Let's Look at the SCORE!

Religious Programs 335
Agricultural Programs 378
Market Broadcasts 1,352
Educational Broadcasts 133
National Defense Programs 115
Public Service Programs 80
Total Service Programs 2,393

This is the WLS record of service to listeners for the first six months of 1941. All this on a half-time station—and we still have time to do a good job for commercial sponsors. Because listeners depend on WLS for sustaining service features, WLS Gets Results!

890 Kilocycles
50,000 Watts
NBC Affiliate

Management Affiliated With KOY, Phoenix and The Arizona Network KOY, Phoenix
KTUC, Tucson
KSUN, Bisbee-Douglas
Represented by John Blair
After 15 years of ceaseless effort to get astride the clock for full-time operation and ride it to complete supremacy of the air, we have finally achieved success, through special grant of the Federal Communications Commission.

At the crack of dawn WWVA now mounts the clock, to sweep through the air far into the moon-lit hours past midnight. It's a daily, non-stop flight through those very same heavens in Eastern Ohio, Western Pennsylvania and Northern West Virginia that are seething with the flames from belching steel furnaces and smoke from humming factory chimneys. And our accurate bomb sights are set squarely on 2,085,666 radio dials.

Get aboard for supremacy of the air in the thriving steel and coal belt of the Nation.
During the recent war games in the Mid-South, four members of the WSM staff, with complete mobile equipment, established living quarters in a private railroad car which was moved as the maneuver heart shifted. From this "on the spot" location WSM produced more than 20 broadcasts, two of which were fed to the NBC Network. These broadcasts included a Chapel Service in the open, the unloading of an armored unit, an actual battle with interviews on both sides and the referee's decision, results of the first test of the new anti-tank sight, the blackout and defense of Shelbyville, Tenn., results of the official critique, and statements from the commanding generals.

These, together with other feature programs of intense appeal to listeners, represented a pioneer step in this type of broadcast by WSM. As a result of this experiment, WSM's mobility, transcription facilities, and findings have been recommended by the War Department for use during the "all out" defense maneuvers to be held in Louisiana this September. And WSM will be there with an "all out" coverage.

WSM's recent coverage of defense maneuvers in the Mid-South is just another of the numerous reasons for the listener popularity that continually keeps this station's advertisers out in front. It takes much more than its 50,000 watts power to do the job. But, combine this wattage, the greatest power now available to commercial broadcasting stations, with one of the lowest available frequencies, 650 kilocycles, plus a clear channel, and the result is coverage. Add to this WSM's great variety and versatility of talent and you get the listeners! It's easy to understand why WSM offers the best buy for your advertising dollar.

HARRY L. STONE, Gen'l. Mgr.
NASHVILLE, TENN.
When you think of New Orleans you think of:

Tarpon Rodeos...

and

WWL NEW ORLEANS

50,000 WATTS (CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

August 18, 1941

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Behind the Mike
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Classified Advertisements
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Merchandising
Network Accounts
Personal Notes
Purely Programs
Radio Advertisers
Radio Bookshelf
Radio Bookshelf
Radio Bookshelf

We Pay Respects

BUSINESS OPPORTUNITIES: Farm income is up over 40 points over last year. Farm overhead has risen only 6 points. Invest in KFAB now, to sell this bigger, wealthier market!
The charts above and below show how rapidly United Press Radio News Wire Features are stepping up in usage and sponsorship. Gains indicated are for the six months' period ended July 31, as revealed in a recent nation-wide survey.*

Convincing testimony of the adaptability of these features to the needs of broadcasters is provided by the fact that up to 83 per cent of United Press clients use them regularly. Proof of their saleability is found in reports of broadcasters showing sponsorship as high as 51 per cent.

The United Press offers more than claims for its radio features. It presents facts of performance proving their ability consistently to step up audience interest and station profits.

*SComplete reports on survey available on request to Walter Rundle, United Press, 220 E. 42nd Street, New York City.
HERE'S YOUR WISH FOR INDIANA!

As everybody knows, the northern part of Indiana is covered thoroughly by Chicago stations. The southern part is dominated by Louisville stations. But the central area of Indiana is the best part of this tremendously productive State—and is THE part that can be secured ONLY through a good Indianapolis station.

On July 26, a good Indianapolis station went on the air—Station WISH. In addition to NBC Blue Network features, WISH brings its listeners the best-planned news, sports and local programming on the Indiana air. Best of all, WISH is owned and operated by Indianapolis people who are already an important factor in sales and merchandising work all over the State. WISH is therefore a merchandising station—a result station—of the very first magnitude.

If you are doing business in Indiana, you owe it to yourself to get all the facts about this newest and surest way to do a job in the State. Ask your Agency to ask the Colonel.

WISH
5000-1000 Watts—NBC
INDIANAPOLIS

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Advertising Groups Assail Tax Measure

Media, Agency and Sponsor Views Related

DECLARING that the House-approved tax on radio time sales and billboard space, included in the Revenue Act now being considered by the Senate Finance Committee, would "kill the goose that laid the golden egg", agency, media and advertiser groups last Thursday took the first step in their all-out fight against the discriminatory levies at Senate committee hearings.

Without exception, all four witnesses appearing Thursday not only castigated the proposed taxes as discriminatory against radio and billboard operators, but also opposed the general idea of taxing advertising, recognizing the proposal as an entering wedge to the whole field.

Others to Appear

The battle was scheduled to continue Monday, Aug. 18, as witnesses for the NAB, NIB, APRA and the Chicago Federation of Labor were to take the stand to testify directly on the far-reaching effects of the proposed 5-15% tax on radio net time sales of $100,000 annually and over. It was thought the NAB presentation would be directed along lines demonstrating that the tax, expected to add a $5 to 10 million dollar Federal tax burden for the broadcasting industry, not only would increase operating costs but also result in diminished revenue and drive many "reasonably profitable" stations to the wall.

Ellsworth C. Alvord, Washington tax attorney retained by the NAB, was to handle the NAB presentation. It was expected he would be flanked by several association officers and broadcasting executives, possibly including Don S. Elias,WWNC, Asheville, N. C., a member of the NAB board; Leo J. Fitzpatrick, WJR, Detroit; John Sheppard, 3d, Yankee Network president; William S. Paley, CBS president; Niles Trammell, NBC president; Frank K. White, CBS treasurer; Mark Wood, NBC vice-president and treasurer; and Neville Miller, NAB president.

Other industry witnesses scheduled for a Monday appearance include H. A. Lafount, president of NIB; Mrs. Emily Holt, executive secretary of APRA; and Maurice Lynch, financial secretary of the Chicago Federation of Labor, which owns and operates WCFL, Chicago.

Speaking for the viewpoint of the 300 advertiser members of the Assoc. of National Advertisers, G. S. McMillan, ANA secretary, declared to the committee last Thursday that although ANA has no particular interest in any one medium, it is vitally concerned "with the preservation of the American advertising system and in the maintenance of free and open competition between media". He termed the proposed radio and billboard levies "unsound, unfair and discriminatory" and urged their elimination from the Revenue Act.

"We have seen no argument whatever in favor of the tax on outdoor advertising," Mr. McMillan commented. "We have seen no argument in favor of the tax on radio advertising except one which proposed such a tax principally as a punitive matter designed to correct alleged unfair competition from the Allied Printing Trades union. If there has been unfair competition—which we do not admit—nearly are adequate laws dealing with that subject and existing Government agencies whom Congress has designated to administer them."

Not an Amusement Tax

"We do not believe a revenue measure should be used to confer police power. Further, we believe it is significant that there has been, to our knowledge, no proposal of such taxes on outdoor and radio advertising by publishers of magazines, newspapers, agencies, media and advertisers. No tax is proposed on radio advertising. Again, the tax would be imposed on radio time sales. That means on sponsored programs only, in other words on advertising. No tax is proposed on sustaining programs, on the broadcasting of special events, speeches etc., which means just as surely entertainment as is sponsored material.

"No tax is proposed on magazines—and magazines are designed and purchased for entertainment. No tax is proposed on newspapers—and yet sponsored news broadcasts are to be taxed."

In view of this, we cannot view the proposed levies on outdoor and radio in any other light than a direct tax on advertising. Further, as practical businessmen, we know that tax will be passed on to the manufacturers, the buyer of advertising.

"We believe it is unwise and unsound to tax advertising. We in this country are engaged in mass production. In order to have mass production, we must have mass distribution, and in order to have mass distribution, we must have advertising. It is a vital part of selling and by far the most economical way to move the goods made by the men in our factories.

Not a Product

"Advertising is not a finished product. It is a business process—just as important and essential a business process as is engineering or producing. It is a process. Taxing one function of business, isolating that function and imposing a tax upon it, is to our mind unsound."

Among the comments by Senators Barkley (D-KY.) and Connally (D-Tex.) emphasizing the large "take" of advertising agencies and media from advertising efforts, Mr. McMillan stated that...

Minimum Effect on Radio Seen Result of Defense Priorities

Groups Using Largest Share of Network Time Expected to Increase Their Advertising

THE NATIONAL defense program, increasing consumer income and at the same time curtailing the amount of raw materials available for the manufacture of many non-defense products, is expected to bring about marked changes in the advertising picture this fall and winter.

The New York Times on Aug. 7 pointed out that of the 100 largest advertisers in newspapers, radio, magazines and farm journals "24 are in industries which are encountering production problems due to priorities and shortages of materials", including "automotive, gasoline, rubber and electrical equipment companies who will be forced to curtail advertising. The large majority of the remaining 76 companies comprises cigarette, food, liquor and drug houses, which face no serious production problem.

Staple Lines Escape

"The 24 companies mentioned," the Times continued, "will not eliminate their advertising entirely, of course. But whether the reductions they make will be entirely offset by increased budgets for the remaining 76 is a question."
advertising's share of the national income actually has decreased substantially in the last 15 years—3.75% of the national income in 1926, against only 2.91% of the 1940 national income.

"A tax on advertising would not only seriously cripple one of the most vital tools of business, but it would deal the media concerned, all of which are substantial taxpayers and employers of labor, a severe blow. Indeed, I do not see any way in which the proposed taxes could possibly benefit labor. The effect would be quite to the contrary."

Benson's Argument

John Benson, AAAA president, deplored the imposition of any tax burden on advertising per se, but stressed the willingness of everyone concerned to bear their just responsibility on a fair and equitable basis.

He declared that a tax on advertising, with the radio and billboard levies as the opening wedge, eventually would slow down civilian production; reduce business volume, and in a pre-carious business existence in many cases; reduce the margin between the cost of manufacture and the selling price, with consequent effects on such considerations as wage increases or improvements to product; advance the spiral of rising prices, with its trend toward inflation. He declared that placing a tax on advertising would be like "eating the seed corn instead of planting it."

Opposed by Murphy

Expressing a similar thesis, Charles E. Murphy, general counsel of AFA, declared in a prepared statement:

"We consider any tax on advertising, regardless of the media affected, as harmful to the economy of the country. AFA, in our well-established system of distributing consumer goods, the power of advertising as the selling force of commerce, the stimulator and stabilizer of commodity distribution must be protected. This is necessary in supporting the base for emergency taxes, for any impairment in the use of advertising by taxation will in turn affect distribution, and the revenues derived therefrom. In our opinion, a tax on advertising will defeat its own purpose."

Speaking for the American Highway Sign Assn. and International Alliance of Letter Carriers, Mr. William M. Bingle, in his own organization, J. V. Stewart, secretary-treasurer of the Outdoor Advertising Assn. of America, declared the billboard levy actually would undermine the Federal Government, nothing, due to high administrative costs necessary to make the tax collectable. He estimated the tax would yield $11,500,000, which would cost the Government a greater sum than that to collect it.

Pointing out that both the billboard and radio taxes had been inserted into the bill "in the last hour of the last day", Mr. Stewart listed seven points of opposition to the levy, covering such considerations as advertising machinery producing the profits rather than the profits themselves, discrimination between media as well as within media, the possible confiscation of assets by the government, the reduction in collectable income tax, the crippling of outdoor advertising facilities to aid in the national defense program and the failure of the plan to produce sufficient tax revenue to justify its adoption.

Vandenhoff Opposed

In the midst of Mr. Stewart's testimony, during a discussion of the discriminatory characteristics of the proposed advertising levy, Senator Richard M. Bingenheimer (R-Mich.) himself a former newspaper publisher, exclaimed the tax was "obviously unfair, discriminatory and indefensible" and he was "ready to take it out of the bill today."

"We believe that advertising plants, whether radio, newspaper or magazine, buildings and equipment, or outdoor advertising structures, are legitimately subject to a normal personal property tax by the States, and the members of this association already pay such taxes, as income tax and all other taxes which are uniformly levied upon this and other businesses," Mr. Stewart declared. "But a tax levied upon the column inches appearing in a publication, the number of square feet of surface of an outdoor advertising structure, the time sales of radio stations, or the sales price of neon-tube and electric signs, is clearly a tax upon advertising itself, and is mistaken in principle.

In similar vein, William C. Warren, representing Transit Adv. Inc., Chicago Car Adv. Co., and Transpor- tation Displays Inc., all of which operate sign systems along elevated train lines of way and similar sites, told the committee the tax "undoubtedly would force all three of the companies out of business."

The Revenue Act, as passed Aug. 4 by the House, provides a 5% levy on annual net time sales from $100,000 to $500,000; 15% on $500,000 to $1,000,000; 25% on $1,000,000 to $10,000,000; 35% on $10,000,000 to $50,000,000; 50% on $50,000,000 to $100,000,000; 50% on $100,000,000 to $250,000,000; and 65% on $250,000,000 and up.

American Procter & Gamble Co., in the New York Times, August 11, 1941, announced that "Procter & Gamble is opposed to any such tax."

"The time is not here where advertising is not needed to aid in running our war activities and we have been deeply engaged in defense activities, has no present plans to curtail advertising."

criticized by the broadcasting, the company's public relations department replied that "at the moment there is nothing taking place here which would point toward a curtailment of our advertising effort." Attention was called, however, to the annual report for the first half of 1941 released the first week in August by President Richard R. Deupree, which showed a consolidated net profit for the fiscal year ending June 30, 1941, amounting to $22,488,927, after deducting all taxes, interest, losses, taxes, advertising and special introductory work. This was 7.25% more than the preceding year.

Shipping and Materials

In his report Mr. Deupree remarks that "the second year of the war has shown the shipping which is affecting our supply of raw materials."

"This is not serious as yet, but we see no likelihood of improvement in the near future, and obviously the situation could get worse.

"We are helped in part by the crop now developed in our own country, which is favorable. There are indications of a large cottonseed and soybean production, as well as an increased production of lard. The weather we have had this Spring has been favorable."

"Our belief is that experience in both England and Canada has shown us that it is in this direction we must look for the solution of the problem so long as the supplies is that our experience in both England and Canada has shown us that it is in this direction we must look for the solution of the problem."

"This country produces a sufficient quantity of edible fats to meet the requirements of its people, but it is a matter of great importance that it produces only approximately three-fourths of its needs. One-fourth of our soap fats must be imported, and it is a matter of great importance that it produces only one-fourth, because it is largely made up of coconut oil, which not only is not produced in this country but for which there is no known substitute, particularly as it is used in our business."

The report also pointed out that the Government last fall authorized a program to accelerate de- flating plans at Milan, Tenn., which was built and separately incorporated for $1,000,000 as "The Procter & Gamble Defense Corp."

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Procter & Gamble Not Planning Any Cut in Advertising

Biggest Sponsor Points Out Raw Material Problem

BY FAR the biggest user of radio advertising, having been billed nearly $11,000,000 by NBC and CBS alone during 1940, Procter & Gamble Co., based in Cincinnati, long engaged in defense activities, has no present plans to curtail advertising.

"Quite the contrary," the company's public relations department replied that "at the moment there is nothing taking place here which would point toward a curtailment of our advertising effort." Attention was called, however, to the annual report for the first half of 1941 released the first week in August by President Richard R. Deupree, which showed a consolidated net profit for the fiscal year ending June 30, 1941, amounting to $22,488,927, after deducting all taxes, interest, losses, taxes, advertising and special introductory work. This was 7.25% more than the preceding year.

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AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time corn pop) has already started its winter advertising campaign which will be the largest in ten years, and will include radio spots. Agency is Buchanan-Thomas Co., Omaha.
Government Anti-Ad Front Widening

Survey Indicates That Both Congress and Federal Agencies Are Gunning For Advertising as an Institution

PASSAGE of the Revenue Bill of 1941 by the House, with its tax on billboards and radio time sales, has brought into focus a concentrated, if not co-ordinated, attack on all types of advertising by several branches of the government, it is revealed in a survey of current official activity.

Though confined to radio, the philosophy indicates action by several government agencies, denoting a definite trend striking at advertising itself. There seems to be no mistaking the overthrow of advertising claims by Government is here to stay, but the present trend goes even further than that, concerning what is termed with what is said in advertising as with the basic aims of the industry.

It is felt, however, that as long as advertising remains an integral part of the U.S. economic system, there will always be groups who, to boost a product, no matter how strict the control of claims might be. On the other hand, this is those steps in the direction of impeding or cutting down advertising as an institution that should cause the most concern to those industries which depend on national advertising as a means of mass distribution of their products.

Trial Balloon

Even before the present national emergency, certain government quarters had thrown up trial balloons, obviously with the purpose of testing how far they might go in an attempt to curb advertising. Some of these plans have been shelved in the rush of defense work but probably will be trotted out when the precipitous moment arrives. In other instances more immediate threats have grown out of the defense effort.

It is almost impossible to point a finger at any one government agency and charge it with taking unto itself the crusade to curb advertising. However, when one looks behind some action by government agencies, it is simple to uncover the motives.

More often than not actions taken by government agencies affecting advertising adversely are often explained away in a condescending "tut tut" manner, pointedly aimed at getting the idea across that there are too many important things to be done by government to interfere with a prospering business.

However, a hard-boiled analysis of these actions, taken collectively, brings home the conclusion that a trend is taking shape. Nub of this trend is the frequently discussed question among that group roughly referred to as the New Dealers: Is advertising worth what it costs the consumer; is the old idea that advertising permits mass distribution which in turn permits cuts in the cost of production, still valid?

The Picture

This line of reasoning, of course, ties in with many government officials' belief that government could undertake to cut the cost to the consumer. Also is there the view that proper labeling by government mandate would eliminate the need for expensive advertising campaigns to attract the public to certain brands. This, of course, is nothing more than a carrying-out of the Nth degree of government in business, supposedly to aid the public.

This a basic tenet of many New Dealers, which, while soft-peddled during these days of cooperation between business and government, has not been tossed into the discard.

To get the picture of what steps have been taken and their relation to the general picture, take a look at various agencies' moves which will affect advertising—the potentialities of these moves is enlightening!

TREASURY DEPARTMENT: Although the tax on billboards and radio advertising was not recommended by Treasury experts, who appeared at open hearings before the House Ways & Means Committee, and although the two taxes were slipped into the bill by the Committee at the last minute without previous hearings, it must be assumed that Treasury representatives who sat with the Committee during the final drafting of the bill did not protest too strenuously against the taxes. Had they protested, it must be assumed that the bill would not have contained the two levies because the Committee leaned heavily on the Treasury for advice in regard to excise taxation.

Thus, even if the immediate threat of taxation on these two forms of advertising is withdrawn, the fact remains that the taxes were proposed by a responsible House committee and approved by the House—a fact which should be significant in indicating thinking which bodes no good for advertising.

Proposed Excise on Cosmetics

Before the House committee proposed these two taxes, the Treasury indicated how it stood on advertising by its position on a highly-technical and little-known manufacturers' excise tax on cosmetics. Prior to 1939 this tax was computed on a base that included advertising and selling, as well as other costs. In 1939, Congress eliminated advertising and selling costs from the basis. Throughout the tax hearings this year, Assistant Secretary of the Treasury Sullivan insisted that advertising and selling costs must be restored as the basis on which this tax is to be computed, despite the fact that this worked to the competitive advantage of the non-advertised brand.

Regardless of what happens to the radio and billboard tax, sooner or later the Treasury is going to make a grab at taxing advertising, perhaps by the roundabout method of limiting the amount of advertising expenditures that can be written off as business expense for tax return purposes.

Defense Activity

OPM and OPACS: Of these two new defense agencies, OPM presents the lesser danger to advertising because it is staffed largely with managers who are sympathetic to the need for advertising. OPACS, on the other hand, is staffed largely by economists, professors, and lawyers of "New Deal" stripes, and their views on advertising might be open to question. However, in any increased national emergency advertising might suffer to some extent—perhaps as all normal business practices would suffer. The question is whether the interference with advertising is done by permanent, permanent means, or whether the defense emergency is used as a guise to put into effect some pet reform theories of those opposed to advertising as an institution. If and when magazine paper and newspaper supplies become tight, and as defense begins to take up more and more money, these factors may automatically serve to limit the amount of advertising during an emergency.

The activities of OPACS are a more direct threat. With its function to ration the civilian supply of critical defense materials, this agency can be expected to ask, at some time or other, "why advertise commodities when the raw material and labor going into that commodity might well be used on defense work?" In line with its price-fixing responsibilities, the agency has already indicated that it will expect cuts in advertising and promotion costs before it will permit prices of essential commodities. This will hit the food industry harder than all others—under the pending price-fixing bill, farm prices cannot be fixed by OPACS; thus, when food prices begin to rise and consumers begin to howl, OPACS will have to squeeze the processor (it can't hit the raw material or farm costs) and insist that he cut advertising costs before raising prices. In permitting the bread industry to raise prices, one cent, OPACS informed the bakers that they must make every effort to cut advertising and selling costs. Here again is found the theory that advertising is a non-essential in the cost of distribution.

Arnold's Position

JUSTICE DEPARTMENT, Anti-Trust Division: Despite denial that he is "opposed to advertising" or

(Continued on page 22)
Court Upholds FCC in Newspaper Inquiry

Rules Commission May Subpoena Witnesses

Upholding the FCC position that it has the power to subpoena witnesses and conduct general hearings along lines of the newspaper-ownership inquiry, now set for Oct. 7, Justice James W. Morris, of the U. S. District Court for the District of Columbia, in a memorandum opinion last Friday indicated he would sign an order requiring the appearance at the inquiry of James G. Stahlan, publisher of the Nashville Banner. Mr. Stahlan is on active duty in the Public Relations Office of the Navy as a lieutenant commander.

Despite the prompt treatment of the question by Justice Morris, who heard oral arguments earlier in the week, doubt still existed that Mr. Stahlan would in fact be on tap when the hearings reopen Sept. 17. Elissa Hanson, ANPA counsel handling the Stahlan test case, indicated Friday on announcement of Justice Morris' opinion, that notice of appeal to the D. C. Court of Appeals would be filed immediately after an order for appearance is signed. Justice Morris was expected to sign the order before leaving on vacation Aug. 16. It was thought possible a decision on the appeal would not come before the hearings reopened.

Advised to Refuse

The Stahlan case, regarded as a far-reaching test of the subpoena powers of an administrative agency such as the FCC, as well as the whole newspaper-ownership issue, came to court after ANPA counsel on the opening day of the hearings, July 23, had revealed to FCC Chairman James Lawrence Fly he had suggested to subpoena witnesses subpoenaed by the FCC that they refuse to appear in what he described as "illegal proceedings". In addition to Mr. Stahlan, they included Edwin S. Friendly, business manager of the New York Sun; Arthur Robb, editor of Editor & Publisher, and William A. Thompson, director of the ANPA Bureau of Advertising [Broadcasting, July 28].

As the proceeding was recessed until Sept. 17, Chairman Fly on Aug. 1 had instructed the FCC Law Department, after the names of the subpoenaed witnesses had been called and failed to respond, "to proceed forthwith to enforce its subpoena powers" [Broadcasting, Aug. 4]. Flanked by several other members of the Law Department, Thomas E. Harris, senior assistant general counsel, who had handled examination of witnesses for the FCC at the hearings, participated with Mr. Hanson in oral arguments before Justice Morris last Monday. Although the District Court case named only Mr. Stahlan as respondent, it was believed the decision in the matter, when finally drawn up, would apply to other subpoenaed witnesses not appearing at the inquiry.

In a recent memorandum FCC Counsel Harris averred that under Sections 403 and 309(a) of the Communications Act the FCC unquestionably has power to hold open individual or general hearings, along with complete authority to subpoena witnesses in proceedings such as the newspaper-ownership inquiry.

Power Disputed

He argued there was no provision requiring the FCC to enumerate in orders starting an investigation, the possible outcome of such investigation, commenting that the Commission may make recommendations to Congress. He quoted rules or a statement of policy on the question of newspaper ownership of radio stations, or may simply gather the information it deems "purely educational".

Mr. Hanson countered that the FCC has no authority to initiate policy or rules that would bar newspapers from holding broadcast licenses, declaring the newspaper-ownership inquiry was an illegal proceeding and therefore subpoenas issued in connection with it became nullities in the eyes of the law if not properly handled. He charged that the FCC was using a group of licensees as "stoop pigeons" to delve deeply into the business of newspaper operation, a field in which it had no statutory right of inspection.

In his memorandum, and in comments during oral argument, Justice Morris appeared to take the position that newspaper interests probably would have more to gain than to lose in the newspaper-ownership inquiry, since it apparently was entirely possible that newspapers would in time be recognized, and thus be equipped to more intelligently determine the question of public interest and convenience presented when such factors are present.

Adequate Facts Needed

"The Act authorizes the Commission to make recommendations for proposed legislation germane to the field which the Act gives it the power to regulate. Certainly such (Continued on page 59)

NBC-ASCAP Pact Near Completion

Only Details at Issue; NBC Says Stations Mostly Approve

COMPLETION of the ASCAP- NBC contract is expected early this week, according to Robert P. Myers, of NBC's legal staff, and Herman Finkelstein, of Schwartz & Frohlich, ASCAP general counsel, who for the last two weeks have been studying the small print in legal language the agreement negotiated by representatives of the network and the Society and approved by the ASCAP board Aug. 1. Late last week these attorneys told broadcasting they had reached an agreement on every major point, and that only minor technicalities remained to be ironed out. Asked why the act of drafting a contract whose terms had already been agreed upon by both sides should consume so much time, they explained that in drawing up this network license, which will probably become a pattern for all network licenses, they wanted to be sure that every point is covered and every possible objection overcome before they turn the form over to their principals for signing.

More Favorable Responses

Both lawyers emphasized that there was no disagreement over the contract terms and that the delay was due entirely to legal cautiousness.

Chances of an upset in the completion of the deal between NBC and ASCAP through a rejection of the conditions by a large proportion of NBC's affiliate stations appear no better than they had the week before, when one-third of the station responses were reported to have been unfavorable to the deal. Last Friday it was unofficially reported that NBC had received replies from 75 stations, of which 57 were favorable and only 18 against. Furthermore, it was revealed that the last set of responses from broadcasters who did not give approval to the contract, only 11 were flat rejections while seven were borderline.

IRNA Leaders' Support

Strong support for the NBC-ASCAP deal was manifested last week when it was learned that Samuel R. Rosenbaum, WFIL, Philadelphia, and Paul W. Moryn, WTIC, Hartford, chairman and vice-chairman respectively of Independent Radio Network Affiliates, acting in their capacities as members of the IRNA negotiating committee of ASCAP affiliates, were preparing a composite statement to be submitted to all affiliates analyzing the deal and setting forth what they regard as its advantages and disadvantages.

While the memorandum was still being formulated as Broadcasting went to press, and was not likely to go to the mails until some time next week, the chairman is understood to take the over-all view that the deal is a favorable one and acceptable to at least these members of the IRNA committee. The letter will emphasize, however, that no commitment has been made to bind IRNA members, that no representation was made to bind them who want to refuse to sign with NBC, that such shows and stations have been made and that stations are still free agents.

On the other hand, Ed Craney, KGIR, Butte, independent leader in the copyright fight, bitterly assailed the deal as a departure from principle [see page 66]. While there have been no official communications on the matter, the general feeling at both NBC and ASCAP headquarters appears to be one of confidence that, once the contract is put up and association negotiations and their attorneys have studied them in detail, they will be approved by an overwhelming majority of NBC affiliates and will be put into effect without further delay.

MBS Asks Deal

Meanwhile, Mutual advised ASCAP that if and when it concludes a contract with NBC and, under the most-favored-nation clause in the MBS-ASCAP contract makes those same terms available to Mutual, then the new terms be made retroactive to May 19, date the original MBS-ASCAP contract went into effect.

Mutual's argument is that otherwise it would be penalized for being the first network to sign with ASCAP. ASCAP's answer is that its interpretation of the clause is that the original terms of the MBS contract are to hold until the effective date of any more favorable (Continued on page 66)
"WHAT'S SHE GOT THAT I HAVEN'T GOT?"

- Good equipment is certainly an advantage, Lucinda, but make no mistake—"it" is principally a matter of personality!

For instance—WHO is the only 50,000-watter in Iowa, and you might therefore judge power as the only reason for our dominance. But on the other hand, Iowa is ringed around by other 50,000-watters—which get a combined total vote of 8.9% among the nighttime stations "listened-to-most" by Iowa people. Whereas WHO gets 59.5%!*

Power, equipment, frequency — these things are nice to talk about (and we could certainly do our share of talking about them, too!). But they don't mean too much in Iowa—or anywhere else . . . . Iowa people listen to WHO because WHO gives them something that can’t be picked up from the network, or booked at a talent agency, or granted by the F.C.C.

You figure it out for yourself—we’ve got some mail to answer!

* From the 1941 Iowa Radio Audience Survey—9,246 personal interviews with representative Iowa families, conducted by H. B. Summers of Kansas State College and F. L. Whan of the University of Wichita. Your copy will be gladly sent to you on request.
CBS Stockholders Vote Talent Sale
Approve Disposition of Stock; NBC Sale Is Offing

MAJORITY approval of the sale by Columbia Broadcasting System of its interest in Columbia Concerts Corp., Columbia Artists Inc., and Columbia Management of California Inc., was voted by CBS stockholders at the special meeting Aug. 11, with 1,325,000 shares voting in favor of the sale. Only 144,184 shares or two-thirds approved with 300,000 shares withheld.

