Martha Deane

one of America's most outstanding women's programs on WOR, Mon. thru Fri.,
at 2:00 P.M. beginning Aug. 4th

5-time a week participations now open at $350.00 per week

write, wire or call—

WOR

1440 Broadway
in New York
PE 6-8600

*starring Marian Young, formerly women's editor, NEA; nationally-known feature
writer, columnist, foreign correspondent.
WLS has long been conceded the dominant station on the farms of the Middle-West. And just across the road from these farms lie the cities—70 cities over 10,000 population in the WLS primary area—70 cities effectively served by WLS.

Last year, for instance, WLS received a letter—definite evidence of listening—from one of every 3.4 families in these cities: one of every four families in Metropolitan Chicago; half the families in Bloomington and Danville, Illinois; Michigan City, Indiana, and Janesville, Wisconsin; and two out of three families in Niles, Michigan. Other cities, large and small, in the WLS Major Coverage Area, responded in like manner.

And from the farm, just one example: poultry raisers in 41 states and Canada—11,297 of them—wrote to WLS asking for information on chick brooders, following six evening and three daytime programs on WLS.

In the city or on the farm—people listen to WLS. They listen and they respond. These listeners have confidence in WLS... and confidence in any product associated with the WLS name.
CHALK up "V"s on YOUR SALES BOARD

-THEY ARE THE VITAL MARKETS for VICTORY IN NEW ENGLAND

No single station, or small combination of stations, can reach and sell this prosperous six states area because it is definitely divided into specific buying centers, each a salient sales unit in itself.

Every one of these key sectors merits intensive promotion. Community merchants expect it — community residents respond to it and repeated successes of foresighted advertisers prove that this "all out" attack is essential for maximum results.

You get this sales-effective coverage only with the 19 stations of The Yankee Network, which delivers locally accepted, locally acted upon advertising. It's a "must" on every radio campaign in New England.

**Memo To THE MAKERS of BOND BREAD**

Just a word of thanks for your scheduling of Gene and Glenn, thru your agency Newell-Emmett Co. Inc., on a Yankee Network hookup, Monday thru Friday at noon.

We'll bet the boys will sell plenty of bread.

JOHN SHEPARD 3rd.
President, The Yankee Network

---

THE YANKEE NETWORK, INC.

21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

Here is what a major-domo of one of America's greatest Cigar Companies has to say about KOIL's 7-Point Merchandising:

"We are very grateful for KOIL's Seven-Point Merchandising, and we know it is doing considerable toward increasing the listening audience of our program."

THAT 7-POINT PLUS MERCHANDISING STATION IN OMAHA, NEBRASKA......

KOIL
DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REPR

FLORIDA Housewives LISTEN TO WFLA TAMPA NBC RED 970 K.C. Full Time
NATIONAL REPRESENTATIVE JOHN BLAIR & CO.
IT'S Programs THAT PULL THE Listeners

Page 4 • August 11, 1941
Indiana happens to be an ideal test market—and the facilities of new full-time WIBC are an ideal way to reach that market.

The fact that Van Camp is a name in which American housewives have had confidence for 80 years is a tribute to astute merchandising as well as quality foods. So it just naturally follows that WIBC puts out a “quality product” too, or it wouldn't have been chosen for this important test.

A good clear signal—5,000 watts, non-directional—covers Hoosierland and edges well into the surrounding states. WIBC does a merchandising and sales job because WIBC's first concern is a large and loyal listening audience.

Then we follow that with sound cooperation—and the result is—RESULTS.

If you've a product to sell Hoosierland get in touch with WIBC.

Indiana's Friendly Station Serves Hoosierland

WIBC

INDIANAPOLIS

Affiliated with the Mutual Broadcasting System

Represented by HOWARD H. WILSON CO., New York, Chicago, Kansas City
Maybe you haven’t noticed it so much, but right now there are dozens of radio-station changes of facilities coming through which may seriously upset a lot of well-planned “lists”. So no matter how fine you’re feeling about your list, now’s a good time to have a check-up from ole Doc F&P!

With 15 good men spending all their time on radio—with a complete data library in every office—with an intimate knowledge of markets, local station and program preferences, the best hours for reaching the right audience, and a lot of other important facts that you won’t find in data books . . . we’re bound to know most of the things you need to know.

If that sounds like big talk, call us in and give us a chance to demonstrate. No consultation fees of any sort!

**FREE & PETERS, INC.**

Pioneer Radio Station Representatives

Since May, 1932
Order of FCC Hits Dual Control, Overlaps

TAKING UP another phase of its self-appointed crusade against purported monopolistic tendencies in radio, the FCC last Tuesday adopted a proposed order banning multiple ownership of broadcast stations in the same area and set oral arguments for next Oct. 6 after which a final order will be considered.

Likely to affect a minimum of 40 ownership situations, depending upon ultimate interpretation of what constitutes a substantial overlap in service or what constitutes control, the order was adopted by the Commission with less than a quorum of its membership present. It was stated, however, that the order (No. 84) was drafted upon instructions by a quorum of the Commission at its meeting the preceding week.

Duplications of Services

Notice that an order of this nature was in the making had been given two months ago, when the FCC inaugurated the practice of issuing conditional grants to stations which might be involved in the "problem of multiple ownership". The order as drafted covers only situations where substantial duplication of service might be involved by virtue of community ownership in the same area, and does not affect a large number of situations under which the same individuals or corporate entities own stations in non-competitive areas.

The order sets forth a new rule, which would become Section 3.38 of the rules governing standard broadcast stations. The new rule specifies that no person should directly or indirectly own, operate or control a standard broadcast station that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person.

The rule would take effect immediately as to all new applications. There is a proviso, however, that with respect to persons or entities now directly or indirectly committed to a standard station failing within the scope of the ban, the effective date would not be until six months after the final rule has been adopted. There is the further provision that the Commission can extend the effective date from time to time "in order to permit the orderly disposition of properties, if a phase approach is taken from the revised chain-monopoly rules."

Of significance is the fact that the Commission interpreted the word "control" as not being limited to majority stock ownership but to include "actual working control in whatever manner exercised". This would cover situations in which less than 50% ownership is involved.

Because there are variables involved, the precise limitations on duplicating service will not be known until the FCC hears oral argument on ban on Oct. 6, following which a final order presumably will be drafted. Briefs may be filed with the Commission up to two weeks prior to the argument.

It is understood that a preliminary Commission survey revealed some 490 odd cases where a particular licensee or interest owned two outlets in the same general area. These cases are regarded as situations which would fall squarely within the purview of the proposed new rule.

Overlap Situation Uncertain

In other cases, however, the question of degree of overlap, such as might occur where one station operates in one market with substantial power, whereas a second station owned by the same interests operates in an adjacent market with less power, is not so clear-cut and is subject to further interpretation.

Presumably this matter, plus the variables involved in what constitutes actual control or operation, would remain discretionary with the Commission unless clearly defined in the order as finally adopted.

 Asked by BROADCASTING whether a list of situations falling within the indicated scope of the ban would be made available, so that stations would be on notice, the FCC Law Department stated no complete list is available, but that copies of the order had been sent to every station in the country placing them on notice. It is "up to the Commission" to decide how the order shall be interpreted, according to the Law Department.

The Law Department feels that parties which regard their situations as borderline should appear Oct. 6 and state their cases, perhaps asking for clarification. The Commission would be in the position of "prejudging" if it attempted to make a list of the situations involved available, said one FCC attorney.

First reactions from the industry were that the order and procedure were confusing in the extreme. Comments were also made to gauge the effect of the order, said a number of broadcasters and their counsel, there is not available any basis for determining what situations will be encompassed in the order.

Possibility that a group of stations apparently falling within the purview of the order will organize and retain counsel cooperatively, was foreseen. As soon as the order was released, contacts to this end were made by several broadcasters. A meeting may be called of such stations—possibly in Chicago as the most accessible point—within a fortnight.

Notice that the FCC was inquiring into the question of multiple ownership was given by the Commission in its sensational network monopoly report issued last May. At that time it said that such matters were being handled in day to day actions of the Commission. Last June, the Commission, in authorizing improved facilities for stations WCOF, Boston; RGA,

Industry Girds for All-Out Fight Against Tax Proposal

Advertising Groups and Unions Unite To Defeat Radio and Billboard Levies In the Senate

PRIMED for an all-out battle against the 5-15% Federal tax on annual net time sales of $100,000 and over included in the Revenue Bill passed by the House last Monday, industry forces have laid the groundwork for arguments before the Senate Finance Committee, tentatively set to begin Aug. 18.

The Senate committee last Friday started public hearings, expected to last from two to three weeks, after the House, under strict rule against amendment, had approved the $5,500,000,000 tax bill, virtually as recommended by the House Ways & Means Committee, by a thumping 369-33 majority.

Advertising Forces Muster

Apart from intensive preparations for making known an industry-wide opposition to the radio tax proposal, led by the NAB, NIB, IRNA and radio labor organizations, advertising groups as a whole have directed opposition both against the radio levy and the tax on billboards, also provided in the House-approved bill.

Despite failure to secure sufficient support to delete the radio tax provision in the House, considerable hope is felt for a successful fight against the proposal in the Senate. Tentatively scheduled for appearances at the Aug. 18 Senate Finance Committee hearings are the NAB, whose presentation will be handled by Ellsworth C. Alford, Washington tax attorney; NIB, represented by President H. A. Lafount; Chicago Federation of Labor, operator of WCFL, Chicago, by Maurice Lynch, CFL financial secretary; AAAA, by President John Benson; Assn. of National Advertisers, by G. S. McMillan.

Although not definitely scheduled for appearances as BROADCASTING went to press Friday, some statement in opposition to the tax or appearance also had been indicated by IRNA, Advertising Federation of America, American Newspaper Publishers Assn., American Federation of Radio Artists and International Brotherhood of Electrical Workers (Associated Broadcast Technicians Unit). The NAB board spent two days (Continued on Page 60)
TEXT OF DUAL OWNERSHIP ORDER

TEXT of the order (No. 84) as adopted by the Commission follows:

Whereas, the Commission is of the opinion that it will best conduce the proper discharge of business and to the ends of justice that all interested persons be given an opportunity to be heard before the Commission and argue orally why the alleged facts as set forth in the complaint shall not be adopted or why it should not be adopted in the form proposed by this Order, it is hereby ordered, That oral argument be held before the Commission ex parte on Oct. 6, 1941, at 10 a.m., at which time all interested persons will be given an opportunity to appear and present argument as to why the above proposed rule and order should not be adopted, or why it should not be adopted in the form proposed by this Order, and that briefs and documents be filed at any time up to two weeks prior to such argument.

Note: The word "control," as used herein, is not limited to majority stock ownership but includes actual working control in whatever manner exercised. See Rule 3.108 for the definition of "control" in regulations pertaining to such broadcasting.

Common Ownership of Stations In Same Community
(Some of the groups likely to be affected by FCC Order No. 84)

Albany, N. Y.
Interlocking stock ownership (H. E. Sibley, H. M. Curtis, and Albany Knickerbocker News) control WABY and WOKO.

Bay City-Saginaw, Mich.
Hay D. Peet, owner WBCM, Bay City, and owns a minority of WSAI, Saginaw, across the bay.

Beaumont, Tex.
KRIC is controlled by officers and directors of Enterprise and Journal; KFDJ is about 25% owned by same interests.

Boston, Mass.
The John Shepard interests control both WNGA and WAAR. Arde Bulova, watch manufacturer, owns control of WCOP and Harold A. Lafount and Sanford Cohen, associated with Mr. Bulova, own 40% and 20% interests, respectively, in WOR.

Buffalo, N. Y.
Buffalo Broadcasting Corp. is licensee of both WGR and WKBW.

Cleveland, O.
United Broadcasting Co. (Cleveland Plain Dealer) controls both WIKR and WCLE.

Evansville, Ind.
Evansville on the Air Inc. is licensee of both WGBF and WEOA.

Fort Wayne, Ind.
Westinghouse Radio Stations Inc. is licensee of WYWO and WGL.

Houston, Tex.
KPBC, operated by Houston Post, and KTRJ, owned by Houston Chronicle; newspaper publishers said to be controlled, through interlocking stockholdings by Jesse Jones, Secretary of Commerce. XXZY owned by M. Tilford Jones, nephew of Jesse Jones.

Lincoln, Neb.
KFAB and KCOP both controlled by The Sidles Co. (approximately 51%) with minority stockholdings by Lincoln Telegram. Nebraska State Journal.

Little Rock, Ark.
KJRA and KGHII are both licensed to Arkansas Broadcasting Co., controlled by J. L. Chilson.

Los Angeles Cal.
Earle C. Anthony Inc. is licensee of both KFJ and KFCJ.

Memphis, Tenn.
The Eugene-Hoover newspaper interests control both WMC and WJMN.

Minneapolis, Minn.
Rochester, Morton, and WSPD are controlled by the Morning Record. The Argus-Herald and the News are licensed to both KSO and KELO.

 Mori, Wash.
Louise Waterman is licensee of both KYA and KJH.

Shreveport, La.
John D. Wills, publisher of Shreveport Times, controls both KWKH and KTBS.

Sioux Falls, S. D.
Sioux Falls Broadcast Assn. Inc, trademarked "Sheena," is licensee of both KSFQ and KELO.

Spartanburg, S. C.
Spartanburg Advertising Co. is licensee of both WFAA and WACB.

Springfield, Mo.
KGEX and KWTQ licensed to separate corporations but controlled by same interests (Lester E. Cox, H. S. Daniel, D. Potter, the Bixby family, etc.)

Washington, D. C.
National Broadcasting Co. is licensee of both WJAR and WRGB.

Rockefeller Names Tracy Assistant to Francesco SHELLEY E. TRACY, founder and former president of Tracy-Locke-Dea Inc., New York agency, last Wednesday was named assistant director of the communications division of the Office of the Coordinator of Inter-American Affairs by Coordinator Nelson Rockefeller. Mr. Tracy will work with the Don Fraser, director of communications division, headquarters in New York.

During his bit on advertising career Mr. Tracy was a vice-president of the American Assn. of Advertising Agencies and director of the advertising committee of the National Outdoor Advertising Bureau. In 1918-19 he served as a lieutenant with the U.S. Air Corps.

AN INCREASE to 10,000 watts in the day and night power of KOGA, Spokane, now 5,000 watts on 1510 kc, is sought in an application filed with the FCC by Louis Weismer, owner.
Approval of NBC-ASCAP Deal Uncertain

Third of Replies Oppose Terms of Deal

POSSIBILITY that the agreement for the return of ASCAP music to NBC's networks and M&O stations may be stymied if not upset before the contract expired due to failure to secure ratification from a sufficient number of affiliated stations was foreseen last weekend in New York.

It was reported that up until last Friday evening about one-third of all stations affiliated with NBC had responded to the telegram sent them a week previously by Niles Trammell, NBC president, which notified them of the major terms of the agreement reached with ASCAP's board of directors and asked for their immediate ratification [BROADCASTING, Aug. 4].

Confident of Acceptance

However, in Washington, where Mr. Trammell and other top ranking NBC officials were conferring on the FCC monopoly regulations with FCC officials, confidence was expressed that, when fully explained, the NBC-ASCAP deal would be ratified by a majority of affiliates. This confidence apparently was an outgrowth of sentiment expressed by NBC affiliates attending the meetings of the NAB executive board and the IRN executive board.

Mr. Trammell and Mark Woods, NBC vice-president and treasurer, met with NBC affiliate representatives who are members of the two boards at a luncheon Thursday, and while there were numerous inquiries as to how individual stations would be affected, there appeared to be no concerted opposition. The consensus of these meetings seemed to be that the contract was a "good dollars and cents deal."

Some Refuse Approval

On the other side of the picture, of the more than 76 replies which NBC had received, about one-third have refused to give their approval to the proposed agreement. Reasons for these refusals were tabulated into three general classes, it was said. Some stations stated their intention to insist on a per-program arrangement (which is available for non-network programs) and declared that they would hold out until their approval to another blanket license arrangement with ASCAP.

Others expressed satisfaction with the success of BMI in building and maintaining a supply of music for the broadcasting industry, and stated that they saw no reason for making an additional payment to ASCAP for music which is no longer essential to the industry's operations.

The remainder of those who refused to ratify the agreement flatly said that they would not deal with ASCAP under any conditions.

Deny Scuttling of BMI

Another question which seemed to bother some affiliates was whether the ASCAP contract might eventually lead to a scuttling of BMI by NBC. This was denied flatly by NBC officials, who said there never has been any intention on NBC's part to withdraw support from BMI. Mr. Woods told the NAB board Thursday that NBC was prepared immediately to renew its BMI license for the same nine-year period the proposed ASCAP deal would run. 

According to the NAB board meeting NBC officials that he liked the new contract, inasmuch as he could now get both BMI and ASCAP for only 2.9% whereas previously he was forced to pay a flat 5% for ASCAP alone.

It is too early, of course, to make any predictions on the eventual outcome of this situation. It may well be that all the broadcasters in the NBC affiliate list who disapprove of the present terms of the network's settlement with ASCAP have succeeded in presenting their views to NBC before a contract could be signed, and that the remaining two-thirds who are yet to be heard from will swing the balance so heavily in favor of ratification that the contract will be signed without further delay.

Undoubtedly, a large number of broadcasters are waiting until they can have received copies of the contracts, and these have been studied by their attorneys, before making any expression of opinion.

Even if the result of the poll, when all NBC affiliates have responded, remains at the present 2-to-1 ratio, it is unlikely that network executives would let the matter stand off the agreement without further discussion with the affiliates.

See No Better Deal

The financial terms of the deal, representing a substantial reduction from prior radio payments to ASCAP, are generally conceded to constitute a decisive victory for the broadcasters, and it was said it is extremely unlikely that any better ones can be obtained.

If this agreement is not accepted by the broadcasters, the rejection will be followed by an immediate suit by ASCAP of its conspiracy suit against NBC, CBS, BMI, the NAB and their officers, which will mean a long and costly legal battle, regardless of its outcome.

Meanwhile, the drafting of the contract in legal language has not yet been completed, although Herbert P. Myers of NBC's legal staff and Herman Finkeinstein of Schwartz & Frohlich, ASCAP general counsel, have been engaged in that task since the moment the ASCAP board announced its approval of the deal worked out by the ASCAP Radio Committee and NBC.

No CBS Parleys

Although it is generally believed that when and if NBC signs a contract with ASCAP, CBS will shortly follow suit, no conversations have been held between ASCAP and CBS during the last week. The present outlook is that neither side will move to reopen negotiations until the ASCAP-NBC contract has been officially signed and put into effect following which ASCAP is expected to offer the same terms to CBS.

The method of handling the situation in States with laws prohibiting ASCAP from operating within their borders, final point of issue between ASCAP and NBC which came near to upsetting the agreement, is said to have been settled on the basis of payment by NBC to ASCAP of the 2.5% fee on network programs only on that part of the advertiser's expenditure for time for a network including stations in such States retained by NBC.

That is, if out of $100 collected by NBC from an advertiser for a network program, including an ad in Florida or Nebraska (which are the only States presently forbidding payments to ASCAP) NBC pays the station $53 and retains $47, NBC's payment to ASCAP would be 2.5% of the $57 not of the $100 as it would be for stations in other States, in which turn is expected to rebate to NBC the 2.5% fee on network payment to them for network commercial programs.

"No Monetary Victory"

Declarin that "there is no monetary victory for ASCAP in the new arrangement," the Society in a statement last week concerning the board's approval of the deal with NBC stated the fact that the agreement embodies the "basic principles for which ASCAP has stood since the beginning ... payment by the networks for music used on network programs and dis-

(Continued on page 48)
FCC Hands
Ultimatum to Networks
Fly Demands Time Option Change; Appeal Seen

A VIRTUAL ultimatum that they accept and petition for a modified version of the time-option rule drafted by its staff, and simultaneously agree not to challenge its jurisdiction or else admit to the onerous network-monopoly rules as originally drafted, was handed the major networks by the FCC last Thursday, climaxing six weeks of conferences.

No date was set for a further meeting following the three-hour session, at which FCC Chairman James Lawrence Fly submitted what amounted to the take-it-or-leave-it proposition. Even MBS, which heretofore has been largely favorable to the FCC's position, is reported to have found itself at odds with the new proposal.

In the Commission's behalf, however, optimism was expressed that an amicable compromise would be obtained, and that further meetings would be held this week. Chairman Fly has expressed his determination to have the matter settled by mid-August so that networks would have at least a month prior to the new Sept. 16 effective date down time to adjust contracts with affiliates.

Nobody Happy

Despite this, reaction from network participants was that Chairman Fly's proposal was unsatisfactory and arbitrary. He kicked out an accord tentatively reached the preceding week by the network officials with General Counsel Telford Taylor providing for time-options on what was in a current time-use basis, though NBC had been adamant because of the effect of even this formula upon the going-concern value of the Blue, still a fairly good potential under another of the rules [Broadcasting, Aug. 4].

At the Thursday session, at which Chairman Fly was flanked by Commissioner Paul A. Walker, an ardent supporter of rigorous network-affiliate regulation, as well as members of the oratory of whom Chairman Fly is understood to have insisted:

1. That the networks immediately file a petition for his proposed time-options rule. He urged that the prospect of the original rules which would ban time options and make all stations free agents effective Sept. 16.

2. That if the petition in that fashion, they agree (presumably not in writing) not to go to court to challenge the FCC's jurisdiction to issue the regulations—a right that has, of course, been exercised since the conversations began last June through the good offices of Chairman Wheeler of the Senate Interstate Commerce Committee.

3. That if a petition is not filed, and no commitment is given in the request that they refrain from a legal attack, then the rules will become effective as drafted on Sept. 16.

Demands Acquiescence

There was little indication that any of these demands would be complied with promptly. The outlook, unless Chairman Fly himself calls another meeting, is for litigation either in New York or in Washington to enjoin the Commission from making its rules effective. It is the aim to regulate contractual relations between networks and affiliates, in the light of the language used by the Supreme Court in the Sanders Case last year.

Chairman Fly suggested that the modified version of the time-option rule be made operative and that it be retroactive in actual practice from time to time. His view was that should it prove onerous, it could be revised to rectify shortcomings that appear.

DCB Report Lends Impetus To Speculation Over Power

Defense Emergency Studies May Pave the Way

For Superpower and Regional Boasts

A FURTHER basis for speculation over possible FCC grants of superpower to clear channel stations, in order to improve rural area coverage by national defense measure, was provided last Friday when the Defense Communications Board, in a progress report, announced that "various plans for providing reliable emergency broadcast service to rural areas are now under consideration.

It was learned that not only superpower on clear but increased power in semi-rural areas, the licensing of even more local and regional stations and the imposition of more rigid requirements of technical perfection are being studied for the DCB, which of course will coordinate its efforts along that line with the FCC whose engineers are making the studies.

In the report made public by James Lawrence Fly, chairman of both FCC and DCB, it was stated that the studies by the defense group indicate that, even with every station in the country tied up for emergency broadcasts, certain rural sections would still be without reliable service.

The DCB statement observed that all urban areas are adequately covered for emergency defense communications, but that a few stations, with populations of more than 25,000 are without local broadcast outlets.

Superpower Applicants

Three clear channel stations have already filed new applications with the FCC: WLYC, Wilmington, N.C., WJAL, Baltimore, Md., and WDAY, Fargo, N.D. All three request time options based on the one-hour of one hour in each five-hour block in such cities.

Another proposal shot in at the last conference would specify in effect that no new business would be sold to the Blue except that the Blue could supplant existing business on the same stations placed by MBS. This would put an end to the efforts of the FCC and CBS to get the network to make a demand that the networks trade away their legal rights as citizens in order to "work out a deal."

This proposal first was advanced by Chairman Fly last Monday (Aug. 4) when conferences were resumed with him, and when Commissioner Walker participated for the first time. Substantial progress had been made theretofore in conferences with General Counsel Taylor, but a sudden change in attitude on the part of the negotiators landed back in Chairman Fly's office. CBS and MBS appeared to have gotten together for the first time in the Taylor-directed conversations.

Two-Year Licenses

Tact and agreement already has been reached on two-year licenses for stations, in lieu of the existing one-year tenures, along with concurrent affiliation arrangements between networks and stations. Disposition of the Blue by NBC is not now a pressing issue since Chairman Fly has promised sufficient time for orderly transaction to avoid a forced sale.

Similarly, the question of disposing of stations owned by the networks, under the requirement that networks may not own stations in cities other than New York, Chicago or San Francisco-Los Angeles, is not an immediate one. Chairman Fly observed that these may be handled individually and an adequate remedy at law is available should the networks decide to contest any ownership they develop.

Present at both the Monday and Thursday sessions last week were Chairman Fly, Commissioner Walker, Assistant Special Counsel Thomas E. Harris and Attorney Seymour Kienger, for the FCC. Niles Trelle, president, and William S. Krieger, assistant general counsel for NBC; William S. Paley and Edward Klauber for CBS; Louis G. Caldwell, general counsel, and Fred K. Nile, vice-president.

