York, FM adjunct of WOR.

ARTHUR TURNROSE, former chief engineer at WJWS, Globe, Ariz., has joined the announcing staff of KSRO, Santa Rosa.

EUGENE EUBANKS, former Hollywood talent scout and recently producer of NBC, Chicago, has joined the radio production firm of Covert Co., Chicago, as producer.

BILL GEIMAN, formerly of KALW, San Francisco, has joined KIIU, Watsonville, Calif., as newsreader and engineer.

LUTHER BRAND, formerly of WMAM, Marinette, Wisc., has joined the announcing staff of WOAO-WW, Fort Wayne.
ABOUT three-quarters of the U. S. furniture retailers using radio report satisfactory results from their broadcast advertising, with half this number reporting “good” results.

This was indicated on a survey conducted among 2,000 furniture retailers throughout the country by the National Retail Furniture Assn., National Furniture Review and Radio Showmanship. Results of the study indicated that 37% of the retailers participating reported good returns on their radio expenditure, with another 37% reporting fair returns.

The survey, which covered retail furniture outlets all over the country with annual volumes ranging from $14,000 to $2,000,000, indicated that 77% of the participating stores located in cities with radio stations used radio advertising, and that radio-advertised establishments did a greater volume of business per capita than non-radio stores.

Length of Program

The study also indicated that length of the store's program was an important factor in successful results from broadcast advertising, with that quarter-hour program rated the most productive time unit and the five-minute program the least productive.

Consistency of the advertising program also established itself as a major factor in the pulling power of the radio campaign to sell furniture, it was shown. Of the retailers reporting highly productive results, 82% were on the air for 52 consecutive weeks. Of this same group, 37% used radio every day in the week.

Although the time of day when the broadcast is carried was shown to be important, the survey indicated that individual days are not vital factors in ensuring radio’s effectiveness in this field. According to the study, 61% of the retailers reporting satisfactory results broadcast between 9-11 a.m., 1-3 p.m. and 7-10 p.m.

As between institutional and selling copy, 88% of the merchants reporting good and fair results emphasized institutional copy, while among those reporting poor results only 55% used institutional copy, with the remaining 65% relying on price selling copy.

PERSONNEL changes have just been announced by KPO-EGO, San Francisco, as follows: Niel Shaver and Jack Ulrich from guest relations to sound effects; Don Moutt to the Army; Bill Eversy as supervisor of guest relations; succeeding Ulrich, Leonard Gross and Frank Olsson to guest relations; Milton Frank and George Croke are new additions to the messenger mail department.

EAST this year the Dr. Pepper Bottling Co. (who is goin’ to town!) started a three-times-a-week show on WRNL for 13 weeks. Then they increased it to five-times-a-week for 52 weeks. Then two weeks after this contract started, they wanted to sign a FIVE YEAR contract! This client knows what WRNL is doing in the rich Richmond radius for advertisers who know what they are doing... and our renewals prove that lots of ’em do. Yes, WRNL rings the bell on cash registers in Virginia’s No. 1 market. Ask Edward Petry & Company for all the facts!
BOYS AND GIRLS OF WJR, Detroit, wear broad smiles as the judges announce victory over staff of WGAR, Cleveland, in Nozzem's Quiz of Two Cities. Left to right: Bob Clark, WJR announcer; Alice Bellamy, receptionist; Dave Baker, m.c. from WGAR; Ruth Franklin Crane, director of women's activities; Jack Laffer, announcer.

BEHIND THE STROH CURTAIN
Brewery Sponsors Quality Musical Program and Merchandises It With Vigor

By ARDEN YINKEY
Zimmer-Keller, Detroit

IN MAY 1940 we launched Stroh Brewery Co. of Detroit, upon a campaign of radio advertising, in addition to the large volume of newspaper, outdoor and other forms of advertising which we place for this client. The company preferred a musical program, and to insure high character and quality we secured the services of W. G. Haensch of New York. Drawing upon the Detroit Symphony, Mr. Haensch organized a 36-piece all-string orchestra, composed of top-notch musicians.

Then we went to New York, and with Mr. Haensch auditioned a number of singers. These we knew only by number, and we made our choice without seeing the singers. For our soprano we chose Margaret Daum, and Thomas L. Thomas for our baritone.

On the Road
To cover adequately, the Stroh distributing territory in Michigan, Ohio, Pennsylvania and Indiana, we chose WJR, Detroit, for a Tuesday evening half-hour, 7:30 to 8, working from the Stroh Auditorium, which seats 1,800. Tickets to the broadcast are distributed to a sizable audience has filled the hall.

Recently, Mr. Zimmer, president of our agency, conceived the idea of taking the show to some of Michigan's important industrial centers. We found that Flint, Grand Rapids, Saginaw, Lansing and Jackson have auditoriums with audience capacity from 2,500 to 5,000. Mr. Zimmer believed the people in these smaller centers—with no opportunity of seeing a big-time broadcast as done in New York, Chicago, Hollywood, and this great show in Detroit—would want to see, hear and meet these artists. They did—to the extent of filling our halls. We gave them a "peek behind the curtain" with the final dress rehearsal and tuning up at 7 o'clock, then the usual WJR broadcast until 8. After that, another half-hour concert just for them.

The broadcasts from these out-state centers were a tremendous success. Each house was taxed, not only as to seating capacity but for standing room. In one, it was necessary to place a loudspeaker outside of the building to take care of an overflow of about a thousand.

Members of the orchestra travelled to a huge 82-city grand tour, stage platforms, xylophones, chimes, tympana etc., were carried by chartered truck.

Extra Facilities
Two radio engineers, the production manager and the announcer usually traveled in their own cars with their equipment. Three special telephone wires were leased from the telephone company just for WJR, so that reserve facilities would be ample in case of need.

Then, too, the Assignment Manager in each city was the focus of the local activity directed toward getting audiences into the halls. He was supplied with six days of advertising placards and tickets. The cards were posted and supplied of tickets were placed in all retail outlets, to be given away free as the placards attracted attention, and as customers asked for them. In addition, downtown stores and hotels were supplied with posters and tickets, also the central and neighborhood grocery, drug and music stores.

Personnel managers and the heads of union locals in the industrial plants were contacted, both by the distributor and the agency. Advance letters from the agency notified the local luncheon and service clubs, women's and war veterans' organizations, musical clubs and other cultural organizations. For five or six days prior to the broadcast, the Stroh distributor's trucks carried banners advertising the program.

Radio announcements were also made from Detroit preceding the start of the tour and successively from the out-state cities, directed specifically to listeners in the next point to be played. Advertisements were placed in the local newspapers. The result of all these approaches was a full house on each of the five Tuesday evenings on the road, which concluded with the performance in Jackson, July 15.

WALKER Co. has been named national representative for WJR (W111), Chicago. Call letters of the station will be changed shortly to WATT.
ELTON JOHNSON, vice-president of Clark Locke, Toronto agency, since its inception in 1923, has been elected a member of the board, which changes its name to Locke, Johnson & Co., Mr. Johnson is past president of the International Affiliation of Sales & Advertising Clubs, and an ex-president of the Advertising & Sales Club of Toronto.

SHELDON R. COONS, former executive vice-president of Lord & Thomas, has established his own office as general business counsel at 113 W. 57th St., New York.

GRIFTON P. FITZGERALD, former vice-president of Sherman K. Ellis & Co., and manager of the Chicago office, has joined Blackett-Sample-Hummer, Chicago, as vice-president.

SWMUEL LANHAM, formerly of Dunham & Co., and previously copy director of Wendell P. Colton Co., both in New York, has joined the copy staff of J. M. Mathes Inc., that city.

LILLIAN LOWANS, formerly with McKee & Albright and before that with Young & Rubiican and N. W. Ayer, New York, has been appointed to the copy staff of Franklin Bruck Adm. Corp., that city.

AUGUST J. BRITT, Los Angeles sales manager of McCann-Erickson, is currently in Chicago and various eastern cities.

SHERLEY SCHOFER, copy director of W. C. Jeffries Co., Los Angeles, recently resigned that post to marry.

MORGAN & DAVIS ADV., Los Angeles, has discontinued business.

JOHN P. REBEK, has joined Ivey & Ellington, Philadelphia, as merchandising director. He formerly was with H. J. Heinz Co., in its sales, advertising and merchandising departments.

JAMES CLARK, formerly of the art staff of Lenney & Mitchell, New York, has been appointed associate art director of Brown & Thomas Adv. Corp., New York.

IVAN HILL, account executive with Rossel M. Neves Co., Chicago, recently opened his own agency in the Palmolive Bldg., that city. Mr. Hill will direct advertising of the Armand Co., Des Moines (cosmetics), the account which he serviced for the Seeds Co. Telephone is Delaware 1955.

RUSTY PIERCE, head of radio publicity of N. W. Ayer & Son, New York, and his wife, June, dialogue writer for Orphans of the Storm, recently became the parents of a daughter, Priscilla Jane Pierce.

HERE'S ONE of those unsung men behind the man behind the mike. He's Carlo De Angelo, one of radio's busiest producers, whose shows are heard by millions each week but of whom listeners know little, if anything. Associated with the production offices of both Ed Wolf and Henry Souvaine, De Angelo directs Bringing Up Father, Mandrake the Magic, Randolph, The O'Neill's, and Your Happy Birthday.

Paul Hudson, vice-president of J. Sterling Gutchell, New York, and Carol Irwin, manager of daytime radio programs in the Hollywood office of Young & Rubicam, New York, were married recently in Nevada. Miss Irwin will continue at the agency.

Fred Allen, formerly of KFIF, Wichita, Kan., has joined Raymond R. Morgan Co., Hollywood, as account executive, Anthony Schilling has been added to the copy department.

RICHARD PEARSON has served with Davis & Pearson Adv. Agency, Los Angeles, and joined Costas & Assoc., Hollywood, as account executive, former agency, headed by Don L. Davis, has moved to 306 S. Vermont Ave., and will shortly announce its new firm name.

PACIFIC MARKET BUILDERS, Los Angeles, has hired both Ed B. Kiefer, vice-president, has established an advertising agency under his own name at 672 S. Lafayette Park Place, that city. Telephone is Exposition 4901. Fred G. Swarns, president of the former agency, is devoting his full time as general manager of the California Olive Growers & Packers Corp., Los Angeles.


SMITH, HOFFMAN & SMITH, Pittsburgh, has changed its name to Smith, Taylor & Jenkins Inc.

... Kirk to Stack-Goble


On the Air in Winchester, Va.

WINC affiliated with National Broadcasting Co.
ALTO!

That means STOP down here on the BORDER and KROD MEANS--

You can STOP reaching just a PART of the El Paso Southwest market. By telling your story over KROD—Columbia's Outlet to the El Paso Southwest—you reach an area with a 200 mile radius, much of which has been radio isolated. The bonus market which KROD alone can give you, includes 13,953 radio homes. KROD's aggressive policy and high quality of programs have built up a large and appreciative audience. The station staff is trained and ready to give you efficient merchandising service. You can advertise your product effectively in the El Paso Southwest over KROD.

EL PASO, TEXAS
CBS AFFILIATE
Covers ALL the El Paso Southwest
O
600 KILOCYCLES
1000 WATTS (Day)
500 WATTS (Night)

Dorothy D. Roderick, Owner
Marie H. Tuxter, Manager
Howard H. Wilson Co.
National Representatives

FORMER RADIO MEN are keeping up with their profession at Camp Wheeler, Georgia, they are aiding in planning, producing, writing and acting in some 12 shows being fed from the camp each week as part of a large scale public relations program. Director is Lt. Edwin P. Curtin, former director of radio publicity for BBDO, New York. Assisting him are Pvt. Harmon Hyde, former announcer at WPRO, Providence; Frank McCarthy, formerly of WBRK, Pittsfield, Mass.; Art Buckley, former copywriter for Newell-Emmet Co., New York, and John Anspercher, formerly with the radio division of United Press. In addition, the camp supplies its own radio engineers: Pvt. Arthur Schoenfuss, formerly with CBS, New York, and Thomas Hanlon, formerly of WBRY, Waterbury, Conn. In photo (1 to r) are Hyde, Hanlon, Scoenfuss, Bert Struby of The Macon News & Telegraph and Austin Kimble, of WBML, Macon, Ga.

