Fate took us (it must have been Fate) a short time ago to the office of a banker who buys WOR air to make people come into his bank. But we never saw that banker. Couldn’t. The only thing we saw the rainy day we dropped in, were 1,100 people packed into that banker’s nice white marble lobby between the hours of 9:00 and 12:00 AM dripping raindrops and shouting, “Gimme! Gimme!” It was all because this banker said over WOR that if his listeners came down to his bank the next morning they could have a booklet each. And a lot of those people who came to pick up their booklets, later crossed that banker’s palm with silver. This incident is not told to stir you to crash into WOR with booklet offers. Mostly, they mightn’t work. We don’t know. But if WOR can sell bank accounts fast, it will sell anything good, booklet or no booklet. It will even sell fowl. Has, too.

WOR
— that power-full station
Grandma Heard, Too....

PS-SST
WLS
GETS RESULTS

.... and She Couldn't Keep it Secret!

WE can't keep it secret, either. It's a story we have to tell.... that must be told.... another story to prove the truth of our oft repeated statement: WLS Gets Results.

A vitamin product received 20,990 letters from 13 quarter-hour programs—and this for a brand-new product in a highly competitive field. The programs, broadcast at 8:30 A.M. Tuesdays, Thursdays and Saturdays, offered a 7-day sample of the product.

WLS Gets Results.... with a locally-produced program featuring WLS talent. We have a lot of stories like this. Just write and ask us.... or ask any John Blair man.

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
THE ARIZONA NETWORK
KOY, PHOENIX
KTUC, TUCCON
KSUN, Bisbee-Douglas
REPRESENTED BY JOHN BLAIR

MANAGEMENT AFFILIATED WITH
KOY, PHOENIX AND
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KOY, PHOENIX
KTUC, TUCCON
KSUN, Bisbee-Douglas
REPRESENTED BY JOHN BLAIR

The
PRAIRIE
FARMER
STATION
BENJAMIN D. BUTLER
President
GLENN SNYDER
Manager

890 KILOCYCLES
50,000 WATTS
NBC AFFILIATE

CHICAGO
FORESIGHTED advertisers realize the soundness of looking beyond the exigencies of the present by building for the years to come.

This is especially true in populous New England, where substantial prosperity and high buying power prevail at all times.

Use the direct, intensive, comprehensive coverage of the 19 locally accepted, locally effective stations of The Colonial Network, to keep your product or service sold in important key buying centers — where New England's large, responsive, radio audience is ready, willing and able to help you build for the present, the future — or both.
and brought $9.10 per cwt.

Farmers are getting nearly double the price of hawgs last year. Over twice the money for eggs. Crops are up, too, in prices and record harvests.

That's why things are booming in Nebraska and the middle west.

That's why advertisers are grabbing all the availabilities left on KFAB.

You need KFAB, to reach farm markets of Nebraska and her neighbors.
“David Harum,” sponsored by the B. T. Babitt Co., has been a top-ranking morning show for many years. It's been promoted well and often, seemingly from every possible angle.

But our promotional staff began to dig for a new idea—and came up with a natural. They scoured the David Harum countryside for old timers who knew him when he lived. They unearthed fascinating true tales of him. And they wove all this into a dramatic half-hour show.

How good was it? So good the Red Network adapted it to a half-hour evening program—one of the few times in radio history that a promotion on a morning serial has been broadcast coast-to-coast as an evening feature.
Enthusiasm is fine, and certainly neither you nor we can sell our goods without it. But judgement and good planning are also pretty important—and we of F&P are completely sold on the idea that, with radio as with everything else, it's best to "look before you leap".

One of the ways we help new advertisers to "look" before they leap is by furnishing exact and accurate data as to markets, sales potentials, competitive advertisers and the like—also by giving our best opinion as to any prospective advertiser’s real opportunity in radio. . . . Another way is by furnishing an accurate and honest picture of the markets and the stations we serve.

Yes, you're right—this is more than a matter of honesty. It's a matter of good business. Because if your radio efforts are successful, it is a cinch that your radio expenditures will keep on growing. And that, after all, is the easiest way for us to keep on growing, too.

EXCLUSIVE REPRESENTATIVES:

WASHINGTON: WGR, WKBW, BUFFALO;
DETROIT: WDAY, CINCINNATI;
DALLAS: WINS, INDIANAPOLIS;
KANSAS CITY: WAVE, KANSAS CITY;
LOUISVILLE: WTCN, WINNIPEG;
ST. PAUL: WMBO, MINNEAPOLIS-ST. PAUL;
ST. LOUIS: KSD, RECTOR;
SYRACUSE: WFBK, SYRACUSE;
IOWA: WHO, WHO;
COLORADO: WDOC, ARA;
DEAN: WOC, DES MOINES;
SOUTHEAST: WIS, CHARLESTON;
COLUMBIA: WPTF, COLUMBIA;
RALEIGH: WDBI, RALEIGH;
CHICAGO: KGKO, FT. WORTH;
DALLAS: KOMA, DALLAS;
PHILADELPHIA: KTKL, PHILADELPHIA;
TULSA: KTUL, TULSA;
PACIFIC COAST: KARM, LOS ANGELES;
KIRO, OAKLAND-SAN FRANCISCO;
K DAY, PORTLAND;
KSD, PACIFIC COAST;
SOUTHWEST: KGKO, SAN DIEGO;
KSD, OKLAHOMA CITY;
KSD, TAMPA;
KSD, SEATTLE;
SOUTHEAST: KGKO, RALEIGH;
KSD, ROANOKE;
KSD, ATLANTA;
SOUTHWEST: KGKO, FT. WORTH;
KSD, DALLAS;
PACIFIC COAST: KARM, LOS ANGELES;
KIRO, OAKLAND-SAN FRANCISCO;
KSD, PORTLAND;
KSD, ATLANTA;
PACIFIC COAST: KARM, LOS ANGELES;
KIRO, OAKLAND-SAN FRANCISCO;
KSD, PORTLAND;
KSD, ATLANTA.

It's exactly 8.0372 feet deep!
Deletion of Tax on Time Sales Foreseen

Impressive Case Presented by Opponents

FOLLOWING presentation last Monday of the industry's case against the proposed Federal tax on radio's net time sales of $100,000 and more annually, definite signs were seen that the House-approved provision in the Revenue Act might be stricken out in the tax bill to be written during the next week by the Senate Finance Committee.

Apart from generally sympathetic acceptance of the advertising fraternity's logic against both the radio tax and the proposed levy on billboards, it appears increasingly certain that in its quest for bigger game the Senate committee is disposed to ignore such "small potatoes" in favor of bigger takes from gasoline, beer, tobacco and a lowering of the personal income tax exemptions. It is estimated the proposed net time sales tax would nick the broadcasting industry a minimum of $5,000,000, with some independent industry estimates running as high as $10,000,000.

Brisk Opposition

Appearing before the committee Monday, industry, labor representatives and FCC Chairman James Lawrence Fly followed up the attack against the radio and billboard imposes started Aug. 14 by agency, media and advertiser groups [Broadcasting, Aug. 18].

Specific deleterious effects of the proposed tax on radio operations were developed in the Monday testimony of Chairman Fly; NIB President H. A. Lafount; Elsworth C. Alvord, Washington tax attorney retained by the NAB; Mrs. Emily Holt, AFRA executive secretary; Lawson Wimberley, of IBEW; and Maurice Lynch, financial secretary of the Chicago Federation of Labor.

Providing a highlight in the hearings on the advertising tax proposals, Chairman Fly revealed during his testimony that although he regarded the House-approved radio levy as a "dubious tax", the FCC definitely is interested in establishing some form of "cost of regulation" impost or franchise tax to apply to the broadcast industry [see story on this page]. Although he gave little elaboration on the idea, even under intensive questioning by committee members, Chairman Fly clearly indicated the FCC had given serious thought to the proposition.

Haggerty Claims

A momentary stir arose last Thursday as John B. Haggerty, chairman of the board of governors tax committee, Allied Printing Trades Assn., and a prime mover for the radio tax, was scheduled to appear before the committee. Upon failure of Mr. Haggerty to appear, a lengthy printed statement was offered and inserted in the record by John Leary, his press relations associate.

Also noticed at the hearings, in constant attendance during the advertising tax discussions, were Michael J. Flynn, Washington labor operative who has been identified with several past legislative crusades, against radio, and E. O. Keller, self-styled Washington real estate broker, for some years identified with movements to secure a broad investigation of the radio industry and the FCC, who broke into the news in August, 1940, during the Senate Interstate Commerce Committee investigation on the reapportionment of late Commissioner Thad H. Brown, during which he was included among a group of Washington real estate men who allegedly "shook down" RCA [Broadcasting, Aug. 15, 1940].

Making a final stand for the proposed levy against radio, Mr. Haggerty in his statement recommended that the impost not only should be retained, but should be doubled by the Senate. He declared there not only was no discriminatory feature in the tax, but that the radio industry was eminently capable of paying what he called "a slight tax".

In the face of Mr. Haggerty's drastic proposal, NIB President Neville Miller on Friday called for redoubled efforts to kill the tax. "The battle is far from won," Mr. Miller declared. "The bill has a long way to go. Until Congress sends it to the President without the time sales tax included, no one can be sure it's beaten. Let Congress know how you feel."

NIB President Lafount emphasized the effect imposition of the radio tax would have on the public

FCC Considers Radio Franchise Tax

Rules Committee Drafts Plea to Cover Its Overhead

A COMPREHENSIVE legislative proposal under which an excise tax based on gross receipts would be imposed upon all branches of the communications industry, including broadcasting, to defray the cost of administrating the communications Act, has been drafted by the FCC rules committee and is awaiting action of the Commission itself.

Designed to raise approximately $2,150,000 to cover the Commission's overhead, the proposal has been considered by the Commission several times during the last three months, but final action has been held up, presumably because of the pending before Congress of the new tax bill proposals a net sales tax on broadcasting designed to yield between $5,000,000 and $8,000,000. FCC Chairman James Lawrence Fly, in testimony before the Senate Finance Committee last Monday, has suggested, including a fee system for filing of applications, pleadings, issuance of licenses and the like; an annual license fee system based on authorized power and hours of operation, and the gross operating receipts tax, which the Rules Committee now proposes. Some sentiment on the Commission favors a levy based on the ability of stations to pay, which might be regarded as an assessment on net profits.

Power Commission Plan

In any event, it is expected that should the 5-10.15% tax provision in the Revenue Act be killed by the Senate, having been approved by the House, the FCC before the year ends will come forth with its own plan to tax all industries regulated by it. Because there is no authorization in the existing law for this purpose, whatever action the Com-
service burden of the broadcaster, charging that the legislation "clearly ignores the sound principle of taxation in accord with capacity to pay." He warned that the ultimate effect of the tax might fall on radio listeners in the form of lower quality programs, along with an accompanying impairment of public service.

Mrs. Hult and Mr. Winthrop told committee members the proposed tax constituted a definite threat to labor, with tightening of employment a corollary development in the resulting costs of operation for radio. Mr. Lynch contended that no provision was made to exempt non-profit operations of radio stations by labor groups and similar organizations.

Other Taxes Studied

Presenting the industry case on behalf of NAB, with a dozen station and network executives in the audience, Mr. Alvord in extemporaneous remarks and in a 33-page memorandum submitted to the committee containing argued against any arbitrary, discriminatory tax on the radio industry, whether blanketed in a general way or developed through separate legislation to establish a franchise or "cost of regulation" tax.

It has been pointed out that if the Senate decides to recoup more than $300,000,000 knocked out of the original $3,500,000,000 measure when the House voted down the House Ways & Means Committee proposal previously to have individual income tax returns for husband and wife, it will have to draw this additional revenue from fields more lucrative and less restricted than radio.

The Senate committee is known to be looking into several sources of excise revenue passed over by the House, such as Treasury Department proposals for higher tobacco, gasoline and beer taxes, which together might raise about $485,000,000.

Also it is giving considerable attention to the proposition of cutting personal income tax exemptions from $2,000 to $1,500 for married couples and from $500 to $750 for single persons. Although it is expected the Senate, in such a case, would readjust income tax rates downward, it is estimated the yield from the lowered exemptions would reach about $200,000,000.

Doubts Say Fly

 FCC Chairman Fly termed the proposed radio levy a "dubious tax", in view of its discriminatory characteristics. Under questioning by committee members, led by Sen- ator Vandenberg (R-Mich.), Chairman Fly developed the thesis of letting the regulated pay the cost of regulation, that broadcasters, probably, would be well to consider the broadcasters along with other members of the communications industry rather than singling them out in the tax, "I don't think we have some estimates that a levy of not more than ¼ of 1% of gross revenue would be sufficient to handle this item.

Remarking that the public service of the radio industry is "an important offsetting argument" against the proposed tax, Chairman Fly went into some detail regarding the industry's role in presenting not only national defense and Government programs, but also educational features, public forums and debates. He declared that broadcasting is not a big industry "in a money sense", despite opinion to the contrary.

With broadcasters supplying increasingly valuable public service, particularly along such lines as news broadcasts from all over the world, which he said were "not only highly technical and difficult, but also highly expensive", Chairman Fly declared these functions could not be regarded as merely routine to radio operation. Demands for such public service would not decrease as time went on, particularly in the present emergency, he declared, and in all likelihood operators would have to shoulder additional burdens in the way of equipment and operating expenses, such as air raid alarms, all representing additional costs. These demands of "pretty vital character" are becoming steadily more significant, more useful, and certainly more burdensome, he said.

Must Maintain Service

Speaking of the economic aspects of the broadcasting business, Chairman Fly pointed out that certain fixed costs and a certain type of service must continue despite a decreasing income. He pointed out that the percentage of net return on gross revenue for broadcasters in reality is "not awfully high", and with a continuing base of actual costs the industry, or at least a good part of it, can be run into a net loss.

He noted the position that the proposed tax on radio advertising would establish a non-free distribution of goods, as held by the industry, but that it represents further discrimination between radio and other media. He pointed out that "subsidy" to newspapers through second-class mailing privileges "which certainly redounds to their advantage and to the benefit of the industry, Senator.

As asked by Senator Johnson (D-Col.) whether the networks would not pass on the amount of their tax to their affiliates in some way, Chairman Fly responded that there was no conclusive answer as to how it might be worked out eventually, but that the fact remained that the immediate impact would be on both the network and the affiliate. He cautioned that with the tax estimated to touch NBC and CBS to the tune of about $2,000,000 a year each, based on 1940 figures, the only estimate for a "very heavy proportion of their income". He added that while this alone might not constitute a mortal blow, it would certainly be a matter of concern. He pointed out that regional networks, such as Don Lee, might be particularly hard hit by the tax and its possible effect on affiliated stations.

Favors Regulation Levy

Commenting on Chairman Fly's proposal of a "cost of regulation" levy on the industry, Senator Bailey (D-N. C.), presiding at the hearing in the absence of Chairman George (D-Ga.), averred that a man enjoying a valuable franchise ought to be willing to pay for it. Chairman Fly agreed that this was probably so, at least to the extent of "cost of regulation". He said he thought a more logical base for a franchise tax than power alone conceivable would be "none too easy".

To Senator Vandenberg's observation that as stations would pass on the cost of regulation to the consumer, "the rate of franchise" than is represented in the present one-year licenses, Chairman Fly laughed and said they probably would be willing to make it "a very substantial payment!"

Senator Bennett Clark (D-Mo.) precipitated a brisk exchange, just before Chairman Fly left the stand, portioned to inquire into the affairs of WMCA, New York, said Mr. Lawrence and J. Noble. He said there was suggestion that Mr. Noble had bought the station "at a price less than the cost of the right". Chairman Fly answered that "gossip" was the right term for the report.

Opposed by Lynch

Maurice Lynch, financial secretary of the Chicago Federation of Labor, which owns and operates WOFL, Chicago, stated that the CFP was in favor of the proposed radio levy because of its discriminatory characteristics and because it represented a departure from past policy "not for profit" organizations and labor unions. Pointing to financial problems and responsibilities in connection with operation of WOFL in the past and the present, Mr. Lynch warned that the "proposed burden" would cause the abandonment of many "good intentions" and future plans of the station.

Lafount Cites Objections

Appearing as president of NIB, Mr. Lafount, a broadcast industry commissioner from 1927-34, told the committee the independent stations do not oppose enactment of heavier taxes per se, so long as the burden of the new rates is not only on the broadcasters, but other Government expense is equivalently distributed. He charged that the proposed levy discriminates against the broadcasting industry, taxing its only source of revenue even in the case of broadcasters operating at an actual loss. He estimated that 300 stations operate in the red, and declared that if the tax, other than as a cost of living tax as well as to profitable operations, the legislation "clearly ignores the sound principle of taxation in accord with capacity to pay".

"I appreciate the fact that the lower-income stations are exempted from this proposed tax," Mr. La- fount commented. "It would nevertheless cut into the operating funds of independent stations whose income are in excess of $100,000, but whose profits are little or nothing. It is the plight of these stations which I ask you carefully to consider.

"You can readily see that a broadcaster who is operating at a loss, and who is therefore unable to pay an extraordinary tax merely because his gross income may exceed $100,000. I find it difficult to believe that Congress will lay a heavy policy of exacting a special contribution from those broadcasters who are unable to make both ends meet and at the same time maintain a high standard of programming service.

"Rising Costs

"Obviously, if the broadcaster is to serve the public well, he must sell enough time to meet all his legitimate expenses. Radio broad-
casting is still a comparatively new and therefore its potential development necessitates frequent changes in the rules and regulations laid down by the FCC. New rules often mean that our equipment must be reidentified, supplemented, or replaced. In addition we must meet the costs of attending hearings and hiring legal and engineering talent. These extra costs may not be recoverable through special rates as salaries for musicians, with the rate of pay and the number of musicians to be hired dictated by the union. Then, of course, we have regular overhead expenses such as rent, power, light, heat, salaries, news services and so forth. The difficulty of meeting these expenses has increased, moreover, because the number of stations not operating intensifies the competition we must meet.

"Would Impair Service

"If you increase our costs of operation still further, you will compel us to sell more of our limited broadcasting time and thus impair, to that extent, the service we can render to the public. In other words, this proposed tax would, in many cases, fall upon radio listeners in the form of lower quality programs. Some of the taxes in this bill are apparently designed to cut down consumer buying of materials that are necessary for ownership. And there would be no point in curtailing the flow of good entertainment over the air. On the contrary, the present emergency has intensified the need for high quality broadcasting.

"The principal thought I would like to leave with you is that the broadcasting industry is already making a heavy sacrifice to the cause of national defense. If the independent stations were to be paid for the programs and announcements broadcast for the Government, they would be very profitable, and in that case should be taxed accordingly. But please do not require us to pay the discriminatory tax proposed in this bill, plus compensation taxes above personal income taxes—while we are giving so much free time to the Government and paying for the equipment necessary to hold our listeners.

Unions Opposed

"That levy would impose an unfair burden upon an industry already making a heavy sacrifice to the cause of national unity and strength in this emergency. More important still, it would tend to impair the quality of radio programs and thus weaken a great system of public communication at a time when it should be strengthened.

Labor unions' opposition to the radio tax was expressed by Mrs. Emily Holt, executive secretary of AFRA, and Lawson Wimberley, of IBEW. Pointing out that the ups and downs of radio business are related directly to AFRA mem-

FCC May Propose Change In Law to Cover Newspapers

Legislative Course Rather Than Amendment of Rules Now Indicated in Official Circles

REPORTS are current in official radio circles that the FCC has altered its course in its newspaper divestiture proceedings, to be resumed next month. The objective is to let the Commission, if it decides to proceed to Congress, it is stated, rather than to invoke regulations under the present radio law.

While no policy has yet been announced by the Commission, action from high places, particularly in Congress, has been such that Commission members feel that would be the expedient course.

At least one important Congressional spokesman is understood to have advised the Commission through Chairman James Lawrence SF, to see no attempt made to enforce regulations designed to deprive newspapers of station ownership, such as is the case under the current FCC regulations. The Congress has had an opportunity to examine the whole matter in formal legislative proceedings.

And Vice Versa

Meanwhile, there have been indications that the Commission pro-

August at the Detroit AFRA con-

VFR and Lawson Wimberley, of IBEW. Pointing out that the ups and downs of radio business are related directly to AFRA members, AFRA's executive secretary ob-

EVEN Opposed

Mrs. Holt cited two definite possibilities, both deleterious in their effect on AFRA members, that would result if the tax were passed after—through— the tax might be passed on to sponsors in the form of increased rates or charges, which would force some sort of curtailment in employment in connection with the sponsor's shows, or if the burden were absorbed by radio management, it would be difficult or impossible to maintain AFRA's minimum scale employment contracts.

Before leaving the stand Mrs. Holt read to the committee the text of resolution adopted in mid-

In this connection, there came into legislative play the likelihood that the Commission desires to ascertain the effect of such situations as the Chicago Tribune's partnership agreement with WHK, the Plain Dealer, operating WHK and WCLE, also is a participating member of MBS.

Presumably the Commission, in this connection, is also inviting the broadcasting stations to seek to determine the bearing of one medium upon the other. Recent communications from the special staff handling the newspaper divestiture inquiry has indicated this new phase might be opened.

Meanwhile, the Newspaper-Radio Committee, headed by Harold V. Sharpe, is studying whether such a tax is needed to continue continuation of its case for resumption of the hearings Sept. 17. The proceedings re-

I've already announced that the AFRA, and now the Senate Broadcast Committee, headed by Rep. Lawrence W. Mead, of Pennsylvania, will work under Dr. Her- man S. Hettiger, assistant professor of marketing at the Wharton School, in making these analyses.

July 17. A Joint Resolution Nos. 85, 86, and 87, introduced in the House of Representatives in Section 601 of the Revenue Act of 1941 and modified by the Senate Finance Committee.

This proposal is discriminatory legis-

ments to depression of radio and would result in loss of some of the benefits to the public. In addition it would impose an tax upon the industry in which we are working, and our national executive secretary is ins-

there is no justice or equity in imp-

Radio performers, who will in the last analysis pay part of this tax in the form of wage adjustments.

Radio performers who will in the last analysis pay part of this tax in the form of wage adjustments.

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Durr Is Mentioned As Candidate for Vacancy on FCC

Alabaman Now RFC Official; West Also Mentioned

A NEW formidable candidate for the vacancy on the FCC created by the resignation of Commissioner Fred E. Thompson developed last week with widespread reports that Clifford Durr, a New Deal attorney of Montgomery, Ala., will be the leading candidate. While confirmation was not forthcoming from the White House, reports from Washington, Montgomery and in Alabama that Mr. Durr, now assistant general counsel of the Reconstruction Finance Corp., and general counsel of its subsidiary Defense Plant Corp., was a leading prospect for the post. If nominated, he would have the wholehearted support of Senators Bauchle of Utah and M. of Alabama, it is understood, though the latter legislator is committed to the endorsement of Commissioner Thompson for reapointiment. It is thought, however, that the support of the influential Miss Callie Thompson, Mr. Thompson being remarried, since the President permitted his term to expire June 30 without comment.

West Mentioned

Along with the name of Mr. Durr was the reference to that former Rep. Charles West of Ohio, an erstwhile anonymous assistant to President Roosevelt handling Congressional contacts, who was offered the Commission post but had rejected it. There was no confirmation however. Mr. West, well-known in New Deal circles, is now in private practice in Washington. He had been nominated for a railroad inquiry position some months ago but the President withdrew his name after complaint about geographical representation, it is understood.

Meanwhile, there has been no clear-cut indication that the President intends filling the Commission vacancy before the general elections, as previously thought. It is understood that the Administration was in the process of considering several names but has not yet made any decisions.

With legislation pending for reorganization of the FCC in both Senate and House, there is much interest in the President and with the President on record as of two years ago in favor of sweeping revision of the Commission organization, it was expected that he would appoint a new chief if he felt the vacancy was serious enough to require a new man, particularly if the controversy persisted.

Mr. Durr is 42 and received his A.B. degree from Alabama U and his law degree from Oxford in 1922 as a Rhodes scholar. Upon his return to the United States, he worked for a year with a Montgomery law firm, then for a year and a half with a Milwaukee firm, and for the following eight years with a Birmingham firm. He moved to Washington in 1933 as a member of the RFC legal department, was named assistant general counsel in 1937, and since last August has been general counsel also of Defense Plant Corp.

Mr. Durr was a member of the Advisory Committee of Lawyers which studied and made recommendations for civil employment of lawyers in the Government organization and also is a member of the Board of Legal Examiners which created at enrollment order to deal with the problems of lawyers in Civil Service. Mr. Durr is a sister of the late Justice Hugo Black.

Among other movements as possible appointees to the FCC vacancy are Maj. Gen. Joseph O. Mahon, who retired Sept. 30 as Chief Signal Officer of the Army [Broadcasting, Aug. 18]; FCC Secretary T. J. Slowie, an Iowa Democrat whose candidacy has been expressed by former FCC Chairman Jacob Rosten; former Washington newspaper correspondent, who is said to have the endorsement of Edward J. Flynn, chairman of the National Democratic Committee; Fulton J. Redden of Portland, Me., attorney and industrialist.

ANPA Traces Recent Growth

In Federal Advertising Control

Issues Bulletin Shows How Government Offices Have Attacked the Advertising Industry

TAKING UP the cudgels against increasing Government encroachment in the advertising field, American Newspaper Publishers Assn. last Wednesday issued a bulletin which is expected to be culminated by similar publications controls over advertising since 1933. Among the consistent attackers of advertising, in some form or another, over the years, has been the bulletin. The trend of the bulletin lists the Department of Agriculture; Assistant Attorney General Thurnan Arnold, in charge of the Antitrust Division, Federal Trade Administration, and to a limited degree several elements in the Federal Trade Commission.

Preambling and concluding an agency-agency review of anti-advertising activities somewhat similar to the compendium published in Broadcasting, Aug. 11, the bulletin was releasedCONTINUING of advance of this movement and called for “more interest by people other than those directly engaged in preparing, paying for and printing advertising.”