The FCC asked the networks to supply data on the cities falling in the four-station, three-station, two-station and one-outlet categories, drawn as close as possible in computing the amount of option-time in each five-hour block that would be authorized. This data was requested as expeditiously as possible by Chairman Fly. At this stand-point, apparently would be worked into the agreement at the next meeting.

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BROADCASTING • Broadcast Advertising
Mary Margaret McBride
TO BROADCAST OVER WEAF

Her well-known participation-program for women will go on the air September 2, 1941—will be broadcast to the world's richest market, Mondays through Fridays, 1 to 1:45 p.m.

For nearly seven years, Mary Margaret McBride's 45-minute radio feature has been outstanding in the New York market. To advertisers, as well as audiences, Miss McBride has endeared herself. And she has built an enormous following among women who buy, in amazing quantities, the products she recommends.

Now, with WEAF's impact of 50,000 watts delivered the Salt Water Way to America's richest market, Mary Margaret McBride's programs can reach bigger audiences than ever—can show bigger results than ever to advertisers who know the sales power of a woman speaking to women about their products!

Write or telephone today for complete details.
Sonovox gives Human Voice to Sounds

Adapted to Mike, Any Sound Can Form Words

Radio will shortly witness an entirely new development in sound technique through the various broadcasting applications of Sonovox, an invention through which any sound can be made to speak in its own voice. Originally developed in Hollywood, and used in a number of motion pictures, it shortly will be available for broadcasting.

James L. Free and H. Preston Peters, Free & Peters Ltd., representatives, have formed a new separate corporation, Wright-Sonovox Inc., for the purpose of developing the various radio aspects of the invention and licensing performance rights of Sonovox for specific radio uses. The company has an exclusive contract with Gilbert M. Wright, inventor and the owner of the basic patents. Neil C. Conklin, formerly head of the Chicago office of CBS Artists Bureau, is general manager of the new company with headquarters in Chicago and a newly opened New York office.

Through the use of Sonovox, the drone of a steamboat whistle, trains, chimes, bells and animals—any sound effect that can be transmitted over a microphone—can be articulated into words. Because unique sound effects that have been identified on the air with their products for years can now be made to speak—actually to say the name of the product or the slogan identified with it—Sonovox has immediate important applications to existing programs, network and transcribed, and radio programming. Demonstrations are now being made daily in Chicago and New York to advertising agencies, several of which are actively experimenting with Sonovox and discovering new aspects for themselves.

The Ghost Talks

The Sonovox is unlike anything that has ever been used before in radio. The sound which is to be articulated into words is amplified and transmitted through the Sonovox units, two small cylindrical objects, the outward appearance of which might be likened to old-fashioned earphones. The person who operates the Sonovox, called the Articulator, places the units in contact with his throat. If the Articulator merely opens his mouth, the sound in its natural form comes out his mouth. For example, if the sound is a steamboat whistle, that sound will come out of his mouth. If he then silently shapes words with lips, tongue, teeth, the voice of the steamboat whistle speaks those words.

Fundamentally, the Sonovox makes use of the simple voice principle. The human voice box or larynx produces sound by the vibration of air through the vocal chords. The sound can be varied in pitch and volume, but the organs of articulation—the tongue and lips—form that sound into words. In the Sonovox, however, the human voice is not used—the sound is transmitted through the throat of the Articulator, who transforms it into words. (Sonovox also has a therapeutic use, in that a person who has lost his voice can again speak by using the instrument). Because the voice is not used, the Articulator can be either a man or a woman. A woman Articulator, using Sonovox, can articulate a recording of Tito Schipa singing in Italian—and Tito Schipa's tenor voice will come out of her mouth singing in English.

Basso to Soprano

The human voice range varies from 80 cycles fundamental (deep basso profundo) to about 1,500 cycles (high soprano). According to Mr. Wright, through the use of the Sonovox, it is possible to articulate words in a sound range of from approximately 20 to 6,000 cycles. This means that unusual and sometimes eerie effects can be produced with the instrument, if desired, because it is possible to articulate into words sound that is completely out of the voice range. A sound fantasy in words can be produced because of the wide and flexible tonal range.

The buzz of a mosquito, the howling of wind, can be transformed into words.

Mr. Free stated that he became interested in Sonovox and its radio application mainly because of the possibilities it presented for new and unique spot campaigns. However, it will also be available for network shows. Together with Mr. Peters, a contract was negotiated with Mr. Wright, and a separate company, Wright-Sonovox Inc., was formed. The company is controlled by Free & Peters, and is under the active management of Mr. Conklin. At present, performance rights are being licensed for specific radio uses. Ultimately the company hopes to have enough equipment available so that some plan for licensing individual stations can be worked out. Defense priorities, however, are expected temporarily to retard immediate development in the station licensing field.

Sonovox is opening a new field for radio talent, according to Mr. Conklin. The American Federation of Radio Artists has classified Sonovox Articulators in the same category as radio actors. Articulators must be trained—they must have a sense of timing and rhythm, and an ability to take cues. "It has been found," Mr. Conklin explained, "that people with a musical background usually make the best Articulators." Miss Sally Franklin, former radio actress, now chief Sonovox Articulator, is at present in New York, training Articulators for active work there.

Disney and Kyser Uses

Sonovox has been successfully used in motion pictures. The Walt Disney production, the Reluctant Dragon, recently released through RKO, contained an amusing sequence with Robert Benchley acting as a Sonovox Articulator and showing how it makes a train speak. The plot of Kay Kyser's You'll Find Out, released last fall, was built entirely around Sonovox. The only radio appearance of Sonovox has been on two network programs—on Strange As It Seems, and We The People. On one program, Sonovox was demonstrated by a mute who talked and sang using the instrument; and on another the inventor's wife, Mrs. Margaret Wright, articulated an organ rendition into words. Over 5,000 letters were received by Mr. Wright as a result of the broadcasts and letters are still coming in.

An interesting possibility of Sonovox is the translation of speech from one language to another in the original voice of the speaker. While working in pictures in Hollywood, Mr. Wright experimented with the translation of motion picture sound track from its English dialogue into foreign language. A great deal more experimental work will probably be necessary on this application, according to Mr. Wright.

Son of Harold Bell Wright

The invention is fully covered both as to method and design of equipment by basic patents taken out by Mr. Wright, who has had an interesting and varied career. At one time he was a physics instructor. As a motion picture playwright and short story author, Mr. Wright continued his studies in sound, and it was in connection with a picture on which he was working that he first attempted to develop Sonovox. The name Sonovox was suggested by his father, Harold Bell Wright, the well-known author.

A large part in the development of the Sonovox is credited to Mrs. Wright, the former Margaret Royster, a trained musician and actress who has worked with her husband from the beginning in laboratory experiments and who has actually performed with the Sonovox in motion pictures.

Most agency men and broadcasters who have seen the Sonovox demonstrations, according to Mr. Conklin, believe it constitutes one of the biggest steps in sound engineering since the first talking motion picture.

Vibrating Button on a Sonovox unit is held by James L. Free, of Free & Peters, which controls the new Wright-Sonovox, as Neil Conklin, manager of the company (left) and Gilbert Wright, the inventor, look on.
Good strategists are picking the Hartford Market as a primary objective this Fall. According to Sales Management's estimate of current effective buying income, Connecticut is leading the country in its increase over the same period last year. Such figures outdate all previous estimates of your sales possibilities here.

Using WDRC is good strategy too! WDRC's Primary Area includes the richest slice of the state — Connecticut's Major Market. WDRC is the only Basic Columbia Station in the state. And WDRC's rate is attractive enough to permit a consistent, productive schedule.

You get all 3 on WDRC—coverage, programs, rate! Write Wm. Malo, Commercial Manager, for any information you desire.
A Glass Base Recording Disc With Two Holes

A center hole protected by a brass eyelet to insure a snug, concentric fit on the turntable shaft and to prevent chipping when the disc is removed from the table. Unprotected center holes start cracks, cause "wow".

A second hole for the drive pin that is vitally necessary to drive your cutting mechanism without slippage. Lack of a positive drive causes imperfect grooving, ruined recordings.

These exclusive features together with the extra thickness of the base make the Presto Glass Disc as safe to handle as an ordinary transcription.

Recording Engineers tell us that Presto glass discs give a better quality of reproduction, less surface noise because of their extreme smoothness and rigidity. They are worth trying at your station. Ask your distributor for a sample shipment today.

IMPORTANT NOTICE: If you are using Presto recoated aluminum discs as well as glass discs, ask your distributor for our new thin rubber turntable mat. The thin mat compensates exactly for the difference in thickness of the discs, keeps the adjustment of your cutting mechanism and needle angle correct for both types. You will receive a thin mat without charge with your first order for Presto Glass Discs.

Atlantic May Cut Commercials
In Sponsoring Fall Football
Despite Eastern Oil Shortages, 77 Stations Signed
For Sixth Season of College and Other Games

CONTINUING the sponsorship of Eastern football despite Federal restrictions on gas and oil consumption, Atlantic Refining Co., announced that it has selected 77 stations to carry its 1941 gridiron schedule, has indicated that all product commercials may be eliminated and that institutional advertising and educational information alone may be used.

Play-by-play will be carried on stations in the company's marketing area ranging from New England to Florida along the Atlantic seaboard and West through Ohio. Games of leading colleges, pro teams and some high school teams will be carried, including Princeton games for the first time. The 1941 schedule will be the sixth undertaken by Atlantic through its agency, N. W. Ayer & Son, Philadelphia.

While the exact list of games has not yet been announced, and stations in Wabash, Ind., N. Y. and Reading, Pa., not yet selected, the Ayer agency reports that the schedule to be sponsored will be the largest to date.

Games to Be Covered

The Atlantic schedule will include more than 1,650 station hours of time, covering games of 27 colleges, two teams of the National Professional League and four high schools. The college list includes Princeton, Pennsylvania, Brown, Boston, Holy Cross, Colgate, Syracuse, Cornell, Villanova, Temple, Penn State, Carnegie Tech, Duquesne, Ohio State, Virginia, Wake Forest, North Carolina State, Dule, Georgia Tech, Florida, Muhlenberg, Lafayette, Franklin & Marshall, Dickinson, Delaware and Gettysburg.

Professional games will include those of the Philadelphia Eagles and the Pittsburgh Steelers. The high school games will be those of Hazleton, Wilkes-Barre and Altoona, in Pennsylvania, and Watertown, N. Y.

Announcers' School

Most of the schedule will fall during the seven-week period from Oct. 4 to Nov. 22 although games have been scheduled before and after those dates. Some of the games will be carried on special hookups including as many as 25 stations.

As in previous years, the announcers selected to handle the games will be given a period of schooling to familiarize themselves with the new rules and develop a uniform style to enable listeners to tune from one game to another without missing any of the details of play. Ayer plans again to conduct an announcers' school under the direction of Mr. Qualey, but the list of selected announcers and the place and time of the school have not yet been chosen.

May Eliminate Commercials

In announcing approval of the 1941 football schedule, Joseph R. Rollins, Atlantic advertising manager, pointed out that the company was undertaking this advertising program in spite of gasoline and furnace oil shortages which have already required the closing of all filling stations in the East from 7 p.m. to 7 a.m. daily.

"It is quite possible," Mr. Rollins said, "that it will be necessary to eliminate all product commercials from these broadcasts, because of our inability to supply new customers or meet more than the minimum needs of present customers. In that event we plan to use part of the time that would otherwise have been devoted to commercials for educational messages to the public, advising them how to conserve gasoline and furnace oil as a patriotic duty in the present emergency. It is possible that the remainder of the commercial time would be used for recruiting appeals for the Army, Navy and Marine Corps, and for other Government appeals, as well as for other purposes of a patriotic nature, such as the United Service Organizations etc.

"The educational phase would be a continuation of the type of informative advertising we have been doing in newspapers this summer. When the possibility of a gasoline
and oil shortage became imminent as a result of the Government’s transfer of tankers to Great Britain, the danger of misunderstanding was evident, unless the facts of the situation were clearly presented to the public. In order to obtain the full cooperation of our customers, we have been using advertising to explain the reasons for the shortage, and to urge various efficiencies in cars and furnace operation which would reduce the needs and thus help to offset the reductions in shipments of petroleum supplies to the Atlantic states.”

List of Stations

The list of stations to carry the Atlantic schedule follows:

WJAC, Boston; WEEI, Boston; WICL, Bridgeport; WSAR, Fall River; WHAI, Greenfield; WTIC, Hartford; WDRC, Hartford; WELI, Lebanon; WJLW, Lawrence; WMLL, Lowell; WFEA, Manchester; WNBR, New Bedford; WELI, New Haven; WNMC, New London; WHRD, Pittsfield; WEAN, Providence; WPRA, Providence; WJAR, Providence; WNB, Rutland; WSAA, Springfield; WMAS, Springfield; WATR, Waterbury; WRED, Waterbury; WTAG, Worcester; WORC, Worcester; WFEI, Syracuse; WHCU, Ithaca; WRF, Binghamton; WGI, Buffalo; WBN, Utica; WHEC, Rochester; WAGE, Syracuse; WGY, Schenectady; WOR, New York.

WSAN, Allentown; WEST, Easton; WGM, Lancaster; WKBO, Harrisburg; WHP, Harrisburg; WYK, York; WDEL, Wilmington; WGBI, Scranton; WKOS, Sunbury; WBOC, Salisbury; WZZI, Hazleton.

WQAC, Philadelphia; WPIL, Philadelphia; WIP, Philadelphia; WBAA, Atlantic City; WTN, Trenton; WPBG, Allentown; WJER, Erie; WWAW, Pittsburgh; KDKA, Pittsburgh; WCAE, Pittsburgh; WHNS, Columbus; WFCM, Cleveland.

WFLR, Baltimore; WJET, Harrisburg; WTBO, Cumberland; WRAA, Richmond; WHCH, Charleston; WELA, Lynchburg; WSVA, Harrisburg; WJRM, Danville; WMJ, Roanoke; WPFT, Raleigh; WPY, Charlotte; WMAZ, Manton; WRGB, Augusta; WRAV, Savannah; WPG, Greenville; WJAN, Jacksonville; WDBO, Orlando, and WBG, Greensboro.

CLiquot Adding

CLiquot Club Co., Millis, Mass. (CLiquot Club ginger ales and sparkling water), which began a transcribed one-minute spot announcement campaign in New England April 28, has been adding stations periodically with 72 stations now being used throughout the country. Spots, titled CLiquot Midget Minstrels, are aired 5-10 times weekly. Entire list includes:

WREI, WICL, WNLC, WLBZ, WCSS, WGAN, WBZ, WBOC, WTAG, WJAR, WCA, WSX, WJLW, WREN, WKBB, WMIN, XFAM, KGCU, KLZ, WMS, KWSK, KSC, KWS, WHDF, WDBC, WFPG, WOKO, WKNY, WSAW, WHP, WYF, WRE, WOL, WRVA, WDAW, WMBD, WCM, WFL, WSB, KSCI, KOWH, WIBA, KOH, KSLM, KMO, WSOO, WJMS, KSSO. Agency is N. W. Ayer & Son, New York.

LOCALS seeking regional status with higher power, filing applications with the FCC last week, are WJD, Akron, proposing to go from 250 watts on 540 kc. to 8,000 i.c., and KRMG, Jamestown, N. D., seeking a change from 250 watts on 1400 i.c. to 5,000 night and 10,000 day on 1540 kc.

MADE UP of 200 staff members of all three Wichita stations—KANS, KFBI, KFH—the newly-formed Mikerobes organization on July 24 sponsored a National Defense Dance at which a ton of aluminum pots and pans was collected in admission tokens. The executive committee of Mikerobes includes (1 to r) Bob Kent and Leroy Stekel, KFBI; Grenville Darling, Justin Bradshaw, executive secretary, Kathleen Hite, KANS; Monte Tjadjen, KFBI; John Speer, Vernon Reed, Eddy McKean, KFH. Entertainment at the dance was furnished by talent from the three stations, with music by Vern Nylegger’s orchestra.

RCA Gross and Net Up
In First Half of 1941

GROSS INCOME of RCA from all operations amounted to $72,136,304 during the first six months of 1941, representing a net profit after provision for taxes of $5,659,704 and profit after taxes of $3,195,222. Gross increased by $15,729,477 and net profit by $2,121,272.

What the NBC networks contributed to the gross and net was not disclosed since the quarterly reports are not broken down by subsidiaries. Moreover, NBC no longer issues time sales figures as formerly.

The board of directors ordered quarterly dividends of 87 1/2 cents per share on first preferred stock, $1.25 per share on “B” preferred. After payment of $1,009,779 in preferred dividends, earnings applicable to common stock were equivalent to 26.6 cents per share, compared with 11.3 cents in the first half of 1940.
Radio Listening is Top Recreation

Roper Survey Puts Radio Above Newspapers

Other Pursuits

LISTENING to the radio is the favorite recreation of the average American citizen, who spends three hours and eight minutes daily at his receiving set and who prefers radio to newspapers as a source of information, according to a nationwide survey conducted last February for NBC, CBS and the NAB by Elmo Roper, director of the Fortune Magazine surveys.

In his study of public opinion regarding radio, Dr. Roper made a total of 5,208 personal interviews, scientifically distributed by age, sex, economic level, geographic divisions and size of city—the Fortune technique—enabling comparisons with answers to the same questions on previous Fortune surveys to measure changes in public opinion about radio.

Radio for News

Six questions were asked. The first: "From which source do you get most of the daily news—the newspapers or radio news broadcasts?" evoked answers showing that radio is 26% more popular than the press, with 39% of the people getting their information from radio and 31% from newspapers, while 26% are evenly divided between the two. A similar poll taken in August 1939 found 64% mentioning newspapers and only 25% radio, indicating a gain for radio and a loss for newspapers in the intervening year and a half.

Women depend upon radio for news slightly more than men and between the younger and older age groups. Even in cities of over 1,000,000 population, with their metropolitan dailies, radio is preferred by 54%, while 31% prefer the press. In the various size of under 2,500 radio is the news choice of 44% to 27% for newspapers. In the top economic level, newspapers are more popular than radio—36% to 30%—but the preference is tied at 33% in the B level and for the C and D and Negro groups radio is greatly preferred.

"Which of these recreations do you enjoy most?" was the second question, followed by a list of nine recreations: going to movies, listening to radio, reading newspapers, reading books and magazines, playing cards and indoor games, playing outdoor games, watching sporting events, hunting or fishing, legitimate theatre. The answers show people's preference to be radio as America's No. 1 recreation, mentioned by 28% of the people interviewed, 47% more than going to movies, which was mentioned by 14%, while 14% mentioned reading magazines and books.

Youngsters Like Movies

The youngest age group (15-19) included in the survey ranked movie attendance first, with 33% of the mentions; playing outdoor games was second, with 15%, and radio listening third, with 14%. All other age groups placed radio listening first, second, or third except the A group, of which 22% mentioned radio while 23% mentioned reading magazines and books. Radio is the favorite sport in most of the localities except cities of over 1,000,000, where the movies got 25% of the mentions against 22% for radio.

A converse question, asking which form of recreation was least desirable, produced only 2% of the mentions for radio, the largest proportion mentioning playing cards and indoor games. These two questions were asked in a Fortune survey in October, 1937, when radio was first choice amusement with 19% (contracted to the 28% in 1941) and was mentioned as least desirable by 4% as against 2% this year.

Dividing programs into five types, the survey found that 98% of radio listeners listen to news, 89% to popular music, 89% to comedians, 85% to quiz shows and 69% to classical music. Quiz shows and classical music are somewhat more popular with women than with men. The younger group likes popular music, quiz programs and comedians more than older people, but news and classical music have the same appeal to all age groups.

News is the most popular type of program with all income groups and classical music the least popular.

Queried as to whether they were listening more or less since Jan. 1, 1941 (the survey was made in Feb. of this year), people reported increased listening to all types of program except popular music, for which 63% reported unchanged listening, 10% increased listening and 16% decreased listening.

It is interesting to note that the teen-age group reported 26% more, 56% the same and 18% less listening to popular music between New Year's Day and February, a more-to-less ratio of two-to-one. This seemingly contradicts a general industry impression that the lack of ASCAP music on the air had been felt most keenly by the youngsters and that they had deserted radio for juke-boxes for their swing sessions, while their elders had increased their listening to popular music on the air with the return of so many favorites. Based on his own estimate, the average American listens to the radio three hours and eight minutes a day. Women listen more than men (3:39 to 2:43) and listening decreases slightly with age—3:31 for the 15-19 group, 3:11 for the 20-29 group and 2:56 for the 30-49 and over group. The NAB-WRA average radio listening shows the daily family average listening as 4 hours and 17 minutes, not to be confused with the individual listening figures in the Roper study.

Listening and Income Level

The time devoted to listening increases as the income level decreases: A group average is 2:42; B group, 2:54; C group, 3:14; D group, 3:25, with the Negro group having the overall average of 3:08.

Listening to popular music accounts for more than one-third of the total listening of 25% of the people, with the 15-19 age group percentage more than twice that of the 40-and-over group. The lower income groups devote more of their time to popular music than the upper brackets, but there is little variation among city size groups.

Riverside Grant Final

MODIFYING its previously announced promised findings of fact, conclusions of last May 21 [BROADCASTING, May 26] the FCC last Tuesday adopted its order granting a construction permit for a new 1,000-watt station in Riverside, Cal., to the Broadcasting Corporation of Southern California. Construction permit was amended to assign the frequency 1440 kc. instead of the originally proposed 1420 kc. Shortly after the Commission finally denied the rival application of the Riverside Broadcasting Corp. for like facilities in Riverside.
Most Listening On Sunday Nights
CAB Report Shows Thursday Is Best Among Weekdays

SUNDAY evening was the peak listening time last Winter, according to an analysis of radio sets between October, 1940, and April, 1941, just issued by the Cooperative Analysis of Broadcasting. Report is based on more than 405,000 completed interviews with set-owners in the 35 cities regularly surveyed by the CAB covering 390,000 half-hours of listening time which the study analyzes by hour, day, geographical location and income.

Sunday is High
During the hours between 7 and 11 p.m., when most of the major network programs are broadcast, Sunday had the most listening. Saturday the least among the weekdays, as shown by the following table:

<table>
<thead>
<tr>
<th>Day</th>
<th>Average half-hour % of sets in use between 7 and 11 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>...34.3%</td>
</tr>
<tr>
<td>Tuesday</td>
<td>...33.9</td>
</tr>
<tr>
<td>Wednesday</td>
<td>...33.2</td>
</tr>
<tr>
<td>Thursday</td>
<td>...35.8</td>
</tr>
<tr>
<td>Friday</td>
<td>...36.8</td>
</tr>
<tr>
<td>Saturday</td>
<td>...28.0</td>
</tr>
<tr>
<td>Sunday</td>
<td>...39.0</td>
</tr>
</tbody>
</table>

While variation in evening listening may be presumed to follow somewhat closely the spotting of the most popular programs, this does not hold true for the daytime hours, the interval between 9:30 a.m. and 5:30 p.m. when most of the serial programs are broadcast, generally on a Monday-through-Friday "across the board" basis. The variations shown in the following table must therefore "be ascribed to reasons other than differences in programs," CAB points out.

<table>
<thead>
<tr>
<th>Day</th>
<th>Average half-hour % of sets in use 9:30 a.m. to 5:30 p.m.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>...17.8%</td>
</tr>
<tr>
<td>Tuesday</td>
<td>...19.4</td>
</tr>
<tr>
<td>Wednesday</td>
<td>...19.0</td>
</tr>
<tr>
<td>Thursday</td>
<td>...18.5</td>
</tr>
<tr>
<td>Friday</td>
<td>...18.7</td>
</tr>
</tbody>
</table>

Saturday morning listening trails that of the weekdays, but from 2 to 5:30 in the afternoon, Saturday leads the others. Sunday listening likewise lags until 5 p.m., after which it shoots far ahead of the rest of the week.

Geographical Breakdown
The geographical breakdown shows that during the weekdays the Southern average listening is highest than the other sections from 7 a.m. until 5 p.m. From 5 to 7 p.m. listening is highest in the Pacific zone; the Midwest takes the lead from 7 to 9 p.m. and the Pacific listeners regain it from 9 p.m. to midnight. On Sundays the Pacific region takes the lead in listening at 3 p.m. and holds it straight through until midnight. The breakdown by income groups shows the third level, Class C, consistently listening more than either the upper A and B groups or the lowest, D, group.

Average Listener
The Chicago radio listener, the thesis says, "is both regular and occasional in his listening. He listens to two other people from 6 to 9 in the morning and 6 to 12 in the evening, both Weekdays and Saturday; Sunday he reads from 9 in the morning to 3 in the afternoon. His favorite papers are the Chicago Tribune and the Daily News in which he reads international, national, local, and sports news in that order. He sometimes skips market, household, sports, and state news.

WHAT MAKES A PERSON WRITE A LETTER LIKE THIS . . . ?

Sponsors themselves write WHEC fan mail because the ordinary human,— like the crusty admiral,— gets a kick out of a genuine opportunity to run up the "well done" signal. Judging by our files, WHEC's "most action per dollar performance" inspires sponsors, time-buyers and account executives with that real enthusiasm which prompts them to take pen in hand (under even telegraph). Is WHEC on your list for Fall?