AUTO LOAN BUSINESS UP 150%

Charleston, S. C., Bank Likes Radio Results and Plans Extension to Branches

WITHIN two years a radio campaign of the local Citizen & Southern Bank on WCSC, Charleston, S. C., has increased the bank's automobile loan business 150% in a steady upward climb. With this rising curve, the bank is now contemplating an extension of its radio activities for its Columbia and Spartanburg, S. C., branches.

Claiming no spectacular success for its broadcast efforts, Citizen & Southern Bank has discovered, however, that radio brings results. The bank did its first automobile loan business about six years ago, recognizing that loan income from small secured loans in connection with car purchases offered a means of employing the bank's funds at a profit. This business grew under direction of Hugh C. Lane, vice-president of the bank.

When the new venture had established itself, the board of directors decided to go into automobile financing and the personal loan business in a determined way. Direct mail was used to advise the bank's customers of the service. Later promotion extended to paid newspaper space. About two years ago Citizen & Southern Bank tried radio for the first time, using spot announcements on WCSC.

Desiring to reach the maximum audience on the advice of the station the bank used floating announcements in the early morning, at mid-day and at night. It soon found that the bank's own customers, who previously had arranged their personal loans and automobile financing through other sources, turned to the bank, commenting that they were surprised the bank would use radio. The customers indicated that they were pleased with the fact that the repetition, characteristic of radio, of the spot announcement message showed that the bank seriously meant it when it said it wished to finance their loan requirements.

After this satisfactory start, the bank decided to expand its radio program. In March it started sponsoring the transcribed series, The Face of the War by Sam Cuff, twice-weekly on Monday and Thursday at 7:45 p.m. on WCSC. The transcribed series was chosen because of current interest in war developments, and because it tied in well with the bank's service angle.

CBS Education Board

Plans Oct. 6 Meeting

ANNUAL meeting of the CBS Adult Education Board has been scheduled for Oct. 6 in New York, according to William S. Paley, CBS president. Invitations to participate in the session have been sent to 13 of the country's leaders in education and public life who make up the board's personnel.

Agenda will include discussions on proposals for new projects and further extension of present programs. Sterling Fisher, CBS director of education and radio talks, will make his annual report.

Members of the Adult Education Board are: Lyman Bryson, Teachers College, Columbia U, chairman; Dr. Stringfellow Barr, president. St. John's College, Annapolis; William Benton, vice-president, U of Chicago; Dr. Harry Woodburn Chase, chancellor, New York U; Rev. Robert J. Gannon, Salesian, Fordham U; Alvin S. Johnson, director, New School for Social Research, New York; Henry R. Lewis, chairman of the board of directors, Time Inc.; F. R. Miller, president, Workers Educational Bureau of America; Ruth Bryan Boleyn, U. S. Minister to Denmark; T. V. Smith, U of Chicago; William Allen White, publisher of the Emporia (Kan.) Gazette; Dr. Lyman Wilbur, president, Stanford U; Dr. Joseph H. Willits, Rockefeller Foundation.

NBC Defense Series

PROMOTING the Treasury's savings drive, NBC will start July 22 a new series of half-hour broadcasts, Tuesdays, 8:30 p.m. (EDST), featuring the music of Dr. Frank Black and a 44-piece orchestra and chorus with a guest concert star each week. Entitled For America's Song, programs are produced by Frank Hummert in collaboration with Dr. Black, NBC musical director, and will consist of purely American music, composers and artists. Charles G. Gilchrist is in charge of arrangements for the Treasury. Initial broadcast will offer Dorothy Maynor and Frank Munn, with Helen Jepson, Parker, St. Amant, Robert Weede, Lanny Ross and Gladys Swarthout among others to appear later in the series.
Royal Leaves on Latin-American Tour
To Promote NBC Activities to the South

SCHEDULED to confer with executive of NBC’s Pan American Network regarding NBC’s plans for furthering mutual defense activities of the Americas, John F. Royal, NBC vice-president in charge of international relations and new developments, left Miami last Monday for a 20,000-mile air tour of Latin America.

According to Niles Trammell, NBC president, Mr. Royal undertook the “important business mission” in response to requests from station executives and directors of the Pan American network.

Meets With Welles

Before leaving for Miami to fly to Puerto Rico, first stop in the 21-country tour, Mr. Royal met briefly in Washington with Summer Welles, Undersecretary of State, to whom he reported unofficially. Later he is to be joined in South America by Edward Tomlinson, writer and commentator, scheduled to leave New York Aug. 1 for a six-week trip to Argentina, Brazil, and Uruguay.

In a series of conferences with Latin American radio executives, Mr. Royal will outline NBC’s efforts to keep open two-way broadcast facilities between the Americas. He also will report on response to programs now on NBC networks using Latin American talent and material, among them Good Neighbors and Hemisphere Revue, and develop plans for short-wave following other Latin American programs for rebroadcast to United States audiences on NBC-Red and Blue.

From Puerto Rico Mr. Royal goes to Caracas, Venezuela, then to Colombia, Brazil, Uruguay, Paraguay, Argentina, Chile, Bolivia, Peru, Ecuador, Panama, Costa Rica, Nicaragua, El Salvador, Guatemala, Honduras, Mexico, Cuba, Haiti, and Dominican Republic.

“In all the Latin American countries there is natural concern over the world situation,” Mr. Trammell commented, “and there is equal need for personal discussion of methods to extend and develop inter-American broadcasting fully and quickly to maximum service and efficiency. Mr. Royal has maintained close relations with the member stations of NBC’s Pan American Network since it was founded 10 years ago. His present trip is undertaken in a spirit of mutual desire for the most effective and efficient cooperation in any emergency.

“Throughout Central and South America he will study the developments of plans put in operation since his visit last year. He will complete arrangements whereby NBC in the United States will extend and enlarge the programs of news, information and entertainment for short-wave transmission to the Pan American Network all over Central and South America.

“While we shall continue and enlarge this kind of service to the stations of the Pan American network, we are eager to encourage the development by them of original material and talent for rebroadcast here. It is all very well to talk about ‘good relations’, but it is a philosophy that must work both ways.

“We have discovered an eager interest in the radio listening audience for more Latin American programs of the type of Good Neighbors, and we believe Mr. Royal, with his extensive experience in producing and planning shows, can be of inestimable value to our Pan American affiliates in the development of radio showmanship.”

WPEN SIGNS PACT FOR ASCAP MUSIC

WPEN, Philadelphia, became the first station in that city to sign with ASCAP since the start of the pact, according to ASCAP. The station has an existing agreement with BMI.

The Mutual outlet, WIP, will be first network station to sign with ASCAP, it is believed. It is understood an agreement exists between WPEN and WIP that neither station would sign unless the other one does.

In signing with ASCAP, WPEN becomes the fourth independent station in the Philadelphia area to use the Society’s music. Before the Jan. 1 deadline, ASCAP had made separate agreements with WDAS, WIBG, Glenside, Pa., and WCAM, Camden, N. J.

“Shucks, Stranger, there Ain’t No Mavericks in Texas Nowadays”

No, sir! The days of free-roaming, unbranded longhorns in Texas are gone forever. Today, instead, the ownership of registered breeds of choice beef cattle is definitely established on the prosperous ranches of the Lone Star state. A “maverick” is a thing of the past.

Just so are the radio listeners “branded”, in this rich market. Not since 1922—when WOAI first went on the air—has the big and ever-increasing radio audience in South Texas strayed from its fold—or even wanted to!

And a public that has literally “corralled” itself to WOAI is mighty responsive to your advertising message over its favorite station.

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

50,000 WATTS

AND CLEAR CHANNEL

SCHEDULED TO COVERAGE

CLEAR CHANNEL

AFFILIATE NBC MEMBER WOAI TQN

SAN ANTONIO 50,000 WATTS

REPRESENTED NATIONALLY

BY EDWARD PETRY & CO.

50,000 WATTS

COLUMBIA AND MUTUAL NETWORKS

BROADCASTING • Broadcast Advertising

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AImed at younger listeners, Nila Mack for CBS (Sundays, 1:30-2 p.m., EDT) is producing a new defense show titled You Decide. Each episode opens with a dramatization of a crucial decision faced by some prominent American early in life. At the point when he was forced to make his choice, the dramatization breaks off and a panel of four New York high school children discusses the course he should have taken. Then the celebrity himself comes on and tells what he actually did and why. Children are chosen each week by Youthbuilders Inc., collaborating with CBS on the program. At the end of the program a question relating to the subject of the broadcast is put up to the listening audience, with prizes offered for the best solutions sent in.

Rod and Gun

FISHING and hunting news is presented each Friday afternoon on the quarter-hour For Angler & Hunter by KGKO. Fort Worth, in cooperation with the Texas Game, Fish & Oyster Commission. Featured are KGKO Sports Director Hal Thompson with Allie V. Lewis, State game warden, and Bill McElhaney, of the Dallas Morning News. The program gives a five-minute summary of fishing conditions on WFAA, Dallas.

Best Buys and Vitamins

Best Buys in Twin City fruit and vegetable markets, particularly Minnesota-grown products, are broadcast by seven stations as a daily reporter scans the market at 5 a.m. The news is supplied by the State extension service and is in charge of Harriet Elliott. Daily five-minute program by Madge Brown, of WLB, Minnesota U station, gives suggestions for “vitaminizing” the family with fruits and vegetables.

Untried Talent

Young People bent on a radio career are given the chance to produce and arrange programs featuring other new and untried talent, on Story Shop which started recently on WEVD, New York. Guest stars also appear on the program. The producers are an NBC page, a BMI clerk and an office secretary.

Home

A new program aimed at the Sunday househunter in the rapidly expanding Detroit area has been purchased for a 13-week trial by the Currier Lumber Co., of Detroit, and has started on CKLW, Windsor-Detroit. The show, which bears the romantic title Dream House, is a quarter-hour musical series in which the titles all relate to home. Commercials highlight exceptional values in new homes, remodeling plans, etc. Program is aired at 1 p.m., a time designed to catch motorists who are looking for homes. CKLW plans to expand show with additional 15-minute periods as other real estate sponsors come on. Frank Burke, CKLW production chief, is m.c.

Thumbs Up for Britain

A Narrative Commentary of England at war, featuring dramatic episodes and guests who have been close to the scenes of fighting and the work behind the lines both here and abroad, is presented on WINS, New York. Titled Britain Can Take It, the weekly show has authentic sound effects as recorded at the actual scene of events, used through the courtesy of BBC.

The FBI at Work

Activities of the Federal Bureau of Investigation feature a weekly broadcast of WOR, New York, which includes Walberg Brown’s orchestra, baritone Jack Barker, director Wayne Mack and players who depicted the sorry life of the “golf widow” Maurice Condon short-handed the golfing husbands from Ridgewood Country Club during the show.

Bennett’s Dodger Rhapsody

Russell Bennett, conductor of Bennett’s Orchestra on WOR, New York, has composed another symphonic piece about the Brooklyn baseball team, Six Paragraphs From Sodom By The Sea with a premier performance scheduled for Monday, July 21, at 9:30 p.m. on his program. The composition is a series of tone poems suggested by the book Sodom By the Sea: An Affectionate History of Coney Island by Jo Ransom, radio editor of the Brooklyn Eagle, and Oliver Pilot, New York Post reporter.

Road to Health

Cooperating with the Jackson County Medical Society, KMBC, Kansas City, is presenting a dramatic series Of Health & Happiness to acquaint the public with the available local health facilities. Based on case histories of doctors, scripts are prepared by KMBC’s special features and dramatic staff.

What’s in a Poll

An interpretation of the results of polls taken by various research organizations is featured on The People Say on WBAY, Brooklyn. Program is sponsored by the Brooklyn Chapter of the America First Committee.
Shepard Pays Premiums

YANKEE Network employees who are serving in the nation's military services will continue to receive protection of the company's group insurance policy, it has been announced by John Shepard 3d, president of the network. Arrangements have been completed whereby the network pays the monthly premium of the employee during his military service. The payment will be made with the understanding that the employee return to his job with the network on expiration of military duty. There will be available to repay the sum advanced for the premiums.