“During the past 10 years there has been increasing evidence of antagonism to advertising with desire by various agencies and officials of government to control, or regulate or prohibit advertising,” the bulletin declared. The trend toward to taking on advertising “seems to be increasing rather than decreasing and takes many forms, such as attacks on the accuracy and truth of advertising; taxes on the advertising; attacks on the government which advertising is an economic waste; elimination of advertising by groups which are under the influence of Government agencies; efforts to eliminate harmless ‘puffery’ in advertising language; the building up of consumer distrust of advertising and legislation to prohibit certain forms of advertising or advertising by certain groups and professions.

“First of all, publishers wish to make it perfectly clear that they are not objecting to efforts to eliminate false and misleading advertising. Publishers themselves have voluntarily accomplished much in that direction and are ready to cooperate with Government agencies and advertisers, all of whom have recognized the necessity of truth in advertising. All forms of advertising which have their own individual rules of censorship covering advertising copy.

Entire Structure Attacked

“The practices of agencies in the Government, however, of using the term ‘false advertising’ as a mask for the purpose of preventing or deterring competition in the marketplace, are subject to criticism. By requiring the advertising of products and services and jobs, as well as criticising the manner in which they are being placed, the agencies are simply carrying on a campaign against the entire structure of advertising in the United States.”

Hanson to Appeal Subpoena Decision

Circuit Court to Be Asked For Review of Ruling

TAKING exception to an Aug. 18 opinion of Justice James W. Morris, of the District Court for the District of Columbia, upholding the FCC position that it has the power to subpoena witnesses and conduct general hearings along the entire FCC line, Elisha Hanson, ANPA counsel, last Thursday filed a notice of appeal with the District Court. The petition states the case to the U.S. Court of Appeals for the District of Columbia.

Under Justice Morris’ memorandum opinion [Broadcasting, Aug. 18] and through an order subsequently signed by him, James G. Stahlman, publisher of the Nashville Banner and former ANPA president, was ordered to appear and answer a subpoena to testify at the newspaper-ownership inquiry, now scheduled to reopen Sept. 17.

Other Witnesses

With the Stahlman proceeding regarded as a far-reaching test of the FCC’s powers to subpoena witnesses, it is to be expected that the outcome will determine the action of other witnesses called at the newspaper-ownership inquiry under subpoena.

BROADCASTING

Page 10 • August 25, 1941

Broadcast Advertising
NBC, CBS Believed Planning Appeal to Court on Net Rules

Negotiations Cease as Labor Day Approaches But Action Is Expected to Resume in September

A HIATUS in the major network-FCC conversations looking toward a compromise of the controversial regulations, with no sessions held through Labor Day, appeared inevitable last week, with all signs pointing to a court attack by both NBC and CBS prior to the Sept. 16 effective date.

Not a wheel was turned last week in the negotiations between FCC Chairman Fly and the network heads in an effort to get some kind of temporary order, or an order for an utter from the other. No session has been held, in fact, since Aug. 7 when Chairman Fly handed the networks a virtual ultimatum that they accept and petition for a modified version of the time option rule or submit to the rules as originally drafted [BROADCASTING, Aug. 11, 18].

Expect Court Action

The only development since the rupture in conversations was the filing by MBS on Aug. 14 of its petition for amendments to permit network option time and longer contract periods [BROADCASTING, Aug. 18]. NBC and CBS apparently have made no moves toward submitting similar petitions, as requested by Chairman Fly, on the ground that conversations with the FCC are untenable.

As a result of all this, it is expected these networks will go to court between Sept. 2-10, probably in New York, to enjoin the Commission from making any of its rules effective. That is regarded as the only course open, unless Chairman Fly on his own initiative has informal conversations or orders an informal hearing or argument on the MBS petition. Action presumably must be taken on the MBS pleading prior to the Sept. 16 deadline.

Little chance of any activity between now and Sept. 1 is seen, since the Commission does not plan to hold regular sessions and since Chairman Fly and Commissioner Paul A. Walker, who participated in the final phases of the conversations with NBC and CBS, last week was attended by the annual convention of the National Assn. of Railroad & Utility Commissioners in St. Paul, Aug. 26-29.

Both NBC and CBS, it is made abundantly clear, are poised for the litigation, with parallel suits probably to be brought in the Federal District Court in New York or probably a three-judge court in the state court of appeals in New York. In either event, the suits will be to enjoin the Commission from making any of its regulations effective. If the suits are brought before the statutory three-judge court, it probably will be under Section 402A of the Communications Act and will seem to annul, set aside or enjoin the Commission. In addition to the absence from Washington of a majority of the Commission, NBC President Niles Trammell, who has sat through all of the protracted sessions which began in July, is on vacation—probably until Labor Day, William S. Plunkett, CBS executive vice-president and chief counsel, is away for a two-week period, and Edward Klauer, executive vice-president, likewise has participated in all of the FCC conversations, is in New York for an important conference and presumably will be available for any conference called.

Chairman Fly, at the final session, insisted there would be no further postponement of the Sept. 16 effective date. Originally the rules were to have become effective on Aug. 2, but the Commission, July 21, authorized the postponement upon petition of NBC and CBS, with MBS not opposing.

When the postponement was authorized, it was tacitly understood that any effort would be made to reach a compromise, notably on the time option clause, as expeditiously as possible, in order to allow the networks at least 30 days to revise affiliation contracts to meet the new requirements. That procedure now is out of the question, since there is little chance of any agreement before the Labor Day holiday. If conversations are reopened and litigation is avoided, it is assumed a postponement of the Sept. 16 date will be authorized.

Unless there is a postponement or unless an injunction is granted to the court, the network stations, notably those on the NBC networks, will find themselves in a quandary. Existing contracts, under the rules as now written, would violate the new rules and stations would face punitive action by the FCC. On the other hand it is thought most affiliates would be inclined to enter into a “virtual agreement” with the respective networks to retain the status quo insofar as clearance of network programs is concerned until the whole issue is adjudicated.

When the conversations hit the rocks again in early August, there had been virtual agreement among the FCC law department, CBS and MBS on the time option provision advanced by MBS. NBC, however, was adamantly because of the effect of this proposed formula upon the Blue Network, ultimately slated for sale under one of the eight rules adopted by the Commission. Chairman Fly then kicked out the entire proposal and offered his own [BROADCASTING, Aug. 18], which approved unsatisfactorily to all three network organizations.

Effects of Plan

It was following this conference that Chairman Fly delivered the “take-it-or-leave-it” ultimatum as a result of which MBS filed its petition restating its own proposal.

Generally, it is felt the plan proposed by MBS through its counsel, Louis G. Caldwell, and General Manager Fred Weber, would in effect mean the NBC Red, as well as MBS, but place the Blue in out-and-out competition for affiliates with MBS.

While it appeared anybody’s guess as to what might happen, it was thought in informed circles that before a final break and before litigation actually is attempted to enjoin the rules, the Commission would reopen the conversations. The MBS petition provides a basis on which the Commission conceivably could set informal arguments or perhaps an “amendatory agreement” Chairman Fly appeared to be in the position of waiting for NBC and CBS to make the next move.

Network in Mexico Ties Up With NBC

Azcarraga Group Afloat; Will Relay Programs

A MAJOR step in the development of its international broadcasting service, NBC on Aug. 21 announced that Mexico’s network of 21 stations, Cadena Radio-Difusora Mexicanas, will be affiliated with the NBC Pan-American network. The announcement was made by Frank E. Klause, NBC vice-president and general manager, following a radiophone conversation with John F. Royal, chairman of the board.

The Mexican network was organized not long ago by Don Emilio Azcarraga, president of XEW, Mexico City, key station of the group. XEW now operates on 100,000 watts in the highly competitive field, making it the most powerful radio station in the Western Hemisphere.

In addition to entertainment and public service programs regularly broadcast on NBC’s Red and Blue networks, a series of exchange programs are included in the program plans now under way between the two networks.

The long-range plans of the stations make up Cadena Radio-Difusora Mexicanas include: XEW, Mexico City; XEDK, Guadalajara; XERL, Monterrey; XEZC, Culiacan; XECZ, San Luis Potosi; XES, Tam- pico; XEFI, Chihuahua; XEBI, Agua Caliente; XEO, Irapuato; XECW, Cordoba; XEMA, Merida; XEPB, Monterrey; XEXH, Vera Cruz; XEMU, Piedras Negras; XEBH, Hermosillo; XEXR, Parral; XESA, Culiacan; XEBQ, Torreon; XERL, Victoria; XEBK, Tepic; and XECH, Mexicali.

PRO Paganda Probe Will Start Sept. 3

TO LOOK into charges that radio broadcasts and motion pictures are being used to spread pro-war propaganda, a subcommittee of the Senate Interstate Commerce Committee on Sept. 3 will begin public hearings to determine the merits of a resolution calling for a far-reaching committee investigation in these fields, introduced Aug. 1 by Sena- tors Bennett (D-Mo.) and Senator Nye (R-N.D.) [BROADCASTING, Aug. 11].

The five-man subcommittee, headed by Senator D. Worth Clark (D-Iowa), includes Senators Bone (D-Wash.), McFarland (D-Ariz.), Brooks (R-Ill.), and Tobey (R-Mont.).

According to Chairman Clark, the subcommittee hearings likely will last through September. About 15 representative movie producers and companies have been invited to appear starting Sept. 3, and after testimony is taken regarding the nature and extent of the situation, the radio field will be studied. It is expected radio industry witnesses will appear during the last half of September.

PREVIEWERS of Maude’s Diary, new serial sponsored on CBS Thursdays, 7:30 p.m., were these sponsors and agency folk. The serial made its debut Aug. 14. At the preview performance were: (l to r) Mrs. Cedric Seaman; Cedric Seaman, sales manager of Continental Baking Co, the sponsor; Walker Everett, of Ted Bates Inc.; Mrs. Ted Bates; Mr. Bates; Lee Mack Marshall, Continental advertising manager.

BROADCASTING • Broadcast Advertising
NAB Executive Group To Study Draft of NBC Contract

REPORTS that ASCAP music would be back on NBC by Labor Day after CBS shortly thereafter were exploded late last week when it developed that copies of the preliminary draft of the NBC-ASCAP contract had not been concluded on Friday, with little likelihood of completion of the paper work prior to Wednesday, Aug. 27.

Copies of the preliminary draft, still subject to change, were to be laid before the NAB Executive Committee, meeting in New York on that day, for comment and criticism but not for approval. Presumably, whatever was submitted with the red and blue Networks will not be the form until these deliberations are concluded.

Many Objectors

Despite optimism exuded by both NBC and ASCAP that the contract form would be in vogue, there was little to substantiate this view in reactions from independent stations. Many broadcasters, notably in the West and Southwest, reported they had refused to accept the agreement on its present terms. Most of the stations appeared to be awaiting the formal language of the proposed contract before making a final decision.

Copies of the preliminary draft were to be sent to members of the IRNA Executive Committee, as a formal agreement already had notified NBC outlets of its approval "in principle" of the deal, assuming it carries changes suggested by ASCAP in its text of IRNA statement on page 22.

Meanwhile, the ASCAP Radio Committee had begun its perusal of what was to be the final draft, over which Herman Finkelstein, of Schwartz & Froelich, ASCAP general counsel, and Robert P. Meyers, of NBC's legal department, had labored for nearly three weeks, putting into legal language the conditions previously agreed upon by NBC and ASCAP executives.

No hitch is expected at the ASCAP end, where the Radio Committee will, if all goes well, send the contract to the ASCAP board of directors with recommendations that it be approved. The board, which had sanc- tioned the informal document, is expected to put its O.K. on the contract without delay.

May Be Changed

Strong possibility was seen that changes in the present wording will evolve after consultation with the NAB Executive Committee. Moreover, it was thought ASCAP might offer counter-measures. All this would tend to hold up mailing copies of the contract to the network stations in the hope of avoiding the necessity of any other corrections or explanations which might create confusion among the stations.

ASCAP said response from affiliates has been "satisfactory" to date, but it declined to divulge the actual count. On the other hand, reports from individual stations, particularly those which have fought the copyright battle over the years, indicated no great haste in aligning with ASCAP until safeguards are applied. A week ago NBC said it had a total of 76 responses, with 57 favorable, 11 unfavorable and seven borderline.

Miller Calls Meeting

NAB President Neville Miller called the Executive Committee meeting first for Monday and then for Wednesday, when it appeared evident the NBC-ASCAP contract would be available. Because of the position taken by IRNA [see page 22] that it accepted in principle the form of contract only if specified conditions were met, it was thought the executive committee would be disposed to urge acceptance of the form, unless adequate protections all down the line were afforded in the written terms of the compact.

The NAB board, at a meeting in Washington Aug. 6-7, authorized its executive to still negotiate with any broadcasters negotiating with ASCAP for contract renewals. A motion adopted by the board specifically instructed the committee "to meet with negotiators on music contracts and to cooperate with them in devising terms for the use of music, which will be as widely acceptable as possible."

In question are such matters as clearance at the source of transmissions, handling of special arrangements, disposition of possible infringement suits, and other collateral considerations regarded as of fundamental interest to affiliates and independence.

Members of the executive committee to attend the Wednesday meeting and make themselves available for these consultations are, in addition to President Neville Miller who sits as chairman, James D. House, WLW, Cincinnati; Joseph O. Maland, WHO, Des Moines, president of affiliate stations; Don S. Elias, WWNC, Asheville, and John J. Gillin, Jr., WOW, Omaha, for medium stations and John Elmer, WCBM, Baltimore; William H. West, WTMV, E. St. Louis, for small stations.

The Position of CBS

Although there has been no resumption of negotiations between CBS and ASCAP, CBS executives have declined to comment on the NBC contract, the attitude was prevalent, particularly in ASCAP circles, that once a deal was concluded with NBC, CBS would be disposed to accept similar terms.

The fact that NBC has sought the Executives Committee comments, distinguished from approval of its contract indicates that terms of the deal to returning ASCAP music both to the networks and their affiliated stations are a matter of concern to the entire broadcasting industry not only to NBC and its affiliates. Once there is a unanimity of view on the contract terms it is expected they will be used without substantial change by all networks and stations wishing to resume ASCAP

Mutual Reply to IRNA

Meanwhile, the IRNA letter evoked an immediate response from MBS, whose general manager, Fred Weber, on Aug. 20 wrote IRNA's Chairman, Samuel R. Rosenberg, expressing the assurance that the more advanta- geous terms of the NBC-ASCAP contract could not have been secured without the groundwork done by the station committee negotiations with ASCAP. The letter reads:

"Today we received the six copies of the IRNA affiliates' memorandum to NBC affiliates, indicating favored participation in IRNA since the completion of the Senate hearings on the FCC monopoly report.

"The mention of the memorandum of the 19th of August was addressed to NBC affiliates over the signature of the IRNA committee, we should not have considered as mutual in- tegrity. You let not the obligation to refer to the alleged advantages between the NBC-ASCAP agreement and that of Mutual. Don't you think your memorandum extorts itself to stress what appears to be only two points of variation between the two arrangements? For the obvious intention, you neglect that:

"One—The most favored position exists for radio stations because the Mutual network insisted upon it before concluding its contract arrangements.

"Two—There can be little doubt that the present percentage is the nearest. Your earlier negotiations to obtain the fee effective on May 19, 1941, combined with the vast bargaining power of the other networks.

"Third—There is a network copyright formula maintained in the NBC-ASCAP agreement was developed to protect the interests of stations concerned with the Mutual network of type of opera- tion in which the stations enjoy (Continued on page 58)
Plan your next sales campaign to include complete Youngstown coverage with its suburban and plus market. Utilize the improved facilities of WKBN (570 KC), the only FULL TIME REGIONAL NETWORK STATION serving the Youngstown market...blanketing Eastern Ohio and Western Pennsylvania with strong, clear, interference-free reception. Use WKBN to tap this rich industrial area of more than a million purchasers.

NATIONAL REPRESENTATIVE...PAUL H. RAYMER COMPANY
Lever Bros. Plans Swan Soap Drive
Several Millions Budgeted in Campaign for New Soap
Lever Bros., Cambridge (Swan soap), through Young & Rubicam, New York, on Oct. 7 starts sponsoring the weekly half-hour Burns & Allen Show on more than 60 NBC stations on Tuesday, 7:30 p.m. (EST), with West Coast repeat, 6:30 p.m. (PST). Besides Gracie Allen and George Burns in a new comedy formula, the show is to include Paul White-man's orchestra, a male singer, guest talent and others. Sam Perrin and Artie Phillips have been signed as writers, with two more to be added before the series gets under way.

Tying in with its radio, and spending several million dollars, the firm is launching an intensive merchandising and promotion campaign for the new product. Besides extensive use of transcribed announcements featuring Gracie Allen on local stations, it is understood the schedule will include splash ads in 860 newspapers as well as leading magazines and stands nationally. Spot radio campaign, it was said, will be one of the most extensive ever scheduled by a sponsor.

Personnel Changes
Glennall Taylor who has produced the CBS Silver Theatre for three seasons, is now general producer of the Burns & Allen Show, with Al Scapone assisting. Ted Sheldon, NBC Hollywood writer-director, resigned that post to join Young & Rubicam and takes over Taylor's former assignment as producer of Silver Theatre which starts its fifth season Oct. 5 under sponsorship of International Silver Co., which operates 57 CBS stations, Sunday, 6-6:30 p.m. (EST), with Mickey Rooney as first guest star. Filling the NBC vacancy is the resignation of Sheldon is Dave Elton who has taken over production of the weekly sustaining Latitude Zero. Archie Shatin, who has been transferred to Hollywood for writer-producer assignments.

More Salt Spots
INTERNATIONAL SALT CO., Scranton, Pa., on Sept. 23, after a recent series of radio appearances, will resume participation in the Marjorie Mills domestic science programs on the Yankee Network and similar programs on the Pacific and West Coast stations. KKEA WGY WKBW WBFR WSYR WHAM WCAU WWL contracts running 6 to 13 weeks. Other radio plans for fall are under consideration but not yet completed, according to the agency, J. Mathew Inc., New York.

A STAGE, Screen and Radio Division last week announced its formation of the AMT Inc. in its anti-Nazi campaign, with several broadcasts planned in the near future in alliance with the movement are Lowell Thomas and William L. Shirer, Chicago, as co-chairs are Burgess Meredith and Helen Hayes.

REUNION OF WWJ VETERANS at 21st birthday party of the Detroit News station Aug. 26. Left to right: Ty Tyson, chief sports announcer who has been with the pioneer station practically since its inception; Fred Waring, bandman who first played over WWJ in 1921; William J. Scripps, son of the newspaper's publisher, who as a youngster founded what was to become WWJ.

Celebrities and Pioneer Broadcasters Join in WWJ's 21st Anniversary Fete
CELEBRATING its 21st anniversary last Wednesday, WWJ, of the Detroit News, brought celebrities and pioneer broadcasters to its microphones and keyed a special program to NBC-Red to tell the world that it was the first station still in existence to broadcast regularly scheduled programs of entertainment. It was on Aug. 20, 1921, that WWJ began operation and it has been on the air continuously ever since.

Fred Waring, who did his first broadcast over WWJ in 1921, was on hand with his Pennsylvanians for a one-hour broadcast, half of which was carried on NBC-Red. The entire evening's program was also carried by W4DJer, the FM affiliate of WWJ, and by WRUL, Boston shortwave station which sent Jose Godoy, Spanish-speaking announcer, to interpret for the Latin American audience.

Service to Public
Earlier in the evening WWJ's musical director, Mischa Kottler, and the WWJ Symphony, with Greta Keller, Viennese singer, presented a program featuring The Sophisto-Cats and other WWJ artists. WWJ's manager, William J. Scripps, who as a young amateur started the station, gave a brief talk in which he outlined the aims of WWJ since its inception.

He read a message from Chairman James Lawrence Fly, congratulating WWJ and calling it a "veritable Methuselah of radio". A transcribed message of praise and congratulations to W. E. Scripps and W. J. Scripps, who were true pioneers who dared to take a chance and throw off the shackles of convention and establish WWJ, the only station in America which can claim to be first, was read from Dr. Lee DeForest, who built WWJ's first transmitter. A tribute also was read from Niles Trammell, NBC president.

During the Waring program, Ty Tyson, who in 1921 invited Fred Waring to broadcast, engaged in brief repartee and reminiscence with his old friend. Hundreds of telegrams of congratulations poured into the station during the day and many of the station's friends dropped by to pay their respects.

Mr. Fly Comments
In the light of the newspaper-radio ownership probe, Chairman Fly's message to WWJ, referring to it as a "veritable Methuselah among radio stations," contained a rather significant sentence. "Let me congratulate WWJ," his message concluded, "on this occasion and express a hope that its next 21 years of service will be as outstanding as its first 21 have been."

"Since WWJ was first founded," Mr. Fly also stated, "radio has been transformed from a hobby for a few technically-minded youngsters to an all-platform feature of our social structure, and in that growth this station has played a significant role. Its three call letters instead of four mark it as a pioneer among stations, and its present status shows it has not been surpassed by later arrivals."

Mellett Praises Radio
For Alert Judgment in Resisting Propaganda
RADIO has been an industry "wise beyond its years" in understanding popular feeling, according to Lowell Mellett, administrative aide to President Franklin D. Roosevelt, writing in the September Atlantic Monthly. The industry has been second only to the movies in resisting use of its facilities for foreign propaganda, he said, but newspapers have been laggard.

Writing on "Government Propaganda," he said American radio and the press associations can continue to render a great service to the country. "We do not have to destroy the confidence they have created." The press associations and American radio, he went on, "have set a standard of truthful reporting that has caused their reports to be believed, particularly by the nation's youth and Central America. "Nothing save a sudden switch to dishonesty on our part can take this advantage from us, he said.

In discussing acceptance of pacifism, he said: "No propagandist, even if he were capable of bringing the people to this state of preparedness, and so far as the Government was concerned no such propaganda was attempted. The Government refrained from propaganda despite war-time pressure."

"This is the American way, the right way, the wise way. It would be wrong for the President to use fundamentalist influence to bring an agency designed to whip Congress into line with his thinking. And the President has not done so."

Soft Drink Test
WELCH FRUIT PRODUCTS Co., Chicago, through its newly-appointed agency, Reinecke-Ellis-Younggreen & Finn, is testing a daily five-minute program on WROK, Rockford, for Black Cow soft drink. Program features a daily news-giveaway of 3 ounces for listeners, who, when called on the telephone, have one empty and one full bottle of the soft drink. Presently this is on two stations, but others dressed in black uniforms wearing a large cow's head. About 15 such figures will be added, according to H. C. Vogel, radio director of the agency.

Longines Resumes
L O N G I N E S - WITTNAUER WATCH Co., New York, during the week of Sept. 22 will resume its series of half-hour transcribed symphony programs on over 50 stations throughout the country. Series features symphonies by leading orchestras all over the country, performed by two different orchestras each heard Sunday afternoons at varied times. Agency is Arthur Rosenberg Co., New York.

Oyster Shell Renews
OYSTER SHELL PRODUCTS, Chicago, through its newly-appointed agency, Reinecke-Ellis-Younggreen & Finn, is testing a daily five-minute program on WROK, Rockford, for Black Cow soft drink. Program features a daily news-giveaway of 3 ounces for listeners, who, when called on the telephone, have one empty and one full bottle of the soft drink. Presently this is on two stations, but others dressed in black uniforms wearing a large cow's head. About 15 such figures will be added, according to H. C. Vogel, radio director of the agency.
147% GAIN IN ONE WEEK...and in Boston!

Says DOUGHNUT CORPORATION
SALES EXECUTIVE

"The result of the one week's effort on radio turned in a better than 147% gain.

"In all my merchandising experience I have never believed such instantaneous returns could be accomplished in this New England market knowing so well the slow absorption qualities of the immediate buying public.

"I feel your cooperation plus the general pulling power of the 920 Club accounted for this wonderful return."

(SIGNED) Stanley Anderson
Doughnut Corporation of America

This sensational achievement is but one of many successful campaigns merchandised through WORL'S famous 920 Club. Make your advertising work fast — get hard hitting cooperation from WORL.

**Buy A Participation In The 920 Club Now!**

Announcements and 15 minute programs are open! Write for availabilities and 15 big success stories today!

950 Kilocycles WORL 1000 Watts

MILES STANDISH HOTEL • BOSTON, MASSACHUSETTS
Wisconsin Net Gets Games

EXTRA football schedule of U of Wisconsin will be broadcast this season by the recently formed Wisconsin Network, comprising WIBY, Appleton; KPFI, Fond du Lac; WCLO, Janesville; WHRL, Sheboygan; WBAU, Wausau; WFHR, Wisconsin Rapids; WEMP, Milwaukee; WRJN, Racine; WIBU, Poyntette. The schedule, as yet unsponsored, will include five games at Madison and three out of state games.

WIBG Given 10 kw. For Philadelphia

New Stations for Pasadena
And Washington, Pa.

AT A SPECIAL meeting last Friday to clean up its calendar prior to a recess over Labor Day, the FCC authorized two new standard broadcast stations and granted a new FM broadcasting station in Philadelphia as well as improved facilities for a half-dozen stations.

Headlining the list was a three-point grant to WIBG, Glenside, Pa., in effect making the station a full-fledged Philadelphia outlet with 10,000 watts unlimited time on 990 kc., in lieu of its present 1,000 watt daytime assignment. Simultaneously, the Commission authorized transfer of control from its present owners to Paul F. Harron and Joseph Lang, who now own WHOI, Jersey City, and John G. Kelly, former Democratic leader of Philadelphia, and Anthony J. Drexel Biddle Jr., now minister to Poland, and several smaller European countries, headquartered in London. The latter two acquire 49% interest for $75,000 with Harron and Lang holding the 51%.

In granting the WIBG transfer, the Commission reconsidered a previous order for a hearing. It cancelled the hearing and in addition authorized transfer of control also authorized removal of the station from Glenside to Philadelphia. The Commission also approved an application of Seaboard Radio Broadcasting Corp., WIBG licensee for a new FM station to operate on 88.1 m. on a regular commercial basis. The area specified is 9,300 square miles.