Representatives:
P. H. Raymer Co.
New York Chicago Detroit San Francisco
Quaker on NBC-Red
QUAKER OATS Co., Chicago, on Sept. 8 will start a weekly half-hour comic-dramatic program on 51 NBC-Red stations. Program, which will originate from Chicago, will be heard Mondays at 9:30-10 p.m. Contract is for 26 weeks. Title of the show and cast has not been set, according to the agency, Ruthrauff & Ryan, Chicago.

Local and Two Regionals Set Greensboro, Findlay, Warren Are Awarded New Facilities
GRANTING of new daytime regional outlets in Greensboro, N. C., and Findlay, O., as well as a new local in Warren, O., was announced by the FCC last Tuesday.

The Greensboro construction permit, granted subject to such rules or action as the Commission might hereafter adopt: or take with regard to multiple ownership, was issued to the Greensboro Broadcasting Co. Inc., to operate with 1,000 watts daytime on 1480 kc. Principals are Ralph E. Lambeth, engaged in the furniture business in Thomasville, 40% stockholder; Helen M. Lambeth, 24% owner of WMFR, High Point, N. C., 40%; James E. Lambeth, furniture dealer and 75% owner of WMFR, 20%. The latter two are parents of Ralph E. Lambeth. The conditional ownership clause was due to the fact that WMFR serves practically the same area as the new regional, according to the FCC.

Principals in the Findlay grant to the Findlay Radio Co. for a 1,000 watt daytime station on 1350 kc. are Fred R. Hower, retail druggist, 59.2% stockholder; Grace L. Inglende, former radio operator at Louisville State U, 33.2%; Herbert Lee Blye, attorney and one time owner of WBYL, now WLOR, Lima, O., 1.5%; Clyde W. Oxley, 1.5%; Wilmer Bayer, 1.5%; and eight other individuals holding the remaining stock.

The local in Warren was authorized to the partnership of Perry H. Stevens, an Akron lawyer, and Frank T. Nied, merchant, under the name of Nied & Stevens. Station will operate on 1400 kc. with 250 watts fulltime.

Dames Intensifies
COLONIAL DAMES Corp., Los Angeles (cosmetics), during an intensive six-week campaign ending in early September, is currently using from one to five spot announcements daily on eight West Coast stations—KNX KMPC KIEV KFVD KSFO KOIN KROK KIRO.

Firm also sponsors a weekly five-minute narrative program, Find the Woman, on 7 CBS Pacific Coast stations — KNX KARM KSFO KROY KOIN KIRO KVI. In addition, there is a weekly participation, every other week, is used on Knox Manning's 11 P.M. News on KNX. Agency is Glasser-Galley & Co., Los Angeles.

Plans For ACA Awards Are Made
Canadian Agencies Solicited
To Aid Selecting Nominees
THE AWARDS Jury of the Assn. of Canadian Advertisers has invited the assistance of every advertising organization in the Dominion in nominating persons for the first ACA advertising awards, according to an announcement made last week by Althol McQuarrie, secretary-manager of ACA.

Decision to make the awards was made last November at the annual ACA meeting. The Association went on record as believing that Canadian men and women who have made noteworthy contributions to the industrial and commercial development of the Dominion should receive some tangible recognition.

Accordingly, a series of four awards was established providing a gold medal for the most outstanding contribution to Canadian advertising made by an advertising manager, advertising agency executive, artist, publisher or other media representative; a silver medal for an outstanding contribution by an advertising manager or member of an advertising department; a silver medal for an outstanding contribution to Canadian advertising by an agency executive and a silver medal for an outstanding contribution to a media executive.

In his announcement, Mr. McQuarrie stressed that the plan does not call for entries in an advertising contest, rather, the awards are to be made to individuals on the basis of providing recognition to a job well done. Nominations should be addressed to Mr. McQuarrie, 1024 Federal Building, Toronto. The presentations will be made at the annual dinner of the ACA to be held in Toronto, Oct. 31.


Quiz Kids' Movies
THE QUIZ KIDS on Aug. 10 will go to New York for the filming of the second of a series of six movie shorts by Paramount Pictures at the Astoria, L. I., studios. On Aug. 20, the Quiz Kids program, sponsored by Milla Lane, Elgin, on NBC-Blue will emanate from New York for the one broadcast only. The premiere of the first Quiz Kids movie short will be held in Chicago Sept. 3 at the Chicago Theater, and the broadcast that evening will be direct from the stage of the theater.

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WWVA, KVOO Given 50,000 Watt Grants

OPERATION with maximum power of 50,000 watts for WWVA, Wheeling, and KVOO, Tulsa, on 1170 kc., using directional antennas, was authorized by the FCC last Tuesday, clearing up a complication existing since the Havana Treaty reallocation last March.

KVOO was granted a construction permit to increase its power from 25,000 to 50,000 watts day and night, with an increase in hours of operation from simultaneous day, sharing night with WAPI, Birmingham, to fulltime, with a directional antenna for night use on 1170 kc.

WWVA was granted an increase in power from 5,000 to 50,000 watts fulltime, in lieu of simultaneous day, sharing night, with WOWO, Fort Wayne, along with a directional antenna for day and night use. This grant, however, was made subject to such rules or action as the Commission might adopt or take with regard to multiple ownership of stations, in view of previously approved due course with WMMN, Fairmont, W. Va., also owned by the George B. Storer interests.

SENATOR Arthur Capper’s Topeka Capital and Oscar Stauffer’s Topeka State Journal have combined plants under a joint operating company known as Topeka Newspaper Printing Co., of which Senator Capper is president. Operation of WHW, Capper-owned station in Topeka, is not affected by the deal.

UNITED PRESS revealed last week a hitherto rather well-kept trade secret, that for the last eight years it has maintained a wireless receiving station and shortwave listening post in Valhalla, Westchester County, New York. The post, claimed to be one of the biggest non-commercial, wire- less receiving stations in the United States, is manned 24 hours daily, seven days weekly, by 12 operators and monitors. It is equipped with nine selective receivers and various types of recording equipment.

The station has been built up gradually, starting with one operator, one receiving set and one small aerial in 1933. However, before the war started in 1939 the post was staffed twenty-four hours daily.

In 1933 the only duty of the first United Press operator in Valhalla was to copy one special, fixed-time United Press broadcast from Paris in international code, and one fixed-time United Press voice broadcast from Madrid. Now the post receives scores of special United Press broadcasts daily from six European capitals, besides monitoring dozens of daily shortwave voice and code propaganda broadcasts from 15 to 20 capitals scattered around the world.

A high-speed printer circuit connects the listening post with New York UP headquarters. On days of heavy European news this circuit has carried as much as 40,000 words of copy from Valhalla to New York. There cable editors prepare a small fraction of the total wordage for distribution to regular clients, supplementing the basic United Press foreign report, which reaches New York through the normal, commercial communications channels.

United Press Valhalla headquarters are in a farm house. The surrounding acres are dotted with all types of receiving antennas.

Fleischmann Spots

STANDARD BRANDS Inc., New York (Fleischmann’s Yeast), on August 18 will start a spot campaign of 10 one-minute transcribed dramatized announcements weekly on 59 stations. Contracts run until September 26. Kenyon & Eckhardt, New York, handles the account.

The spending jam got so bad when the 210,000 government employees in Washington were paid their $17,500,000 twice a month, that the government finally had to work out a plan to pay FOUR TIMES A MONTH.

In addition there are 200,000 private employees in Washington who get up to counters day in and day out to spend their $23,000,000 a month or $5,300,000 a week.

Yes, Washington is crowded these days—thousands of new federal employees and, as a consequence, thousands of new private employees. Office space and homes are at a premium, and spending is hitting new highs day after day.

The “Ghost Can Walk” for YOU, too, if you act now to reach these spenders through

WRC

BROADCASTING • Broadcast Advertising August 11, 1941 • Page 19
Dallas Ad League Award
Presented to TQN Show
WINNER of the Dallas Advertising
League quarterly award as the best
radio program has been named
The Music Parade, sponsored
Sundays on WFIA, Dallas, and the
Mexico Quality Network by Emp-
yees Casualty Co., Dallas. Now
in its seventh year, it is the oldest
successful program on TQN.

On moving the locale of the pro-
gram into the new auditorium stu-
dio of WFIA last June 25, The
Music Parade was increased from a
quarter-hour to a half-hour in length.
Agency is Ira E. DeJernett

WLAP, Lexington, Ky., has applied to
the FCC for a shift from 250 watts
on 1430 kc. to 1,000 on 1010 kc.

AFA and AAAA Assail Proposed Tax
On Radio and Billboard Advertising

Both the American Assn. of Ad-
vertising Agencies and the Adver-
siting Federation of America have
addressed letters of protest against
the proposed taxes on billboards
and radio time sales provided in the
House version of the 1941 Reven-
ue Act, designed to produce over
three billion dollars to help defray
expenses of the defense program.

John Benson, president of the
AAAA, wrote Chairman Robert L.
Doughton of the House Ways and
Means committee, which wrote the
bill: "We hold no brief for the ra-
dio or the outdoor medium as such,
in making this protest. What we
deplore about the proposed tax is
the burden it imposes upon adver-
siting itself, and hence upon the
cost of distribution of consumer
goods. Advertising is but one of
several forms of selling and is often
used to facilitate personal sales
effect. A manufacturer uses adver-
siting when he thinks it is cheaper
than any other form of selling or
wants to economize the time and
effort of his salesmen."

Mr. Benson declared that the
argument that the tax is not im-
posing an advertising fee is fal-
lacious. "The radio tax," he said,
"will be imposed on the commer-
cial or advertising portion of the
broadcasting, and not upon the non-
commercial entertainment of sus-
taining programs."

Mr. Benson's letter was placed in
the Congressional Record on Aug. 4 by Rep. Youngdahl (R-
Minn.).

Charles E. Murphy, AFA gen-
eral counsel, wrote Mr. Doughton
that his organization considered
the tax "harmful to the economy of
our nation and detrimental to our
well-established system of dis-
tributing consumer goods."

"Business uses advertising," Mr.
Murphy wrote, "to maintain and
increase its outlets for goods. Un-
less such outlets are maintained and
increased during the coming
years, the expanded income on
which taxes are based will not be
forthcoming. Nothing should be
done, therefore, to cripple the mer-
chandising machine that produces
income, and a tax on advertising
will bring that very result."

WMC Gets 5 kw. Night;
KWOS Shifts Frequency

WMC, MEMPHIS, was granted an
increase in night power from 1,000
to 5,000 watts, with a directional
antenna for night use, in a deci-
sion announced last Tuesday by
the FCC. The station, operating on
750 kc., was given the grant sub-
xecpt to "such rules as may be adopt-
ed by the Commission as might af-
tect licensee's ownership of said
station. These related both to the
FCC's inquiry into the propriety
of newspaper ownership of sta-
tions, WMC being operated in con-
junction with the Commercial
Appeal, as well as the question of
multiple ownership involved with
WMP, in that city.

KWOS, Jefferson City, was
granted a modification of license to
change frequency from 1340 to
1240 kc., with 250 watts fulltime.

Caught in Contest
JAMES SIRMONS, chief an-
nouncer of WFYM, Youngs-
town, recently married Vir-
gina Gorgas, whom he met
when she entered the telev-
sion contest staged during the
RCA television show in Youngstown last April. Miss
Gorgas, however, failed to win a contest prize.

CURE FOR MIKE FRIGHT is sug-
gested by members of the NBC
Chicago engineering department
who tried it out on Announcer
Charles Lyon, author of an article on "How To Become An An-
ouncer," When Lyon reported for a
scheduled newscast, he found that
the engineers had encaged him with
14 miles and piece of pipe to
be used in emergency.

PRO GUIDE
Army Issues Radio Primer
To Help Cut Red Tape

A NEW radio guide for Army
public relations officers has been
issued through the office of Edward
M. Kirby, civilian radio advisor to
the Bureau of Public Relations of
the War Department. The "prim-
er", supplying factual tips in
proper procedure and application of
radio in Army activities, is des-
dined to aid in cutting some of
the red tape incidental in the past
to broadcast-military operations.

The 48-page manual urges all
public relations officers to immedi-
ately establish radio staffs to util-
ize the "limitless potentials of
radio broadcasting". Instructions
on the organization of a radio staff,
as well as formulation of a
radio policy, are included. Along
this line, the War Department
policy on radio is clarified with a
statement released by the depart-
mant April 26. In addition,
the guide prescribes the form
of commercials and sponsored pro-
grams emanating from camps, sug-
gestions for Army features and
other program tips.

Waring Salutes WWJ

DURING the week of August 18,
when WWJ, NBC-Red Detroit out-
let, celebrates its 21st birthday,
Liggett & Myers Tobacco Co.,
New York, is sending its NBC-Red
program featuring Fred Warings's or-
chestra for Chesterfield's to Detroit
to originate from the Masonic
Temple Auditorium there. Waring
made his own radio debut over
WWJ, and plans to broadcast spe-
sial salutes to the station on his
programs.

JAMES P. HOPKINS, operator of
WRK, Detroit, has applied and re-
ceived permission from the FCC to
dismiss his application for a new 1,000-
watt station on 1600 kc. in Ann Arbor,
Mich., home of the U of Michigan.
Subpoena Power Will Be Tested
FCC Jurisdictional Question To Be Argued Aug. 11

A TEST of the FCC's jurisdiction to subpoena witnesses in an inquiry looking toward issuance of new regulations, such as that involved in the newspaper-divorce proceedings, will be inaugurated Monday, Aug. 11, before Judge James W. Morris of the Federal District Court in Washington, under proceedings initiated by the FCC at the close of the first phase of its newspaper inquiry July 25.

After James G. Stahlman, publisher of the Nashville Banner and former president of American Newspaper Publishers Assn., failed to appear as subpoenaed July 25, the Commission instructed its law department to take appropriate legal steps to enforce its subpoena. Similar instructions were given in connection with the non-appearance of Edwin S. Friendly, business manager of the New York Sun, but thus far no court suit has been instituted.

FCC Gets Order

On July 26, the FCC procured from Judge Morris an order to appear in court Aug. 11 to show cause why he did not heed the subpoena. Oral arguments will be heard by the Judge, it is understood, with Telford Taylor, general counsel, and Thomas E. Harris, assistant general counsel, appearing for the FCC, Elisha Hanson, general counsel for ANPA and Lieut. Comdr. Stahlman's attorney, will argue against the order, on the ground that the FCC is without jurisdiction to proceed, possi- sibly certain technical shortcomings in the subpoena procedure.

The case, it is understood, is regarded as a test on both sides. It is expected an appeal to the Supreme Court ultimately will be sought either by the Government or in Lieut. Comdr. Stahlman's behalf. Either way, the lower court decides, Lieut. Comdr. Stahlman is on active duty in the public relations branch of the Navy.

Whether the Commission also will proceed against Mr. Friendly in the New York jurisdiction has not been disclosed. It is entirely possible, it was thought, that the Commission will await disposition of the Stahlman proceeding before undertaking litigation in the New York jurisdiction.

The newspaper hearings were recessed until Sept. 17, after five days of hearings held over a two-week period.

Mrs. FDR Starts Sept. 28

PAN-AMERICAN COFFEE BUREAU, New York, will start sponsoring commentaries by Mrs. Franklin D. Roosevelt on Sept. 28, instead of Oct. 5, as previously announced. Program will be heard on 125 NBC-Blue stations, Sundays, 6:45-7 p.m. Agency is Buchanan & Co., New York.
Grapes are Ripening in WHAM land

All summer long the sun has been shining upon the rolling, vineyard clad slopes of WHAM land, storing up in the purpling grapes a rich harvest for the vineyardists. There will be a banner crop of the famous Western New York Tangy Wines and vitamin rich grape juices to pour purchasing power into the pockets of vintner, vineyardist and laborer alike.

Only with WHAM can you reach all of this profitable territory and all of the eighteen trading centers in which these prosperous folks spend their money. WHAM gives you, not just Rochester, not just Monroe County, but 45 prosperous counties of Western New York and Pennsylvania—all at approximately one-third the cost of localized coverage of the same area. For better coverage, WHAM with its 50,000 Watts and Clear Channel, is a better buy.

National Reps.: George P. Hollingbery Co.  
50,000 Watts . . . Clear Channel . . .  
Full time . . . NBC Blue and Red Networks

Movie and Radio Study Is Urged

Senato Proposal Proves For Committee Investigation

CHARGING that radio broadcasts and the movies are being used to spread pro-war propaganda, Senator Bennett Champ Clark (D-Mo.) and Senator Nye (R-N. D.) on Aug. 1 introduced in the Senate a resolution (SRes-152) calling for an investigation by the Senate Interstate Commerce Committee of the radio and motion picture industries to determine the extent of such activities.

Pressing swift action on the proposal, Chairman Wheeler, of the Interstate Commerce Committee, last Tuesday named Senator D. Worth Clark (D-Ia.) to head a subcommittee to consider the resolution. The subcommittee met informally last Thursday to set a date for the start of public hearings, but no announcement of a tentative hearing schedule had been made Friday beyond indication that hearings would not start until September, probably after Labor Day. Senator Bennett Clark indicated that he would press for early action on the proposal.

Text of the resolution follows:

Whereas numerous charges have been made, and publicity about the motion picture and radio have been extensively used for propaganda purposes designed to influence the public mind in the direction of participation in the European war; and

Whereas all this propaganda has been directed to one side of the important debate now being held, not only in Congress, not only in Congress, not only in Congress, but throughout the country; and

Whereas this propaganda reaches weekly the eyes and ears of one hundred million people and is in the hands of public groups interested in involving the United States in war: Therefore be it

Resolved, that the Committee on Interstate Commerce, or any duly authorized sub-committee thereof, is authorized and directed to make, and to report to the Senate the results of, a thorough and complete investigation of any propaganda disseminated by motion pictures and radio or in any other activity of the motion-picture industry or by influence public sentiment in the direction of participation by the United States in the present European war.

The Committee on Interstate Commerce, or any duly authorized subcommittee thereof, is authorized and directed to obtain such facts as other government agencies may have, and to secure the assistance of other government agencies in the investigation hereinafter authorized.

For the purposes of this resolution the committee, or any duly authorized subcommittee thereof, is authorized to hold such hearings, to sit and act at such times and places, either in the District of Columbia or elsewhere, during the sessions, recesses, and adjournments of the Senate in the Seventy-seventh and subsequent Congresses, to employ such experts, clerks, stenographers, and other assistants, to require by subpoena or otherwise the attendance of such witnesses and the production and imputation of such books, papers, and documents, as the committee determines advisable. The cost of stenographic services to report such hearings shall not be in excess of 50 cents per hundred words.
Clipper Craft Building on Radio

Trimount Clothing Co.
Implements Spot
With Network

WITH the signing of a contract last week for a series of NBC-Blue news commentaries by Raymond Clapper and William Hillman, Trimount Clothing Co., Boston, can add its radio success story to the annals of broadcasting—a tale of small, pioneer beginnings on the air, quick acceptance, expansion by leaps and bounds to its schedule this fall of a network program and spot announcements on more than 155 stations.

By 1938 Trimount had been established for 25 years as one of America's well-known manufacturers of moderate priced men's clothes, progressing satisfactorily with no advertising or promotional activities. In that year, Morris Shapiro, president of the company, first conceived the idea of the Clipper Craft Plan whereby individual clothing stores could meet the competition they faced from manufacturing-retail clothing chains.

Clipper Craft Idea

In essence, the plan aimed to group together in a voluntary organization a large number of individual stores, and to extend to them the many economies and promotional advantages available to the larger chains. By cooperating with Trimount, the affiliate stores permitted the company to anticipate their fabric requirements for an entire season, and thus to buy at great savings when the market conditions were most favorable. The manufacturing schedule could be planned on an annual basis, avoiding "the sudden spurt of activity followed by dead bulls which are the bane of most manufacturers' existence". Employment stayed on a steadier basis, workmanship was less hurried, and the best design talent could be hired.

The plan was an immediate success with stores and consumers alike, and by 1941 617 stores from coast to coast were affiliated with

Clipper Craft goes network but continues the spots which have been so successful in building up its business, Here Morris Shapiro, president of Trimount Clothing Co. (center) signs the NBC-Blue contract which will bring the Commentators William Hillman (left) and Raymond Clapper on 63 network outlets during Trimount sponsorship for the Thursday night edition of their News Here & Abroad, starting Sept. 25.

the scheme, unanimously declaring that "their most harassing problem had been solved"—that of offering moderate-priced suits comparable with those of the largest chain stores.

Radio Enters the Scene

Mr. Shapiro had been thinking about radio for some time as a means of doing more for stores selling the Trimount merchandise, but was faced with the fact that, however, to the workings of this plan, the manufacturer's markup was so small that no leeway was allowed for any promotional activities, aside from the basic cooperative newspaper advertising schedules. With a slight change in this arrangement, however, a method was worked out whereby a sufficient fund could be appropriated for the launching of a modest test campaign in the fall of 1940.

This modification was put into effect with the onset of the stores, and Clipper Craft's first spot announcement campaign started on five Eastern stations—WJZ, New York; WBZ-WBZA, Boston; Springfield; WGY, Schenectady; WHAM, Rochester; W T A M, Cleveland.

The announcements consisted of a brief theme song in a nautical vein characteristic of the clipper ship idea, followed by a short straight commercial giving the essence of the plan and mentioning a seasonable item in the Clipper Craft line. In order to tie in the announcements more directly with the local dealers, the length of each recorded spot was limited to 50 seconds, and a 10-second live tag giving the dealer's name and address was appended to each spot to complete the minute. This latter device also permitted a definite check on the campaign.

Response from the stores covered by these initial radio spots was so enthusiastic that Trimount undertook a considerably expanded campaign for the spring of 1941, using a total of 50 stations in all parts of the country for spot announcements, news programs and participations on musical programs. Emil Mogul Co., New York, is agency.

In the spots, a new character was introduced—"Clipper Tim", a yarn-spinning tar, who related his incredible adventures in song at the beginning of each announcement and tied in the commercial in the last verse.

Clipper Craft stores began buying transcriptions of the spots for use under their own sponsorship on local stations, and this fall will be using more than 50 stations.

Results Surpassed Hopes

A post-season survey of the effectiveness of the broadcasts, by means of a questionnaire to stores, revealed results far surpassing anything Trimount had hoped for. Of the stores answering the questionnaires, 86% reported increased sales definitely and directly related and attributed to the broadcasts.

With all doubts removed as to the advisability of using radio for Clipper Craft clothes, Trimount went ahead with plans for its most ambitious campaign—sponsorship of News Here & Abroad, the NBC-Blue program featuring Raymond Clapper, Washington columnist and correspondent, and William Hillman, European Director of Colliers. Starting Sept. 25, the program will be heard Thursdays, immediately preceding the Town Hall Meeting of the Air, on 63 stations. Trimount will also sponsor spots on 15 stations.

According to the Mogul agency, the radio promotion "has dovetailed perfectly with all other aspects of the Clipper Craft Plan, and has provided the final necessary means of making it the outstanding success it has become. Of course, the plan was contingent on a sufficient volume of business, the necessary consumer acceptance and increase in demand having been provided by the radio advertising".

WFMJ

Youngstown's Favorite Station

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

WALTER JOHNSON, West Coast radio department manager of Music Corp. of America, Beverly Hills, Cal., has resigned, effective Sept. 1, to become representative of the Motion Picture Relief Fund on the CBS Screen Guild Theatre, which reumes under sponsorship of Gulf Oil Corp. Sept. 28, Sunday, 7:30-8 p.m. (EST). Johnson will act as liaison between MPRF, Gulf Oil Corp., and Young & Rubicam Inc., agency servicing the account. He takes over duties formerly handled by Conrad Nagel. Johnson aided Screen Actors Guild in organizing the radio series three seasons ago. MPRF has established radio division offices in the Corrine Griffin Bldg., Beverly Hills, Cal., where Johnson will be headquartered. Associated with him will be Huntley Gordon and Jane Thompson.

JOHN BERTRAM CRANDALL

HAD John Crandall, now New York timebuyer for Arthur Kudner Inc., followed his father's career, he might well be on the road to newspaper fame at this time. His late father, Joseph Crandall, was the well known New York journalist who at one time was managing editor of the New York Sun, later assistant managing editor of the New York Herald Tribune.

John did take a year's fling at newspaper work in 1934, handling a reporter's assignment for the New York Herald Tribune, but he eventually decided to enter the agency field, joining Benton & Bowles, New York, in 1935, which he affiliated with this agency for the next five years, Crandall did practically everything but run the elevators. He worked two years in the marketing and media research department, later transferring to the outdoor buying field, from there to space buying and finally the radio department where he acted as assistant timebuyer on the network and spot under the radio veterans Jack Latham and Bill Faller.


Crandall has lived in Greater New York all his life, beginning in Montclair, N. J. in 1914, later traveling across the Hudson River to Jackson Heights, N. Y., where he now resides. Taking a mathematics and geology major at College of Arts and Sciences, he worked summers as a timebuyer for several stations. His hobbies are tennis, bridge, golf, hunting and fishing with a dash of amateur dramatics on the side.