The approval permits CBS to dispose of its 61 shares of preferred stock and 9,684 shares of common stock of Columbia Concerts Corp. to other stockholders on concerts following the provisions of the agreement. The sale provides for the payment of $60,000 on the preferred, $30,000 of which is payable on the date of execution of the contract and $30,000 payable on or before Dec. 27, 1941.

Payment Plan
For the common, $150,000 must be paid in installments of $20,000 each on May 15 of the years 1942 to 1946, inclusive, and the remaining $50,000 payable in installments equal to half the profits over $50,000 for the first two years and over $50,000 thereafter.

Net earnings of Concerts for the year ending June 30, 1939, were $94,320; $64,070; 1939; $37,982, in 1940, and $74,759 for 47 weeks ending April 26, 1941.

In the sale of Columbia Artists and CMCI to Music Corp. of America, the agreement provides for payment of $176,190 in 5,000 monthly installments, commencing the month after the deal is completed. MCA is also required to furnish funds to Artists to allow the subsidiary to pay to CBS the balance of its indebtedness to CBS or $100,000.

Net earnings for Artists for 1938 were $371,590; 1939; $35,343, and for the 17 weeks ending April 26, 1941, $27,321. CMCI showed a deficit of $59,489 in 1938; earnings of $9,903 in 1939, and deficits of $26,409 in 1940, and $9,817 for the 17 weeks ending April 26, 1941.

Tuthill Meets NBC Offers
Negotiations for the sale of NBC's talent management division have progressed slowly the last few weeks, during which the network's top talent executive has been occupied with more pressing industry problems, but it was stated last Friday that conversations with the several bidders for this service were reaching an advanced stage and that a deal will probably be concluded within the next week or ten days.

Daniel S. Tuthill, assistant manager of the Program and Talent Service Division of NBC's Program Department, in charge of talent contracting and management, was revealed last week as a prospective purchaser who has met the competitive bids of Music Corp. of America and William Morris Agency. For-
"IF THOSE TWO LINES CROSS HE GOES OUT OF BUSINESS"

TURN TO NEXT PAGE TO SEE HOW THE BLUE HELPS TO KEEP THOSE LINES APART!
Protect Your Profit Margin  
by Lowering Your Cost of DISTRIBUTION!

**Buy Blue—Enjoy Sales Thru the Air  
at the Lowest Cost of Any Medium  
Entering the Home!**

Lo, pity the poor manufacturer of today. He is caught in the middle of a squeeze that pinches him where it hurts—in the wallet.

On the one hand, increased taxes, rising labor costs and higher prices of raw materials combine to increase his cost of production enormously.

On the other hand, price ceilings and increased consumer taxation shout an emphatic “NO” to the idea of passing much of this extra cost on to the consumer in the form of higher prices.

Thus it is of extreme importance today to see what can be done to reduce the cost of distribution by studying its most controllable factor, advertising—to see that you are reaching the greatest possible number of consumers for every advertising dollar you spend.

If you're not using radio you really ought to look into it—especially into the Blue Network of NBC—because it is the most economical way to increase the flow of goods from your factory to your customers. If you're already on the air, we suggest you compare your current radio picture with these well-known advantages of the Blue Network:

**ECONOMICAL COVERAGE**—The Blue concentrates its coverage in the Money Markets, where the nation’s buying power is heaviest and where you do your most profitable selling.

**ECONOMICAL POWER**—Power is always expensive, but not always effective. The Blue concentrates its high power stations in areas where power is needed, conserves itself elsewhere. You pay where you need it—and save where you don’t.

**ECONOMICAL COSTS**—Concentrated coverage plus the famous “Blue Plate Discounts” give Blue advertisers national coverage at the lowest cost of any medium entering the home. By “going national” on a modest budget, you have more to spend on your program.

**ECONOMICAL PROGRAMS**—Blue advertisers not only get more listeners for every “time dollar” they spend; they also get the most out of every “talent dollar.” A recent study shows that Blue programs cost 22% less for every “point” of rating than shows on the other major networks. Bolstered by the finest schedule of news, sports and public service programs on the air, they’ve built audiences as loyal as they are large—their average evening CAB rating of 10 proves that! Why not call in your Blue Network salesman to see how you can lower your cost of distribution by reaching more ears per dollar—a vital advantage in today’s selling picture.

NATIONAL BROADCASTING COMPANY • A Radio Corporation of America Service

THE SHOW “BUY” OF THE MONTH—“THE CHAMBER MUSIC SOCIETY OF LOWER BASIN STREET”—The show that made the “Three B’s” (Barrelhouse, Boogie-Woogie, Blues) famous! This clever combination of jazz and humor has built an enthusiastic (almost fanatical) audience Monday nights at 9:00 P. M. (ET) via the BLUE.

**THE Blue NETWORK OF NBC**

Sales thru the air with the greatest of ease

Page 14 • August 18, 1941
Radio Still Holds Most of the Trumps!

Timebuyer Forecasts Bright 1942 for The Medium
By BLAYNE R. BUTCHER

Radio Trade News has been on the doleful side of late. It may be difficult for many station and network operators, agencies and advertisers to glean a more optimistic form from the massed evidence that a lot of knives are being sharpened to carve juicy financial morsels from the radio goose. But even so, there's a statement that goes right out on the limb: Under the present American System of Broadcasting, radio should offer far more to an advertiser in 1942 than ever before in its history.

That may not appear to be a particularly brilliant conclusion, in view of the fact that there is an upward curve in buying power, which means more set sales, plus the fact that these turbulent times bring people to their receiving sets more often because of the flash news value. Those two standard reasons are perfectly apparent. Now let's add some more good reasons and see if the logical sequence of events isn't going to provide radio with an impetus that will make it stand head and shoulders above many other forms of advertising media.

Consider the Reasons!
First, consider the tax burden that the people of this nation will shoulder next year, as well as the higher cost of some necessary commodities. The majority of average people will attempt to maintain their present living level in spite of this additional expense. There will be little inclination to alter their living conditions or give up basic necessities. On the other hand, nonessential spending will probably be pared to a minimum.

Secondly, consider the possible gasoline rationing in the East, the most populous area of these United States. And thirdly, there is a massed concentration of men in training camps throughout the nation. Echo answers, "So what?"

What conclusion can be drawn from these unrelated factors that specifically have to do with radio? Just this.

Stay Home and Listen
In 1942 there probably will be a very pronounced swing to amusements in the home as a means of keeping down expenses. It is likely that curtailed attendance will be the order of the day at sports events, night clubs, or any other ventures that would add to the onslaught against the family pocketbook.

Joe and Jane Doakies are going to think more than once before spending unnecessarily, when they are faced with the indicated additional living costs. They are going to want to continue their present mode of living if it is at all possible, and maintain their present homes with as many conveniences. They are going to want to eat, drink and smoke just as in the past, and certainly it is hardly likely that they will want to lower their clothing standards. Visits to the dentist and doctor, premiums for insurance, the costs of schooling, and all the other things that make up the average way of life will be the last to feel the retrenchment. And items that might reasonably be termed non-essentials will bear the brunt of the effort to meet increased taxes and rising living costs. But all work and no play might make Joe and Jane dull—so comes the radio!

Even Less Auto Driving
Radio will bear the burden of being the principal medium for the dissemination of information and entertainment. No matter the economic bracket—from high to low and back again—the motivating force will apply pressure to bring more and more people more often into the radio fold. Even automobile driving, a fairly economical method of pleasure if one already has the car, will probably be forcibly curtailed in eastern states, and there again is a reason for staying home and listening to the radio.

Now for the concentration of a million or so of our citizens in military camps. While it is true that this does not represent as much buying power as it might if the same men were in civilian life, still the fact that there are limited recreational facilities except on weekends may literally drive many of these men to the radio during the early evening hours.

Fashions in Entertainment
There are two other psychological factors. One is that it will no longer be unattractive for the Doakies to admit that they are making limited expenditure and therefore staying home many evenings. Another: in small talk among people there is always the tendency to talk about the latest entertainments that feature people that have engaged one's attention. Radio and radio talent are going to be talked about more than ever before—gags repeated—music praised—commentators quoted.

This all adds up to the fact that radio in 1942 will deliver the largest mass audience in history. Even radio's harshest critics will have to admit that the most elementary fundamental in advertising is the principle of placing the merits of a product before a maximum audience at a reasonable cost. Where in these United States can one reasonably look for a larger potential audience than in the home.

But there may be one roadblock to our picture, and that is, compared to previous years, the net earnings by reason of possible discriminatory legislation, or by virtue of loss of some accounts due to material priorities, which naturally limits the potential retail sales of these commodities. However, the saturation point of possible revenue from radio is nowhere in sight, and under the necessity of obtaining new replacement advertising, radio is young enough and virile enough to bridge the gap with many hitherto undeveloped potential radio advertising possibilities. To the chief radio salesman and the advertiser is that despite bureaucracy and the attempted raids of predatory interests, radio has more to offer in 1942 than ever before. The listeners will be there. They will be attentive. They will be discriminating. They will be loyal to those advertisers who do not misuse guest admissions into listeners' homes. A few tricks may be lost, but radio still holds most of the trump cards.

FOURTEEN YEARS in radio make Blayne R. Butcher one of the real old-timers of the game. At present he is one of Lennen & Mitchell's radio directors, taking a hand not only in creating and producing programs but also in spot and network timebuying and budget planning. His most consistent responsibility for the last five of his seven years with the agency has been the conduct of the Walter Winchell program for Jergens. Starting in 1928 with WTOR, Norfolk, Mr. Butcher before going into the agency served such stations as WLW, WCAU and WBAP.

STATION IN TACOMA READY FOR OPENING
FIRST of the two new broadcast stations authorized for construction in last May—KTBI, licensed to Tacoma Broadcasters Inc.—will go on the air the week of Aug. 14, according to Edward A. Jensen, who was anetime manager of KVI, Tacoma, and who later went with KGU, Honolulu, Seattle. Mr. Jensen during the last year has been on the sales staff of KSFO, San Francisco.

The station will operate with 250 watts on 1490 kc., and is Western Electric equipped through-out with a 154-foot Blaw-Knox tower. The Tacoma station (KTRN), authorized the same day and granted either 500 or 1,000 watts on 1490 kc., will be operated by Michael J. Mingo, former newspaper editor, but is not yet ready to go on the air.

Mr. Jensen reports the following staff selections: E. S. Robinson, from KVI, commercial manager; Fred Pelger, from KBKR, Baker, Ore., program director; Kenneth Grinde, from KXKJ, Aberdeen, Wash., chief engineer; Tom Morris, from KOMO-KFR, Seattle, announcer-engineer; Leonard Duba, from KXKO, announcer-engineer; John Pelger, former with KXKJ; Paul Terry, formerly with South California Orange Growers Assn., special events and continuity; George Johnson, musical director; Ruth Reimer, continuity and women's editor; Mrs. Stuart Clarke, garden and home expert; Esther Fox, office manager.

The station is owned by a group of local businessmen, headed by C. C. Cavanaugh, Tacoma and Bremerton lumberman, as president and controlling stockholder.

Reverie Campaign
REVERIE Inc., New York (Reverie Lanolin Lotion), will use spot announcements, which go on the air today, on a proposed number of stations in a campaign along the Eastern Seaboard, to be launched during the first 13 weeks of fall. Mr. Graning, in sponsoring Fifth Ave. Treboudour, with Dick Gilbert, on WOV, New York, Joe Hedrick, on WNYE, New York handles the account.

Omar Discs
OMAR Inc., Omaha (flour) on Aug. 17 started quarter-hour transmitted Sunday program titled Musical Meditations. Stations: WLW, WINS, KMA, WHO, WMT, KRNT, WNAX, WOW, KOA, KRGY, WFEA, WFBO, KBKR, KXKO, KYRS. Contacts are for 13 weeks. Transcriptions were made by the Columbia Recording Corp., Chicago. Hays Macfarland & Co., Chicago, is agency.

Oakite Fall Plans
OAKITE PRODUCTS Inc., New York (Cleanser), the week of Sept. 15 will begin a campaign of participations in women's programs on following stations: WCAU, WNC, WEAH, WCHS, WTAG, WTIC, WLBRZ, WICC, WTJB, WFED, WPEN. Contacts are for 13 weeks. Agency is Calkins & Holden, New York.
Networks Ponder Court Plea For Relief From FCC's Rules

Latest Time Option Plan Divides Day into Three 5-Hour Units; Mutual Proposes Compromise

DESPITE optimistic statements from FCC sources that "progress is being made" and that "contacts are being maintained", the FCC and the networks apparently are still far from agreement on the controverted time-option rule in the proposed network-monopoly regulatons which were now scheduled to go into effect Sept. 16.

As another week ended, with parleying between network representatives and FCC Chairman Fly and his lawyer-sides practically at a standstill, it was an even bet that CBS and probably NBC would go to the courts rather than accept the chairman's latest proposal.

Three 5-Hour Segments

That proposal, it is understood, would divide the broadcast day into three five-hour segments and would provide for exclusive time options within each segment limited on any single affiliated station to a period of one hour in a five-station city, 3 hours in a four-station city, 2½ hours in a three-station city, 2 hours in a two-station city, 1½ hours in a one-station city--with further limitations fixed on the basis of actual time used during the preceding year, plus one-half hour, and with a "floor" of one-hour per segment. No option, exclusive or non-exclusive, would be permitted above those limits.

This is understood to be the previously undisclosed formula presented by Mr. Fly at the conferences week before last [BROADCASTING, Aug. 11] and found to be unsatisfactory to all the networks, including Mutual. Mr. M. is said to have insisted that the proposed option rule, or else face the original rules which ban option-time altogether.

Trammell Sees Fly

Although NBC President Niles Trammell had a session with Mr. Fly last Tuesday, no other conferences were held with network executives during the last week. Mr. Trammell would not divulge the nature of his discussion with Mr. Fly, but it is believed he made it clear the proposed option limitations were untenable so far as NBC was concerned, particularly in the light of their possible impact upon the Red.

Mr. Fly's reported demand that as a condition precedent to adjustment of the time-option rule be advanced, the networks refrain from going to court to test the validity of the rules, was regarded as utterly unacceptable to NBC and CBS. If they go to court, it is presumed they would challenge the Commission's jurisdiction to impose the rules at all but will argue the unreasonableness of the regulations.

NBC, faced with the requirement that it divest itself of the Blue network, would doubtless also make a separate issue of that in the courts.

MBS Suggests Compromise

Late last Thursday a petition was filed with the FCC on behalf of Mutual by Fred Weber, general manager, and Louis G. Caldwell, counsel, with the theme of compromising the divergent views.

The Mutual petition, suggesting amendments to regulations 3.104 and 3.105 proposes the elimination of the day into the same three five-hour segments which it is understood that all parties, including Chairman Fly, were previously substantially agreed upon--namely, 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m., to be determined for each station in terms of its local time.

The Mutual proposal would require that option-time be for hours definitely specified in the network-affiliate contract, and that no option may be exercisable on less than 42 days call. In each network-affiliate contract provision would be made for annual revision of option-time, effective Aug. 1 of each year, the revision to be filed with the Commission not later than the preceding May 1.

Within the three segments, no more than 3½ (or 3½) hours in any segment may be included under options to networks, according to the Mutual petition. Outside the segments, no time within the period from 11 p.m. to 8 a.m. would be optionable.

Limitations on Options

"No station," reads the rule suggested by Mutual, "may option time in any segment exclusively to a network in excess of the time actually utilized by the network for network commercial programs in that segment; and that no option may be exercisable on less than 42 days call. In each network-affiliate contract provision would be made for annual revision of option-time, effective Aug. 1 of each year, the revision to be filed with the Commission not later than the preceding May 1. Within the three segments, no more than 3½ (or 3½) hours in any segment may be included under options to networks, according to the Mutual petition. Outside the segments, no time within the period from 11 p.m. to 8 a.m. would be optionable.

NIB Convention in Chicago's Palmer House, Sept. 22-23

H. A. LAFOUNT, president of National Independent Broadcasters, announced last Thursday that the extraordinary NIB convention, which will have FCC and DCB Chairman James Lawrence Fly as keynoter, definitely has been set for Sept. 22-23 at the Palmer House, Chicago. [BROADCASTING, Aug. 4]. Mr. Lafoutn indicated that both Mayor Kelly of Chicago and the Chamber of Commerce have issued invitations to NIB. Incidating that national defense probably will be one topic, President Lafout said the agenda will be prepared on the basis of suggestions of NIB members and other broadcasters as to which are the most important topics for discussion, and asked that NIB members and other operators forward suggestions to NIB headquarters in Washington.

Aid Federal Unit

EDWARD LASKER, vice-president and radio director of Lord & Thomas, New York, and Gregory Williamson, radio director of Pedlar & Ryan, New York, are both on temporary leaves of absence from their positions to work in the public relations division of the Bureau of Ships, newly-organized Government unit under the supervision of Secretary of the Navy Frank Knox.

Sawyer Denies Rumors Of Blue Negotiations

Published reports that Charles Sawyer, Cincinnati attorney and Democratic National Committee man from Ohio, is negotiating for the purchase of the NBC-Blue network, were unequivocally denied by Mr. Sawyer last Thursday.

The Cincinnatian, who controls WING, DETON, and WIZE, Springfield, and who is on the board of the Crosley Corp., operating WLW and WVLN, was disclosed in an FCC application last week as principal in the Lake Shore Broadcasting Corp., seeking a 5,000-watt fulltime station at 1300 kc. in Cleveland. He is president of the company, with Ronald B. Woodard, WING manager, vice-president; Gertrude Ansel, his secretary; Edward W. Merkel, manager of WIZE, treasurer.

Stanley, H. MANSON, southwestern sales manager of Stromberg-Carlson Corp., located in Jackson, N. Y. City, has been named sales promotion manager of that company to operate its quarters in Rochester and spend a large portion of his time in the field.

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BROADCASTING • Broadcast Advertising
Power... to hit 'em hard where power can do the most good... that's the secret of sales success.

And WLAC provides you with this hard-hitting power... a great radio power of 50,000 watts to go hurtling through the GREAT TENNESSEE VALLEY.

Here is truly the heart of the industrial South, an area which has become increasingly industrialized with the advent of cheap T. V. A. Power, supplied by $250,000,000 worth of dams! This great industrial territory is all within the coverage area of WLAC, the station of the great Tennessee Valley.

Investigate NOW how you may give your sales message power where power counts most.

COVERED FULLY AND INTELLIGENTLY BY

WLAC
Nashville

GOING THIS FALL TO
50,000 WATTS

J. T. WARD, Owner  F. C. SOWELL, Manager
PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES

THE STATION OF THE GREAT TENNESSEE VALLEY

BROADCASTING • Broadcast Advertising

August 18, 1941 • Page 17
Definition of Powers Sought
In Appeal by District Court

Supreme Court Asked to Determine Authority
of Lower Tribunal in Issuing Stay Orders

SEEKING a definition of its powers,
the FCC appealed a decision by the District of Columbia on Aug. 8 to
the Supreme Court.

In a 7-2 decision, the District Court
sided with the FCC in a case involving WCPG, a station in Pueblo, Colorado. The FCC had
issued a cease and desist order against WCPG for violation of its indecency rules.

The FCC argued that the District Court had exceeded its authority in issuing the stay order, which effectively blocked the FCC from enforcing its order.

The Supreme Court will now decide whether the District Court acted within its authority or whether the FCC has the right to enforce its rules without a stay order.

Long Illness Fatal
To Edwin J. Kiest

KRLD Owner Wills Station
And Paper to Employees

EDWIN J. KIEST, publisher of the Dallas Times-Herald and owner of KRLD, has been ill from a heart attack.

Kiest, 80 years old, passed away on Friday, Aug. 24, after a long illness. He is survived by his wife, Mary, and his children.

A native of Texas, Kiest had a long and successful career in journalism, having served as editor and publisher of the Dallas Times-Herald for many years.

He was a member of the Association of Newspapers of the Southwest and served as its president.

In addition to his work in journalism, Kiest was also involved in various civic and charitable organizations, including the American Red Cross and the Salvation Army.

He is survived by his wife, Mary; his children, John, Bill, and Jane; and his grandchildren.

A memorial service will be held at the First Baptist Church in Dallas on Monday, Aug. 27.

Frontier Days Fiesta
in Cheyenne last month
was sponsored by KFRC and
Frontier Refining Co., and
coverage included Don Vest, special events
announcer, mounted on horseback with a portable short-
wave unit, going into the arena for the rodeo events.

Announcer Miles Cooper also took the unit for a ride
in one of the Army's new tanks. At the control box
during one of the seven-day pickups were (1) to r):
Billie Whedlock, program director; H. Armitage, official of the sponsoring committee; Bud Robineaux, president of the company; Bob Betts, Belts-Koerber Adv. Agency, Denver; William C. Grove, KFRC manager. Wearing dark glasses (be-
low) is Larry Bloom, station salesmen.
Fan Mail This Year to Date Is double That of Same Period Last Year...
Irked Customer Has A Crow to Pick With Sponsors

TWO YEARS AGO I retired from the mart of trade to pursue what is laughingly called the leisure life of motherhood. My friends had a lucrative and pleasant little racket all planned for me. 

"You can enter contests," they said. "Anyone with a little time and a few soap wrappers should be able to pick up a thousand dollars without much trouble. And at least one Buick or Packard, complete with a thousand gallons of gas."

With this encouragement, I became a member of the new order of American writers, the Box Top Literati.

Looking at it impersonally, it did seem that I had all the necessary qualifications. I was a wife, a mother, and did all the family housework and purchasing. Before many years, I had earned my coffee and cakes by doing consumer research for department stores. My days were spent encouraging women to tell me just why they liked certain products. Now I would do a turnabout and hand out the answers instead of the questions.

Diaper Dirge

I went into my contesting with faith and determination. I composed soap slogans while sudding diapers. I listened for my bridge recipes. I confess that under the pressure of thinking up new cleaner catch-words I once put the baby fully-dressed into the bathtub, and on another occasion started to wax the floor with olive oil. The minor accidents were offset by the comfort of having my mind diverted for a time from the Battle of Britain and the baby's influenza.

Naturally, my darling in this amateur advertising has given me new standards for household goods and has, I hope, made me a more conscientious shopper. It has also given me definite opinions on contests, both big and small.

First, let me state frankly that I have found the gigantic national contests to be the most discouraging and least profitable to the non-professional contestant. After 50 odd attempts to snag a fortune, I am leaving this field and concentrating on the greener pastures of local contests. I am doing this not only because I have found the odds too great in the big contests but also because in only two instances have my entries even been acknowledged.

Where They Failed

On 30 occasions I purchased specific products, thought about them, wrote about them, and invested time, paper, and stamps in the enterprises. Then, after having been invited by radio, newspaper, bill-board, and handbill to join the contest, I did not receive even the minuscule courtesy of a penny postcard acknowledgment. At the very point where they could have cashed in on my enthusiasm for their product, the companies left me flat.

One manufacturer acknowledged my entry with a postcard that emphasized the thousands of entries received daily. This depressed, rather than impressed me. The other company, God rest its soul, sent me a gay personalized note thanking me for my interest and promising careful reading of my effort. The generous samples of associated products that accompanied the note win me over completely.

What And Who Won?

Then, too, the vague-ness surrounding judges and prize winners in national frays bothers me. Some companies announce judging methods (and I do not mean the stereotyped "on the basis of originality and sincerity" line) and name winners, but even this is an incomplete satisfaction. The question is always, what was the prize entry? Prize-winning paintings, sculptures, ads, photographs, handiwork, all in amateur classifications, are displayed at the end of the contests. Why, then, this mystery surrounding prize slogans?

Most sponsors do not announce the names of even the top winners, and there is no way for the public to know how the prizes ever are distributed. This has its echoes in the grumble of the housewife, "Who ever wins these prizes, anyway?"

I am confronted by a contest blank in her favorite supermarket. This all could be cleared by the prompt announcement of winners, plus a feature on one of the winners to prove she is more than an unfamiliar name.

And while I have my chin out, I'll venture another complaint. I have been careful to weigh all my entries on a penny meter and in one instance I found that the required wrappers, plus a full sheet of paper and envelope, exceeded the three-cent minimum. A fact not announced in the contest. 

Because! Because!

I hesitate to admit how tired I am of still another rendition of "I like Cornies because—", for I am certain that this phrase possesses a mystic quality. Somewhere, sometime, all members of the advertising fraternity have met together, studied graphs, polls, I.Q.'s, and reprints, and evolved for us the only legitimate salutation for a commercial mash. I have faith that the men who lure me to their products with such ingenious prose could think up a substitute for this bromide, were it not a hallowed formula.

Personally, I favor such a refreshing innovation as, "I would like Cornies even better if—.

This was announced as the first line of a poem, to be finished with a rhyming line. Any seventh grader who has read The Snow Queen can realize that not even Ogden Nash could find a match for such limping metre. It just isn't verse, and I'm not sure that it's English.

Lest there be a flavor of sour grapes about this dissertation, let me say that I have been fairly successful in my local baked-ham-and-doughnut contests and my home-grown glows with good will toward my benefactors. All the small contests I entered were judged promptly, the prizes announced in many instances, and the winners publicly notified. In over half the contests, the winning entries were broadcast. All entries were acknowledged and I even received consolation prizes, samples, and pleasant invitations to visit the sponsor's store or plant.

Yes, I still have occasional daydreams about the blue Buick with white wall tires or my statement to the press on how it feels to have a steady income for life. This just come down to earth and remember that I have to get my entry into the mail if I want a chance at that streamline iron offered over WCAE. I've always won a little fortune in the two-cent stamp zone, boys! Anyone know a good word to rhyme with Sterneberger's?

Guy Hutcheson Studies CBS Latin Reception

GUY HUTCHESON, veteran of Admiral Byrd's second expedition to the Antarctic and now on a government engineering staff at CBS, has embarked on a six-month trip through Latin America to survey reception conditions and facilities of very station in CBS' new Latin American network. The trip, to cover 20,000 miles through 20 different republics, will enable him to consult engineers of the network's station.

Already CBS has already signed 07 affiliates to this new Latin American chain, to be known as Cadena Americas, and promises to provide blanket coverage over every population center south of the Rio Grande to the southernmost portions of Argentina.

Horn Confers in Mexico, Starting Tour for NBC

TO CONFERENCE with Central American broadcasters on further expansion and development of NBC's Central and South American Network, Charles W. Horn, NBC assistant vice-president, is in Mexico on the initial leg of the tour of seven republics.

Mr. Horn will explain to the various programs now on NBC networks, and will confer with Pan American executives on plans for shortwave programs originating in Central and South America and telecasted in the United States on NBC's Red and Blue networks. He will also discuss NBC cooperation with the Mexican government in television development and other technical topics.

Looking Out for the Boxtop Rebellion!

Irked Customer Has A Crow to Pick With Sponsors

TWO YEARS AGO I retired from the mart of trade to pursue what is laughingly called the leisure life of motherhood. My friends had a lucrative and pleasant little racket all planned for me.

"You can enter contests," they said. "Anyone with a little time and a few soap wrappers should be able to pick up a thousand dollars without much trouble. And at least one Buick or Packard, complete with a thousand gallons of gas."

With this encouragement, I became a member of the new order of American writers, the Box Top Literati.

Looking at it impersonally, it did seem that I had all the necessary qualifications. I was a wife, a mother, and did all the family housework and purchasing. Before many years, I had earned my coffee and cakes by doing consumer research for department stores. My days were spent encouraging women to tell me just why they liked certain products. Now I would do a turnabout and hand out the answers instead of the questions.

Diaper Dirge

I went into my contesting with faith and determination. I composed soap slogans while sudding diapers. I listened for my bridge recipes. I confess that under the pressure of thinking up new cleaner catch-words I once put the baby fully-dressed into the bathtub, and on another occasion started to wax the floor with olive oil. The minor accidents were offset by the comfort of having my mind diverted for a time from the Battle of Britain and the baby's influenza.

Naturally, my darling in this amateur advertising has given me new standards for household goods and has, I hope, made me a more conscientious shopper. It has also given me definite opinions on contests, both big and small.

First, let me state frankly that I have found the gigantic national contests to be the most discouraging and least profitable to the non-professional contestant. After 50 odd attempts to snag a fortune, I am leaving this field and concentrating on the greener pastures of local contests. I am doing this not only because I have found the odds too great in the big contests but also because in only two instances have my entries even been acknowledged.

Where They Failed

On 30 occasions I purchased specific products, thought about them, wrote about them, and invested time, paper, and stamps in the enterprises. Then, after having been invited by radio, newspaper, billboard, and handbill to join the contest, I did not receive even the minuscule courtesy of a penny postcard acknowledgment. At the very point where they could have cashed in on my enthusiasm for their product, the companies left me flat.

One manufacturer acknowledged my entry with a postcard that emphasized the thousands of entries received daily. This depressed, rather than impressed me. The other company, God rest its soul, sent me a gay personalized note thanking me for my interest and promising careful reading of my effort. The generous samples of associated products that accompanied the note win me over completely.

What And Who Won?

Then, too, the vague-ness surrounding judges and prize winners in national frays bothers me. Some companies announce judging methods (and I do not mean the stereotyped "on the basis of originality and sincerity" line) and name winners, but even this is an incomplete satisfaction. The question is always, what was the prize entry? Prize-winning paintings, sculptures, ads, photographs, handiwork, all in amateur classifications, are displayed at the end of the contests. Why, then, this mystery surrounding prize slogans?

Most sponsors do not announce the names of even the top winners, and there is no way for the public to know how the prizes ever are distributed. This has its echoes in the grumble of the housewife, "Who ever wins these prizes, anyway?"

I am confronted by a contest blank in her favorite supermarket. This all could be cleared by the prompt announcement of winners, plus a feature on one of the winners to prove she is more than an unfamiliar name.