A new standard broadcast station in Pasadena, Calif. to operate on 1430 kc. with 1,000 watts daytime only, was authorized to Southern California Broadcast Co. Principals are Marshall S. Neal, store owner, 44%; Lee A. Ragan, salesman of KIEV, Glendale, 5%, and H. H. Cooper, KIEV salesman, 5%. There are 14 other stockholders.

On petition for reconsideration and grant without hearing, the Commission authorized a new station at Washington, Pa., to the Washington Broadcasting Co., to operate on 1450 kc. with 250 watts fulltime. The licensee company is made up of 46 stockholders, with approximately 35% of the stock held by individuals interested in the ownership of WSTV, Steubenville, O. William S. Yard is president, with approximately 6% of the stock; Louis Berkman, vice-president and head of WSTV, holds 18.6%; Sherman H. Siegel, treasurer, 10.6%.

WRNL, Richmond, was granted an increase from 1,000 to 5,000 watts fulltime on 910 kc. with a directional antenna. Other grants included: KONO, San Antonio, increase from time-sharing to fulltime on 1400 kc. with 250 watts fulltime; KPQ, Wenatchee, Wash., increase 500 watts night and 1,000 watts day on 560 kc. in lieu of 250 watts on 1490 kc.
HIS fact alone is enough to explain the ever-increasing popularity of ABC Stations in Arizona. The best in radio is the listener's natural choice, so wise is the advertiser who makes the most of its good company. ABC's seven stations insure complete coverage of the rich Arizona market.

**ABC Means NBC In Arizona**

**The ABC of Radio in Arizona**

- **KTAR-Phoenix**  5000 W - 620 KC
- **KVOA-Tucson**  1000 W - 1290 KC
- **KYUM-Yuma**  250 W - 1240 KC
- **KGLU-Safford**  250 W - 1450 KC
- **KCRJ-Jerome**  250 W - 1340 KC
- **KWJB-Globe**  250 W - 1240 KC
- **KYCA-Prescott**  250 W - 1490 KC
- **NBC RED and BLUE Network Stations**
- **Other ABC Stations**

**KTAR**

**Key Station of the**

**Arizona Broadcasting Co., Inc.**

Represented Nationally by

**Paul H. Raymer Company**

New York Chicago Cleveland Detroit San Francisco Los Angeles

**AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE**
Transcontinental Broadcasting System, Elliott Roosevelt's ill-fated venture which almost but not quite became a fifth nationwide network, furnishing the industry with a New Year's Eve sensation when, on Dec. 31, 1929, its promoters announced that they would be unable to meet the scheduled Jan. 1 starting date, made a much less sensational announcement the new last week, when its receivers filed their report in the Court of Chancery at Wilmington, Del.

Daniel F. Wolfcott and Harry H. Steihman, appointed by the court last November to dissolve the network corporation, reported total assets of $49,874, consisting of $24,444 in cash, only the bank and a refund of $430 secured from the telephone company. Of this, $5,763 had been paid to Breed, Abbott & Morgan, law firm which conducted negotiations for TBS with Blackett-Sample-Hummer, whose clients were expected to be the first TBS sponsors, and $771 had been paid for other claims. Claim of John T. Adams, one-time chairman of the board of TBS, for $6,528 was denied by the court.

Paid to Stockholders
Pro-rata distribution of $63,715 to TBS stockholders leaves a balance of $24,828, of which the receivers ask the court to approve their bill of $850 and attorney’s fees of $3,500. If this approval is forthcoming, the remainder will then be distributed to the stockholders and the career of TBS officially closed.

Elliott Roosevelt, as largest stockholder of TBS, holding 4,000 of the corporation’s 10,000 shares, has transferred $6,000 of the distribution to date to H. J. Brennen, owner of KQV and WJAS, Pittsburgh, and WHJB, Greensburg, Pa., who attempted to reorganize the network following Mr. Roosevelt’s resignation as president, received $9,557 on his 1,500 shares. H. K. Brennen, Sarah A. Brennen and Margaret M. Brennen, each holding 286 shares, received $1,822 apiece. Robert M. Thompson, KQV-WJAS, received $5,520 for his 1,496 shares, of which 772 individual listed with more than 1,000 shares.

Noxema Enlarges
NOXEMA CHEMICAL Co., Baltimore, has placed its Quiz of Two Cities program on WAPI, Birmingham, and WSB, Atlanta, making a total of 20 stations now carrying the weekly half-hour show either as a single unit or in cooperation with another program. Accurate of Ruthrauff & Ryan, New York, agency in charge, combinations are under consideration for the show to be heard in New York, Philadelphia and Pittsburgh, and Albany-Troy-Schenectady.

CONTRAST BETWEEN PAST and present glories was furnished Alabama citizens during the annual Soap Box Derby when this ancient Sears model, circa 1900, snorted along before 35,000 spectators. At the "steering wheel" is Harold E. Smith, owner of the car and general manager of WOKO, Albany, accompanied by Sports announcer, Sherb Herrick, who holds wondering Harold E. Smith II on his lap. WOKO carried heat-by-heat accounts of the local race, won by Donald Mathews, who was sent to the Akron Derby by Socony Vacuum Oil Co.

WIBW, WCHS Seek FCC Rule Change To Allow 10 kw. Daytime for Regionals

FORMAL petitions for a change in FCC rules governing power limitations on regional stations to authorize use of 10,000 watts during daytime hours in lieu of the present 5,000 watts peak, were filed with the FCC last week by WIBW, Topeka, and WCHS, Charleston. The stations operate on the same frequency of 560 kc.

First of the requests to be made for a change in the rules, the applications were filed in conjunction with nearly identical petitions seeking amendment of Sec. 3 of the act to lift the power maximum for Class III-A regions. Engineering data filed in conjunction with the WIBW application were prepared by Andrew D. Ring and Ralph L. Clark, consulting engineers, with similar data utilized by WCHS.

Others May File
It is estimated [Broadcasting, Aug. 4] that the increases to 10,000 watts daytime will result in an approximate 40 percent improvement in coverage, primarily in rural or semi-rural areas. Because few questions of interference are involved, except as to adjacent channels, existing antennas can be used in virtually all cases, it was stated. The average remodeling expense to increase the transmitter output from 5,000 to 10,000 watts would be between $5,000 and $15,000.

In addition to the two stations which already have filed, it is understood that WRDO, Orlando, Fla., also assigned to 560 kc, contemplates a similar application in the near future. A change in the rule by the FCC would open the way for virtually all regions operating with 5,000 watts full time to double their daytime power by making the necessary alterations in equipment.

In the WIBW petition, filed by John W. Guider, Carl A. Smith and Lester Cohen, counsel, it was brought out that one of the primary deficiencies in the present allocation system is the lack of primary daytime service in rural and semi-rural areas. It seems apparent, said the petition, that clear-channel service alone cannot be the answer to the problem. A great number of Class III stations now render day and night service to the people, the petition stated, but the communities in which they are located, it is added, and any extension of their daytime coverage will for the most part be over rural districts and small towns which are unable economically to support any type of facility which otherwise might be usable there.

It was pointed out that a large percentage of such regional stations can use 10,000 watts daytime without causing substantial interference. The WIBW application, said the petition, if granted, would result in a reduction in daytime service of the station in areas served around Kansas City, Omaha, Des Moines and other metropolitan sections already supplied with adequate service and a substitution of a sizable operation in Western Kansas and Southwestern Oklahoma, which has a dearth of radio service.

Technological Advances
WCHS, in its petition filed by Ben S. Fisher, Charles V. Wayland and Charles F. Duvall, contended the existing rule limiting daytime power to 5,000 watts is obsolete and not in accordance with the best engineering practices and the present state of the art. It cited technical advances made in directional antennas and high-powered transmitters which would make it possible to use effectively power of not less than 10,000 watts daytime.

Contending that the entire listening public throughout the country would be benefited by such a change, the petitioners added that many listeners, both rural and urban, are now unable to receive any daytime signal of sufficient value to be usable. This condition, however, largely would be rectified with the proposed power boost.

Advancing arguments similar to those contained in the WIBW petition, WCHS pointed out also that with expansion in power and coverage possibly for at least 100 regional stations, a greater uniformity of coverage and a wider variety of programs would immediately become available to many millions of listeners. The increased daytime coverage of WCHS alone would be 410,000 persons, it stated.

Arguing for 5,000 watts is an inefficient use of facilities, WCHS contended a change in the rule would not interfere with or curtail the service of any existing stations and the general nature of the applications would conform strictly to present engineering standards. By granting the petitions, WCHS said, the Commission "will provide more adequate and efficient distribution of radio facilities throughout the entire United States."

Paper Buys CFCT
CFCT, Victoria, B. C., has been purchased by the Victoria Colonist, morning daily, from George W. Deavours, for an undisclosed sum. According to H. R. Carson, president of All-Canada Radio Facilities, Calgary, who will represent the station nationally. The only station in Victoria, capital of the Province of British Columbia and home of many retired British civil servants, it will be operated by a staff recruited from various stations of which All-Canada is affiliated. Manager will be Cecil Berry of CFGF, Grand Prairie, Alta. Al Smith, of UNCK, Regina, Sask., will be sales manager. Sale of the station to the Colonist makes 27 news media stations in the Dominion of a total of 86 active broadcast outlets.
Full-Time WIBC+Merchandising=
Low 3¢ Inquiry Cost for Marlin Blades

A sales and merchandising record in the highly competitive field of razor blades— is a record.

WIBC is pretty proud of the fact that its full-time state-wide coverage of Hoosierland, plus merchandising cooperation due to WIBC's influence on dealers, has been producing sample inquiries at the extremely low cost of 3¢ per inquiry.

As a matter of fact, Marlin had used up all of its advertising budget for Indianapolis, but renewed as they put it, "because of the splendid job WIBC did for the account." WIBC has a good clear signal that reaches all over Hoosierland and edges into surrounding states. WIBC's first concern is a large, loyal and responsive listening audience. We keep it because we make sure we give 'em what they want to hear.

That makes WIBC a good bet for any advertiser who wants to get his sales story over Hoosierland—in one convenient package.

Indiana's Friendly Station Serves Hoosierland

WIBC
Affiliated with the Mutual Broadcasting System
INDIANAPOLIS

Represented by
HOWARD H. WILSON CO.
New York, Chicago, Kansas City
Above: Station WPTF, Raleigh, North Carolina, Westinghouse 50-HG Transmitter
We have been selected for essential work in connection with national defense for the same reason that our 50-HG equipment has been selected by key broadcasting stations entering the 50,000-watt group since January, 1940. We know what the job requires—and how to do it. That is because we have been at it for a long time.

Since the earliest days of the industry we have been engaged continuously in broadcasting operations through such well-known commercial stations as KDKA, KYW, and WBZ.

Out of this experience came the distinctive improvements found in our 50-HG transmitter—greater economy, operating simplicity, and fidelity in radio transmission—the kind of developments which are a result of a first-hand operating experience.

The research and development supporting our current defense work will ultimately result in still further improvements in our regular commercial transmitters.

OPERATING ADVANTAGES
OF WESTINGHOUSE 50-HG TRANSMITTER

- Air-cooled tubes in all stages
- Extremely low operating costs
- Metal rectifiers throughout, except main high voltage rectifier
- Inductive neutralization of the power amplifier
- Equalized feedback
- Compressed gas condensers
- Complete elimination of fuses
- Spare rectifier tube at operating temperature
- Ease of adjustment
- Unit construction throughout
- Full automatic control
- Relatively low plate voltages
- Conservative operation of all tubes
IRNA Chieftains' Letter on Proposed NBC-ASCAP Deal

STORM SUPPORT for the NBC-ASCAP deal came last week from Samuel R. Rosenbaum, WPTZ, Philadelphia, and Paul W. Morency, WTXC, Hartford, chairman and vice-chairman, respectively of Independent Radio Network Affiliates, who, acting in their capacities as members of the IRNA negotiating committee of NBC affiliates, addressed a letter to all NBC affiliates analyzing the deal and setting forth what they regard as its advantages and disadvantages.

Emphasizing that stations still are free agents, that no commitment has been made to bind them and that they have made no representations of authority to bind them, the letter declares that "it is our considered judgment that this is a very fair deal and now is the time to settle copyright differences between networks and affiliates so that ASCAP music can go back on the air." Text of the letter follows:

The NBC-ASCAP Formula

On many occasions in the past few years we have all complained about the short-sightened, the half-bakedness and the narrow-mindedness of network executives from our point of view, in failing to comply with requests from IRNA which we believed to be for the good of the industry. We believe much of the present mess the networks are in could have been averted.

This makes it all the more imperative that we should speak up when we have obtained from a network a deal for affiliates which we regard as a major accomplishment. The advantages obtained for affiliates in the copyright deal tentatively arrived at between NBC and ASCAP are a victory for affiliates. They are the direct result of demands made by IRNA. They also reflect the better understanding of affiliates which Trammell, as president, has brought into the direction of NBC.

In recent months the broadcasting industry has had a crisis every morning before breakfast. Broadcasters have faced so many emergencies they are shell-shocked. Many of you have not followed the details of the copyright situation. The telegram you got from Trammell was too short and needs to be amplified.

We therefore believe it is in order to review and explain the proposed new formula and state our views. The decision is up to you. You are free to reject. We have obtained a proposition which, when it is satisfactorily embodied in contract form, is an offer to you. We have made no commitments for you. We have made no representations that we have authority or power to bind you.

It is, of course, not possible to make final recommendations on the copyright deal tentatively set up between NBC and ASCAP until affiliates have had a chance to examine it. If you don't take one, you will get the benefit of ASCAP music on network service. You will pay the cost of sustaining programs. On commercial programs you will be asked to reimburse the network only the same amount which the network pays ASCAP on the net dollars you get from the network.

You used to pay ASCAP 5% on these dollars. You are now asked to pay 21/2%.

Any affiliate who wants ASCAP music locally can get it on a per-program basis or a blanket basis. No affiliate is compelled to take a local ASCAP license. Even if you don't take one, you will get the benefit of ASCAP music on network service. You will pay the cost of sustaining programs. On commercial programs you will be asked to reimburse the network only the same amount which the network pays ASCAP on the net dollars you get from the network.

On the final balance you pay ASCAP 21/4% if you take a blanket license, which is obviously comparable with the previous basis. If you refuse to pay the additional 21/4% deduction which we have obtained for you.

Add to that your local sustaining fee. Instead of an arbitrary figure as before, this will be for a blanket sustaining license, 12 times $1, if your annual gross is under $50,000; 12 times your highest 1/2 hour rate if your gross is $50,000 to $150,000; and 12 times your highest 1/2 hour rate if your gross is over $150,000.

Blanket Licenses

On blanket licenses, adding your commercial and sustaining fees, your total cost of ASCAP will average well under 3% as compared with a total of between 6% and 7% for both commercial and sustaining licenses before 1941.

This basic differential in favor of affiliates, that is, 1% as against the network 23%, is also an IRNA contribution to the terms of the deal.

If you take a per-program commercial plan you will still get the benefit of the extra 15% deduction we have obtained for you, so that the 5% on full programs of ASCAP music and 2% on incidental use of ASCAP music make up the difference, background, than, or signature, are really 0.5% and 1.75% respectively for comparison with previous experience.

You can choose between a per-program sustaining license if you wish and pay 17% of your gross to local sustainer using ASCAP music.

If you wish, you can start with a program switch for program to blanket if you think it will be cheaper, or vice versa. Or you can combine a per-program commercial

Business Rising Rapidly in KSD Area

Help Wanted Advertisements are a recognized barometer of business. St. Louis newspapers printed 57% more Help Wanted Advertisements during the first 6 months of 1941 than in the same period last year.

Place Orders for Your Fall Schedule Now

More Than 30,000 New Jobs Within a Year

Will be created by primary defense contractors, with more than 150 firms in metropolitan St. Louis participating and with wage increases from 25% to 50%. Estimates by St. Louis Chamber of Commerce

A Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES
How to put life into your recorded programs

Use NBC ORTHACOUSTIC*—recording so lifelike it wins acclaim of musical experts

Recording the Longines Symphonette was a real challenge, in that the quality of the recorded programs had to match the exceptionally high standards of the artists themselves.

How well the finished records met the challenge is explained in the letter from Mr. Cartoun—and in a letter from the conductor, Macklin Marrow:

"Having examined the first series of recordings I recently made with the Longines Symphonette I should like to express my appreciation for the truly amazing fidelity to tone and nuance in all registers, and for the warmth and richness of the string quality which is unequalled in my experience."

Whether you’re preparing one minute spots or a quarter-hour musical or dramatic program, the live quality of NBC Orthacoustic* is equally effective. Whatever your recording problem, take it to "Broadcasting Headquarters"—for here you will find the finest recording facilities as well as a complete production service—from script to finished pressings.

*Ralxed trademark

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

Broadcast Advertising
August 25, 1941 • Page 23
license with a blanket sustaining, or vice versa. There is no minimum guarantee if you take a per-program license so as to make yourself eligible to pay sliding scale numbers for advertisers who wish it. There is a fixed fee, however, to log all of your numbers for ASCAP, and this will be onerous.

Renewal Clause
4. You can refrain from present to future acceptance of any OPF contract and change your mind any time you like and take one, and you will get the benefit of whatever fee increases may occur to the term without being penalized because you want to wait and see.

The full nine years with provision for renewal for your station is needed to secure rights from its members. The terms for the second nine years will be unchanged on that station, subject to rates which we refuse, in which event the question of an increase would be determined by arbitration.

6. The terms for every affiliate are identical, and we have selected one of two, one being the network affiliate and one not, including network M & O stations. The stations previously signed up, including for most affiliates, share in these improved terms. The previous discriminations in favor of those signed up in the newspaper contract, are abolished.

If the deal is not signed, will provide for a release in the event of signing for the network, the stations that sign a contract with NAB from the various threats for anti-trust and infringement violations that have been in existence and that a coal donation should include a complete release for the stations from all it from all claims, at least up to the date the NAB signs the network deal, including not our threatening violations for anti-trust claims, but also claims for past years.

BM1 to Continue
8. Although it is not, of course, part of the deal, ASCAP and BMI will continue to be maintained, given that it intends to do it under the present BM1 and to continue to support BMI and encourage it to grow, and we feel that BMI will be better maintained as an affiliate than as compared with between 6% and 7% of the annual income (when you add your sustaining fees).

9. The aggregate cost of both BMI and ASCAP music on blanket licenses will be less than 5% of the annual income as compared with between 6% and 7% of the annual income.

10. In the event of a reduction in the ASCAP fee, BMI will continue to perform, to a jury and we will have a right to cancel. If it is impractical to negotiate an offset for all stations, having restored it, we always have the right to negotiate for a per-program method of payment.

11. The deal imposes a considerable added financial cost on BMI, which pays ASCAP on its network revenue which, as you know, was previously exempt. If any of those formulas were applied to 1940 business, the annual sum payable to BMI as to ASCAP to BM1 to network program, commercial and sustaining, would be in round figures $50,000. Therefore, BMI asks BMI to remuna- tion, to give us in round figures $50,000. This makes a total of $50,000 for BMI. BMI will be $50,000 if the new formula were applied to BMI.

In addition, BMI pays NAB $50,000. This makes a total of $100,000 per annum, or $1,000,000 in total per annum, on the reduced rate paid period, on the reduced rate paid period, are $50,000. Therefore, BMI, ASCAP and BMI together, on the new plan on 1940 business would be in round figures $50,000, with actual payment to ASCAP for that year, $410,000.

12. ASCAP is taking on an additional cost, in round figures, of about $1,000,000 to ASCAP based on 1940 business (and this will increase growing volume and with clearance at

PROMOTION DRIVE FOR COAL

Use of Radio Time Urged in Campaign to Induce Consumer Coal Purchases

TO PREVENT a threatened snarl in defense production and distribution, a new radio advertising campaign has been launched to urge customers to "buy coal now while you can get it, and be warm this winter. The deal imposes a fee on ASCAP, NBC has against this, while BMI has felt the network had been previously exempt. This imposes a fee on BMI and BMI to network program, commercial and sustaining, to give us in round figures $50,000. This makes a total of $50,000 for BMI. BMI will be $50,000 if the new formula were applied to BMI. In addition, BMI pays NAB $50,000. This makes a total of $100,000 per annum, or $1,000,000 in total per annum, on the reduced rate paid period, on the reduced rate paid period, are $50,000. Therefore, BMI, ASCAP and BMI together, on the new plan on 1940 business would be in round figures $50,000, with actual payment to ASCAP for that year, $410,000.

FRESH FROM BARNYARD came this belated reminder for all who use the sun to the benefit of the consumer, the de- signer feed to the hands of the Bernice Smith, new agricultural director of KFI, to the benefit of the consumer, the de- signer feed to the hands of the Bernice Smith, new agricultural director of KFI, to the benefit of the consumer, the de- signer feed to the hands of the Bernice Smith, new agricultural director of KFI, to the benefit of the consumer, the de- signer feed to the hands of the Bernice Smith, new agricultural director of KFI, to the benefit of the consumer, the de- signer feed to the hands of the Bernice Smith, new agricultural director of KFI, to the benefit of the consumer, the de-
Two sharp eyes under a visored cap watch a white sphere approaching. Wham! Another baseball goes traveling ... another hit for Joe DiMaggio, all-time consecutive game batting champion. Batting out record-breaking sales, too, are a pair of radio stations which belong in every advertising line-up. The Great Stations of the Great Lakes are a still greater buy these days ... your big league performers in the heart of Industrial America.
TEY KNEW THEIR "SPARKS" during the first World War, serving in Uncle Sam's sea forces ashore and on ship. Now all hold important executive posts in radio; for identifications and brief sketches of their careers, see page 42.

**AIR BASE ROUNDPUP** Spokane Stations Coordinate News Each Friday

ASSUMING the role of coordinating all news in connection with the Second Air Force, Army which headquarters at Spokane, KHQ and KGA each Friday night present a half-hour round-up of all the outlying bases of the Second Air Force. Orders from Maj. Gen. Millard Harmon's command to KHQ some time ago that it would be in the interest of the network and the country to cover the news in the Pacific Northwest. Orders from Maj. Gen. Millard Harmon's command to KHQ some time ago that it would be in the interest of the network and the country to cover the news in the Pacific Northwest.

KHQ and KGA, now called upon to cover important news in the Pacific Northwest, have decided to go ahead and get it. For example, we recently got a call from Maj. Gen. Millard Harmon, the head of program and plan for the Second Air Force, who wanted KHQ and KGA to cover all important news in the Pacific Northwest. Maj. Gen. Harmon has been busy in the Pacific Northwest, and we feel that we can do a good job of covering the news there.

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...with Oklahoma City Listeners

- A station which can achieve and maintain year after year the decisively standout position of WKY in its community ... which is the 3 to 1 choice of daytime listeners* ... which is, in fact, listened to by more persons in Oklahoma City from morning till night than listen to all other stations combined* ... a station which can do that must HAVE something!


It is ALL of these and more, which, added together make WKY the decisive choice of listeners and the logical choice of advertisers in Oklahoma City.

*Results of week-long telephone coincidental survey by Ross Federal Research Corporation.

WKY • OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO. • THE OKLAHOMAN,
THE TIMES • THE FARMER-STOCKMAN • KVOR, COLORADO SPRINGS • KLZ, DENVER
(Under Affiliated Management) • REPRESENTED BY THE KATZ AGENCY, INC.
Continuing Study of Listening Habits
In New York Area Is Started by WOR

IN AN EFFORT to secure more complete information about the listening habits of its potential audience, WOR, New York, has started a "continuing study of radio listening" in the city’s metropolitan area, based on 6,000 personal interviews a month, collected by the staff of Crossley Inc.

The personal interview method was selected, according to Joseph Creamer, WOR promotion director, to provide a check on the listening habits of non-telephone as well as telephone homes, as well as to enable the collection of more information than can be secured by a telephone survey. To insure statistical accuracy in the reports, each will be based on 12,000 completed interviews, covering two months. The first report, for June and July, will be completed about the first of September.

Each interview will cover the two hours preceding the time of the interview, in the daytime, or the hour-and-a-half preceding in the evening, so that an accurate report on listening by quarter-hours may be secured from each person interviewed. In addition, the interviewer will ask "What program are you listening to now?" as a coincidental check. If the person interviewed has been listening, but cannot recall the programs heard, he will be given a randomized list of programs, with no stations shown, as an aid to memory.

The interviewer will check on the number of listeners in each home and determine if telephone, auto, etc., indicate the financial status and provide a means of comparing listening habits in telephone and non-telephone homes. In addition to each, a listener will complete the weather and temperature, as these have a decided influence on listening.

Extra Question

Answers will be analyzed by sex, and age of those interviewed. Each monthly interview will include one extra question, such as "Do you prefer to listen to dramatic or musical programs in the morning?" to give WOR an opportunity to get information helpful in solving current problems.

All programs heard in New York, both sponsored and sustaining, will be covered by the study, which will also supply a check on Saturday morning listening with an evening-size sample, furnishing information not readily available from the national program surveys which cover only commercial network programs and hence have to a large degree concentrated in the daytime on the Monday-through-Friday period when the dramatic serials that constitute a large part of daytime network broadcasting are on the air.

Each month’s interviews will be made during a single week, usually in the middle of the month, but always a week without holidays or other factors which would make for abnormal listening.

The WOR "continuing studies," Mr. Creamer explained, are aimed at supplying detailed information about listening at any time of day or evening, information which will be of real value to timebuyers—and to WOR salesmen—in selecting the best times and programs for their clients, rather than the vague "we have most of the listeners during the week" sort of results that even if they honestly show the general superiority of a station do not give a prospective buyer any assistance in placing his single program or program series.

Air School Broadened

SCOPE of New Horizons, Wednesday series of the CBS School of the Air of the Americas, is to be broadened for the 1941-42 school year to include an historical survey of all the Americas. Under the title Landmarks of New World Neighbors, the programs, starting Oct. 8, will dramatize the exploration, natural history, geography and history of the entire Western Hemisphere. Jointly sponsored by the National Education Assn., and the American Museum of Natural History, the series will be the students a supplementary textbook.