NEW YORK State Division of Commerce, Alinan, newly created, has named Kelly, Nason Inc., New York, for 1941-42 to handle both tourist and industrial promotion. Plans will be announced shortly.

HOMER OWEN GRIFFITH, Hollywood, has been appointed Pacific Coast representative of KFQD, Anchorage, Alaska, and KFMB, San Diego.

FCC Amends Rule On Studio Sites

TO PROHIBIT any possible misconstruction of its rules respecting the location of studios, the FCC last Tuesday announced adoption of amendments to its rules (Section 330 (b) and (c) 31), specifying that the transmitter of a standard broadcast station shall be located so that the primary service is delivered to the "borough" or city in which its main studio is located and that the main studio may not be moved outside the borders of the "borough" or area in which it is located without first making written application to the Commission.

The revised language, it is understood, was adopted to prevent any technical construction of the language which might permit a station to move within a large metropolitan area. Such a situation, it is understood, arose in connection with the new WBYN, Brooklyn, with the consolidation of the four Brooklyn stations, which sought to move its transmitter to New York proper. Under the amended language, the main studio and transmitter must remain in the borough of Brooklyn.

The full text of the Commission's notice on the amendment follows:

The Chairman having determined the existence of a quantum of the Commission, placed into effect Administrative Order No. 5 for the day of Aug. 5, 1941, only, under which the following action was taken by a board consisting of Commissioners Fly, Chairman, Case and Walker:

Amended Sections 330(b) and 331. Rules Governing Standard & High Frequency Broadcast stations so that (1) the transmitter of each standard broadcast station shall be so located that primary service is delivered to the borough or city in which the main studio is located, in accordance with the Standard Engineering Practice, prescribed by the Commission, and (2) the licensee of a standard broadcast station shall not move its main studio outside the borders of the borough or city in which it is located, nor the property or possession in which it is located without first making written application to the Commission for authority to so move, and securing written permission for such removal. The license shall promptly notify the Commission of any other change in location of the main studio.
Schwab to Biow

LAURENCE SCHWAB, famed Broadway and Hollywood producer, has been named creative director of the Biow Co. radio department by Milton Biow, president of the agency. For the last year, Mr. Biow's suggestion, Mr. Schwab has been making a survey of radio with a view to toward correlating the stage, screen and radio. Mr. Schwab assumes his new duties Aug. 15. Among the productions he has been associated with are, the Broadway hits, "Desert Song"; "The New Moon"; "Good News" and "Follow Through". In addition, he produced operettas for the St. Louis Municipal Opera for two seasons and produced three movies for 20th Century-Fox.

DuMahaut Forms Agency

L. JEROME DUMAHAUT, for the last eight years commercial manager of CKLW, Windsor, Ont., resigned to form his own agency in Detroit. Prior to his entrance in radio, Mr. DuMahaut spent more than nine years in the advertising departments of the Detroit Times, Free Press and Mirror. The new agency announces that it will offer a general service with a special radio department. Robert H. Powell, formerly of the Cleveland office of McGann-Erickson Inc., will be in charge of radio continuity. Offices have been opened in the David Stott Bldg. Telephone number is Randolph 9480.

Eckart Picture Records

CHARLES ECKART, who formerly operated his own West Coast agency, has established headquarters at 250 N. Junius St., Los Angeles, and is manufacturing a new type illustrated record for radio premium and advertising purposes. The encyclopaedia has, with plastic coating, recordings are made in 5, 6 1/2 and 10-inch size. Each carries a photograph or drawing across the full face. Plastic transparent coating placed over the photograph is not the usual acetate as used on instantaneous recordings, says Eckart.
Congress Support Grows for New FCC Law

White, Sanders Bill May Get Hearings This Session

WITH RIPPIER bills to rewrite the Communications Act pending in both houses, as Congressional sentiment to check the rampages of the FCC reached a new high,Possibility of new Communications Law at this session of Congress was foreseen in official Washington.

The heels of the introduction of the White Bill (S-1806) on July 31, Rep. Jared Y. Sanders Jr. (D-La.) last Tuesday dropped into the House hopper a bill (HR-5487) generally following the theme of the White measure as to organization of the Commission, but proposing a series of studies looking to new support of the industry, now is pending before the committee. Following routine procedure, the bill was sent to the FCC for study, analysis and recommendation, with a reply expected within a week. Thereafter, the question of hearings and appointment of a subcommittee will be considered.

Because of increased interest of Congress, particularly on the Senate Interstate Commerce Committee, in radio regulation, aroused by the charges so strongly leveled against the FCC during the June hearings on the White Resolution, it is thought that hearings will be authorized. The chances for this are increased also since every indication is in the direction of a continuous session of Congress. Presumably, a subcommittee of five, comprising three Democrats and two Republicans, would be named.

Because of the interest of Chairman Wheeler (D-Mont.) in radio, it is entirely possible, it was pointed out, that he would assume the subcommittee chairmanship. Other Democrats regarded as likely appointees, in view of their active participation in the White Resolution hearings, might include Senators Hill of Alabama, Clark of Idaho, Bone of Washington, or Tunnell of Delaware. The two Republicans, it is thought, un- questionably would be Senator White, as author of the bill, and Senator Gurney, of South Dakota, himself a former practical broadcaster, who operated WNAV, Yankton.

No indication yet has been given as to disposition of the Sanders bill in the House. Before introducing the measure, based largely on recommendations for new legislation made by the Federal Communications Bar Assn., Mr. Sanders is understood to have checked with both majority and minority leaders in the House. Because the consensus appeared to favor a re-appraisal of the existing statute, particularly in the light of recent actions of the FCC, he decided to introduce the measure. Mr. Sanders is a member of the Interstate & Foreign Commerce Committee.

FCC Expected Opposition

It is not expected that the FCC, in making its report to the Congressional committees, will favor any legislation along the lines advocated. As a matter of fact, the Commission has made every effort to block a Congressional inquiry into its activities, this having been made abundantly clear by FCC Chairman James Lawrence Fly during his appearance before the Senate Interstate Commerce Committee on the White Resolution. This resolution, still pending, would have ordered a far-reaching inquiry looking toward writing of a new statute and would have stayed the effective date of the FCC's allegedly punitive rules against networks, now scheduled to become effective Sept. 16, but still the subject of conferences between network officials and the FCC.

Not only the network monopoly inquiry and the newspaper-divorce issue, but the latest move of the FCC in banning multiple ownership where overlapping service is involved, has tended to arouse Congressional sentiment in favor of new legislation. The multiple ownership order broke on the same day that Mr. Sanders introduced his new bill to amend the existing Act.

If hearings are ordered on both measures, it is hardly expected that they will be held simultaneously because they are in essence companion bills. It is presumed that hearings logically would get under way first in the Senate, which already has had a taste of the issue during the June 2-20 hearings on the White Resolution. The 626-page record ad- duced in those proceedings could be incorporated in hearings on the White bill.

Sanders Urges Action

In introducing his measure, Mr. Sanders, who served his first terms in Congress from 1934 to 1936, and was reelected in 1940, declared he had no axe to grind with the FCC, but that he had observed that events of the last few years in radio, particularly in the light of the Senate and FCC proceedings, "might necessitate some changes in the Communications Act". He said in his judgment Congress should look into such matters as newspaper ownership and network monopoly itself to decide, as a matter of policy, whether it should legislate or leave action up to the FCC.

Calling the present law old and outdated, Mr. Sanders said he did not know whether the changes in the bill were desirable, but that he did think "Congress should hold hearings to determine whether such legislation is desirable".

"The question of newspaper-owned stations is very fundament- al", Rep. Sanders said. "It raises the question of whether a man in one line of business may go into another. The policy involves more than newspapers. It even involves the question of lawyers, ministers and others going into the radio business".

In a statement accompanying his bill, Mr. Sanders said it provides in general for a reorganization of the FCC into two autonomous divisions, with the chairman as the executive officer; changes procedure before the Commission to assure fuller opportunities for hearings and deliberations, provides clearer definitions of interests and rights of licensees and applicants, including rights of appeal, and specifies that reports and recommendations on various matters be made by the Commission to Congress at specified dates.

Seven sections of the 10-section bill, Mr. Sanders explained, constitute recommendations made by the executive committee of the Federal Communications Bar Assn. and in all cases, he said, correspond with those made by Senator White in his bill introduced July 31 [BROAD- CASTING, Aug. 4]. In other respects, he said, the bill seeks to accomplish the same end. Whereas the White Bill, in its Sections 7 to 11, relates to equalities of rights and opportunities in the use of radio for disc jockey, it censors the field.

Rep. Sanders said his measure in Section 7 provides that the FCC shall make studies and reports to Congress upon certain specified proposals.

FCC Studies Ordered

He enumerated these provisions as follows:

"The Commission shall study the following proposals and shall report to Congress not later than July 1, 1942, its recommendations thereon, together with the reasons for the same:

1. Whether and upon what terms and conditions the Congress shall authorize the FCC to grant a directive to the Chairman of the Commission to pass upon the matter of the reorganization of the radio broadcasting industry. The directive shall cover the question of whether or not the FCC shall by statute confer upon the Commission the power to regulate the contractual or other relations of the members of the radio broadcast stations and networks or other broadcasting which may be necessary for the public air service. The directive shall provide for the reporting to Congress of the findings of the Commission, including a statement of the reasons for the directive:

2. Whether and upon what terms and conditions the Congress shall authorize the FCC to by statute provide for the licensing of network ownership of radio stations. In the event that the Congress shall authorize the FCC by statute to license network ownership of radio stations, the Commission shall have the right, at any time, to modify, change or revoke the order permitting such ownership.

3. Whether and in what terms the Congress shall by statute redefine and fix the qualifications of the license of any radio station which is intended to be used and does communicate with the public.

4. Whether and upon what terms and conditions the Congress shall authorize the FCC by statute to limit the number of services which may be conducted by any network organization and the number of stations of any class which may be licensed by such network organization.

To Report by Jan. 1

"The Commission shall report to the Congress not later than January 1, 1942, the standards and principles for licensing of radio facilities among the several states, the rules and recommendations under Section 307 of the Communications Act of 1934, and any other recommendations as may be necessary or advisable to effectuate the mandate contained in Section 307 (b) of the Act. In making its report to Congress, the Commission shall have the power to licensee radio facilities among the several states, the rules and recommendations under Section 307 of the Communications Act of 1934, and any other recommendations as may be necessary or advisable to effectuate the mandate contained in Section 307 (b) of the Act. In making its report to Congress, the Commission shall have the power to license radio facilities among the several states, the rules and recommendations under Section 307 of the Communications Act of 1934, and any other recommendations as may be necessary or advisable to effectuate the mandates contained in Section 307 (b) of the Act."

ON THE DOTTED LINE goes the signature of A. E. Taylor (seated, right), advertising manager of the Skelly Oil Co., Kansas City, Mo., to the contract making charges Utley (seated, left), commentator for the Skelly Oil Monday through Friday early morning news program on NBC-Red. Looking on are (l to r, standing): Frank Ferrin, vice-president, Henri, Hurst & McDonald, agency handling the account; George Diefen- derfer, salesman for NBC-Red; Paul McClure, NBC-Red sales manager of the Central Division.
Purely Programs

WEEKLY quiz contests are being held on the Home Builders program, transcribed in the studios of WJOL, Toledo, and presented each Monday, Tuesday, Wednesday and Thursday. Cash is awarded for correct answers to each question, with the money going into a jackpot when the question is incorrectly answered. The winners of each day's contest are invited back for competition in a special Friday night final contest for the jackpot.

Civic Jobs

ASPECTS of civil service applications and examinations for positions in city government serve as the basis for a new series of programs on KYW, Philadelphia, conducted by Mayor Harry K. Butcher, secretary of the Committee of Seventy, a civic reform group.

The weekly programs include interviews with members of the city's Civil Service Commission and with public office holders relating how they attained their present responsible positions through civil service.

Others' Ideas

COVERING every type of subject but war and politics, Other People's Business, a five-weekly quarter-hour series on WQXR, New York, through August features Wilbert Newgold and Alina Dettinger discussing the masculine and feminine viewpoints on the arts, beauty, fashions, hobbies etcetera.

Sketch Book

WSB, Atlanta, is presenting a new time period program built around an original play written each week by Elmo Ellis, head of its continuity department. A new play opens a mythical sketchbook to various chapters and weaves in the play with a background of music.

Democratic Poets

LIVES and works of 18th century poets who were influential in building democracy are dramatized on the quarter-hour Sunday series, Poets of Democracy, heard on WINS, New York, under the direction of Lewis Morton.

Sic!

WNEW, New York, one of the first stations to start musical station break jingles about two years ago, has dropped the idea and is working on some other unusual way of announcing its call letters to listeners.

Reported Missing

NAMES of relatives living in Europe who have unsuccessfully sought to locate kindred in this country, are broadcast by Robert Dillon during his weekly half-hour, Reported Missing, on KMPC, Beverly Hills, Calif. Upon request, he also sends a 25-word telegram, free of charge, to relatives in any foreign country, from whom no word has been received. Program is sanctioned by the American Red Cross as well as other national and local agencies.

Life of an RAF Pilot

THE STORY of an RAF pilot from a student at Oxford to a fiery plunge from the skies are told by an unidentified RAF right lieutenant in a series of four broadcasts on NBC-Red, July 26-Aug. 16. Each broadcast will be separately titled: From Oxford to Fighter Pilot, First Combat, RAF Pilots Aground and Shot Down.

Songs for USO

RA18ING funds for USO work is the purpose of the Saturday Night Dance, held at the YMCA, Hartford, in which requests of listeners for recordings are filled from 11:15 p.m. until 1 a.m., the only stipulation being that the requester pledge at least ten cents to the USO.

Life of a Selectee

THE Private Life of Private Price is WLBW's contribution to Army programs, a 15-minute transcribed show made in army Camps Livingston, Claiborne, Polk and Beauregard. The transmissions have followed the mythical Private Price from his life just previous to his being drafted, through the routine of his first days in camp, to his induction in the Army. Private Price (WWL Production Manager Ed Hoerner) will review every phase of army life to give radio listeners an idea of what is going on in the selectee's world.

Navy "Y" Programs

TO AID morale-building among the service men, WTAR, Norfolk, is cooperating with the Navy YWCA in a weekly half-hour Navy "Y" Program, picked up from the lobby of the YMCA. The program consists of community songs by the sailors, Navy special events announcements and a quiz for those chosen to participate. These awards are given for correct answers, the pin and the city and the furnishing the city.

Women in Defense

A RADIO FORUM, Women in Defense for America, recently was started on KYA, San Francisco. Discussions are lead by Mrs. Ambrose N. Diehl, chairman of the Pacific Coast Women's Division, National Assn., of Manufacturers.

The series covers women's activities and is serving as an information bureau to help coordinate and create an understanding of the multiple activities now being undertaken by women's organizations in the national defense program.

Antique Furniture

ANTIQUES furnish the subject matter of The Story Behind Antiques, conducted weekly on WICC, Bridgeport, Conn., by Freda Rappaport. Program consists of tales about old furniture, historic background, new uses, etc. The audience is solicited for questions, and Miss Rappaport will give all about Chippendale, Sheraton, Hepplewhite, Duncan Phyfe and the others.

WBNX NEW YORK

THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.

5000 WATTS Directional

OVER METROPOLITAN NEW YORK

Page 30 • August 11, 1941
Johnny Panda licks the platter clean to illustrate how KXOK sells in the rich Valley Market. KXOK strives constantly to do something new, something better than ever before and believes that progressive ideas as well as good frequency are necessary to produce results for advertisers. Advertising in 80 newspapers in this area is used to increase KXOK's already vast market. The entire series is scientifically planned to develop good will and the KXOK slogan...a typical KXOK promotion plan designed to further assure KXOK advertisers and station well met" by a friendly audience. Johnny Panda says "If you keep the platter clean, get in touch with KXOK."

KXOK

630 kc. 5000 watts day and night
CAGO, DETROIT, SAN FRANCISCO - OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES
Jovial - Mid-Mississippi different, so as good producers Weekly audience. listening heal advertisers a want to lick

NBC BASIC BLUE STATION • ST. LOUIS, MO
AFFILIATED WITH KFRU, COLUMBIA, MO. • REPRESENTED BY WEED & CO., NEW YORK, C.
• Every one of these letters carries a warm “Thank you!” They’re just a sample of many letters WKY receives in the course of a year for services which it has been privileged to render persons and organizations of all kinds.

These letters, in a way, mark a trail of public service which WKY has blazed through the years in Oklahoma. By serving the individual interests of groups, large and small, WKY serves Oklahoma abundantly.

This is one of many reasons why WKY is the station uppermost in the minds of Oklahoma listeners ... why WKY is first choice of advertisers.

WKY • OKLAHOMA CITY
Owned and Operated by The Oklahoma Publishing Co. • The Oklahoman and Times
The Farmer-Stockman • KVOR, Colorado Springs • KLZ, Denver (Aff. Mgmt.) • Represented Nationally by The Katz Agency, Inc.
FOR two years KHUB, Watsonville, Cal., has used film trailers in two local theatres to promote KHUB programs. Recently the station started devoting the trailer to the sale of National Defense Savings Bonds with a message saying "KHUB, Buy National Defense Bonds. Defend America and your home. Listen to Hollywood stars asking your cooperation several times daily over KHUB, the voice of the Monterey Bay Area".

KYA and Telenews KYA, San Francisco, has made a cooperative deal with the Telenews Theater in San Francisco under which two programs are broadcast daily from the newreel showhouse. The point of origination is mentioned on all. The theater in turn calls attention to the KYA broadcasts—News in Review and a man on the street program—hourly throughout the day on the screen.

Home Builders COMPLETE story on the building of a home from the buying of the lot to final completion is described in a new six-week radio show called "KHUB, Build Your Home," which airs over KTSA, San Antonio, Saturdays.

Picturing the construction in dramatic form is the family as characters, program is designed for sponsorship by various firms engaged in phases of home building.

Shopping News Promotion KROW, Oakland, Cal., recently entered into a cooperative promotion deal with the Oakland Shopping News, on the paper's 11th anniversary. The station broadcast special programs during the anniversary week, participated in Shopping News personalities. In return KROW was given considerable space in the radio section.

With the Bands AS FURTHER promotion for its weekly recorded Band of the Week program, WWRL, Woodside, N. Y., is releasing to newspapers in its area a weekly illustrated column with a biography of the bandleader interviewed as well as notes of the music world. Walter K. a r, WWRL publicity director, writes the column and conducts the programs.

UP's Displays TO MEET numerous station requests for appropriate lobby window displays and for use by broadcasters in connection with current state and county fairs, United Press is distributing to all its radio clients 30 x 40 inch four-color posters carrying the call letters of each station and stressing its news coverage facilities.

BROADCASTING • Broadcast Advertising August 11, 1941 • Page 31
Sound Talk

RADIO TECHNIQUE in on the threshold of a new cycle. Don’t be amazed when a schedule of transcription spots comes through with the commercials woven into tinkling bells, train-whistles, roaring lions or droning airplanes. Such sounds actually will talk!

This innovation in sound entertainment comes in the Sonovox, an invention through which any sound can be made to speak in its own voice. It is another offshoot of the electronics art which itself owes its development to radio and the vacuum tube of two decades back.

James L. Free and H. Preston Peters, principals of Free & Peters, pioneer station representatives, foresaw the adaptability of this almost fantastic technique for commercial broadcasting, after its experimental use in motion pictures. As related elsewhere in this issue, it is being made available for commercial broadcasting through a new separate corporation.

Application of Sonovox to radio is readily apparent—not merely as a novelty or passing fad, but one that is destined for permanence. Unique sound effects that have been identified with products, through the use of this invention, can be made to articulate—slogans, commercials and all, interwoven. The Sonovox should prove a boon to radio programming.

Whittling Away

A NICK AT a time ... keep ‘em off balance, guessing and in a dither ... never tell why.

That’s the strategy of the FCC’s blitz against broadcasting—a campaign that seems to be studiously calculated to stultify, intimidate and ultimately impoverish the industry so that eventual government ownership will be easy.

The order banning multiple ownership where duplicating service is involved is another phase of the whittling process. The order may be sound, though we doubt it. But why not tell the very people affected what and who constitute objectionable types of ownership? They have the public service of their stations to protect, not to mention their investments. The Commission says simply that it feels such an order “may serve public interest, convenience and necessity”. It sets oral argument for Oct. 6, but doesn’t say who shall appear or what issues are to be met.

We have shouted ourselves hoarse in these columns because of the FCC’s disdain of the law and its assumption of power over the business aspects of radio. The trend started some three years ago when the Commission began collecting, on an annual basis, the financial and operating statements of stations and networks. It never had that authority and doesn’t today. Then came the license renewal form, broadened and streamlined, going into program matters as well as financial breakdowns, clearly outside the Commission’s scope as reflected in the statute and in court opinions.

Under the new regime that entered upon the scene two years ago, the pace quickened. There were the television flasco, the chain-monopoly explosion, the newspaper-divorce inquiry and order (with an espionage system to do the undercover work), the aiding and abetting from within on the discriminatory 5-15 net time sales tax, and now the multiple ownership ban. These are only the highspots.

Is all this conducive to a free American radio, guaranteed under democratic precepts and so often expounded by President Roosevelt? Or is it a drive toward government ownership, abetted by a clique of power-hungry men who resent radio’s success as a private operation and whose inclinations and sympathies are opposed to what might still be called the capitalist system? On this latter score there may be revelations soon that will make newspaper headlines.

There are now pending in each house of Congress bills to amend the Communications Act of 1934. Both are aimed at hearings so that the statute can be reappraised, the intent of Congress clearly defined and the functions of the FCC, reconstituted and redefined, set forth in simple, understandable fashion. They would take the guesswork out of regulation.

Neither the White Bill nor the Sanders measure may be perfect. But both are aimed at the same objective—to let Congress do the legislating. Congressional interest is aroused to a greater degree than ever before because of the FCC’s antics. Congress is busy with other matters of greater immediate importance. Yet the FCC’s crusades strike at certain fundamental liberties, apart from the purely economic aspects of broadcasting.

Whether there should be a single Commission for broadcast regulation or a separate division on the FCC, completely autonomous, as proposed in both measures, is academic. But there is no doubt there should be hearings and there should be a concerted drive at this session of Congress for new legislation.

Broadcasters cannot afford to wait any longer. The whittling process continues. Now it’s newspapers and monopoly; next, perhaps, insurance companies and department stores and Republicans will be banned from station ownership. Then there will be a ban on programs of particular types that some FCC minions feel “appeal to the gambling instincts of the public”. The tide will not be stemmed until Congress does it by affirmative action.

Every broadcaster had better make up his mind now to do something about new legislation. It shouldn’t be confined to an attack on this or that edict of the FCC. A full-scale offensive is essential.

It’s a question of doing it now or eventually turning over radio to the Government. Maybe the way to bring it off is to hand itself over now, when something can be salvaged through a President and Congress who certainly do not want government ownership, rather than have it taken over a chunk at a time.
ROGER CRAFT PEACE

HON. ROGER CRAFT PEACE, newly appointed junior Senator from South Carolina, is the broadcasting and publishing industry's new champion in Congress' upper house. President of the Greenville News-Piedmont Co., publishers of the Greenville News and Piedmont, and owner and operator of WFBC, Greenville, S. C., Senator Peace was named last Tuesday by Governor Burnet Maybank to succeed the late Senator Alva M. Lumpkin, who only a fortnight before had taken over by appointment the Senate post vacated by the elevation of Justice James F. Byrnes to the U. S. Supreme Court.

Although Senator Peace only last Wednesday was sworn in and assumed the Senatorial toga, it is thought he will find plenty of opportunity to voice some practical views in an official capacity on radio and newspaper problems before he is succeeded and takes office about Oct. 15. He joins Senator Arthur Capper (Kan.) as the only active newspaperman and broadcaster in the upper house, although Senator Chan Gurney (R.-D.), former owner and operator of WNAX, Yankton, South Dakota, will may also avail himself of the mark with which they have acquired the interest of the statesmen of the Senate.

Since he has on occasion engaged in some snappy exchanges with FCC Chairman James Lawrence Fly on such considerations as the newspaper-ownership issues and multiple ownership, possibility is seen that he may avail himself of the opportunity to bring a practical operator's philosophy to the Senate floor. This possibility appears not unlikely as it is remem-

bereal that Senator Peace is a graduate of the Newspaper-Radio Committee, headed by Harold Hough, of Fort Worth.

Missouri. After he was taken as Mr. Peace paused on the White House steps just after witnessing the swearing in of Senator Byrnes as a Justice on the Supreme Court. At the time, nothing was further from his mind than the possibility that a few weeks later he would be the Senator from South Carolina.