And while I have my chin out, I'll venture another complaint. I have been careful to weigh all my entries on a penny meter and in one instance I found that the required wrappers, plus a full sheet of paper and envelope, exceeded the three-cent minimum. A fact not announced in the contest. 

Because! Because!

I hesitate to admit how tired I am of still another rendition of "I like Cornies because—", for I am certain that this phrase possesses a mystic quality. Somewhere, sometime, all members of the advertising fraternity have met together, studied graphs, polls, I.Q.'s, and reprints, and evolved for us the only legitimate salutation for a commercial mash. I have faith that the men who lure me to their products with such ingenious prose could think up a substitute for this bromide, were it not a hallowed formula.

Personally, I favor such a refreshing innovation as, "I would like Cornies even better if—.

This was announced as the first line of a poem, to be finished with a rhyming line. Any seventh grader who has read The Snow Queen can realize that not even Ogden Nash could find a match for such limping metre. It just isn't verse, and I'm not sure that it's English.

Lest there be a flavor of sour grapes about this dissertation, let me say that I have been fairly successful in my local baked-ham-and-doughnut contests and my home-grown glows with good will toward my benefactors. All the small contests I entered were judged promptly, the prizes announced in many instances, and the winners publicly notified. In over half the contests, the winning entries were broadcast. All entries were acknowledged and I even received consolation prizes, samples, and pleasant invitations to visit the sponsor's store or plant.

Yes, I still have occasional daydreams about the blue Buick with white wall tires or my statement to the press on how it feels to have a steady income for life. This just come down to earth and remember that I have to get my entry into the mail if I want a chance at that streamline iron offered over WCAE. I've always won a little fortune in the two-cent stamp zone, boys! Anyone know a good word to rhyme with Sterneberger's?
IN AMERICA'S NO. 1 MARKET

This fall, Connecticut and the rest of the Southern New England market will experience its biggest season in many years. More people than ever are at work, pay rolls are larger, and the per family income is 52% above the national average.*

Wide awake national advertisers will depend upon WTIC to reach the friendly people of this rich, industrial area. For more than 16 years, WTIC has had their attention and respect. WTIC’s power and authority can do a real selling job for you if you’ll merely give us the word.

We’re ready for action! Are you?

*Sales Management, May 1, 1941.
War Games to Bring Radio Problems

Un-Planned Maneuvers To Test Versatility of Broadcast Crews

Editor's Note: Because the coming Army maneuvers, apart from their record-breaking physical proportions, are to be conducted along lines entailing distinct departures from established broadcast techniques, "Broadcasting" asked the War Department on its experience in earlier and less extensive maneuvers to paint a picture of what might be expected of radio stations and networks covering the September war games. Jack Harris, formerly news and special events director of WSM, Nashville, last April joined the Radio Branch of the Bureau of Public Relations of the War Department in a similar capacity.

By JACK HARRIS

With the biggest peacetime maneuvers in all history—invoking the U. S. Second and Third Armies—scheduled for September, radio broadcasting may face a tough problem in the task of covering this vital event for the American public. Paradoxically, the maneuvers are sc big—some 500,000 troops are involved—they are not a new assignment, and yet, because they are so extensive they almost exclude any medium from proper coverage.

However, broadcasters working closely with the Radio Branch of the War Department Bureau of Public Relations are developing plans which promise really effective radio coverage. To be effective, radio must bring the general public the overall picture of what these maneuvers mean, the day-to-day story unfolding when our Army engages in its most rigorous tests of all peacetime history, and at the same time provide a particular story of how America's soldiers and sailors are managing through the difficulties of maneuvers.

General and Local

For while the general public has an interest in the Army as a whole, millions of others think in terms of the particular Army camp where men from their area or hometown are stationed.

Radio will bring that sort of story to the public through a team-work plan now being worked out in cooperation with the Radio Branch. The networks are concentrating on a general story of an Army of half-a-million men on vitally important military maneuvers. The individual station will concentrate on those units of particular interest in its own area, those troops in which its own audience will have a special concern. In that way its audience will get the general story on maneuvers, and at the same time receive the special story of what goes on in the spot of the maneuvers in which its closest interest lies.

In many instances it will be possible for the individual station to broadcast the same programs they have been producing in the camps. For the station's crew will be assigned not only to a particular Army, but also to a particular division in which they have special interest. The radio crew will headquarters with that division, will move when those headquarters are moved, and may even move behind the lines during actions in which those units engage. In bivouac, or rest periods, it will be possible for a station to stage programs much like those it has been carrying directly from the training camps.

If a station desires to follow more than one division, its crews could be assigned to one division for a time and then return to Army headquarters and be assigned to another division. However, broadcasters must bear in mind that their crews can be assigned only to one of the twelve Army divisions, and will not be possible for the same crews to cover both Armies. Radio crews, ence will be caused large towns, businesses and people. However, these thinly populated areas have not had need for metropolitan telephone facilities, and when the time comes an army of half-million men will be swarming over this 20,000-square mile area—where one can go for miles without seeing a single telephone line.

The Army, of necessity, will command the services of most telephone facilities, leaving broadcasters in a serious situation as far as obtaining lines for live broadcasts. The fact that the individual stations are using transcriptions will go a long way toward alleviating that situation.

Working on Lines

The Radio Branch has been in constant communication with telephone company officials with a view toward getting temporary live broadcasts from the maneuver area. The telephone company plans to have their representatives located at the two Army headquarters and GHQ in order to facilitate arrangements for radio lines.

While none of the networks have yet made definite plans for the type of programs they will broadcast from the maneuver area, one thing seems certain: There will be a minimum of spectacular shooting scenes via radio. The network program will be a reasonably accurate facsimile of the type of radio broadcasts one might expect in the event of actual involvement. The job of broadcasting will be just as difficult as in actual war, although it will not be as dangerous.

Must Be Uniformed

But the broadcasters will be faced, as will the troops, with conditions as close to actual shooting war as is possible with the use of blank ammunition instead of bullets.

In the Army vs. Army phase of the maneuvers, the two giant forces will be pitted against each other in what are called free maneuvers. This means they are not controlled by GHQ. Each Commanding General and each Army is given only the assignment of beating the enemy. The maneuver will not stop or pause, day or night, until that assignment is completed, or until the maneuver ends Sept. 30. However, it is possible that one Army might win a decisive victory in much less time than that.

As a consequence of this free maneuver, radio broadcasting must be mobile, ready to move on a moment's notice to avoid capture or encirclement. In the case of those staying at Army headquarters, chances are their headquarters will not be moved frequently, although they are certain to move if the tide of battle moves swiftly in one direction. On the other hand, those crews moving with special units in the field probably will have a different headquarters almost every day.

All radio broadcasters are urged to comply with the request of the Army and don correspondents' uniforms, just as they would in actual war. The correspondents' uniform is the regular officers' uniform, without chevrons or insignia. The radio correspondent will wear a U. S. Army identification card and be issued with a "must not be removed" identification, in addition to the Army identification to which he is accredited. These uniforms, along with an extra shirt or so and a pair of long socks (recommended over the regulation overseas cap), may be secured at any Army store for nominal cost.

Radiomen on Their Own

Radio correspondents on the field will have to depend largely upon their own initiative. The announcer will have to be a good reporter. However, for the first time, each Army will have large radio staffs, with officers in charge and an adequate number of both radio and Army men. These soldiers on the radio staff will help the radio correspondents with suggestions and clearance, and in the clarification of efforts in the field and at headquarters.

In addition, there will be civilian radio correspondents in the Radio Branch of the Bureau of Public Relations, whose object will be to help arrange interesting broadcasts.

One can only guess as to the types of programs which will emanate from the Louisiana maneuvers. However, there is little likelihood that certain types of story to be heard—programs laying out expectations when two Armies meet on the battlefield, with infantry, artillery, aviation, cavalry and all the rest in a glorious melee until one force prevails and the other retreats. The best chance for such broadcasts will be by the individual station, that is, a particular unit involved in a lively action.

But the chances of a live broadcast of such action are negligible. To solve the problem, the commanding Generals of the two Armies, could call a broadcaster in advance that there would be action at a certain time at a certain place. In a "free

(Continued on page 18)
Imagine a huge amphitheatre seating 652,000 people all listening to a single program. That's not hard to imagine when you consider the case of WGBI.

The Pocono Mountains and a couple of other natural obstacles do funny things to outside station signals trying to come into the WGBI area (and 17th largest in the United States). They don't get far. As a result, WGBI is the only station heard throughout this market ... the only regional or clear channel station serving an industrial population of 652,000.

It's even a happier picture for advertisers looking for complete and economical coverage of the 17th Market when you consider the findings of a Dr. Starch and Staff survey. This revealed that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county are regular WGBI tuner-inners.
AAA to Continue Its Drive To Obtain 2% Cash Discount

Gamble Says Plan Is Essential to Advertising, Commenting on Tabling of Proposal by NAB

THAT the American Assn. of Advertising Agencies intends to continue its campaign for recognition of the 2% cash discount by radio as well as by other media, was indicated last week by Frederic R. Gamble, AAAA managing director, in commenting on the action of the NAB board of directors the week before in tabling the proposition. Both NBC and CBS will shortly announce adoption of the discount, Mr. Gamble said, and MBS has agreed to give it sympathetic consideration.

The action of the NAB board in effect kills the proposal so far as recommending its application to individual stations is concerned.

But when the NAB Sales Managers Executive Committee meets in New York Aug. 26 to consider standard forms of contract for radio time, it may be brought up again.

A Collection Stimulus

"We realize that the broadcasting industry is too preoccupied with more than instantly vital problems to give our suggestion the full consideration it deserves," said Mr. Gamble, "but we plan to carry on our educational work on the function the cash discount performs for all media and all advertising. We feel it is an essential in a non-reclaimable, custom-made commodity like advertising. Of course, losses have been nil so far, but if money gets tight and advertising feels the pinch, the collection stimulus of the cash discount will be fully appreciated.

"The agencies don't want 2% more commission, and advertisers aren't seeking any rate cut," said Mr. Gamble, whose letter outlining the 2% proposal, as read by him to the NAB board, was made public last week as follows:

Quaker Discs

QUAKER OATS Co., Chicago, has placed on WOR, New York, half-hour transcribed Saturday program Man On the Farm and quarter-hour transcribed Our City Cousins for Full-O-Pep poultry and livestock feeds. Company will also sponsor starting in the full quarter-hour transcriptions of Little Orphan Annie Monday through Friday for Sparkies. Sherman & Marquette, Chicago, handles Full-O-Pep account; Ruthrauff & Ryan, Chicago, is agency for Sparkies.

The text of Mr. Gamble's letter as presented to the Board follows:

"This is the letter containing some of the facts about cash discount, which you suggested I send you for consideration by your board of directors.

"Since the early days of advertising in this country, the media have allowed cash discount—in recent years almost always 2%. The purpose of the cash discount was originally and still is primarily to enable the agency to collect from the advertiser and secondarily to enable the medium to collect from the agency.

Induces Prompt Payments

"The newspapers and magazines recognized that agencies needed to be able to offer an inducement to the advertiser for prompt payment but agencies had no means of offering such an inducement. To take it out of the commission not only would be rebating but would eat up far more than their average net profit.

"It seemed desirable that men of talent should be attracted to the agency business and enabled to operate in it without large amounts of capital. The agency structure of 15% commission and 2% cash discount was set up to attract the highest type of advertising man so that the volume of advertising might grow and media as well as advertisers might flourish as a result. It was thought desirable that compensation, in proportion to use made of the creative work, should be certain—hence 15% commission. It was felt that the agency man should be primarily a creative advertising man and as little as possible a financial man or banking type operator. Hence custom was established that the agency collects from the advertiser before it pays the medium. In order to accomplish this, the medium allows a cash discount which the agency in turn allows to the advertiser, in exact amount as received by the agency when the advertiser pays the agency on or before the agency's due date.

Some Stations Acquiesced

"Thus, there are two collection operations in national advertising—from advertiser to agency and from agency to medium—accomplished in an unusually short time. Magazines and newspapers needed their money quickly to pay paper, editorial and other bills. It also seemed wise to collect quickly because advertising is an intangible service which, when once delivered, cannot be reclaimed. A printed or broadcast advertisement is of no value to anyone except the advertiser; it cannot be reprieved and sold to somebody else. It has no value whatever to anyone else. Once published or broadcast, it is gone beyond recall.

"The radio industry, in its early days, geared on to the advertising structure with agency commissions.

(Continued on page 28)
the day-time picture in San Antonio
**The V-for-Victory campaign provided the impetus for KLW, Detroit, Windsor, to begin a new program this month which is attracting favorable interest. Production Chief Frank Burke and Staff Announcer Bruck Chick launched V for Victory on a 15-minute schedule six times weekly. The program features band music, interwoven with war effort announcements, both American and Canadian. The Canadian farm service, RCAF recruiting, war savings drives, the U. S. armed services, and other such campaigns are plugged on the show. The mixed American-Canadian audience has commented favorably.

**Creating FM Interest**

TO FURTHER interest in the benefits of FM broadcasting, WWSM, FM station of the Milwaukee Journal and WTMJ, is conducting a weekly recital by some young local musicians and his or her music teachers. When the family of the youngster does not have an FM receiver, the station installs one for the broadcast. Thus a new listening audience of neighbors, relatives and friends is attracted to hear FM programs.

**Balloons**

A NEW twist to the quiz show is Balloon Radio, a daily feature on KLS, Oakland, Cal. Mary Dorr and Theresa Hobrecht broadcast from various street locations in Alameda. Interviewees are invited to burst a balloon, inside of which are a question. Prizes are awarded for correct answers, and one balloon, during each broadcast provides a grand prize.

**THE LANGUAGES ARE DIFFERENT... BUT THE THOUGHTS ARE THE SAME**

Whether the language be Polish, Hebrew, Italian, Spanish, Greek, or any of the nine languages which are regularly spoken over this station they all implant but one single thought in the receptive minds of these fervent listening audiences.

They have come to know how precious is freedom, how deeply important are the ideals of this mighty democracy. They are indeed proud to be Americans. Their helping shoulder is bent to the wheel.

**A LISTENING AUDIENCE OF 5,000,000 PEOPLE**

**THEM**

1480 KILOCYCLES
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4204
JOSEPH LANG, Manager

**AMERICA'S LEADING FOREIGN LANGUAGE STATION**

**Grid Prophet**

PRIOR to the opening of the football season, United Press has issued to clients taking its regular wire service a brochure describing a gridiron feature "Your Football Prophet" for use as sales promotion. Each quarter-hour scripts written by UP Radio Sports Editor Ralph Palmer will be supplied weekly on Thursday. Thus the prophet will call the turn on 50 or more of the week's games. Radio wires also will carry scores of games, quarterly summaries of the more outstanding games, special stories, and two roundups of nationwide results each weekend.

**Video Operas**

CONDENSED VERSIONS of great operas will be presented by noted Metropolitan opera stars on The Opera Workshop, new weekly telecast series starting Aug. 21 on NBC televion stations WNTB, according to Thomas H. Hutchinson, WNTB production di-rector. "Tea Knots" in the Guess Your Age Wednesday night series, featuring Maurice Drecier, news commentator of WINS, New York as m.c. and Dr. Ernest Dichter, noted Viennese psycholo-gist, who stands behind a screen and guesses ages of the listeners. The cast consists of members of the studio audiences by their voices.

**Fall Co-Ed Styles**

JEAN ABBEY, the Woman's Home Companion shopper, brought five Cincinnati looks to the WKRC microphone Aug. 14, wearing latest fall styles, for a discussion of the college slant on fashion trends. Mabel & Carl, Cincinnati department store, plugged the broadcast with newspaper ads carrying pictures of the fashions. Mrs. Marshall (Natalie Giddings Haborton) broadcasts five times a month, each broadcast being sponsored by one of five Cincinnati department stores.

**New Station Breaks**

IN ADDITION to presenting an extensive schedule of announce-ments for national defense and Americanization, and devoting 25% of its air time to public service pro-grams, WWRL, New York, has adopted a new station break, which includes the call letters, frequency, station location, and a plea to pur-chase Defense Bonds. Walter How- ing, president of the USO cam-paign, has congratulated WWRL on its "genorous and spontaneous cooperation."

**Vacation Trips**

LISTENERS to Hal Ayres' Trans-continental Tour series on WWRL, New York, can win vacation trips by writing letters to the program describing their most interesting vacation trips or vacations. Heard Sundays at 8:45 p.m., the program awards vacations to the winners to Hawaii, Alaska, Tahiti, Mexico, Central America and Panama, as well as famous tourist centers in this country.

**The Old Swimmin' Hole**

was site for a recent Mamma's Matinee of Koel, Omaha, when the thermometer rose to 100 degrees. Harvey Tywman donned trunks to take his mite into one of the city's biggest swimming pools, set up waterproof mikes.

**FUN WITH PUNS**

**KMB Program Based on Old Tea Kettle Game**

CONCEIVED by Janet Hucks, contract writer with KMB, Ken- sas City, who is author of Arnold Grimm's Daughter on NBC-Red, a new idea in audience-participation programs is being tested locally by KMB. It is titled Turn & Punish-ment, a variation of the old game of "Tea Kettle" which goes under the name "Yak" for radio purposes.

Listeners are invited to submit words of more than one spelling and meaning but with a single pro- nunciation, viz.: "blue" and "blew." "A yakspert" receives each prize word to use in sentences, always substituting the word "yak" for the contest word. Studio contestants are given 45 seconds to guess the word, with high scores awarded those who supply the correct answers quickest. Prizes for studio-contestants and listeners submitting acceptable short-words are National Defense Savings Stamps.

The program's bow July 29 before an audience of local agen-cy men, and prominent local personal-ities are engaged as "yaksperts." John Cameron Swaze, former manager of KMBC, now with the KMBC news department, is m.c. of the program and is called "Mas-ter of Pandemonium." Felix Adams is producer and Gordon Haywood is announcer. The feature is now being carried sustaining on KMBC Tuesdays, 7:30-8 p.m.

**Broadway Interviews**

**Bi-WEEKLY ad lib interview series titled Broadway Observation Ward is heard on WMCA, New York, with Hy Gardner, syndicated columnist, interviewing Broadway personalities from the lobby of the Hotel Astor.

Meet The Bowlers

INTERVIEWS with bowlers in the local bowling center in Sheboygan, Wis., are transcribed each week by WHBL to introduce summer bowling. The disc jockeys then broadcast the following evening.

**Freedom Flyers**

LIFE of siren training in Canada is reviewed in a new Canadian Broadcasting Corp. program They Play for Freedom. The program is developed in conjunction with the Commonwealth Air Training Plan
YOUR DEALERS URGE YOU TO BUY WOW!

New Survey Proves WOW Is Strictly 'Dealers Choice'

If you have any doubt that WOW does the most effective advertising job in the Omaha-Great Plains Market — ask your dealers what they think. We did, through the Fact Finders Institute, Omaha Associates, in a survey made July 15, 1941.

A majority of the dealers (grocers and druggists) questioned said:

"Radio is the best buy for an advertiser... and WOW is the best radio buy in the Omaha market."

"Customers mention WOW most frequently in making purchases of radio advertised products."

"WOW is our favorite station, because of better programs, best music, best reception, best sports coverage and best news."

"We think all time-buyers already know that WOW is the dominant station in the Omaha-Great Plains market... and that WOW can 'do the job alone.'" This recent survey comes as one more bit of proof, to justify the inclusion of WOW in any sales program involving the Omaha market.

The chart below shows a part of the results of the survey — the percentage answers to the 3 most important questions.

Write For WOW Surveys And Coverage Maps

Get the 'low-down' on what your dealers think of how your products should be advertised. Write for a complete copy of the survey. We will give you dealers' names and addresses if you would like them. Ask, when you write, for the complete story of WOW's coverage.

John O'Brien, leading Omaha druggist, is one of the 6-out-of-10 who believe WOW is the best buy in the Omaha market.

Write for WOW Surveys And Coverage Maps

Get the 'low-down' on what your dealers think of how your products should be advertised. Write for a complete copy of the survey. We will give you dealers' names and addresses if you want them. Ask, when you write, for the complete story of WOW's coverage.

You Can Dominate the Omaha Great Plains Market with WOW

OMAHA, NEBRASKA

On the RED Network
590 KC . 5000 WATTS DAY & NIGHT
JOHN J. GILLIN, JR., MGR.
John Blair & Co., Representatives
BBC Urges Hollywood To Send Transcriptions As Press Cuts Publicity

BRITISH BROADCASTING Co. has asked Paramount Pictures for additional voice recordings of its features and star talent. With newspaper space cut to the bone, British fans have been relying on a transcribed radio program titled Picture Reporter to learn about Hollywood film talent, it was said. The film studio's foreign department has already sent sound tracks of Bing Crosby and Bob Hope, and is making one of Dorothy Lamour.

Fred Brown, assistant manager and special events director of shortwave station WRUL, Boston, is currently in Hollywood for conferences with Don Lee Broadcasting System executives on plans to originate international programs from the latter city. A widespread potential schedule is visualized for shortwave beaming from Hollywood, with KHJ sourcing the programs for WRUL, according to Van C. Newkirk, Don Lee network program director.

With NBC having correspondents staked out in all strategic cities of the Orient, the network contemplates establishing a shortwave listening post in Hollywood, it was indicated by A. A. Schechter, head of the special events division.

CECIL BROWN, CBS foreign correspondent, now in Singapore, is author of an article "The Germans Are Coming" in the Aug. 29 Saturday Evening Post. Mr. Brown recently was stationed in Rome, but was asked by the Foreign Office to leave, then went to Yugoslavia, after which he was assigned to Singapore.

WATER EVERYWHERE, the most in 15 years, inundated the transmitter site of KHBG, Okmulgee, Okla., throwing the station off the air 45 hours. Water was 2½-feet deep in the transmitter house at left and the tuning house was completely submerged.

2% Cash Discount (Continued from page 24)

Something over half the independent stations also established 2% cash discount, but the radio networks never did so. They had attempted to handle the credit problem in a different way from other media by requiring payment immediately after broadcast. Soon, however, they found it more practicable to conform to the established practice in the advertising business of allowing monthly credit to most of their customers. Although in their rate cards they still reserved the right to demand payment immediately after broadcast, in practice they rarely did so, dealing as they did with customers of unusually high credit.

"Bills for broadcasting came to be paid in the month following service like bills for magazine, newspaper and other advertising. But because there was no cash discount date, and because the networks recognized that agencies should not be called upon to pay in advance of their receipt of payment from their clients, varying leeway as to dates of payment were granted to different agencies. Agencies which were paying promptly learned that others were not doing so and naturally felt that they should have the same privilege of payment—as late as any. As a result there was no standard practice.

"In the case of doubtful credit, of course, the networks had the recourse of demanding payment immediately after broadcast, being thus safeguarded against any sizable loss. In other media fields publishers protect themselves by requiring cash with order, i.e., before delivery of service; there being nothing in the cash discount system to prevent earlier collection if credit conditions make it advisable.

20% Now Allow It

"The individual broadcasters, in the meantime, seeing that the networks allowed no cash discount, and realizing that the elimination of cash discounts, if they had them, would increase their revenue, provided they could control their volume; gradually, one by one, cut them out until only about 20% of stations still allow the discount.

How to Get Sponsors

WHBF, Chico, Cal., invited five California business- men to conduct a series of forum broadcasts on civic problems, the guest's when were quite surprised by the considerable reaction to the first program. As a result they decided to buy the time for their own businesses and now each gives his own commercial on the forum.

"One of the factors leading toward this elimination of cash discount by individual broadcasters has been said by some of them to have been the Sales Managers Committee of NAB, which is reported to have advised against it. At one time a few years ago, there was quite an impetus toward elimination, which may have been due to this cause.

"A number of individual broadcasters have said to us that they would follow the industry's leadership, which they considered to be the networks, and the recommendations of the Sales Managers Committee. It is possible that individually would be glad to allow cash discount whenever it was the practice of the industry.

"This situation might have gone on more or less indefinitely had not one of the large magazine publishers taken action. In his announcement he gave as one of his reasons that other important media were not similarly supporting the advertising credit and financial structure. He said privately to us that his action would depend on whether other media recognized their responsibility in maintaining the structure.

NBC and CBS Accept

"Within recent weeks, as you know, both the NBC and CBS have accepted the principle of cash discount on their network billings. We understand that as a result of this action the Curtis Publishing Co. is on the point of reviewing its recent decision to eliminate cash discount.

"In the newspaper field 1,598 of the 1,704 separately published newspapers allow 2% cash discount; 106 newspapers do not. Of these, about 60 are papers of large circulations. In our recent contacts with them, they have frequently pointed to the radio industry as not allowing cash discount and have given this as a justification, if not as a reason, for their failure to support the industry financial structure.

"In the light of the networks' action, we expect soon to reopen this question with the leading newspapers.

"In view of the foregoing, it would be most productive on the part of the NAB if it could take an official position favoring the principle of cash discount for the benefit of a sound financial structure in the advertising business, from which all would benefit—medium, agency and advertiser. There would be no legal objection to such action, in the opinion of our attorneys. If any legal question should become an important factor affecting your decision, we should be glad to examine it further with you.

"You know, I believe, that the Association of National Advertisers has recently taken an official position favoring cash discount, as a protective and stabilizing influence for all concerned."

Cover a Booming Defense Center . . .

THE TRI-CITIES

Rock Island • Moline (Ill.) • Davenport (Ia.)

Urban Area Population—175,000

Daytime ½ MV population near two million—and climbing! Like a fast-growing youngster, this market calls for more food, more clothing, more products of every nature. It LISTENS to a voice with PRIMARY coverage. . .WHBF and its 5000 watt coverage for 1000 watt rates. One of the first 75 of the nation's markets, the Tri-Cities merit PRIMARY COVERAGE consideration by advertisers who expect to do a good job. Write us for proof of WHBF primary effectiveness!

GROW with WHBF and MUTUAL!
PGA ON KOA-NBC COAST-TO-COAST NETWORK

Direct from Cherry Hills, KOA fed an NBC nation-wide network a series of play-by-play accounts of the most interesting features of the recent PGA Tournament. Listeners everywhere were able to follow every development of this great golf classic.

FOOTBALL

Another football season is just around the corner and KOA microphones will bring play-by-play accounts of the top games of the University of Denver and University of Colorado. Following is the broadcast schedule, another KOA exclusive:

1941 KOA FOOTBALL SCHEDULE

- September 29 . . . Colorado-Texas
- October 4 . . . . Colorado-Missouri
- October 11 . . Colorado-Utah State
- October 18 . Colorado-Colo. Aggies
- October 25 . . . . Denver-Utah
- November 1 . . Colorado-Utah
- November 8 . . Denver-Utah State
- November 15 . . Denver-Hawaii
- November 27 . . Denver-Colorado

SKIING


TENNIS

Notable among tennis activities covered exclusively by KOA, was the recent Colorado Open Tournament from the courts of the Denver Country Club.

TRACK

Highlighting the Spring Sports special events schedule were the National Junior College Track and Field Championships and the Big 7 Conference Meet—both KOA exclusives!

COMPLETE SPORTS NEWS—AP, UP, & INS

The wires of the 3 Great Press Associations supply a constant flow of the very latest sports news around the calendar. Frequent interviews with visiting sports celebrities gives KOA Sports coverage unsurpassed. KOA is the ONLY station in the Rocky Mountain Region with the full leased wires of AP, UP, & INS.
Rapid Expansion of AFRA in Past Year Is Outlined at Convention in Detroit

AMERICAN Federation of Radio Artists has grown from 10,500 to 12,000 enrolled members during the past year; has established new locals in such widely separated cities as Portland, Ore., Dallas and Washington, and in contrast to the 37 contracts AFRA had a year ago, it now has contracts affecting 32 broadcasting stations, 270 advertising agencies and an equal number of producers of transcribed programs, and has issued "franchises to 256 agents who represent our members in the field of radio," Mrs. Emily Holt, national executive secretary of the union, told the delegates to AFRA's fourth annual convention which started Aug. 14 at the Book-Cadillac Hotel in Detroit and was scheduled to continue to Aug. 17.

Bargaining Activity

Reviewing results of collective bargaining since the August, 1940, convention in Denver, Mrs. Holt reported that a breakdown in negotiations with the networks for a renewal of the basic network sustaining agreement led to mediation under the direction of William H. Davis, then chairman of the New York State Mediation Committee, from which "AFRA emerged with 18 contracts. These included the renewal of the basic network sustaining agreement on vastly improved terms and conditions, the renewal of the Code of Fair Practice for network commercial broadcasting, the acceptance of Rule 12 franchising agents and artists representatives, a contract for Chicago local commercial scales, and contracts for staff announcers at the several major stations in Chicago as well as renewals in New York. The Pacific Coast enjoyed a renewal of its regional commercial code and the establishment of its local commercial code."

Out of the mediation also came "that very significant factor", a common expiration date for AFRA's major contracts, which all terminate on Nov. 1, 1943, Mrs. Holt continued.

Then came the transcription code, which she described as "one of the most comprehensive and complete collective bargaining agreements which any labor union enjoys. It was the first time that contracts which recognized that the unit of bargaining is a national unit, the code applying "throughout the jurisdiction of AFRA and to all recordings made anywhere in the United States."

In addition to the national agreements, Mrs. Holt stated, AFRA negotiated new contracts with WLS, KVIN, WAAAF, Chicago; KGFJ, KMTR, KPAC, Los Angeles; KKOK, KWK, St. Louis; WWJ, Detroit; KEX-KGW, Portland, Ore.; KYA, San Francisco; KRLD, Dallas; WOAC, Chicago; Grand Rapids; WM, WHK-WCLE, Cleveland; WIN, WED, WNEQ, WQXK, New York, and with WCP, Chicago; KMOX, KSD, St. Louis; WXYZ, Detroit; WRJN, Racine; WINS, New York; WLW, Cincinnati.

AFRA also got special contracts covering sound effects men at the NBC, CBS and MBS Chicago stations and for staff announcers and sound effects men at NBC in New York.