Call Letters issued to recent new stations are KWWC, Pendleton, Ore.; WOBN, Warren, O.; WOQG, Greenboro, N. C.; WFPN, Findlay, O.
NO NEED to wait for your Western Electric 443A-1 — the 1 KW that’s been labeled "tops" by stations from coast to coast!

Designed by Bell Telephone Laboratories, it is complete in one unit 44" wide, 39" deep, 78" high — requires about one-half the floor space of former 1 KWs. It employs the famous Doherty Circuit for increased stability and efficiency — plus grid bias modulation. It has overload protection through magnetic circuit breakers and stabilized feedback.

You can get delivery as soon as you want it. Better ask Graybar for details.

Western Electric
Ask your Engineer!
David Joins Donovan's Staff
As FCC Widens Foreign Bands
More Frequencies for Domestic Licensees Giving
International Service Will Be Available

RESIGNATION of Nathan H. David, chief of the litigation section of the FCC's law department, to join the staff of Col. William J. Donovan, U. S. Coordinator of Information, was announced last Monday by the FCC. Mr. David will serve as liaison officer on legal matters between the Donovan organization and the FCC, it was reported.

A Harvard Law School graduate, Mr. David joined the FCC in 1939 as assistant to Chairman James Lawrence Fly. Subsequently he transferred to the legal staff and recently was named chief of the Litigation Section. He is 28, and before joining the FCC was in the law office of former Judge John J. Burns of Boston.

Coordinating Work
While no formal announcement has been made by the Donovan office as to the extent of its coordinating operations in the radio field, it is understood a working arrangement already has been established with the FCC's Foreign Broadcast Monitoring Service. The Donovan office will coordinate all national defense information for the President.

In addition to the work of the monitoring service, which recently has been authorized an additional appropriation of $209,000 for the fiscal year 1942 [Broadcasting, Aug. 18], the Donovan committee is also coordinating in a general way the service of all stations licensed and operated by the Civil Aeronautics Board. Col. Donovan has held several conferences with representatives of these stations with a view toward improvement of overall service to the interests of hemispheric solidarity.

In the latter connection, the FCC announced last Tuesday modification of its rules governing international broadcast stations to permit greater flexibility in the choice of operating frequencies. This, the Commission said, would bring about more efficient use of the limited number of frequencies available for this service. The Commission said that existing world conditions demonstrate the necessity of the United States being well represented in the international broadcast band and of maintaining an adequate service to the people of foreign nations.

More Interference
Expansion of international broadcast facilities in other countries has resulted in considerable increased interference to the transmissions of stations in this country engaged in international broadcasting, it added.

The changes made in the international broadcast rate rule (4.44) will make it possible to assign more than one frequency in the international broadcast band to a single domestic licensee. This will enable the licensee, should interference be experienced on one frequency, to shift to another frequency not subject to the same degree of interference. In addition, due to the time differential in foreign lands served by international broadcast stations in this country, it is possible to assign the same frequency to two or more stations broadcasting to different portions of the world, without conflict.

The Commission pointed out that there are now a dozen international broadcast stations in operation or under construction in this country. A minimum power of 50 kw. is specified for these stations.

New Shortwave Programs
NEW programs now shortwave to England on NBC's international station, WRCA, and to Europe, Asia, and Australia on CFRB, were authorized by the Federal Communications Commission. These programs will enable the United States to utilize both its shortwave and long-wave facilities to full advantage in the public information field.

The CBM Committee, it was reported, also has authorized NBC to make radio contact with the Free French Forces in North Africa and to the Free French Government in London. The station is authorized to broadcast for ten hours daily from local time beginning at 1:00 a.m. to 11:00 p.m. (London time). In addition to the news and commentary programs, the station is to be used for the transmission of music, films, and other cultural materials to the Free French Forces in North Africa.

The CBM Committee also has authorized the station to use its maximum power of 750 kw. for the transmission of information to the occupied countries of Europe. The station will broadcast for ten hours daily from local time beginning at 1:00 a.m. to 11:00 p.m. (London time). The station is authorized to broadcast news, commentary, and other cultural materials to the occupied countries of Europe.

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Text of Order on SHORTWAVE BANDS

The Chairman having determined the absence of a quorum of the Commission, has determined that an emergency order, effective 1:00 a.m. Aug. 18, 1942, under Commission Order No. 3, for the day of Aug. 18, 1941, only, under which the following sections and subsections of the Rules and Regulations in Force of the Commission, consisting of Commissioners Flynn, Chairman, and Commenta...

Revised Rule 4.44, subsections (a) (b) and (c) regarding frequency assignments to International Broadcast Monitoring Service.

The revision of Rule 4.44(a) brings the frequencies listed in this subsection up to date and reduces the number of frequencies required to transmit information from the United States to one of the so-called "Pan American" stations.

Additional Fund of $209,000 Provided For FCC's Foreign Monitoring Service

TO BE USED in speeding up its monitoring, translating and analyzing functions and increase the opportunity for their practical application to defense problems, the Public Broadcasting System Service of the FCC has been allotted an additional appropriation of $209,000 for the fiscal year 1942 [Broadcasting, June 29, 1942].

The additional funds, included in the First Supplemental National Defense Appropriation Bill, 1942, were authorized by the Senate Appropriations Committee and approved by the House and Senate conferees after approval by the Senate, and finally approved by the House in the conference report. They were not in the bill as originally passed by the House.

Speedup Plan

The $209,000 appropriation, added to the regular $60,000 appropriation for fiscal 1942 provided some time ago in the Second Defense Appropriation Bill, gives FBMS a total of $269,000 to use for the year [Broadcasting, June 2, 1942]. The additional funds, requested by Lloyd A. Free, FBMS director, and E. K. Jett, FBMS chief engineer, in an appearance before the Senate Appropriations Committee on July 29, became needed under a reorganization plan for FBMS designed to speed up the monitoring agency's operation.

Under the plan outlined to the committee by Mr. Free, FBMS would decentralize the work of translating, transcribing and re-broadcasting foreign broadcasts by establishing complete staffs at each of its four listening posts—Portland, Ore., Kingsville, Tex., Guam, and Shanghai, as a result that translation and analysis of the foreign shortwave broadcasts could be begun immediately upon receipt. The plan also provides for linking the listening posts to Washington headquarters by a system of fast wire communication facilities, permitting more efficient use of the limited number of frequencies available, making it possible to assign more than one frequency in any band to a single licensee, and should interference be experienced that licensee may shift operations to another frequency not subject to the same degree of interference, due to the time differential of various foreign countries served by international broadcast stations, it is possible to assign the same frequency to two or more stations without conflict or interference.

The following subsections were added:

Rule 4.44 (d) An international broadcast station shall not be licensed to use more than one frequency listed in any group listed in subsection (a) of this rule without first showing that the use of more than one frequency shall be used simultaneously under the same authorization and call letter designation.

KFUO, Clayton, Mo., has been authorized to use $20 to $250 to $750, and increase power from 1,000 to 5,000 watts.

Quick Action

Mr. Free indicated the plan had been developed in cooperation with and the approval of the State, War and Navy Departments, DCB and Col. William J. Donovan, Coordinator of Information. He stated that FBMS' work must be speeded up "very, very materially if we are going to perform the function we should.

"The original plan was satisfactory for our limited personnel and funds, however, in the light of the increased funds authorized for FBMS' operation in the last Appropriations Bill, it is possible to assign the same frequency to two or more stations without conflict or interference.

Another innovation made possible under the appropriation, termed "an extremely important new step" by Mr. Free, is the addition of an international station, which the station director, E. K. Jett, described as a "Greater Europe, Americas" band. The station will broadcast to all of the Americas and all of Europe, particularly in the long-wave field which cannot be received in America, and some other points not receivable in this country. The station is to be used for the transmission of music, films, and other cultural materials, as well as news and other information.

Although the great bulk of the new funds will go for moving personnel, maintaining larger quarters, paying for extensive use of motor vehicles and airplane service, a part will be used for additional personnel, Mr. Free indicated.

Page 30 • August 25, 1941

BROADCASTING • Broadcast Advertising
Of Special Interest—

to Advertisers, Agencies and Time Buyers

concerning a POWERFUL STATION

PRESENTLY operating 150,000 watts, 1-A clear channel of 1050 kc., under the Havana Treaty. 100,000 watts, equivalent, signal as of September first, 1941.

WE FIRMLY BELIEVE that this powerful station XEG, Monterrey, "THE VOICE OF NORTH AMERICA", governed by self-imposed high standards, will fill a long-felt want among advertisers, agencies and time buyers.

XEG COMPANIA RADIO EMISORA MONTERREY, S. A.

For complete details, rates and availabilities, wire or write:

NORTH AMERICAN ADVERTISING AGENCY
MOORE BUILDING, SAN ANTONIO, TEXAS

NATIONAL REPRESENTATIVES

CHICAGO OFFICE. NATIONAL RADIO SALES, 360 No. Michigan Ave., Chicago, Ill.
BEST KNOWN, BEST LIKED AND MOST LISTENED

AL. BLAND in the

ASSISTED BY BERNARD

ANOTHER POPULAR PERSONALITY ON

W C
TO RADIO COMIC IN CINCINNATI AREA
MORN PATROL...

JOHNSON & MOSE

THAT IS DOING THE REAL JOB FOR THE ADVERTISER

L.B. Wilson

FIFTY GRAND IN WATTS
Advertising Under Fire

RATHER SUDDENLY it has dawned upon the advertising realm that Uncle Sam is doing a job of snipping at their business, which now looms as a coordinated effort dictated from inner New Deal councils. How Government people, crowded to the eyeballs with war and destined of every advertising agency and medium, has revitalized job founded on the phoney promise of "consumer protection," probably will remain another of those inscrutable New Deal mysteries.

The underlying philosophy of the anti-advertising snipers appears to be that Government grading of everything from toothpicks to 10-ton trucks would eliminate the necessity of promoting name brands, and save the consumer the advertising differential. But such intent is denied by these very same people, whether high officials like Assistant Attorney General Thurman Arnold or some lesser functionary in an administrative agency.

One thing is certain. The attack is coming from all imaginable sources, with a trial balloon here and an incidental statement there. It's a job of shooting at a moving target. There's no legislation to attack. Advertising is being discouraged by suasion and innuendo.

In the Aug. 19 BROADCASTING was published the result of a survey regarding the evidencing anti-advertising front. Now the American Newspaper Publishers Assn. has circulated its membership, pointing to the increasing evidence of "antagonism to advertising" in Government actions and activities and citing the need for action.

Radio, along with other media, is becoming increasingly aware of the trend. Unlike newspaper and magazines, it has no editorial page or policy. But radio, while giving freely of its time and facilities to causes of national welfare, education or religion, certainly can contribute a modicum in its own interest as well as that of every advertiser, agent or medium.

The public should know the truth about advertising. That story can be told over the air.

Frying Pan Into Fire

IN THESE turbulent times it's risky to predict the outcome of the revenue-raising legislation. But enough has transpired to venture a guess that the discriminatory 5-15% net time sales impost, approved by the House, will be knocked out by the Senate Finance Committee in its draft of the Revenue Act.

The controverted provision could not withstand the logic of the opposition expressed in hearings before the committee last week. Several members of the committee freely admitted they considered the tax undesirable, ill-advised and unfair. And for the first time in many moons all elements in the industry—indepedents, affiliates, networks and even the labor unions identified with radio—were united in their opposition. And that document was not with the exception of three 10-minute periods that we hold open for announcements immediately following our 5-10:45 (Continued on page 48)

Service and Repair

LOOK NEXT to the public utilities as sponsors of programs promoting servicing and repair of electrical and gas appliances. National defense requirements will perforce reduce their ability to deliver new refrigerators, washing machines, gas ranges, vacuum cleaners and the like, and they are already casting about for new avenues of trade to recapture the income loss. Biggest of the utilities, New York's Consolidated Edison, has launched a project to set up certified service and repair stations under supervised operation and with standard prices and terms, providing also for plans to finance the repairs. Appliance manufacturers, large and small, and their other distributors may be expected to follow suit—and radio looms as undoubtedly the most effective promotional medium at hand.

Income and Expense

The income loss has been estimated at $9 million to the appliance industry. Pennsylvania had the highest percentage, 15% of its dollar volume. Everyone can see why publishers are trying to recapture a little of that income.

To the radio stations, and to the networks, the prospect is a sharp one. No revenue from this quarter into the last quarter of the year. Many stations who have budgeted to meet the overhead of the next fiscal period have only lost a part of the expected revenue. Future payments are in doubt to the extent that these stations are supposed to be a revenue-producing subsidiary of the station owning company. Stations have a hard time justifying their expense to the parent company. 

A SUGGESTION TO AGENCIES

BY A. E. JOSELYN

General Manager, WBT, Charlotte

HOWEVER pleasant and profitable it might be for a radio station to have its schedule so full that it is necessary to use the proverbial shoehorn to squeeze in another announcement or two, it certainly brings a batch of unrelenting headaches—among which is evidently attempting to frame "no availabilities" letters so that asking-agencies of medium or less ambition can carry their own programs. The usual practice of "hitting" a crowded station will just not be a reasonable and independent because it happens to have had a quite a stretch of good business.

While difficulties in providing availability come in many forms, there are two tough ones that drop into a station's lap well too frequently. The first is the most common and the hardest to handle—trying to provide satisfactory availability for 100-word announcements or for one-minute transcribed announcements. I am sure there are many stations such as WBT which have a daily program schedule so tight that the salesman (or at least of the time) will have a difficult indeed to accommodate announcements of such length.

WBT is not a Columbia basic, yet between network, national spot, and our local shows, we have filled up the schedule to a point where from 5 in the morning until 10:45 at night, we have one program following right after another. As there is but 30 seconds for station identification, only the shorter stations can have any hope of making announcements. The result on WBT is that with the exception of Saturdays and Sundays, there are seldom any spots during the day when a hundred-word or minute transcribed announcement can be run with the exception of three 10-minute periods that we hold open for announcements immediately following our 5-10:45

(Continued on page 48)
KENNETH MALCOLMB HANCE

WORLD WAR I was at its height when Kenneth Malcolm Hance, now vice-president and treasurer of KSTP, St. Paul, landed in the Texas town of McAllen in 1917. Secret German radio messages somehow were filtering through the Mexican air to Berlin, messages that caused no end of consternation to the U.S. Intelligence Division.

It was Ken's duty, as an Army Signal Corps intelligent agent, to locate the German transmitter operating in Mexico. Day in, week out, Hance and his staff vainly checked the air for secret code messages. Then one night it happened. A tremendous static-escaping-like noise penetrated the static, signal that finally was interpreted as a series of five code groups. Detailed technical analyses were rushed to headquarters, and within a short period a German transmitter of 150,000 watts was discovered in the heart of Mexico, and taken over.

Mr. Hance was well fitted for his Army-radio sleuthing job for he had started finding out the secrets of radio as a youngster out in Fargo, N. D., where he was born Dec. 18, 1894. His career in radio began in 1910 when he constructed and operated his own amateur radio station while gaining his higher education at North Dakota State College. Four years later he left North Dakota State to join the American Marconi Co. as a wireless operator where he was assigned to the Great Lakes and Atlantic "beats.

During his three-year service with that company the predecessor of the RCA... Hance traveled the waters on such vessels as the El Cid, Siamese Prince, North Star and Sarmiento.

In 1919, Hance returned to Detroit Lakes, Minn., with radio still the foremost thought in his mind. Casting about for something in that field, he went back to Fargo in 1920 where he established the Radio Equipment Corp., a jobbing house dealing in radio sets and parts. Two years later, with Earl Reineke, he became one of the founders of WDAY in Fargo.

A few years later, in 1926, a new voice was being established in Minneapolis and St. Paul and, selling his interests in WDAY, Ken joined KSTP, the new station, as chief announcer. He remained in that capacity only a short time, quickly moving into the executive end of the station. In 1936, after eight years with KSTP, he was elevated vice-president and treasurer of the station, now NBC's Red network station operating with 50,000 watts.

Mr. Hance is widely known throughout the Midwest for the exceptional number of good announcers he has developed. More than a half-dozen trained by Hance, have secured employment with the networks, including Pierre Andre, John Wald, Abbott Tseman, George Putnam, George Watson, Jack Costello and, more recently, Thomas D. Rishworth, now assistant public service director for NBC's eastern division.

Mr. Hance is married, lives at 1491 Edgcombe Road in St. Paul and is the father of one son, Richard. Though his first hobby is naturally radio with 31 years of experience behind him, Ken finds time to tinker with photography. Son Dick, like his father, also is a student of photography, and leaving the U of Minnesota this year he secured the job of photographer with the Great Northern Railroad.

Mr. Hance is president of the Kiwanis club in St. Paul and member of the St. Paul Athletic Club.

JESSE S. BUTCHER, director of radio activities of the United Service Organization during its recent fundraising campaign, has been named USO director of public relations. Mr. Butcher, formerly manager of the New York Times feature news syndicate, was formerly public relations director of CBS and an executive in the NBC station relations department.

LIEUT. BARRY BINGHAM, president and publisher of the Louisville Courier-Journal and Times and WHAS, Louisville, formerly liaison liaison in the mid-section divisions of the Navy Department Public Relations Office, on Aug. 18 was transferred to become liaison officer between the Navy Department and the Office of Civilian Defense, headed by Major LaGuardia of New York.

THEODORE C. STREIBERT, vice-president of WOR and MBS, and Mrs. Streibert, on Aug. 10 became the parents of a son, Theodore Paul, born at the Brooklyn Hospital.

ALLEN W. SAYER, supervising investigator of the Post-attorney section of the Army Inquiries Section, and Frances Wheeler, daughter of Mr. and Mrs. J. K. Wheeler, of Montana, were married Aug. 22, and left immediately on a honeymoon.

TREVOR ADAMS, former partner of Adams & Adams, station representative, and previously director of sales for the Texas Network, has joined the sales staff of WINS, New York.

GORDON SHAW, who joined WJR, Detroit, last September, has been named manager of the station. James Stevenson, who has been a WJR newscaster since years, Stevenson will be attached to the Midwestern Executive General's office in the Chicago area, assigned to intelligence.

MERRILL M. ASH, announcer of KPAC, Beaumont, Tex., has been promoted to program director.

J. SOULARD JOHNSON, director of sales promotion of KMOX, St. Louis, has been appointed chairman of the entertainment committee for the Missouri Retail Grocery Association. Johnson was formerly executive in charge of the station relations department.

KEN CHURCH, sales manager of KMOX, St. Louis, has been commissio- nated a captain in the First Missouri Infantry, reserve military force.

J. E. KOPP, brother of Harry Kopf, manager of NBC central division, has joined the sales staff of KTSF, El Paso, Tex.

JOHN L. McCAY, former general manager of WHAB, Atlantic City, has volunteered and leaves late this month for active duty.

ROB BARRLEYS, manager of National Recording Supply Co., Hol- lowood, resigned Aug. 18 to enter the Naval Reserve as a chief petty officer. He was assigned as chief petty officer of the new sound-photographic unit.

HERBERT SIMON, former radio di- rector of United States Adv. Co., Duluth, Minn., has joined the sales staff of WJJD, Chicago.

ROBERT E. FUSEY, of Westing- house in Detroit, has been named manager of the Detroit Division of WJJD, Chicago.

WILLIAM S. RAINES, for 12 years NBC manager of production in New York, has been added to the radio section of the Treasury Dept. Defense Savings Staff, working out of the New York Office. Among other duties he will produce the new America Preferred broadcasts which begin Sept. 6 over MBS.

M. R. TENNERSTEDT, formerly western manager of McCandlish Litho- graphic Co., has joined the Chicago sales staff of William G. Ram- beau Co., station representatives.

DONALD C. BEELER, Washington attorney in the War Department, has joined the Chicago sales staff of William G. Rambeau Co., station representatives.

LEON RACUSIN, formerly salesman of WJJD, Chicago, has joined the sales staff of WCFL, Chicago.

H. K. CARPENTER, vice-president in charge of sales of WHK and WCLC, Cleveland, and WHK, Columbus, has been named to a committee position with Rotary International.

WILLIAM LOPBACK, formerly of W.W.L. Radio, has been appointed commercial manager of WDLF, Panama City, Fla.

ARTHUR COOPER, formerly of WCFB, Claverack, has joined the sales staff of WNAB, Bridgeport, Conn.

A. M. MODERNETT of the Toronto office of Stovin & Wright, radio representatives, on Aug. 23 married Betty Beurget, in Regina, Sask.

Becker Transferred

I. S. BECKER, vice-president of Columbia Artists Inc., on Aug. 25 joins the CBS operating department as general assistant to Lawrence W. Lowman, CBS vice-president in charge of operations. Among other duties, Mr. Becker will be in charge of negotiating and producing contracts for all talent, including writers, used by CBS. Before joining CBS in 1934, Mr. Becker was with Orchestral Corp. of America and Consolidated Radio Artists Inc.

Bancroft Gherardi

BANCROFT GHERARDI, of Short Hills, N. J., former vice-president of AT&T, died Aug. 14 at Sudbury, Ont., from a heart attack while on vacation. Mr. Gherardi was a trustee of Cornell University.

He started as a cable tester in 1925, rapidly rising to chief engi- neer of AT&T in 1918 and vice-president in 1920. He retired in 1938. Among other distinctions was the Gherardi mem- orial for "contributions to the art of telephone engineering and development of electrical communication."

James Clayton Randall

JAMES CLAYTON RANDALL, plant manager of WTIC, Hartford, and chief engineer of the Hartford police department, was found dead Aug. 19 in his home. Death was due to natural causes.

Mr. Randall joined the Army in 1911, serving as wireless operator during the War. He had been with WTIC since the station was founded in 1924.

Maj. Edward Bowes, having recovered from a recent operation, returns Sept. 4 with his Original Am- ateur Hour to CBS after an 11-week layoff.
Fidler Resumes Series On Don Lee After CBS Disagrees on Criticism

Because of asserted differences of opinion between CBS Hollywood executives and Jimmy Fidler, commentator on the weekly quarter-hour "Ty Tangler." The latter obtained a cancellation of his contract with the network on Aug. 15.

Hollywood gossip series was subsequently shifted to 8 Don Lee stations, Fri., 6:15-6:30 p.m. (PST), effective Aug. 22. Original 52 week contract which started July 11 called for release of program on 6 CBS Pacific Coast network stations, Friday, 8:30-8:45 p.m. (PST).

Relations between CBS and Fidler had been strained for some weeks. They reached a climax when the commentator recently released a statement to the press titled "Radio Censorship Unbearable" in which he allegedly accused the network of clamoring down his gossip items as well as motion picture ratings. Fidler charged that he was not permitted to review film as "downright bad," even if he found it so.

Final secession occurred when CBS reportedly insisted upon deletion of some editorial advice to Laraine Day, MGM film player, as well as the reading of an open letter to William B. Bynum, Bsc. star. Comment of CBS officials concerning the situation was, "Censorship has often clashed with Mr. Fidler as to what is legitimate motion picture criticism. If he has found a network which will accept his views on the subject we are pleased."

"Farm and Home Hour" Is Praised by Wickard

"A THOUSAND thanks" was expressed by Secretary of Agriculture Claude R. Wickard, speaking on the 4,000th broadcast of the NBC-Blue National Farm & Home Hour, "to the broadcasters who have opened up 4,000 times this channel of communication between the public and the public's servants in the Department, and the radio listeners who have tuned in weekly to hear the hour."

"Whenever we have some facts that need to go nationwide," the Secretary said, "we always turn to Farm & Home Hour. It is one of the 'old reliable's' in our business of taking information to the American people. I know we'd be lost without it, and I think that millions of farm and city homes would, too."

The 4,000th broadcast of the Farm & Home Hour was marked on July 28 by special interviews from farms in various parts of the country, including Mr. Wickard's farm in Indiana. Throughout the week special pickups were made on the program, including interviews with 4-H Club members, executives of manufacturers' associations and local officials of farm organizations.

APPLYING for a limited time station in New Haven, Conn., on 1200 kc. was 990 kHz of WJAF, Jackson, Miss., a partnership of H. Ross, WJAF's veteran owner, and J. Eric Williams, radio salesman.

More of Mr. Amplistat

By Maurice Condon

Here are some more cliches, based on broadcasts of prizefights. Following the example of Frank Sullivan's pieces in the 'New Yorker,' Mr. Condon, of WGAR, Cleveland, relates this dialogue between a sportscaster and a mythical cliche expert, Mr. R. W. Amplistat. Mr. Condon's previous contribution, an imagined dialogue between a dance band announcer and Mr. Amplistat, appeared in the Aug. 11 issue.

Q. You are a radio sports reporter?
A. I am an ace sportscaster, Mr. Amplistat.
Q. You describe sporting activities?
A. I am on the scene at the major sporting events.
Q. Fights, for example?
A. I give a rapid-fire blow-by-blow account of slugfests.
Q. What is your physical description of the participants?
A. You mean, how do they shape up?
Q. Yes, how do they shape up?
A. They're not all the same, by any manner or means. A fighter may be in the pink. He may be strong as a bull, or an ox. A battler may be trained to a razor edge, and still be his fiddle. He may be as hard as nails, as tough as a pig's nose, or fresh as a daisy.
Q. How about physical dimensions?
A. Oh, your slugger may be big as a house, or he may be small and shifty, no bigger'n a minute.
Q. Are these pugilists intelligent?
A. If a slugger is cagy, then he's smart as a whip and slippery as a eel. He's cool as cucumber in the clinches. If he's been on the receiving end of too much leather, then he's slap-happy, punchy, whacky or just plain punch-drunk.
Q. You take into account the referee as you describe the bout?
A. I give a plug to the third man in the ring.
Q. Is he a competent referee?
A. He is a ringside, grizzled veteran of many campaigns. He is also battle-scared.
Q. How does this contest commence?
A. With the sound of the gong. Does this encourage the men to use their corners?
A. They've been waiting, tense as tigers for the kill.
Q. They approach with considerable velocity?
A. They leap like lightning from their respective corners.
Q. Is there an impact?
A. Too early. They feel each other out . . . they take each other's measure.
Q. When does the punitive action begin?
A. When the Champ hangs one on the challenger's chin.
Q. Oh, the Champ gets in the first one?
A. A solid left . . . the Champ's quicker'nn greased lightning.
Q. Is the Challenger able to withstand this punishment?
A. No, the Champ has hit him where he lives.
Q. Does the Champ follow up this advantage?
A. He follows through with the old one-two.
Q. What does this comprise?
A. The Champ lets him have it in the head-box.
Q. Does the Challenger react by falling?
A. Certainly not, Mr. Amplistat. He?
Q. To the floor?
A. Never. To the rosin.
Q. Does he fall heavily?
A. Like a ton of bricks.
Q. What is his condition?
A. He's fighting as a grizzled veteran of many campaigns. He is also laid up in the aisles.