A native of Greenville, Senator Peace was born there May 19, 1889, the eldest son of Bony Hampton and Laura Chandler Peace. He began his newspaper career in student days at Furman U, working part time as a reporter for the school paper. Subsequently he began the publication of a high-ranking position in Southern journalism circles. Subsequently the Peace Publishing Co. acquired the Greenville Piedmont, an afternoon daily. In 1933 Senator Peace established WFBC, now a regional station with 5,000-watt fulltime operation on 1330 kc. authorized. Since WFBC's founding, the radio station has drawn active attention from the community, and as a publisher, young Mr. Peace has a background of down-to-earth press experience. After serving as a reporter from the time he was 15 until 1919—

with time out for an ROTC hitch with the Army at Plattsburg and Camp Perry during 1918-19—he served as sports editor for about two years, then as editor of the Greenville News from 1923-24, business manager from 1924-34, and finally became publisher in 1934. A Bachelor of Arts graduate of Furman U, Senator Peace now is chairman of the Finance Committee, and his finance committee chairman. In his home community he has led many civic and charitable enterprises and headed both the Chamber of Commerce and the Community Chest. He is a former president of the South Carolina Press Assn. and a former director of the Southern Newspaper Publishers' Assn., and is now a member of the Associated Press nominating committee. He belongs to the Baptist Church and is a Democrat by heritage and conviction.

Senator Peace's hobbies center on golf and a dahrin garden at his summer home at Cedar Mountain, S. C. Although he has never sought elective office, and friends say he has no interest in this regard, he has a reputation as a keen student of political affairs, and his appointment drew acclaim from political leaders in Washington as well as in South Carolina.

His clubs constitute quite an array—Rotary, Elks, National Press, Biltmore Forest, Greenville Country, and Poinsett. In 1920 Mr. Peace married Etta Tindall Walker. They are the parents of a son and a daughter, Roger Jr. and Dorothy Ann.

WILLIAM T. KNIGHT III, son of William T. Knight Jr., president of WTOC, Savannah, is in Washington doing temporary work for National Independent Broadcasters Inc.

JONES P. TALLEY JR. of WJHO, Opelika, Ala., and a member of the Naval Reserves called to active duty and assigned to the Norfolk Naval Training Center, Norfolk, Va.

J. T. CAUSEY, formerly of the country newspaper, Greensboro, N. C., has resigned to accept a position with the American Tobacco Co.

CHARLES VAN LOAN, for the last 12 years an account executive of WOH, New York, has been named assistant general manager of WOR.

MATTHEW A. MASON of WOR-MBS Arts Bureau, acting as m.c. of a special Red Cross benefit at Downtown Club, Aug. 8 on WKNY, Kingston, N. Y.

ROLAND PETERSON has been promoted to manager of the merchandising department of WNYN, Raleigh, N. C., succeeding the late James G. Giesen.

FORD HILLINGS has resigned as commercial manager of WCKY, Cincinnati, his place having been taken by Charles A. Merchner, former manager of KOX, Phoenix.

JOHN W. POTTER, co-publisher of the Rochester, N. Y., and editor of WHEF, is the father of a daughter, Patricia Ann, born July 16.

IRA HERBERT, assistant sales manager of the KFWB, Los Angeles, recently left the station to take a higher post in the personnel department of WOR.

WILLIAM L. WALLACE, national sales manager of KFIB, Great Falls, Mont., resigned Aug. 1. He has not announced another position but will stay in radio following a vacation.

DOX O'BRIEN, formerly with the China Relief Society and Time Inc., and John Doherty, formerly in the New York office of Carl Byar & Associates, has joined the NBC news department to handle matters concerning NBC executive officers.

HERBERT HENDLER, editor of several house publications, and Florence Shore, dramatic actress, are to marry Aug. 17.

Merino Reappointed

JOHN MERINO has been reappointed a member of the Zeta Board of Directors of KTUC, Tucson, Ariz., to continue as general manager of that station. Following the FCC grant of authority to transfer stock control [Broadcasting, Aug. 4], new officers and directors of Tucson Broadcasting Co. were elected July 29, as follows: Burridge D. Butler, Chicago, chairman; Ralph W. Bilby, Tucson, vice-chairman; John Merino, vice-president; Frank Z. Howe, Tucson, secretary-treasurer; Glenn S. Biddle, Chicago, director. The board also authorized application to the FCC for a new site, now the present transmitter speech input equipment, which are expected to cost $30,000.

Cecil Brown, CBS foreign reporter, has arrived in Singapore, where he will report developments in south China, and he is expected to go to the BBC listeners in the United States. Brown was expected to cause the British government to revolt in Belgrade before the Yugoslavian campaign, and then went to British force, covering the British capture of Iran, where he went to the British Far Eastern
MEET THE LADIES

RHONA LLOYD

YOUNG and fresh looking as a college senior, although her professional career started 30 years ago at the age of 7, is Rhona Angela Trevoyhame Lloyd. Abandoning a stage singing career in 1933, after scoring on Broadway in Countess Marivaux, she started in radio on CBS and NBC with a vocal trio called The Canadians. The trio disbanded, but Miss Lloyd remained as a soloist. An advertiser admired the quality of her speaking voice, and thus she became a commentator on a program called the Home Forum Show. In 1939 WFIL, Philadelphia, engaged her to go to Washington for a color description of Queen Elizabeth’s garden party. This led to a daily show on WFIL for Philadelphia Dairy Products Co., which attracted the attention of Fels Naphtha Soap Co., and soon Golden Bays of Melody was born on WFIL and the Quaker Network. Two sponsored across-the-board shows, one 30 minutes and the other 15, is enough to keep anybody busy. But Rhona Lloyd takes it in stride.

ELSIE DICK, formerly publicity director of the President’s Day Ball, Miss America Celebration and on the editorial staffs of Home Beautiful and Harper's Bazaar, has joined the continuity staff of WOC, New York, handling religious and educational programs.

FRED DAIGER, formerly program director of WSN, St. Petersburg, Fla., has joined the production staff of KYA, San Francisco.


BILL MARSHALL, of NBC Hollywood music rights department, is to be transferred to the network's New York production staff, following a three-week vacation.

BILL GRiffin, new to radio, has joined the announcing staff of KYV, San Luis Obispo, Cal.

BILL JACKSON, sports announcer of WING, Greensboro, N.C., has enlisted in the Navy and has been assigned to publicity work.

PVT. LOUIS E. MILLA, formerly news editor of WMRN, Marion, O., has been made associate editor of the Campbell Lee (Va.) Traveler.

AL SAVAGE, CFRB, Toronto, Ont., on Wrinley’s Treasure Trail and British American Oil Co.’s B-1 Bandwagon, will appear in the moving picture, “Captains of the Clouds” being produced at Uplands Airport, Ottawa.

CLINTON JONES, for the last three years associate editor, has been made CBS Hollywood news editor. He succeeded Nelson Fringle, now commentator on the West-coast quarter-hour news program sponsored by Union Oil Co. on 3 CBS California stations. Addie R. Rorem's news staff is now John Reidy, formerly UP Spokane manager, and Pat O’Reilly of the UP Sacramento radio department.

HAL FIMBERG, Hollywood radio film writer, has been signed for the weekly CBS Al Penne Show, which resumes under sponsorship of R. J. Reynolds Tobacco Co. (Cameo cigarette) in October.

HOWARD CULVER, announcer of KPFR, San Francisco, is the father of a girl born recently.

BILL BROOKS, formerly of WIBU, Poynette, Wis., has joined the announcing staff of WHBL, Sheboygan.

ADD PENFIELD, sports editor of WPTF, Raleigh, has been named director of sports publicity at Duke U.

LEE STUART, of Philadelphia, has joined WFFG, Atlantic City, as continuity director.

ALLYN BROOK and Bob Carlyle have joined the announcing staff of WFGR. Atlantic City formerly with WSFY, Montgomery, Ala. Carlyle is from Williamstown, Pa.

DON BRICE, news editor of WKBQ, Youngstown, has volunteered for service in the Army. Will Douglas, of the WKBQ production staff, has been drafted and will report Aug. 15 for Army training.

JOHN LINDSEY, from WSCS, Charleston, S.C., has been named program director of WGOA, Augusta, Ga., succeeding John Watkins, resigned.

VICTOR ECKLAND, KGBM, Honolulu, news editor, in addition to those duties, has been appointed KPMC, Honolulu, mail bureau. His special staff correspondent is in Hawaii.

BILL MILLER, magazine editor of the NBC press division, New York, is back at his desk after a six-week illness.

BAYLIS CORBETT has joined the news staff of KXOK, St. Louis, replacing Tom Wolf, who has joined the St. Louis convention publicity staff.

ABNER GEORGE, announcer of WXN, Yankton, S. D., has joined the Army and is stationed at Fort Snelling, Minn.

CLINT BUEHLMAN, WGR, Buffalo, was guest m.c. at CFRB, Toronto, Ont., while visiting the Canadian Broadcasting Co.

JOHN RANDALL has joined the news staff of WXN, Yankton, S. D.

Firms like B. F. Goodrich, Armour, Plough have tested items and ideas in the test market—Cincinnati—because it’s no push-over and is proportionally “city and rural.” WSAI, tested also, proved profit-producer and all three remained with Cincinnati’s Own Station.

WSAI CINCINNATI’S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES

Page 34 • August 11, 1941
Gen. Surles Named Head Army Public Relations
BRIG. GEN. Alexander D. Surles, now with the Armored Force at Fort Knox, Ky., last Tuesday was appointed by Secretary of War Stimson as director of the Bureau of Public Relations of the War Department. He will fill the vacancy created Aug. 1 by the transfer of Maj. Gen. J. T. (Ted) C. Richardson Jr., to Birmingham, Ala., to command the Seventh Army Corps.
Gen. Surles is expected to take over his new assignment in Washington Monday, Aug. 11.

General Surles, who several years ago served as chief of the press branch of the War Department, was born in Wisconsin on Aug. 14, 1886, and is a 1911 graduate of West Point, being commissioned a second lieutenant of cavalry. He was graduated from the Cavalry School Advanced Course in 1924, from the Command & General Staff School, Fort Leavenworth, Kan., in 1925, and from the Army War College in 1935. He was named a temporary brigadier general July 10, 1941.

Donahoe Back at WSUN
HOWARD A. DONAHOE received a royal welcome when he returned to WSUN, Petersburg, Fla., as program director after an absence of three years.
Mr. Donahoe has been associated with the Fort Industry stations for the last 10 years, serving as program and production executive of WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WAGA, Atlanta. Mr. Donahoe originated and produced the WSUN Midnight Jamboree, which is now rounding out its ninth year. The new program director of WSUN first served at that station in 1937 while on leave of absence from WLOK.

ACCOUNTS of historic fires are featured in the weekly quarter-hour, "Great Fires of History," on KKI, Los Angeles, presented under auspices of the local fire department. John B. Fisher, currently a Harvard student, writes and narrates the summer educational series.

The Cliché Takes the Air
By MAURICE CONDON

Editor’s Note—John Patt, manager of W GAR, Cleveland, has issued a list of clichés which occur so frequently in the broadcast speech of announcers, as a guide to his staff men of what is best avoided on the air. Following the example of the humorist, Frank Sullivan, whose cliché dialogue have appeared in the 'New Yorker,' we have expanded Mr. Patt’s list into a testimony between advance band announcers and a mythical cliché expert, Mr. K. W. Amplistat.

Q. You, sir, announce dance band programs?
A. Yes, Mr. Amplistat.
Q. Do you find this a tedious occupation?
A. No, it is with the greatest of pleasure that I again present Herb Haddock and his Merry Melodists.
Q. Is Mr. Haddock a congenial associate?
A. He is a genial young band leader, who is playing for happy dancers nightly.
Q. What is the nature of Mr. Haddock’s music?
A. He plays the current favorites—Tin Pan Alley’s latest hits—melodies both old and new.
Q. Are they performed in an ordinary fashion?
A. Certainly not. They are played in Herb Haddock’s distinctive style.
Q. His arrangements are—
A. Smart.
Q. His music is—
A. In the modern manner.
Q. His vocal girl is—
A. Petite and charming.
Q. His male singer—
A. A romantic baritone.
Q. His rhythms are—
A. Toe-ticking.
Q. His medleys are—
A. New arrangements of old favorites. Delightful potpourris.
Q. His ballads are—
A. Romantic pleads.
Q. If there is a sharp transition in the moods of succeeding compositions, you describe it as—
A. Going from the sublime to the ridiculous.
Q. At the conclusion of the broadcast you assure the public—
A. That it has been a pleasure to have presented Herb Haddock and his Merry Melodists from the gay, colorful and smartly appointed Whacko Club.

Rapp’s Ace
CONTRARY to golfing traditions Manager Cy Rapp, of KMA, Shenandoah, Ia., had 12 witnesses when he recently scored a hole-in-one on the 171-yard second hole of the local South Moreland Country Club. And you guessed it, the ball, now gold-plated, rests on the desk of the proud Mr. Rapp.

New BMI Availabilities
BROADCAST MUSIC Inc. has secured the performance broadcasting and television rights to the music of F. Dahlke, Jon Cornelius, Hollywood Hit Publishers, Musico and Charles Rinker Music Co., which is immediately available to all BMI subscribers.

WISCONSIN RAPIDS
WFHR 1340 Kc.
250 W.

Boise, Idaho’s largest city and home of KIDO’s transmitter, showed largest retail sales gain of any Idaho city for first six months of 1941. Gain of 14% over 1940.

TEST MARKET?
THE ANSWER IS ROCKFORD

The Reasons:
BANK CLEARINGS ARE UP 34%

ROCKFORD BUSINESS IS 26% ABOVE NORMAL

A HIGH-SPOT SALES CITY ACCORDING TO SALES MANAGEMENT

A $150,000,000 MARKET PLUS CAMP GRANT
Effectively Served By WROK

WINFRED, ILLINOIS
1000 WATTS - MUTUAL

NATIONAL REPRESENTATIVES:
HEADLEY-REED CO.
BEST WISHES TO WISH, new Indianapolis regional outlet on 1300 kc., which made its bow July 26 as an NBC-Blue outlet, occupying ultra-modern studios covering the second floor of the Board of Trade Bldg. This photo was taken in the main auditorium, which seats 250, just prior to the grand opening and shows (1 to r): William W. Behrman, general manager; E. R. Borroff, general sales manager, NBC western division; Col. Roscoe Turner, famed aviator who conducts a flying school in Indianapolis; Robert E. Bausman, commercial manager; C. Bruce McConnell, president of the licensee corporation; A. R. Jones, vice-president; Miles Reed, program director. At the piano is Mrs. Borroff. The plant is RCA equipped throughout.

Support Grows for New Law
(Continued from page 26)

Congress not later than January 1, 1942, the steps taken and the policies adopted by it to enforce the purposes of Section 303 (g) of the Communications Act of 1934, as amended, pursuant to these purposes, and the attempt to the more effective use of radio by stations which are intended to do so communicate with the public.

In my judgment, the Congress should review the facts and problems incident to each of the foregoing subjects. It is not the function of the Commission to determine what future policies should be. In this connection, it must be borne in mind that the various provisions of the present law are far-reaching. They are designed to achieve certain purposes which are highly important and which are being accomplished.

The bill which I have introduced requests the Commission to study and report with recommendations on each of these subjects. By this method, I believe that the Congress can best utilize the knowledge and experience of the Commission and its personnel.

Defense Work Brings Business Boom to Wichita, Kansas

America's "biggest business"—national defense—has sent economic and physical Wichita skyrocketing to new heights unparalleled in the history of Kansas' "Air Capital." Wichita's metropolitan area population now officially estimated at 140,000, is expected to reach 160,000 by 1942 if present trends prevail.

That's why we say that the Wichita market is a must on the schedule of every national advertiser. And KFBI's "pioneer voice of Kansas," offers a good way to reach the market effectively.

and, based upon this, determine what future policies should be. In this connection, it must be borne in mind that virtually all of the substantive provisions of the present law are far-reaching. They were first written in the Radio Act of 1927, at the time the radio industry was an infant industry and the knowledge and experience of the Congress was necessarily limited. In 1934, when the present law was enacted, it did little more than to admit that the existence of the Radio Act of 1927. Many new problems have arisen and many old problems have been given greater importance since any comprehensive attempt at legislation has been made in this field. I have attempted to direct the attention of the Congress to the most pressing and important problems in a manner in which I think they can be most speedily and effectively dealt with.

Sanders Bill Analysis

A paragraph-by-paragraph analysis of the bill discloses that it would set up a separate Division of Public Communications of three members, which would select its own chairman, to handle all matters pertaining to broadcasting. Then there would be a Division of Private Communications, similarly constituted, to handle common carrier activities. In this connection, the bill is identical with the White measure. The chairman would be appointed by the President, and serve as executive officer.

The entire Commission would have jurisdiction over adoption and promulgation of rules and regulations of general application, including procedural rules, assignment of bands of frequencies for various radio services, qualification and licensing of radio operators, selection and appointment of all officers and employees, and generally over all other matters with respect to which authority is not otherwise conferred by the other provisions of the act.

The chairman of the Commission would not serve as a member of either division, except in case of a vacancy or because of enforced absence, when he temporarily would serve on a division, with full powers of a regular member for that interim.

Section 4 of the Sanders bill would amend paragraph (a) of Section 303, dealing with issuance of licenses. Section 5 would amend Section 309 of the existing act by setting up an entire new procedure on interest of hearing, appeal and protest.

Section 6 would amend paragraph (b) of Section 310, dealing with transfers, and specifies that no license shall be transferred, assigned or disposed of, voluntarily or involuntarily, except upon application to the Commission and upon a finding by the Commission authorizing it.

The provisions in Section 7, comprising an entire new section, would require the Commission to make specific studies and report to Congress. The first of these relates to
LALLY'S SUCCESS
Des Moines Baseball Series
Brings Auto Business
WITH automobile production to be curtailed 50%, the fields of the auto and auto-repair-maintenance businesses will take on a greater importance as prospective radio advertisers, it is believed. Here is how one auto repair concern in Des Moines already is utilizing radio with smashing results.

At the beginning of the current baseball season, Lally's Service Inc. began a Behind Home Plate series on KSO, licensed to Des Moines. The series was conducted by Gene Shumate immediately after his play-by-play broad-casts of the baseball games each afternoon. Program content is a resume of all of the day's ball scores, with highlights of the day's playing.

Commercials on the program stress Lally's complete auto service, pointing out the various special-ized departments. As a special giveaway offer, certain license numbers are chosen each day and the owners of the cars possessing the tags are given free services. Lal-ly's in this way has succeeded in binding the Des Moines motorists, as well as those from the surrounding towns of Ottumwa, Newton, Car-roll, and others, to its service and has greatly increased its business through radio, KSO reports.

Wadham's Making Plans
For WTMJ Sports Series
COMPLETED arrangements for the broadcasting of sport events this fall and winter on WTMJ, Milwaukee, under the sponsorship of Wadham's Oil Co., has been an-ounced by the station which claims it to be the most extensive schedule of sports casts in its history.

Starting Aug. 29 and continuing through Nov. 16, descriptions of the entire 12-game schedule of the Green Bay Packer profession-al football games will be carried. Beginning Oct. 4 and continuing for the following five Saturdays, grid games of the U of Wis-consin will be broadcast by Wad-hams. When basketball season opens 11 games of the U of Wis-consin will be carried, Dec. 6 through March 7, as well as one game of Marquette U on Dec. 31.

WLS Shows at Fairs
ANNUAL TOUR of the National Barn Dance, heard on WLS, Chica-go, Saturday nights, 7:30-12:00 p.m. (CDST), started Saturday, Aug. 9, when the full cast appeared at the Illinois State Fair in Spring-field. The Barn Dance will appear Aug. 16 at the Wisconsin State Fair, Milwaukee, and on Aug. 30 at the Indiana State Fair in In-dianapolis. The complete four and a half hour show will be presented at the three Fairs. The Dinnerbell program, heard Monday through Friday, 12:45-1:15 p.m., featuring Arthur C. Page, associate editor of Prairie Farmer, will be presented from the Prairie Farmer-WLS booth at the Fairs.

No Whales in Tennessee...
Waters, Watertown, N. Y., 500-watt daytime outlet on 1380 kc., has ap-plied to the FCC for 1400 watts full-time on 700 kc.

It is a whale of a story as TVA plows into a $110,000,000 dam-building program . . . the nearby Alum-inium Company doubles its plant size and personnel . . . and defense industries work three shifts a day.

WNOX's best harpoon!

...Just a WHALE of a Story!
National Bakers' Canada
Los T. Bromo Wesson
Carnation Foster
American
Knox Co., Los Angeles.

R. Eaton & Son, N. Y.

Walnut Pena, 7 weeks, 13 weeks, Burton Brown Co., Chicago.


WCGN, Chicago
Blue Moon Foods Inc., Thrup. Wis. (Beverian cheese, etc.), 6 weeks, H. B. LeQuatte Inc., N. Y.

Lever Bros. Co., Cambridge (Swan Soap), 5 weeks, 7 weeks, Young & Rubicam, N. Y.

WROK, Rockford, Ill.
Friendship Studios, Chicago, 13 as, thru Phil Gordon Agency, Chicago.


State of Wisconsin, Dep. of Agriculture, Madison, 25 as, direct.

Sesame Bolling Co., Chicago (Black Crow), 17 as, thru Reinecke-Ellis-Young-green-Finn, Chicago.

VEOL, Boston
J. L. Prescott Co., Passaic, N. J. (Dazle soap, etc.), 6 weeks, thru Monnors & Dreher Inc., N. Y.

Pepsi, Wis. (Tubone motor tuneup), as series, thru KirkBrass-Drew.

Eastern Steamship Lines, Boston, as series, thru N. W. Ayer & Son, N. Y.

Procter & Gamble Co., Cincinnati, as series, thru Compton Adv., N. Y.

Howard Johnson Restaurants, Wollaston, Mass. 3 as, thru M. R. Frost Co., Boston.

Procter & Gamble Co., Cincinnati (Ivory Soap), as, thru Compton Adv., N. Y.

WNAC, Boston
Manhattan Soap Co., New York (Sweetheart soap), 5 weeks, thru Franklin Bruck Adv., Corp., N. Y.

Forty Pothom Fisheries, Boston (packed fish), 20 as, thru Alley & Richards Co., Boston.

WIBG, Bladensburg, Pa.

Cranford Inc., Philadelphia (furriers), 19 as, direct.

Liberty Title & Trust Co. Philadelphia (infant boots), 18 as, thru Liberty Title & Trust Co., Philadelphia.


Coastal Carolina, Rhode Island (clothesline), 9 weeks, thru Zebra-Foreman Adv., Philadelphia.

KOA, Denver

Cabinet Co., Battle Creek, Mich., 12 as, thru Kenyon & Eckhardt, N. Y.

KFWC, Santa Barbara
Los Angeles Book Co., Los Angeles (Indian Housewives' show), 12 as, thru Zebra-Foreman Adv., Philadelphia.


WOR, New York


Quaker Oats Co. Chicago (dairy foods), weekly t, thru Sherman & Marquette, Chicago.


Bond Stores, New York (men's clothing), 7 as, thru Neff-Sinama, N. Y.

WXR, New York
Botany Worsted Mills, Passaic (Botany products), 4 as, thru A. J. Silverstein, N. Y.

H. W. Hall, New York (furriers), 6 as, thru Lester Harrison Associates, N. Y.

Brett, Wyckoff, Potter & Hamilton, New York (real estate), 6 as, thru Huber & O'Connor, N. Y.

WNEW, New York
P. Lorrillard New York (Old Gold), 5 as, thru 2 weeks, thru Lennin & Mitchell, N. Y.

Bancroft Bros., New York (pens), 5 as, thru 2 weeks, thru M. R. Leon Inc, New York.

WJZ, New York
Detroit & Cleveland Navigation Co., Detroit (transportation), 8 as, thru Ralph L. Wold, Agency, N. Y.

WEAF, New York
Delehaney Institute, New York (civil service trade school), 8 as, thru Direct Adv. Agency, N. Y.

WAB, New York
American Clothes Co., Long Island City (Chiclet-Dynasty), 6 as, thru Badger & Brown & Hersey, N. Y.

Book House, Inc., 10 as, thru A. J. Silverstein, N. Y.

Banks & Co., Boston, 5 as, thru Preba, Fellers & Preba, Chicago.

WHR, Wisconsin Rapids, Wis.
Sterling Insurance Co., Chicago, 6 as, weekly.

Mid-Ontario Petroleum Corp., Tulsa, 6 as, thru R. J. Potts & Co., Kansas City, Mo.

Rolls Camera Co., Chicago, 6 as, thru First United Broadcasters, Chicago.

WCHB, Columbus, Miss.

CJCA, Edmonton, Alta.
John H. Woodbury Co., Cincinnati (soap), as, thru Delehanty & Mitchell, N. Y.


KFWC, Santa Barbara
Los Angeles Book Co., Los Angeles (Indian Housewives' show), 12 as, thru Zebra-Foreman Adv., Philadelphia.


KOA, Denver

Cabinet Co., Battle Creek, Mich., 12 as, thru Kenyon & Eckhardt, N. Y.
Rubsam & Horrmann Brewing Co., New York (R & H beer), is using three spot programs on WOR, New York, to promote its beer. The campaign, which is also featuring summer events in New York City, has been going on for two weeks. The schedule includes "Barrel of Fun," Thursdays 8:30-9 p.m., and recently added participation in "Happy Hour" on WHD. Additional, daily transcribed announcements are being used on WOR and WNYW, New York, 12:00 a.m. and WNYW, New York, 4:00 a.m. Agency is Samuel C. Crone Co., New York.