The First Strike

A new contract at WIOD, Miami, was signed after AFRA had instituted Labor Board proceedings against the station for the dismissal of two announcers allegedly for union activities. One of them, who was reinstated with other given $1,750 salary plus commercial fees he would have earned during the strike, the union as Mrs. Holt continued.

AFRA also secured a contract at WKRC, Cincinnati, following a strike, the union's first, which Mrs. Holt reviewed at some length. The agreement with MBS, guaranteeing that in future labor difficulties with MBS affiliates AFRA would either achieve collective bargaining agreements arbitration points of dispute or strike right to strike concurrently on local and network programs, was described by Mrs. Holt as the most important outcome of the strike with Mutual's agreement during the strike to stop network service to WKRC as the "second consequence of direct importance."

Enforcing AFRA's collective bargaining agreements, which dates back to a strike seven months of 1941, AFRA locals have collected $85,890 for their members. Mrs. Holt reported, chiefly in New York.

A number of proposed amendments to the AFRA constitution were scheduled to be voted on by the delegates at the Saturday session.

KWTO Gets Fulltime

INCREASE to fulltime with a district for the case of AFRA's renewal with KWTO, Springfield, Mo., in an Aug 12 decision of the FCC. Herefore in years has operated with 5,000 watts daytime only on 560 kc. The grant was subject to such rules and policies the FCC may hereafter adopt with respect to multiple ownership, KWTO being of the same ownership as KGEX, Springfield.

FIRST LONG-TERM contract on the first West Coast FM commercial station was signed last week by R. H. Alber (left), head of R. H. Alber Co., Los Angeles agency. Agreement runs from Aug. 17 through 11 weeks the Old-Fashioned Revival Hour under sponsorship of Gospel Broadcasting Assn. on K46LA. Old serving contract signing are Wilbur Eickelberg (center, standing), sales manager of Don Lee Broadcasting System, operator of K46LA, and Lewis Allen Weiss, Don Lee general manager, Station, operating under Feb 29 license, 1 AM. Air Aug. 11 within more than a dozen sponsors. The 800,000-watt transmitter tower is located on top of 1,700-foot Mt. Loma overlooking Hollywood.

Laurie York Erskine, noted his Review of the Mounted, on Aug 18 will make his debut on NBC- Blue is an offspring of a five times weekly series titled Adventure Stories.

Sales

Are in the Bag when

WDZ

LISTENERS ARE YOUR MARKET

WDZ presents your sales message to a potential audience of 1,189,890 prosperous listeners.

THIS flourishing market includes 504,447 urban and 685,443 rural listeners - 278,970 responsive radio families.

220,113 pieces of mail during 1940 (an increase of 31.5% over 1939) conclusively prove WDZ's pulling power.

WDZ serves a rich triple market! Retail sales from farm, industrial and oil incomes total $353,799.

000.00 a year

BARGER HEATING & APPLIANCE CO. says: "I am sure we have increased sales 500%. We have sold more refrigerators in the few weeks advertising over WDZ than all last year."

AMERICAN CO-OPERATIVE EXCHANGE, 665 Lake Shore Drive, Chicago - the recent job you undertake for us was beyond fondest expectations. We are grateful for your welcome with us nearly 600 requests."

HOUGHTON H. WILSON CO.
NEW YORK
CHICAGO KANSAS CITY
ST. LOUIS

BROADCASTING • Broadcast Advertising

Page 30 • August 18, 1941
RADIO ENGINEERING LABORATORIES ANNOUNCES
A COMPLETE NEW LINE
OF FM "DL" BROADCAST TRANSMITTERS OF 100 TO
50,000 WATTS, FEATURING THE ENTIRELY NEW VERSION
OF THE ARMSTRONG PHASE SHIFT MODULATOR

This new modulator is built directly into the 250 and 1000 watt basic transmitters so that either of these units can be used as a driver for amplifiers of higher power.

UNEQUALLED PERFORMANCE has resulted from the introduction of this new modulator—not theoretical but actual measured result—on the air—beyond all expectations. Panel swings out of its cabinet giving maximum accessibility to all tubes and tuned circuits.

Since the beginning of FM, industry leaders have chosen REL FM equipment... outstanding broadcasters such as FM inventor Major E. H. Armstrong, John Shepard, Paul DeMars, Bill Scripps, Walter Damm, Clarence Wheeler, Roger Clipp, John Hogan, Dr. Manson. To protect your investment in FM, be sure to investigate REL's complete new line of DL transmitters before you buy.
Recess by House Delays Time Shift

Doubt Expressed That Action Will Be Taken This Year

WITH the House planning to observe a "vacation recess" from Aug. 18 to Sept. 15, it was indicated last week by Chairman Len D-Calif., of the House Interstate and Foreign Commerce Committee, that the committee will make no report on the pending daylight saving time legislative proposals until some time after Labor Day.

The House will take regular three-day recesses during the period, meeting briefly on Mondays and Thursdays only to vote further recess, and the Committee indicated it would hold no meetings during that time.

Congress Action in Doubt

Some doubt has grown up that Congress will take any action on DST at this session, since "fast time" now is being observed in most of the areas where it is generally is needed as an aid to the defense effort, particularly in conservation of electrical power. It is thought in some quarters that since the ordinary DST season will be all but ended by the time Congress gets around to act on pending proposals, it will be passed over until next year.

On the other hand, it is believed that President Roosevelt's specific request for statutory authorization to establish daylight saving time when and where it is needed as a measure to assure positive action early in the fall. In light of the recent DST hearings conducted by the House (Broadcasting, Aug. 11), it appears that chances for establishing a universal DST system for the country appear slim. Despite considerable opposition to any plan for regional or "discretionary" DST observance, such as that proposed in the White House-sponsored bill introduced by Chairman Lea, it is thought such an Administration-backed proposal would prevail over several others, some of which were introduced by Republican members.

McLean's Zone Proposal

Meanwhile, Rep. McLean (R. N. J.) has indicated that he intends to introduce within the next fortnight a proposal to establish three time zones for the United States, replacing the present four zones. The first zone would extend roughly from the Atlantic seaboard to the Mississippi River, the second from there to the Rocky Mountains, and the third would roughly be equivalent to the present Pacific Standard Time Zone. In each of the proposed zones, time would be adjusted to Mean Greenwich Time in order to afford the greatest amount of daylight to all residents, and would in effect eliminate all need for daylight saving time.

Aid to Broadcasters

From the broadcasters' point of view such a three-zone plan, operating on a standard rather than daylight saving time basis, probably would afford a remedy for the semi-annual programming headaches resulting from the present hinge-podge system of DST, it was thought, while regional observance of DST, or anything short of universal observance, probably would do more to aggravate than to alleviate the programming problem for radio.

Broadcasters have supported the move toward DST on the ground that since there is a growing extension of DST, universal DST appears to be the best answer to their problems. However, the industry also has indicated that basically it will support any system of universal time, whether daylight saving or standard, since the universal basis will solve their programming difficulties.
POWER INCREASES,
SHIFTS IN CANADA

POWER increases and some frequency changes have been authorized recently for Canadian broadcasting stations, according to Walter A. Rush, Controller of Radio, Department of Transport, Ottawa. Increases to 1,000 watts have been granted to CFCH, North Bay, Ont., along with a change in frequency to 600 kc.; CKUA, Edmonton, Alta., 550 kc.; CKTB, St. Catharines, Ont., 1550 kc.; CKX, Wingham, Ont., 920 kc.; CKCG, Ottawa, 1310 kc.; CHRC, Quebec, 800 kc.

Increases to 250 watts have been granted to CJIC, Sault Ste. Marie, Ont.; CHLP, Montreal; CHGB, Ste. Anne de la Pocatiere, Que.; CHLT, Sherbrooke, Que.; CFOS, Owen Sound, Ont.

There have been no changes in call letters of existing stations and no licenses for new stations have been issued for the current fiscal year. Some applications for new licenses and further power increases upwards of 1,000 watts await the decision of the next meeting of the board of governors of Canadian Broadcasting Corp.

Plans for New WISR

PLANNING to begin operation early in September, James L. Cox, general manager of the new WISR, Butler, Pa., has announced the station personnel thus far selected. Mr. Cox comes to WISR from the West Virginia Network where he was assistant program director.

Program director is Everett H. Neill, nighttime program director of KQV, Pittsburgh, former assistant program manager and announcer. Lillian Schoen, graduate of U of Chicago and formerly of WQED, is continuity editor. Chief engineer is Clifford Gorsch, formerly of WCDO, DuBois, Pa. Studio and transmitter equipment has been purchased from RCA and a 300-foot Blaw-Knox tower has been erected.

PETER Q. NYCE, Washington attorney who had applied for a new 1,000-watt daytime station on 740 kc. in Alexandria, Va., across the Potomac from Washington, has amended his FCC application to ask for 250 watts fulltime on 1600 kc. with a booster amplifier.

Dear Friend—

"Thank those at WBBM who make it possible for us to obtain such valuable information and fun," pens Leslie Winslow, above, of Darlington, Wisconsin. "We wish there were room for his full three pages of comment. May we mail you a copy? It shows how deep WBBM goes into the lives of its listeners.

Intimate? Yes, but a customary greeting on many letters to WBBM—this time from the farmer at the left and the druggist below. In this intimacy is a sometimes forgotten sales point. Brief but basic. More important today than ever.

For over a generation WBBM has been a trust-worthy companion entertaining over two million midwestern families. It has earned their confidence by carrying no questionable advertising. Converted showmanship into friendship. Forged mass friendships for companies which few other business gestures could have made.

For nearly a generation WBBM has been Chicago's leading station commercially. That's because WBBM delivers more to advertisers. The net result of a generation of keeping faith. Basically that is why—year after year since 1925—most advertisers seeking America's second market have chosen this single station...

WBBM, Chicago's most effective radio station.

Dear Friend:

"Thank whoever is responsible for those fine bulletins on WBBM drug advertising. From the beginning WBBM has been a favorite of the people in Joliet. It still is, for WBBM advertised products move faster from our shelves than all others. Continued success."


Al Bland
the popular comedian
in Morn Patrol
WCKY
50,000 WATTS CHICAGO


Broadcasting • Broadcast Advertising

August 18, 1941 • Page 33
That would be a fine attitude for a national advertiser to take, wouldn't it? He might as well not mention the name of his product as try to sell the nation without including each one of these forty important states. Yet there is a market on the Pacific Coast (not including the Los Angeles, San Francisco, Portland and Seattle areas regularly covered by surveys*) that contains more radio families than any one of these important states... in fact, more than most any two of them combined. And do these people have money? ... Retail sales last year were $1,558,484,000. In order to determine the exact listening habits of these 921,690 families, C. E. Hooper, Inc., in conjunction with a prominent Eastern advertising agency, conducted a survey. Ten representative cities were chosen from the three Pacific Coast states. 30,000 calls were made...

*A recent Hooper Survey shows that in the four major markets regularly covered by surveys, Los Angeles, San Francisco, Seattle, and Portland, Don Lee tied for first place among the top 14 Pacific Coast evening shows with 6 out of 14 firsts.
during two 5-day weeks, employing the regular coincidental methods uniformly and continuously. The following facts were established:

- In one-third of the cities surveyed, at least 94% of the listeners were tuned to Don Lee.
- In one-half of the cities surveyed, at least 65% of the listeners were tuned to Don Lee.
- In the ten cities, the total program ratings on Don Lee were nearly twice that of all other networks combined.

In choosing your radio, be sure that your appropriation covers this market, and bear in mind that it is a qualified fact that in this market people listen to their own local station, within their own trading area. This is the kind of coverage that pays dividends and it's the kind of coverage you get only on Don Lee, for Don Lee alone completely covers this 1,558,484,000 dollar market.
They Let Her Down

WHEN A HOUSEWIFE goes to the trouble to buy a package, cut off the boxtop, write to a letter, put on a stamp and mail it, the average sponsor wants to persuade her that one more consumer goods and make certain she or he will buy.

That point he can achieve good-will by politely, perhaps entertainingly, acknowledging receipt of the contest entry. Even a losing contestant is likely to harbor a certain amount of gratitude after receiving a pleasant form note or card bearing a suitable message.

Unfortunately, many national sponsors make the serious error of letting contest entrants go to the trouble and expense of following the contest rules without even sending them a note of acknowledgement. At the point where the consumer is full of hope, the sponsor lets him down without even a penny postcard.

If you've ever been on the listener's end of a contest, you'll know how millions feel when they are victims of this sort of promotional oversight. On another page, a "reformed" consumer researcher tells how she feels since abandoning the marts for homemaking. Her unhappy experience in entering contests offers several lessons to those who promote them.

Power to Destroy

IT IS ONE THING to tax profits—that is a basic concept of tax law—and higher taxes on corporate and individual earnings are to be expected in the light of our gigantic defense needs. But it is quite another thing to tax the sales and merchandising efforts that move goods and make profits possible.

Recognizing the inherent dangers in the proposed tax on radio time sales as well as outdoor advertising, practically all media are united in their determination to persuade the Senate to strike from the House-approved Revenue Act the provision levying imposts on the source. Instead of chortling over the discomfiture of their competitors, newspaper and magazine interests—in fact, the advertising fraternity as a whole—are as strongly opposed to the tax as the media directly affected, and they are forming a united front with radio industry groups to fight it.

The simple fact of the matter is that a movement has been afoot among certain governmental agencies, including the Treasury, to tax advertising expenditures as such, and already there has been talk of limiting managerial discretion in the amount of cost to be allocated to advertising. This tax may be the opening wedge; certainly it is discriminatory as between media, and certainly it would only be a short time before the taxable brackets are lowered, rates uplifted and other media included.

Recalling the genesis of the radio tax proposal with the Allied Printing Trades lobby, there is some occasion for the International of the fact that labor unions, from the top down, have indicated their active opposition. Their printer cohorts obviously did their work all too well, disregarding the effects upon their brethren of AFM, AFRA, IBEW and the other unions supplying labor to radio. If this sticks, if radio is forced to cut corners, labor will be the first to feel its inevitable effects upon employment.

Volcano's Edge

RISING PRICE levels, threats of inflation, priorities for defense, new curbs on installment buying, dislocations of local industries and employment, proposition rationing of gas and oil, increases in all forms of taxation—all these will have their inevitable impact upon broadcasting as a business and upon radio as an advertising medium. Exactly how, it is impossible to predict at the moment.

Sufficient to be aware that the broadcasting business, local and national, now enjoying a prosperity which everyone prays is not merely ephemeral, is inextricably interwoven into the economic and social fabric of the community and nation.

Add to these general economic problems the prospect of more direct involvement in the war, with radio and its sponsors enthusiastically lending everything in their means to the promotion of the nation's dynamic defense effort, and the artificial restraints and untimely threats against present methods of broadcasting seem ironical if not downright subversive.

Consider the sequence of recent major onslaughts by the FCC majority: The network-monopoly report, the Senate hearings growing out of it and the current confabs looking to possible amelioration of some of its provisions; the newspaper-radio continuing "investigation," at present in a state of suspended animation until Sept. 17; and now the multiple ownership order, with its implications of forced sales and management upheavals not only if one "control" interests operates more than one station in the same community but also if common interests own stations in different communities with possible "overlapping" coverage.

Then add the sales tax burden imposed on upper-bracket stations by the House, and small wonder that few broadcast executives are taking vacations this summer. With their eyes on Washington, most of them are spending more time with their lawyers these days than at their business desks.

On the economic side, the brightest ray of hope for sustained good business seems to be the assurance from economists that foods and drugs will probably be affected slightly if at all by the rationing of supplies for civilian-good industries—and they happen to be the two top classifications of radio sponsorship. Too, the oil companies, major sponsors, indicate no intention of letting up in their advertising plans, and we have direct word from Procter & Gamble, largest radio user, that it has no intention of curtailing advertising despite the problem of transportation.

On the regulatory side, there seems to be no stopping the hand of the FCC unless it is done by Congress, where friends of radio are cropping up more and more to raise hope that the White and Sanders bills [Broadcasting, Aug. 4, 11] to reconstitute FCC and redefine its powers will get due and proper consideration. Congressional action is slow and tortuous, however, and it may not come all unless the Administration and members of Congress are made fully aware of the disruption and demoralization that will beset broadcasting if the breakdown element gets its way on all fronts.

These are days when first attention of broadcasters and regulators alike should be focused on defense requirements, on the maintenance of business stability as far as possible and on the continuation of employment. The broadcasters are willing, able and ready—and certainly they have demonstrated their remarkable ability to carry their load so far as morale-building and business-serving is concerned. They know that certain operating practices need remodeling, but they know also that this isn't the time for radical and revolutionary and all-embracing reforms instituted suddenly and without regard to the larger public interest that radio serves.
A TALENT for the piano, a curious break and a capacity for perseverance account for the rise in radio of Harold Menton Wheelahan, manager of WSMB, New Orleans.

Today, a veteran at 45, genial Harold Wheelahan is credited with the complete transformation of WSMB from an obscure 500-watt to its present status as one of the Savannah's $1-million sales outlets. From a station with only four employees and a five-hour schedule daily, WSMB under Wheelahan has expanded to an 18-hour schedule with a full-time staff of 23.

Born Jan. 26, 1896 in this same New Orleans, Harold's business career began at 15 when the death of his father forced his withdrawal from high school to become a breadwinner for the large Wheelahan family. His first job was as office boy and porter in a wholesale grain house at $4 per week, and he attended night school to study stenography. Ten months of this qualified him for a $9 a week position with a sheet metal firm. Within a year his proficiency and diligence graduated him to a $20 job with the Saenger Amusement Co., now the Paramount-Richards Co., motion picture theatre operators in New Orleans.

All the time he improved his spare time by attending night school at Tulane U. Here he won degrees in accounting, economics, commercial law and business administration.

The Saenger Co. quickly promoted him to bookkeeper, statistician and assistant film buyer. By 1925 he was assistant to the treasurer of the company.

In 1925 the Saenger Co. decided to expand its operations and enter the radio field. With the Maison Blanche Store, it started WSMB in the attic of the store building under an agreement whereby the amusement company was to operate the station and appoint the manager. The dedication of WSMB on April 25, 1925 is well remembered by Harold Wheelahan, for he leaped into an emergency that really started him on his radio career.

With just seconds until WSMB was to go on the air for the first time, the announcer asked the gathered high officials of Saenger's, among whom was Harold, to open the program. The executives, to whom radio was still an unknown mystery, were present to see the first transmitted by WSMB. Wheelahan rushed to the piano and WSMB went on the air to the slaming of Chopin's "Military Polonaise."

After this first experience with radio, Harold returned to his ledgers and forgot about broadcasting. However, Saenger's executives didn't, for when they decided to reorganize and delve deeper into radio by enlarging WSMB, the managerial post was offered to the aggressive assistant treasurer. Though at first he wanted to decline the position in favor of his picture work, he felt his destiny was cut out for him in New Orleans rather than in New York, where the company's reorganization eventually would have placed him.

The year that followed vindicated his judgment. In that period Harold claims he put in the hardest work of his life. He reorganized the entire personnel of the station and rebuilt from the ground up. By the time a new studio was built stop, the Maison Blanche and a new remote control transmitter installed, he had acquired a broad knowledge of radio.

It was the not-to-be-dield Wheelahan, after having his proposition of broadcasting the annual New Orleans Sugar Bowl football classic turned down by network officials, who went to New York and in three weeks dug up a sponsor and organized a network of 23 stations for the broadcast. NBC has carried the New Year Day games ever since.

Harold Wheelahan in 1919 married R. WOODARD, formerly identified with the ownership and management of WSML, Decatur, Ala., and recently with WOLS, Florence, S. C., has been appointed manager and commercial manager of WDAR, West Point, Ga., which on Aug. 8 celebrated its first anniversary. J. Dunton, chief owner, operates a chain of theaters and will devote most of his time to his other business enterprises.

ALFRED J. MCISCO, president of WH, and chairman of the board of the B. C. Kuehnl, with Mrs. Mcisco and Mr. and Mrs. Shelton Van Vilet, will spend some time at Murray Bay, Quebec.

MORRIS MILLER, formerly special assistant to the director of defense housing of the Federal Works Agency and former assistant general counsel of the U. S. Housing Authority, has joined the Washington law firm of Dempsey & Koplovitz.

JACK CAMPBELL, recently retired as sales promotion manager of KIOO-KGO, San Francisco, has joined KFRC, San Francisco, as national sales representative.

IRA AVERY, night operations manager of WOR, New York, whose hobby is pipes and their history, is author of an authoritative history of smoking pipes to be published this fall by John Hodges.

E. C. BUDDY, head of Television Productions, Los Angeles, has returned after a three week trip to New York and Chicago where he conferred with television officials and composers. Klaus Landberg, engineer of the Allen B. DuMont Labs, has joined Television Productions, licensed to WGBZ, London, and is executive agent of Salt Lake City stations.

JOE L. WALLACE, formerly with the advertising department of the Pine Belt Daily Commercial, has resigned to join the sales staff of KOTX, Pine Bluff, Ark.

LOYD E. YODER, manager of KOA, has been appointed radio chairman of the Colorado Industry Council.

W. A. (Burt) PATTerson, formerly publisher of Good Packaging, western section paper, has joined the staff of Photo & Sound, San Francisco, in the transcription firm, as account executive.

PRESTON ALLEN, general manager of KXL, Oakland, Calif., has been called to active service mission as lieutenant colonel in the U. S. Army. He is headquartered at the Twelfth Naval District, San Francisco.

THEODORE GRANIK, conductor of the MBS American Forum of the Air in father of baby boy, born Aug. 8 in Washington.

GEORGE MORSKOVICS, CBS Pacific network sales promotion manager, has been transferred to Los Angeles by the Advertising Club of Los Angeles at which he presented Edwin Hartrich, correspondent, recently returned from Berlin.

CLAUDE BARRERE, salesman of the NBC International Division, has been transferred to the sales staff of NBC's radio-recording department.

SAMUEL RICKNELL resigned Aug. 9 from the promotion department of WOR, New York. He joined the staff of Francis H. Leggett Co., New York, in 1934. Successor is Vincent Jack Mohler, 1941 Princeton graduate.

P. T. WENDLING, account executive of KYOE, Santa Ana, Calif., and Helen H. Alpert, of that city, were married July 18.

FRANK DANIELS, night manager of WHYN, Brooklyn, is the father of a boy born recently.

HARRY A. WOODMAN, formerly in the NBC's relations department, on Aug. 13 became WBBC's assistant manager, replacing B. F. McClain, who has resigned to take a executive position with the Eton Mfg. Co., Cleveland. Mr. Woodman will report to William Hedge, NBC vice-president in charge of stations.

MRS. FRED WEBER, wife of Fred Weber, MID, manager, has returned home after a week at the New York Medical Center where she had tooth removed which was threatening her eyesight.

RICHARD H. GREGORY, controller of Western Electric Co., New York, for more than 30 years and a director for over 20, on Aug. 31 is retiring from the company, and will be succeeded by S. Wallace Markeland. WE assistant controller since 1927, as announced previously, is chairman of the board of directors Aug. 12. Stanley Brucken, engineer of manufacture of the company and president of the Teletype Corp., a subsidiary, was also elected a director at the meeting.

W. H. FOYT, owner of WSN, St. Petersburg, and editor of the St. Petersburg Times, has retired as director of the Office of the Coordinator of Inter-American Affairs in New York.

EARL H. STRANDBERG, formerly assistant manager of KGO, Albuquerque, has joined KMVR, Denver, as traffic manager and copy editor and will be succeeded by sales manager and editor of KGO, William M. Fletcher, who has resigned his position. Mr. Strandberg was succeeded by Mr. Fielding, who resigned his position.

NORMAN CARLSON, formerly accounts executive of Sidke, has joined the sales staff of Photo & Sound, San Francisco.

GOY'S VIATIS, formerly of KUTA, Salt Lake City, has joined the sales staff of KGBO, Missoula, Mont.

DON STALEY, account executive, formerly of KXL, Oakland, resigned to join KFRC, San Francisco. He was succeeded at KXL by Carl Cronin, formerly of the advertising department of the Oakland Tribune.

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Harold Wheelahan in 1919 mar-
WPAT Staff Additions
NEW ADDITIONS to the staff of WPAT, Paterson, N. J., include W. Wallace Wilmett, formerly of WATT, Jersey City, and Harold Konst, formerly of WWRL, New York, as announcers; Richard Granville, formerly of WHB, Newark, as salesman; Alys Kramer, former office manager of WRAX, Williamsport, Pa., as secretary to Edward Codel, WPAT general manager.

Mrs. Lewis Wins Medal
MRS. DOROTHY LEWIS, traveling representative for the NAB and the Radio Council on Children’s Programs, has received the Medal of Honor from the National Society of New England Women for her “distinctive and pioneer work during the past year in making a survey of children’s radio programs as a public service.” As radio chairman of the Society, Mrs. Lewis had “ably represented and brought prestige to it,” according to the citation.

ALAN M. FISHBURN, formerly editor of continuity of Brandon Music Inc., has joined the NBC Central Division production staff in Chicago, replacing Maurice Wetzel, recently promoted to assistant production manager of that division. Before joining HMI in 1940, Mr. Fishburn did radio production work in New York, including among others the show Your Family and Mine.

MIKE FLANNERY, sports announcer of KOIL, Omaha, has enlisted in the Signal Corps of the Army Air Corps and is stationed at Jefferson Barracks, Mo. Kurt Sick, senior newsmen of KOIL, has been drafted into the Army.

JOE WALTERS, announcer of KSFO, San Francisco, for the last six years, has been named program director of the new KFMB, San Diego, scheduled to begin operation Aug. 14.

DICK HOOPER, of the RCA television promotion department in Camden, has been named a judge of the Miss America Beauty Pageant in Atlantic City next month.

JOHNNIE KOLBANN, sports announcer of WJAI, Philadelphia, is the father of a recently born boy, his fourth child.


THURSTON HOLMES, program director of WHOX, Jersey City, is the father of a girl, Marie Lee, born Aug. 7. The mother, Peggy Walker Holmes, former radio actress, is director of the Bergen County Players, a little theatre group.

CLARK GEORGE has joined the CBS Hollywood publicity staff, having been promoted from mail clerk.

BRUCE BARRINGTON, formerly editor and director of publicity of KXOK, Des Moines, has returned from the Army and is now stationed as executive officer in the office of the Adjutant General in Illinois.

JOHN CARNET, who has been conducting the Friday night Safety Parade on WFA, Youngstown, has enlisted in the Army.

RALPH KNOW, announcer of WOC, Fort Wayne, has joined the announcing staff of WHZ, Indianapolis. Margo Fargo, formerly radio studio director at Indiana U., has joined the program department of WIRE, and Lowell Trout and Harold Page have joined the technical staff.

BILL WALKER, special events director of KFJM, Grand Forks, N. D., on Aug. 17 married Ione Barbols of Grand Forks.

THOMAS NELSON, formerly of KSHL, Salem, Ore., has joined the announcing staff of WHSL, Vichy, Cal. Bill Fisher, formerly of KYOS, Merced, Cal., has joined KSHL as program editor.

MARTIN BLOCK, conductor of the Make Believe Ballroom program on WNEW, New York, recently became the father of a boy, Martin Jr.

ED CAMPBELL, announcer of WSUN, St. Petersburg, Fla., is recuperating from an operation at his home in Auburn, N. Y., and expects to return to St. Petersburg next month.

JIMMIE STEVENS, newswoman of WJ.R-Detroit, as a major in the Reserve, has been assigned to Military Intelligence in the Judge Advocate General’s office and will report Aug. 20 in Chicago.

ROB CAFFERO, formerly of WLOF, Orlando, Fla., has joined the program department of WJHP, Jacksonville, Fla.

LARRY KEATING, announcer of KPO-XGO, San Francisco, on Sept. 15 joins the Hollywood announcing staff of NBC. He will retain his m.c. post on the Practical Puzzles program sponsored by Gallenkamp Shoe Stores, San Francisco.

DICK McKnight, gag writer who assists in the preparation of the NBC Red Hap Hazard program, on Aug. 12 married Anne Marie Wyle in Chicago.

ASHMEAD SCOTT, Hollywood writer, will collaborate with Duke Atterbury in writing material for the weekly CBS Bob Burns Show, which starts about Sept. 10 under sponsorship of Campbell Soup Co.

ROBERT TURNER, U. of Georgia student, and Roy McKay, student at George Washington University, have joined the staff of WDB, Wash., as apprentices under that station’s plan of developing new personnel.

RUSSELL WYLEY has joined the announcing staff of WLAG, Nashville.

FACEBOOK
...THERE'S ONLY ONE LOW-COST WAY TO REACH THE POCKET-BOOK POWER OF THE WHOLE, RICH, RED RIVER VALLEY - AND THAT'S WITH

WDAY FARGO, N. D. 5000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

Page 38 • August 18, 1941 BROADCASTING • Broadcast Advertising
Meet the LADIES

MARY ANN LeMAY

ONE of Milwaukee's busiest radio women is Mary Ann LeMay, continuity writer, dramatic actress, and woman commentator of WISN, Milwaukee CBS outlet. She conducts two women's programs each day—Mary Ann Presents, on which outstanding guests of civic, educational, and women's clubs activities are interviewed, and Ann Leslie's Scrapbook, on which she carries the pseudonym Ann Leslie, a participating commercial quarter-hour of information of interest to the homemaker. Miss LeMay also conducts the Organ Treasures program, a quarter-hour of organ music plus interviews with Milwaukee housewives on the merits of the sponsor's products, electrical accessories for the home. Mary Ann's initial appearance on the air was made at the age of 12, when she participated in a weekly dramatic series over a local station. Continuing her radio work through high school and nurturing her dramatic ability through a dramatic school course, she was well equipped to join the WISN Players in 1931. Two years later, she officially joined the staff as continuity writer and woman commentator.