APPRENTICE of a radio committee in the St. Louis area to support a sales campaign to collect donations for the American Heart Association, has been announced to include Merle S. Jones, KNOM; Edward J. Hamlin, KSD; Clarence Coody, KNOK; Robert Conrey, KWK; Bert Slattery, WHL; H. D. Wolff, WTVV; E. Koenen, KFWT; Nick Pagliaro, WHM.

WAG, Waco, Mass., cooperating with the police department and the local traffic safety committee recently inaugurated a Playground Week with the first of a series of traffic safety programs. Broadcasts originate at city parks and playgrounds with announcer Gil Hodges and guest officials instructing children in safety and instructing them in how to meet traffic and playground emergencies. Loudspeakers carry the programs to all sections of the parks.

WROL, Knoxville, Tenn., on July 20 moved into new studios located on the second floor of the Hamilton National Bank Bldg. Architectural installations were by John M. Newbrough Co. and the control room has been equipped with RCA speech input system and Presto recording equipment.

WMOR, Mobile, Ala., originated July 12 the first of a series of broadcasts designed to acquaint the public with the activities of the MARS girls (Mobile Army Recreation Service), a local organization to provide entertainment for servicemen. Band music and interviews made up the program which was also fed to WHOK, New Orleans.

SAFETY tips for holiday spenders were given over the Fourth by KGLO, Mason City, Ia., with reminders broadcast at frequent intervals. No fatalities or serious injuries were reported in the area.

WCKY, Cincinnati, will actively support the move of the Cincinnati Red Cross Chapter to organize an emergency volunteer service. On July 21, Helen Rees will stage an audience broadcast from the Hotel Gibson for business girls and women whose services are wanted by the Red Cross and several other appeal broadcasts will be made on succeeding days including a program from the WCKY Red Cross work room.

New WFBC Quarters

NEW QUARTERS, located in the local Poinsett Hotel and designed by H. B. Clarke, NBC engineer, have been occupied by WFBC, Greenville, S. C. The new setup encompasses two large studio rooms and two smaller ones as well as complete executive offices. Control room, planned with thought toward future use of FM, has been equipped with new RCA equipment. Station manager is B. T. Whitmire and W. H. Clews is commercial manager.
Cash Response Decides Success of ICS Series
Tested in Philadelphia

PHILADELPHIA — A CASH RESPONSE from inquiries and business rather than size of audience will govern International Correspondence Schools, Scranton, in testing its new 15-hour show this autumn on WCAU, Philadelphia.

Featuring Dale Carnegie, author of a book on self-improvement, the program is scheduled for 13 weekly broadcasts Thursdays, 7:30 p.m., beginning the first week in October. It will be recorded and broadcast as a transcription to facilitate extension to other cities, providing the show is successful.

Describing the series, George W. Wilson, vice-president of ICS, said: "We are not so much interested in the size of the audience as we are in the degree of interest among those who tune in frequently, and in the number of inquiries the program draws and the extent to which those inquiries can be converted into enrollments. This method of testing should give us a good yardstick to measure the pulling power of the program and to determine how it applies to our advertising needs.''

Agency handling the account is N. W. Ayer & Son, Philadelphia.

False Claims Charged
In Engineering Courses

MISREPRESENTATION in the sale of correspondence courses in the field of radio and television engineering, welding and auto repairs is charged by Federal Trade Commission, which has filed a complaint, Thursday, July 15, against Utilities Engineering Institute, Chicago.

The firm's name, the FTC says, implies that it is an organization of engineers. It alleges that in its advertising, including radio, the firm claims opportunities are unlimited in the air conditioning and refrigeration field; that students can qualify as expert welders; that leading manufacturers and leading industries sponsor large numbers of graduates and endorse the courses as well as using them to train employees.

The complaint charges that a representative number of leading manufacturers and dealers do not endorse the courses and opportunities for employment are misrepresented.

Blue Ribbon Hatcheries Corp., also trading as Brockenbush's Blue Ribbon Farms, Sabetha, Kan., is charged with misspelling its breeder and the performance of hens grown from its chicks.

NBC Women Honored

BOARD OF TRUSTEES of the American Merchant Marine Library Association, as a result of the NBC's programs conducted on its behalf, has passed resolutions honoring the three members of the staff: Mrs. Clarke's activities division: Margaret Cuthbert; direction of the Bureau of Information, Mrs. F. J. J. Appleby; and Mrs. Francis Scott, and Alma Kitchell, conductor of women's programs.

Decatur Deals

ONE of the largest single accounts of WMSL, Decatur, Ala., has been signed recently when Stern Bros., a large furniture dealer in the South, contracted for six-weekly half-hour programs; three additional half-hours on the Decatur station, and two spot announcements daily, six times weekly. All contracts are for one year to expire July 1, 1942. Not content with putting over that deal, Vic Vickery of WMSL came back with a new six-month contract with State National Bank, a chain of 18 banks in Tennessee, doubling the time heretofore used by the bank chain.

THE SHALER Co., Wanamie, Wis. (Help's, motor tune-up), on July 18 started six participations on the Arthur Godfrey program 6:35-7 a.m., on WARD, New York, to run until July 24. The campaign previously ran a one-week campaign in May, Kirchner Direct Ad Agency, Chicago, handles the account.

HAAS-HARICH & Co., Los Angeles (Iris coffee, tea), under a 6-week contract which started in early July is using 35 time signal announcements on KNX, Hollywood, Calif. The firm also sponsors 10 spot announcements per week on KHL, Los Angeles, Robert Smith Ad Agency, Los Angeles, handles the account.

MUTUAL CITIES PROJECTS Co., San Antonio, Tex. (overheard lemon juice), in a 30-day campaign ending Aug. 1, is sponsoring three-weekly participations in the quarter-hour program, Sally Work, on WHEN, Buffalo, Schenicle is supplemented by newscasts and spot announcements. Agency is Charles H. Mayner Co., Los Angeles.

PAR SOAP Co., Oakland, is sponsoring a three-weekly quarter-hour quiz for Housewives Only on KGB, San Francisco. With a telephone question and answer format, free groceries are awarded as prizes. Agency is Tomsello-Elliott, San Francisco.

WILLIAM B. BRENNING Corp., Union City, N. J., is conducting a test campaign of transmitted spot announcements, 24 times weekly, on WINN, New York, Agency is J. W. Science Corp., New York.


Cigar Series Extended

CONSOLIDATED CIGAR Corp., New York, during the next few weeks will add one new program and renew three others, each for a period of 13 weeks, for its products, El Sideo and Harvista. On July 21 the Alan Scott News program for Harvester, Tuesday, Wednesday, Thursday and Sunday, 9-10:15 p.m., on WGN, Chicago, will be renewed as will the schedule of 50-word transcribed announcements for the same product on KIRO, Seattle, Aug. 15. Similar announcements for El Sideo will be renewed Aug. 4 on KQ, Spokane. The new program, Allen Franklin & the News is to start July 28 for Harvester on WTAQ, Green Bay, Wis. Agency is Erwin, Wasey & Co., New York.

HEATRICK'S CREAMERY Co., Chicago, promising a new product, Chux, will sponsor the quarter-hour series Shopping With the Hixson, three times a week on WCM, Chicago, advertising Beatrice Salish Dressing the first 40 days of contract which starts Aug. 4. Agency for Chux is Loel & Thompson, Chicago. John Morrell Co., Ottumwa, Ia. (Red Heart Dog Food) in August will also start sponsorship of the same program three weekly for 32 weeks, on WFBT, Cleveland, Ohio.

HEADS Thos. Leeming

JOHN McSHANE, since 1926 vice-president and advertising manager of Thos. Leeming & Co., New York (Ben-Gay, Calmitol and Amend's Solution), extensive user of spot radio, has been elected president, succeeding the late Dwight E. Austin. Mr. McShane, also president of Pacquin Inc., New York, continues in that post.

THERE IS BUT ONE PERVADING "ISM" BUT IT IS EXPRESSED IN MANY TONGUES

In every one of the half score or so foreign languages spoken regularly over WHOM, there exists a potent "ism". It is the "ism" of Americanism. Deep-rooted is their loyalty to this, their own American Government. Overwhelming is their fervent will and desire to forever defend American Freedom, American Ideals. Such high principles makes these peoples truly good citizens.

THIS IS A LOYAL AUDIENCE OF 5,000,000 PEOPLE THEY ARE ALSO INTERESTED IN BUYING AMERICA'S PRODUCTS
Defense Operation Of FCC Includes Personnel of 515

Sterling Heads Vast System Of Monitoring Stations

A STAFF of 515, mostly technicians, has been mustered under the field division of the FCC's National Defense Operations Section headed by George E. Sterling to man the 91 monitoring stations that have been established throughout the United States and its territories. Of the staff, 99 are designated as monitoring officers, 126 assistant monitoring officers and 255 as operators.

There are 11 supervisors at as many primary monitoring stations, eight of them with assistants. The monitoring officers, their assistants and most of the operators are located at the secondary stations. The primary stations are equipped with long-range, high frequency direction finders, long-distance intercept apparatus and machines for recording propaganda programs from abroad as well as foreign-language programs on United States stations.

Collaboration Plans

The secondary stations are equipped to cover local areas, using monitoring apparatus and mobile direction finders. They are designated to collaborate with the FBI and the military intelligence services.

The list of supervisors and assistants at the primary stations and officers in charge at the secondary stations follows:

**PRIMARY UNITS**

Fairbanks, Alaska—Stacy W. Norman, supervisor.
Santa Ana, Calif.—William E. Downing, supervisor; James Homan, assistant.

**SECONDARY UNITS**

(With Monitoring Officers in Charge)

Alabama ( Montgomery)—Herbert Silverman.
Alaska ( Anchorage)—Carl Hoffman.
Arizona (Tucson)—Ray L. Hoke.
Arkansas ( Little Rock)—Carl M. Wilson.
California (Los Angeles)—Arthur W. Robbins.
California (Sacramento)—Frank K. Lingle.
California (San Diego)—Harry A. Kline.
Colorado (Denver)—O. D. Mitchell.
Connecticut (New Haven)—Charles H. Prewett.
Delaware (Wilmington)—Wm. F. Schroeder.
Florida (Miami)—Hel/B. Franklin.
Florida (Pensacola)—L. A. Delson.
Florida (St. Augustine)—F. Banks Duncan.

WIRELESS VETS held a reunion in Chicago the other day, and once of the notables attending were (1 to r) Jack Binns, whose first CQD made history 33 years ago; George Sterling, chief of the FCC National Defense Operations Section; W. J. Halligan, president of the Hallicrafters Co. and chairman of the western division, Veteran Wireless Operators Asn.; Charles Ellert, supervisor of the FCC primary monitoring station at Laurel, Md.; T. R. McElroy, world speed champion code operator.

Marilett, Ga.—Frank Krystokvill, supervisor; Adolph Anderson, assistant.
Honolulu, Hawaii—Lee R. Dawson, supervisor.
Laurel, Md.—Charles A. Ellert, supervisor: George Robbins, assistant.
Millis, Mass.—Charles Mannina, supervisor.
Bero Phillips, assistant.
Allegan, Mich. (Great Lakes area)—Irving L. Weston, supervisor; LeMar Newcomb, assistant.
Grand Island, N. Y. (Central States)—George L. Jensen, supervisor; Victor Howe, assistant.
Portland, Ore.—George V. Wiltsie, supervisor; Robert Landsburg, assistant.
Kingsville, Tenn. (S. Gulf States)—Joe McKinny, supervisor; George Llewellyn, assistant.
Santurce, Puerto Rico—Roldan Archibald, acting supervisor.

Florana, Alaska—Stacy W. Norman, supervisor.

Reliable, FM's PIONEER MANUFACTURER

News! News! News!

The REL DL line of FM transmitters employs the new Armstrong shift modulator.