THU-ADE Inc., Los Angeles (beerwise), with local bottler tie-up, in a two-month campaign which started Aug. 4, is using daily participation in "Lines News" on WOR, New York, 10:30 a.m., and recently added participation in "Happy Hour" on WHD, New York. Additional, daily transcribed announcements are being used on WOR and WNYW, New York, 12:00 a.m. Agency is Samuel C. Crone Co., New York.

DUANE Inc., Los Angeles (beerwise), with local bottler tie-up, in a two-month campaign which started Aug. 4, is using daily participation in "Lines News" on WOR, New York, 10:30 a.m., and recently added participation in "Happy Hour" on WHD, New York. Additional, daily transcribed announcements are being used on WOR and WNYW, New York, 12:00 a.m. Agency is Samuel C. Crone Co., New York.

FOX HEAD Waukeisha Corp., Waukesha, Wis. (beer & ale), expects to expand its distribution into the Milwaukee and other midwestern markets in the near future. Company recently renewed 11-week contracts in Chicago for one-minute transcribed announcements six times a week on WBBM and four times a week on WCLF. Agency is Van Auken-Dragland, Chicago.

NZONEU CHEMICAL Co., Baltimore, which sponsored Battle of the Boroughs on WABC, New York, until Aug. 2, has suspended the program for six weeks, resuming it on WABC, Sept. 16. Programs will continue in the new format: 9:45-10:15 p.m., with the same format of matching teams from two of New York's five major teams. Agency is Rutherfurd & Ryan, New York.

STATE OF COLORADO Dept. of Revenue, Denver, in its tax-collecting program, used a new commercial. It will air the week of July 24 on KOA, Denver, through Max Goldberg Adv. Agency. Denver, and its convention was cancelled. The sponsor is the State of Colorado, Denver.

CATTLE FOOD PRODUCTS Ltd., Montreal (can unroll), on Aug. 5 started a series of spot announcements on eight Western Canadian stations. The Mayors Co., Los Angeles, has the account.

Hudson's Bay Co., Winnipeg (department store), has started a series of spot announcements three days daily on CHNB, Winnipeg. Agency is Chase and Partners, Toronto.

WESTERN CANADIAN Greyhound Lines, Calgary, Alta., has started twice-daily spot announcements on eight prairie province stations. Account was placed by Stewart-McIntosh Ltd., Calgary.

For a big chunk of it, use the DECATUR station, 150 w. 1340. Full time. Sears & Ayer. Local help given.

WOR Shows Increased Autumn Retail Business

More than double its previous autumn record for retail business, WOR, New York, last week, it reached a new high retail mark with two new contracts and four renewals. New contracts were from the National Shirt Co. for participation on WOR's Uncle Tom Don show, through Emil Mogol Co., and from the Atlantic & Pacific Tea Co. for spots on the Happy Jim Parsons program to promote peaches, through Paris & Furte for the broadcast.

Bond Stores renewed for three programs, participation on John Gambling's early morning Musical Clock, Frank Singlety's news, 12:45-1 p.m., Sundays, and Arthur Hale's Confidentially Yours, weekly; at 7:15 p.m. Both L.F. Cox and the Pep Boys, automatic devices chain, renewed for announcements on the WOR all night show, Moonlight Saving Time.

Jackie Stevens replaces Balter

Jack Stevens replaced Sam Balter in handling the inside of Sports program for Bayuk Cigars Inc., Philadelphia, on Aug. 6, when the program shifted from the West Coast to WFIL, Philadelphia, after an expanded WFIL network. It is understood that Balter and Ivey & Ellington, Philadelphia agency handling the account, were at differences over the over-the-air spots for the broadcast. Stevens had been handling the show for the cigar concern on the Yankee Network in New England.

White Tailors Now On WFFL

P. B. White & Co., Philadelphia, tailoring firm which has been booking against WIP, Philadelphia, over alleged breach of contract in cancelling its radio contract, will return to local radio Sept. 1 on WFIL. Until several months ago, when it terminated its For Men Only series on WIP after five years, radio has been the only medium used by the sponsor. It is understood that Harry Peigemun Agency, Philadelphia, the White firm contracted for a year for a popular musical recording to be sponsored nightly. Monday through Saturday at 11 p.m. on WFIL, WIP cancelled its contract with the following concern shortly after linking with Mutual network. While its contract with the station was cancellable, the sponsor alleges that the cancellation notice was not issued in conformity with terms of the agreement.

Brazil Salutes Recordings

NBC has supplied the Brazil Information Bureau in New York with 10 recordings of the nation's finest broadcasting programs to be broadcast on one of the G. L. Bailey Network of broadcast stations. The recordings were made for national airing and are heard on NBC radio, the Brazilian Information Bureau said. NBC's broadcast, "Brazil Salutes Recordings," was the second in a series of recordings made by the network for the benefit of the Brazilian government.

ILOUNO? WSOY?

There is no time to get up to the minute INFORMATION on this MAJOR MARKET

Of the 50 New England Cities and Towns in the WLAW Primary Market . . . 41 have no Daily Newspaper.

WLAW 5000 WATTS . 680 KCB

COLUMBIA AFFILIATE

National Representatives
THE KATZ AGENCY, Inc.
To conserve gas remote crews of WPID Petersburg, Va., will travel to and from pickup points in one vehicle to conserve gasoline, according to Les Chadwick, manager of the station. In the past, the engineer, announcer and production man often have used the separate rate vehicles where only one was actually required. If the current gasoline shortage continues into the fall, remote football crews will travel by train instead of auto, Chadwick said. Last year WPID football crews covered more than 1,000 miles.

Dr. Dunn Named Civilian Aide to Gen. Mauborgne

Dr. LAWRENCE J. DUNN, of Brooklyn, has been named civilian representative to aid Major General J. O. Mauborgne, chief signal officer of the Army, in coordinating the work of 2,400 Army amateur radio operators affiliated with the Signal Corps.

At present amateurs are transmitting many messages for the Army as training for the voluntary Civilian Defense work they may perform during emergencies. Dr. Dunn will be adviser to the chief signal officer on all matters affecting these amateurs and will work with corps area radio leaders in promoting interest by civilian amateurs as well as assist the amateur liaison officer of the original Signal Corps, Major David Talley. Dr. Dunn will retain his civilian status and will receive no compensation. Dr. Dunn has long been interested in amateur radio and served as a major in the Signal Corps in World War I.

More Signed By ABTU, Technicians Available

RUSS RENNAKER, manager of the Associated Broadcast Technicians Unit of IBEW, reports the signing of five agreements in a Midwest trip—KSO and KRNT, Des Moines; WMT, Cedar Rapids; WZZO, Rock Island; and WBB, Chicago. Negotiations are still in progress with KSTP, St. Paul, and WBOC, Duluth. Agreements also have been signed with WRUL, Boston, and WINS, New York.

President Charles Warriner of Locust Grove, Ga., said he is conscious of the necessity for cooperating in national defense.
Muzak Forecasts
FM ‘Subscribers’
Sees 10% of N. Y. Population Paying $2.50 Per Month
MUZAK Corp., New York, expects 10% of that city’s population to apply for its non-commercial FM program service when it starts early next year at a maximum rate of $2.50 per month, according to a statement by Waddill Catchings, MUZAK’s president. Company, for some years engaged in supplying advertisingless musical programs by wire to hotels, restaurants, apartment buildings etc., was recently granted a permit to construct an FM station (117.65 mc.) in New York by the FCC. Although the programs will be broadcast, Muzak plans to restrict reception to subscribers by sending a discordant noise along with the program which can be tuned out only with the special Muzak receiver (Broadcasting, July 7).

Citing a statement of the NAB that advertising on the air is justified because of the high quality of entertainment it allows the broadcasting industry, Mr. Catchings declared:

“Muzak, which is now furnishing programs to hotels, restaurants and defense industries, can give just as much entertainment to its home subscribers.

Everything But Commercial

“We expect 10% of the population of New York City to apply for our FM service,” he declared, ‘whether or not they are radio set owners. Our programs can be ‘standby programs, supplementing the big commercial programs on the air. Enough subscribers paying the nominal fee we plan to charge will enable us to supply music, news broadcasts, dramatic programs (including live talent wherever desirable)—everything, in short, that radio provides, except commercial.”

Muzak patents will also be available to others desiring to operate a competing service. ‘We have agreed with the Commission to make our patent available’, Mr. Catchings said. ‘Purpose of the patent is to make sure that only those who sub-

“Arr-rr! better spot WEDF Flint Michigan! arr-rr! so the old buzzard will get results!”

Navy Will Expand Radio Department

WITH naval communications traffic increasing rapidly, Secretary of the Navy, Frank Knox recently announced expansion of facilities to meet the increased load. Secretary Knox also indicated that plans are under way to increase materially the size of the Naval Communications Reserve and the reserve officers and enlisted radio-men and signalmen in increasing numbers.

According to Navy figures, nearly 900% increase in traffic has been handled in the last 2 1/2 years. Total average daily messages increased from 1,534 during the early part of 1939 to 4,518 on July 1, 1941— with a corresponding increase from 98,402 to 156,864, it was stated. To relieve the growing load on official naval radio facilities, much of this traffic has been diverted to wire lines and the telephone and telegraph services, the Navy Department commented.

Since 1939 radio personnel of the Navy has more than doubled, it was indicated, with 1,300 officers performing communication duty now, as against 700 in 1939; 9,200 radiomen against 4,500 and 3,100 signalmen against 1,400. Of the 903 officers on the rolls of the Naval Communications Reserve, 665 are on active duty, along with 5,277 of the 7,000 enlisted men. It is anticipated that 1,700 reserve communication officers will be required, and a procurement program is in progress to provide this number, with still further increases foreseen.

The Navy Department also lauded the work of the Defense Communications Board, headed by FCC Chairman James Lawrence Fly, declaring that DCO’s “vast effort” would be justified, if only for its development of prospective plans for using Government and commercial communication facilities to supplement the purely military communication services and for the alternate routing of traffic to meet essential commercial requirements should normal routes fail to function.

Kornheiser Heads Radio Tunes

PHIL KORNHEISER, for 20 years general manager of WJOX Peoria, Ill., and recently serving as a consultant to Merrill Tompkins, vice-president and general manager of Broadcast Music Inc., has been named program manager to Radio Transcription, the BMI subsidiary organized to publish and promote popular music (Broadcasting, July 14).

CONTRACT for 111 hours of time on KGKO, Fort Worth-Dallas, is signed by Wright Titus (seated), president of the City National Life Insurance Co. of Dallas. Offering the pen is Ed Bryant, KGKO sales representative, while looking on is Alex Reese, manager of WPAA-KGKO. The contract for 260 quarter-hour programs and 52 half-hour programs on KGKO marks the first use of radio by the insurance company, Couchman Adv. Agency, Dallas, is agency.

MBS Includes FM

CURRENT issue of the MBS program folio lists FM stations carrying Mutual network programs along with regular Mutual affiliates, marking the first time a major network has tied in FM outlets with its affiliate listings. FM stations include W71NY, owned by WOR, Mutual New York affiliate; W43B, Boston; W39B, Boston; and W47A, Albany.

Network Lists FM

REQUENCY modulation stations carrying MBS network programs are listed along with regular Mutual affiliates in the current issue of the network’s program folio. The new listing marks the first time that any major network has tied in FM outlets with its regular affiliated listings. First FM stations to be so included are the 3400-watt W71NY, New York; W43B, Boston; W39B, Boston; and W47A, Albany.
Larger Crowds at Lake Compounce

Radio Is Responsible For Amusement Park Gains

By JULIAN NORTON

General Manager,
Lake Compounce, Bristol, Conn.

A FEW WEEKS ago our amusement park signed a contract for the 1941 season with WDRC, Hartford, which called for the heaviest radio appropriation in our advertising history. Ours is almost wholly a spring, summer and early fall business.

That's when people go to an amusement park to dance, to ride the roller coaster, the speed-boats, the scooters, the play automobiles, and to swim, bowl, have picnics, and frequent the shooting galleries.

That's when they come to be amused, to have dinner parties, to eat ice cream, and other refreshments. We appeal to the great middle class, and those under and over—in other words, almost everybody.

It Worked in 1940

How could we bring to this great middle class population what we have to offer? How could we tell them that Lake Compounce, in the heart of Connecticut, was just what they ordered if they wanted to have fun in 1940?

The answer, of course, was radio. We tried it hard in 1940, exclusively over WDRC. It worked. We had the second best year in our 96-year history. It worked so well we're back on WDRC again this year with our greatest radio appropriation. And we're on our way to a banner year, probably our best.

The crowds are bigger than we've ever had before, and they're spending more money. The response from our radio advertising has been excellent, and we feel radio is doing us a lot of good. Naturally, we're more than pleased with our results, and our experience with WDRC has been over a period of 11 years.

We have a planned schedule over WDRC. One of the programs we sponsor is a street interview broadcast, which we believe has a tremendous audience—a type of program which the whole family listens to. That's what we want, whole families. And they come out here to picnic and to play.

Then we sponsor the popular Saturday Strictly Swing Club show, which has more than 13,000 members. Here our appeal is to the music lovers, the swingsters, the dancers. Each week we have a name band and star and during the concert attendance is always high after sharp plugging on the radio.

On two other days we have special spots on WDRC calling attention to the attractions at the park, and inviting all comers. The spots and programs begin on Wednesday, and from then on through Sunday, there is mention of Lake Compounce every day in some manner. Our biggest crowds, of course, come on week ends and our radio advertising is arranged to keep the name of the park out in front during that period.

They Hear About It

We feel that young people, especially working people, listen to radio a great deal, and pay more attention to the advertising than they would if they read it in the newspapers. They don't read the papers very carefully. They don't notice the ads, unless they want to go some place and then they go looking for it.

But when they're listening to a favorite program on the radio, they also listen to the announcer—and that's where Lake Compounce comes in.

Radio definitely impresses Lake Compounce on their memories. They hear about it, again and again. And then when they think of some place to go, Lake Compounce jumps to their minds.

We've been getting some huge crowds this year. Business is better, and the people are spending more. We know radio is responsible for this attendance, because we're getting people from places our newspaper advertising never hits.

Our advertising on WDRC has been well repaid. Radio advertising is really a nice asset for us—it's good business. Our particular line of business works in very well with radio, which reaches just the type of person we desire to attract.

An average Sunday will find more than 1000 persons at the lake, and a good Sunday will see more than 15,000. On holidays, like July 4, we'll get 25,000 to 30,000. And they keep coming back, bringing new faces with them all the time.

Our WDRC set-up is extremely satisfying to us, or we wouldn't be sponsoring the program. We appreciate the cooperation of the station's program department, and to Commercial Manager Bill Malo and Salesman Eric Williams, who handles our account for the station.

All in all, we're tickled about the way radio is working for us. Who wouldn't be; watching those crowds roll in!

Student Exchange Program

To Be Started Aug. 15

FIRST student exchange program between North and South America has been arranged by the Pan American department of the Intercollegiate Broadcasting System, New York, for broadcast Aug. 15 at 7:30 p.m. on NBC's International stations, WRCA and WNSB. The quarter-hour program in Portuguese will salute the U of Sao Paulo, Brazil, as the first South American member of IBS. At the completion of the United States program, the University will answer in English.

At intervals of two weeks during August and September, the series will continue, the second program scheduled for Aug. 29, when IBS salutes the National University of Bogota, Columbia, for its progress in technical and scientific education.

Each program is a cooperative venture between students of the two nations and is prepared with university authorities in South America. Besides the series of exchange programs, the IBS Pan-American department is producing a series of America Folk Music programs on the Library of Congress for broadcast on WRUL, Boston station of the World Wide Broadcast Foundation.
Here's what you buy when you say "yes" to advertising space in Broadcasting. ¶ You buy the all-radio medium . . . because Broadcasting is 100% radio, nothing but radio. ¶ You buy prestige . . . because you're using a prestige medium. ¶ You buy tested advertising power . . . because 85% of Broadcasting's clients renew. ¶ You buy blanket coverage of clients and prospects . . . because Broadcasting completely blankets national radio advertisers and their advertising agencies. ¶ You buy economical advertising . . . because Broadcasting's circulation has increased 400% in 10 years, but its advertising rates only 20%. ¶ You buy the No. 1 Advertising Choice . . . because Broadcasting is first in the trade paper reading preferences of advertising agency executives and national radio advertisers. ¶ Isn't that 50,000 watts of advertising space for your money?

Buy 
Broadcasting
Today!

* Write for 5 Surveys of Advertising Agency and National Radio Advertiser Trade Paper Preferences.

Broadcasting • Broadcast Advertising

August 11, 1941 • Page 43
AN INVENTION which may save broadcasters the expense of studio duplication or auditorium rental has been under experiment for some time in New York. Able to simulate any form of acoustical surroundings by the control of reverberations, the perfected system can give the illusion of a small room or the empty hollowness of a tremendous cathedral. It adds a "third dimension" to broadcasting or receiving, according to its inventor, Dr. Alfred N. Goldsmith, New York consulting engineer and onetime chief engineer of RCA.

Working on the principle that reverberation puts the acoustical surroundings back into a small room sounds like a small room because there are more reverberations than in a large hall—Dr. Goldsmith states he has perfected a system for controlling the reverberations by changing and adjusting them as it is made and creating, electrically, echoes of those sounds. These echoes are then treated as synthetic reverberations, which can be controlled by a switch. If a large concert hall were to be simulated, the switch would be made to turn on fewer vibrations; if one wanted the illusion of a small, crowded room, the switch might be turned to throw on more vibrations as possible (because of the closeness of the walls in a small room there are naturally more vibrations bouncing off them).

Mixes the Sounds

The system now in use is both uneconomical and inflexible, according to the inventor. In order to imitate a certain four-hour concert hall, a replica studio having the same acoustical arrangements has to be built or built. For different sound effects different studio rooms, auditoriums, or "reverberation chambers" have to be used. All this, he says, can be eliminated by the new system known as the "reverberation synthesizer". With a concert being played from a broadcasting studio, the push of a button will bring the illusion of a Carnegie Hall, Constitution Hall or a Central Park Mall.

Dr. Goldsmith calls his echo-makers "recording heads". Actually they transform the sound wave into magnetic waves to reproduce a sound record. When the normal sounds are mixed with the controlled reverberations, the desired effect is obtained.

"The implications of the invention are far-reaching," says Dr. Goldsmith. "Radio stations can have most programs emanating from the same studio. Natural conditions can be more easily and expeditiously created. Supposedly, the audience who listened in a radio drama walks from a crowded room to the celloar of the house. The full sounds of the room to the hollow sound of the empty basement is a matter of a twist of the switch.

In addition, Dr. Goldsmith looks to the day when all receiving sets in the home will have a "synthetic reverberator" so that each listener could suit the surrounding of a program to his taste. He might want to feel that certain organ music is coming from a tremendous chapel or a musical program from a symphony hall. With the new attachment, the transformation would be easy. Examples could be increased a hundredfold, if remembering the "perfect" sound that might be obtained by such a procedure as making echoes come before the sound and the like.

Not only radio, but phonograph recording and reproductions as well as sound motion picture recording and reproducing can make beneficial use of the "reverberator" along these same lines, according to Dr. Goldsmith.

\[CIRCUIT DESIGN|BRIDGING\]

\[FCC Clarifies Nebraska Cases\]

KONB Is Issued CP, KORN Given Authority to Transfer

ISSuing a construction permit to KONB, Omaha, Neb., and granting consent to transfer control of 52% of KORN, Fremont, Neb., the FCC Aug. 5 finally cleared up a situation that previously had moved the Commission within one hour of construction permit from KONB and to order a hearing to determine whether the license of KORN should be renewed (BROADCASTING, June 23).

KONB's construction permit, although first granted June 25, 1940, had become endangered when the 96% owners of the station—C. J. Malmsten, cattle rancher and Texas fruit grower; John K. Morrison and Arthur Baldwin, both in the insurance business, attempted to sell out to the Glassman brothers, of Ogden, Utah, even though the station had not yet gone on the air. As the FCC frowned upon this, the would-be assignees sought to withdraw the application, a move granted with prejudice by the Commission, which in turn cited KONB for hearing to investigate the matter.

The transfer of control at KORN, which was granted simultaneously with the FCC renewing its license, allowed Clark Stant- ford, 52% stockholder of KORN to transfer his holdings to Mr. Malmsten, A. C. Sidner, S. S. Sidner, E. J. Lee and H. A. Gunder- son. Difficulty in this case arose when the assignee group tried to re-transfer their holdings to a third party, consisting of KORN Station Manager John F. Palmquist and Paul Boyer, merchandising direc- tor, despite the fact that the original transfer had not yet been approved. As in the other case, sensing FCC disapproval, the second application was withdrawn, but not before the FCC ordered the matter set for hearing.

H. George Shepler, of Phoenix, Ariz., has been named sales representa- tive in the Turner Co., Cedar Rapids, Ia., line of microphones and microphone equipment in Arizona, New Mexico and El Paso, Tex.

\[New Pillsbury Show\]

WALTER PATTerson, announcer of WSPD, Toledo, and former producer of The Musical Steel- ers has been signed through a 6-week contract by Pillsbury Flour Mills to star in a new NBC-Blue network show to feature "attacking and patter. Also part of the program, which will be broadcast Thursday through Sunday from Chicago starting Sept. 11, will be the King's Jesters. Agency is Mc- Cann-Erickson.

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ISSuing a construction permit to KONB, Omaha, Neb., and granting consent to transfer control of 52% of KORN, Fremont, Neb., the FCC Aug. 5 finally cleared up a situation that previously had moved the Commission within one hour of construction permit from KONB and to order a hearing to determine whether the license of KORN should be renewed (BROADCASTING, June 23).

KONB's construction permit, although first granted June 25, 1940, had become endangered when the 96% owners of the station—C. J. Malmsten, cattle rancher and Texas fruit grower; John K. Morrison and Arthur Baldwin, both in the insurance business, attempted to sell out to the Glassman brothers, of Ogden, Utah, even though the station had not yet gone on the air. As the FCC frowned upon this, the would-be assignees sought to withdraw the application, a move granted with prejudice by the Commission, which in turn cited KONB for hearing to investigate the matter.

The transfer of control at KORN, which was granted simultaneously with the FCC renewing its license, allowed Clark Stant- ford, 52% stockholder of KORN to transfer his holdings to Mr. Malmsten, A. C. Sidner, S. S. Sidner, E. J. Lee and H. A. Gunder- son. Difficulty in this case arose when the assignee group tried to re-transfer their holdings to a third party, consisting of KORN Station Manager John F. Palmquist and Paul Boyer, merchandising direc- tor, despite the fact that the original transfer had not yet been approved. As in the other case, sensing FCC disapproval, the second application was withdrawn, but not before the FCC ordered the matter set for hearing.

H. George Shepler, of Phoenix, Ariz., has been named sales representa- tive in the Turner Co., Cedar Rapids, Ia., line of microphones and microphone equipment in Arizona, New Mexico and El Paso, Tex.

\[New Pillsbury Show\]

WALTER PATTerson, announcer of WSPD, Toledo, and former producer of The Musical Steel- ers has been signed through a 6-week contract by Pillsbury Flour Mills to star in a new NBC-Blue network show to feature "attacking and patter. Also part of the program, which will be broadcast Thursday through Sunday from Chicago starting Sept. 11, will be the King's Jesters. Agency is Mc- Cann-Erickson.
Transmitter
- No experience required, only license. Send qualifications, expected salary to KHMO, Hannibal, Mo.

Announcer - Personality voice, experienced, for new station. Send transcription, expected salary to KHMO, Hannibal Mo.

Opening Up September 1 - Can use one more combination announcer-operator. Give experience, references, first letter. RRF, Miles City, Montana.

Salesman - For network affiliated station in competitive 100,000 Eastern metropolitan market. Send full particulars first letter to Box 771, BROADCASTING.

Combination Announcer-Operator - Texas, State. Has 10 years newspaper background. Special experience, studio, studio control. Send full particulars to Box 774, BROADCASTING.

An Announcer And A Salesman - Wanted for a Representative firm now expanding. Good future for right men. Send all experience to professional data to Box 790, BROADCASTING.

Announcer - Writer - Midwestern regional network station. Commercial copy and newsreading are important. Advise age, education, experience, enclose copy samples, and advise if transcription available. Box 788, BROADCASTING.

Experience - Sports announcer wanted by Midwestern Regional Station in good market. Must be A-1 in basketball and football. Send transcription, detailed information, and salary expected. Box 788, BROADCASTING.

Salesman - Well established NBS affiliate, Southeast, offers excellent opportunity to producer. Drawing account plus commission will consider only experienced salesman who wants to get ahead. Write full details concerning yourself to Box 776, BROADCASTING.

Chief Engineer - Northwestern colleges town of 65,000-excellent climate and living conditions want a high grade to 5 kw, as well as 3 years experience as chief of 5 kw station. Good references required. Station 5 kw Methodist Electric. CIS affiliate. $12.15 per hour. Box 787, BROADCASTING.

Situations Wanted
- Operator-Transradio Man - Married; seeks permanent connection. Available immediately. Box 780, BROADCASTING.