Ezra to Reappear

EZRA STONE, radio's Henry Aldrich, who was drafted into the Army July 23 [Broadcasting, Aug. 3], will definitely be back as star of the program when it resumes Aug. 21, according to Young & Rubicam, New York, agency handling the show. Though the agency has not been informed exactly how it is to be worked out, they have been assured by Stone's agents that a plan permitting him to continue in the show has been worked out with officials at Camp Upton, Long Island, where Stone is stationed.

ABEER BISHERG, former New York radio writer, with Ned Dandy, will do the treatment and screenplay of "The Boys Will Be Boys," to be produced by Columbia Pictures.

Meet the LADIES

NORTH CAROLINA

IS THE SOUTH'S NO. 1 AGRICULTURAL STATE!

CASH INCOME and GOV'T PAYMENTS

Source: — Department of Agriculture, 1940

NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES

$221,768,000-

$133,256,000-

WMBD

THE HEART OF ILLINOIS

PEORIA • 5000-10000 Watts • CBS

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

August 18, 1941 • Page 39
New L. A. Agency

E. J. Post Co., new Los Angeles advertising agency and radio production unit, has established at 403 W. 8th St., with A. C. Norell as general manager. E. J. Post, for more than 16 years active in Southern California advertising and radio, is in charge of organization details. Ernest Badger, formerly Los Angeles manager of the Caples Co., and prior to that head of his own Omaha agency, is production manager. The firm is specializing in merchandising and business building campaigns.

ED RICE formerly of the production staff of J. Walter Thompson Co., Toronto, has been assigned to do the script of the new P. Ballantine & Sons show, starring Milton Berle and Charles Laughton, due to start on MBS Sept. 12 from Hollywood [BROADCASTING, June 30]. Phil My-

New York, where he handled the Maxwell House Coffee kate Hopkins serial, and at one time managed the agency's Hollywood office, has joined the radio department of Pedlar & Ryan, New York, in a supervisory capacity.

LARRY HILCOMB, radio director of Sherman K. Ellis & Co., Inc., has resigned, effective of Sept. 1, to devote his time to free lance radio directing and editing a magazine.

CLARE OLSTEAD, onetime Hollywood radio executive of Young & Rubicam Inc., has joined the Orson Welles organization, Mercury Productions Inc., to be associated in the production of the latter's new CBS program which starts Sept. 15 under sponsorship of Lady Esther Co. Olmstead will also be identified with Welles' RKO film activities.

JAMES G. COMINOS, radio director of BDDO, Chicago, married Nancy Jane Watts on Aug. 9.

ERWIN WASEY & Co., San Francisco, announces appointment of Joseph Jacobs Jewish Market Organization as merchandising and advertising counsel in the Jewish field for its Pacific Coast accounts.

WYNN ROCAMORA, NBC Hollywood account and talent sales department executive, resigns that post the end of August to join A. S. Lyons Inc., Beverly Hills, Cal., in a similar capacity.

Dealers Choice:

WTAG for All of Central New England

Central New England's retail merchants, 74% of them, named WTAG, when Hooper-Holmes asked, "What radio station do you use to advertise?" The field survey included independent and chain grocers and drugstores, filling station and cigar store operators, general merchandise and department store owners and automobile dealers. These retailers are the first to profit from WTAG's complete coverage. They know that the largest audience response in Central New England springs from one station — WTAG.

NBC BASIC RED AND YANKEE NETWORKS

EDWARD PETRY & CO., INC.—NATIONAL REPRESENTATIVE
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE

Pro Grid Sponsor

PFEIFFER BREWING CO., Detroit, has signed to sponsor broadcasts of all games this fall of the Detroit Lions of the National Professional Football League. The games will be broadcast over WXYZ and the Michigan Radio Network. Harry Wismer, who has broadcast the games in past seasons for WJR, will handle play-by-play. In addition to regular season games, Pfeiffer will sponsor at least five broadcasts from the Lions' training camp and all exhibition games.

F.A.A. Meets in Cleveland

ALTHOUGH no formal speeches on radio are scheduled, the use of radio advertising by banks and other financial institutions will be discussed at the 26th annual convention of the Financial Advertisers' Assn., scheduled Sept. 8-11 at the Hotel Statler, Cleve-

land. James McHannan, chairman of the board of Central National Bank, Cleveland, heads the Cleveland committee staging the convention.

JOHN E. PEARSON, station representative, has moved into permanent Chicago offices at 290 N. Michigan Ave. Telephone is Franklin 2860.
HARMON SPONSORED BY FORD DEALERS

FIRST SPONSOR of Tom Harmon, the U of Michigan All-America football star who has been appointed sports director of WJR, Detroit, will be Ford Dealers of Michigan who have bought all eight games of the U of Michigan schedule. Having completed work on the Columbia Pictures "Harmon of Michigan" in Hollywood, Harmon is making a personal appearance at the Chicago Theatre before assuming his duties at WJR in early September.

In handling the Michigan games he will be assisted by Harry Wismer, former WJR sportscaster. The schedule begins Sept. 27 at Ann Arbor, with the Michigan State game, and the Ford dealers will sponsor both at home and abroad games: Oct. 4, Iowa at Ann Arbor; Oct. 11, Pittsburgh at Ann Arbor; Oct. 18, Northwestern at Evanston; Oct. 25, Minnesota at Ann Arbor; Nov. 1, Illinois at Chicago; Nov. 15, Columbia at New York; Nov. 22, Ohio State at Ann Arbor.

Spots Promote Baseball

CHICAGO National League Baseball Club is continuing placement of one-minute transcribed dramatizations on Chicago stations throughout the baseball season, promoting attendance at home games of the Cubs. Announcements are heard 5 to 14 times a day on WGN, WCFL, WJJD and WIND, Gary, when the team is at home. Columbia Recording Corp., Chicago, cut the transcriptions. Arthur Meyerhoff & Co., Chicago, is the agency.

terminix Test
TERMINEX Co., Los Angeles (insecticide), in a brief test campaign which started in late July, is using a weekly five-minute sales talk on KFRC, Beverly Hills, Cal., offering free home inspection. Firm plans extension of radio coverage to include other West Coast stations if test proves successful. Agency is Chas. H. Mayne Co., Los Angeles.

outlook, Hymes advanced a highly optimistic appraisal for spot advertising with network activity remaining more or less constant. John is married (Elizabeth Keith), has one daughter, Elizabeth, 13 months old. Hobbies are photography, tennis, golf. He is the 1941-42 president of the Radio Executives Club of New York.

Our Boom is Different

This old Southern gentleman — Charleston, S.C. — has shaved off his goatee, put aside his julep, rolled up his sleeves and... things are humming!

Sure, it's a defense boom but it's different. Our shipyards are jammed with orders; our ordnance plants are working night and day; our industrial scene has broadened and expanded beyond all previous concepts. A vast hydro-electric development is bringing new industries and still more families to Charleston in ever increasing numbers. The result: forgetting all about soldiers and sailors and marines, thousands of new families have moved into Charleston County since the first of the year alone. 4000 new homes have been built here in the last year... permanent residents—living here, making money here and spending it here... for everything that families buy!

Sales Management lists Charleston as a "national high-spot"... reporting 36% greater sales potential for this September than for 1940, which was a big year for Charleston merchants. That's one reason why America's leading advertisers have increasingly turned to WCSC—Charleston's oldest, most popular radio station. In network business alone 119% more quarter hours are sponsored on WCSC today than even as recently as January of this year. And that's not counting Fall business not yet in...

including yours!

Charleston, S.C.
The CBS Station for the Coastal Carolinas
Represented nationally by Free & Peters, Incorporated

August 18, 1941 • Page 41
A CAMPAIGN to attract defense payroll dollars for retail grocery sales was launched recently at a meeting of the secretaries of the State Food Associations of Ohio, Kentucky, Indiana and West Virginia, at WLW, Cincinnati. Known officially as the WLW Plan for Plus Food Sales, the campaign aims to induce the consumer to supplement his regular grocery purchases with luxury items. As pointed out by Will H. Oldham, director of grocer relations at WLW, research of his department indicates that the bulk of the increased spending being done by consumers is going into luxury fields.

Ten Pin Chatter

WEEKLY resume of bowling activity in the San Francisco bay area has started on KROW, Oakland, conducted by Lloyd Maddock of the Oakland Post-Enquirer. Scores, league standings, interviews and personal items comprise the programs.

**Easy Pickin's:**

Although more than one-fourth of the nation's cotton is grown in Texas, the millions of spendable income it provides are only a small contribution to the enormous agricultural wealth of the state. With approximately one-twelfth of the United States within her borders, Texas produces everything from winter wheat to tropical fruits.

And the richest part of this vast storehouse of nature is the Central and South Texas area—a great "horn of plenty"—with WOAI its most powerful advertising influence.

Yes, it's "easy pickin's" down here for advertisers who use WOAI to do a bang-up harvesting job.

**WOAI**

San Antonio

50,000 WATTS

CLEAR CHANNEL

**Merchandising & Promotion**

Dollar Lure—In the Bag—Women to Meet—Armour Session—Chick's Achievement

Farm Market Talks

OUTDOOR farmers market is the origination point for a new series on WKEN, Youngstown. Wayne Johnson interviews the concessionaires regarding their produce, housewives are interviewed about their favorite recipe and then given a large basket of groceries and fresh meat for participating.

**V For Victory**

PUBLIC relations department of KLZ, Denver, is distributing bronze and black metal paper weights in the form of a "V" with the Morse for V and station call letters on the square base.

Auto Plates

NAME plates for automobile tags with the call letters of WNAX, Yankton, S. D., are being distributed by the local Chamber of Commerce calling attention to the 927-foot towers of the station now under construction.

In The Bag

GROCERS in San Antonio were recipients of a mailing piece from KTSX consisting of a miniature flour bag with a blotter inserted in the opening of the sack with the words, "It's in the bag". To read the remainder of the message the blotter has to be removed from the bag which shows the sponsors program, time and station call letters.

**WOAI**

San Antonio

50,000 WATTS

CLEAR CHANNEL

Two WOR Women

CASE HISTORIES of the two outstanding women commentators on WOR, New York, have been issued as promotion booklets by the station—Martha Deane and Her's Besse Beatty. Tying in with the appearance this month of a new personality, Marian Young, behind the Martha Deane name, the book gives a history of the program, its sponsors, and its success since 1934. Letters from sponsors of Besse Beatty's program are reprinted in the second presentation, with a summary of her activities and accomplishments during her first year on WOR.

**WCKY at Food Show**

TWO daily broadcasts will be made by WCKY during the Cincinnati Retail Grocers and Meat Dealers' Pure Food & Health Exposition, Aug. 19-Sept. 1, from the exposition grounds. Ann La Hay, woman's commentator, will present her daily News About Women show from the WCKY booth at the food show. Miss La Hay and Al Brandt, pilot of the Morn Patrol, each afternoon will conduct interviews with women. On Aug. 23 and 29, the WCKY Studio Plane will be on exhibition.

**Cards for Commentators**

CONTINUING close cooperation with CBS, the Los Angeles Times placed Southern California with more than 2,000 automatic newsboy announcements calling attention to its special feature as well as the five-weekly quarter-hour Bill Henry commentary on Pacific Coast stations of that network. Henry is sponsored twice-weekly on six CBS stations by American Chicle Co. (Dentyne) with the program sustaining for the balance of the week.

**Lucky's Decennial**

MAMMOUTH celebration in the Oakland Civic Auditorium before an audience of 15,000 was recently conducted by KPO-KGO, San Francisco, in honor of the tenth anniversary of the founding of Lucky Stores Inc., owner of 28 markets in Northern California. Admission to the festivities, which were broadcast, was by ticket, obtainable from the Lucky Stores, and the event was promoted by special announcements, displays and six special editions of the Oakland Post-Enquirer.

**Tie-in With Rotos**

WHEN the Minneapolis and St. Paul Sunday papers featured Duluth-Superior ore shipping in their colored roto sections, KDAL, Duluth, capitalized on them for a mailing piece. Captions on one of the layouts was "Shipping is King", and KDAL headed its own wrapper "More Power to the King"! by way of plugging its increase in power to 1,000 watts on a new frequency, 610 kc. The two roto sections from the paper, with the wrapper, constituted the mailing piece.

**Building Up Farm Sources**

ASKING farm listeners of WOWO, Fort Wayne, to write him about farm conditions in their particular locality and offering a copy of the Farmer's Guide, Jim Conway, conductor of the Jim Conway Office program of the Indiana Farmer's Guide, is gathering a more thorough knowledge of various farming conditions to use on his program.
Armour Dealers Confab
WHEN Armour & Co. began promoting its products on WGL, Fort Wayne, recently, a sales meeting was held in the WOWO-WGL studios, at which the purpose of the whole New Armour campaign was explained to some 40 Armour dealers by J. J. Jenkinson, district manager. Frank Webb, sales manager of WOWO-WGL, told the story of the radio campaign, punctuating his talk with playing Armour disc announcements, after which refreshments were served by Sue Gibson, conductor of Sue Gibson's Notebook on WGL, and Jane Weston, conductor of Modern Home Forum on WOWO. Dealers attended the meeting from towns as far as 50 miles.

An Elaborate Job
THE WORK of M. C. (Chick) Allison, promotion manager, one of the most elaborate complete station presentations ever issued has just come off the press as The Story of WLW. Profusely illustrated, it tells the story of WLW's technical setup, market, programs, staffmen and stars, news coverage, Consumers Foundation, Homeowners' Revue, rural program service, merchandising etc. Folded-in surveys and maps are also contained.

Spotless Richmond
BACKING the movement to make Richmond a spotless city, WMBG has distributed 5,000 window-cards through policemen and firemen calling attention to the program, It's Your City, a dramatic show designed to make citizens more conscious of their duty in beautifying the city.

WPEN Brushes
CAMEL HAIR brushes with an invitation to paint a peaceful picture are being sent to the trade by WPEN, Philadelphia. Message further admonishes that to paint a picture of clients, uncomplaining and satisfied with new high sales, the recipient should use WPEN as the brush.

WBIG Night
NIGHT baseball was sponsored Aug. 13 by WBIG, Greensboro, N. C., which distributed through local merchants special coupons entitled recipients to admission to the night game between the Greensboro Red Sox and the Richmond Colts in the World War Memorial Stadium in Greensboro for only 20 cents.

THANKS, ARTHUR, says Brig. Gen. James A. Ulio (right), chief of the Army Morale Division, for the contribution of 750 records. A r t h u r Godfrey, commentator-humorist-vocalist of WJSV, Washington, made recordings of You're in the Army Now and an original composition: Grandma's Minuet, for Army camps, taking care of all expense. Godfrey is a lieutenant in the Naval Reserve and an honorary buck private in the Army, a rank bestowed recently at Fort Riley, Kan. This dual military role is declared by Army and Navy authorities to be unusual, except in case of the presidency.

BROCHURES
KSFQ, San Francisco—Description of the new KSFQ Home-Service Council program with Gordon Owen as director.

WING, Dayton, O.—Pictorial booklet describing the station personnel, talent and coverage.

WOV, New York—New coverage map with outstanding programs.

New Patriotic Series Heard on 450 Stations
INSTITUTE of Oral & Visual Education, Washington, through its executive director, Thomas A. Sheridan, has announced release of a new series of recorded programs titled Lost We Forget—Our Constitution, fourth in the series being broadcast by more than 450 stations. At least 1,000 school systems are using the Lost We Forget recordings either on their own equipment or by arrangements with local radio stations, the Institute states.

The new series is composed of 26 quarter-hour transcriptions telling in dramatic form the background of the Constitution, the compromises necessary before adoption was possible, the Bill of Rights and other amendments, and some typical Supreme Court cases involving the Constitution.

MARGARET HADLEY STATON, former women's director of WEED, Rocky Mount, N. C., is author of an inspirational volume, Let's Talk About You!, published by Harburger House, New York.

Have you ever lived a little

"Off the Beaten Path?"

If you live on a Midwestern farm, in a rural community or any place where all trains but the "two-a-day" local go right on thru, then—"This is WGN—A CLEAR CHANNEL STATION"—is your best contact with the world at large.

To many it means their only radio contact with major league baseball.

It means musical programs of unexcelled merit—the Chicago and Philadelphia Symphonies—The Operettas.

It means frequent news bulletins and concise news analyses by outstanding commentators—Raymond Gram Swing, Gabriel Heatter, Wythe Williams, Alan Scott.

"This is WGN—A CLEAR CHANNEL STATION"—means the only satisfactory and adequate radio reception to many rural areas in the vast Middle West.

A Clear Channel Station
50,000 Watts • 720 Kilocycles

WGN
MUTUAL BROADCASTING SYSTEM

Paul H. Raymer Co.
Los Angeles, Cal.
San Francisco, Cal.
The Business of Broadcasting

Station Accounts
- Transcriptions
- Sales Promotion
- Transportation
- Announcement Services

WGA, Cleveland
Procter & Gamble Co., Cincinnati (Ivory soap), 3 to 6 weeks, thru Compton Adv., N. Y.
McFarland Publications, New York (True Story), 18 as weekly, thru Arthur Kudner, Inc., N. Y.
Florida Citrus Commission, New York, 5 as weekly, thru Arthur Kudner Inc., N. Y.
Studebaker Corp., South Bend (auto), 9 weekly, thru Rockie, Williams & Connyngham, Chicago.

KFRC, San Francisco
Standard Oil Company, Oakland, Calif. (Pep), 6 as periodic, thru Emil Reinhardt, Oakland, Calif.
Par Soap Co., Oakland, Calif. (soap), 6 as periodic, thru Compton Adv., Inc. Oakland, Calif.
Southern Pacific Co. San Francisco (rail transportation), 6 as periodic, thru McKee & Hargis, San Francisco.
Beneficial Casualty Co., Los Angeles (insurance), weekly thru Stadel Adv., Los Angeles.
Kellogg Co., Los Angeles (Kellogg's Ant Paste), 5 as periodic, thru W. C. Jeffries, Los Angeles.
Inceco Company, Chicago (Univex Moving Pictures Camera), 1 as periodic, thru United Adv. Companies, Chicago.
Pacific Brewing and Malting Co., San Francisco (representations), 1 as thru Compton Adv., Oakland, Calif.
McMillen Co., Avery Island, La. (Tobacco Sauce), 24 as thru Auburn, Moore & Walling, Atlanta, Ga.

KSFQ, San Francisco
Florida Citrus Commission, Tampa (fruit) 5 as weekly, thru Arthur Kudner, New York.
American Cigarettes & Cigar Co., New York (Chips), 12 as thru McKee & Hargis, San Francisco.
Souther Pacific Co., San Francisco (rail transportation) 33 as thru Lord & Thomas, Chicago.
Sioux Steel Grain Bins Co. (grain bins), 6 as periodic, thru Brewer-Weck, San Francisco.
S. Martellini & Co. San Francisco (Gold Medal Burger) 12 as thru Brubaker, Davis & Staff, San Francisco.

KJH, Los Angeles

KMPC, Beverly Hills, Cal.

WAFY, New York

WGY, Schenectady
Bristol-Myers Co., New York (Minist-Rub), 12 as weekly, thru Young & Rubicam, New York.
Florida Citrus Commission, Lakeland (fruits), 5 as weekly, thru Arthur Kudner, N. Y.
Manchester Soap Co., New York (Sweetheart soap), 3 as weekly, thru Franklin Brock Adv. Agency, N. Y.
Kellogg Co., Battle Creek, Mich. (Pep), 12 as weekly, thru Kenyon & Eckhardt, Chicago.
Procter & Gamble Co., Cincinnati (Ivory soap), 4 as weekly, thru Compton Adv., N. Y.

WHO, Des Moines
Perfection Slove Co., Cleveland, 3 as weekly, thru McCann-Erickson, Cleveland.
Great A & P Tea Co., New York, 16 as thru Paris & Peart, N. Y.
Reader Digest Assn., Pleasantville, N. Y., 26 as thru BBDO, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (Syrup of Peppermint), 35 as thru Sherman & Marquette, Chicago.
Michael Leonard & Son's, Sioux City, la., 13 as thru Allen & Reynolds, Omaha.
Mandle Lamp Co. of America, Chicago, weekly thru Prebas, Fellers & Prebas, Chicago.

KQW, San Jose, Cal.
Tri Pak Gift Kit Inc., San Francisco (hunting supplies), weekly thru direct.
Foster-Miller Co., New York (Dun's Frame), 12 as thru Spot Broadcast. Co., N. Y.

KFWB, Hollywood, Cal.
Mckinley Co., St. Louis (noodle soup), 3 as weekly, thru Charles Silver & Co., Chicago.

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Mandle Lamp Co. of America, Chicago, weekly thru Prebas, Fellers & Prebas, Chicago.

KQW, San Jose, Cal.
Tri Pak Gift Kit Inc., San Francisco (hunting supplies), weekly thru direct.
Foster-Miller Co., New York (Dun's Frame), 12 as thru Spot Broadcast. Co., N. Y.

KFWB, Hollywood, Cal.
Mckinley Co., St. Louis (noodle soup), 3 as weekly, thru Charles Silver & Co., Chicago.
TODD'S CLOTHES SHOP, Los Angeles (retail stores), on Aug. 18 starts a five-weekly quarter-hour late evening newscast on KMPC, Beverly Hills. Contract is for 52 weeks. In addition, the firm sponsors twice-weekly the quarter-hour Let's Talk Over the News, on KMPC, and utilizes a 15-minute early evening newscast, five times per week, on that station. Other Southern California radio is also being used with placement through N. J. Newman Adv. Agency, Los Angeles.

BARNEY'S CLOTHES Inc., New York, extensive user of radio in the metropolitan areas, has recently renewed its contracts on WANE, Jersey City, and WHN, New York, the former for two years and the latter for 61 weeks. Company sponsors several types of programs on each station daily through the week. It also has contracts running on WNIE, WOV and WINS, New York. Agency is Emil Mogul Co., New York.

OLD COUNTRY TROTING Assn., Mineola, L. I. (race track), on Aug. 11 started a schedule of two spot announcements and four participations daily on racing programs, Monday through Friday, on WHN and WINS, New York. Harry Dube, New York, handles the account.

EAGLE VINEYARD PRODUCTS Co., San Francisco (Eagle and Barone Winces) has obtained exclusive territorial rights to the Famous Fathews series, and on Aug. 18 starts it weekly on KYA, San Francisco, through Theodore H. Segal Adv. Agency, that city.

Overcoats in August

Schwartz & Gordin, Oakland men's clother, is launching an overcoat sale in mid-August, using KROW, Oakland. Transcribed announcements carry winter sound effects such as blizzard winds, sleigh bells etc. Account is handled by the Theodore H. Segal Adv. Agency, San Francisco.

SUPREME BAKERY Co., Los Angeles (Town Talk bread), on Aug. 19 starts for 52 weeks, three-weekly the transcribed dramatic serial, Dearest Mother, on KECA, that city. Firm on Aug. 21 resumes for 52 weeks the transcribed Superman, five times per week on KECA, with the serial going three-weekly on KGB, San Diego. Hillman-Shane Adv. Agency, Los Angeles, has the account.

EASTERN STEEL PRODUCTS, Preston, Ont., (farm equipment) on Aug. 18 started transcribed spot announcements on CFRC, Kingston, Ont.; CFRG, Chatham, Ont.; CRFC, Brantford, Ont.; CFCR, London, Ont.; CKFR, St. Catherines, Ont.; CKNX, Wingham, Ont., and twice-weekly market service on CFRB, Toronto. Account was placed by Cockfield Brown & Co. Ltd., Toronto.

FORD DEALERS of Minnesota have extended sponsorship of the six weekly News Time News conducted on WCCO, Minneapolis, by Cedric Adams, to the Northwest Network, including KDLA, Duluth; WMFG, Hibbing; WHEL, Virginia. Adams' Evening Purity news broadcast, also six times weekly, has been piped by WCCO to the Northwest Network since last April.

MARNEY FOOD Co., Huntington Park, Calif. (Marco dog food), on Aug. 15 started weekly announcements on KSLA, Hollywood. Contract is for 52 weeks. Firm, in addition, sponsors a three-weekly quarter-hour program, Dave Lane, on KNX, that city, as well as daily participation in the Breakfast Club, on KEAC, Los Angeles. Agency is Ivar F. Wallis & Staff, that city.

GENERAL BREWING CORP., San Francisco (Lucky Lager beer) on Aug. 1 started for 52 weeks Lucky Lager Dance Time, two-hour recorded series seven nights weekly on WKAS, Los Angeles. Sponsor also is using spot announcements on 15 California stations (BROADCASTING, June 16) and has added KTOO, Merced, Calif. Agency is McCann-Erickson, San Francisco.

ANDREW JERGENS Co., Cincinnati, Aug. 31 is renewing through Jan. 3, 1942, its contract for seven nights weekly sponsorship of Just Music on WQXR, New York, 11 p.m. to midnight. The company also has signed for 52-week sponsorship of the transcribed musical program from Jan. 4, 1942 to Jan. 2, 1943. Agency is Lenna & Mitchell, New York.

UNIVERSEL ENTERPRISES, Los Angeles (Standard Brands paint), on Aug. 17 started sponsoring a weekly 45-minute program of recorded music, followed by a quarter-hour newscast on KMPC, Beverly Hills. Contract is for 52 weeks. Other Southern California radio is planned, Affiliated Adv. Agency, Los Angeles, has the account.

HARLEY HOLT FURNITURE Co., Nashville, takes over sponsorship of Sammy Smith, known as the "Wanderer Tunesthetic," in a weekly series on WLAG for 52 weeks. Department Store, with stores in Nashville and Old Hickory, Tenn., has contracted for a Western type program six mornings per week over WLAC.

When you think of SPOTS... think of John Blair!

JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES

FOOTBALL GAMES AVAILABLE
on the "First in Sports" Station

St. Louis KWK, first in Sports in its Market, again offers Johnny Neblett and Johnny O'Hara broadcasting the football games which St. Louisans follow. The schedule includes Missouri and Illinois game as well as Washington and St. Louis U.

World's Series exclusive, Mike Jacobs Fights exclusive and the incomparable Dizzy Dean, O'Hara and Neblett dominating the baseball audience fit the KWK Football Sponsor into a fifty-two week leadership in Sports.

SO EASILY MERCHANDISED

ST. LOUIS

KWK

Represented by Roymers

Football Broadcast lends themselves to merchandising more readily than the average program. General Publicity to the Trade has above average Reader Interest and Distributor, Dealer and Sales Personnel are part of the actual station audience. Car cards and Newspaper tie-ins are particularly effective.
NEXBITT FRUIT PRODUCTS, Los Angeles (beverages), as part of its national campaign in selected markets, on Aug. 11 started sponsoring for eight weeks, the transcribed quarter-hour "Passing Parade" with John Neshitt, commentator, thrice weekly on WRAI, Fort Worth, and WFAA, Dallas. Agency is Walter K. Neil Inc., Los Angeles.

NESTLE'S MILK PRODUCTS, New York (Nestle coffee), on Sept. 15 starts a 12-week test with three quarter-hour participations weekly on the Breakfast Club on KFRG, San Francisco. Agency is Leon Livingston, San Francisco.

LORA LINDA FOOD Co., Riverside, Calif. (Ruskets), recently started twice-weekly participation in the Home Forum on KGO, San Francisco. Agency is Gerth-Knollin, San Francisco.

MONTGOMERY WARD & Co., Oakland, Calif. (national mail order house), which closed down its plant for several hours due to a strike, started a heavy campaign of spot announcements on KSFO, San Francisco, following settlement of the labor dispute and the reopening of its Oakland headquarters. Dep. business was placed direct.

NUFIT LABORATORIES, Los Angeles (dental plate reliner), out of radio for some time, has started sponsoring a twice-weekly quarter-hour dramatic program, "Confessions of a Con-" on KJH, Los Angeles. Contract is for 52 weeks. Featured are the Tingle Rush Players. Agency is Stotell Adv. Co., Los Angeles.

SHERLE PRODUCTS, Oakland, Calif. (laundry soap) recently started a series of announcements on KOA, San Francisco. Agency is Lord & Thomas, San Francisco.

THERE IS NO Ceiling in NORFOLK

Sales Opportunity goes HIGHER DAILY

NORFOLK IS NOW LARGEST CITY in Virginia—in population and buying power, as of July 1! 50% GAIN in past 12 months. Quarter Million expected in 1942.

NORFOLK IS NOW LARGEST MARKET on the Atlantic Coast. Population of Norfolk Area now 322,400—and still climbing sharply.

NORFOLK NOW LEADS IN SALES. Norfolk NEW CAR SALES up 70%! DEPARTMENT STORE SALES up 44%! First 5 months of 1941 over same period last year. Norfolk leads entire Fifth Federal Reserve District in Department Store Sales—next closest city trailing by 10%.

NOW 1000 WATTS DAY and NIGHT...For Finest Results on New Schedule Includes...

Buying WING WIZE in SPRINGFIELD, OHIO (BONUS STATION) TWO BIG MARKETS AT THE PRICE OF ONE

NBC Red and Blue
National Representative
PAUL RAYMER CO.

HAPPY BEGINNING for Gordon Owen's debut on KSFO, San Francisco, is reflected in the faces above. The smiles are occasioned by the signing of a contract to sponsor Owen by the First Federal Savings & Loan Assn. of Oakland. Owen replaces Galen Drake on the station, Mr. Drake going to Southern California. Left to right are Eric F. Dandy, general manager of Pacific Advertising Staff, Oakland agency handling the account; William A. Davis, president of First Federal, and Haan J. Tyler, KSFO sales manager.

MARGARET BURNHAM CANDY Co., Oakland (chain), has also started weekly participation in the Home Forum through Brinacher, Davis & Staff, San Francisco.

PHILCO RADIO & TELEVISION CORP., Philadelphia, has signed with WLW, Cincinnati, for six one-minute announcements a week for 13 weeks, starting Aug. 11.

LOS ANGELES Pacific Macaroni Co., Los Angeles, has been sold to Golden Age Corp., Libertyville, Ill., a subsidiary of Great Western Foods Corp., New York.