KEVE, IN EVERETT, TO START SEPT. 2

SETTING Sept. 2 as the starting date for the new KEVE, Everett, Wash., the recently appointed operations manager of the station, has announced personnel selected for the new venture. Jack McClellan, formerly in radio and with several advertising agencies in Seattle, is to be continuing as sales manager. The station is owned and operated by Mr. McClellan, who was formerly with 910 KEW, Seattle, and one of the "old reliable's" in our business of taking information to the American people. I know we'd be lost without it, and I think that millions of farm and city homes would, too.

The 4,000th broadcast of the Farm & Home Hour was marked on July 28 by special interviews from farms in various parts of the country, including Mr. Wickard's farm in Indiana. Throughout the week special pickups were made on the program, including interviews with 4-H Club members, executives of manufacturers' associations and local officials of farm organizations.

BEARING DOWN on a nifty quartet arrangement are these revelers at the annual picnic for the Binyon Optical Co., Pacific Coast optometrists and radio advertisers. Poised around the accordion accompanist (center) are (1 to r) Dr. J. R. Binyon, in chef's cap and apron, part-owner of KEVE, Everett, Wash., and KWAL, Wallace, Ida.; Francis G. Mullins, Seattle manager of Ruthrauff & Ryan; R. E. Goebel, R&R account executive; Dr. H. C. Nickelson, Binyon Co. manager.

Q. Unconscious, I mean.
A. No . . . he waits out the count, trying to brush the cowboys from his dazed brain, and then bounces to his feet.
Q. Wouldn't he be wiser to conserve his energy by gradually rising?
A. Mr. Amplistat, I assure you he bounces to his feet.
Q. I sec. What is the Challenger's strategy now?
A. His legs fail him and he collapses.
Q. How does this action received generally?
A. The crowd is on its feet, yelling for the kill.
Q. Are the audience interested thus far?
A. The crowd is on its feet, yelling for the kill.
Q. And, have you express a hope at such a time?
A. I do. I hope that the vast radio audience can hear me above the din.
Q. Returning to the content—what is the Champ doing?
A. He is hitting the Challenger with everything but the kitchen sink, and that is tough.
Q. What would you call the scarlet liquid issuing from the Challenger's nose?
A. Gore.
Q. Is the Challenger apprehensive?
A. He's in trouble; he's stalling for the chime. He looks anxiously towards his corner.
Q. Does he retreat?
A. Never, Mr. Amplistat. He bicycles.
Q. And does the Champ regard this with favor?
A. He does not. He's got his right cocked for the kayo, and he wants to stand toe-to-toe, in a slugging match.
Q. What is the Challenger saved by?
A. There's the bell ending . . .
Q. And the last stanza, Mr. Amplistat, the first stanza.

Page 36 • August 25, 1941

Broadcasting • Broadcast Advertising
Cowles Stations farm programs are geared to the interests of the farmers in the individual areas served by four stations. When you buy the Cowles Stations, you buy a vast $2,000,000,000 “primary farm income” area. You buy a group of stations individually tuned to the likes of a million and a half radio families. You buy active localized loyalties. You buy regular audience built by localized, individualized station operation.

Yes, and you get broad, productive coverage — created through the intensive impact of localized station performance.

Bob Leefers has handled farm news and markets on WMT for years. Iowa farmers like him for his friendly, accurate broadcasts.

Charles Worcester, WNAX farm director, travels thousands of miles meeting, talking to, and speaking before WNAX area farmers.

Andy Woolfries came to KSO-KRNT after 19 years at WOI, Iowa State College. He knows Iowa farmers — they listen to him.
GE Names Bennett

JACK BENNETT, former assistant manager of KKE, Berkeley, Cal., manager of WHUB, Watsville, Cal., and connected with the radio division of the Golden Gate International Exposition as well as a member of the NBC San Francisco announcing staff, has been appointed chief English-speaking announcer of KGEI, General Electric's short-wave station in San Francisco, according to T. B. Harris, KGEI manager. Bennett will influence four daily newscasts, five times weekly, to Asia, Africa and the Antipodes. He will also conduct such programs as Missionary Mail Bag and the weekly We Read Time.

THOMAS CALHOUN, Jr., program manager of the CBS short-wave division, has resigned to enlist in the Naval Reserve. He has been assigned as yeoman to the Naval Communications Office, New York.

PAUL CONLON, Hollywood writer-producer of the weekly half-hour Signal Cornucopia, sponsored by Signal Oil Co., on NBC Pacific Red stations, has resigned.

KEN ELLINGTON, one of the special events department of WBBM, Chicago, has joined the staff of the Aeronautical Chamber of Commerce, handling radio and public relations. He will make his headquarters in New York, but will make a tour of California aviation centers before going east.

ROBERT MORARD, of the special events department of CBS, Chicago, has joined the public relations division in New York, with headquarters in Chicago. He was recently commissioned an ensign.

BOB EMMERICK, formerly of KFI, Los Angeles, has joined the announcing and production staff of KRON, Oakland, replacing Bert Winn, leaving for KSFO, San Francisco.

JOHNIE NEBELLETT, sportscaster of KWK, St. Louis, recently joined the staff of the St. Louis publication, Tips On The Town.

DON LEWIS has been placed in charge of all news broadcasts of WWL, New Orleans, and will handle the New Orleans reports.

JOHNIE O'HARA, sportscaster of KWK, St. Louis, recently married Kathryn Stapleton of Miami Beach.

ALICE HALL has been named traffic manager of WRAI, Raleigh, N. C.

CHARLIE WORCESTER, farm service director of WNAX, Yankton, is covering an 8,000-mile circuit during the fair season, visiting major events in four states with the WNAX mobile unit.

EDMUND LINEHAM, program director; Harriet Ristvedt, continuity writer, farm expert of KSO-KRTN, Des Moines, will be on the faculty of the Drake radio school during the school year.

JACK THOMAS, announcer of KSO-KRTN, Des Moines, on Aug. 18 married Miriam Ryan, in Kansas City. They will make their home in Dallas.

FRANK NEWTON, continuity writer of KSO-KRTN, Des Moines, was discharged from the Navy, Aug. 17, to join the staff prior to his departure for Chicago where he is joining Lord & Thomas.

It's Mail Oh! You Want

*WE GET IT
(1 announcement brought 583 mail replies.)

* Primary & Secondary
Population 2,950,849
(Ground Radials in Salt Water)

the new

W H E B

PORTSMOUTH, N. H.

A Clear Channel Station
750 Kilocycles — 1000 Watts

BERT GEORGES—Managing Director

Broadcast Advertising
In these days of priorities and shortages we're happy to tell you that the Gates 30 Series Console . . . the fastest growing infant of the Gates line of equipment . . . hasn't been forced to make a single change (even to its diapers) . . . and that we're well prepared to guarantee the same components, the same AM and FM quality performance, the same choice of color combinations, the same fast delivery and the same low price that have made it the performance and sales sensation of the industry. From a labor and material standpoint we're well fortified to take care of all present orders and a large number of near-future commitments.

GET GATES FOR THE ULTIMATE IN BROADCAST EQUIPMENT

GATES RADIO AND SUPPLY CO.
QUINCY, ILLINOIS

Please send me immediately a copy of your new Bulletin B-12, describing the exceptional features of the new Gates 30 Series Speech Input Console.

Individual
Company
Street
City

August 25, 1941 • Page 39
EDWARD KING, junior producer in the NBC production department in New York, has been promoted to full status of producer and transferred to production staff of NBC's Midwest division in Chicago.

WILLIAM KIR-STIMON, formerly engaged in freelance publicity, has joined the publicity staff of CBS, Chicago.

BOB GABBERRY, program director of KQAM, Pittsburg, Kans., and Grace Heel, Columbus, Kans., were married recently.

BOB SUTTON, formerly of WCCO, Minneapolis, has joined the production department of WIOO, Minneapolis.

ROD O'CONNOR, portrayer of the humorous character, "Homer Honeychurch," has been added to the WCCO, early morning program.

BOB GRAY, formerly of the guest relations staff of KPO-KGO, San Francisco, now in the Army, recently was promoted to staff sergeant in charge of his company's radio division.

DOUGLAS GOURLAY, announcer, formerly of KDYL Salt Lake City, has joined KO-KGO, San Francisco, replacing Larry Keating, transferred to Hollywood NBC studios.

JOHN K. CHAPEL, news editor of KROW, Oakland, Cal., is on a leave of absence and is making a lecture tour to Mexico, Central America and the Southwestern States.

JACK HARTLEY, formerly of NBC and now supervisor of the special events division of the radio section of the Office of Public Relations of the Navy Department, on Aug. 9 married Maxine Cook.

CHARLES H. PARK, formerly of WJFD, Flint, Mich., has joined the announcing staff of WJR, Detroit.

MARGARET BANKS

SAPPHIRE-EYED Margaret Banks, music director of WBIG, Greensboro, N. C., pianist, organist, and composer, has earned a name for herself in the musical world as director of the WBIG Ensemble, a distinguished salon group which has already earned a national reputation. Discoverer and developer of talent, both vocal and instrumental, a natural musician with a born sense of leadership, Margaret has planned and produced music for the most select radio programs, social and public events. She handled one of WBIG's stars a few weeks ago who won honors in Miami, Fla., for distinguished musical talent, and was invited as special guest of the Cuban Government for a week in Havana. The WBIG Ensemble, under her direction, has been chosen to play at the distinguished guests banquet of the world-famed National Tobacco Festival, in South Boston, Va., early in September, with Wendell Willis, Gov. Price of Virginia, Madeline Carroll and a galaxy of other distinguished folk in attendance.

JIM LEWIS, of the CBS Hollywood guest relations staff, on Aug. 22 reported for Army duty as second lieutenant.

CLETE RCERTS, program director of KMPC, Beverly Hills, has been granted his private pilot's license.

JOHN KOLLMAN, sports announcer of WHAT, Philadelphia, is the father of a boy born this month.

JACK O'REILLEY, formerly of WLS, Chicago, Ill., has been promoted to the announcing staff of WPEN, Philadelphia.

EDNA WHITTINGTON, head of the continuity department of WBIG, Philadelphia, has been appointed to the advisory editorial board of Glamourous, a new women's magazine.

GEORGE THOMAS, announcer of WCAU, Philadelphia, has been drafted for military duty and leaves this week for Fort Meade, Md.

GIL NEWTON, from WFMJ, Youngstown, Ohio, has joined the announcing staff of WCAU, Philadelphia. He replaces John Franklin, who was drafted.

TOLLIVER CLEMENT, formerly of WBT, Charlotte, has joined the announcing staff of KOM-KALE, Portland, Ore.

DALTON HILLES has joined the announcing staff of WMMN, Fairmont, W. Va.

HARRY L. GRIMES, formerly of WGAU, WJH, WJMJ and WWOY, has joined WJMA, Covington, Va.

Elmer Peterson Named As WCCO Newscaster

ELMER W. PETERSON, one-time Minneapolis newspaperman who has just returned from Europe after ten years' service for Associated Press there, has been signed by WCCO, Minneapolis, as news analyst. Peterson is to join the station at the termination of a four-week period in which he will participate in the CBS' World Today program.

Sponsorship promotion to introduce Peterson to Northwest listeners is being undertaken by WCCO with the making of transcriptions in New York as well as news photos of Peterson with Paul White, Elmer Davis and other CBS news personalities for distribution to newspapers in area. WCCO plans eventually to carry the new commentator on a Northwest network of CBS stations. Peterson's assignments with AP included the Spanish Civil War, invasions of Poland, Denmark, Norway and the Balkans; and the Russo-Finland war of 1940.

Barlow Honored

HOWARD BARLOW, conductor of the Columbia Broadcasting symphony orchestra, has been awarded a scroll "in recognition of his contributions to the field of symphonic music for the last 13 years" by Sigma Alpha Iota, national professional music fraternity for women.

Blue Aviation Devotees

MARY COYNE, secretary to E. H. James, sales promotion director of NBC-Blue, spent her vacation building up her number of solo flying hours to the required number, and this month made an official cross-country flight, flying from Roosevelt Field to the Suffolk Airport and back. Miss Coyne now awaits only the written examination of the Civil Aeronautics Board before her private pilot's license. Mr. James himself has completed ground school instruction, but has not begun his air training.

WPEN, Philadelphia, was silenced for 25 minutes Aug. 19 when an auto hit an electric pole, shutting off service in the area.

Page 40 • August 25, 1941
TRY A NEW PRESTO GLASS RECORDING DISC AT OUR EXPENSE

Every recording engineer who has used the new Presto glass disc says it's the finest disc he has seen. Seeing is believing. We want you to see for yourself.

So we're asking you to fill out the coupon below and mail it to us. The distributor you name will send you, free of charge, a sample Presto 12" glass disc.

When you get your disc, examine it under a strong light. Note the perfect smoothness of the recording surface, the complete absence of blemishes, streaks or swirls. Note the extra thickness of the Presto disc, the added rigidity and durability that makes it easier to handle, safer to use. Of the first 25,000 Presto glass discs shipped, 3 arrived broken. No breakage was reported in use.

Notice also the 2 holes in the Presto disc, a center hole that fits snugly over the turntable shaft, centering the disc accurately on the table, and a hole for the drive pin essential for positive operation of your cutting mechanism. Both holes are protected with brass eyelets to prevent chipping.

Record a frequency run on your Presto disc. You'll find it reproduces the entire range from 50 to 8,000 c.p.s. without a suggestion of surface noise. The famous "Q" compound, originated and perfected by Presto, is now triple-filtered to remove impurities that cause noise and needle wear. You'll be amazed at the long life of your cutting needles used exclusively on Presto discs.

Every detail of disc manufacture has been perfected in the new $250,000 Presto disc plant to give you better recordings. Now is your chance to try this new Presto disc at no cost.

MAIL THIS COUPON TODAY

PRESTO RECORDING CORPORATION
242 West 55th St., New York, N. Y.

Send us the free sample Presto glass disc.

Name of firm...........................................

Street and Number.................................

City and State......................................

We regularly buy our discs from...

Name of distributor..............................

Street and Number..............................

City and State......................................

IMPORTANT

If you are using Presto glass discs as well as the thinner metal discs, ask your dis-

tributor for a thin rubber turntable mat.

It compensates exactly for the difference in the thickness of the two discs and keeps the adjustment of your cutting mecha-

nism and needle angle correct for both types. Thin mats are sent without charge to users of Presto discs.

In Other Cities: Phone . . . . ATLANTA, Jack. 4272 - BOSTON, Bel. 4510

CHICAGO, Her. 4240 - CLEVELAND, Mo. 1565 - DALLAS, 37093 - DENVER,

Ch. 4277 - DETROIT, Univ. 1-0180 - HOLLYWOOD, Hil. 9133 - KANSAS

CITY, Vic. 4631 - MINNEAPOLIS, Atlantic 4216 - MONTREAL, Wel. 4218

PHILADELPHIA, Penny, 0542 - ROCHESTER, Col. 5548 - SAN FRANCIS-

CO, Yu. 0231 - SEATTLE, Sen. 2590 - WASHINGTON, D. C., Shep. 4003

World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

BROADCASTING • Broadcast Advertising
"Tell me, Mr. Research Man, do other men's wives spend all their time listening to WFDF Flint Michigan?"

PHOTOGRAPHS ON PAGE 26 in the same (1 to r) order show: 1. Orrin E. Dunlap Jr., manager of the RCA Dept. of Information, who joined the Navy in 1918 as a radio electrician first class, then served at the Great Lakes Naval Training Station, at the Navy Radio School at Harvard and at the wartime NBD, Bar Harbor, Maine. 2. W. Walter Tison, manager of WFLA, Tampa, who attended the Harvard Radio School, and then was sent to sea as a third class radioman; while on President Wilson's escort vessel he heard the first radio music in inter-ship experiments. 3. Jack Poppele, chief engineer of WOR, New York, who served in the U. S. Transport Service aboard the U. S. S. Maries during the war, one of the first ships to be equipped with vacuum tube receivers.

Guesatorial

(Continued from page 34)

minute news programs. These will only hold three announcements each, and many timebuyers shy at announcement periods.

On a very irregular basis, we do have a few quarter-hour daytime periods where the longer variety of announcements can be scheduled. These, however, are periods that are open because of contract expiration or network switches, and of course are immediately placed on the sales block. The announcements placed in these periods naturally have to be placed subject to removal if the period is sold.

Another Headache

Second biggest headache of the station with a tight schedule is trying to keep happy those timebuyers who, using sliderule buying methods, insist they must have station breaks next to network shows that carry a rating of 10 or better. These timebuyers have been fortunate in having sold many months ago. Often there are even more desirable local shows on the air at those hours. But the adjustable local market is still here.

In some places, the problem of trying to make timebuyers respect and accept station recommendations.

It is possible there are still some stations throughout the country which are so anxious for the a.m. hour that they would forward recommendations to agencies that could not be completely relied upon; but for the most part stations today think too much of their standing in the league and their prospects for the future business to take a chance on giving a bum steer.

Certainly the day-to-day handling of the various local accounts which exist everything from single-order announcements selling peaches, thru the quarter-hour strips to move electrical appliances. It is not only the half-hour baseball re-enactments, should give station managers an insight into the habits of their listeners—far more so than a timebuyer sitting at a desk in New York or Chicago or elsewhere.

We know definitely that conditions and situations differ as you move to different sections of the country. A formula well studied and worked out for Illinois, Indiana, Iowa or Wisconsin won't necessarily work in North Carolina, South Carolina or Georgia. For example: A Midwest agency handling a product sold to farmers was particularly successful with announcements during the noon hour on stations in the Midwest. The agency tried the same formula on WBT but against our better judgment, and only after the schedule had been allowed to run a short time, with unsatisfactory results, were we permitted to change to the spots we originally recommended. Immediately the returns flowed in.

Conclusively: A jump from 20 sample requests per announcement to 1,103 requests per announcement!

And how much better it would be for agencies to check availabilities in the markets they expect to work and make sure there are spots which will do justice to their creations, before going to the extremes that some agencies do nowadays in building minute transcriptions on which name talent, costly copy, etc. are used—only to find there's no place to put them. That's like first building a very fine house, then shopping all over town trying to find the right kind of lot to set it on.

We feel sure that time and money for both the station and the agency would be saved if each would consider the problems of the other fellow before laying definite plans.

Hecker Serial Extended

HECKER PRODUCTS Corp, New York, for Force and 1-HO is planning a campaign in seven markets of five times weekly sponsorship of the serial Judy & Jane, heard previously on the West Coast. The program started, via transcription, Aug. 19 on WOR, New York, and will go on six other stations, not yet selected, on Sept. 29. Agency is Maxon Inc., New York.

POWER!

WHERE POWER COUNTS MOST

NASHVILLE

THE GREAT TENNESSEE VALLEY

WIAC

NASHVILLE, TENN.

soon going to

50,000 WATTS

REPRESENTED BY

PAUL H. RAYMER CO.

J. T. WARD, Owner

F. C. SOWELL, Manager
WPEN, Philadelphia, breaks up its recorded shows into 15-minute stages, each featuring a name band, with the particular band leader introducing his own stage on the air by means of special recordings. Using specially prepared copy, each recording band leader records a set of four or five personal introductions as well as a closing piece, each varying a little. The recordings are made by Raymond Rosen Co., Philadelphia, distributors of Victor and Bluebird records, and by Columbia Recording Corp., New York, for their recording artists. In addition, all voice records will be made in the WPEN studios when artists come to the city.

AUTHENTICITY was the keynote as WDR, Hartford, Conn., brought in a real expert on railroad affairs to shout "All aboard — red" on the early morning Shopper's Special recorded program. James J. McCabe, Hartford railroader who has just retired after 44 years' service with the New Haven Railroad as conductor, was asked to the WDRC studio to have his voice recorded, and give laymen's instruction to Announcer Havey Olson (left). Conductor McCabe's transcribed call is now used daily on the Shopper's Special.

Woah and Spelling

A MYSTERY in three parts—quarter-hours at 9, 10 and 11 Saturday evening—is presented by WKY, Oklahoma City. Only by staying with the three parts can the listener find the solution. Title is Calling Detective O'Leary.

New twist to the spelling bee finds the first half of a new WKY program devoted to the old-fashioned spelling bee, with the second half called Spell and Tell. In this half the contestant must spell words and explain their meaning.

Under the Big Top

DONE UP in big top style, the new weekly Circus Days half-hour on WGY, Schenectady, provides a tentful of entertainment for the studio audience, which gets paper hats, balloons and all the other paraphernalia. Producer Vic Campbell leads the audience through a sideshow, Wild West exhibition, and other features, with a barber shop quartet, Otis & Eleanor and Gordie Randall's orchestra, Howard Tupper functions as barker.

Hams for Shoppers

THREE-WEEKLY transcribed interviews of shoppers direct from their own grocery or butcher shop are presented on KDKA, Pittsburgh, by John Morrell & Co., Ottowa, Ill. Correct answers to questions entitles shopper to certain choice items on shelves with a Morrell ham awarded to person making best guess as to weight of the ham.

Tonight in Town

A LINEUP of things to do and what to see in Montreal and vicinity is the basis of What's Happening Tonight, a five-minute program heard six days weekly at the evening hour on CCF, Montreal, for National Breweries Ltd. Ronald Adv. Agency handles the account with production by Metropolitan Broadcasting Service, Montreal.

Army Auction

AN AUCTION, wherein soldiers of Fort Bliss, Tex., bid on cameras, knives, belts, cigarettes, etc., has been incorporated into the Called To The Colors program of KTSM, El Paso, Tex., originating at the Army post. Articles are usually sold for about twenty-five cents and attendance prizes are offered prior to the program.

Camp Talent

DRAWING UPON drafted talent stationed at Lowry Field, Denver, KOA, that city, broadcasts a weekly half-hour Lowry Field Theatre of the Air, featuring original dramatic sketches. Hal Kanter, draftee, and formerly NBC Hollywood and New York writer, directs and scripts the series. George Wright handles publicity.

Durham Greeting

INTERVIEWS with new arrivals in Durham, N.C., are broadcast by WDNC to its Welcome Neighbor program. Taxi service to the studio is provided by WDNC to the participants as well as free theatre tickets and souvenirs gifts from business concerns.

Jive Jargon

SWING MUSIC is played by John Ryan's orchestra on the United We Swing show, weekly half-hour series on WNYE, New York. This program also offers English translations to the swing lingo for the benefit of the uninitiated.

A CIGARETTE ADVERTISER:

"Many thanks, indeed, for...the screen trailer. We sincerely appreciate your efforts in our behalf."

LOUISVILLE'S

WAVE

50,000 Watts

KOA

30,000 Watts

NBC RED NETWORK

Denver

Free & Peters, Inc.,

Represented Nationally by Spot Sales Offices.

Tony Pastor

Records for LANG-WORTH

BROADCASTING • Broadcast Advertising

August 25, 1941 • Page 43
THE BUSINESS OF BROADCASTING

STATION ACCOUNTS

- studio programs
- transcriptions
- spot announcements
- te-transcriptions

WHBF, Rock Island
Western Grocers Co., Des Moines (Jack Spratt foods), 6 a.m. weekly, thru Coolidge Adv. Agency, Des Moines.
Chicago Motor Club, Chicago, 3 a.m. weekly, thru Ashby, Moore & Wallace, Chicago.
International Millering Co., Minneapolis (Roble Hood flour), 6 a.m. thru Campbell & Mithum Inc., Minneapolis.
Ted 'N' Dave, Inc., Chicago, 3 a.m. thru Schwab & Besty, N. Y.
Jacquez Mfg. Co., Chicago (KC Baking Powder), 3 a.m. thru Martin Firearm Co., New Haven (razo blades), 6 a.m. thru Cooper & Hedrick, N. Y.
Fisher Co., Fort Wayne, Ind. 15 a.m. thru Russel M. Seeds Co., Chicago.

WHK-WCLE, Cleveland
Peter Paul Inc., New York (Mound), 65 a.m. thru Platt-Forbes, N. Y.
Dr. W. T. Mathes, Los Angeles, 6:30 a.m. thru M. D. Nardotte, Ill. (Senna), thru series, 52 weeks, thru Sheahan & Farley, N. Y.
Great Atlantic & Pacific Tea Co., New York (matches), 20 a.m. thru Paris & Peru, N. Y.

WQXR, New York
Marcus & Co., New York (jeweler), thru series, 12 a.m. thru Wester Assoc., Brooklyn.
Cross & Blackwell, Baltimore (food prod.), 6 a.m. thru, thru Van Sickel & Funk Co., Baltimore.
Welch Grape Juice Co., Chicago, 5 a.m. thru thru H. W. Kuster & Sons, Chicago.
Beauty Products Co., Chicago (Star Behind the Star), thru series, thru Newell-Emmett Co., N. Y.

RQW, San Jose, Cal.
Progressive Optical System, Fresno, Cal. thru series, thru California, thru E. J. Goodson Adv., Riverside, Cal.
Beneficial Motor Co., Los Angeles (insurance), 16 a.m. thru thru Stodell Adv. Co., Los Angeles.

WOR, New York
Allied Mills, Chicago (Wayne feeds), 3 a.m. thru thru Louis E. Wade Inc., Fort Wayne.
Perfection Stove Co., Cleveland (Superex heaters), 3 a.m. thru thru Mueck, Inc., Cleveland.
Purity Bakerservice Corp., New York thru series, thru Campbell-Ewald Co. of N. Y.

WEAF, New York
American Chicle Co., Long Island City (Chicle), 3 a.m. thru thru Badger & Brown, Chicago.