Combination Announcer - Operator - Now employed, desires changing to State salary. Box 776, BROADCASTING.

News Reporter - University graduate: six years newspaper background. $60 minimum. Immediately. Box 783, BROADCASTING.

Sports Announcer - Football, basketball, baseball. Five years experience, draft exempt. Employed as present position, but desire change. Box 786, BROADCASTING.

Situations Wanted (Continued)
- Experienced Announcer - Single, young, draft exempt. Can handle news and write copy. Box 794, BROADCASTING.

Announcer - Nine years' commercial, news, special events, mail pulling, direct selling, farm shows, street broadcasts, adlib emcee. Draft deferred. Now employed. Excellent references. Box 796, BROADCASTING.

ENGINEER - Twenty years' experience. Draft exempt. Complete station maintenance, studio, recording, code, controls, supervisory experience. MARRIED FAMILY. Prefer Pacific northwest. Permanently only. Please state salary. Box 786, BROADCASTING.

Chief Engineer - 32, married, now employed in network operation, desires position where technical and executive ability combined with resourcefulness and loyalty will be of value. Box 786, BROADCASTING.

Nineteen Year Old Man - With Radio-Telephone First seeks controllable operator's position. Employed now but desires change. Prefer South-west or West-coast city. Box 784, BROADCASTING.

Writer-Producer - University graduate, 28, single. Eight years' major radio station and advertising agency experience. Continuity, production and announcing desires station or agency connection. Free to travel. References, Box 790, BROADCASTING.

Competent Radio Engineer - 4 1/2 years experience studio control. Drops in, studio maintenance, design, operation. RCA, W.E. and composite 1-500W transmitters. 29 years, married, draft exempt. College training. New employed Net Key 985W. Minimum salary $75.00 week. Box 781, BROADCASTING.

Asistant Manager - Program Director - Washington. Ten years' thorough experience: program, production, writer, 5 years network. Rap-Station affiliation. Has proven sales results through original productions, and executive ability. Personable, cooperative, efficient, progressive. Age thirty. Box 192, BROADCASTING.

Wanted to Buy
- RCA 7EB-1 speech consolette or similar audio facilities WE 900A Reproducer panel. Box 792, BROADCASTING.

For Sale
- RCA Special Purpose Tubes 40% Off - 1600 1620 1625 845 new original carbons shipped F.O.B. Russell Davis, 1752 34th Ave. San Francisco, California.

Miscellaneous
- Photo Reproductions - From your photos, HGL-glass, always Please, 5 x 7-50, $3.00; 100, $2.50; $1.50: 5 x 10 $2.50, $1.50. Post Cards, $5.00. $1.00, $5.00, $2.00, $1.00, with order balance. Photo Copied Company, Hutchinson, Kansas.

Pabst's All-Stars
EXCLUSIVE broadcast rights for the All-Star football game Sept. 3 have been given to WHN, New York, which will carry a play-by-play description of the event under sponsorship of Pabst Sales Co., Chicago, for Pabst Blue Ribbon Beer. The contest in New York's Polo Grounds is arranged by the New York Herald-Tribune annually and will be between the New York Giants Professional team, coached by Steve Owen, and the collegiate stars of the country, coached by Jim Crowley. Agency is Lord & Thomas, Chicago.

Professional Directory

JANSKY & BALDY
An Organization of Qualified Radio Engineers
Dedicated to the Service of Broadcasting
National Press Bldg., Wash., D. C.

JOHN B. BROWN
Consulting Radio Engineer
982 National Press Bldg., Washington, D. C.

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD SURVEY - LOCATION SURVEYS
STATION LICENSING SURVEYS
CUSTOM BUILT EQUIPMENT
SAN PAUL, MINNESOTA

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg., District 456
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

McNARY & CHAMBERS
Radio Engineers
National Press Bldg., Dl. 1205
Washington, D. C.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. - Republic 2347

We have THE VERY IDEA

Custom built radio production One minute or one hour - live or transcribed

BROADCASTING - Broadcast Advertising

Classified Ads

Help wanted and Situations Wanted, 7¢ per word. All other classifications, 12¢ per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

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They're readying fall and winter schedules. So talk to them now through BROADCASTING!
WHBC Hartford, has started a summer-morning promotion campaign to call attention to the Shoppers Special, heard from 7 to 9 each morning. Harvey Olson, who portrays the character of "Sleepy Stimm," is asking for advice as to how to run the period. Listeners are asked to compose songs about "Sleepy," and the troubles of life will be explored and listeners asked to suggest antides.

WHEC, Portsmouth, N.H., featured as a guest artist on a recent Lets Join The News, was heard from the well-known post-humorist, Ogden Nash, who was summing up at nearby Little Bootee, New York. The program was one of a series produced and written by the boys at Camp Langdon.

A SERIES of public service transcriptions for use by stations of Indian was heard from Aug. 2 at WWOOF, Fort Wayne. Potatoes, an important crop, insurance, George T. S. t., state crop insurance supervisor, and Jim Conway, farm program director of the station, are featured on the transcriptions.

WHOM, Jersey City, during the period May through July contributed to the Treasury Dept., a total of 1,445 announcements promoting the sale of Defense bonds and stamps, representing $7,255 in time sales, in all 454 announcements, in five foreign languages and English, averaged 15 a day weekday and 20 on Sundays. Results for the month of June 455 in May and in July, and 475 in June.

TO ASIST the campaign for cutting down gas consumption, Al Hodges, automobile reporter for WMCA, New York, is making a special summer campaign to give tests under various conditions and broadcasting the results on WMCA Sundays at 10:30 a.m. Listeners are asked to cooperate in making their own experiments and furnishing Hodges with their data for a complete report this fall to the American Automobile Assn.

KXOK St. Louis, has extended time of broadcasting from 12 midnight to 1 a.m. The station now goes on the air at 3:30 a.m. during the week and on Sunday operates from 7 until 12:30 p.m.

WLW, Cincinnati, revealing the usual procedure of having radio advertising during the period, is adding 31 presented Patterson Field Enterprises, which are on-all-soldier broadcasts under the direction of Private Al Cassidy entertained.

WING, Durham, N.C., after a special promotion in which Mrs. Frank Jarman, wife of the station's general manager, interviewed several members of the entertaining unit of the Army, received two phone calls. Both times they were from interested mothers who had moved so much by the broadcast that they wanted their sons to join the army. Both were instrumental in getting their sons into the service.

BROADCASTING notes made possible by frequency modulation are demonstrated on the weekly Welcome to FM program, on WTAG. Muskegon Journal Station. Oscillators are zigzag to demonstrate various frequencies. These beats, heterodyne squelch and musical notes are produced to show the range and fidelity of FM.

WITF, Bureau of Broadcast, 300, the air since its regular 10 p.m. signoff time, WNYC New York municipal station, on Fridays and Saturdays throughout the summer is presenting to the New York metropolitan area, concerts from Legiswold Stadium, New York. WNYC also broadcasts the 8:30-10 p.m. program of outdoor concerts by the Goldman Band Mondays and Saturdays.

WHAP, Fort Worth, on Aug. 2 took its mobile unit 126 miles to Camp Bowie, Brownwood, Tex., for a special program by the 36th Division. Before unit was to leave for the war zones in Africa. Announcer Tee Caspar and Engineer Bruce Howard handled the broadcast which included speeches by Maj. General Burkhead and Mayor McCall of Brownwood.

MACQUARIE BROADCASTING SYDNEY, Australia, will start operating from its new modernistic five-story building at 135 Phillip St., on Sept. 10 according to H. G. Horner, general manager. Structure will house 20B, key station of Macquarie Network, its field offices as well as Artprint Pty. Ltd., transmission subsidiary, Batis, the various departments, the building will house our studios and an auditorium seating 400 persons.

WFBQ, Greenside, Pa., has installed a "shift sheet" in each studio. Announcers must fill it each night. The man making the fewest fill nights takes the entire amount collected. The system was installed voluntarily by the members.

KEYS, Cape Girardeau, Mo., is sponsoring its fourth annual model airplane contest in cooperation with the Junior Chamber of Commerce.

WFAA, White Plains, N.Y., has turned over three five-minute periods weekly for use of the Westchester County Defense Council. The periods will be used to present a resume of the day to day progress in civil defense in various communities of the county with each community preparing its own report.

Talent from KPO-RKO, San Francisco, entertained more than 1,000 guests July 28 at the Western Radio & Appliance Trade Dinner. Part of the program was carried by RKO. Charles A. Dorsett, Pacific Coast district manager of Westinghouse Electric & Mfg. Co., was chairman of the meeting.

KFAC, Los Angeles, independent station, having signed the program license basis contract, went back on the air Aug. 1 with ASCAP music. Plans claims to be the first on the West Coast to sign such an agreement with ASCAP. J. H. Smith is general manager of KFAC.

WSYR, Syracuse, N.Y., used a triple effect system to bring its listeners a description of the New York State Amateur golf championship. A pack transceiver followed the ball and waspicked up at Troy by WTRY which relayed the broadcasts to WSYR.

WTPT, Raleigh, is presenting 90 minutes of monochrome rockabilly Sundays and nights. Program notes are interspersed among the numbers, and mail requests are complied with, when possible.

Free Chubbies

DELEON'S FUR SHOP celebrated the opening of its new Dallas store with a special quiz program on their station KGO, Fort Worth. Genuine fur chubbies were given away as grand prizes to winning contestants. During the 30-minute show seven chubbies were awarded. Unsuccessful contestants were given defense stamps.

U.S. Defense

How the United States is progressing in its defense program is the subject of new weekly series shown on Sundays on NBC's network radio covers at 10 a.m. on NBC's international stations, WRC and WBN, Martin English, former European correspondent, handles the scripts.

WHBC, Hartford, has started a summer-morning promotion campaign to call attention to the Shoppers Special, heard from 7 to 9 each morning. Harvey Olson, who portrays the character of "Sleepy Stimm," is asking for advice on how to run the period. Listeners are asked to compose songs about "Sleepy," and the troubles of life will be explored and listeners asked to suggest antides.
Gen. Mauborgne Retires Sept. 30

Expected to Leave DCB Post, Gen. Olmstead Acting Head

MAJ. GEN. Joseph O. Mauborgne, Chief Signal Officer of the Army, member of the Defense Communications Board, has been a recognized authority on communications, will retire from the Army Sept. 30 upon completion of his four-year tour as Chief Signal Officer. Simultaneously, it is expected he will resign his post on DCB.

Gen. Mauborgne left Washington last Thursday on an extended inspection tour of all Signal Corps activities of the four Armies in field maneuvers, which he will conclude about the end of August. He will then take a month's leave prior to retirement Sept. 30.

Brig. Gen. Dawson Olmstead, commandant of the Army Signal School at Fort Monmouth, N. J., has been designated Acting Chief Signal Officer during the absence of Gen. Mauborgne and until further notice.

Gen. Mauborgne is a graduate of the United States Military Academy and holds a commission as a second lieutenant in the Signal Corps, 1907. He is a graduate of the Command and General Staff College, 1928, and the Command and General Staff College, 1940, as well as the Army War College, 1937.

Since continuous operation of broadcast stations during periods of national or regional importance is essential, the Board has in progress means of ensuring service while public power is cut off. At present an estimated 10% of all broadcast stations are equipped with emergency gasoline or steam-driven power generators which will enable them to continue operations under any conditions except actual demolition of the transmitters. A few other stations are served by two or more independent sources of public power. Stations are now under way to decrease the likelihood of broadcast failures from power shut-offs.

In addition to steps designed to protect particular stations which may be designated for special defense functions, the DCB has instituted reliability studies of the power network which wields the stations into a nationwide unit. Reports to the Board indicate that the 45,000 miles of program transmission circuits now in existence provide alternate routes to all but two of the 310 cities now served. Thus in the event that all network stations were mobilized for a nation-wide defense broadcast, any particular circuit interruption could be compensated by recruiting over alternate transmission lines. Alternative power supplies for the program transmissions are provided by adequate storage battery reserves in 4,000 relay centers.

DCB Report

(Continued from page 10)

KGBS, Harlingen, Starts Aug. 15, Staff Is Named

OWNED by McHenry Tichenor, a retired newspaper publisher, the new KGBS, Harlingen, Tex., is scheduled to go on the air Aug. 15, according to Ingham S. Roberts, general manager who formerly was with WAKS, San Antonio, and KRGV, Weslaco. The station is Western Electric equipped throughout and utilizes a Blaw-Knox tower.

Mr. Ingham announced the following staff: Thomas B. Moseley, of KGKO, Fort Worth, chief engineer; Charles C. Elg, WMAC, San Antonio, program director; Howard Holbrook, KTEM, Temple, Texas, operations; Don Phillips, WACO, Waco, announcer; Roy Rogers, new to radio, announcer; Kathryn Porter, KVIC, Victoria, Tex., continuous; Eleanor Shafar, Texas State Network, traffic; Lee Hatchett, auditor.

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Nothing Barred

VOICE of the bleachers reached down and beat the bars when Guy Savage, on his before-the-ballgame interviews on WGN, Chicago, quizzed a rambunctious Cub fan who knew all the answers. Before moving on to his next interview, Guy was asked by the fan if he could say hello to his pals, who were probably listening. Doubtful, Guy asked, where the pals were. The bleacherite replied, "Stateville Prison, down in Joliet - Hiya, fellas!"

THE VINSONHALERS of KLRA, Little Rock, Ark., enjoy their summer vacation, the sunshine and sea air at Miami Beach. On the sand, from left to right, are Jancy, three years old, Mrs. S. C. Vinsonhaler, Keith, age nine, and S. C. Vinsonhaler, general manager of KLRA.

Approval of ASCAP Deal Uncertain

(Continued from page 8)

minished charges to independent broadcasting stations".

The statement explains that "our society is founded upon good music and that is our main concern... for American music to continue to express the hopes and ideals of free men and women" and continues: "The urgent need of this music in the cause of national unity and national defense was no small factor in spurring our efforts to restore music to the national networks."

"The American Way"

After expressing ASCAP's belief that "this cooperative society represents the American way of safeguarding composers and authors from cultural and financial starvation" and that it offers commercial users of music a "vital" service at "nominal costs," the statement concludes:

"By insuring the economic and cultural freedom of composers and authors we obtain for the public the benefits of the creative efforts of these men and women of genius. Conscious of this responsibility, we re dedicate this society as an American institution."

A doubt that ASCAP "represents the American way" of protecting songwriters was expressed last week by BMI, which pointed out that talent songwriters can get "ready cash from BMI, which pays on a performance basis, regardless of seniority, and leaves its writers completely free to do anything they wish to do with their own interests," whereas "ASCAP, which ties its writers to 10-year contracts calling for their entire output, bases its payments to writers on contribution to the Society as well as on seniority and promises a pension based on a continuous flow of creative genius."

First effect of the approval of the deal with NBC by the ASCAP board was the resignation of Edgar Leslie as a board member. Mr. Leslie, who is reported to have voiced vehement objections to what he believed to be a subservient attitude on the part of ASCAP towards the networks, tendered his resignation to Louis Bernstein, acting president of ASCAP. It will be presented to the board for action at the next board meeting, which will be called whenever the NBC contract is ready for ASCAP's signature. ASCAP's president, Gene Buck, is away on vacation.

The young writer's chief complaint against the ASCAP system, according to BMI, is that he gets no pay for the radio performance of his best work, frequently produced when he is young and his songs have a fresh note that makes them popular favorites. "The publishers," says BMI, "are liberally compensated for them, but the writers do not receive a penny from performances until they have become established performers and assure ASCAP that they can produce hits year after year. This is one reason the legend of the 'starring songwriter' has persisted. We will probably hear less of it from now on as BMI has demonstrated that anyone with talent can earn substantial sums from air performance regardless of age."

** * * *

Crane Rejects Deal

Ed Crane, operator of KGIR, Butte, and the Z-Barrier Network, who has been in the forefront of the copyright issue for nearly a decade, flatly rejected the proposition for refunding to NBC the 2½% blanket license fee on commercial network programs, but offered to negotiate his affiliation contract with the network.

Roger W. Clipp, vice-president and general manager of WFIL, Philadelphia, taking a somewhat different position, agreed to the refund but upon the condition that independently-owned stations will have the same options available at the same rate for the purchase of ASCAP music as the deals set forth with NBC for its managed and operated stations.

Station Views Vary

A number of other stations also have advised NBC of their refusal to accept the ASCAP contract. In addition to the other cases, affiliates agreed to the refund but stated flatly they would not accept a blanket license fee from ASCAP, but insist upon a per-program or per-use basis also provided for as an alternative means of payment under the ASCAP-BMI consent decrees negotiated with the Department of Justice. The factor of a guaranteed minimum, however, is proving a complication in working out the per-use method.

Mr. Brannan, the telegram to Mr. Trammell, said:

"Your message concerning ASCAP received. If NBC desires a blanket ASCAP license, that is your business. Personally, I believe you are selling your stockholders short. NBC use of ASCAP music can have no more effect on our contractual relations than NBC use of SESAC. However, if NBC finds it necessary to renegotiate our contractual relations at any time, we are perfectly willing to go into the matter with you."

WFIL Seeks New Deal

Mr. Clipp, in his telegram Aug. 2, expressed the opinion that a ASCAP at long last is ready to accept the offer made by NBC on behalf of its stations and its affiliates and that WFIL wanted the government order through the ASCAP music will be an extra expense. "We therefore agree to the request of NBC to refund it to 2½% of station compensation received by ASCAP, and do not consider refunding a portion of what NBC pays us for the payments of any charge made to NBC, whether it is operated as a commercial basis, also. If NBC finds it necessary to renegotiate our contractual relations at any time, we are perfectly willing to go into the matter with you."

CBS Hollywood and AFM to Arbitrate

As a result of negotiations in Chicago with James C. Petrillo, president of the American Federation of Musicians, backing up contract demands, a tentative settlement agreement has been reached on a formula for a new deal between CBS, NBC and ASCAP's management, though no contract was signed last week when J. K. (Spike) Wallace, president of Los Angeles musicians Local 47, conference with Petrillo and Ben Paley, CBS West Coast director of operations, and Leslie Attridge, ASCAP's Los Angeles vice-president. Further deliberations that will settle all differences are reportedly scheduled to start Aug. 11 in Hollywood.

Several adjustments are demanded. Contract changes extended to and accepted by NBC Hollywood are subject to the same as those now in process of negotiation with CBS, it was said. It includes pay raises and - a week each for the 18-man staff orchestra on a three-hour day, six days weekly, with guaranteed 52 weeks employment and no regional or transcontinental commercials.

Don Lee Network has already adjusted its KHJ, Hollywood, contract with a staff orchestra of 18 men on a straight sustaining basis. Scale has been increased from $50 to $60 weekly per man on a 15-hour week.

Burleigh Named

HARRY T. BURLEIGH, noted Negro composer, has been nominated for the post of director of ASCAP, one of the eight candidates named for the three vacancies to be filled by state ASCAP directors. Still active as a baritone soloist at St. George's Protestant Episcopal Church in New York City, although 74 years old, Mr. Burleigh was a pioneer in correlating folk music and art music. His best known oratorio is "Little Mother of Mine," sung throughout the world by John McCormick. If elected, he will be the first Negro board member of ASCAP.
House Ends Daylight Saving Hearings, Regional Plan Seems on Inside Track

CONGRESS has started the ball rolling toward legislation to establish daylight saving on a more extensive scale than at present. The House Interstate & Foreign Commerce Committee last Thursday concluded three days of public hearings on pending DST proposals, chief among which was a White House-endorsed bill introduced by Chairman Lea, of the Committee.

While it appeared that DST legislation definitely would be enacted, and within a short time, also it was evident that strongest support probably would go to a proposal such as the Lea bill, authorizing the President to order daylight saving time either on a national or a regional basis, as he sees fit. In event the DST law takes that form, it is not thought likely universal DST observance would result, since it is held DST would do more harm than good in some areas—the Federal Power Commission, for instance, has held that imposition of “fast time” in some areas would work a prohibitive hardship on municipally operated power plans.

No Programming Remedy

Without universal DST observance, little can be done to remedy the plight of broadcasters in their semi-annual programming headache resulting from the prevailing hit-or-miss daylight saving basis over the country. It was thought in some industry quarters that extension of DST areas, short of a national scale, probably would still further complicate programming troubles for radio.

Appearing briefly at the hearings, Rep. Keogh (D-N.Y.), author of one of the DST bills introduced early this season, urged universal observance of daylight saving, if it is to be observed at all, rather than any regional plan. Chairman Leland Olds, of the Federal Power Commission, speaking in support of FPC’s regional recommendations, estimated that nationwide observance of year-round DST would result in a reduction of 741,000 kw., or about 2%, of the peak power load.

McLean’s Three Zones

Appearing for OPM were W. L. Batt, deputy director of production, and J. A. Krug, chairman of the heat, light and power section of OPM, both of whom went down the line for daylight saving time as an instrument for aiding national defense.

Rep. McLean (R-N. J.), author of the first DST bill of this session, also appeared before the Committee last Thursday to broach his plan for establishing three time zones for the country, to replace the present four zones. Rep. McLean explained that establishment of the three zones, in each of which time would be adjusted to Mean Greenwich Time in order to afford the greatest amount of daylight to all residents, would in effect eliminate all need for daylight saving time. Robert Myers, NAB assistant director of research, told the Committee that the daylight saving proposition bore the endorsement of the NAB board of directors as well as a majority of broadcasters participating in a DST survey conducted by the NAB early this year. Mr. Myers observed that since there is a growing extension of daylight saving time, universal DST appears to be the best answer to the broadcasters’ problems rather than a reversion to universal standard time.

CALL LETTERS of KGFI, Brownsville, Tex., have been changed to KEED. FCC also approved use of the call letters, KFUN, for the new station granted to the Southwest Broadcasters in Las Vegas, N. M.
Radio Tax Fight
(Continued from page 7)

discussing the tax situation last Wednesday and Thursday. Although no formal resolution was adopted, board members laid a ground plan for industry opposition to the discriminatory tax, all agreeing on an all-out fight against the provision. Mr. Alvord participated in the board meeting Wednesday, outlining the proposed method of attack.

Unfair and Unjustified

The board is understood to have taken the position that the proposed tax is unfair, that it represents a departure from every theory of taxation heretofore practiced by the Federal Government, and that it is not justified even in the light of the present emergency. Aimed at the discriminatory characteristics of the proposal, the board held that if there is to be an "industry tax," it should be levied uniformly rather than picking an industry here and there and applying the levy to it.

During the board's discussions cases were cited where stations that showed "reasonably net returns" would be thrown into the red if the tax provisions were enforced. Board members pointed out that such a tax would be certain to cause a withdrawal of some commercial business from radio, which, apart from actually reducing revenue, also brought added cost to the operator in supplying sustaining programs to fill the vacated spots. In general, the situation boils down to a proposition of increasing operating cost as business decreases, it was stated.

Board members also cited the definite possibility of a falling-off of business of the defense effort. It was pointed out that reduced production and increased difficulties already are indicated or are in effect in lines such as automobile and radio receiver manufacturers, rubber and gasoline, and that this situation was certain to have some effect on radio. One result, it was stated, would be added cost of operation on the sustaining side as commercial business fell off.

OPACS and Radio

In similar vein, it developed during the last week that radio's commercial broadcasting rates conceivably might come under scrutiny of the Office of Price Administration & Civilian Supply, with an eye on freezing rate levels. In testimony before the House Banking & Currency Committee, considering emergency price control legislation, OPACS administrator Leon Henderson stated that communications operating companies--telephone, telegraph and radio--probably would be free from any OPACS price control regulation, since their rates are regulated by the FCC, but indicated that broadcast time rates might come within the purview of OPACS because they are not regulated by the FCC. However, because these rates constitute merely a part of advertising costs of products any OPACS regulatory move in that direction appears unlikely, it was believed, since it has the more important tasks of fixing prices of commodities of vital and general significance to the public. At any rate, industry observers noted this development as further evidence that there would be little chance of absorbing any substantial tax increase through increased rates.

Other Media Join

The surge of activity apparent in advertising circles in opposition to both the radio and billboard taxes indicated that the advertising fraternity looks askance at any proposal to tax advertising, regardless of its extension only to certain media, since it doubtless presages a general widening of the tax proclivity. The tendency to hit the medium-sized or small-income stations all over the country, below the $100,000 class, have been warned to recognize the proposed radio tax as the first step leading toward a reduction of exemptions until all commercial stations would be taxed.

In recent letters to Chairman Doughton, of the House Ways & Means Committee, both AAAA President John Benson and Charles E. Murphy, general counsel of APA, stoutly opposed the radio and billboard taxes. Labor organizations such as AFL and IBEW (ABTU) are actively working with the industry in fighting the discriminatory radio tax, holding that imposition of the levy will adversely affect employment of their members.

The only House change made in the Revenue Act, as recommended by the Ways & Means Committee, was elimination of the provision requiring joint income tax returns for husband and wife, rather than separate returns. Elimination of this requirement is estimated to cut the tax yield by some $500,000.

In some quarters it was felt that if the Senate felt constrained to make up this difference in some manner, it would work against the possibility of cutting the radio tax out of the bill, since the Senate committee would be looking for something to add rather than subtract. However, sentiment now seems to be growing in favor of President Roosevelt's suggestion to cut individual exemptions substantially, which would restore a great share of this "loss" and perhaps even outstrip it.