WCCO Revives "Tena" WITH SAMPLE transcriptions in the hands of Radio Sales, Chicago and New York, WCCO, Minneapolis, is reviving the Tena and Tim series and offering the dramas in five- and 15-minute strips. In the new show, "Life With Tena," Peg Beckman, author and title screenwriter, will again have the leading role, and Florence Murphy, Minneapolis freelance, will resume her original "Mrs. Hutchinson" role. New characters will be introduced from time to time. The story revolves about "Tena," the Scandinavian maid and the trouble she encounters with her employer.

HAPPY FEED MILLS, Memphis, and its local dealers are sponsoring the "Noonday News" on WCBI, Columbus, Ohio, with Houston Cox handling the AP bullitts. WCHI also reports signing a schedule with Gulf Mobile & Ohio Railroad.
Morgenthau Lauds Aid in Bond Sale
Praises Industry for Role in Promoting Treasury Drive

PRAISE for the important role that radio is playing in promoting the sale of U. S. Defense Bonds and Stamps was accorded last week to the entire industry when every radio station in the country was recipient of a letter from Secretary of Treasury Henry Morgenthau Jr., on the occasion of the bond drive, attaining the billion-dollar mark, thanking them for their excellent cooperation since May 1 in promoting the sale of U. S. Defense Bonds and Stamps. Secretary Morgenthau’s letter reads:

“We of the Treasury Department are gratified to announce that the sale of United States Defense Bonds has passed the billion-dollar mark.

“To the broadcasting stations of the nation belongs a generous share of credit for this accomplishment. Their hearty cooperation has been of single importance in advancing the defense savings program.

Willing Cooperation

“The willing assistance of your station has enabled us to localize our activities in the area which you serve, and the defense savings message has reached the listeners through the familiar, friendly voices of your station staff with strongly convincing appeal. We are fortunate in having the benefit of this effective neighborly approach.

“The appreciation of the Treasury Department is extended to you for the time and effort devoted to the promotion of the defense savings program. You have the thanks of the Government for your patriotic interest in this enterprise so vital to national defense.”

From April 28 to July 31 over a quarter-million announcements about Defense Bonds and Stamps were used by more than 800 radio stations of the United States. In addition to this, thousands of special event programs have been presented by individual stations and networks during the first three months of the drive.

‘Don Winslow’ in Movies

SCREEN RIGHTS of Don Winslow of the Navy, cartoon strip by Frank Martinsek, which has been adapted as a radio serial, have been sold to Universal Pictures, which will start production of a Don Winslow movie serial in the fall.

WMBG Sets Time

WITH Gov. James H. Price officiating, the master clock was advanced one hour at midnight Aug. 10 during the program Timed for Defense, thereby putting the official stamp of approval on Virginia’s acceptance of Daylight Saving Time. Also appearing on the show were representatives of the Army, Navy, American Legion, Red Cross, State Chamber of Commerce and Junior Board of Trade.

Toronto Exhibition Buys

CANADIAN National Exhibition, Toronto, on Aug. 13 started for two weeks spot announcements, studio programs and chain breaks three times daily on more on KDKA, WGBA, WJR, WHAM, WBBN and a number of Canadian stations. Account was placed by Cockfield Brown & Co., Toronto.

Mennen Series Set

MENNEN CO., Newark, will start on approximately 90 NBC-Blue station, Capt. Flagg & Sgt. Quirt, a dramatic series adapted from the stage and screen play What Price Glory by Laurence Stallings and Maxwell Anderson. The weekly half-hour comic dramatic sketch, written for radio by John P. Medbury, will be presented Sundays at 7:30-8 p.m., and will advertise Mennen shaving products. Victor McLaglen and Edmund Lowe will portray the title roles. Agency is Brewer-Weeks Co., San Francisco.

SHASTA WATER Co., San Francisco (sparkling water) new to radio, has started an announcement campaign on three Northern California stations--KQW, San Jose; KMMI, Fresno, and KPO, San Francisco, using five spots weekly on KQW and one weekly on the others. Agency is Brewer-Weeks Co., San Francisco.

Rintoul Plans to Start

In Stamford Sept. 10

STEPHEN R. RINTOUL, account executive with the Katz Agency, New York, reports that the 185-foot Lehigh tower of his new WSSR, Stamford, Conn., 250-watt outlet on 1400 kc. authorized by the FCC last February is being completed. The station is to be dedicated about Sept. 10.

Having named Sioum Chapin, recently with World Broadcasting System and formerly with WOC, Davenport, and WKBN, Youngstown, as manager, Mr. Rintoul last week announced the appointment of George Backus, from KQV, Phoenix, as commercial manager; Bill Voss, from WOC, as program director; John Riley, from WELI, New Haven, as chief engineer.

ALBERT MORGAN, director of The Studio Players, dramatic group on WBAL, Woodside, N. Y., is writing a book, So You’re Going to Audition, to be released in the fall.

Everyone’s

“SPEAKING OF BOOKS”

LISTENERS in 15 states and Canada have written expressing their approval of WGY’s new program, “Speaking of Books.” They approve because “Speaking of Books” is something different in radio shows. It’s timely, entertaining, and educational—an opportunity for an advertiser looking for a program with unusual appeal.

Featuring the author of a national best-seller, and three outstanding literary critics, each week, “Speaking of Books” has already been host to such authors as Perry Burgess (Who Walk Alone), Alice Duer Miller (The White Cliffs), Viscount Gontran de Poncins (Kaboolan), and Andre Maurois (Tragedy of France), to name only a few.

With the many book clubs, libraries, and bookstores in WGY’s widespread market, the merchandising tie-ins for the program are almost unlimited. And yet “Speaking of Books” is a “natural” for almost any type of advertiser for the simple reason that it appeals to both book readers and nonreaders. Write today for details of this unusualadio buy. Contact WGY or any NBC Spot Sales Office.

Represented Nationally by NBC Spot Sales Offices

New York  Washington  Cleveland  San Francisco
Boston  Chicago  Denver  Hollywood

50,000 WATTS  SCHENECTADY, N. Y.

GENERAL ELECTRIC

WG Y

BROADCASTING • Broadcast Advertising
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Radio in The War Games

(Continued from page 22)

maneuver“ no one can know that.

Also it must be remembered that in this type of maneuvers there will not be reserve units the broadcast engineers call upon; the special “drills“, as they have been the case previously. All units in reserve will be subject to call for action on a moment’s notice and may be pulled into the front lines to stem an advance at the very time the broadcast was about to go on the air. Consequently, spectacular broadcast operations are likely to be of the recorded variety, while live broadcasts seem destined to continue to originate from permanent camp sites where troops have no worry about “enemy“ forces.

But while spectacular shooting action appears likely to be limited, there are many interesting broad- casts which are certain to originate from the maneuvers, in addition to the straight news reports.

There are innumerable broadcastable features to be found and used to advantage in this period. 50,000 American troops gather for war games, move, eat, sleep and fight in sparsely settled areas, sufficient unto themselves in all these phases. The matter of eating is a story to be had from the Quartermaster corps, which does no fighting, but has a tremendous job on maneuvers, as well.

The problem of purified water for the troops is a fascinating subject, and proved an excellent broadcast during the recent place Tennessee maneuvers.

Past Experience

In the Tennessee maneuvers, part of which were free and uncontrolled, broadcasters and the Army learned much of what could be done successfully in broadcasts. There were programs of the troops at work and at play, in bivouac after military operations; broadcast services and the Jewelers’ Test, Inc. (J.T.I.) JV, have been cooperating with the Army and the Department of Defense in developing radio programs for this purpose.

The broadcasts at the Tennessee maneuvers, however, were staged by only a few stations and over a limited period. But they proved to both WSM, which originated a majority of the programs, to WLAC and WVLW that these maneuvers can be broadcast successfully.

Indeed, two of these stations, WSM and WLW, were among the first to be certified for coverage of the Louisiana maneuvers and each plans to send much larger staffs. Others requesting certification are WWO, WJKH, KTSS, WOA, WHAS, WJDX. There will also be representation among the international shortwave stations, with special programs aimed at South America. One station is working out plans with ARS of the Air Force which must remain secret, but which will prove highly interesting to both radio and the Army.

There will be ace news reporters, special events crews, news commentators, regular announcers and women commentators to tell the maneuver story via radio. Just how they will tell their story cannot be fully predicted now. For while just as maneuvers, are a testing ground for the Army in actual war conditions, so with radio. At the maneuvers, radio will learn some of the things it can best do in the way of serving its public under war conditions.

DOCUMENT RECORDS AVAILABLE IN FALL

DOCUMENTARY recordings representing the first of its type to be heard in this country to show a comprehensive picture of various sections of America will be available to radio stations about the middle of October, according to Philip H. Cohen, director of the Radio Research Project of the American Broadcasters Associations, Washington and former New York director of the Office of Education, Radio Division. The “Summer Serenade of 1941," will be distributed on a cost basis, each station paying about $1.25 for each record of either quarter-hour or half-hour length.

The Radio Project, established the beginning of this year, has been working on a grant from the Rockefeller Foundation and additional funds from the Carnegie Foundation and additional funds from Car- negie Corporation of New York. It has produced the NBC Blue series "Hidden History," and two recorded programs, "Letters from the Front," in the New and Hidden Ballads.

Eight recording crews with complete sound outfits are touring the sections of America selected for the series, including recreation projects, defense centers, the TVA area and “Okie" camps. In charge of the group covering the TVA district in Alan Lomax, well known as director of folk music for the CBS "School of the Air" programs.

In making the recordings, of which there will be at least 10, Mr. Cohen stated that every attempt is being made to retain the original flavor of sectional dialects, customs and viewpoints, integrating them into relationship with the rest of the country through association with issues of current national importance.

Jewelry Test

DIAMOND JIM Co., Chicago, is testing five-minute recorded program five days a week on WAGO, Chattanooga, and WGAC, Augusta. Programs promote direct sale of Diamond Jim jewelry. Robert Kahn & Associates, Chicago, is agency.

Yachtsmen’s SPECIAL is the new Skipper Reports program of WJIM, Lansing, Mich. , will introduce a series of broadcasts this fall featuring a 200-piece ensemble composed solely of children of local General Motors employees. The half-hour program will start Oct. 5 for 26 weeks, sponsored by the Olds Motor Works and Fisher Body units, under direction of Howard Finch, WJIM production manager.

The “kid show" to be known as G. M. Juniors will be composed of children between 10 and 16. They will handle the entire show, even to the announcing. Performers include a large chorus, boys’ quartet, girls’ quartet and soloists. All shows will be remoted from the Olds Engineering Bldg.

Hecht Lackey Is Named As Manager of WSON

HECHT LACKEY, now manager of WHOP, Hopkinsville, Ky., will become manager of the new WSON, Henderson, Ky., when that station goes on the air about Oct. 16 under the present call, WPO, which will remain five days a time on 860 Kc. last May to Paducah Broadcasting Co., licensee of WPAD, Henderson, and will become manager of one of two other stations. The company is controlled by Pierce E. Lackey, WPAD manager.

Ernest Lackey, like Hecht Lackey, a brother of Pierce, will assume the WHOP management and Ernie Pelt, now an operator at WPAD, will become chief engineer.

A Gates transmitter and speech input with a 300-foot Winch charger tower have been ordered.
W47NV, operated by the National Life and Accident Insurance Company of Nashville, went on the air as the first commercial FM station March 1, and in June was granted full commercial status by the FCC. Read Mr. DeWitt's comments...

"We are operating at 20-kw output on a 10-hour-a-day schedule," he writes. "We have found the GL-889's to have excellent stability; they are easy to drive and to neutralize.

"We have tested both the regular and spare sets of tubes under operation conditions, and we find that the balance obtained with either pair is unusually good. All of the tubes have uniform characteristics, which, of course, is very important at FM frequencies.

"We have every reason to expect highly dependable service from them."

General Electric has transmitting tubes and a complete line of FM equipment to meet your needs. Get both through the nearest of the 80 G-E offices. General Electric, Schenectady, N. Y.
Press Barrier Opposed By Penna. Publishers
Pennsylvania Newspaper Publishers' Ass'n, acting through its executive committee, has issued a resolution "that the Federal Government should not set up any barrier of any kind to prevent ownership, operation or use of radio, or any other great facility in the field of communication, by newspapers."

"On the contrary," reads the resolution, "every such aid and encouragement should be offered equally to all citizens regardless of whether they own newspapers or any other form of legitimate and useful enterprise." There are 17 broadcasting stations in Pennsylvania identified with newspaper ownership.

Congress Inaction Postpones Measures For Revision of Communications Law

DESPITE a temporary procedural lull, some possibility is still seen for enactment of a new communications law at this session of Congress. Although nothing will be done on the Senate side until the FCC reports its comments and recommendations on the White Bill, and although House committee consideration of the Sanders Bill, in many respects paralleling the White proposal, will be delayed at least a month because of a "vacation recess" until Sept. 15, action of some sort appears likely before the end of the first session of the 77th Congress.

With the FCC report expected within a matter of days, following routine reference of the new White Bill to the Commission for official study, analysis and recommendations, Chairman Wheeler (D-Mont.), of the Senate Interstate Commerce Committee, made no further move during the last week toward appointing a subcommittee to conduct hearings on the measure. Senator Wallace H. White Jr. (R-Mc), author of the measure designed to reconstitute and reorganize the FCC, has been at his home in Maine, and it is probable Chairman Wheeler will make no move until his return.

Sanders Bill Pending

It appears there will be no immediate action by the House Interstate & Foreign Commerce Committee on the second FCC "ripper" bill now pending in Congress, introduced Aug. 5 by Rep. Jared Y. Sanders Jr. (D-La.). With the House observing a "vacation recess" from Aug. 18 to Sept. 15, Chairman Lea (D-Cal.) has indicated that his committee will not meet during the period. He has given no indication when the matter of House hearings on the Sanders Bill might be taken up after the committee reconvenes. It is expected that House and Senate hearings on the bill will not be held concurrently, since they are closely parallel, and it is believed the Senate proceedings will start first.

Hearing: will be authorized on Senator White's bill (S-1806) it is thought, since Congress, particularly the Senate Interstate Commerce Committee, has shown an increased interest in radio regulation, aroused by the charges levelled against the FCC during the June hearings on the White Resolution, still pending before the committee.

Presidential subcommittee of five, including three Democrats and two Republicans, would be named by Senator Wheeler, perhaps with himself as chairman [Broadcasting, Aug. 4].

The Sanders Bill (HR-5497), which generally follows the theme of the White measure as to organization of the Commission, is based largely on recommendations made by the Federal Communications Bar Ass'n. The bill also proposes a series of studies looking toward suppression of FCC activities in fields not assigned by statute [Broadcasting, Aug. 11].

Baseball School Begun By KXOK Commentator

MORE than 700 youngsters under 17 turned out for the initial session of the baseball school being conducted by "Gabby" Street, former manager of the St. Louis Cardinals and Browns and now baseball commentator of KXOK, St. Louis.

School is being cooperatively sponsored by the University City Board of Park Commissioners and the WFA. Boys register free for the training and are taught the fundamentals of the game. During the last two weeks in August they will participate in league play. Street has arranged for several major league stars to assist him in conducting the sessions at Heman Park.

Recording Co. Campaign

COLUMBIA RECORDING Corp., Bridgeport, Conn., anticipating increased activity in the use of transcriptions and spot radio announcements during the coming fall and winter, has launched an advertising and sales promotion campaign stressing the availability of ultramodern transcription recording equipment in its studios in New York, Chicago and Hollywood. The campaign, using trade papers and direct mail, is addressed to key advertising agencies throughout the country, will highlight agencies and clients now utilizing CRC's facilities for electrical transcriptions, recording and manufacturing.

DENYING a motion for indefinite postponement, FCC Commissioner Walker has set for Sept. 29 the trial applications of Scripco Howard Radio and Texas Star Broadcasting Co. for new stations in Houston.

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WDSU, WAYS NAME WEED FIRM AS REP

WEED & Co. has been appointed to represent WDSU, New Orleans, in the national field, according to an announcement Aug. 13 by P. H. Ervings, general manager. The Weed firm has also been chosen to represent the projected new WAYS, Charlotte, which will operate with 1,000 watts on 610 kc. and which is scheduled to begin operation about Oct. 1.

According to B. T. Whitmore, manager of WFFC, Greenville, S. Co., and part-owner of the new WAYS, no personnel plans have yet been made. WAYS was authorized last April by the FCC to Interstate City Ad. Co., in which equal stockholdings are held by Mr. Whitmore; George Dowsby, merchant and president of the North Carolina Merchants Assn., and Horton Doughton, merchant and son of Rep. Robert Doughton (D-N.C.), chairman of the House Ways & Means Committee. Harold Thom, owner of WISE, Asheville, will also be taken into the corporation as a 25% stockholder.

Pillsbury on Blue

PILLSBURY FLOUR MILLS Co., Minneapolis, has decided The Musical Millwheel as the title for the quarter-hour program which will be broadcast Thursday through Sunday 9-9:15 a.m. on 44 NBC-Blue stations starting Sept. 11. The program, which will promote Pilsbury's Best Flour and Pilsbury's Patsika, will feature Walter Patterson and a trio of the King's Jesters to be identified as the Pillsbury Jesters. Contract is for 26 weeks. Agency is McCann-Erickson, Chicago.

JUMBO DOUGHNUT (bottom) and birthday cake containing grass and wax worn greeted Irwin Johnson (left) and Russell Canter as they celebrated the first anniversary of the Early Worm program on WBNS, Columbus.

Denthol Series

DENTHOL Co., San Francisco (New Miracle mouthwash), using radio for the first time, recently started a five-week test campaign using four spot announcements daily on KHUB, Watsonville, Cal., and three spots daily on KQW, San Jose, to advertise its new product. Two or three San Francisco stations will be added to the list when the current test is concluded. Ad Service Co., San Francisco agency handling the account, reports that as result of the test to date there has been an 85% placement in stores in the areas served by the two stations.

WDZ Staff Changes

RECENT CHANGES announced at WDZ, Tuscola, Ill., are: William Shaw Knapp, formerly of the Pontiac Ledger, Pontiac, Ill., has been added to the sales staff of WDZ succeeding Robert E. Harrington, who has joined WSVA, Harrisonburg, Va. Mr. Harrington recently married Margaret Ann Love, formerly continuity director of WDZ. Wip Robinson, announcer, who has joined WMMN, Fairmont, Va., has been succeeded by Doc Conover, Bloomington, Ill., veterinarian, new to radio. Bernie Neher, engineer, has joined RNT, Des Moines.

"What! You didn't know WDF F Flint, Michigan is 1000 watts on 910 with NBC Blue and Michigan Networks!"

Yo...
STUDIO NOTES

To mark the opening last week of the new studios of WMAZ, CBS affiliate in Macon, Ga., a salute-program was produced by the radio staff of the Camp Wheeler public relations office under the direction of First Lieut. Edwin F. Curtin, former publicity director of BBD, New York. Trainees on the staff write, direct and act on some 10 weekly programs on WMAZ and WBIL, Macon, and on the quarter-hour salute show sent greetings to the WMAZ staff in their new studios.

HAROLD L. EMICH, sports announcer and program manager of WMAZ, Macon, Ga., is believed by his colleagues to be the only announcer country describing polo matches on a regular summer-long schedule. He handles all matches of the Marist-Mesoneeke entered in the Midwest Polo league.

WSUN, St. Petersburg, Fla., will present the Little Theatre Group of St. Petersburg this fall in a series of weekly dramas. Since July 1 the group has been studying radio production under the direction of Howard Donahoe, program director of WSUN.

A new program, Son Bragy Salute, started by Dennis, a man on duty at the post, made its debut as a regular CBS feature Thursday, 6:45 p.m. The program, presented through the facilities of WRAL, Raleigh, from the Army Community center features the Ninth Division Band, the 175th Field Artillery orchestra, instrumentalists and vocal soloists, under the direction of Lieut. Col. George Clark, the conductor, viewed weekly, relative to their function and services.

J. B. CLARK, WDNC, Durham, N. C., program director, is producing a series of features titled Your City and Mine, in which are varied the various heads from theenant (sic) of the downtown area. To George Clark, the conductor, viewed weekly, relative to their function and services.

WIP FLYERS

SIX MEMBERS OF THE STAFF of WIP, Philadelphia, who take to the air figuratively and literally by seeking their “wings” on off hours at the northeastern airport, have organized the WIP Flying Club. The group includes James Tisdale, LeRoy Wolfe, Herbert Eckstein, engineers; Program Director Murray Arnold, announcer; Bill Cart, has four hours of air credit while the others are required to accumulate five hours of air credit, having only been up for 30 minutes. However, Arnold feels that the actual flying hours, holds three parachute jumps to his credit.

ILLINOIS State Fair in Springfield, Aug. 9-15, was covered by several members of the Illinois staff. The WIP Chief, broadcast the 11:30-hour show from specially built studios on the far outskirts of the town of Chicago, the broadcast the “Deserted” program by Jim Grant and a special feature every hour on Aug. 9, from the 11:30-hour National Barn Dance on Aug. 10, part of which was the 10 National Barn Dance Market & Hog Farm Products Shows was featured, the NBC-Billboard Farm & Home Hour Aug. 14, WBBM, Chicago, in conjunction with KMOX. St. Louis reception director and presented Pappy Cheshire and his hillbilly group.

KJFM, Grand Forks, N. D., entered a car in the recent Grand Forks “Four Licky Derby” run July 27 at the Fair Grounds. The KJFM entry, driven by George Clark, the conductor, was watched weekly, relative to their function and services.

KGBX, Springfield, Mo., will broadcast play-by-play descriptions of all St. Louis Cardinal baseball games both at home and on the road, throughout the season. Sept. 28. Re- gistering a win, KGBX owns the Cardinals in their pennant race by direct-wire broadcasts sponsored by a St. Louis beer company. Returning to Springfield to handle the sports feature is George Wilho, who started in radio with KGBX in 1932.

WITH several additional clients already signed for early fall programs and a killer during a recent crime wave in that city, the police issued a call for all regular officers and special police to work extra shifts from 8 p.m. to 2 a.m. next day. The order affected Emerson Smith, KVOO, and Charlie Buck, KTVK, all deputies who spent two nights on crash duty.

EARLY morning program, Grancel National, sponsored by the West Coast area of Central National, will start Aug. 11, on KVG, New York, as a sustaining feature daily at 7 a.m., with Jack Lescault handling.

AGRICULTURAL DIVISION IS ORGANIZED BY KVOO

Mr. Dennis Mr. Schneider

Sept. 1, KVOO will air 10 to 12 hours of farm broadcasts per week. Personnel of the new department has been augmented by addition of Sam Schneider, former assistant to extension editor in charge of radio at Oklahoma A. & M. College, who arranged for the contacts and sets of the farm division and WALT DENNIS, formerly of the Tulsa Tribune, handling continuities. The new department will cooperate with the U. S. Farm Service through Oklahoma A. & M. to bring Ok- lahoma farmers the latest news on markets, special meetings, and all broadcasts pertinent to farming and agriculture.

WBIG, Greensboro, N. C., is sending the WBIG Ensemble, a solo group conducted by Margaret Banks, to the seventh annual National Tobacco Festival, South Boston, Va., to furnish the dinner music at the Distinguished Guests Banquet to be held Sept. 4 in connection with the two-day festival. Guests at the banquet include Wendell Willkie, Gov. Price of Virginia, and Julian Price, president of the Jefferson Standard Life Insurance Co., Greensboro.

KRTV, Salt Lake City, contributed five hours of police duty during a recent crime wave in that city. In an effort to apprehend a killer, the police issued a call for all regular officers and special police to work extra shifts from 8 p.m. to 2 a.m. next day. The order affected Emerson Smith, KVOO, and Charlie Buck, KTVK, all deputies who spent two nights on crash duty.

in recognition of his work as a baseball announcer and his support of the Moline Flux of the Three-Point League, Van Patrick, WIBF, Rock Island, sports director, was awarded a Bronze Medal, one of the recent special awards in the game in Moline. It was “Van Patrick Night” and a crowd of 8,500 witnessed the presentation.

In honor of the late American Indian chief, White Wolf, the National Park Service has issued a special stamp dedicated to the Indian leader. The stamp features a portrait of White Wolf in full regalia, with a staff and shield. The stamp is available for purchase at post offices nationwide. The stamp is part of a series of National Park Service stamps that feature important figures and events in American history.

WVBC, Branson, Mo., has started construction of a new studio building close to the City Hall and the downtown business district. The building is ready for use by the time this autumn.

In keeping with the Latin-American trend, KYA, San Francisco, in cooperation with the San Francisco Examiner, recently started a daily series of Spanish lessons on the air. Manuel F. Sanchez, of the Examiner, is the instructor, and Erich Boden, KYA producer, is the student. Material used is from the lessons printed daily in the Examiner.
Speaking of team-work

"We have frequently said that the telephone service provided by the Bell System is nation-wide in scope.

It is nation-wide. There are Bell Companies in every state. But all telephone companies are not Bell Companies by any means.

As a matter of fact, there are more than 6400 telephone companies in the United States today, serving usefully and capably, that are not Bell Companies. And there are more than 60,000 rural or farmer lines.

We do not compete with these companies. We connect with them. Their lines are joined to ours to carry long distance messages. Thus, if you are served by a company not a part of the Bell System, you can still be connected with practically any other telephone either Bell System or not Bell System in the United States.

Day by day, team-work between telephone companies enables practically any one, anywhere in this country, to pick up a telephone and talk to any one, anywhere else, clearly and quickly. A fact that is of great importance in the interest of unity."

* This is a quotation from The Telephone Hour—a regular network program heard each Monday night at 8 o'clock, E.D.S.T. The telephone facilities which carry network programs are being constantly studied and improved in the laboratories of the Bell Telephone System.
FCC Authorization for 53 Commercial FM Outlets Given
Seven Non-Commercial Grants
60 Applications Pending

FIFTY-THREE commercial frequency modulation (FM) stations have thus far been authorized by the FCC, according to the records as of Aug. 15 when approximately 60 other applications were pending approval. For the most part, the FM stations authorized so far are affiliated with existing standard broadcast stations.

To one only station—W47NY, Nashville, affiliated with WSM—has a full commercial license as yet been granted. To 11 others special authorizations permitting them to go on the air and operate commercially have been issued, and in three cases special permits authorizing program tests are in force. All of the others are still in the construction permit stage.

In addition, the Commission has granted C.P.'s for seven non-commercial educational FM stations on the special frequencies reserved for them.

The Non-Commercial

The seven non-commercial FM stations are: KALW, Board of Education of the San Francisco Unified School District, 61 mc., 1,000 watts, now on the air; KSDF, San Diego Unified School District, 43.3 mc., 1,000 watts, construction permit; WICU, U of Illinois, Urbana, 42.9 mc., 250 watts, construction permit; WBKJ, U of Kentucky, Bentlyville, Ky., 42.9 mc., 100 watts, construction permit; WNYE, Board of Education, City of New York, Brooklyn, 41.1 mc. (CP for 42.1), 500 watts (CP 1,000), now on the air; WBOE, Cleveland City Board of Education, 42.5 mc., 1,000 watts, now on the air; Board of Education, City of Chicago, 42.5 mc., 1,000 watts, construction permit.

[Note: Though the FCC does not indicate powers, but rather coverage areas in square miles for commercial FM stations, powers are given for non-commercial stations.]

The complete log of FM commercial stations, showing their locations, licensee, standard broadcast station affiliation if any, frequency assigned and coverage designated follows; asterisk (*) indicates full license, dagger ($) indicates special commercial authorization, double dagger (\$) program tests authorized:

CALIFORNIA

Hollywood—Columbia Broadcasting System Inc. (KNX), 43.1 mc.
Los Angeles—KXL, Los Angeles Broadcasting System (KLU), 45.5 mc., 7,000 sq. mi.
Los Angeles—K51LA, Standard Broadcasting Co. (KFVY), 45.5 mc., 7,000 sq. mi.
Los Angeles—KLXLA, Metropolitan Broadcasting Co., 46.1 mc., 7,000 sq. mi.

CONNECTICUT

Hartford—W5SH, The Travelers Broadcasting Service Corp. (WTO), 45.5 mc., 6,100 sq. mi.
Hartford—W656H, WNBC Inc. (WDBC), 46.5 mc., 6,100 sq. mi.

ILLINOIS

Chicago—W4TC, WJJD Inc. (WJJD), 45.7 mc., 10,900 sq. mi.
Chicago—W52NC, WGN Inc. (WGN), 45.9 mc., 10,900 sq. mi.
Chicago—W652Q, National Broadcasting Co. Inc. (WMAQ-WENR), 46.3 mc., 10,800 sq. mi.
Chicago—W652Q, Columbia Broadcasting System Inc. (WBDM), 46.7 mc., 10,800 sq. mi.
Chicago—W652Q, Moody Bible Institute of Chicago (WMBJ), 47.5 mc., 10,800 sq. mi.
Rockford—W1RF, Rockford Broadcasters Inc. (WRKO), 47.1 mc., 3,900 sq. mi.
IOWA

Evanston—W456, Evanston On the Air Inc. (WEOA-WGBF), 44.3 mc., 8,400 sq. mi.
Fort Wayne—W456, Wokingham Radio Stations Inc. (WOWO-WGL), 44.9 mc., 6,100 sq. mi.
South Bend—W1SB, South Bend Tribune (WWDT), 47.5 mc., 1,300 sq. mi.

KENTUCKY

Lexington—W51SL, American Broadcasting Corp. of Ky. (WLAP), 46.1 mc., 3,988 sq. mi.
LOUISIANA

Baton Rouge—W456R, Baton Rouge Broadcasting Co. Inc. (WBDO), 46.5 mc., 8,100 sq. mi.

MASSACHUSETTS

Boston—W456B, Yankee Network Inc. (WNAI), 43.1 mc., 31,000 sq. mi.
Boston—W456B, Westmore Radio Stations Inc. (WBRE), 46.7 mc., 7,700 sq. mi.
Paxton—W456B, Yankee Network Inc., 44.3 mc.
Springfield—WS18SP, Westmore Radio Stations Inc. (WBZV), 46.1 mc., 2,500 sq. mi.