Only REL FM broadcast transmitters give you the advantages of this latest Armstrong development.

REL

FM's PIONEER MANUFACTURER

**CBS, MGM Given FM Station CPs**

Plan Stations in Los Angeles; U of Illinois Gets Grant

CBS, HOLLYWOOD, and Metro-Goldwyn-Mayer Studios Inc. were recipients of construction permits for commercial FM stations when the FCC July 16 authorized the grants, at the same time issuing a construction permit for a non-commercial FM station to the U of Illinois.

The CBS grant for a Class C outlet proposes to render extended urban and rural service in the Hollywood area. An antenna atop Mount Wilson, Pasadena, subject to certain engineering and legal requirements, is planned. Frequency for this purpose will be 43.1 mc.

**Movie Firm's Plans**

Metro-Goldwyn-Mayer proposes to locate its station in the Santa Monica Mountains to cover the Los Angeles metropolitan district and adjacent basic trading areas of Los Angeles, Orange and Ventura counties, as well as the western portion of Riverside County. Pending approval of the antennc site by the Civil Aeronautics Administration the permittee has been granted the 46.1 mc. frequency to cover an 7,000 square mile area and a 2,500,000 population.

The non-commercial grant to the U of Illinois for an FM station in South Champaign was for 42.9 mc. using 550 watts. Antenna of the university's standard broadcasting station, WLL, will be used. A non-profit organization, the university will utilize FM to provide supervisory and administrative instruction as well as supplemental education programs for Champaign and Urbana schools; supplement teachings in rural schools in Urbana County; and augment the education services of the University High School in the College of Education. Programs will be determined by the Dean of the College of Education cooperating with the supervising head of the unit within the school to which the particular program is directed.

**Canada Set Sales Up**

SALES of radio receiving sets in Canada during the first quarter of 1941 totalled 77,121 sets valued at $4,450,892 at factory list prices, as against 65,456 sets sold during the same period last year. There were 9,777 sets imported during the first three months of 1941. Great increase was made in Ontario, with decreases on last year's sales in Quebec, Manitoba, Alberta and British Columbia.
in the CONTROL ROOM

CARL QUIRK, transmitter engineer of WCFY, Mt. Vernon, has been inducted into the Army and stationed at Camp Udon. Added to the WTRY engineering staff are Arthur Whitman, formerly of WBYN, Holyoke, Mass., and Stewart Herron, formerly of WENY, Elmira, N.Y.

JAMES J. JOHNSON, from Richmond, has joined the technical staff of WITM, Davenport, Ia., replacing Joe Foster now with the merchant marine.

DON FLETCHER, transmitter technician of WKJV Winfield, Ia., has been assigned to CBI, Toronto.

F. WAYNE RAY and A. Bernard Clapper, formerly of the engineering staff of WDFM, Champaign, Ill., have joined WJAT, Paterson.

H. ARTHUR GILBERT, formerly of WITN, New York, where he handled production sound effects and did some singing and acting, has joined WAAT, Jersey City, as an engineer.

GUY MAKEN has been named purchasing agent of Radio Wire Television, New York, replacing Ben Miller, who resigned to join Meisner Mfg. Co.

GENE BRAINTHAM, formerly of KSTP and WJON, Minneapolis, is chief of the engineering staff and supervisor of station maintenance.

GEORGE STEPHEN, from Trenton, N.J., and Robert Ingle Jr., have joined the engineering staff of WMZV, Morristown.

R. H. LINGLE, engineer of the WGY, Schenectady, transmitter, is the father of a baby girl born June 12.

DONALD PARKER and Elsie Reel, of WROK, Rockford, III., have been inducted into the Army. Robert E. Carpenter, of Roebuck, has joined the engineering staff and remote engineer.

DON SADNER, engineer of WNV, Washington, has been called to Naval Reserve duty as of July 26.

RCA Continues Tests of Moscow Radiophotos

FOLLOWING the successful reception of the first radiophoto from Moscow, RCA Communications Inc. reported it is continuing tests looking to the establishment of a regular commercial radiophoto service to and from Russia. Moscow became the fifth addition to the radiophoto circuits, the others being London, Berlin, Buenos Aires and Tokyo.

Because Berlin was sending over many war pictures while none came from the Soviets, the latter last week decided to open a 4,615-mile circuit to New York. Russian war pictures, flashed over the heads of the Nazis as the battle zones went to Radio Central on Riverhead, Long Island, whence relayed to RCA radiophoto machines at Broadway Street headquarters, and then made available to the American press. Despite magnetic disturbances the pictures were extremely clear.

RCA Laboratories has issued an illustrated booklet titled Into Unknown Worlds: RCA Electronic Microscope, telling the story of the development and uses of the device.

Tower Romance

J. WAIDE MOOREHEAD, construction engineer of the Bass Co., Cleveland, came to Albany, Ga., to erect twin towers for WALB. He met the native Mary Allen Braden on July 9 married her in an all-radiophoto, broadcast from the big WALB audience studio where an altar had been erected.

Commercial FM Outlet Opened in Schenectady

W47A, Schenectady, N.Y., claimed as the first commercial FM station having no connection with previous broadcast or radio manufacturing operations, last Thursday inaugurated regular FM broadcast service in a Schenectady-Albany area of some 6,500 square miles. The new FM outlet is licensed to Capital Broadcasting Co., headed by Leonard Asch, and operates on 44.7 megacycles.

According to reports from the station, management, W47A promises to operate in the black from its opening day, having over a third of its commercial accounts, exclusive of spot announcements, been signed as the station played the air.

The station operates on a 16-hour daily schedule, with 18 hours of programs on Saturday. A special dedicatory dinner, attended by well-known figures in the broadcast industry, was held the evening of July 17, sponsored by the Schenectady Chamber of Commerce.

GE Granted Facilities for Commercial Video

COMMERCIAL television facilities were granted July 16 by the FCC to General Electric Co., Schenectady, to replace its W2XB, experimental video station of GE silent since June 30. GE at present is remodeling its present experimental television transmitter in the Holdenberg Hills, New Scotland, N.Y. (Broadcasting, July 17), and proposes to be ready for its commercial debut by Sept. 1. Incidental experimentation with color television is contemplated by GE.

Grant authorized use of television channel No. 3 (66,000-72,000 kc.) and will serve 3,350 square miles in the Albany-Schenectady-Troy area with some 872,000 residents.

RCA Trial Date Set

TRIAL in New York Supreme Court of the remaining causes of action in the suit brought against RCA by a group of the company's stockholders has been set for Aug. 6. All major causes of action in the suit were dismissed June 24 by Justice Aaron J. Levy, the court overruling at that time the contentions of the plaintiffs that RCA directors have settled without any consideration certain acts which would become void through the statute of limitations.

The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and — ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that makes wide radio coverage. Add pleasing appearance due to correct designing and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.

The strength of Blaw-Knox towers shows up under severe conditions. It is revealed in low maintenance cost, and — ultimately — in much longer life. And what the structural engineer has done to make these towers sound and strong, the electrical engineer has done to give them the extra efficiency that makes wide radio coverage. Add pleasing appearance due to correct designing and you have the three extra values of Blaw-Knox towers. We'll gladly discuss your antenna problem with you. Write or wire.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
FARMERS BANK BLDG., PITTSBURGH, PA.
Offices in Principal Cities

BROADCASTING • Broadcast Advertising

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F

FOR THE INFORMATION OF
the sponsor, the agency and
the district representative,
KROD, El Paso, has just is-
sued a number of brochures for
General Mills on behalf of Hymn
of All Churches and Betty Crocker.
Books contain samples of merchan-
dising letters, courtesy announce-
ments, photographs of Tel-Fic signs
used as promotional material, tear-
sheets of publicity and advertise-
ments, pictures of dealers’ party
and advertising streamers dis-
tributed throughout KROD’s ter-
itory.

A Sponsor a Week
TWO-COLOR signs on the backs of
all taxis in the Publix cab fleet
are being used by KLZ, Denver, to
promote sponsored programs. Each
client is giving one week of adver-
sing in this manner. Big posters
in mass displays have been placed in
142 Safeway Stores throughout
Colorado by KLZ, on behalf of Wil-
son & Co. Ideal Dog Food. Three
actual labels from Ideal, part of a
requirement of a give-away offer,
and a schedule of the broadcasts on
KLZ appear.

Food News
KSFO, San Francisco, is cooperat-
ing with retail grocers of Northern
California and food manufacturers
and processors using time on the
station by furnishing a 10-
page detailed listing of all grocery
store products. The quarterly re-
port lists the name of manufac-
turer, the product, name of the
program, and days and times when
the program runs.

PRESTO
RECORDING CORP.
242 WEST 55TH ST. N.Y.
World’s Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

HAVE YOU
TRIED THE NEW
PRESTO
GLASS “Q” DISC

A heavy plate glass base coated with the famous
Presto “Q” compound... smoother... flatter...
more uniform in thickness than any metal base
recording blank.

Made heavier (3/32”) for added durability. Han-
dle it like any transcription.

Has 2 standard holes for the turntable shaft and
the drive pin that prevents slippage of the disc or
cutting mechanism.

Made in the new Presto $250,000 disc plant.
Now ready for you in the 12" and 16" sizes. Imme-
diate shipment, any quantity.

Phone your radio distributor for new net prices
to radio stations and studios.

El Paso Books—About Edibles—Midwest Maize—
Interior Comfort—Pack of Ties

Plug for Article

TO PUBLICIZE the article “In-
side Germany Today,” by Wythe
Williams, MBS news analyst,
appearing in the July 19 issue of
Liberity Magazine, WOR, New
York, issued 25,000 window cards
to news agencies throughout the
country. Multiple football adver-
sing the article and crediting MBS
to went to over 70,000 delivery
boys for house-to-house distribu-
tion as well.

WFBM Promotes

WFBM, Indianapolis, has made ar-
rangements with five local movie
houses to run trailers promoting
its local and CBS programs. Other
promotion tieups of the station in-
clude display advertising in the
Indianapolis Times; poster adver-
sising on 300 taxicabs; folders,
published twice monthly, distrib-
uted to all local Red car drivers;
displays in the H. F. Wasson Dept.
Store.

It’s Cool Inside

DURING HOT weather KFDM,
Beaumont, Tex., announces several
times daily the exact thermometer
reading with the suggestion, “and
its always 76 degrees at the Jeffer-
ton Theatre.” The theatre recipi-
cates by running a daily giving the
KFDM call letters, dial loca-
tion and calling attention to its
NBC-Blue affiliation.

Mike Cutsouts

LITHOGRAPHED stand-up cut-
outs of microphones, with station
call letters prominently displayed,
and a 2 x 4-inch blank space at the
base for sponsor’s programs are be-
ging distributed by WJJD, Chicago
and WNDY, Gary, to station adver-
sisers who give them away to de-
alers for display.

News of WOR

FIRST ISSUE of WOR News, di-
rected to WOR, New York, listen-
ers was published July 1 by the
station’s promotion department. Is-
sued semi-weekly and edited by Bill
Crawford of the WOR promotion
staff, the publication specializes in
information for studio audiences.

An ’8 Hat
Wins a $2 Prize!

Yes sir! One of the more than 500
entries in a sponsored 5-minute
jingle contest over WCBM was a
hat retailing at $8! The winner?
Sure! Just like the station that
“pulled” it.

PENNY FOR PENNY
COVERAGE BETTER THAN ANY!

WCBM
Baltimore’s Mutual Affiliate
Beginning Out. 1—NBC BLUE

LIKE PRUNES! Well, yes, after
giving Miss Prune herself the once
over. Henrietta Horak, 29, Cze-
ch-born advertising manager of the
California Prune Growers Assoc.,
is touring the country on behalf of
her 11,000 bosses, who raise prunes
in California. She is making a
nationwide goodwill tour on be-
half of her favorite fruit. Here she
talks on WAAB, Boston, with J. J.
Hayes, northeastern repre-
sentative of the cooperative.