Some observers also took heart when Senator George (D-Ga.) recently gave up his chairmanship of the Senate Foreign Relations Committee to succeed the late Senator Harrison & chairman of the Senate Finance Committee. It was brought out that Senator George mirrors much of the tax philosophy of his predecessor, who as a matter of course rewrote House tax bills when they came to the Senate. Hope was seen that in this rewriting process, if it did come about, the radio and billboard taxes would be eliminated.

Appeals First in 1942

The Revenue Act, as passed by the House, provides a 5% levy on annual net time sales from $100,000 to $500,000; 10% on $500,000 to $1,000,000; 15% over $1,000,000 [BROADCASTING, Aug. 4]. In addition, excise rates on radio receiver and parts sales were boosted from 5 1/2% to 10%, and a new tax on telephone, cable, and radio leased wires was included.

Estimates have varied on the size of the expected tax yield from the 5-15% levy, which would apply to sales for the calendar year 1942. Treasury Department estimates indicated a gross take of about $12,500,000, against a loss of approximately $7,700,000 in excess profits and corporate surtaxes otherwise collectable, leaving a net increase for the industry of about $4,800,000. Independent industry estimates have been considerably higher, establishing an additional $5,000,000 in Federal taxes as a probable minimum, and a maximum which might reach as high as $10,000,000.

Speaking during House debate

WHEN RICHARD MARVIN, radio director of Wm ESTY & CO., New York, and Hildegrade Dixon, also of ESTY, went to Nashville last week to complete arrangements for a tour of army camps by the R. J. Reynolds Tobacco Co. Grand Ole Opry on NBC-RED, they were met at plane by Harry Stone, general manager of WSM, Nashville, the Golden West Cowboys and Minnie Pearl of the program. First show on the tour was Aug. 1 at Camp Forrest, Tullahoma, Tenn.
RCA Breaks Ground For Princeton Labs.

CONSTRUCTION of the world's largest radio research laboratories under way at Princeton, N. J., by RCA Laboratories, will begin this week following the ground-breaking ceremony conducted by the Radio Corp. of America Aug. 8 on the selected site of more than 250 acres. The first spadeland of earth was turned by Otto S. Schairer, RCA vice-president in charge of the laboratories, who stated in his speech that the immediate requirement of the new laboratories will be to increase the research efforts to radio and national defense.

The ceremony was attended by a group of 40 RCA directors and executives, including General James G. Harbord, chairman of the RCA board of directors, and David Sarnoff, RCA president, who announced the plans for the laboratories last March (BROADCASTING, March 10). Designer and builder of the project is the H. K. Ferguson Co. of New York and Cleveland. It is expected that the main building will be completed and occupied by the RCA research organization early next spring.

Dairy Association Plans Radio And Other Media

AMERICAN DAIRY ASSN., Chicago, has been assured an advertising appropriation of at least $400,000 for the coming year, to be expended on radio, newspapers, and posters. The appropriation may be expanded as additional States join the cooperative campaign to promote greater consumption of dairy products, it was stated by ADA general manager, Owen M. Richards.

States at present cooperating in the drive are North and South Dakota, Minnesota, Iowa, Wisconsin, Indiana, Montana, Washington and Kansas. Spot announcements to be placed through the agency of Westinghouse, Chicago, will start in September on unselected stations in the following markets: Chicago, Detroit, Boston, Philadelphia, St. Louis, Pittsburgh, Des Moines, Milwaukee, Minneapolis, St. Paul, Bismarck, Great Falls, Seattle.

'O True Story' Using Spots


Grove in Canada

CROVE LABS., St. Louis, is placing one-minute spot announcements and five-minute programs for Bro- mo-Gaulin on stations in major Canadian markets. Company is expanding its list of stations and greatly increasing its advertising appropriation in Canada for the coming year, following a marked increase in Canadian business last year. Contracts are being placed through Russel M. Seeds Co., Chicago.

David F. Dickson

DAVID F. DICKSON, auditor of KDRA, Pittsburgh, died Aug. 6 after a brief illness following an operation. Mr. Dickson had been with KDRA since 1920, having previously joined the Westinghouse company's East Pittsburgh plant in 1924. He is survived by his widow and three children and three grandchil-dren.

CAMPBELL SOUP Co., Camden, N. J. (Franco-American Spaghetti and Macaroni), on Aug. 11, through its agency, Rothrauff & Ryan, New York, signed a long-term contract with Larry Ross for the broadcast of his five times per week 7:15-7:30 p.m. program of songs on CBS.

Million Offered To Settle Suits

GE, Westinghouse Seek to End Stockholders' Proceedings

AN OFFER to pay $1,000,000 for full settlement of the several pending suits brought by RCA stockholders against RCA, General Electric Co., and officers and directors of those companies, was presented Aug. 6 to Justice Aaron J. Levy in New York Supreme Court by General Electric and Westinghouse.

Justice Levy referred the matter to Abraham J. Halpin as referee to ascertain the fairness and adequacy of the offer, and the trial was adjourned for further hearing in October.

Major portion of the suits filed by the stockholders was settled last year by Supreme Court Justice Bernard L. Shientag, who dismissed several of the alleged causes of action because of the statute of limitations. The remaining action for $250,000,000 covered alleged illegal transfer of stock for the use of certain patents and investment losses in connection with RKO and RCA Victor.

GE and Westinghouse, in making the offer, do not admit the charges to be correct, but state that final adjudication would require long and expensive litigation, seriously interrupting the work of executives and other personnel and impeding the production of equipment vital to the national defense program.
**Small Audience Seen For Video**

**Material Shortages Indicate Production Difficulties**

DESPITE television's official status as a commercial medium, the signing of five sponsors of WNBT, New York in its first month of commercial operation and the fact that in New York owners of television receivers now have a choice of programs from competing stations, sight and sound broadcasting is likely to remain in the stage of experimental rather than commercial advertising for some time to come.

Reason is the scarcity of material available to the manufacturers of radio receivers, who, with not enough aluminum and other materials to make enough sound receivers to meet the demand, are not planning to start production on television sets, for which the demand is less certain.

**3,000 Sets in New York**

There are now about 3,000 television sets in the homes of pure radio listeners in New York metropolitan area. These receivers were built for reception under the old standards and are now being converted as rapidly as possible to the new ones, a task expected to be completed in about a month. In addition, DuMont has given 500 sets at the factory which are likewise being changed to the new standards and will then be placed on sale. RCA has about the same number. When these are gone, however, there is little hope of any more being manufactured until the defense program is finished and materials are again available for such luxuries as television sets.

This means that for some time to come the New York television audience will not exceed 4,000, or at the most 5,000 receivers. Counting those bars and grills, which have a large audience for special events such as a championship price fight, this would mean an audience of perhaps 40,000 to 50,000 for such a telecast, and much smaller audiences for other telecasts.

Largely a "Class" Audience  

True, this is largely a "class" audience, with incomes of much more than average. True also that television's novel appeal gives the advertiser more attention than even the combination of sight and sound and motion will do later on.

But while the advertiser who gets into television now certainly gets his money's worth at the present rates for the medium, the main result he will achieve from his sight-and-sound commercials is experience in the use of this new medium, which will put him in front of his inexperienced competitors when the television audience begins to grow into its ultimate proportions, with shortages controlled by the hundreds of thousands instead of by the hundreds.
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Network Accounts
All time EST unless otherwise indicated.

New Business
ARMSTRONG CORK Co., Lancaster, Pa. (Quaker rugs and floor coverings), on Oct. 4 starts a dramatic show on 100 CBS stations, Sat. 12-12:30 p.m. Agency: BBDO, New York.

QUAKER OATS Co., Chicago (Quaker and Mother Oats), on Sept. 8 starts a measured dramatic spot on 51 NBC-Red stations, Mon. 9-9:30 p.m. Agency: Ruthrauff & Ryan, Chicago.

GENERAL FOODS Corp, New York (ments Coffee), on Oct. 5 starts William L. Shriver analyzing the news on CBS, Mon. 5:45-6:30 p.m. Agency: Young & Rubicam, New York.

Renewal Accounts
STANDARD BRANDS Inc., New York (Fleischmann's Yeast), on Oct. 6 resumes I Love a Mystery on 65 NBC-Blue stations, Mon. 8-8:30 (re-broadcast for West Coast) 11:30-12:30. Agency: Kenyon & Eckhardt, New York.


GENERAL ELECTRIC Co., Schenectady (Odorless Gas), on Aug. 14 runs for 52 weeks Hour of Charm on 11 NBC-Red stations, Sun., 10-10:30 p.m. Agencies: Will, New York, Cleveland, and BBDO, New York.

Network Changes
LADY ESTHER, Chicago (cosmetics, toilet preparations), on Sept. 17 replaces Premo Martin & His Orchestra with Oscar Welles, on 63 CBS stations, Mon. thru Fri. 5-5:45 p.m. Agency: Pedlar & Rynas, N. Y.

COCA COLA Co., Atlanta, on Sept. 26 shifts Peace That Refreshes on the air on 113 CBS stations, from Sun. 8-8:30 to its original period, Sun. 4-4:30, Agency: Parker Ad Co., New York.

LEVER BROS. Co., Cambridge, Mass. (Purex), on Aug. 25 shifts Big Sister on 78 CBS stations, Mon. thru Fri. 11:30-11:45 a.m. (re-broadcast 2-1:30 p.m., and 1:30-11:30 p.m. with no re-broadcast.) Agency: Ruthrauff & Ryan, N. Y.

PACIFIC GREYHOUND LINES, San Francisco (bus transportation), on Aug. 3 shifts Romance of the Highways on 21 NBC stations, Pacific Coast Stations, Sunday, 10:15-10:30 a.m. (PST) from San Francisco to Hollywood on a permanent basis. Agency: Bannist & Hahnem, San Francisco.

A Shoe Retailer
SAYS: "Yesterday we sold seven out-of-town customers...directly traceable to KOA broadcasts...Our local sales are also on the increase, and we attribute these fine results to being on the strongest Denver Station with the largest audience.

50,000 WATTS NET POWER
KO~ REPRESENTED NATIONALLY BY SPOT SALES OFFICES

THREE OF WTAG staff take time out to play in the Worcester station's golf tournament. Left to right, George Jasper, WTAG comment- er, Ed Seannell, sports expert for the station's Require the Side program; Herb Krueger, statistician. The tournament is an annual event.

Dr. Hess Discs
DR. HESS & CLARK inc., Ashland, O. (stock and poultry remedies), the week of Sept. 29 will start a country-wide campaign of transcribed and live spot announce- ments. The transcriptions featuring Sam Guard's Farm Talks are five-minute discs to be carried threetime-weekly. Agency: BBDO, New York.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Ralph Cigarettes), on Sept. 30 adds 50 stations to its NBC-Red hook-up, which will total 110 for College Football. Tues. 10:30-11 p.m. Recordings of this program and of Uncle Walter's Doghouse (Ralph Tobacco) will also be broadcast on KGF. Agency: Russel M. Seeds, Chicago.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, Ky. (Ralph Cigarettes), on Sept. 30 will add 56 stations to Private Line 20 times weekly. Agency, making a total of 110 NBC-Red stations, Tues. 10:30-11 p.m. Agency: Russel M. Seeds Co., Chicago.


S. C. JOHNSON & SON, Racine, Wis. (Floor wax), on Aug. 10 shifts Big Hazed, on 50 NBC-Red stations, Tues. 9:30-10 p.m. (EDST), from Chicago to Hollywood. Agency: Needham, Louis & Howley, Chicago.


STANDARD OIL Co., San Francisco (petroleum products), on July 31 signed George Murphy, Hour of Wonder with Werner Jaansen director, on 31 Pacific Coast stations. Sat. 8-9 p.m. (EDST), from San Francisco to Hollywood for six weeks. Agency: McFenn-Erickson, San Francisco.

Roger Peace New Carolina Senator
ROGER C. PEACE, 42-year-old publisher of the Greenville (S. C.) News-Piedmont, owner and operator of WFBC in Greenville, last Wednesday was sworn in as the new junior Senator from South Carolina. Senator Peace will serve until Oct. 15, when an elected successor will take over to serve until 1943.

It is thought certain that even during his brief term Senator Peace will take the opportunity to bring to the floor of the Senate, particularly in matters such as the pending White Bill to reorganize and reconstitute FCC, the philosophy of a practical radio and newspaper operator. Because of unusual attention to the broadcast- ing situation in Congress at this time, Senator Peace's appointment was regarded with intense interest by industry members.

The South Carolina broadcaster-publisher was named last Tuesday by Gov. Burnot to succeed the late Alva M. Lumpkin, who died after only 10 days in office following his appointment to fill the vacancy existing after the elevation of Senator James F. Byrnes to the U. S. Supreme Court. A successor to the reorganization of Justice Byrnes' term, ending in 1943, is to be named at a special State election Sept. 2.


Clipp Signs NBC Bouts
WITH Roger W. Clipp, general manager of WFIL, Philadelphia, acting as the intermediary, NBC for Adam Hats Inc. closed another contract last week with Ray C. Alvis for all boxing contests out of Washington for the next year. First of the fights to replace Sept. 11 when Joey Archibald, bantamweight champion, will defend his title against Wright, Negro fighter. Following the Archibald-Wright go, Alvis expects to bring together Bill Conn, formerly lightweight champion and Tommy Farr, now with the British Air Force, who is expected to arrive by clipper within the next two weeks. Sam Taub and Bill Stern will handle the capital bouts, which will be carried on more than 150 NBC-Blue outlets. NBC and Adam Hats have now tied up prize- fights in Brooklyn and Philadelphia as well as Washington.

Transfers Ruled Out
TRANSFERS by clients from NBC-Blue to the Red network or from one group of stations to another in the same coverage area, irrespective of cancellation dates, will no longer be possible according to orders issued Aug. 6 by Roy C. Witmer and Edgar Kobak, vice- presidents in charge of sales for the Red and Blue, respectively. Such switches cannot be done except at the conclusion of definite portions of contracts, and then only if 30 days or more notice is given.
NAB Executive Group Considers Copyright Plan

Board Authorizes Committee To Counsel Stations

WITH NBC on the verge of closing contractual arrangements for the return of ASCAP music to its networks, thereby possibly setting a pattern for the industry, the NAB board of directors at an extraordinary session in Washington last Wednesday and Thursday adopted a motion authorizing its executive committee to counsel with any broadcasters negotiating with ASCAP for contract renewals.

The motion authorized the executive committee of seven, within its discretion, "to meet with negotiators on music contracts and to cooperate with them in devising terms of the use of music, which will be as widely acceptable as possible."

Following detailed discussion of the NBC-ASCAP form of contract, agreed to after awaiting a pending ratification of affiliates, the board decided that every aid should be given stations to insure maximum protection for their contracts as clearances at the source of transcriptions, special arrangements, and other collateral considerations of fundamental interest to stations and independents were covered in this discussion.

Members of Committee

Members of the executive committee available for these consultations are NAB President Neville Miller, chairman; James D. Shoute, WLW, Cincinnati, and Joseph O. Maland, WHO, Des Moines, for large stations; Don S. Elias, WWC, Asheville, and John Gillin Jr., WOW, Omaha, for medium power stations; John E. Lehmer, WCBM, Baltimore, and William H. Fess, WTMV, East St. Louis, Ill., for broadcast stations.

Primary attention of the board at the two-day session was devoted to the proposed net time sales tax. Within the NAB tentatively scheduled to appear before the Senate Finance Committee Aug. 18, details of the presentation were covered with Ellsworth C. Alford, special tax attorney, retained by the industry [See page 7].

Reject 2% Discount

The board also rejected a plea of the American Assn. of Advertising Agencies for recognition of the 2% discount as a basic bargaining piece presented by Frederic R. Gamble, managing director of the AAAA. The rejection came in the form of a lengthy discussion of the issue and although the matter may later be revived. A suggestion that the cash discount be absorbed through an increase in station rates was pointed out, and it was pointed out that such a move would throw broadcast rates out of adjustment with other media, as well as raise rates of those persons who paid cash.

The network monopoly regulation situation was discussed at length, but no action was taken, in view of the pendency of negotiations with the FCC on revision of the rules.

Also presented to the board was the question of telephone line availability from Army camps for national defense pickups, raised by the Radio Branch of the War Department Bureau of Public Relations, headed by Ed Kirby, NAB public relations director now on leave of absence. This matter, however, was referred to the recently appointed National Defense Committee, headed by John Shepard 3d, president of the Yankee Network, Boston.

Board Members Present

All members of the board were present for the session save John J. Gillin Jr., WOW, Omaha, and Edwin W. Craig, WSM, Nashville. Members of the board attending were Edward Klauber, CBS executive vice-president; James D. Shoute, WLW, Cincinnati; J. O. Maland, WHO, Des Moines; C. W. Myers, KOIN-KALE, Portland; Don S. Elias, WWC, Asheville; James W. Woodruff Jr., WRBL, Columbus, Ga.; John Elmer, WCBM, Baltimore; Paul W. Morency, WTIC, Hartford; Clarence Wheeler, WHEC, Rochester; Isaac D. Levy, WCAU, Philadelphia; John A. Kennedy, WGBS, Clarion; Frank King, WMBR, Jacksonville; J. Harold Ryan, WSPD, Toledo; John E. Petzer, WKZO, Kalamazoo; William H. West Jr., WTMV, East St. Louis, Ill.; Earl H. Gammons, WCCO, Minneapolis; Herb Hollister, KANS, Wichita; O. L. Taylor, KGNC, Amarillo; Gene O'Fallon, KFEL, Denver; Howard Lane, KBK, Sacramento; Harrison Hollway, KF-KECA, Los Angeles; F. M. Russell, NAB vice-president, Washington; Harry Spence, KXXO, Aberdeen, Wash.

NAB Convention in Cleveland Next May

The 1942 NAB convention will be held in Cleveland, May 11-14. Headquarters hotel will be the Statler—scene of the eighth annual convention in November, 1930. Ratification of Cleveland's bid for the convention and fixing of the dates were announced by the NAB board of directors at its meeting in Washington last Wednesday and Thursday.

Cleveland was selected as the first choice for the convention by the NAB membership at the annual meeting in St. Louis last May. Cleveland broadcasters have been notified of the selection and shortly will set up their own local convention committee and designate their chairman. Studios of WGA are in the Statler.

CBS GROSS GAINS, TAXES CUT PROFIT

ALTHOUGH the gross income of CBS for the first 26 weeks of 1941 totaled $29,134,776, a gain of 16.7% above the gross of $24,952,594 for the same period of 1940, the network's profit for the period was down 3% from last year, amounting to $2,418,073 this year as against $2,493,719 last, according to a consolidated profit and loss statement released by Frank F. White, CBS treasurer.

Explanation for the difference in profits was reflected in earnings per share of $.41 in the first half of 1941, as compared with $.45 for the first half of 1940, lies in the increase in federal excise tax for the several years, which rose from $1,299,954 in 1940 to $2,053,463 this year. Profit before taxes was $4,471,500 for this year, up 17.9% over the same period of 1940.

At a directors' meeting Aug. 6, the CBS board declared a cash dividend of 45 cents per share of the present class A and Class B stock at the rate of $2.50 per value, payable Sept. 5 to stockholders of record Aug. 2.

Bristol-Myers Renewing Eddie Cantor's Contract

BRISTOL-MYERS Co., New York, in renewing Eddie Cantor's contract for the coming season, has driven the no-lift clause which he stated made it possible for the comedian to earn bonuses up to $2000 per broadcast, and was substituted a 5% raise in base pay, which last year was reported to be about $10,000 per broadcast. Cantor is now on woolworth's schedule but retains his Wednesday evening 9-9:30 program on NBC-Red for Sal Hepatica.

Under last year's contract Cantor was to receive a $200 weekly bonus for every point his CAB rating passed 20 with a maximum set at 30. This arrangement made it possible for the comedian to earn a substantial bonus in bonus week, with a maximum of $6000 for his 39-week period on the air. It is understood that he did not collect any part of it, since his average for the year was 18.5, a level which at the time going above the stipulated figure. It was thought the competition of Fred Allen on the Mutual network in Wednesday evening show kept down the Cantor rating. Allen averaged slightly under 21 for the same period. Program is placed through Young & Rubicam, New York.

Chatham Campaign

USING radio for the first time, Chatham Mfg. Co., New York, will start a campaign for its blankets during Oct. 12-20 on 45 choice stations throughout the country. Coinciding with the fall and winter buying season, the campaign will consist of two to five times weekly participations on such programs as Bossie Beauty on WCBS, New York; Leaving Home on WCKY, Philadelphia; June Baker on WGN, Chicago, and Agnes White on KECA, Los Angeles. Local mentions by the affidavit and retail specialty stores will support the national campaign, according to M. H. Hackley, New York, agency in charge.

WOOLWORTH USES WIBX, UTICA, SHOWS

FOLLOWING the successful use of radio last year in connection with the opening of a branch store in Utica, F. W. Woolworth Co., five-and-ten cent chain last week again sponsored an extensive campaign on WIBX, Utica, to promote the store's first anniversary celebration.

In addition to daily spot announcements, WIBX arranged store broadcasts with Woolworth shippers and a special quarter-hour show using only Woolworth employees and featuring a singing group trained by George Davis, one of the WIBX choral directors and pianists. Utica's Mayor Vincent R. Corru spoke, as did executives of Woolworth's and the Lynn Baker Co., New York, agency handling the account. Merchandising tieups with the radio campaign were conducted by N. W. Cook, WIBX merchandising manager.

ICS Using Carnegie

INTERNATIONAL CO-OPERATIVE SCHOOLS, Scranton, Pa., on Sept. 18 will begin a 13-week test series of half-hour transcriptions with Dina Carnegie, Thursday, 7:30-8, on WCAU, Philadelphia. If test is successful, other stations will be added. Agency is N. W. Ayer & Son, New York.

"... and Now WBRP Brings You Local News Straight From Headquarters!

"Drawn for Broadcasting by Sid His"
Meet this progressive farm family, the E. L. Wares, who live on R. F. D. No. 2, near Waverly, Ohio. Mr. Ware, who cultivates 128 acres on a 3-year rotation plan, heartily endorses the sound, agricultural policies of the Nation's Station. He particularly stresses the untold value of WLW's reliable market summaries and friendly, informal weather reports.

Mr. Ware takes an active interest in the farm activities of Pike County. Not only is he a member of the Farm Bureau, oldest member of the AAA (in point of service), but also is Treasurer of the Pike County Fair Board.

There are four children in the Ware family, three daughters and one son. All of them, the youngest to the oldest, find great enjoyment in the varied, daily programs of WLW. Since 1925, radio programs emanating from the Nation's Station have been their chief source of entertainment. The entire family listens to WLW from early morning 'til late at night. Satisfactory proof, isn't it, that WLW is covering the midwest in a BIG WAY!

(Below): Putting all eggs in three baskets. Mrs. Ware has plenty of praise for the WLW serial programs. Daughter prefers news and late evening features, such as WLW's "Squeakin' Decon."

James Fidler's weather observations at WLW helps farmers of the Midwest grow corn like this. WLW's new Chautauqua series at Franklin, Ohio, is one of the family's favorite programs.

40 acres of timber land keeps Dad and son busy. Mr. Ware says: "WLW market summaries and newscasts are the best. In fact, I know that the Nation's Station reports control the egg prices throughout Pike County."

LOW INSTALLATION COSTS
LOW OPERATING COSTS
with this
50 KILOWATT BROADCAST TRANSMITTER
RCA TYPE 50-E

HIGH-FIDELITY quality output, that
phases advertisers and audiences
alike, can be combined with impressive
savings in a 50 kw. transmitter! Here's
how advanced RCA engineering does it:

HIGH-LEVEL CLASS "B" MODULATION
in the 50-E gives you the double econ-
omy of low power-consumption and
extremely long tube life. At average
modulation, the transmitter draws
approximately 115 kw. from your power
line—less than $2.50 an hour at New
York City current rates. And high-level
modulation means better audio
quality, too... the 50-E is virtually free from
cross-modulation distortion; flat within
±1 db. from 30 to 10,000 cycles.

AIR-COOLED TUBES THROUGHOUT cut
down both installation and operating
costs. No water-pumps. No water-coolers. No water-problems, pipes or
tanks! And no monthly water-bills...
BUILT-IN WIRE-DUCT still further re-
duces your installation costs by eliminat-
ing floor-trenches between units. UNI-
IFIED FRONT PANEL construction
presents a more pleasing appearance
combined with cleaner mechanical
design and mounting of equipment.
VERTICAL CHASSIS CONSTRU-
CTION, without horizontal shelves,
makes all parts easily accessible.

Only 281 square feet of floor space
is ample for the 50-E (less external blower
and transformer equipment). Compli-
cated and cumbersome mechanical
controls are eliminated by the use of
electrical tuning on the RF power ampli-
fer and exciter stages—adjustments
are made by push-buttons on the front
panels... Ask your nearest district office
sales representative to tell you the com-
plete story.

Use RCA Radio Tubes in your station for finer performance.

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