MICHIGAN

Detroit—W456Q, The Evening News Assn. (WDFW), 44.6 mc., 6,000 sq. mi.
Detroit—W456Q, John L. Booth (WJLB), 44.6 mc., 6,000 sq. mi.
Grand Rapids—W7TLX, WJIM Inc. (WJIM), 47.7 mc., 3,900 sq. mi.

MISSOURI

St. Louis—K42, St. Louis University (WEW), 46.1 mc., 13,000 sq. mi.

NEW YORK

Binghamton—W454N, Wylie B. Jones Agency (WNBQ), 44.6 mc., 6,000 sq. mi.
Brooklyn—W9NY, Frequency Broadcasting Corp., 49.8 mc.
New York—W51NY, City of New York, Municipal Broadcasting Co. (WNYC), 46.5 mc., 7,000 sq. mi.
New York—W4TN, Musak Corp., 44.7 mc., 8,500 sq. mi.

NEW YORK—W51NY, National Broadcasting Co. Inc. (WEAF-WJZ), 48.1 mc., 8,600 sq. mi.
New York—W51NY, William G. H. Finck, 45.9 mc., 8,600 sq. mi.
New York—W51NY, Interstate Broadcasting Co. Inc. (W21NY), 46.9 mc., 8,500 sq. mi.
New York—W51NY, Marcus Lowo Bocking Agency, 46.8 mc., 8,500 sq. mi.
New York—W51NY, Columbia Broadcasting System Inc. (WABC), 46.7 mc., 8,500 sq. mi.
New York—W71NY, Bamberger Broadcasting Service Inc., 41.7 mc., 8,500 sq. mi.
New York—W51NY, Metropolitan Television Inc., 47.5 mc., 8,500 sq. mi.
Schenectady—W146FA, Capital Broadcasting Co. Inc., 46.7 mc., 6,000 sq. mi.
Schenectady—W146FA, General Electric Co. (WGY), 47.7 mc., 6,000 sq. mi.
Syracuse—WS156B, Central N. T. Broadcasting Co. Inc., 46.7 mc., 8,500 sq. mi.

NORTH CAROLINA

Winston-Salem—W143M, Gordon Gray, 44.1 mc., 6,900 sq. mi.

OAHIO

Columbus—W456, WBNS Inc. (WBNK), 44.6 mc., 12,800 sq. mi.

PENNSYLVANIA

Pittsburgh—W71, Walker & Downing Radio Corp. (WBBW), 44.7 mc., 8,400 sq. mi.
Pittsburgh—W71, Westmore Radio Stations Inc. (KDKA), 47.5 mc., 8,400 sq. mi.
Philadelphia—W49PH, Pennsylvania Broadcasting Co. (W1P), 46.8 mc., 6,000 sq. mi.
Philadelphia—W456PH, WJUL Broadcasting Co. (WJUL), 46.3 mc., 9,300 sq. mi.
Philadelphia—W456PH, WCAU Broadcasting Co. (WCAU), 46.9 mc., 9,200 sq. mi.

TENNESSEE

Nashville—W456NY, National Life & Accident Insurance Co. (WSM), 44.7 mc., 16,000 sq. mi.

UTAH

Salt Lake City—K45SL, Radio Service Corp. of Utah (KSL), 44.7 mc., 700 sq. mi.

WISCONSIN

Milwaukee—W51SM, The Journal Co. (WTMJ), 45.5 mc., 8,800 sq. mi.

W-87, Lawrences, Mass., has withdrawn its petition to intervene against the application of W.97, S. Louis, for 50,000 watts on 600 kc.
GLENN LEROY JAMES, which
ried of
of JACK KRAUSE, Col.
ized the engineering staff of WOOF, Boston.
GUS W. HENKE, engineer of WNWE, New York, is back at the station after a month’s service as chief
boatswain mate in the U. S. Coast Guard Reserve.
BERT A. ALLIS has left WNEX, Elmina, N. Y., to join WNBF, Binghamton, N. Y.
J. R. WHITMORTH, since 1934
chief engineer of KONY, Pine Bluff, Ark., resigned Aug. 15 to accept an appointment as associate radio inspec
tor, assigned to the Laboratory of Indus
trial Department, Puget Sound Navy Yard, Bremerton, Wash.
WILLIAM KUMPFER has been ap
pointed to the KOA, Denver, engineer
staff replacing Bill Williams, re
cently transferred to NBC Hollywood.
D. D. KAHLE, engineer of KOA, Denver, recently became the father of a girl.
WALTER MORRISSEY, control super
ervisor of KOA, Beaver, has recov
ered from a full day’s stint in his
home.
GLEN E. YERNOJAMES, of LaJolla, Cal., has joined the engineering staff of KMYR, Denver.
JACK KRAMER, a transmitter engi
neer of WITL, St. Louis, Wis., was mar
ried Aug. 2.
STAM MARSTON, formerly of CBS, Hollywood, has joined the technical de
partment of RFM, San Diego, which started operating Aug. 15.
JOHN (Bud) RAY, clerk in the
mailing department of NBC, Chicago, has been appointed a junior sound
engineer.
MAURICE DONNELLY, engineer of WLS, Chicago, is the father of a boy, Dennis M., born Aug. 4.
BOB SMITH, engineer of WCBS, Springfield, Ill., is the father of a boy, born Aug. 5.
HUDSON LONN, KBH, Hollywood engineer, is the father of a 1½ lb. girl, born Aug. 11.
MRS. LONN was formerly
station’s staff organist, known professionally as Nell Larson.

I. E. DICKINSON, chief engineer of KIFI, Pullman, has been called to
active duty with the Naval Reserve and is now commanding officer of Sec
tion 3, Naval Communications Re
serve, in charge of training communica
tion personnel in Central
ROBERT W. STOIZENBACH, formerly of WLOG, Lima, O., has joined the engineering staff of WLOG, Lima, O.
LEO SHEPARD, maintenance engi
neer of KNX, Hollywood, is the father of a baby boy, born July 28.
DELL GOODIN, technician, formerly of KRE, Berkeley, Cal., has joined KHRO, Santa Rosa, Cal.
Replacing Goodin at KRE is Robert Garner.
BRUCE DENNIS, engineer of KPOM, Longview, Tex., has resigned to join KARK, Little Rock.
GORDON FRANK, operator of KNX, Hollywood, is the father of a recently born baby boy.
BILL NANCE has joined the control room staff of KRTA, San Antonio.

CREI Grads at Stations
CAPITOL RADIO Engineering In
stitute, Washington, reports the fol
lowing graduates now employed at broadcasting stations: Norman H. Rogen, WAAF, Chicago; Frank R.
Krafe, WTV, Steubenville, O.; William H. Haverem, Hotel Central California
caster, Pa.; Eugene E. Lacey, KG-WKEX, Portland, Ore.; Oliver G. Culp, chief engineer, KKKO, Ever
town, Wash.; Fred S. Mundenhall, WDAY, Fargo; Nelson Fage, WJH, Detroit; J. A. Holton, Jr., WJBY, Gadsden, Ala.; Alden M. Doug
tly, WLAW, Lawrence, Mass.; Lester J. Petersol, WILM-WDEL, Wilmington, Del.; Maurice J. Logan, WXZ, De
troit; J. C. Bush, Jr., WSR, Win
ton-Salem; Fred Peterson, and Law
rence LeFevre, WJN, Washington; Cyril McVehl, WHZ, Zanesville, O.; Roy Kaplan, WOL, Wash
ington; Ralph Ward, WFIL, Philadelphia; Sherwood M. Scovil, chief engineer, WNIB, Uniontown, Pa.; Thomas W. York, WIRI, Waterbury, Conn.; Vernon Stahl, WCED, DeBos, Pa.; Frank J. Elliott, KFEL, Denver; Thomas C. Reid, WFWA, Fredericksb
urg, Va.

ACA at KYW
AMERICAN COMMUNICATIONS Assn. has been certified as the sole collective bargaining agency selected by a majority of
engineers at KYW, Phila
phia, according to an announce
ment Aug. 8 by the National Labor Relations Board. The union
petitioned for certification in April, and the certification was issued on the basis of company and union
records, without necessity of a vote
by employees.

WASHINGTON

GEORGE E. SMITH, vice-president of the Crosley Corp., has been appointed by Brig. Gen. Dawson Hall
stead, acting Chief Signal Officer of the Army, as civilian consultant ad
visor on improvement and reorganization
of the Signal Corps statistical
services.

Columbia's Station for the
SOUTHWEST

KFI
WICHITA KANSAS

Call Any Edward Petry Office

BLAW-KNOX VERTICAL
RADIATORS

BLAW-KNOX DIVISION of Blaw-Knox Company
Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

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Offices in principal cities
Purity Bakers Adding; New Program Is Tested

PURITY BAKERIES Corp., Chicago (Tastee bread & Grennan cakes) on Aug. 13 adds four Texas stations, KFDM, Beaumont; KLUF, Galveston; KFAC, Fort Arthur and KPRC, Houston, to the seven now carrying the 15-minute transcribed program, Mandrake the Magnificent, for Tastee bread. Other stations are WOR, WLAC, KWK, KMBK, KDR, KGBX, KLLD.

At the same time the company is testing a new show, You Take the Cake, on KSD, St. Louis and KMBK, Kansas City, for Grennan cakes. It is of the top pop variety with announcers making the rounds of grocery stores carrying the product and offering prizes of Grennan cakes for those appearing on the program, which is recorded and played over the air the following day. Agency is Campbell-Ewald of New York.

IN CONNECTION with the construction of a giant 504-room hotel at Thermopolis, Wyo., noted for its mineral springs, Capt. E. L. Smith, identified with the development, has announced that he intends asking the FCC for authority to erect a 50,000-watt broadcasting station atop Wyoming's Owl Creek Mountains.

Why is WMBD Specified for Network Programs? (Continued from page 7)

In 1936, for the first time, LEVER BROTHERS CO., specified WMBD as an additional outlet for one network program. TODAY, in addition to being a Network coverage, WMBD is a VITAL advertising outlet for five Network programs...

By LEVER BROTHERS Co.

Here's Why...

"Peeoriarea's" 610,011 people respond to WMBD—their own station. They listen most to WMBD because it gives them the most service. They spend a daily average of $471,000 in the 7,649 flourishing retail stores in this area. It pays to specify WMBD on your national list. The only complete coverage of Peeoriarea!

KINY
The Friendly Voice of the Capital

KINY is the only station that has pulled mail from all 15 major Alabama cities.

Baume Bengue Plans

THOS. LEEING & Co., New York (Baume Bengue anaslogics) on Oct. 13 will start a campaign of transcribed an. live spot announcements, five to 10 times weekly, in about 60 markets. Agency is Wm. Eady & Co., New York.

CINCINNATI was conceded to be the hottest city in the United States for several days recently, and the air temperature in that metropolitan area was well over 100 degrees. The city was the scene of a flood of activity, and the advertising in the city was about as brisk as any other city in the country.

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 effect of Priorities on Radio

Effect of Priorities on Radio (Continued from page 7)

Wheeling Steel, which is coming back after its summer layoffs, although shifting its much-heralded MBS to NBC-Blue, and Holland Furnace Co., which in addition to its annual sponsorship of a broadcast of the Holland (Mich.) Tulip Festival has started a regular series on NBC-Red.

In the house furniture and furnishings class, General Electric Co. and Westinghouse Electric & Mfg. Co. were the two major network advertisers last year, spending more than $500,000 each. GE has renewed its program for another 52 weeks, Westinghouse went off the air in January for reasons indirectly if at all connected with national defense. Libby-Owens-Ford Glass Co. is not resuming its institutional campaign until fall, but Sherwin-Williams Co. will again sponsor the Metropolitan Auditions on NBC.

Radio's two largest institutional advertisers, B. F. Goodrich Co. and E. I. Du Pont de Nemours & Co., are both continuing as before.

Network radio, in short, is suffering from a number of losses. The defense curtailments, the advertising in other fields, less information available, and the general downturn of the advertising industry, have contributed to a decline in network radio. But national spot advertising, which is the mainstay of network radio, has been showing an upturn.

Another potential blow to local radio is the recently announced plan for curtailing installment selling. Credit dealers, jewelers and furniture dealers, automobile finance companies and loan companies whose activities may be cut, will constitute a major source of advertising revenue for radio stations in industrial cities. But it is not possible to make any sound predictions as to the effect of this latest governmental action until the details of the curtailing plan have been worked out.
Training Is Begun For RadioLocation
Group of 31 Starts Course At Ft. Monmouth School

VANGUARD of some 500 volunteers called by the Army from the radio engineering and electronics fields to learn to operate air raid warning devices and to man detector posts, 31 newly commissioned lieutenants in the Signal Corps Reserve last week began the first course in radio location of aircraft at the Army Signal Corps School at Fort Monmouth, N. J.

The first class will spend three weeks getting preliminary instruction in the design and construction of the detector devices, which will be on defense duty 24 hours a day all along the American coastline and at overseas bases. The radiolocators are a military secret closely guarded by the American and British authorities.

Similar to British

Signal Corps officers say the equipment operates on the same basic principle used by the British in their defense against bomber raids. It spots invading aircraft many miles distant, determining altitude, distance and direction. Using this information, intercept planes can rise to attack.

Officers in the first class were selected from applicants who sought commissions since the Army announced its program several months ago. They are all graduate electrical engineers with radio experience, some including broadcasting, or with experience as electronic physicists. They are between 21 and 36 years of age, unmarried and without dependents. They have agreed to serve for necessary outside the continental United States.

Those eligible for commissions include technically qualified men, regardless of their present military status. Trainees already inducted into the Army as officers in other branches of the Reserve Corps, as well as civilians, may apply. After acceptance, the candidates are commissioned in the Signal Corps Reserve and ordered to immediate active duty. The War Department states that those wishing to apply for commissions are requested to communicate with the Chief Signal Officer at Washington.

Members of the Class

Members of the first class, now taking the three-week course and thereafter to be assigned to other stations, are:

First Lieutenants—Peter Wyckoff, Pittsburgh; R. M. Matheson, Ithaca, N. Y.; Reardon S. Cotton Jr., Philadelphia; W. H. Freeman, Richmond, Ind.


Gulden Fall Plans

CHARLES GULDEN Inc., New York (Gulden's mustard) is planning a fall campaign of 15-minute recorded musical programs and spot announcements on a number of stations. Those already signed include WJZ and WVOY, New York, and WGY, Schenectady. Charles W. Hoyt Co., New York, handles the account.

CLOTHIER PLANNING RECORD N. Y. PACT

SIGNING one of the largest contracts for local time, Crawford Clothes, New York, the week of Sept. 7, will start 12 hours and 45 minutes of time weekly for 26 weeks on WMCA, New York, a 15-hour quarter-hour weekly show on WEAP, New York, and eight hours weekly on WINS, New York.

Heading the personalities in the block of time on WMCA is Jimmy Powers, sports editor of the New York Daily News and WMCA sports commentator, heard six times weekly at 6:00 p.m. Others are Bob Carter's five-weekly rhythm styles; Art Green's daily recordings from Manhattan Beach; Sam Brown Sundays at 11 p.m., and Bob Bach and his Platterbrain series Fridays at 10 p.m. In addition, the WMCA schedule includes 4 ½ hours of time on Saturdays devoted to football scores and musical recordings, and the 11 p.m. and 7:15 p.m. news bulletins six times weekly.

On WEAP, Crawford will sponsor Sam Hayes Touchdown Tips Fridays 6:30-6:45 p.m., starting Sept. 12. The WINS schedule starts Sept. 3 on a 12-week basis and includes four-minute musical strips, three-quarter-hour newss strips, and a quarter-hour sports strip featuring Don Dunphy, all to be heard Monday through Saturday. Agency handling the account is Al Paul Leffon Co., New York.

apricots to zircons!

From groceries to replica diamonds...from automobiles to a zoo...the WNOX sponsor list spans the alphabet to spell out phenomenal results.

A man comes 150 miles to buy a WNOX-advertised car; a drug product pegs a record sales increase; a furniture company's in its fifth year of daily newscasts—little stories of big results, in the rich TV area!

Use the A-Z treatments: Add zip to sales with WNOX!
Shell’s Coast Party

SHELL OIL Co., San Francisco, on Aug. 7 began sponsorship of Shell Comes to the Party on seven CBS Pacific Coast stations and two CBS stations in Arizona, Thursday 9:15-9:45 p.m. (PST). The program originates in various remote pickups by KNX, Hollywood. Other stations on the hook-up are: KARM, Fresno; KOIN, Portland; KSFO, San Francisco; KFY, Spokane; KIRO, Seattle; KROY, Sacramento; KOY, Phoenix; KTUC, Tucson. J. Walter Thompson Co., San Francisco, handles the account.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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

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

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

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

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

Radio Engineering Consultants
Frequency Monitoring
Main Office: 2134 Miss St.
Kansas City, Mo. Branch Office: 9227 Hollywood, N. Y.

RAYMONT M. WILMOTTE
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Seven Blvd. • WASH., D. C. • DI. 7417

Granik Opens Law Office

THEODORE GRANIK, who has conducted the American Forum of the Air on WOR since 1928 and on CBS since 1937, has resigned as special counsel of the U. S. Housing Authority to establish his own law office at 1027 K St., Washington. He will also operate in the field of public relations. Mr. Granik founded the Forum while he was assistant district attorney of New York County, conducting it without pay as a labor of love. When he went to Washington, he continued the features on Mutual, maintaining it on an impartial and non-political level and through his work as arranger and moderator becoming one of the best known figures on the Washington scene. He will continue the Forum on CBS Sunday nights.
Saved by Clipping

ONE of the most unusual requests ever received by the Federal Communications Commission (FCC) for an unfair labor practice hearing [BROADCASTING, July 28, Aug. 4], are divulsed with the disclosure that Joe L. Smith Jr., son of the Democratic Representative in Congress from Beckley, W. Va., owns only 10 of 2,500 shares of stock in Beckley Newspapers Inc., publisher of the Beckley Post-Herald and Raleigh Register. The Beckley newspapers, incidentally, last month also purchased the Suffolk (Va.) News-Herald.

Young Mr. Smith controls WJLS, Beckley, and WKWK, Wheeling, both listed by the FCC as "A" stations, which purports to indicate that more than 50% of the stations' stock is held by newspaper interests.

Far From the Truth

"I cannot readily understand," says Mr. Smith, "why the FCC insists upon listing WJLS and WKWK as newspaper affiliated. Actually, nothing could be further from the truth, for here in Beckley there has been a minor feud between the radio station and the newspaper ever since we first went on the air. While there is no real 'bad blood' between the publisher of the newspaper and myself, at the same time I know that he would never consult me in regard to any of his newspaper policies, and I certainly have no intentions of ever discussing any of the radio station's policies with him."

WKWK, recently licensed as a new local in Wheeling, has 180 issued shares, of which 98 are held by Mr. Smith, 50 by John Reynolds, former assistant secretary of the FCC who resigned to become its manager, one by Mr. Smith's brother, Hulon C. Smith, and one by Mrs. Mary E. Meadows. Hulett C. Smith also owns 10 shares in Beckley Newspapers Inc., but has no active interest either in the newspaper or radio businesses.

Aetna to Use Radio

AETNA CASUALTY & SURETY Co., Hartford (insurance) early in the fall will start a campaign of transcribed announcements Monday through Saturday on 15 stations in New York State, to dramatize the liabilities involved in the new State automobile accident laws going into effect Jan. 1, 1942. Agency is Marshalk & Pratt, New York.

Court Upholds FCC

(Continued from page 10) recommendations should not be made without diligently undertak- ing to secure relevant data and the informed thought of those likely to be affected. The surest safeguard against uninformed and arbitrary action is to be found in securing information from those best qualified to know the results of any government action.

"Certainly, until such action, if any, be taken, its constitutionality cannot be weighed and determined by a court, and, indeed, no presumption is to be indulged in that any action will be taken that is unconstitutional; nor is it to be presumed that the respondent will be required to give testimony of an irrelevant or privileged nature. The inquiry should be conducted fairly and reasonably, and it must be presumed that it will be. The authority of the Commission under the Act here involved is broader than the provisions which were challenged in the Harriman case, and so I do not believe that the question here is contro- lled by that case."

* * *

Authority at Issue

BRIEFLY reviewing the conflicting stands of the FCC and Mr. Stahlman at oral arguments before Judge Morris last Monday, Mr. Bates and Mr. Hanson re- duced the issue to whether the FCC in fact had the power to institute such a broad inquiry as the newspaper group was seeking under the statutory authority of the Communications Act.

Mr. Harris argued that the power unquestionably lay with the FCC, either for individual or general hearings, under Sections 403 and 309 (a) of the Act, with Mr. Hanson averring that the Commission has no authority "to adopt or apply any policy or promulgate rules, the purpose and effect of which would be to bar persons, firms or corporations engaged in the newspaper publishing business from engaging in the radio broadcasting business," much less to conduct a sweeping inquiry into the conduct of the newspaper business.

He declared the FCC, through its newspaper ownership question- nnaires, had forced "a group of licensees" to become "stool pigeons" to report on the business activities and practices of newspapers and publishers in their respective areas.

Battle of Briefs

According to the FCC brief, the Commission on March 20 issued its Order No. 79, directing an investigation to determine what state- ment of policy or rules, if any, should be made concerning applica- tions for FM stations along with future acquisition of standard broadcast stations, by persons also associated with newspaper publishing. Issued July 1, the supplementary Order No. 79A set forth the issues upon which testimony would be taken. On July 15 American Newspaper Publishers Association, through Mr. Hanson, filed a petition requesting the FCC to vacate the two orders on the ground that the Commission lacked authority to conduct the proceedings. On July 23 the FCC issued its written opinion and order denying the petition.

Continuing, the FCC in its brief explained that on July 29 Commissioner Ray C. Wakefield had directed a subpoena to Mr. Stahl- man, requiring him to appear for testimony Aug. 1. Mr. Stahlman, failed to appear designated date, on advice of his counsel, Mr. Hanson, who declared the sub- poena a nullity because "the Commission is without power to serve such a subpoena. Judge Morris signed the order to show cause the same day, and set last Monday for oral arguments and presentation of briefs.

Claims Jurisdiction

Noting that the respondent 'at no time has contested either the validity of or the propriety of the subpoena per se', the FCC brief stated that apparently the only issue was whether the Commission had jurisdiction to conduct a hearing of the type contemplated by Orders 79 and 79A. Citing the FCC rules and regulations and their application to newspaper applicants, the Commission brief declared:

"In recent months this problem has confronted the Commission
more and more frequently to the recent commercial debut of FM broadcasting. As of the date when hearings began on Order No. 79 (July 23), 45 applications out of a total of 116 applications for FM licenses were by newspaper interests. The Commission's duty to act upon these applications carries with it the duty to determine the qualifications of the applicants. Section 4(j) enjoins the Commission to 'conductor its proceedings in such manner as will best conduct to the proper dispatch of business and to the ends of justice'. Under Section 309, each of these applications would have to be set for hearing if the Commission could not determine from the examination thereof that public interest, convenience, or necessity would be served by a grant.

Requires Expertness

"To deny the Commission the power to institute a general inquiry into the same matter under Section 403, as apparently urged by respondent, would deprive Sections 4(j) and 406 of all meaning and would lead to the unreasonable result that the Commission is empowered to hold scores of particular hearings in order to arrive at a determination of policy, but is not empowered to hold one general inquiry for the same purpose. The broad powers conferred by these sections can hardly be construed as intended to be confined within such a procedural straight-jacket. "Consideration of the basic theory underlying the creation of administrative agencies reinforces the conclusion reached from the clear wording of the statute. One of the principal reasons for the establishment of administrative agencies is to be found in the expectation that such agencies will develop expertise in the administration of difficult specialized matters. "If the problems in the regulation of an industry are complex enough to warrant the establishment of an administrative agency to deal with them, it would seem unlikely that Congress would limit its usefulness by withholding from it the power to conduct general hearings for the purpose of better acquainting itself with the industry which it must regulate. Such an intention is not to be imputed to Congress unless the basic law creating the agency explicitly so provides. No color of such provision is to be found in the Communications Act.

May Need Legislation

"Moreover, the Commission's authority under Section 403 to institute the proceedings under Orders 79 and 79A is not limited to matters arising under Section 309. An inquiry is authorized into 'any matter... concerning which any question may arise under any of the provisions of the Act. Section 4(k) directs the Commission to make an annual report to Congress and to include in it 'such recommendations as to additional legislation... as the Commission may deem necessary'. Questions arising under Section 4(k) are also included within the contemplation of Section 403.

"It will be seen that the issues to be examined pursuant to Order No. 79 are broad enough to include subjects concerning which the Commission may wish to consider recommending additional legislation to the Congress. It should be noted that the question of common ownership of newspapers and radio stations has been discussed and debated in the halls of Congress on many occasions.

Mr. Hanson contended during oral argument, in support of his brief, that the FCC not only had no authority to conduct the newspaper-ownership hearings, but also that that it had slipped in the idea of making a report to Congress, based on evidence adduced at the hearings, only as an afterthought when Order 79 had been challenged. He asked, "What did the FCC have in mind with Order 79?"

"The chief question is whether the Commission has the power to make a classification of newspaper publishers either for the purpose of granting or denying radio licenses simply because they are identified with newspapers," he declared. "If the Commission has that power, I grant that it has the power to call such a hearing. If it does not have that power, then certainly such an inquiry is illegal."

The FCC questionnaire sent out to licensees revealed a "sweeping inquiry" into the newspaper publishing business, Mr. Hanson declared. He said "a group of licensees" were used by the FCC as "stool pigeons" to bring in information on newspaper policies over the country.

A Fishing Expedition

Reviewing explicit provisions of the Communications Act that broadcasting stations were not common carriers and that certain types of persons were disqualified from holding broadcast licenses, Mr. Hanson cited a series of court decisions, among them the Tri-State Broadcasting, Sanders Bros. and Colorado Radio Co. cases, all of which, he said, indicated that there was nothing to prevent a newspaper from owning a radio station, and that apart from individuals who had no legal power to make such an investigation, and the subpoena issued against Mr. Stahlman in connection with the proceedings amounted to a violation of due process.

In a colloquy with Mr. Hanson, Judge Morris commented that it is not to be taken for granted that the FCC inquiry would abridge the constitutional rights of the press, since conceivably it could improve the position of the press in regard to station ownership. Mr. Hanson granted this point, but reemphasized that Order 79 made no mention of any "report to Congress", commenting that "a legislative inquiry must have a legislative purpose."

Later Judge Morris engaged in an exchange with Mr. Hanson, asking why, if the FCC can go into individual situations on specific inquiry, it cannot on general inquiry "explore all the advantages of newspaper ownership". Mr. Hanson replied that this would amount to an "encroachment" on other individuals, pointing to the impossibility of establishing any general classification of newspapers as being "good" or "bad" or "better" or "worse."

Smith Bros. News

SMITH BROS., Poughkeepsie, N. Y. (cough drops, syrup) about Nov. 13 will begin sponsorship of Knox Manning & the News on an unnamed number of CBS-Pacific Network stations, four nights weekly. Times have not yet been set.

Contract is for 17 weeks. J. D. Tarcher & Co., New York, handles the account.

Cort Cigarette Test

RIGGIO TOBACCO Corp., Brooklyn, has signed for a 13-week test on WINS, New York, for Cort Cigarettes, marking the first time radio has been used for the product. A total of 9,000 live half-hour spot announcements, at the rate of 35 weekly, will be used. Agency is M. H. Hackett Inc., New York.
ALLIED IS AWARDED FEDERAL CONTRACT

REGARDED as the largest recording contract yet signed by the Government, the Procurement Division of the Treasury Department last Friday awarded to Allied Record Mfg. Co., Hollywood, a contract for all Government recording during the next year. The contract, previously held by Allied for 15 months before it was awarded to NBC for the last two years, covers recording, processing, pressing and program production for all Government features.

The company has established a Washington office and will use studios of WOL for recording. The actual recording will be done by U.S. Recording Co., Washington. It is expected the contract will represent a minimum volume of $250,000 annually. Transactions with the Procurement Division in Washington were handled for Allied by Irving Fogel.

Kirkman Spots

COLGATE - PALMOLIVE - PEET Co., Jersey City (Kirkman soaps), on Aug. 18 will launch a 13-week campaign of participations and one minute transcribed announcements 6 to 10 times weekly on WBEN, WHAM, WGY, WOKO, WBYE, WORL, KALE, KSFO, KFRC, KIRO, WABC, WNYC, KHJ, WAX, and WABC on one-minute dramatized announcements in new markets, depending upon availability and local marketing conditions. Agency is Arthur Meyerhoff & Co., Chicago.

Fitzpatrick Extends

FITZPATRICK BROS., Chicago (Kitchen Klenzer), is adding markets and expects to attain national distribution by the first of the year. For fall, the company plans to use participating programs and one-minute dramatized announcements on stations in new markets, depending upon availability and local marketing conditions. Agency is Arthur Meyerhoff & Co., Chicago.

O'Sullivan Jingles

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber soles) on Sept. 1 will begin a campaign of one-minute transcribed jingles, played 5 to 20 times weekly on the following stations: WBEN, WHAM, WBYE, WOKO, WBYE, WORL, WVFE, WJAI, KSFO, KFRC, KIRO, WBYE, KIRO, WABC, KALE, and WNYC. Contracts are for 13 weeks. Binghamham, Castlemann & Pierce, New York, handles the account.

Sheaffer to Start

W. A. SHEAFFER PEN Co., Fort Madison, Ia., on Sept. 1 will start a schedule of evening chain break announcements, varying from one to three times per week on 38 stations. Contract will run through Christmas. Agency is Russel M. Seeds Co., Chicago.