Atlanta Displays

CARDBOARD mailing pieces, suit-
able for window or counter dis-
plays, are being distributed to
consumers by WSF, Atlanta, to pu-
lize the noon newscast of Planters
Peanuts. Printed on the cards are
slices of a WBBW cake with Walter
Paschall, station news editor, who
are done in red, white and blue
placing out the patriotic motif.

Kansas Gold

FAN-SHAPED array of wheat adorns the cover of a promo-
tion piece sent to the trade by
WIBW, Topeka. “Yellow gold in
Kansas, ready for you to mine,” it
says. In the center spread is a
wheat field panorama, with inset
of a harvester at work. A prepaid
post card is inserted in an picture of
a row of freight cars.

Tee in Montana

ENCLOSING a packet of golf tees
to stress the theme, “Summer time
are ready for golf with advertising
in Montana”, Montana Broadcast-
ners-KGIR, Butte; KPFA, Helena;
KBGM, Bozeman—is mailing a so-
licitation to advertisers calling at-
tention to the 25% increase in pop-
ulation in the State due to summer
travel.

BROCHURES

WTMJ, Milwaukee—Booklet promot-
ing new Nancy Grey program aimed
at men as well as women.

WSJS, Winston-Salem, N. C.—Folder
calling attention to the increased sig-
nal reaching from frequency shift.

Columbia’s Station for the
SOUTHWEST

KEH
WICHITA KANSAS
Call Any Edward Petry Office
Help Wanted

First Class Operator—Draft deflected except. N. Y. State State qualifications fully. Box 702, BROADCASTING.

Two Licensed Operators—At 200 watt NBC affiliate station in Southeast. Write Box 705, BROADCASTING.

Commercial Manager—For Regional Network Station. College experience required. Salary, $7000 plus. Address Box 708, BROADCASTING.

Operator-Transmitter Man—Must be experienced and capable of transmitter maintenance. Arkansas station. Salary, $2800, plus annual bonus. Send letter of application to Box 710, BROADCASTING.

Radio or Electrical Engineer in His Twenties—Degree in E.E. or E.E. preferred and should have some active government operator's license or several years' amateur experience. A fare for simple understandable written expression would be an advantage. Write freely and fully in strict confidence concerning your qualifications and requirements including salary. Address P. O. Box 3646, Washington, D. C.

Situations Wanted

Manager-Commercial Manager—12 years' experience. 32, married. Excellent references. Box 705, BROADCASTING.

Young Man—Single, draft exempt, seven years' experience Orient, newspaper, radio, script. Box 720, BROADCASTING.

Experienced Woman—Wants staff position. Proven program References. Qualified for any broadcasting, continuity, reception. Box 710, BROADCASTING.

Announcer-Program Director—Eight years' experience. New employed chain station large city. Desires channel-est reference. Box 700, BROADCASTING.

Chief Engineer—Now employed in 5 KW Rocky Mountain district station. Desires change to more progressive station. 12 years' experience. Box 718, BROADCASTING.

Broadcast Operator—6 years' experience in transmission, control, remote and network assignments; A1 references; 1KW job now. Box 711, BROADCASTING.

Summer or Permanent—Announcer, 18, intelligent, ambitious, rich voice, limited experience. K. T. superb background. REFERENCES. Box 333, Clarksville, Pennsylvania.

Announcer-Engineer—Now program director, network affiliation, considering change. Three years experience announcing, selling, copy-writing, and operating. Married, draft-deflected, good voice, reliable. Prefer West, make offer. Box 710, BROADCASTING.

Classroom Liked

CLASSROOM programs proved the most popular feature of the U of Illinois station at Urbana, WLL, which reports that 2,300 letters were received from listeners during the last year requesting more information on the programs with but 18 complaints, though the broad- cast deals with controversial issues.

Classroom Liked

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PROFESSIONAL DIRECTORY

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

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CLIFFORD YEWYADD Empire State Bldg. NEW YORK CITY An Accounting Service Particularly Adapted to Radio

PA Has 193 Stations

PHERS ASSN., subsidiary of Associated Press to handle news for radio, now has a total of 193 stations subscribing to its service, in addition to the 60 foreign stations already served by AP prior to the organization of PA, according to William J. McNeil, AP general manager. The addition of these 193 stations brings the total number of stations receiving AP news to more than 300.

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CODE CLASSES FOR DEFENSE are taught by KDKA, Pittsburgh, and here are two of the instructors during a recent classroom session. They are (1 to r) T. C. Keys, supervisor, and Jim Rock, KDKA general manager. Dwight Myer, chief engineer, is director of the classes but was away on a vacation at the time this photo was taken.

**Hole in One**

**On the first day** of his vacation, Ken Hager, manager of WGY, Schenectady, scored a hole in one on the 185-yard par-three hole at the Mohawk Country Club, Schenectady. Hager, who is a portside, used a brassie against a stiff wind to see a tricky par-three hole. Ed Letson, announcer of KDKA, Salt Lake City, recently accomplished a similar feat on a local course.

get that the only protection against future exorbitant demands lies in open competition and that this open competition can be established only by maintaining the 'dollar' incentive. Blanket licenses with payment of a per cent of gross income entered into with a combination controlling a dominating portion of the available material, destroys the 'dollar' incentive. It then becomes economically impossible for the blanketeer to maintain the material used to the product of the dominating combination.

“The door to protective competition is closed against those who are not members of the combination and is effectively closed against those who did not exist. No one wants a repetition of December, 1940, but if it is to be avoided, a competitive market must be maintained. The door to competition must be kept open to new and unknown composers and authors, to new music publishers, to AMP, to SESAC, to BMI and others. Unless these non-ASCAP creators are able to market the product of their labor in a free market, their chance of livelihood vanishes and their incentive to produce is destroyed.

“It is my firm conviction, based on seven years of intensive work with the copyright problem, that if broadcasters again pay ASCAP a per cent of their gross income for blanket licenses, the time will come when the gains of today are hopelessly lost. Unless we help ourselves now, we soon will be past helping. In Florida, Nebraska, Washington and Alaska, ASCAP is barred from doing business as a combination. In several other States, including Kansas and North Dakota, they must comply with laws placing restrictions on monopolistic operations. If there must be 48 different laws in order to cure permanently monopolistic domination in the copyright licensing field, then let us have 48 laws. But an earnest effort should be made to keep those laws uniform.

“Instead of a Munich pact, broadcasters and other users of copyrighted music should assert their legal rights and maintain them. They must not be influenced by fear and self-serving propaganda. They must not let inertia again destroy their freedom to buy in a competitive market.”

Building in Clarksville, Tenn.

ROH THOMPSON, former assistant chief engineer of WGOV, Valdosta, Ga., is now chief engineer of the new WJZL, Clarksville, Tenn., now under construction with RCA equipment and a Winecharger 175-ft. tower. He is the only member of the staff thus far engaged, though the station expects to be on the air early in August. Operating with 250 watts on 1400 kc, the station was authorized by the FCC last February and is owned by William D. Hudson, mayor of Clarksville, and his wife, Mr. Hudson is also a member of the Tennessee Railroad & Public Utilities Commission.

**1‘HIL BAKER,** off the air nearly two years, has been auditioned by XRC with his old comedy cast in a new show, "Brownstone House.”

**WFMJ**

**Youngstown’s Favorite Station**

A Haup-Holmes survey shows that WFMJ has more listeners than any other station heard in the Youngstown district.

**WCAR**

**WE'VE GOTTEN POWER DRAMATICALLY!**

**Streamlined Wattage**

Built by a Big Time Production Staff

That Has Wide Widespread Service To Rural & Urban Markets

With Money To Spend... Who Prefer WCAR

GET THE FACTS FROM WCAR

PONTIAC + MICH. * 1941 INSTITUTE OF RADIO ENGINEERS CHICAGO + NEW YORK**

**U.P.**

**THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE NEWS COVERAGE UNITED PRESS**

Page 46 • July 21, 1941
New 50 kw. Plant Dedicated by KOB

New Type of Transmitter Put In Operation by Station

COMPLETELY equipped with what is claimed to be the first RCA Hi-Level modulated transmitter, KOB, Albuquerque, N. M., formally stepped up its power to 50,000 watts July 9 with special dedicatory festivities.

Transmitter is housed in a new building of Pueblo construction on the banks of the Rio Grande, nine miles north of Albuquerque. The new 450-foot vertical antenna is of uniform cross section construction, erected on 80,000 square feet of ground space over a water-soaked sub-strata that is only four feet below the surface.

Notables Attend

The formal dedication broadcast from the stage of the local Kino theater was attended by Gov. John E. Miles, Mayor Clyde Tingley of Albuquerque and Dr. Hugh Milton, president of New Mexico State College, who spoke during the program. Other special guests present were Don Gilman, NBC vice-president; I. R. Baker, RCA Mfg. Co., Camden; Don Wilson, NBC announcer who acted as m.c.; Martha Tilton, NBC artist. The hour-long broadcast included a salute by the NBC-Blue network from Hollywood.

Increase culminates the climb of PERCEPTIBLY PLEASED with details of their new contract with Union Oil Co. are these CBS Pacific network executives surrounding James Fonda, radio supervisor of Lord & Thomas, Hollywood. They are (1 to r), Hal Hudson, CBS Pacific Coast program service manager; N. G. Fringle, head of the network's West Coast news bureau, who acts as commentator on the five-weekly quarter-hour program, sponsored by the petroleum concern; Fonda; Harry W. Witt, CBS Southern California sales manager; A. Ernest Bagge, network account executive. Union Oil on July 7 started for 52 weeks sponsoring the news analyst on 3 CBS California stations.

KOB, one of the nation's pioneer stations, from its inception in 1920 as a 50-watt outlet to its present 50,000 watt status as one of the country's most powerful stations.

AN INCREASE in pay of 10% for all employees of WTRY, Troy, N. Y., has been announced by Commercial Manager William A. Ripple. Effective July 1, the raise is the second in six months.

JAMES McFADDEN, McKee, Albright New York vice-president in charge of radio, is currently in Hollywood conferring on plans to switch origination of the weekly NBC Rudy Vallee Show, sponsored by National Dairy Products Corp. (Sealtest), from that city to New York, in later August.

Al Hollender Promoted

AL HOLLENDER, for seven years director of public relations of WJJD, Chicago-WIND, Gary, has been appointed assistant to President Ralph L. Atlass. Other personnel changes announced by Mr. Atlass include the naming of H. F. Sherman to the post of national sales manager of WJJD and the appointment of Dave Bennett, formerly of Dave Bennett Associates, Chicago, as local sales manager. Les Paul, formerly guitarist for Ben Webster's orchestra, succeeds Ben Kanter as musical director. Mr. Hollender will act as coordinator of several departments of both stations as well as continuing as public relations director.

WHOM Offers All Aid To Americanize Aliens

AN OFFER of its complete facilities to the United States Government to aid in the vast expansion of the Americanization program facilitating naturalization of 5,000,000 aliens has been made by WHOM, Jersey City, through its manager, Joseph Lang. In a letter to Howard D. Hunter, WPA administrator and director of the drive, Mr. Lang said:

...We offer the complete facilities of WHOM in cooperating with your department to further this work. WHOM broadcasts a greater variety of foreign language programs than we think, any other station in the U.S. It is our belief that whatever we can do with you, together with what we are already doing through our own WHOM free naturalization school, will render a good public service to our listeners...President Roosevelt has allocated $14,000,000 of WPA funds for the Government’s Americanization instruction program, which will be sponsored by the Department of Justice and co-sponsored by state departments of education...

Bond Bread Spots

GENERAL BAKING Co., New York City, on June 10 started sponsorship of Gene & Glen, a live talent show 12:15:15 p.m. Monday thru Friday on WNAC, Boston; WTC, Hartford and WTAG, Worcester, the show originating in Hartford. Newell-Bennett Co., New York is agency.