CJRC, Winnipeg, Man.
Dr. Chase Medicine Co., Toronto, 6 a.m. thru thru Ardell Adv. Agency, Oakville, Ont.

WNEW, New York
Procter & Gamble Co., Cincinnati (Ivory snow), 3 a.m. thru thru Benzer & Baker, N. Y.
Pinex Co., Chicago (proprietary), 3 a.m. thru thru Russel M. Seeds Co., Chicago.
Augenblick & Bros., Newark, 6 a.m. thru thru Howard Stores, Newark, thru thru William Jones Adv. Agency, Newark.
Salt Bros., New York (pens) thru thru S. R. Loew, N. Y.
Paramount Pictures Corp., New York ("Kiss the Boys Goodbye"), 6 a.m. thru thru Buchanan & Co., N. Y.
Lester Piano Mfg. Co., Philadelphia, thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru 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thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thru thro
CARNATION Co., Milwaukee, for the fifth consecutive year, Sept. 2 is renewing sponsorship of The Jewish Philosopher on WEVE-AM, New York, Monday through Friday, 2:15 p.m. Agency is Erwin, Wasy & Co., New York. Also on Sept. 2 Procter & Gamble Co., Cincinnati, will start Tuesday through Saturday sponsorship of the program 10:45 a.m. to 11:15 a.m. Agency is Peelar & Ryan, New York.

STEELWEDE CO., Chicago (Steelweade Tobacco manufacturers), starts a test campaign Sept. 1 on WJFL, Philadelphia, for a new brand of popular-priced cigarettes. The quarter-hour disc, Touchdown Tips, will be used on Fridays, continuing until December. Agency is Carter-Thompson, Philadelphia.

JOHN MIDDLETON Inc., Philadelphia, will start a test spot on KYW, Philadelphia, starting Sept. 8, for its Champ Hats for men. Ten minutes of sports news, Parade of Champions, handled by Kerby Cushings, staff sports commentator, will be sponsored three-weekly. Each program will feature a sports quiz, with hats. A sports booklet will be distributed to stores. Agency is Al Paul Lepton Co., Philadelphia, with R. F. Farnum as the account executive and M. H. Zimmerman, of the KYW sales department, the station contact.

SWANFELDT AWNING & ROOF Co., Los Angeles, in a brief summer test campaign, is sponsoring a weekly quarter-hour news spot on KFWB, Hollywood. Firm plans an extensive fall radio campaign in Southern California. Agency is W. C. Jeffers Co., Los Angeles.

JOHN T. TROLL Co., Los Angeles (Vitamin B-1 Candies Mints), new to radio, on AM-18 started using six-second sound announcements daily, seven times per week, on FM station KFJLA, Hollywood-Encino, for 82 weeks. As markets are established firm will expand use of radio to include other Pacific Coast centers. Agency is Leshunoff-Meldiven Adv. Agency, Los Angeles.

HAUSER FOOD PRODUCTS, Santa Monica, Calif., in a 13-week campaign ending Nov. 4, is sponsoring the weekly Ringtide Olympic Games on KMTR, Hollywood. Firm's Southern California radio schedule also includes participation in Agnes White's California Kitchen on KFI and Chef Milti, on KCMP, once a week and weekly respectively, as well as a 15-minute weekly hour-on-the-street Boulevard Interview on KNX, McEvoy Adv. Agency, Los Angeles, has the account.

FOREST LAWN Memorial Park Assn., Glendale, Calif. (cemetery, manseum), on Aug. 15 started for 20 weeks sponsoring a three-weekly five-minute transcription program, Miracles of Faith, on KFL, Hollywood. Association also sponsors the weekly quarter-hour Your Singing Neighbor with Harry Stanton, and a weekly 15-minute program, Ringo & Reason, on KNX, that city. In addition, twice-weekly program is used in Art Baker's Notebook on KFI, Los Angeles. Agency is Don B. Miner Co., that city.

PAUL F. BEICII Co., Bloomington, Ill. (conce), on Aug. 18 started six-week 15-second sound announcements on WBBM, Chicago, for 13 weeks. Ferry-Hanly Co., Chicago, placed the account.

FALLS CITY BREWING Co., Louisville, has recorded its fourth series of announcements to be used on WHAS, Louisville, and 10 stations in the South. Bill Bryan and Ernie Ren of WHAS, did the announcing.

TRAIN PARTY just before takeoff was given Ray and Sherry Chang, Chicago, who now is heard from Hollywood on his Hop Hazard filin on Fibber McGee & Molly on NBC. The program becomes a featured broadcast all its own when Fibber returns. Feting the comedian as he left Chicago were (seated l to r) Jack Louis, vice-president of Nestle's, Louis & Brody; the agency; Sherman; Melvin Brody, agency president; leavin over is John Gordon, agency radio director.

Radio-Minded

WHEN WFMJ, Youngstown, went into operation in Sept. 1936, the local Hune's Furniture Store began a radio campaign with daily spot announcements. Today Hune's has renewed for the third consecutive year on WFMJ with a schedule that reflects the place that radio has always stressed in the store's advertising appropriation. The 15-news reads weekly, a quarter-hourly weekly for Fibber McGee, and a half-hourly for Servel Electro.

JOINT QUIZ FEATURE

NEW type of audience quiz program, Air Celtof of America, has started on the Arizona Broadcasting System (KTAR KYLM KVOA KLGO), Saturdays, 2-2:30 p.m., under joint sponsorship of Ben Hur Products Co., Los Angeles, and Procter & Gamble Co., Los Angeles (coffee, tea, spices); Central Beverage Co., Phoenix (beverages); Nature's Products Co., Los Angeles (Nutri-Vite); Family Kitchen Products, Phoenix (biscuit and pie crust mix); Victor's Food Products, Los Angeles (French dressing, sauce). Contracts are for 26 weeks, having started July 1. Copyrighted by E. J. Post Co., Los Angeles program builders, the weekly half-hour, directed to children, originates from KTAR, and is assembled through club membership, gold plated wing pins, model airplane kits, plane building, field meets for competition and scholarships in flying.

Swift Places

SWIFT & Co., Chicago, has placed one-minute spot announcements for Jewel shortening through J. Walter Thompson Co., Chicago. Announcement plans are to be heard 15 times a week on the following stations: WBT WSJS WBIG WPTF WWNC WSCC WRVA WDBJ WFMJ WKSU WCLB WJXR KFND KFCT KFBI KFDR WQAM WJZT WFLA WTCO WDBO WAIKP WSPA WGST WMCA WJAC WHSL WFBQ WDOC WXR WRC WTAR WBOC KYO KOMA KVSO KADA KTOK KCRC KBIX KGGF KTCK.

IN THE DETROIT MARKET

BUY CALV AT 800 KC. YOU GET:

not only INCREASED coverage of the vast Detroit area proper, but a PLUS percentage of brand new listeners outside of this area. Thousands of new sales impacts for your product AT NO INCREASE IN RATES!

5,000 WATTS DAY AND NIGHT CLEAR CHANNEL
Representative: Joseph Hershey McGilvra

MUTUAL BROADCASTING SYSTEM

BROADCASTING • Broadcast Advertising

August 25, 1941 • Page 45
Within a five block radius of WSO C over three million dollars of real estate is under construction.

This is only a partial picture of the Charlotte Market's prosperity. See Headley-Red or call WSOC for details.
Joy in Portland

ROMANCE and family life played a large part in activities of staffmen of KGW-KEX, Portland, Ore., in recent weeks. First, Announcer Bob Thompson married Lal- lice Lamb. Then Hank Nor- ton, continuity man, announced an heir, Henry Jr. Followed Don Green with the announcement of the advent of Don Jr., and within a few days Newman Bob Thomas was blessed with twins. To cap it all, Jack Eichenberger, of the public relations staff, a few days ago married Vera West, daughter of R. D. West, Pacific Coast manager of Mantle Lamp Co.

Howard H. Wilson Plans Flat Fee Payment For Station Representation

A FLAT FEE plan of station representation has been announced by Howard H. Wilson of the Howard H. Wilson Co. station representa- tives. Under the plan outlined by Mr. Wilson, the station will pay a flat fee for representation based on gross national billing, with a sliding scale providing fee increases in proportion to amount of national business. Besides the flat fee, the station pays on all national billing a 1% commission which goes directly to the Howard H. Wilson salesmen who book the business.

Mr. Wilson intends to operate his representative firm entirely on the straight fee basis by Sept. 1, transferring his present stations from commission basis. The ability to render complete service to a selective list of stations and to cooperate closely with the individual station's local salesman in developing local and regional business are among the advantages claimed for the plan by Mr. Wilson.

MGM Buys Radio Sketch

JERRY SCHWARTZ, of the CBS Hollywood continuity staff, has sold his original radio sketch, Now We Are Twenty-One, to MGM. Sketch was entirely used on the CBS network series. It will be turned over to MGM younger writers and directors for filming. Studio plans to have each writer and director do a sequence in the picture, with younger film players slated for various roles.

WTAM, with its Primary Coverage Area of over a million and a quarter families, not only reaches more families but costs less per family.

Compare WTAM on this basis: Divide the 15 minute Daytime Rate of each Cleveland Station by the number of families each claims in its Primary Area. But don't stop there. Go a step farther. Take a Survey... any Survey and look at the number of actual listeners each station has, all day, all night, all week. WTAM leads. More listeners. More regular listeners. The "lowest-cost-per-listener" station in Cleveland.

That's why WTAM is the first choice of smart network, spot and local time buyers... coast to coast.
CJOR’s leadership in the Canadian Pacific Coast area is based on the solid foundation of service that has made CJOR the “favorite” of most regular listeners.

CJOR
Vancouver - Canada
1000 Watts 600 K
National Representatives
J. H. McGilvra (U. S.)
H. N. Stovin (In Canada)

Columbia’s Station for the
SOUTHWEST

WICHITA
KANSAS
Call Any Edward Petry Office

Time Sales Tax
(Continued from page 9)

to yield between four and five billion dollars, “you wouldn’t have to reduce sales volume by more than 1/4 of 1% to actually cost the Treasury more than the gross of the radio tax”.

Mr. Alvord’s memorandum, in a point-by-point analysis of the House Ways & Means Committee report, flatly denied that broad-
casters possess “a valuable monopolistic privilege,” that “the principal operators in commercial broadcasting earn high rates of return on relatively small investments” and thus “possess unusual taxing ability,” and declared that radio should not be singled out “as the sole object” of a changed Federal policy under which public regulation should be paid for through special rather than general taxation.

Plenty of Competition
Speaking of the “monopolistic privilege” question, the brief stated:
“...in the first place, a license to operate a radio station confers no monopoly on the licensee. Monopoly, of course, involves a lack of competition and there is no lack of competition in the radio broadcast-
ing industry today. Virtually no locality in the country lacks com-
petitive broadcasting. No licensee has a monopoly of the listening public. Every licensee faces vigorous competition from other licen-
sees, and some must compete with a score or more.
“...Secondly, license renewal is more than a mere formality. It must be obtained on the merits.
“...Third, improvements in the art are constantly making more frequ-
quency available and such develop-
ments as FM offer additional opportunities in the future.
“...In the fourth place, the broadcast-
ing industry’s only substantial source of income is from advertis-
ing. Radio is no monopoly of advertising media. Radio commands less than one-eighth of the advertiser’s dollar, and it must fight every inch of the way for that share.”

Years of Losses
Speaking of the alleged “high rate of return on investment”, the memorandum declared:
“...it is true that the initial in-
vestment required to provide the physical equipment of a radio sta-
tion is relatively moderate, but it is no means insubstantial. How-
ever, while in some businesses the original outlay for physical equip-
ment will suffice for many years, the radio broadcaster is in a field in which technical improvements may render his equipment obsolete almost overnight. As those im-
provements come along, he must put his station into effect even though a complete duplication of his phys-
ical facilities may be required. The new technique of FM, for example, already has forced extensive and costly additions to equipment.

“Obviously, no station can be expected to be profitable from its inception. In almost every case sub-
stantial operating deficits will be incurred for several years; and in a large number of instances these losses will continue for many years. The necessity for a very sub-
stantial investment over and above the cost of physical equipment is expressly recognized by the FCC—
one of the more important require-
ments prescribed is that the li-
icensee establish its financial re-
sponsibility.

“The rate of return earned on capital invested is not a fair single test of taxing ability. Capital is only one income-producing fac-
tor. Far more important than capi-
tal are the intangible factors, such as energy, imagination, initiative, managerial ability and above all, just plain hard work. A successful radio station is peculiarly the venture of other factors.”

On the public regulation ques-
tion the brief said:
“The Federal Government regu-
lates many industries, not radio broadcasting alone. Among them are the railroads, buses and trucks, commercial aviation, shipping, the electric power industry, the tele-
phone industry and the telegraph industry. It has not been thought that the necessity for public regu-
lation of these industries justifies a special tax upon them. The func-
tions of the Federal Government, in so far as they represent regu-
lation of business for the benefit of the public, have been consist-
tently financed through general rather than special taxation. There is no valid reason for an exception in the case of the radio broadcast-
ing industry.

Defense Problems
“The radio broadcasting indus-
try will readily concede that if the long-standing policy of the Govern-
ment is to be altered, and business regulated for the benefit of the public are to bear the cost of their own regulation, then the radio broadcasting industry should bear its fair share. It insists, however, that it should not be singled out as the sole object of such a change in policy. And in no event can the propriety of a charge to cover the costs of regulation be offered as a justification for the tax proposed by the pending bill.”

In discussing objections to the tax, Mr. Alvord in the memoran-
dum emphasized that even without the burden of a tax of the propor-
tions of the one proposed the indus-
ty faces a difficult and uncertain period, since the defense pro-
gram necessarily involves disloca-
tions and disruptions of normal business activities. He pointed out that with declines in revenue actu-
ally possible and perhaps probable, depending on the effect on adver-
tisers of priorities, bans on install-
ment buying, and other factors, the prospect becomes more certain day by day that broadcasters’ operat-
ing costs should pay in continually rise, even if volume decreases.

An ‘Amusement’
Recommending a 100% increase in the radio tax, Mr. Haggerty in his printed statement of last Fri-
day declared that “those who se-
cure yearly net profits in excess of 100% in the present business field, Federal income taxes, should not complai-

DEEP INTO THE EARTH went the microphone of WKY, of Oklahoma City, to originate a special broadcast by R. G. Miller, editorial columnist of the Oklahoman (holding Panama). Occasion was a program describing the activities of the 4,000 tourists who visited Northwestern Oklahoma’s alabaster caverns on a phonograph conducted by Mr. Miller. Here in the natural caverns 15 feet below the surface Mr. Miller and John Prosser, program director of WKY (at right of microphone) interviewed the visitors.

Broadcast Advertising
Federal Radio Tax Protested by AFRA

Lawrence Tibbetts Re-elected as President of Union

LAWRENCE TIBBETTS was re-elected president of the American Federation of Radio Actors for another year in the closing session of the union's fourth annual convention, held in Detroit, Aug. 14-17. With no major problems on the agenda, the four-day session passed without excitement, its main achievement being the adoption of constitutional amendments altering the procedure of election of board members.

Virginia Palme, president of AFRA's Chicago local, was elected first vice-president of the national organization. Other vice-presidents elected were: Ken Carpenter, president of the Hollywood local; William Adams, president of the New York local; Ben Grauer and Gene Hershoit. George Helsing, the union's recording secretary and Alex McKeen was re-elected recording secretary. Emily Holt continues as national executive secretary.

Radio Tax Opposed

Hollywood was selected as the location of the 1942 convention, to be held in August with the exact date to be determined by the board. Convention adopted a resolution protesting the proposed tax on radio time sales as detrimental to the interest of radio employees as well as station owners.

Television was discussed in a general way to bring the members up-to-date on the situation in those cities in which video stations are already in operation, but no action was taken by the delegates. Plans for expanding AFRA's membership throughout the country and for organizing individual station staffs were also discussed at some length, but all action was referred to the board for execution when, where and as they see fit.

As amended, the constitution now provides that each local will nominate and elect its own board members, the nomination to be done by petition and the election by a mail referendum to obviate the need for special membership meetings of the locals. Formerly the local nominated members for the board, but the election was left to the delegates at the convention. Members at large representing locals too small to have individual representatives on the board, were increased from two to three seats on the board. They will be elected at the convention each year.

Shafer Seeks Inquiry On Military Censorship

LOOKING into the threat of press and radio censorship, Rep. Shafer (B-Mich.) last Thursday introduced in the House a pair of resolutions calling upon the Secretaries of War and Navy to inform the House if any plan has been definitely formed to provide compulsory censorship of press and radio or whether censorship is being considered by the Departments or the Joint Army-Navy Board.

Earlier in the week Press Secretary Stephen T. Early, in one of the strongest denials coming recently from the White House, tore apart a press association report that President Roosevelt had approved an Army-Navy recommendation for prompt enactment of legislation imposing wartime censorship on all forms of communication, broadcasting, press and motion pictures. He declared the President had disapproved the plan.

Oil Firm Spots

NATIONAL REFINING Co., Cleveland, from Aug. 25 to Oct. 25 is conducting a campaign of one-minute transcriptions 12 times weekly on a list of 15 Midwest radio stations for its gas and oil products. Agency is Sherman K. Ellis & Co., New York.

The newspaper Diario Nuevo of El Salvador has opened a new broadcasting station dedicated to the defense of the democracies, and will not accept advertising by totalitarian firms.

Don't Take a Step!}

in buying radio time until you consult Pennsylvania's most powerful independent station. Choice time spots are still available.

WPEN

20 times more powerful than any other full-time independent station in Philadelphia.

TESTING?

Reach a big chunk of Illinois... do your testing thru the DECATUR station.

(250 w. 1340, Full time. Sears & Ayer. Local help given.)

BROADCASTING • Broadcast Advertising

August 25, 1941 • Page 49
EMPHASIZING the station’s audience, KIRO, Seattle, in connection with its 50,000-watt operation, has sent to the trade a four-page black, white and red full-page broadside tracing details of the campaign since it went to 50 kw. June 29. Replicas of prominent boost announcements and followup newspaper space, billboards and highway bulletins, taxicab bumper strips, radio direct mail, and special publicity features, including a spread in the right section of the Seattle Post-Intelligencer for June 29 are included, along with a long map of the nighttime primary area.

Bridge of Signs

THE famed “Bridge to Nowhere” of Port Arthur, Tex., built 10 years ago at a cost of $200,000, will become one of the nation’s largest sign boards under arrangements recently made by Glenn Bewitt, manager of KPAC, Port Arthur, to make a station promotion sign of each 101-foot bridge arm.

Baseball Premiums

PONTIAC DEALERS of Southern California, Los Angeles, sponsoring a five weekly baseball broadcast over KMPC, Radio City, are offering a baseball mitt, bat and ball to the writer of the best letter on “Who Will Win the World’s Series and Why.”

Magazine Tieup

NEWSTANDS in the listening area of WEN, New York, are displaying large red cardboard posters to promote the station’s weekly mystery drama The Avenger through a tieup by WEN with Street & Smith, publishers of the magazine The Avenger.

Chopsticks

CLAIMING the distinction of having the only Chinese announcer in American radio, WWRL, New York, sent out a special news release with a pair of chopsticks attached to announce that Gus Chan had joined the station.

Tinking Jar

TWO PENNIES, real ones, too, jingled daintily in a fruit jar sent to the station by WIBW, Topeka. Jars are by Kerr, which is said to have received many thousand inquiries at 2 cents each in a campaign on WIBW.

BETTER NUTRITION FOR DEFENSE

Woman Food Experts, Guests of WLW, Indicate

Food Industry Is Making Diet Plans

PLEDGING the American food industry to full cooperation in the national defense program, a group of home economists in the food field, meeting in Chicago recently under sponsorship of WLW, Cincinnati, indicated the food industry is organizing to afford better balanced menus and make food information available to home makers. The food experts, guests at a WLW luncheon at the Drake Hotel, participated in a forum discussion later broadcast on the “Topeka Sheridan’s Homemakers’ Review” on WLW.

Taking its cue from the National Nutrition Defense Conference held in Washington May 26-28 at the request of President Roosevelt, the Chicago meeting taught the experts together to correlate for WLW listeners their best thoughts on the growing importance of nutrition in the national defense scheme.

Members of the discussion group included Rose Marie Kiefer, executive secretary, National Assn. of Retail Grocers; home economics director, New York Women’s League for Peace and Freedom, Jeannette Kelley, Lever Bros., Doris Fasualde, Standbury Bros.; Jean Allen, Kroger Grocery & Baking Co.; Eleanor Ahern, Procter & Gamble; Mary Dahmke, Kraft Cheese Co.; Marie Sellers, General Foods Co., and Marie Gifford, Armour & Co. Jane Sheridan, WLW home director, transcribed the dialogue, which was presented to Dr. Robert E. Dunville, general sales manager of the broadcast division of Copley Conference and Walter Callahan, WLW Chicago sales manager.

Interviewed by Miss Sheridan, the guest experts indicated their companies are intensifying efforts to closely ally themselves with the task of educating consumers in the job of planning nutritious meals.

Merchandising & Promotion

Plugs for 50—Ghost Bridge—Sticks for Chan—
News Schedules—Pennies in Glass

Covering the Food Show

WSAI, Cincinnati, again provides coverage of the Cincinnati Food Show at the Cincinnati Zoo, Aug. 19-Sept. 1. A special WSAI booth was erected on the grounds and as Walsh of the station’s programs as possible will be released there, including descriptions of the Cincinnati Reds out-of-town baseball games. A mobile unit is to be used on the grounds for special pickups. Dewey Long, WSAI general manager, handled the station’s participation in the exhibit.

List of Accounts

WBBM, Chicago, is sending all grocery wholesalers, drug wholesalers and drug chain health authorities in its primary area a monthly list of the WBBM programs that plug grocery store and drug products. Included on the list are the advertiser and product, time and day of program, sales results and type of program. Shown in a different color on the bulletins are the various offers or contests advertisers are running.

News Schedules

CAPITALIZING on the interest in newscasts, CFRN, Edmonton, Alta., has distributed a five-page weekly newscasts, CFRN, Edmonton, Alta., has distributed a five-page weekly newscasts, CFRN, Edmonton, Alta., has distributed a five-page weekly newscasts, CFRN, Edmonton, Alta., has distributed a five-page weekly newscasts, CFRN, Edmonton, Alta., has distributed a five-page weekly newscasts, CFRN, Edmonton, Alta., has distributed a five-page weekly newscasts, CFRN, Edmonton, Alta., has distributed a five-page weekly newscasts, CFRN, Edmonton, Alta., has distributed a five-page weekly

ABOUT 500 of these bronze medals will be awarded this fall by WNAX, Yankeon, S. D., to outstanding 4-H Club members in South Dakota, Nebraska and parts of Iowa, Minnesota and North Dakota. The awards were instituted by Vernon B. Wersom, WNAF farm service director. Apart from general cooperation with the 4-H movement in its area, highlighted by undertakings such as these annual awards, WNAX also pays the expenses of four prize-winning club members to the national 4-H Club Camp in Washington each year.

BROCHURES

WMAZ, Macon—Booklet giving facts and figures on WMAZ’s listening area.

WROL, Knoxville—Offset printed booklet with studio views and coverage maps.

WEEL, Boston—Booklet Let It Begin Here describing WEEL’s role in originating defense programs in Massachusetts.


WWNC, Asheville—Brochure entitled “Poor Paperhanger—One Appendage Thieves” in which the coverage and listener reaction to WWNC is shown with figures and coverage maps.

IN ROCHESTER ITS WHEC BASIC CBS

Page 50 • August 25, 1941
Merchandising Setup in Latin Nations Included in Crosley Rebroadcast Net

THE Crosley Latin-American network, Cadena Radio, began operation in mid-June with 13 longwave and 16 shortwave stations for border picking up and rebroadcasting programs in Spanish originated at WLWO, Crosley, 75,000-watt shortwave station in Cincinnati.

A month later, July 15, the network got its first commercial program, El Noticiero Mundial, a quarter-hour news summary broadcast seven days a week under the sponsorship of Bristol-Meyers Co. for Ipana, Sa Hepatica and Vitalis. Currently the series is heard on several stations, but if the 26-week test proves successful, more will be added. Program was placed by Boclaro Adv. Agency, New York.

Longwave affiliates are: XEB, Mexico City; TGW, Guatemala City; HN, Honduras; Tegucigalpa; Henduras; TIP; San Jose, Costa Rica; HPSC, Panama City; OAX4I, Lima; CMCK, Havana; YV5R, Caracas, Venezuela; HJCD, Bogota; YV5R, Caracas; YVIRX, Maracaibo; HJDE, Medellin; HJCD, Bogota; HCA2K, Ecuador.

Others to Join

WIAC, San Juan, Puerto Rico, will join the network when it begins operation in late September, and negotiations are under way for an affiliate in Buenos Aires, according to Bernard Musnik, New York representative for WLWO and CRIA. Mr. Musnik was formerly associated with Radio Cite in Paris.

Present network covers only the territory known as the "quarter-sphere," he explained, including all Central America, the Caribbean islands, Colombia, Ecuador, Peru and Venezuela. Decision to confine CRIA to this area, he said, was based on the fact that 50% of all Latin American business comes from the quarter-sphere and because of governmental restrictions in other countries which make it difficult for North American firms to do business. In addition, Brazil was excluded because of the language situation, population speaking Portuguese, whereas all other countries use Spanish.

Two main considerations were given to the selection of affiliates, he stated, first, they must be technically equipped to pick-up and rebroadcast the WLWO programs without loss of quality. This did not present much of a difficulty, he explained, because the super-power of WLWO enables it to lay down a strong, clear signal throughout Latin America. The chief qualification was that the stations have live, progressive management, willing to give CRIA advertisers the same type of merchandising which has been successfully used in this country by WLW.

Merchandising Service

"We offer advertisers not merely a rebroadcast service," he stated, "but a complete merchandising plan like that of WLW, which has already aroused considerable interest among export advertisers." He declined to release the detailed rates for publication, but said three quarter-hour programs a week on the complete network could be purchased for less than $700 weekly.