Quaker Net Comedy

QUAKER OATS Co., Chicago, has decided on the title That Brewster Boy for the weekly half-hour comic-dramatic program, which will start on Sept. 8 on 21 NBC-Red stations for Quaker and Mother's Oats. Program will emanate from Chicago on Mondays, 9:30-10 p.m. Agency is Ruthrauff & Ryan, Chicago.
Govt. Anti-Ad Front Widening

(Continued from page 9)

that he has a "desire to control it" Assistant Attorney General Thurman Arnold's current enforcement activities in the food, drug, tobacco, gasoline and other industries include several sidelong attacks on advertising. In his June, 1940, indictment against the "big four" cigarette companies, Mr. Arnold charged defendants with the use of "extensive and continuous nationwide advertising" to maintain "such a public demand and acceptance for their major brands" that defendants were able to force retailers and others to handle their products on arbitrary and unreasonable prices and terms. Mr. Arnold not only accused then the allegedly illegal terms and prices, but blamed their existence on successful advertising—"in short, not only did Mr. Arnold attack alleged monopolistic practices, per se, but also went out of his way to ring in advertising which does not constitute an offense against the anti-trust acts.

Letter to Oil Companies

Since it must be assumed that all advertising is designed to create a demand for a commodity, Mr. Arnold's apparent position is this—advertising in general is alright, but when it is so successful that it creates an insistent demand for a commodity or brand, then the Antitrust Division can step in and level off the situation to prevent the successful national advertiser from getting too far ahead of his less successful competitor.

Several weeks ago, Mr. Arnold topped this off by sending a questionnaire to the leading gasoline and oil companies, asking them how and why they advertised their products. Mr. Arnold indicated that these companies advertise their gasoline, create an insistent demand for their product, and then unilaterally—forcing the retail gasoline station to buy their whole line of products. Here, again, Mr. Arnold apparently states that he would place a limit on the success of a national advertising campaign.

New York Milk Case

In a May, 1941, indictment against the large milk distributors in the metropolitan New York area, Mr. Arnold charged that a two-cent differential between "A" milk, highly advertised as superior to other brands, and "Grade B" milk, sold by independent small oil companies, supported by large amounts of advertising, is unjustified because there is no substantial difference between the two grades. Aside from the fact that the alleged milk wide and "Grade B" are identical, Mr. Arnold apparently is hitting at the heart of advertising—brand names—thereby contending that any cannot charge more for branded articles backed by advertising.

In June, 1941, the Antitrust Division secured an indictment against the incorporated milk industry in which virtually the same principle was involved—a charge that the industry set a differential between the prices of their own own brands and their secondary brands.

And finally, Mr. Arnold's theories and legislative proposals in regard to changing the advertising of trade mark law are regarded by lawyers in those fields as having a bearing on the future of advertising. They say that Mr. Arnold would like to limit the life and effectiveness of patents and trade marks, which they claim is the heart of national advertising. Without exclusive protection for a product or a name, advertising would only serve to help the competitor as well as the advertiser.

While not of major interest to national advertisers, Mr. Arnold also is looking into the field of cooperative advertising, such as is generally practiced by voluntary groups of independent food and drug stores in advertising chain store competition. Mr. Arnold wants to know whether this form of advertising is a means of fixing prices likewise. He has expressed opposition to State fair trade laws, a device by which the distributors of nationally advertised products prevent the sale of these products below a certain stated prices, and to State unfair trade laws which prevent the sale of such products below cost as a means of drawing customers to a store.

Meat Packing Cases

Mr. Arnold's latest effort to tie in advertising to his anti-trust program came on Aug. 13 when the Antitrust Division secured an indictment against meat packing companies, including the nation's leading advertised-brand distributors, and the American Meat Institute, for advertising in the packers. The indictment charged that the packers conspired to raise prices of hams during the period preceding Easter by withholding the sale of hams for use on Easter Sunday until one month prior to Easter. According to the indictment, the net effect of this practice was to increase prices during peak demand.

The indictment pointed out that the meat industry stimulated a demand for hams by pushing it in nationwide advertising campaigns in an effort to make ham the traditional Easter Sunday dish the same way turkey is the Thanksgiving dish. Again the point can be made that Mr. Arnold is concerned not on including a reference to successful national advertising campaigns in an incident in which it must be assumed that all the alleged pricing violations are covered by the Sherman act, per se, and have nothing to do with the success or failure of a national advertising campaign.

FTC Study

FEDERAL TRADE COMMISSION: Early in 1940 the FTC secured funds from Congress to promote an inquiry into the "cost of distribution". In justifying the inquiry to the House Appropriations Committee, FTC said it would try to find out whether advertising served an economic purpose and performed a service to consumers.

When leaders of the advertising industry protested vigorously, FTC issued a formal statement saying that it did not intend to investigate advertising as such.

According to FTC sources, the advertising angle was slipped into the investigation by the Economic Division without the Commission itself realizing the full import of the matter. However, the FTC denial does not wipe out the essential fact that there must be some people in high places on the Commission's staff who question the economic justification of advertising.

Even if the final report, which has been delayed due to defense activities—so say FTC sources—is not antagonistic to advertising, the question arises as to what was the need of investigating advertising in the light of the fact that its place in distribution is not under fire.

Sherwin-Williams Case

In December, 1939, FTC issued a Robinson-Patman Act complaint against the Sherwin-Williams Paint Co. and subsidiaries that
BASIC DAYTIME ARGUMENTS

WHILE there is no official news in the list of weekly why daytime broadcasting pays which the NBC-Blue Catechism Network recently distributed to its salesmen, it includes the fundamental arguments for radio salesmen, network or spot, to review occasionally. Here they are:

1. Radio is the women's sole companion. She decides what the husband has gone to work and the children are away at school.

2. Radio salesmen have been designed particularly to fit a woman's needs, desires and likes, whereas evening programs have to be of broader—and therefore less direct—interest.

3. For the above reason, women pay more attention to what is said in daytime radio programs—their programs and their personalities are definitely part of their lives.

4. For the above reason, women pay more attention to what is said in daytime radio programs—their programs and their personalities are definitely part of their lives.

5. Most daytime programs are heard five times a week (and most of the others at least three times), which means that habits of listening are stronger and more firmly entrenched than advertising which shows.

6. From interfering with each other, the numerous daytime serials actually help each other. For all their

variations most of these serials deal with just about the same human elements and appeal to the same emotions.

7. Daytime advertising being primarily a woman's advertising medium, has more feminine characteristics which are of special interest to women. Their commercial advertisers have a real following of their own, resembling that of departments in newspapers, which are of more interest to women than the news and editorial columns.

8. Because of this interest, advertisers have customarily given more details about their products, more explicit commercials. Women not only accept more sales talk—they apparently expect it—and women are the purchasing agents of the family.

9. For years daytime advertisers have made attractive premium offers of all kinds which have produced much higher responses than most evening offers.

10. Women expect these offers—they have the habit of experiencing them, and they are well worthwhile—and they will go out and purchase products in order to return the favor for the items advertised.

11. Approached during daytime hours when her problems are before her, the female customer is more receptive to the suggestions made and puts them into practice in her daily living.

12. Rates for daytime hours are only one-half of evening rates.

Hap Hazard) Stays

S. C. JOHNSTON & SON, Racine, Wis., polish off largest serial deal. Hap Hazard, summer filly for Fibber McGee & Molly, as a permanent network show effective Oct. 1. Currently Hap Hazard is heard on NBC-Red stations, Tues., 9:30-10 p.m. (EDST), but will shift to Wednesday 7:30-8 (EST) on an unnamed number of NBC-Red stations, when Fibber returns. The show's feature is also sponsored by Sherman in the title role, supported by Edna O'Dell and Billy Mills, Agency is Needham, Louis & Brown & Chicago.

Pay for Lewis-Howe

LEWIS-HOWE Co., St. Louis (Tuns), Oct. 16 or 23 will start sponsorship of a new variety show featuring Franklin Payne on an undisclosed number of NBC-Red stations, Satu. 10:30-11 p.m. (EDT). Others in the cast include Bob Hannon, vocalist, Harry Salter's orchestra, George Haggerty of the William Carney Company is also sponsoring Horace Heidt's Treasure Chest on 69 Red stations Tues., 9-10 p.m. (EDT). All accounts are Stack-Goble Adv. Agency, Chicago.

Hecker Flour on MBS

HECKER PRODUCTS Corp., Chicago, Sept. 7. is starting a MBS ad on six MBS stations, details are to be announced later. WGR, Buffalo; WGN, Chicago; KWK, St. Louis, and WHB, Kansas City, will air the program for a 10-week period, starting Wednesday, Oct. 1, and ending Nov. 16, and Friday, 12:15-12:30 p.m., while WOR, New York, and WIP, Philadelphia, will show the ad for later broadcast at 1 p.m. Oct. On the other, the latter two stations will take the program, two months in length, Agency is Leo Burnett Co., Chicago.

Bears Games on WENR

COMPLETE 1941 schedule of the Chicago Bears, of the National Professional Football League, will be broadcast exclusively by WENR, George Halas's station, every Sunday afternoon from Sept. 28 through Dec. 7, seven of which will emanate from Chicago and four from other cities in the circuit. Fort Pearson, sports announcer of NBC, will handle the professional games.

Rockwood Placing

ROCKWOOD & Co., Brooklyn (chocolate), on Sept. 15 starts participation on Feature Foods, WLS, Chicago. Wiltsie has been placed a bill to tax advertising and billboards last December in the closing days of the last session of Congress. Everyone knew that the bill was not going to pass, and it generally regarded as one of the thousands of bills introduced and then forgotten. And yet, seven months after this bill was forgotten, the House Ways & Means Committee adopted the idea of taxing radio and billboards advertising.

GRADE LABELING: This is one activity that cannot be catalogued as belonging to any one particular government agency, although its progress centers around the Agri-

BROADCASTING • Broadcast Advertising

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ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

AGUST 9 TO AUGUST 15, INCLUSIVE-

Decisions...

AUGUST 9

MISCELLANEOUS—NEW, Scripps-Howard Radio Inc., Honolulu, denied motion for postponement consolidated hearing CP new station 500 kw, 1 kw directional.

NEW, Kalamazoo-Buffalo, Mich.—$100 per share in class B stock.

NEW, The General Electric Co., Schenectady, N.Y.—Amendment to CP new station 500 kw, 1 kw directional.

NEW, Eastern Broadcasting Co., Pataskala, O. —CP new station 300 kw, 1 kw directional.

NEW, Broadcasting Co., New York—Amendment to CP new station 500 kw, 1 kw directional.

NEW, Kannebok Broadcasting Co., Augusta, Me.—CP new station 150 kw 250 w in service.

WHAT, Phila.—Amend CP to day-time hours.

NEW, B. B. Sadler, New Bern, N. C.—CP new station 180 kw, 15 kw directional.

NEW, The Continental Broadcasting Co., Salt Lake City, Utah—CP new station 610 kc 1 kw directional.

Tentative Calendar...

WPAY, Portland, Me.—license renewal.

WARM, Scranton, Pa.—license renewal.

WPMJ, Chicago, Ill.—Amendment to CP new station 300 kw, 1 kw directional.

NEW, The Continental Broadcasting Co., Buffalo, N. Y.—Amendment to CP new station 150 kw 250 w.

NEW, The Continental Broadcasting Co., Buffalo, N. Y.—Amendment to CP new station 610 kc 1 kw directional.

Applications...

AUGUST 12

NEW, Western Union Telegraph Publishing Co., Inc., Worcester, Mass.—Amend CP new station 45.1 mc 16,000 kw.

NEW, RR & T, Inc., Rochester, N. Y.—Amend CP new station 57.5 mc 1 kw directional.

NEW, Whitson, Spencer, Mn.—Amend CP new station 53 mc 1 kw directional.

NEW, Scripps-Howard Broadcasting Co., Inc., Scranton, Pa.—Amendment to CP new station 300 kw, 1 kw directional.

NEW, Scripps-Howard Broadcasting Co., Inc., Scranton, Pa.—Amendment to CP new station 350 kw, 1 kw directional.

NEW, The Continental Broadcasting Co., Salt Lake City, Utah—Amendment to CP new station 610 kc 1 kw directional.

NEW, Eastern Broadcasting Co., Pataskala, O. —Amendment to CP new station 500 kw, 1 kw directional.

NEW, Kennebok Broadcasting Co., Augusta, Me.—Amendment to CP new station 150 kw 250 w requesting facilities WRDO.

NEW, Broadcasting Co., New York—Amendment to CP new station 610 kc 1 kw directional.

WHAT, Philadelphia—Amend CP to day-time hours.

NEW, B. B. Sadler, New Bern, N. C.—Amendment to CP new station 180 kw, 15 kw directional.

NEW, The Continental Broadcasting Co., Buffalo, N. Y.—Amendment to CP new station 150 kw 250 w.

NEW, The Continental Broadcasting Co., Buffalo, N. Y.—Amendment to CP new station 610 kc 1 kw directional.

NBC Shortwave Post

SHORTWAVE listening post for Far East pickups has been established by NBC at North Hollywood, Calif., with Mort Smith, network engineer, as supervisor. A. A. Schechter, NBC New York director of news and special events, was in Hollywood to complete the installation. The post is similar to that at Bellmore, Long Island.

HENRY P. SCARR of the specialty product division of Western Electric Co., New York, on Aug. 16, flew to Seattle to speak at the Pacific Coast convention of the Institute of Radio Engineers, Aug. 20-23. Subject of his talk will be "Practical Speech Input System Objectives for Broadcast Service."

"WANT BIG BUILD-UP?
GET 23C SPEECH INPUT"

"Small stations have plenty savvy when they put wampum on Western Electric 23C," says Chief Engineer. "It gives total gain of 96 db—provides uniform frequency response from 30 to 15,000 cycles—OK for FM. So simple papoose can operate. For whole story, send word to Graybar Electric, Graybar Building, New York."

BURNET, COOK ARE NAMED RCA VICE-PRESIDENTS

MEADE BURNET and Jay D. Cook have been elected vice-presidents of RCA Mfg. Co., by the board of directors, it was announced Friday by George K. Throamar, president. Mr. Burnet, whose service with RCA and predecessor companies dates from 1914, will continue his present duties as manager of the engineering products division, including Government business. Mr. Cook, whose 14 years with RCA and a predecessor company began in the cost accounting department, will continue in charge of the international division, which handles export business and directs the activities of its foreign subsidiary companies.

MORE MONEY FOR MOTORING

TO BE USED IN speeding up its monitoring, translating and analyzing fundh the E20 transmitter, ZEITHL is spending the extra profitability for their practical application to defense problems, the Foreign Broadcast Intelligence Service of the FCC.

Also announced last Friday received from Congress an additional appropriation of $509,000 for the fiscal year ending June 30, 1942. Additional $300,000 appropriation for 1942, provided recently by Congress, FIBMS will have a total operating appropriation of $800,000 for the year [Broadcasting, June 2, 16].

GE Shortwave Studios On Coast Are Dedicated

GENEAL ELECTRIC's international radio network, KGEI, officially dedicated Aug. 6 its new studios in the Fairmont Hotel, Nub Hill, San Francisco. The station, KGEI, which for 2% years had been located on Treasure Island in San Francisco Bay, recently was increased from 250 to 50 kw. A new transmitter house recently was completed at Belmont, on property adjoining the station. George E. (Buck) Harris announced appointment of two staff members to care for the increased program. Mr. Phillips, who spent two years with GE's broadcasting activities in Schenectady, has been added to the staff, as has Jack Bennett, chief English-speaking announcer. Bennett formerly was music director of KQV, manager of KIUB and more recently on the announcing and staff of KPO-KGO.

KGEI operates on 9,760 kc. from 4 to 9:15 a.m. and from 9:30 p.m. to 4 a.m. (PST). Its frequency from 4 to 9 p. m. (PST) is 15-330 kc.

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Network Accounts

All time EST unless otherwise indicated.

New Business


DELAWARE LACKAWANNA & WESTERN RAILROAD Co., New York (Blue Coat), on Sept. 30 renews "The Shadow" on MBS, Sun., 3:30-4:00 p.m.; Agency: Routh- rau-Ryn, N.Y.

GENERAL MILLS, Minneapolis (Wheaties), on Sept. 21 starts Captain Birdseed, on MBS, Mon. thru Fri., 5:30-6:00 p.m.; Agency: Blackett-Sample-Hummedt, Chicago.

WANDER Co., Chicago (Ovaltine), on Sept. 25 starts "Birdseed" on MBS, Mon. thru Fri., 5:45-6:00 p.m.; Agency: Ewart-Burnett, Chicago.

AMERICAN BIRD PRODUCTS, Chicago (Birdseed), on Oct. 10 starts America's Radio Workhorses on 9 MBS stations, Sun., 11:15 p.m.; Agency: Weston-Burnett, Chicago.

PROCTOR & GAMBLE Co., Cincinnati, (Drean shampoo), resumes Kennebec in MBS stations, approx. 15 NBC- Red stations, Sat., 8-9:30 p.m. with repeat 11:30-12:00 a.m.; Agency: H. W. Rester & Sons Adv. Co., Chicago.

MENNE Co., Newark (lotion, etc.), on Sept. 5 starts "What Price Gold" on 9 NBC stations waiting for renewal.

MAGAZINE REPEATING HAZOR Co., New York (Chick- razeau radiator), on Sept. 18 renews "Howdy's" on 15 CBS stations and shifts from Sat., 8:00-8:30 p.m. to Thurs., 8:30-9:00 p.m.; Agency: J. M. Mathes Inc., N.Y.

LEVER BROS. Co., Cambridge, Mass. (Swan soap), on Aug. 25 starts "Bright Horizons" on The Story of Michael West, on 34 CBS stations, Mon. thru Fri., 11:30-11:45 a.m. with a repeat 2:3-2:15 p.m. Also "Birdseed" on 75 CBS stations, now on at that time, shifts to 12:15-12:30 p.m.; Agency: Young & Rubi- niun, N.Y.; for Big Sister, Routh-Ryn, N.Y.

LEVER BROS. Co., Cambridge, Mass. (Swan soap), on Sept. 7 starts "Birdseed" on 75 NBC- Red stations, Tues., 7:30-8:00 p.m.; Agency: Young & Rubi- niun.

LUTHERAN LAYMEN'S LEAGUE, St. Louis (religion), on Oct. 12 renews "Lutheran Hour" on 155 MBS stations Sun., 1:30-2:00 p.m.; Agency: Kelly, Stuhman & Zahrium, St. Louis.


Improvement in Outlets And Accounts Signed by Blue Outlined by Kobak

IN VIEW of regulations governing radio station operation ordered by the FCC 14 weeks ago, Edgar Kobak, NBC vice-president in charge of NBC-Red sales, has issued a letter to advertisers and agencies listing outstanding developments of the Blue since May 2.

New contracts signed in that period total 15, of which 10 are new advertisers and five have previously been on the Blue in 1941. The sponsors are: General Electric Co., Wheeling Steel Corp., H. Rubicam Co., Pan-American Coffee Co., Pillsbury Flour Co., Trimount Clothes, Standard Oil of Indiana, Neighbors of Woodcraft, W. F. Young Inc., Rakulst-Purina Co., Standard Brands, J. B. Williams, Neenews, Texas Co., and Brown & Williamson Tobacco Co.

The letter states there are 35 stations waiting for Blue affiliation, while four new stations have been added since May—WWVA, WDEL, WIBN, WHMW, KQV, and Brown Radio Co., Inc., in the last 13 weeks, nine Blue stations have completed major improvements, while more of them have become Blue affiliated.

SHELL OIL Co., San Francisco, on Aug. 7 started "Shell Comes to the Party" on 7 CBS Pacific Coast stations, Arizona stations, KNX, KARM, KSPQ, KPXY, KIRO, KRCO, Thurs., 7:30-8:00 p.m. (PST); Agency: J. Walter Thompson Co., San Francisco.

HECKER PRODUCTS Corp., Chicago (grain and corn division), on Sept. 8 starts "At Your Service" on 6 MBS stations, Mon., Wed., Fri., 12:15-12:30 p.m.; Agency: Leo Burnett Co., Chicago.

Reneal Accounts


Network Changes

S. C. JOHNSON & SONS, Racine, Wis. (polishes), asks for renumbering of 24 NBC stations, "The Nighttime Signal," on 90 Red stations, Tues., 9:30-10:00 p.m. to an unnumbered number of Red stations, Wed., 7:30-8:00 p.m.; Agency: Needham, Louis & Brody, Chicago.


William R. Moore, West Coast manager of W. Esty & Co., Hollywood, was in New York during mid-August conferring with agency executives on network programs.

Claude Thornhill

Records

FOR INTENSIVE COVERAGE OF THE SOUTH'S 7th CITY among the 100,000 or more group for per capita buying income

USE

KTBS

SHREVEPORT, LA.

1000 WATTS - NBC

The Braconnier Co., Representives

Where But

WSYR

SYRACUSE

can you get

the

contract calls for?

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133,500 WATTS

NBC BASIC RED NETWORK

50,000 WATTS

Clear Channel

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ASCAP'S NEW TAKE ESTIMATED BY NAB

BASED on 1940 business, the NAB research department estimates the NAB-ASCAP payment plan, as applied to the whole industry, would have brought ASCAP $3,139,065. The estimates are broken down thus: Payments by all stations on spot and local sales, $1,425,709; payments on network payments to affiliated and M&O stations, $760,084; payments by networks on retained time sales less long-term licenses, $486,072; sustaining fees paid by networks ($200 per affiliate), $107,200; sustaining fees paid by all stations (approximate), $360,000. NBC's own estimates, also based on 1940 and supplying only to its own operations, show that the network fee (at 2 1/2%) would amount to $62,605, but it would recapture $28,178, making its total net payment of $351,415. The network sustaining license at $200 per station for 234 stations would run $46,808; M&O commercial licenses at 2 1/2%, $57,511; sustaining licenses, $35,768. The total cost to NBC to NAB is therefore figured at $495,494.

Second Quarter Checks Being Mailed by BMI

CHECKS covering sheet music and mechanical royalties only for the second quarter were being mailed last week by Broadcast Music Inc., which announced checks for air performances would be issued later this month. Each BMI composer is paid every quarter as may have sold one copy. Biggest hits for the quarter were: My Sister and I, Walking by the Wire, Old Owl, High on a Windy Hill, It All Comes Back to Me Now, You Walk By, Bye Now, Friendly Tawnies Polka, So You're the One, Because of You, and I Give You My Word.

Since BMI's last announcement July 21, 15 new compositions have signed with the company bringing the total membership, excluding non-commercial stations, to 678. New subscribers are: WTNJ, KURF, FKBH, W4B, W9PB, WISH, KAR, KEN, WEZ, W71NY, W45V, KFFP, KBWD and K45LA.

Douglas Oil Extends

DOUGLAS OIL & REFINING Co., Los Angeles, in mid-August contract, on an eight-week basis, for 5 to 12 spot announcements weekly to 30 stations. It includes KJRO KJQ KJQ KELA KIT KVOS KFXD. This supplements its Southern California heavy spot announcement schedule already with KFBI KFMC KFAC KFXM KXO KTKC. H. W. Kastor & Sons, Chicago, has the account.

More for Tek

JOHNSON & JOHNSON, New Brunswick (Tek toothbrushes), on Aug. 18 is to add 15 new markets to its schedule of chain-break announcements, making a total of 50 stations now plugging Tek. New contracts, calling for 10 announcements through Nov. 30, Ferry-Hanly, New York, handles the account.

NBC-ASCAP Pact Being Drawn

(Continued from page 10)

contract with any other network, and that only after that date will MBS be entitled to the new terms.

The fact that a dispute, albeit a minor one, over the interpretation of the contract between ASCAP and MBS has arisen before the contract has been operative three months, is cited as sufficient reason for the delay in completion of the NBC-ASCAP contract, as this time both sides want all possible points of issue to be ironed out before rather than after the contract has been signed. Such care was admittedly not taken in the drafting of the Mutual contract, which was rushed through in an effort to get the deal approved and into effect before the NAB convention.

ASCAP-BMI Suit

ASCAP took its first action on the suit of BMI and Edward B. Marks Music Corp. to determine the ownership of performing right in music written by ASCAP members and published by Marks last week, when it filed two motions with the New York Supreme Court. First ASCAP motion asked that BMI be eliminated from the suit as "not a proper plaintiff," and the other asked for the dismissal of the second cause of action, involving both ASCAP and non-ASCAP members, which ASCAP claims does not name the proper defendant.

Hearing on the motions will be Aug. 18. BMI's official comment on them was:

"They are the usual ones made in cases of this kind and in this instance we feel they are totally without merit." General opinion is that ASCAP is doing whatever it can to stall the suit as long as possible, in the hope that it may be dropped before trial, as defending its writer members will force ASCAP to oppose the interests of its publisher members, placing the

tage-of-gross basis, then let them do so. Let them sell their stockholders short. Let them pay ASCAP for music they don't use on their news, sports, BMI etc. program, but be aware they are spending their own money when they make such deals." Don't let them take the independent broadcasters along with them. If they do, then your fight since 1932 has been in vain. You have lost both a financial and a moral victory.

"Don't ever let anyone tell you that you cannot keep track of the music you play when you have a blanket-license. You will possibly play 200 numbers a day and make $250. So go ahead and infringe if you can afford to do so.

Pay for Use

"Have you been fighting to get your music for less money? If you have, you have been licked from the start. If you don't want to pay for music, then play public domain music; it costs you nothing.

"If you have been fighting for the right to pay for music when you use it, you have the right to have money so you can pay for Sam Brown's music when you play his music, fighting for the right to have a price which you can buy from, then stick to it and don't get another 1932 deal hung around your neck just because it means a few dollars less for the time being.

"Say and mean it when you say you have no objection to paying for the use of music. The rate or price matters nothing to you.

"If a copyright owner places the rate too high, you don't have to use his music. If he places it too low, you will use his music and he won't make anything out of the deal.

Free Music Market

"Some place a happy medium is to be found; some place he and you will both be satisfied and both live. It is the broadcasters' duty to the American listener to insist on a free music market so he can broadcast music of not a single group but of many groups of copyright owners. Read the ASCAP and BMI consent decrees. You have your chair pulled up and your feet under the table. Don't let the other fellow do all the dealing and cutting for you. Don't go along to sit in this game and bet you money on it, then exercise the rights you are entitled to."

New KTOK Manager

TED McCORKILL, for the last three years district manager of Arthur H. Haag & Associates, newspaper representatives who also handle Oklahoma stations, has been appointed manager of KTOK, Oklahoma City, by Har- don C. Hough, president of the station. He succeeds Kenyon M. Douglas.

EDDIE MEISER, New York radio writer and actress, plays second female lead in the Paramount picture, "The Great Gal.' She also had a major role in the Columbia film, "Go West, Young Lady!", starring Penny Singleton.

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Richard Steele, a modern young farmer, finds the WLW agricultural programs a real help in making the Steele farm more profitable.

Two hundred miles from Cincinnati, near Millersburg, Ohio, lives the J. Earl Steeles.

To students of sociological trends, their family career offers characteristic events; one son, a graduate of Carnegie Tech., tired of the farm; became a banker. But one son loved the farm; came home from college with practical ideas that worked; that cut down labor; increased production. Now the Steele farm aids the nation by producing grain, or eggs, or fruit, or poultry all year long.

To those who are interested in which stations influence Ohio farmers and why they carry influence, the Steele family's listening habits offer cross-sectional characteristics. Mr. Steele, believer in crop rotation, keeps an ear tuned to WLW for the market reports. Mrs. Steele daily enjoys the entire "Everybody's Farm Hour". Their son, Richard, a graduate agricultural engineer from Ohio State University, pays particular attention to tree and plant spraying information. And all enjoy the "high grade entertainment" on WLW.

Earl Steele, center, shows County Agent S. M. McIntosh a sample of the oats just threshed. Mr. Steele is an ardent early morning WLW fan.

Mrs. Earl Steele takes "time out" to enthuse about her WLW favorites — "Everybody's Farm" with Ed Mason, and the Consumer's Foundation.
They let their CONFIDENCE be their Guide

Sight Unseen ... Sound Unheard ... Broadcasters buy entire factory order of New RCA 250 watt transmitter

Wasn't it Francis Marion, who said: "I know you believe you understand what I say, but I'm not sure you realize what I mean."

I THINK it's easier, when you think not only of the new RCA 250-K Transmitter, but of what Broadcasters have been saying about it, to appreciate the fact that confidence, in itself, is a powerful thing.

IT'S AMERICA'S FIRST CHOICE! Toir Speech oee o( d,e RCA,n 'lo-FUe 3°

Only a little over a year ago, this advertisement announced that the RCA 250-K transmitter was a sellout sight unseen. Since that time, 60 American Broadcasters have chosen the 250-K ... and nine have gone to foreign countries.

...and today, more than ever, it's America's First Choice!

250-WATT TRANSMITTER MODEL 250-K

These American Stations Have Chosen the 250-K

KANA KBIX KBUR KFBC KFMB
KFPW KFXM KHAS KLUF KRJF
KVFD KVOE KWIL KYAN KYCA
WAJR WARM WATN WBIR WBTA
WCED WBML WBOC WDAS WDEF
WCBI WDAK WHKY WFIG WGTC
WHBQ WGOV WJHP WHub WFPG
WINX WIZE WHYN WGAC WLBJ
WKIP WKMO WKKW WKPA WLAV
WLOK WMJM WMRN WMOB WMOG
WGGA WORD WSAV WSOO WSLB
WTHT WSOJC WTLS

Never has ANY broadcast transmitter seen such universal acceptance... IN A LITTLE OVER A YEAR!

Performance alone can make that kind of record possible ... and performance is precisely what the 250-K offers! Flat within 1½ db. from 30 to 10,000 cycles up to 95% modulation, with extremely low inherent distortion and noise-level, the 250-K puts out the quality that pleases audiences and advertisers alike.

Learn the advantages of the 250-K for yourself—write for the complete story.

Use RCA Radio Tubes in your station for finer performance

RCA Broadcast Equipment

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