ANOTHER PERSONALITY FIRST

DIZZY DEAN on ST. LOUIS KWK

"The Station with The Personalities"

Johnny O'Hara - Johnny Neblatt
Ray Dady - Myron S. Bennett
Clyde Gay - Helen Adams
Lon Saxon - Martin Bowin
Al Sari - Rolla Coughlin

Represented by Raymer

KWK-MBS

America's best known baseball hero now on KWK's Play by Play Baseball Broadcasts.
CBS, DuMont Plan Television Service

Plan Commercial Operation To Start in August

WITH CBS transmitting its first full-scale television program in full color last Thursday evening and DuMont as well as CBS expecting to be ready for commercial operation about Aug. 1, the television picture in New York broadens day by day. The only operator to start commercial video on the July 1 opening date, NBC continues its regular 15-hour week with the program schedule, which includes several sponsored programs, on WNB

Using special apparatus developed in its own laboratories by Dr. Peter Goldmark, CBS chief television engineer, CBS wheeled in color cameras and televised a repeat performance at 9:30 p.m. of its "Try Dancy Program," transmitted in black-and-white from 8:30-9:30 p.m. The full production was televised in color, although only a few of the special color receivers were available for spectators.

DuMont Testing

DuMont's new transmitter and studios, located at 515 Madison Ave., New York, are going through final stages of field testing, according to Mortimer Loewi, head of the DuMont television operations, and a commercial license is expected around Aug. 1. Although DuMont expects to begin commercial operations as early as possible, no definite word on commercial arrangements, such as sponsors and rates, has been announced by Mr. Loewi.

The new "electronic view-finder" will be used on television cameras at the new studios, Mr. Loewi stated, commenting that the novel apparatus should lower the cost of visual pickup equipment. The new view-finder consists of a five-inch cathode tube in a shadow-box attached to the side of the camera. By looking through the eye aperture, the operator sees the televised scene on the screen of the tube, just as it is picked up by receivers. In addition to automatic compensating features and the advantage to the operator of seeing the actual transmitted result, the relatively economical apparatus replaces expensive sets of glass lenses, Mr. Loewi explained.

Mrs. FDR Time Sought

PAN-AMERICAN COFFEE BUREAU, through its agency, Bu- chen & Co., New York, is still seeking the best available time for its new network show featuring Mrs. Franklin D. Roosevelt, to start sometime in September. The program will stress the Good Neighbor Policy and further cultural relations between the Americas. The bureau is composed of representatives of seven South American countries and is reported to have an operating budget of over $750,000.

U. S. Court Upholds Ruling Allowing Non-Royalty Records of Literary Works

AFFECTING authors of copyrighted poems, stories and works of that nature is the ruling handed down in early July by the U. S. Circuit Court of Appeals at Los Angeles. The decree unanimously upheld a decision of the court that recordings can be made of any literary works and sold for commercial purposes without royalty payment as long as such works are not dramatized.

Decision was rendered in the suit of Austin Corcoran against Montgomery Ward & Co., in which the plaintiff charged the defendant with recording and selling his original copyrighted poem, "Plain Bull," thereby committing an infringement of copyright. His suit was dismissed by Judge Harry A. Hollingworth, in an opinion by Justice William Healy, affirmed this action, Justices Denman and Mathews concurred.

Promptly following the ruling, reports were current in the Coast that a number of famous poems were being set to music and that the writers or their assigns appeared to be helpless, legally. It was said that there has developed a race to grab words from various popular songs and set them to new music, by virtue of the ruling.

Although the court conceded there might appear to be justice in Corcoran's claim, it upheld its position by pointing out that in the 1909 revision of the Copyright Act, composers were given the exclusive right of recording their musical compositions and the same right was granted to authors of copyrighted dramatic works. However, Congress did not give like protection to copyrighted poems, stories and similar literary material.

The court further denied Corcoran's accusation that setting the verse to music constituted both a dramatized and another version of it, by describing the poem as doggerel verse, "lacking certain qualities of a dramatic work, notably dialogue and a perceptible plot." It further added that, "undoubtedly it could be arranged and dramatized in the form of the animated cartoon so familiar to those who frequent motion picture houses. Most novels and stories and even some news articles may be dramatized, but nobody thinks of them as dramatic works. The various forms of literary composition all have certain features in common, but if the similarities are pushed too far all attempts at classification break down and the copyright law is reduced to chaos."

The plaintiff also charged that the defendant had "vented" the copyrighted work, and that in any event his work constituted the lyrics of a musical composition. The court rejected the first contention on the authority of White-Smith Publishing Co. against Apollo Co., decided by the U. S. Supreme Court in 1908, stating the poem as recorded was subject only to acoustical perception. Finally, the court held that the poem, in the form written, did not constitute a musical composition.

Such legal interpretation renders it possible to set a best-selling novel to music and reproduce the product on records and sell such records to the public without payment of royalty.
Kelleher Joins WBS
THOMAS M. KELLEHER, for three years with Noe, Rothenberg & Jann, New York, newspaper representative, has joined the sales department of World Broadcasting System to work from the New York studio. Previously, Mr. Kelleher traveled through the East for International News Service, served nine years with the Worcester Telegram & Gazette, and for two years was national advertising director of the Record Newspapers in Troy, New York.

New Wisconsin Network
A NEW six-station regional network has been incorporated in Wisconsin under the name Wisconsin Network Inc., linking WHBY, Appleton; KFIZ, Fond du Lac; WCOL, Janesville; WHBL, Sheboygan; WHAW, Wausau; WFHR, Wisconsin Rapids. President of the company is Hiram H. Born, work from president, James F. Kyler, WCOL; secretary-treasurer, Father James A. Wagner, St. Norbert's College, and operating both WHBY and WTAQ, Green Bay. The network is mutually owned.

Nets Gloomy
(Continued from Page 6)

Mr. Kelleher, of WBS, being entertained at the Radio Club,

KIDO, Boise

BOISE, home of KIDO's transmitter, is Idaho's top metropolitan city. It is also the center of the southwest dairy area which does over 51% of the dairy business for the entire state.

KIGA, Spokane, operating on 1510 kc, 5,000 watts, on July 15 joined Don Lee-MBS as an affiliate, replacing KIV, Wenatchee, and KVOB, Ellensburg.
Dispute of AFRA and WKRC Mediated

Preliminary Contract Signed, Winding Up Disagreement

MEDIATION of wages and hours of AFRA employees of WKRC, Cincinnati, began this week following the arrival of Mrs. Lillian L. Poses, representative of William H. Davis, chairman of the Defense Mediation board. Mrs. Poses arrived in Cincinnati last Thursday and is to hold joint meetings with representatives of the station and the union who have already signed a preliminary contract recognizing AFRA as the sole bargaining agent for program employees.

Mrs. Poses, who has practiced law in New York City since 1931, has held responsible posts in various Government social and labor organizations and has functioned as mediator in several labor disputes. At present she is regional attorney for the Social Security Board of New York.

MBS an AFRA announced signing of agreements last Monday, ending the strike and establishing a pattern for arbitration designed to prevent recurrence of similar situations.

Under the agreement, as explained by AFRA and MBS, strikes against programs transmitted by the network to a station involved in a labor dispute with AFRA would be prevented, providing the outlet agrees to arbitration of its local negotiations.

The new pact, combined with earlier agreements between MBS originating stations and the union, frees the network from involvement in labor-dispute situations of affiliated stations where arbitration is accepted, with AFRA free to strike in cases where arbitration is refused, according to MBS.

Signed July 9 by W. E. MacFarlane, MBS president, and Mrs. Emily Holt, AFRA national executive secretary, and George Heller, associate secretary of AFRA, the agreement was hailed by both the network and the union as an important forward step in non-labor relations.

With the WKRC strike officially ended at 5 p.m. last Monday, and picket lines called off, Fred Weber, MBS general manager in New York announced that network service to all MBS affiliates continues without interruption.

Non-Strike Clause

The new agreement, which remains in effect until AFRA's code of fair practice expires Nov. 1, 1943, provides:

(a) In the event AFRA is unable to consummate a collective bargaining agreement with any Mutual affiliate after a reasonable period of negotiations, and provided that such affiliate shall agree to arbitrate its differences with AFRA as provided in the two next paragraphs, AFRA will not - because of said inability to enter into a collective bargaining agreement with AFRA, prevent or interfere with such affiliate's right to arbitrate its differences with AFRA, strike against such affiliate, boycott or prevent employment in such affiliate, or any common or commercial or sustaining programs by whatever means or by whatever method of procedure.

(b) The affiliate's willingness to arbitrate shall be evidenced by filing with AFRA, at its main office at 2 West 45th St., New York City, a signed copy of an agreement including the rules set forth in the Code, including necessary modifications of the Code. The arbitration shall be conducted under the rules set forth in the Code, in accordance with any modifications of the Code.

(c) The arbitration shall determine all matters arising out of and affecting working conditions, whether AFRA is the exclusive collective bargaining representative of such affiliate or not, and the arbitrators shall not award an AFRA closed shop unless the arbitrators find that AFRA is the exclusive collective bargaining agency for a majority of the employees.

Can Pick Employees

In a joint statement Mrs. Holt and Hubert Taft Jr., manager of the station said the settlement involved an "AFRA shop" for singers, actors and announcers. "Special talent employees, sportscasters, women's commentators, masters of ceremonies, and man-in-the-street announcers, were exempted from the "AFRA shop" provisions.

Under an "AFRA shop" the station may pick its own employees but they are required to join the union upon being hired. Under ordinary "closed shop" procedure the union certifies to the employer the names of persons who can be hired.

With the signing of the agreement, the four striking members of the staff went back to work and all non-striking members of the station's staff were declared eligible for admission and reinstatement into AFRA without penalty or discrimination. The Radio Artists Assn., an independent union affiliated to AFRA, was disbanded and its petition to the National Labor Relations Board asking to be declared the sole bargaining agent for the station was withdrawn.

The RAA members had agreed to join or rejoin AFRA depending on whether its members had previously been in good standing with AFRA. On its part, AFRA had agreed to reinstate all members who had stayed in the station during the strike, simply upon application.

Two members of the station staff, Jimmy Scribner, author and sole actor of The Johnson Family, and Dick Nisbett, sports announcer, had been suspended from AFRA early in the strike.

Monday's settlement solved what might have been a perplexing problem for MBS after the station management had obtained a temporary injunction to prevent the network from discontinuing its service to the station. Under the AFRA-MBS-agency accord, agency-produced commercial shows would have been yanked from WKRC beginning July 12 (Broadcasting July 14).

Because Ohio law provides that a temporary injunction is returnable in three weeks and because of the MBS mechanical setup, the network was faced with the possibility of being unable to feed any agency-produced commercial to its entire station list.

The strike, first in AFRA history, started June 20 when four AFRA members of the 17-man announcing staff failed to report for work and started picketing the WKRC studios assisted by other Cincinnati AFRA members. Up until last week negotiations dragged, finally resulting in a special meeting of the MBS board in Chicago out of which came the MBS-AFRA agreement. After the legal pyrotechnics July 11 MBS General Manager Fred Weber, MBS Attorney Emmanuel Dannett and AFRA Attorney George Heller flew to Cincinnati for conferences with station and AFRA officials, paving the way for peace.

AWARD FOR PATRIOTISM was recently bestowed on WNEW, New York, with Richard O'Dwyer, vice president of the station (right), accepting an American Legion plaque from Victor O. Perls, radio chairman of the New York County division of the veterans' organization. Inscription read, "In recognition of its continued and outstanding services in furthering the ideals of Americanism, awarded to WNEW by the New York County Organization American Legion, 1941."
Bulova's Stations Signed by ASCAP
WCAE, KOAM and KSAN Are Other New Signatories

SIGNING of the Bulova group of five stations, plus three others, since July 1 was announced last week by ASCAP, as the battle of words continued between the Society and Broadcast Music Inc.

ASCAP announced that WOV, New York; WORL and WOPC, Boston; WPEN, Philadelphia, and WJLI, New Haven, all identified with the Bulova label and interests, had negotiated contracts. Other stations signed since July 1, it was stated, are WCAE, Pittsburgh; KOAM, Pittsburg, K.a.n., and KSAN, San Francisco.

No further word was forthcoming either from ASCAP or NBC or CBS regarding negotiations looking toward return of ASCAP music to these networks, to terminate the break that has existed since Jan. 1, during which time no ASCAP music has been performed.