WLW program sells into Spanish and all available for rebroadcasting by all affiliates, includes many special events, both political and sporting. Regular features include a daily summary of editorials from the Latin American press and the Sunday operas given at the Cincinnati Zoo. Coordinator of the network, in charge of its station relations, is A. Rojas Villalba, former manager of the overseas department of Gotham Adv. Co., New York.

Parker's Latin Series

PARKER PEN Co., Janesville, Wis., recently started a series of 25 weekly half-hour broadcasts in Spanish and Portuguese on NBC's international stations, WBCA and WNBI. Titled "Ritmo v. Danza," the broadcasts will feature recorded popular American music, Monday nights at 8:45 p.m. in Spanish and at 6:30 p.m. in Portuguese. Agencу is Blacket-Sample-Hum- mert, Chicago.

'America Thinks'

TO INTERPRET to the people of Latin America present public opinion in the United States, WBCA, NBC's international station, is broadcasting a daily quarter-hour series America Thinks, the material being supplied by Maurice English of the International Division, with Mario Silvera and F. J. Lara of the Spanish section alternating as Spanish commentators. Also heard regularly on WBCA and WNBI each week is a half-hour program of music by Victor Lopez' Orchestra, with Portuguese announcement by M. Cardoso of the international staff.

New Swan Serial

LEVER BROS. Co. (Swan soap), on Aug 25 started a new serial Bright Horizon or The Story of Michael West on 34 CBS stations, Monday through Friday 11:30-11:45 a.m. with repeat at 2:215. "Michael West" is the name of a character in the Big Sister serial now heard for Rinso at the same time. It is understood Young & Rubicam, agency handling the new show, purchased the right to the character and title from Ruthrauff & Ryan, agency handling Big Sister, which will be shifted to 12:15-12:30 p.m., cancelling its repeat broadcast of Aug 26.

Senate Approves Plan For Census of Defense

IN A MOVE to expedite the supplementary survey activities of the Census Bureau, and at the same time clear the decks for a comprehensive census study of defense industry, the Senate has approved a bill (S-1627), introduced by Senator Bailey (L-N. C.), chairman of the Senate Commerce Committee, providing for a quinquennial census of industry and business, starting in 1943.

The "Big West" census study's in the manufacturing and business fields would be conducted at the same time rather than at two and five-year periods, respectively, as provided under present law. The measure was strongly backed by the Census Bureau, and has been referred to the House Committee on the Census. Favorable House action on the measure is expected shortly after the House reconvenes Sept. 15 for regular sessions.

For YOU, Mr. Advertiser!

Our Advertisers are: Advertiser: "America Thinks", TO INTERPRET to the people of Latin America present public opinion in the United States, WBCA, NBC's international station, is broadcasting a daily quarter-hour series America Thinks, the material being supplied by Maurice English of the International Division, with Mario Silvera and F. J. Lara of the Spanish section alternating as Spanish commentators. Also heard regularly on WBCA and WNBI each week is a half-hour program of music by Victor Lopez' Orchestra, with Portuguese announcement by M. Cardoso of the international staff.

We have THE VERY DEA

Custom-writ tape productions One minute or one hour broadcast live or transcribed

The COVERT Co. 360 N. Michigan Ave., Chicago
Franchise Tax
(Continued from page 7)
mission takes will be in the nature of recommendations to Congress for amendment of the Communications Act of 1934.

The rules committee feels there is present for such a tax both in Federal and State laws. The Federal Power Commission, for example, it is understood, fixes annual charges on the basis of maximum horse-power authorized by license, and for the last 20 years has made collections approximately equal to the cost of regulating power companies.

The proposed amendments drafted by the Rules Committee would levy an excise tax on gross receipts in excess of $25,000 on all persons engaged in broadcasting as well as on the gross receipts of common carriers. The definition of gross receipts would be extremely broad, embracing any revenue received from the sale of time or programs, including commissions paid, whatever their nature. Networks would calculate their gross receipts on the same basis except that money paid as compensation to affiliates would be deducted, but included in the gross receipts of station licensees.

The $25,000 exemption for broadcast stations apparently was decided upon as constituting the average demarcation between profitable and non-profitable operation.

The rules committee plan presumably would be designed to raise sufficient money in each fiscal year to offset the amount appropriated by Congress and spent by the Commission for the prior fiscal year. Amateur and safety of life services would be excluded. The proposed statute recommended by the rules committee would specify the precise percentage of Commission overhead to be borne by each branch of communications. The funds collected would be paid into the Treasury.

Defense Costs Excluded
National defense expenditures, for the far-flung monitoring and foreign propaganda service establishments in New Mexico Plans September Debut

Despite difficulties in obtaining materials necessary for the construction of the new KTBN, Tuscarora, N. M., Lester Q. Krasin, general manager and half-owner of the new local, announces that operation is expected to begin in latter September. Construction permit was granted June 24 to the partnership of Mr. Krasin, a radio technician, and Otto A. Krutzner, owner of an auto body reconstruction business in Las Vegas, N. M., to operate on 1400 kc. with 250 watts.

Mr. Krasin will be chief engineer, with Stu Morrison, on Scucum-carri, commercial manager. Balance of staff has not yet been selected. A Gates transmitter has been purchased, and speech equipment will be composite. Antenna, to be constructed locally, will be a tubular steel-guyed tower.

Carnation Extends
CARNATION Co., Milwaukee, on Sept. 1 is increasing its sponsorship of the Carnation Bouquet variety program on KFY, Philadelphia, and WSYI, Syracuse, from two to three times weekly. The company also sponsors Arthur Godfrey via transcriptions twice-weekly in 35 cities, and on Sept. 1 will shift three of those stations, WGN, KFI and WJD, to the quarter-hour Bouquet program for thrice-weekly presentation. Agency is Erwin, Wasey & Co., New York.

Insurers Spots
TRAVELERS CASUALTY Insurance Co., Chicago, is sponsoring quarter-hour program six times weekly on WNOX, Tuscumbia; WROK, Rockford; WTAX, Springfield, and quarter-hour Musical Clock thrice-weekly on WBBM, Chicago. Affili- ate company, Michigan Casualty Insurance Co., Detroit, is using six quarter-hour participations weekly on Mrs. Page’s Program, WJR, Detroit, and five quarter-hour participations weekly on Happy Joe, CKLW, Windsor. More stations will be added in Illinois and Michigan. First United Broadcasters, Chicago, is agency.

5000 WATTS DAYS NIGHT
THE KATZ AGENCY National Representatives

WTSP
(St. Petersburg) J O I N S M U T U A L
On August 4th Radio Station WTSP, serving St. Petersburg and the Tampa Bay Area of Florida, joined the MUTUAL BROADCASTING SYSTEM. Now WTSP is bringing the splendid programs of Mutual to this rich market, attracting even more listeners than before and paying bigger dividends to advertisers using this station.

WTSP
St. Petersburg TIMES Affiliate A REGIONAL STATION
R. S. Stratton, Manager St. Petersburg, Fla.
Represented by Theis & Simpson Co., Inc.
New York • Chicago • Detroit Atlanta

KLRA LITTLE ROCK ARKANSAS
Is the Only Columbia Outlet in ARKANSAS
OVER 1000 new homes are now under construction in this defense area where over $150,000,000 in defense orders are being spent.

6:00 A.M. ... and 600 Strong!
They’re singing in the TV Area.
Recently, a Sunday morning sponsor invited listeners to an old-fashioned singing bee in the WNOX 600-seat studio. It was jammed by 6:00 a.m., with crowds turned away.

Yes, they’re singing in the WNOX-TV Area, and they start early.
They sing because they’re happy; happy because normally good times in the rich and fertile Tennessee Valley are now better. Better because of TV’s vast dam-building program, stepped-up aluminum production, overtime working of mills and factories, all industry at peak capacity. Work is plentiful; payrolls are big.

And as happy WNOX listeners sing, your sales message will sing, too, when aired over this popular station of the TVArea.
Access to Radio Plants Denied in Anti-Spy Move

A WARTIME move baring access to the premises of wire or radio communication companies, including manufacturing representatives of any foreign government, persons, associations or corporations, was announced last Friday by the Defense Communications Board, of which FCC Chairman James Lawrence Fly is head. A resolution dated June 25, signed by all DCM officials, notices all such companies that on account of the “importance of national defense properties, the plants and facilities of the communication industry,” it appeared desirable to restrict free access.

Companies were requested to take all measures necessary to assure that access to premises containing communications equipment or facilities other than those necessarily open to the general public, be restricted to employees, federal, state or local Government officers acting in their official capacity and other persons considered necessary in the conduct of its business. Specific mention was made of exclusion of representatives of foreign governments or companies. Broadcasting operations are not covered in the order.

Occident Flour Spots

RUSSELL-MILLER Milling Co., Minneapolis, on Sept. 1 starts a fall campaign for Occident Flour, using an average of 10 announcements weekly on the following stations: WMSA WDEV WKNE WTAG WBN WYRG WSLB WKOR WBCG WHB WJAC WCED WHO WNAX WDAY WTAQ KSTP WMSWB WHPD WJZM WJZT WKBW CJIC KFBB KGCO KGVO KGH KFIR and KFPM. On WDBJ, WMPO and WJLO, Occident Flour also will be promoted on six weekly quarter-hour newscasts in Finnish; on WFDL, once weekly on the noon news program; on WLS, thrice-weekly participation on the “Homemakers Program”; on WJZP, once monthly participation in the “Household Forum”; on WDAY, the Z-Bar Network, KXCH and KFPR, with quarter-hourly weekly transcriptions of the “Frank & Julia” series, used by the company for last year’s campaign. Agency is N. A. Ayer & Son, New York.

Libby Tests Serial

LIBBY, McNIELLY & LIBBY, Chicago (canned fruit juices), will test a quarter-hour transcribed serial, “Terri &蜡,” adapted from the adventures of a newspaper comic strip, on WGN, Chicago, and KMBC, Kansas City, starting Sept. 12. Agency is J. Walter Thompson Co., Chicago.

Milligan Changes Post

LAWRENCE MILLIGAN, account executive of Blenckett-Sampson-Humert, Chicago, has resigned to join Shreve & Call and Chicago, in executive capacity. He had been with B-S-H eight years, handling the Proc ter & Gauble account. Transcriptions for the quarter-hour weekly “Musical Meditations” program sponsored on 12 stations by Omna Flour Co., Chicago, are being run by NBC Radio-Recording, Chicago. Hoy’s MacFarland Co., Chicago, handles the account.

ASCAP Situation

(Continued from page 12)

full network profits. Only initial negotiations by Mutual would have established a permanent formula adaptable to its operations, rather than a network formula which would have been prohibitive and disastrous to the stations involved in a Mutual operation.

“For—the establishment of the now-accepted principle that networks and stations have to negotiate separately and individually for the return of ASCAP music to the air, so that listeners would not continue to be deprived of this catalog.

“Five—Up to this date, all functioning industry organizations were exerting their influence against a policy of negotiating a basis for the return of ASCAP music to the networks and stations.”

Court Delay

Hearing on the ASCAP motion to have BMI eliminated from the suit filed jointly by BMI and Edward B. Marks Music Corp. against ASCAP in the New York Supreme Court has been postponed until Sept. 15 from the originally scheduled date of Aug. 15. The proposed ASCAP suit against BMI, NAB, CBS and their officers will of course be dropped unless some hitch should develop to prevent the consummation of the NBC contract.

ASCAP has taken no action toward working out a method of permitting the use of ASCAP music by broadcasters, restaurants, taverns, etc., in Florida, where the anti-ASCAP law, recently upheld by the United States Supreme Court, prohibits the users of music from being required to deal with a combination such as ASCAP. It is possible, however, that negotiations between ASCAP officials and the attorney-general of Florida have resulted in a plan whereby ASCAP music will be made available to users on a dual basis, either through the society as formerly or by individual arrangements with the publishers and writers holding the copyrights on the music desired by the user.

BMI Disc Policy

When the network negotiations are concluded, ASCAP’s attorneys, it is understood, will write a letter to the Attorney General describing this proposed plan of operation and showing how it falls within the law, to which the Attorney General will reply with a letter of approval of the proposed operations.

By enabling the Florida citizens who wish to use ASCAP music to deal directly with the individual copyright owners as well as through ASCAP, the society will be conforming with the terms both of the State law and of the Federal consent decree, it was explained.

Meanwhile, BMI has announced that as of Sept. 1 it will stop the publication of its music via transcriptions to stations which are not BMI subscribers. Previously, BMI had made no effort to curb this practice, partly because it gained additional performances of BMI tunes, but chiefly so as not to interfere with the placement of commercial musical programs making use of BMI music. In the case of these latter programs after Sept. 1 BMI states that it will set a per-program fee which can be paid either by the station or the sponsor if the stations are scheduled but do not want to take out blanket BMI contracts.

Two Decades of Service

To Northwestern Ohio and Southern Michigan.

PROOF OF PERFORMANCE

Represented by KATZ AGENCY

WHBN Goes Fulltime

ALMOST on the eve of its 15th anniversary, which is Sept. 26, WHBN, Youngstown, was scheduled to go on the air in a command operation on 570 kc., terminating its former time-sharing with WOSU, Ohio State U station in Columbus, which has been granted 5,000 watts limited time on 820 kc. Dignitaries, including Gov. Worden of Ohio and Gov. James of Pennsylvania, along with William S. Paley, CBS president, were scheduled to extend greetings in these transcriptions. WHBN will operate with its present power pending installation of a new transmitter which will enable it to operate with its assigned 5,000 watts.

Buying ‘Touchdown Tips’

MORE THAN 20 advertisers in as many cities have already contracted for full sponsorship of the second annual edition of Touchdown Tips, recorded football series syndicated by XNC Radio-Recording Division in 18 quarter-hour programs, to start Sept. 12 with the opening game. Sam Hayes, West Coast sportscaster, predicts scores of 30 leading games each week against out general trends. The transcriptions are produced in NBC’s Hollywood studios and sent air to the stations taking the series, which is WEAP WBAI, WWDC WEHR WRAW WBHJ KVOD WPID WTPC WPAK WTOP WTMK WMBB WLMP WGCX KLRB WOCA KYDL WRB WBGH KGH KGBM and WJSO.

Huffington to WPID

APPOINTMENT of Walter Huff-ington, as general manager of WPID, Petersburg, Va., and Bill Sheadman as program director, has been announced by R. B. Hulker, president, Huffington, for three years manager of WPID. Raleigh, and Stedman, formerly chief announcer and publicity director of VJWTM, Wilson, N. C., succeed Lee Chadwick and Ben Millier, respectively, resigned.

KSD—The Post-Dispatch Station

St. LOUIS • 550 KC • NBC Red

FREE & PETERS, Inc., National Representatives

TOLEDO, OHIO

BROADCASTING • Broadcast Advertising
New Crosley Processes Aid Air Corps Material

WITH announcement last week of an award by the U. S. Air Corps of two additional contracts for certain aviation equipment to the Crosley Corp., Cleveland, it was revealed that manufacturing processes developed in the Crosley laboratories will make it possible to substitute ordinary steel, in making this equipment, for aluminum and special alloy steel, at no sacrifice in weight, and will result in saving many tons of aluminum. The two additional contracts, totaling about $1,500,000, will bring to five the jobs that have been recently awarded to Crosley by the Air Corps, according to R. C. Cosgrove, Crosley vice-president and general manager.

Instead of aluminum die castings and chrome molybdenum forgings formerly required in making this aviation equipment, Crosley research engineers have shown it to be possible to substitute steel, drawings and steel punchings, processed by hydrogen brazing, resulting in a slight saving in weight as compared with the material formerly used.

Glass Disc Advantages Are Claimed by Presto

PRESTO RECORDING Corp. reports its new glass base disc during the last month has been shipped to 14 foreign countries, including the tropics, and that neither high temperatures nor humidity had affected their recording characteristics or playback life. Because of this advantage, Presto states the cellulose coated master discs have almost completely replaced wax masters formerly used by some foreign record manufacturers. Besides orders from the larger Central and South American countries, Presto reports shipments to the Philippines, India, Dutch East Indies, Portugal, Melaya, South Africa and Egypt.

IDENTIFICATION CARDS, designed by Chief Engineer Frank Falknor of WBBM Chicago, have been issued to the station’s engineering staff. The cards, which must be carried by WBBM’s 40 engineers at all times, are used in lieu of badges to prove identification when working on remote. All have been fingerprinted with the FBI providing equipment.

WCBX, WCRG GET MORE FREQUENCIES

ADDITIONAL frequencies were authorized Aug. 19 to WCBX and WCRG, international shortwave stations of CBS at Brentwood, Long Island. N. Y., when the FCC granted modification of their construction permits to add the 6060 and 21570 kc. channels, which are to be shared by WCBX, WCRG and WACB, Philadelphia. WCBX, under construction, had originally been granted its construction permit to 15270 kc. WCRG, share on 9650, 11830, 15270 kc. with WACB and WCRG; and operate unlimited on 6120, 6170 and 21570 kc. WCRG, also to be built, had been authorized to share on 6600, 21520 with WACB; share with WCBX on 17800 kc.; and share 9650, 11830 and 15270 kc. with WACB and WCBX.

The Commission granted special authorization to Philco Radio & Television Corp. to operate its present experimental television station W3XG for a period of 90 days from Sept. 1 on channel No. 3 (66,000-72,000 kc.) pending further engineering data required by the FCC to pass on Philco’s pending application for a commercial television station. Action was to enable the Philadelphia area to have scheduled television program broadcasts as soon as possible.

St. Louis FM for CBS

CBS was awarded its fourth commercial FM station when the FCC last Tuesday authorized a construction permit for a new outlet in St. Louis to operate on 45.9 mc. and serve a 13,000 square mile area. The proposed transmitter site is in the Mart Bldg., 12th and Spruce Sts., also home of KMOX, CBS owned station in St. Louis. Other FM construction permits for FM stations are held in Holly wood, Chicago and New York. Grant brings the total FM grants by the FCC to 64.

Memorial to Fessenden

Memorial to the late Reginald A. Fessenden, the radio inventor. It was on Hoosiloke Island that Dr. Fessenden established his first wireless experiments in 1901. The memorial, a 75-cent postcard, is to be sent to airmen for $1.00. The Tiffen Island project, which is continuing to the FCC by 54 years ago.

FM Receiver Plans

FM RADIOs will account for 50% of the volume of business during 1942 of the members of the National Association of Broadcasters, according to Dr. Ray H. Manson, vice-president and general manager of the association. It is stated that its 1941 line would be introduced shortly. Two FM engineering developments will be incorporated in the new line, including automatic range shifting and a simplified push-button control for both FM and standard broadcasting.

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ACA Signs Two

AMERICAN Communications Assn., CIO union, reports it has signed contracts with WBAX, Wilkes-Barre, and WWDG, Washington. Agreement at WWDC covers 12 engineers employed in the control room, the booster and at the transmitter. It provides for a general increase of 8% to 11%, with total benefits from increased overtime, vacations, holidays, etc. The WWDC contract covers 12 engineers employed in the control room, the booster and at the transmitter. It provides for a general increase of 8% to 11%, with total benefits from increased overtime, vacations, holidays, etc. The WWDC contract covers 12 engineers

I.B.E.W. Gets Contracts

In Michigan, Kansas City

NEGOTIATIONS have been concluded with CKKN, Kansas City, for an agreement covering the technicians and engineers employed by the station. The International Brotherhood of Electrical Workers, announced last week through Lawson Wimberly, international representative. The agreement, which is the first to be negotiated by the I.B.E.W. in the Kansas City area, was signed by Ellis Atteberry, vice-president and general manager of CKKN, and Walter L. Reed, international representative for the union, on behalf of Radio Broadcast Technicians Local Union No. 1259. The local, which has organized technicians in several other stations in Kansas City, is affiliated with the ABT Unit of I.B.E.W.

I.B.E.W. announced that Local No. 1218 of Detroit, affiliated with the ABT Unit of I.B.E.W., had concluded agreements with WOOD-WASH, Grand Rapids, and WZIO, Kalamazoo.

Charles Travis

CHARLES TRAVIS, 58, radio engineer consultant for the Philco Corp., Philadelphia, on Aug. 15 died of a heart ailment in Germantown Hospital, Pa. An inventor of numerous radio devices, Mr. Travis also served at various times as consultant to Atwater Kent Mfg. Co., RCA Mfg. Co., and the Tacony Steel Co.

Linco

PROVEN BY SERVICE

TURNSTILE RADIATORS

Lingo has set a new pace in the FM field. Its new patented Turnstile Antenna is a distinct, new improvement over all previous designs. It is now offered with a background of engineering and experience . . . it is the result of a basically sound process of development and its excellent performance has already been proven. This FM Antenna can be provided on your building roof or supporting tower.

SELL CENTRAL ILLINOIS

An Above Average Market

A. BLOOMINGTON—heart of the corn belt, has the third highest per capita income in Illinois.

B. McLEAN COUNTY—ranks first in corn production in the United States, is one of the three richest agricultural counties in the country.

WJBC

BLOOMINGTON—NORMAL

Represented by International Radio Sales

BROADCASTING • Broadcast Advertising

August 25, 1941 • Page 55
Adam Hat Shows Its Faith in Television
By Signing for All NBC Sports Events

A CONTRACT that may well make Adam Hats synonymous with televised sporting events as Bulova Watches are with time signals in sound broadcasting was signed last week by Adam Hat Stores and NBC, calling for sponsorship of the hat company of all sporting events telecast by NBC.

In addition to the boxing bouts staged by Chick Meehan at Ebbets Field, Brooklyn, which Adam is already appearing, the new contract gives the company exclusive rights to telecast tennis matches, baseball and football games and any other sports for which NBC is able to secure television rights.

The agreement covers sports telecasts from NBC’s video station in Washington, which is the beginning of a national chain of hat stores, due largely to its advertising program, which has been built around sports broadcasting, first on individual stations in New York and since 1937 in the Blue Network. Shortwave broadcasting to Latin America, started as a goodwill gesture with the broadcast of the Louis-Godoy fight, has lately resulted in the development of an international business. Even the switch of the fights promoted by Mike Jacobs, which Adam had for several years sponsored on the Blue, to CBS for Gillette Safety Razor Co., did not alter the Adam advertising, as the company has gone along with NBC in lining up other promoters’ matches for broadcasting.

**SAI华润 INCREASES FOR FCC LAWYERS**

SALARY increases for members of the FCC’s inquiry section as well as for other attorneys were approved last week by the FCC subject to ratification by the Civil Service Commission.

Allen W. Sayler, supervising investigator of the inquiry section, was raised from $3,500 to $4,600 per year. He was the Commission’s first witness in the newspaper divestment inquiry which began last month.

Seymore Krieger, special counsel, who participated actively in the drafting of the network-monopoly rules, was increased from $3,800 to $4,600 but because of his temporary status, Civil Service approval is not required. Hugh B. Hutchison, attorney on the regular legal staff, was recommended for a boost from $3,600 to $4,500.

Charles E. Clift, field investigator, was recommended for an increase from $3,200 to $3,500 and Raymond Lewis, also an attorney investigator, was recommended for increase from $2,600 to $3,200.

**Kleenex on CBS**

INTERNATIONAL CLELCUTON PRODUCTS Co., Chicago, has purchased a full 15-minute weekly period on 51 CBS stations starting Sept. 19. Program will advertise Kleenex and will be heard on Fridays at 9:30 to 10 p.m., immediately following the First Thing sponsored by Campaña Sales Co., Chicago. Lord & Thomas, Chicago, is agency.
JOHN DAVID CHAIN TO SPONSOR VIDEO

JOHN DAVID Inc., New York, chain of men's wear stores, will sponsor Men's Wear Highlights of Television on WNTB, New York, 9-9:30 p.m. each Wednesday, beginning Sept. 24, a contract which covers the first men's style show series of commercial television, calls for a 13-week series, with renewal options.

Programs will be variety shows produced by Reginald Hammerstein, who heads NBC's television staff to become television producer of Norman D. Watkins & Associates, New York, agency handling the series. The same agency recently contracted for a feminine style series, Fashion Discoveries in Television, which will start on WNTB Sept. 4 for a 13-week test series, Thursdays, 5-5:30 p.m. Both series will be merchandised with point-of-sale displays identifying merchandise as that shown in the telecasts.

The Fashion Discoveries series will be sponsored jointly by Bloom- ingdale Bros., New York, and Abraham & Straus, Brooklyn, associated department store owners. A series of also are joint owners of Metropolitan Television Co., granted a construction permit for a television station in New York. Difficulty in obtaining material is holding up construction, Broadcasting was informed, and Metropolitan executives said they were unable to predict when they might be ready to begin operation.

Schiltz Tests

JOSEPH SCHLITZ BREWING Co., Milwaukee, is testing Monday through Friday five-minute news commentaries on WMAQ, Chicago, for Old Milwaukee beer. Company is also placing five-minute news programs on the minute announcements on a number of selected stations. Commercials are transcribed in jingle form. McJunkin Adv. Co. is agency.

HENRY RUBIN, who conducts his own participating program of jazz and music on WOR, New York, is now available for local cooperative sponsorship on MHN stations, Monday through Saturday, 7:35-7:50 p.m. Mutual has announced. Besides the regular quarter-hour time rate, the talent cost for Morgan on a weekly basis will be the local one-quarter-hour national rate, and on a thrice-weekly basis, the minimum requirement, for 50% of that rate.

HIGH IN THE ROCKIES, in fact 13,000 feet high, was the origination point for a program during the annual trek of the Boulder (Col.) Chamber of Commerce. KOA, Denver, got its outfit up to this point on the Continental Divide by pack- horse, and relay point was set up 2½ miles below, with the regular lines another five miles down the mountain. Here Don Martin (left) and Engineer Verne Andrews operate the equipment.

Lilly Painters

81,000 STRONG, the Lilly Clan, resolved Aug. 20 in annual reunion assembled that WLW, their favorite station, should be granted 650,000 watts on its clear-channel frequency. Head of the clan is Cousin Abe Lilly, former West Virginia attorney general, who drew "thunderous applause" as he exhorted on behalf of the power boost. Ed Mason, WLW farm director, and Phil Underwood, engineer and a Lilly on his own right, cut a transcription for the WLW Everybody's Farm Hour.