Confer in Capital

Top officials of NBC and CBS were in Washington virtually during the entire week, in conference with conceptions on the FCC's chain-monopoly report and therefore were not in a position personally to carry on negotiations with ASCAP.

Another exchange between BMI and ASCAP over the former's royalty payments to composers developed during the week. After John G. Paine, ASCAP general manager, had echoed "sweatshop" charges against BMI, quoted figures purportedly showing that its writers were being paid miserably amounts, BMI rejoined that ASCAP had made several "vicious and totally uncalled for attacks on BMI" and had presented a list of questions for it to answer. It branded these questions as the "havard you stopped beating your wife?" variety and said it had no intention of answering them. The ASCAP release of July 14, BMI stated, quoted the figures in regard to BMI's financial life and it was found that "without exception the figures are inaccurate". Mr. Paine's July 14 statement, among other things, alleged that of $15,000,000 invested in BMI by radio (industry figures show only a total of $1,500,000 paid in) "not more than $35,100 has been paid to composers and authors up to this date."

Alluding to the $4,000,000 figure, Mr. Paine asked how much of "those millions were spent and still are being spent on propaganda aimed to destroy the rights of creators?" He inquired further "how much money was sent and is still being spent on legal fees in litigation aimed to rob the writers of the rights vested in them by the copyright laws."

As though by grace, Mr. Paine referred to the "dead mackerel in the moonlight" observation of FCC Chairman James Lawrence Fly during the NAB convention in St. Louis.

The ASCAP board Friday announced election of 33 new members, including 26 writers and seven publishers, bringing the society's total to 1,192 writer members and 146 publisher members. New publisher members include Brown & Henderson Inc., Coslow Music Co., Dash, Connelly Inc., Edition Musicus New York, Ensemble Music Press, Charles E. King, Pan-American Music Co.

Oil Companies Utilize Radio Programs To Promote Program for Conservation

URGING consumers to make more efficient use of dwindling oil supplies along the East Coast, petroleum companies and marketers serving the seaboard are revamping their scheduled radio continuity in cooperation with conservation efforts of Federal Petroleum Coordinator Harold L. Ickes. The move, scheduled several weeks ago, has but has gathered speed as the shortage has become increasingly acute.

In some time plans have been afoot to eliminate straight selling copy in favor of institutional continuity designed to dramatize the petroleum industry's role in national defense. However, this idea has been dropped to a large extent and oil companies, particularly those whose sales areas are restricted to the East Coast and contiguous territory, are substituting non-selling continuity copy. To date no oil companies have curtailed radio expenditures.

Esso Advice

Esso Marketers, sponsoring the Esso Reporter newscasts and the first company to preach conservation, is using commercial time on the programs to advise drivers on how to care for their cars to reduce gas consumption, as well as recommending doubling up in use of car for pleasure driving and domestic errands. Socony-Vacuum Oil Co. for about a month has also included similar copy.

Richfield Oil Co., starting July 15 on its MBS program Confidently Yours, carries helpful hints to motorists on how to conserve fuel and has published a booklet, "24 Ways to Save Gasoline", to be distributed through local dealers and stores up and down the Atlantic Coast.

No changes have been announced by several of the large national oil companies. Gulf Oil Corp. has run its "Screen Guild Show" on CBS Sept. 28, and apparently will not change the selling style of the program since it has switched from selling copy on the CBS News Roundup it sponsors each Sunday on the regular Screen Guild spot during the summer. Shell Oil Co., advertising virtually nationwide distribution, is continuing its national transcribed spot campaign without change.

Press Hearings

(Continued from page 5)

The Commission, being without authority to make a policy of any kind concerning the matters specified in its Order No. 79, as elaborated in its Order No. 79-A, it is without authority to conduct any inquiry into the subject to determine what statement of policy or rules, if any, should be issued concerning applications for high-frequency broadcast stations (F3) with which are associated persons also associated with the publication of one or more newspapers or to determine what statement of policy or rules if any, should be issued concerning the future acquisition of standard broadcast stations by newspapers.

Arguments Ask

7. The Commission is without authority to conduct a general inquiry into the newspaper publishing business with respect to the purpose of disqualifying any persons belonging to a particular class because of their belonging to such class, from holding radio broadcast licenses or receiving approval of their applications for such licenses or for approval of applications for the transfer of such licenses from others to them.

WATTS

"We Build Em-24 Hours A Day!"

and Texas' Booming Gulf Coast Industry Area is Reached Through ...

BEAUMONT'S

KFDM

560 KC FULL TIME 1000 WATTS NEWS AND VIEWS

"NATIONAL VACATION"

by Howard H. Wilson Company

79. A.M. Monday thru Friday

Sponsored by Asperton

BROADCASTING • Broadcast Advertising

July 21, 1941 • Page 51
ACCENTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

JULY 12 TO JULY 18, INCLUSIVE

Decisions

JULY 16

NEW, Southwest Broadcasters Inc., Las Vegas, N. M.—Granted CP new station 1250 kw, 250 w unrl.
NEW, Helena Broadcasting Co., Helena, Ark.—Granted CP new station 1400 kw, 250 w unrl.
NEW, UT of Hillman, U. S.—Granted CP new non-commercial FM station 42.9 mc, 10 kw.
NEW, Metro-Goldwyn-Mayer, Los Angeles—Granted CP new FM station 66.1 mc, 7000 kw.
NEW, CBS Hollywood—Granted CP new Class C FM station 41 mc.

KDAL, Duluth, Minn.—Granted CP change 410 kw increase 1 kw unrl., directional N, move transmitter.
KLMA, Little Rock, Ark.—Granted CP move and install new transmitter, change to 1010 kw.
KPHO, Spokane—Granted CP new transmitter and antenna increase 250 w unrl, change 1250 kw.
KHSV, Clayton, Ga.—Granted CP increase 1 kw unrl, directional subject to duplicate ownership.
KBBR, Baker, Ore.—Granted consent to voluntarily assign license to Baker Broadcasting Co. for $12,000.

KELK, Oklahoma City, Okla.—Granted CP change station WIBU, Payette, Idaho, granted petition cancel hearing and renew license; WCBW, Springfield, Ill., admitted order denying change of license in in grant new station Jacksonvile, Ill. Dismissed HEARING—NEW, George Johnston Jr., Birmingham, Ala. CP new station 1250 kw unrl, jointly with applications new stations of WDAM Inc. and Jefferson Broadcasting Corp., seeking favorable facilities; WCAP, Ashbury Park, N. J., modification license to share time with WCAP; WATE, Knoxville, Tenn., modification license to share time with WCAP;
NEW, Ray S. Lewis, Norfolk, Va., CP new station 1250 kw 250 w unrl, jointly with like application of Colonial Broadcasting Corp.; WBBY, Waterbury, Conn., modification license change 250 kw decrease to 1 kw unrl, move transmitter.

JULY 18

MISCELLANEOUS—NEW, Mid-America Broadcasting Co., Leavenworth, consent to leave amended petition; WRCG, New Albany, Ind.—same; WTIC, Hartford, withdrew petition in above 2 cases; NEW, James F. Hopkins Inc., Ann Arbor, Mich.— Granted CP change station WERI, Detroit, application 1600 kw 1 kw unrl; WTEL, Philadelphia, hearing continued to 9-12-41; WTVI, Trenton, N. J.—Modification CP 1220 kw 250 w unrl, directional desired without prejudice; WDAH, Allentown, Pa.—Modification CP change 750 kw decrease 1 kw.

Applications

WOKO, Albany, N. Y.—CP new transmitter and directional, change 640 kw, increase 200 kw.
NEW, World Wide Broadcasting Corp.—CP new international station share all frequencies with WURL, WURW.
NEW, Pulitzer Publishing Co., St. Louis—Granted CP new station for 65.5 mc. 11,301 kw, 1,797,706 pop.
KFXJ, Grand Junction, Colo.—CP 1250 kw unrl, new projection.
KVOS, Bellingham, Wash.—CP new transmitter (KIRO's) change 790 kw, increase 1 kw.
KTRN, Seattle—Modification CP new station 1480 1 kw unrl, directional.

JULY 16

KTH, Hot Springs, Ark.—Voluntary sale and transfer of license to Arkansas Commercial Broadcasting Corp.
KTH, Hot Springs, Ark.—CP increase 50 kw with 250 w unrl amplifier time KDRL install and new transmitter.

NEW, Dimple Broadcasting Co., Columbus, Ohio—CP new station 1240 kw 250 w unrl, facilities of WSIX.
NEW, Coastal Broadcasting Co., New Bern, N. C.—CP new station 1450 kw 250 w unrl.
NEW, Louisiana Communications Inc., Baton Rouge, La.—CP new station 1450 kw 250 w unrl.
WSAU, Wausau, Wis.—Authority to transfer control to W. B. Walker and M. C. May, by purchase of 5 shares of stock.
KVNU, Logan, Utah—CP change 600 kw install and move new transmitter, new antenna.
NEW, Edwin A. Kraft, Kodiak, Alaska—CP new station 1250 kw 250 w unrl.
NEW, Paul Forman Godley, Newark—CP new station 1250 kw 250 w unrl.

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NEW, New Haven Broadcasting Co., NEW—CP new station 1250 kw 1 kw directional.
NEW, WBKO, Kalamazoo, Mich.—Modification CP change type transmitter.
WKEU, Grinnell, Ia.—CP increase 250 w unrl, move transmitter, change antenna.
WSIX, Nashville, Tenn.—Modification CP increase 2 kw unrl, install new transmitter, NEW, Dan L. Brown, Hollywood—CP new commercial television station.

Tentative Calendar


WABY, Albany, N. Y.—Modification license 1210 kw 250 w unrl, sites.
NEW, Mid-America Broadcasting Corp., Lafayette, Ky.—CP new station 1 kw N 5 & D directional; NEW, Northside Broadcasting Co., Louisville, Ky.—CP new station 1800 kw 5 kw unrl, directional (consolidated hearing).
NEW, West Allis Broadcasting Co., West Allis, Wis.—CP new station 1480 250 w D (July 23).
WTEL, Philadelphia, CP 1500 kw 250 w unrl, (July 24).
WCAM, Camden, N. J., license renewal and modification application; WCAP, Ashbury Park, N. J., license renewal and modification application; WTVI, Trenton, New Jersey—Modification renewal and CP 1220 kw 1 kw unrl, directional.
WDAS, Philadelphia, Pa.—Modification CP 1220 kw 1 kw N 5 & D directional (July 21).

NEW, Omaha Broadcasting Co., CP new station 250 kw unrl; modification under CP (consolidated hearing).

KW5, St. Louis, CP 680 50 kw unrl, directional (Aug. 14).

KWB, Glenisle, Pa.—license renewal (Aug. 27).
KGO, San Francisco, license renewal (Sept. 19).
KOA, Denver, license renewal (Sept. 19).
WMAL, Washington, license renewal (Sept. 19).

Shell Oil Returns

SHELL OIL Co., San Francisco, through J. Walter Thompson Co., that city, on Aug. 7 starts sponsoring a weekly half-hour program "Shell Goes to a Party," on 7 CBS Pacific Coast stations (KNX KSFO KARM KROY KOIN KFFY), Thursday, 9:15-9:45 p.m. (PST). Contract is for 13 weeks in a West Coast test preliminary to going transcontinental in late fall. Art Linkletter is to m.c. the weekly program, tentatively planned to originate from the homes and parties of Hollywood celebrities. Paul Rickenbacker, assistant to Daniel Danker, Southern California vice-president of the agency, is to produce.

Vick Plans Test

VICK CHEMICAL Co., New York, on July 28 will start a 13-week test of News for Women with Andre Baruch, on WOR, New York, 3-3.15 p.m., on 14 CBS stations. The program will include weekly pickups from Europe and interviews with prominent women. New International, New York, is agency.

Mazola to Expand

CORN PRODUCTS Co., New York (Mazola), is sponsoring 20 chain-break announcements weekly on WPRO, Providence, and is planning to expand the campaign into New York State later this month, according to C. L. Miller Co., New York, agency in charge.

KORN, Fremont, Neb., license renewal; transfer of control (consolidated hearing, Aug. 15).

WDBC, Glenisle, Pa., license renewal (Aug. 27).
KGO, San Francisco, license renewal (Sept. 19).
KOA, Denver, license renewal (Sept. 19).

The preferred advertising choice of more radio stations than all other trade publications combined... proved the preferred reading medium of buyers-to-coast-in every survey.

[Question mark] Ask about these five surveys: Transmission Firm Survey, West Coast Station Survey, Station Representative Survey, Midwest Station Survey, Eastern Stations Survey.

Experimental Rule Discarded by FCC

Special Authorizations Now Placed on Revised Status

ADOPTING a new procedure to eliminate special experimental authorizations, which were banned in the earlier broadcast rules in force during the last two years, the FCC last Wednesday approved issuance of "special service authorizations" to a half-dozen stations holding the experimental grants on a month-to-month basis.

The Commission said the new type of authorizations would expire simultaneously with the regular license until such time as regular authorizations were forthcoming, to include KVOO, Tulsa; KFAB, Lincoln; WAPI, Birmingham; WBLA, Baltimore; WBBM, Chicago, and KTHS, Hot Springs.

CBS FINDS RECORD IN 1940 BILLINGS

CLAIMING its sixth straight year of attracting the greatest share of the nation's 100 leading advertisers' network buying, CBS notified Thursday announced that 56 of the 100 had used time on CBS during the first six months of 1940, buying $41,025,649, this makes 1940 the network's best year from several angles, according to CBS.

The CBS breakdown showed that 56 of the 100 leading advertisers used CBS, 41 used NBC-Red, 32 NBC-Blue, CBS also achieved a decisive margin among advertisers using only one network, in which they dominated, with 18 using only CBS, eight using NBC-Red, six using NBC-Blue and three MBS. According to the 1941 Broadcasting Yearbook, NBC's in two years, the billings for 1940 amounted to $39,955,322; NBC-Blue $10,707,678; MBS, $50,040,000.

Among advertisers using more than one network in 1940, 38 used CBS, 33 used NBC-Red, 26 used NBC-Blue, the CBS figures indicated. For 1939 comparable figures were 39 for CBS, 33 for NBC-Red, 25 for NBC-Blue and 19 for MBS.
Gen. Richardson, Public Relations Head, Named to Command 7th Army Corps

IN A MOVE designed to bring younger and more vigorous officers to major posts in the rapidly expanding Army, the War Department last Wednesday announced that Maj. Gen. Robert C. Richardson, Jr., director of the Bureau of Public Relations, had been named to command the Seventh Army Corps, Birmingham.

Gen. Richardson, who came to Washington last March from Fort Bliss, Tex., where he was commandant, was directly responsible for an awakened interest in radio on the part of the War Department and the Army. He directed the expansion of the radio branch of the bureau of public relations which he made a separate entity in the public relations setup.

Achives Cooperation

Radio previously had been grouped with motion pictures. Since Gen. Richardson's arrival, the War Department has constantly turned to radio both in promoting recruiting drives and portraying the work of the Army to the public.

Gen. Richardson, along with Gen. George Marshall, chief of staff, believes in complete frankness in radio and work. Together they have established that many Washington observers believe the best War Department "press and radio" in modern times.

While his departure will be keenly felt in radio circles, it is assumed his successor, yet to be named, will continue the policies and administer the work as his predecessor did.

The War Department has announced the names of the officers who will fill the position of director of public relations.

Wigley Starts Dealer Campaign

WILLIAM WIGLEY JR. Co. Chicago (Spearpoint gun), in a nationwide local dealer promotion, is placing a total of 13 transcribed quarter-hour programs on about 600 stations. The programs, to be heard over a period of three weeks on each station starting July 30, will dramatize, through the character of Scattergood Baines, the service that the local retailers render the community. The programs agree, however, to use merchandising aids furnished them and to broadcast 10 minutes of the program announcements promoting the program. Arthur Meyerhoff & Co., Chicago, is agency.

Wetzel Succeeds Harris

MAURICE WETZEL has been appointed assistant production manager of the NBC Central Division, succeeding L. G. (Bucky) Harris who recently resigned to join Grant Adv., Chicago. Mr. Wetzel has been in the industry since 1921 when he started a station in Grand Rapids, Mich. He was later connected with WCPF and KYW in Chicago, leaving KYW in 1932 to join the production staff of NBC Chicago as assistant to C. L. Men- ser, production chief. Formerly manager of the NBC Central Division electrical transcription division for several years, and a pioneer in the development and promotion of the NBC Thesaurus, Mr. Wetzel rejoined the NBC Chicago production staff in October, 1940.

INTERNATIONAL NEWS SERVICE

NEW YORK

The Key Station of the Maritimes

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

CHNS

C B R A D T I O N

BROADCASTING • Broadcast Advertising

THE 5000 WATT Voice of the Tri-Cities

3 ROCK ISLAND • 6 DAVENPORT • 10 MOLINE

WQHBF

Affiliate of Rock Island, Illinois, American

Basic Mutual Network Outlet

FULL TIME 1300 K C
### National Anthem Order Handled Down by Petullo

Under a modified order sent out last Tuesday to the entire AFM membership by James C. Petullo, president of the American Federation of Musicians, bands and orchestras, including those appearing on broadcasts, must play the National Anthem before and after each performance. The Tuesday notification, which authorized local union discretion in enforcing the order, followed the original order sent to AFM locals July 10 requiring the playing of "The Star Spangled Banner.""  

**Indicating that orchestra members in some cases may have to play the anthem on their own time, and that they should do so if they have a listening audience, Mr. Petullo made it clear that the sponsor of commercial programs still had the right to determine what music is played on his broadcast. He commented that it was not his intention to insist that the anthem be included on every program. Where there was a studio audience, the musicians should play the anthem before the program goes on the air and after it is signed off.**

### French from Boston

French from Boston made its debut June 30 as WBOS, 50,000-watt shortwave adjunct of Westinghouse radio stations took the air with its first beamed French broadcast to Europe, while WBZ-WBZA and WBOS officials looked on. Standing (to r) F. M. Sloan, WBZ-WBZA plant manager; C. S. Young, acting general manager, WBZ-WBZA-WBOS; F. P. Nelson, Westinghouse director of international broadcasting, and John F. McNamara, program director WBZ-WBZA. Seated, Streeter Stuart, Spanish and French announcer, WBOS, and Nicolas Devyner, French announcer of the international station.

### CBS and NBC Cancel Rome Programs; Harry Flannery Reinstated by Berlin

Both CBS and NBC have canceled all scheduled broadcasts from Rome, following action of the Italian Government in establishing a far-reaching rule imposing new and increasingly rigid censorship restrictions.

Definite cancellation of the broadcasts came July 12, after the networks' Rome correspondents had notified New York headquarters of the Italian move. 

David Anderson, NBC correspondent in Rome, is scheduled for transfer either to Stockholm, where he formerly was stationed, or Moscow, according to A. A. Schechter, NBC director of news and special events.

**Jordan to Return**

Although the CBS Rome correspondent, Charles M. Barbe, probably will leave Rome for Bern, Switzerland, no indication of his future location was given by Paul White, CBS director of public affairs. Meantime, Max Jordan, head of the NBC continental news staff, was to leave New York by clipper late last week for Basle, following a vacation of several months in this country.

**According to a cable to Mr. White from Mr. Barbe, the new Italian regulations provide:**

1. An increase of German censorship of all news, including special daily instructions to Rome Radio from Berlin covering forbidden and permitted items; the permitted items may not now be released from Rome until after their appearance in the DNB Agency reports.
2. The use of live news from Italy before its appearance in daily newspapers is not permitted; exclusive material is completely deleted.
3. Blanket restrictions on all reports of anti-American activities and heckling incidents.
4. Discussion of scripts with censors is prohibited, and scripts must be submitted several hours in advance of broadcast periods.
5. All modifying and explanatory passages are stricken from local news, thereby enforcing the broadcast of propagandist, a script short in length and cancellation of the entire program.
6. No "tying up" of Italian was considered as permitted (this was taken to mean that the correspondent was not allowed to control these communications with those of previous days or with those from other nations).

**Flannery Reinstated**

The Rome incident occurred at an altered time since the German government reinstated Harry Flannery, CBS Berlin correspondent, and allowed CBS to resume pickups from the Reich capital. CBS on July 12 carried its first Berlin pickup since June 28, when Berlin authorities ruled CBS off the air because of remarks made by CBS Commentator Elmer Doolittle, after the interview between Flannery and P. G. Wodehouse, British author now held in Berlin.

CBS' immediate response to the German action, had been to write Mr. Flannery that under no circumstances was he to compromise the integrity of his reporting to keep the Berlin post on the air.

Reich authorities later offered to allow a resumption of CBS service if accompanying commentaries were kept free from "tendentious" statements against Germany. CBS answered that its program policy bars such comment anyway, deeming that if it returned Berlin to the air, CBS must be free to administer its program policy itself, without interference from any foreign government.

On July 10 the German officials offered to reinstate CBS pickup on condition that opening and closing music and the pickup itself be handled in Berlin. CBS accepted the offer since it involved no change from established practice, where correspondents introduce themselves at the beginning of each broadcast and sign off at the end of their appearances.

A third CBS European correspondent, Betty Wason, formerly stationed at Athens, is understood to be in Lisbon awaiting passage to the United States.
“MEET THE M. M. TYREES”

The M. M. Tyrees are typical American farm people who live on their well-kept farm of 100 acres at Cox Landing, near Huntington, West Virginia. Mr. Tyree raises all his own feed for a fine herd of 33 Jersey cows of which he is justly proud.

The Tyree family speaks for thousands of other farm families in the same locality, when they say: “WLW is vital to our interest. Dairying. Every morning, we turn the radio on at 6:30, without fail, to hear the Nation’s Station Market Summaries, agricultural programs, and of course, the News.”

Four of the six children live at home. Every member has completed his 4-H Club Training except Bill, who is engaged in 4-H Club work at Marshall College. Mrs. Tyree, a progressive farm woman, takes a great interest in WLW’s “Consumer’s Foundation.”

ABOVE:
Seated on their spacious porch, the Tyrees are left to right: Mr. Tyree, Bill, Helen, Mrs. Tyree, Thelma, Dennis and Jack. Mr. Tyree praises WLW’s “Everybody’s Farm Hour” and the Cadle Tabernacle program.

LEFT:
Meet Dad Tyree’s “right-hand” man ... son Dennis. His hobby, dogs. His listening habits, farm programs that appeal to his special interest, Dairying.

CIRCLE:
Bill and his Jersey pal, “Buttercup Daisy,” a 4-H Club project. Likes the hilarious excitement and fun of WLW’s “Boone County Jamboree.”

LEFT:
Dennis assumes duties of brother, Jack, now a 4-H Club Agent for Upshire County, Buchanan, West Virginia.


WLW THE NATION’S most Merchandise-able STATION
High Fidelity at Low Cost!

RCA 1,000 Watt Transmitter

MODEL 1-K

- Flat within 1.5 db., 30-10,000 cycles
- High-efficiency Class B Modulation
- Distortion less than 3%, 50-7,500 cycles
- Carrier frequency exact within ±20 cycles
- Less than 5% Carrier Shift

SIMPPLICITY and accessibility... extended frequency-response and low distortion... with extremely low overall operating costs... make the RCA Type 1-K Transmitter your logical choice when you go to 1,000 watts!

Excited by the famous RCA 250-K transmitter unit, the 1-K offers unusual flexibility; operating at 1,000 watts, 500 watts, 500/1,000 watts, 250/1,000 watts and 250/500 watts. Stations already equipped with the 250-K can increase their power to a maximum of 1,000 watts simply by the addition of the amplifying unit (RCA Type 6P6A) and power unit. Write for complete story, or write your request.

Use RCA Radio Tubes in your station for finer performance.

Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N.J. • A Service of the Radio Corporation of America
In Canada: RCA Victor Co., Ltd., Montreal