Wrigley Auditions

WM. WRIGLEY Jr. Co., Chicago (chewing gum), as supplement to its weekly CBS Melody Ranch featuring Gene Autry, is considering a new hillbilly quarter-hour program featuring the Canovas (Judy, Annie and Zeke), for fall release on that network. Audition program was produced and piped through in mid-August from Hollywood to Chicago executives of that firm by J. Walter Thompson Co., agency servicing the account.

Grove Morning Series

GROVE LABS., St. Louis, on Oct. 6 will start a thrice-weekly early morning quarter-hour program of western and "home-folk songs on 65 NBC-Red stations in the interest of Bromo-Quinine. Louise Massey and the Westerners will be featured, and the program will be heard Mondays, Wednesdays, and Fridays from Chicago at 7:45 (EST), with two rebroadcasts so it will reach central and mountain time zones at 7:45. It is believed the first regular network sponsored program presented that early in the morning. For stations unable to clear time, the program will be transcribed. Agency is Russel M. Seeds Co., Chicago.

IT WAS incorrectly stated in the story on Noexma Chemical Co. titled "They Had to Do Something—and Quick." In the July 21 issue of Broadcasting that the Quiz of Two Cities is heard on WHAM, Rochester. The program is heard in Rochester on WHEC.

CBS Air School Given Praise by Latin Nations

EXTENSION of the CBS School of the Air of the Americas to the entire Western Hemisphere may result in all American nations becoming bilingual, according to Dr. Luis Sanchez Ponton, Micanminister of education. Dr. Ponton's prophecy was given Sterling Fisher, CBS director of education.

Returning from the First International Conference in Mexico City of the CBS air school, Mr. Fisher announced Mexico had officially included the air study in its curriculum for all schools and plans to have all 10,000 classrooms radio equipped. Scripts and teachers' manuals for the air program will be sent to Mexico well in advance for adaptation. They will be forwarded to other Latin nations. Mr. Fisher reported the air school has been accepted "intellectually and emotionally" by the Latin countries.

Clothing Chain Spots

FOREMAN & CLARK, Los Angeles (chain clothiers), in a two-month campaign starting Sept. 1, along with other media will extensively use traditional TV commercials in selected markets of the Western States. Station list is now being made up. Milton Weinberg Adv. Co., Los Angeles, has the account.

PATRICIA LOCHRIDGE, assistant in the CBS news department, has written an article on Bermuda during wartime which will appear in the September Woman's Home Companion.
WTAG, Worcester, following installation of an Associated Press news wire in August, transferred its news staff from offices in the adjoining Worcester Telegram & Gazette to the station's new newsroom. Directed by James G. Little, formerly of the XWB publicity bureau in Chicago, Kenneth McMullen, of the Providence Journal, the WTAG news division will broadcast seven-quarter-hour news periods daily.

PHOTO & SOCND Inc., San Francisco transcription firm, has written all Northern California radio stations and advertising agencies, offering to buy all local broadcast lunches at 10 cents each. By high grade the composition, news material is classified as Quintile, the regular transcription pressing.

WCP, Boston, marks its sixth birthday. To commemorate the anniversary are planned.

The engineering department of KZL, Denver, acknowledging D-1 letters with a new D-1 card, printed in blue and silver for chops. It features two photographs, one of the station's transmitter building and tower and one showing the KZL mobile unit in the mountain highway during a shortwave broadcast.

KTR, Phoenix, broadcast recent transcription maneuvers from Lake Field near Chicago, with Andy Anderson, KTR announcer, taking a microphone aloft in the rear cockpit of the lead ship of an 18-plane flight. According to Willard and Galvin, KTR had followed the progress of the flight en route to the first graduation.

WJSL, Decatur, Ill., has been carrying a commercial community sing from its auditorium each graduation night that was so successful that a dozen merchants of Athens, Ill., 15 miles distant, recently petitioned WJSL to put remote facilities in Athens for a similar local broadcast. Stripped through lacking of a building large enough for the large studio audience, a solution arrived when permission to use the County courthouse building was obtained.

WITH the start of the fall season on Broadway, Howard Barnes, motion picture critic of the New York Herald Tribune, on Sept. 2 is resuming his series on WOR, New York, titled Howard Barnes Reviews. Heard five times weekly at 12 midnight, the program covers the entire entertainment front with special reports on the opening nights of Broadway plays.

A BROADCASTING BOOTH has been installed in the auditorium of the Royal Canadian Air Force Manning Depot, at Toronto, and weekly broadcasts are now made from there by the Broadcasting Corpo. Seven thousand airmen make up the audience for the weekly CBC musical program Playtime and join in the singing.

KRSO, Santa Rosa, Cal., Aug. 15 dedicated its new 1,000-watt transmitter, directional antenna and new remote studio at Vallejo, Cal., with a series of special programs. The Vallejo studios are 44 miles from Santa Rosa and provide KRSO with facilities near the Mare Island Naval Yard. Will Guttman, program manager of the station, presided over the ceremonies which featured the appearances of various dignitaries and radio artists.

WIB, Detroit, is presenting each Sunday transcribed shows featuring Michigan selectees at various camps throughout the country. Bases were made by Larry Payne and Jerry Pettit announcers, and Patco MacClellan and Fred Jennings, engineers, who already traveled 5,000 miles through seven states to make the transcriptions.

WITH ANNOUNCERS and commentators at five points on the giant Shasta Dam, CBS on Aug. 17 started a series of half-hour West Coast special event broadcasts from the $264,000,000 Central Valley Project, now under construction to control and supply water for the California area. Under supervision of Fox Case, CBS Western special events director, programs are fed through special lines to Redding, Cal., and into KSFO, San Francisco, for release to the network's West Coast stations. Project is the second largest masonry structure ever made by man.

KJSL, Chico, Cal., has completed plans for the construction of a new transmitter building to house the directional equipment to be installed for its recently authorized 1,000-watt fulltime operation. Work, to start immediately, will be under the supervision of Manager M. F. Woodling.

KLZ, Denver, Aug. 10 held its sixth annual free picnic at the local Lake annunciation park. Octing was attended by 3,000 and the only advance plan was giving the affairs to station artists and the distribution of the free tickets through KLZ clients.

WIX-PAIE house organ written by studio employees, was recently instituted by KMVC, Beverly Hills, Calif. Titled Our Valley, it is a 1,000-word sheet published weekly. An editorial sheet is edited by Paul Master- son, staff announcer.

MOHLE unit of WWL, New Orleans, traveled 650 miles last week to cover anniversary ceremonies at Florence, Ala., honoring Ed A. O'Neil, president of the American Farm Bureau Federation. Woody Hattic, WWL agricultural director, was invited to attend the ceremonies and took with him the mobile unit. Mr. O'Neil, who was interviewed, was given a transcription of his anniversary speech by the station.

JOEL STOVALL, musical announcer of KJOX, St. Louis, recently made a band arrangement for the selection, "Let's Go" by Maj. Gea. C. Ridley, commanding officer at Fort Leonard, Wood, Mo. The Sixth Division liked the arrangement so well that it was adopted as the division song. Transcriptions are being made of it for the various bivouacs during the coming maneuvers.

WHO, Des Moines, is originating most of its local studio shows in Craytal Studio at the Iowa State fairgounds for an eight-day period.
Admiration Adding NATIONAL OIL PRODUCTS Co., Harrison, N. J. ("Admiration" shampoo), has added 31 new dealers in September. Advertising will increase threefold. Telephone: BROADCASTING.

Aetna Names Kuder

AETNA LIFE INSURANCE Co., and its affiliated companies, the Aetna Casualty & Surety Co., the Automobile Insurance Co. and the Aetna Fire Insurance Co., Hartford, have named Arthur Kuder, New York, as agent. Company is currently surveying markets and will probably use radio in the near future.

St. John on WEAF

With WORLD news becoming more important daily, WEAF, New York, has rearranged its program schedule to assure listeners at least two news periods a day, and has added Robert St. John, former associated Press correspondent in Greece, to its new staff. St. John will take over the 6:15-6:30 p.m. Monday through Friday, spot now occupied by Don Goddard, and Goddard switched to 12:45 p.m. Thursday, Friday, Saturday, until Sept. 30, and thereafter 12 noon five times weekly and 12:45 p.m. Saturdays.
ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
AUGUST 16 TO AUGUST 22 INCLUSIVE

Decisions

AUGUST 19
NEW. Columbia Broadcasting System, Inc., Lebanon, Pa., granted new FM station 1450 w 500 w, 5 kw N D, and new station 1000 w 50 kw N D; WOR, New York, granted new station 1450 w 500 w, 5 kw N D.

MICHELSON—WVWA, Wheeling, W. Va., granted renewal for transmitter and antenna 1410 w 100 kw D C.

WBOJ, Davenport, Ia., granted renewal for transmitter and antenna 1150 w 75 kw D C.

WBOY, Parkersburg, W. Va., granted new station 1450 w 100 kw D C.

NEW. Central Broadcasting Co., Wilkes-Barre, PA 1240 x 250 w unl. all three to be heard jointly.

Applications

AUGUST 18
WTBO, Cumberland, M. A., CP new transmitter, directional N, change 840 kw 1450 w N D, 100 kw D C.

NEW.โม kristal Broadcasting Co., Incl., St. Louis, Mo., CP new station 1450 w 500 w, 5 kw N D.

NEW. Thomas Broadcasting Co., Inc., New York, NY 900 w 80 kw D C.

NEW. Labora Broadcasting Co., Inc., New York, NY 1450 w 250 w, 5 kw D C.

NEW. Central Broadcasting Co., Wilkes-Barre, PA 1240 x 250 w unl. all three to be heard jointly.

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Tentative Calendar

KJFM, Grand Forks, N. D., license renewal modified to 1400 kw 500 w N D, 5 kw D C.

KBCO, Boulder, Colo., license renewal modified to 1400 kw 500 w N D, 5 kw D C.

KDKR, Des Moines, Ia., CP 1000 w 100 kw D C.

WIBG, Glenwood, Pa., license renewal.

NEW. West Allis Broadcasting Co., West Allis, Wis., CP new station 1400 w 500 kw 500 kw D C.

NEW. KNOE Inc. Metropolitan, La., CP 1450 w 250 w unl. (Aug. 29).

NEW. Park Cities Broadcasting Corp., Dallas, TX 760 w 5 kw D C.

NEW. Glenmore Broadcasting Co., Gladstone, M. I., CP new station 1400 w 500 w, 5 kw D C.

NEW. Hawaiian Broadcasting System Ltd., Honolulu, HI 1400 w 250 w unl. (Oct. 14).

NEW. Jefferson Broadcasting Co., Birmingham, Ala., CP new station 1450 w 250 w, 5 kw D C.

NEW. National Broadcasting Co., Inc., New York, NY 1450 w 250 w, 5 kw D C.

THE FCC’s Administrative Board, rather than the Commission itself, will administer the new 1450 w 500 w, 5 kw D C. station.

LAPP HAS MADE 142 DESIGNS IN ANTENNA STRUCTURE INSULATORS ALL ARE BASED ON THE LAPP CURVED-SIDE COMPRESSION CONE

More than 20 years of service records prove that the LAPP curved-side compression cone of electrical porcelain is the standard for maximum security and permanence. Finally, each insulator, before shipment, is tested by loading to 50% more than maximum design load. Most radio engineers know they can’t cover the insulator question adequately when they say to their power manufacturer, “Use LAPP Insulators!”

LAPP Insulator Co., Inc., LeRoy, N. Y.

PHILCO TELEVISION TO START SEPT. 1

PHILADELPHIA’S first commercial television broadcasts will start Sept. 1, it was announced Aug. 20, by Philco Radio & Television Corp. Grand Central Commercial Television cense by the FCC for its WAXE, Philco announced it will be on the air this fall, transmitting signals over 25-mile radius from its 230-foot telecasting tower at the company’s headquarters.

While prospective sponsors were not disclosed, it was stated the program schedule will include playbacks, educational and variety programs, originating from the WAXE studios. In addition, there will be telecasts of athletic events, public events, and special entertaining events, relayed to the transmitter by a mobile television unit.

As a result of the commercial license, Philco engineers are stepping up power from 3,000 to 10,000 watts, operating on Channel 3 (66-72 mc).

ELECTION OF Larry E. Gub, former executive vice-president, to the office of chairman of the board of Philco Radio & Television Corp., was announced Aug. 21 by that company. In addition, John Ballantyne, formerly treasurer, was elected vice-president in charge of operations; Thomas A. Kennelly, formerly general sales manager, was named vice-president in charge of sales; R. W. Sisson, controller, was chosen to succeed Mr. Ballantyne as treasurer and James H. Carmine, former assistant sales manager, will become sales manager.

Mr. Gub, a 1916 graduate of Cornell, has been with Philco since 1933, when he became the company’s president of Philco Radio & Television Corp. in July, 1934, and that corpora- tion was a subsidiary of Philco Corp. In 1940, Mr. Gub was named its executive vice-president.

Mr. Ballantyne, after graduating from Harvard in 1925, has been a partner in the accounting firm of Mathieson, Atiket & Co., Philadelphia. He withdrew in 1954 and shortly thereafter was elected treasurer of Philco Radio & Television Corp. In 1940 he became treasurer of Philco Corp.

Craven in Charge

FOR THE next fortnight Commissioner T. A. M. Craven will serve vice-chairman of the FCC, a position to the absence of other members from the city. Chairman James L. McKee died Aug. 17. Vice-chairman Paul A. Walker and Ray C. Wakefield are attending the annual convention of the National Assn. of Radio & Television Commission- ers in St. Paul Aug. 26-29, with the chairman scheduled to address the session. Commissioner Thomas S. Cates, also of Philadelphia, is recuperating from a recent illness. Commissioner George H. Payne has been absent from Washington for several weeks.
Fulltime MBS Outlets

WICC, Bridgeport, Conn., now an NBC-Blue and Mutual affiliate, as well as a member of the regional Yankee and Colonial networks, on June 15, 1942, will become a fulltime MBS outlet, discontinuing its connection with the Blue Network. WJAC, Boston, and WEAN, Providence, both NBC affiliates, also switch to fulltime Mutual on that date.加入 Mutual on Oct. 1 are WCAC, Pittsburgh; WFBF, Buffalo, and WGR, Buffalo.

Network Changes

GRIFFITX MFG. Co., Brooklyn (All-White Soap Cleaner), on Aug. 29 discontinues Who Knows on 4 MBS stations, Fri. 9:30-10:30 p.m. (EST). Agency: Benton & Bowles, N. Y.


TAYTON Co., Hollywood (country), on Aug. 22 shifted Jolson's Twitter from 6 CHS West Coast stations, Fri. 8:00-8:45 p.m. (PST), to 8 DEJ Pacific Coast stations, Fri. 6:15-7:00 p.m. (PST). Agency: RKO.

EVERSHARP Inc., Chicago (pencils), on Sept. 28 adds 11 CHS stations to Lead or Leave, making a total of 51 CHS stations, Mon. thru Fri. 10:30-11:30 p.m. (EST). Agency: RKO.

LEVER BROS. Cambridge, Mass. (Fisherman's soup), on Sept. 10 switches Hollywood Premier on 7 CHS stations from Fri. 9:30-10:30 p.m. (EDT) to Fri. 10:30-11:30 p.m. (EST). Agency: RKO.

JOHNSON & JOHNSON, New Brunswick, N. J. (Band-Aid), on Aug. 19 added 4 CHS stations to Voice of Honduras, making a total of 98 CHS stations. (Example: Young & Rubicam, N. Y.)

Wichita Airplane Orders to Reach 500 Million

Sounds like Chamber of Commerce figures, doesn't it? Yet Wichita is already well along the way toward that figure. And new orders continue to pile in.

Looks like this would be a swell time for people with things to sell to start telling the folks in Wichita and in Kansas all about it.

KFBI is ready—with snappy programs—aggressive announcers and responsive listeners. Are YOU?? Let's go!
Bendix to Sponsor Treasury Program

Show Now Paid for by Texaco

To Shift in October

BENDIX AVIATION Corp., South Bend, Ind., will sponsor The Treasury Hour for 13 weeks on 100 NBC-blue stations, Tuesdays 8-9 p.m. (EST), starting on Sept. 30 when Fred Allen returns to the CBS spot, Wednesdays 9-10 p.m. (EST), for the Texas Co.

The Treasury Department announced last Tuesday that Secretary of the Treasury Henry Morgenthau Jr. had accepted an offer by E. R. Palmer, Bendix vice-president and treasurer, to continue the Treasury Hour.

The summertime show, featuring guest appearances by stage, screen and radio stars to promote the sale of Defense Bonds and Stamps, was donated by Texas Co. The Fred Allen show resumes for Texas on 85 CBS stations on Aug. 1.

Publicity Contract

The Treasury Department radio section, headed by Vincent F. Calabrese, also announced that Earl Ferris, will serve radio editors with news releases about Treasury Hour. This week the FCC, which currently includes The Treasury Hour in CBS, For America We Sing on NBC-Blue, and the new America Preferred, to start Sept. 6 on MBS.

According to the Implementing Order, Aug. 15 by C. E. Hooper Inc., The Treasury Hour held top ranking in radio audience for the first week in August. Led by the Treasury show with a 9.9 ranking achieved in seven weeks of broadcasting, other favored programs were Bing Crosby, 8.7, Walter Winchell, 9.7, and Rudy Vallee, 8.6.

Fulltime Grant Given

For WWVA, Wheeling

APPARENTLY an outgrowth of the recent FCC order banning multiple ownership where duplicating service is involved, WWVA, Wheeling, was authorized by the FCC last Tuesday to operate with 5,000 watts fulltime until Feb. 1, 1942, while holding a construction permit for an increase in power to 50,000 watts.

While the FCC has not made public a list of stations which would be embraced in its multiple ownership-overlapping operation ban, it is understood WWVA, with 50,000 watts, definitely would fall into that category. In view of the operation of a sister station, WMVN, at Fairmont, W. Va., The Commission granted WWVA special service authorization to operate on 1170 kc. with 5,000 watts fulltime in lieu of its present authorization.

According to a 5,000 watts operating simultaneously day with WOWO, Fort Wayne, while sharing at night with that station. The construction permit for 50,000 watts with unlimited time remains intact.

THOMAS M. KERESEY, for the last 11 years vice-president of Lord & Thomas, has resigned, effective immediately.

Army and Networks Hold Conferences
To Prepare Coverage of War Maneuvers

PLANS for network coverage of the "war" between the U. S. Second and Third Armies, to be held in Louisiana in the latter half of September, were discussed in New York Aug. 20 by members of the Radio Branch of the War Department's Bureau of Public Relations and network special events executives at a meeting at the Roosevelt Hotel in New York.

Difficulties of obtaining live on-the-scene broadcasts during "free maneuvers", which follow no set schedule and occur in a sparsely settled region with a minimum of telephone facilities, were pointed out by the War Department delegation, which told the network men that local stations, whose representatives will accompany single Army units with recording equipment to pick up the best action available for delayed broadcasts, will have all the best of it. (For a detailed description of the radio problems, see Broadcasting, Aug. 18.)

Radio Aides

Networks will have men attached to both Armies, to insure complete coverage of both sides. It is expected the network crews will include radio reporters who have had experience in broadcasting the European war and who can contrast the real thing with the simulated battles of the maneuvers, which will employ tanks, planes, artillery and all the equipment of warfare at the Armies' command.

To aid broadcasters, the Bureau will assign a radio man to each Army. Brooks Watson will be attached to the Second Army, with headquarters at Jonesboro, La., or Winfield, Ark.; Ross Worthington to the Third Army headquarters at Lake Charles, La.; and Jack Harris at general headquarters for the observation of the maneuvers at Leesville, La. To aid in arranging live broadcasts, a telephone company man will also be stationed at each of these headquarters.

Each Army also will have its own radio staff, as well as press staff, for the first time in the history of war games.

Since the glass discs now in common use for transcriptions are not designed to stand up under the conditions of transport that will prevail during the maneuvers, the Bureau has requested OPM for priority and has ordered 400 aluminum discs from Presto, contingent on the OPM permission. These discs will be distributed among the station crews covering the war games when and as needed.

These maneuvers, largest peace-time war games ever held, involving some 500,000 officers and men, have evoked such interest in Central and South America, as well as in the United States, that extensive coverage by both shortwave and domestic broadcasting is planned. Already NBC and WLW, Crosby shortwave station, have arranged for maneuver broadcasts, and other shortwave operators are expected to follow suit.

Conference was attended by Edward M. Kirby, on leave from his position as public relations director of the NAB to serve with the War Department as chief of the Radio Branch, and Messrs. Harris, W. Stanton and Worthington of the Bureau's Radio Branch; Ken Frey and Art Feldman, NBC; Paul White, Bill Scobum and Brewster Morgan, CBS, and Tom Slater, MBS.

News Service Plans

On the previous day the Washington delegation conferred with the radio executives of the news services supplying news to broadcasting stations, UP, PA, INS and Transradio, laying plans for expediting the movement of War Department news to the broadcasters. This assignment will be supervised by BUJ Bailey, formerly news editor of WLW-WSAI, Cincinnati. The Radio Branch has volunteered

BETTER FACILITIES GRANTED STATIONS

POWER increases to 5,000 watts fulltime were granted three regional VHF stations at its special meeting last Monday. Action was taken by Commissioners Fly, Craven and Walker, under the temporary "no quorum" rule.

WHO, Dayton, was granted re-instatement of a construction permit for a new transmitter and a directional antenna for night use and increase its night power to 1,500 watts. The station has held a construction permit, which had expired, to use 1250 kc. with 5,000 watts day and 1,000 watts night.

WTOC, Savannah, was granted modification of a construction permit to increase its night power to 5,000 watts and make changes in its directional antenna. The station now has a construction permit for 1290 kc. with 1,000 watts day and 5,000 watts day.

WRDW, Augusta, Ga. on petition to reconsider and grant without hearing its application for Class III-A facilities, received favorable action from the FCC. In granting the petition, the Commission directed the station to shift frequency from 1490 to 1480 kc. and increase its power from 250 watts to 5,000 watts fulltime.

KFW, Fort Smith, Ark., received favorable action on its petition to reconsider and grant without hearing its application for renewal of license. A hearing herefore scheduled was cancelled. The station operates on 1000 kc. with 250 watts.

Camille Spots

CAMILLE Inc., Morristown, N. J., in September will run two eight-week local campaigns, one for Run-On, for WHK, Cleveland, and the other for a new mascara cream on WJBJ, Detroit. Run-R-Stop is a preparation to stop runs in silk stockings and will be promoted by twice-weekly five-minute spots. On WJBJ, it will be promoted on evening spot announcements placed before or after musical programs. Agency is Hudson Adv. Agency, New York.

Idone Spots

IDONE EDUCATIONAL Bureau, New York, to promote the use of idone, is using one-minute transcribed announcements three times a week on WLW WL WHO WKOY WFBF WIRB WPEG KFWT WNP WAH WNBW KSTP KROC KYSM KCPR KFPP KOTN. Agency is Simonds & Simonds, Chicago.

Idone to act as leg man for the news services on all War Department matters and believes it can handle information. Instead of the hours it would take a news service reporter to get to the proper individual and secure his information in person.

The Branch is also developing additional broadcast material concerning Army activities, it was said, with the recent appointment of Mrs. William Hobby, vice-president, to head a new Public Relations, as coordinator of women's news cited as an example.
"Meet the FRALEYS and CASSITYS"

Deep in Kentucky, three miles from Morehead, in an atmosphere aromatic with tradition, tobacco, and waving tasselled corn, sets the Glennis Fraley Farm. The operation of this farm is somewhat uncommon. Mr. Fraley also owns a large "serve yourself" grocery in Morehead, to which he daily commutes. So the Cassitys, tenant farmers, operate the rural business of Fraley. Under their combined efforts—and with due respect to the soil's fertility—bumper crops of tobacco and corn are being produced this year.

Both the Fraleys and the Cassitys talk much of WLW as a friendly, constant companion. They speak of the stimulating power of ideas expressed in "Everybody's Farm Hour". They nod emphatic agreement to the usefulness of WLW's complete market reports. When surprise was expressed at their intimate knowledge of WLW's programs, they said, "WLW is practically the only station we listen to."

Tenant Matt Cassity and his family live just across the road from the Fraley farm home. They find pleasant listening in WLW's "Boone County Jamboree."

Glennis Fraley sponsors Cassity boys in FFA movement. Ed Mason and Mert Emmert, popular WLW Agricultural Staff Members are radio favorites of this genial farmer.

Mrs. Fraley finds WLW afternoon serial stories a constant source of entertainment. The newscasts of Peter Grant and "Earthborn" are also on the "must-listen-to" list.

New RCA Laboratories development...

RCA Alert Receiver a notable contribution to civilian defense.

Turned on and off by broadcasting station!

An emergency warning signal is flashed through space by a radio station. Instantly and automatically, the new RCA Alert Receiver in the home leaps into action, ringing a bell or sounding a siren.

Sleepers are aroused. Listeners are summoned. And then, through its loudspeaker, this modern Paul Revere brings them air-raid instructions or other important messages with the speed of light.

Amazingly simple in design and construction, the RCA Alert Receiver can be produced at a cost approximating that of the average low-priced table model radio. Requiring very little power for operation, it can be used with surprising economy, 24 hours a day over a long period of time.

Even more simple is transmitting apparatus, which consists of a vacuum tube oscillator generating two sub-audible frequencies. One turns the receiver on, the other turns it off. Installation requires no change in normal broadcast station wiring.

The RCA Alert Receiver is important to National Defense because it makes possible a local, regional or nation-wide instantaneous radio call service. With this new development, the public service of radio is once more expanded—thanks to RCA research.

RCA LABORATORIES

A SERVICE OF THE RADIO CORPORATION OF AMERICA

Other RCA Services: RCA Manufacturing Co., Inc. • Radiomarine Corporation of America • R.C.A. Communications, Inc. • National Broadcasting Co., Inc. • RCA Institutes, Inc.