For example, we (and dozens of our advertisers) know that WHO has greater appeal than any other radio station out here. But until now, we've never been able to prove it. The effect that now proves it has just been revealed by the 1941 Iowa Radio Audience Survey!

The Iowa listeners who name WHO as "listened-to-most" spend 71.2% of their listening time with WHO. Whereas the listeners who name any OTHER Iowa commercial station as "listened-to-most" give from only 54.2% on down to 29.8% of their listening time to their favorite stations...

This amazing but conclusive fact is given on page 12 of the 1941 Survey—with actual names and figures. If you haven't studied this new Survey, you're missing some really valuable information. Shall we send you your copy?

**WHO**

**for IOWA PLUS!**

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
On October 1, the New WBAL will become a basic member of the NBC-Red Network.

In addition, the New WBAL will broadcast such popular programs as Lowell Thomas, Cavalcade of America, Xavier Cugat, Grand Central Station, the General Mills Hour, Burns and Allen, Hap Hazard, and others. In other cities some of these "purple" programs are on the Red Station, some on the Blue. In Baltimore, they are all concentrated on WBAL.


With its new, full-time 50,000 watt transmitter delivering an excellent signal to an estimated effective coverage area containing more than six million people, this program schedule will make the New WBAL more than ever "One of America's Great Radio Stations" and the basic advertising medium in this rich area for the great names in local and national advertising.
On October 1, the New WBAL will become a basic member of the NBC-Red Network.

In addition, the New WBAL will broadcast such popular programs as Lowell Thomas, Cavalcade of America, Xavier Cugat, Grand Central Station, the General Mills Hour, Burns and Allen, Hap Hazard, and others. In other cities some of these “purple” programs are on the Red Station, some on the Blue. In Baltimore, they are all concentrated on WBAL.

The New WBAL will also continue its own feature programs including “Giffin’ Up Time,” “Around the Breakfast Table,” “Radio Roundup,” “Mary Landis,” “The Grab Bag Quiz,” “Stories Behind the Headlines,” “The Prince and Princess of Song” and such stars as Katherine Dierken, Bill Herson, Happy Johnny, Walter Linthicum, Bailey Goss, Galen Fromme, Norman Young, Alexander Gifford, and others:

With its new, full-time 50,000 watt transmitter delivering an excellent signal to an estimated effective coverage area containing more than six million people, this program schedule will make the New WBAL more than ever “One of America’s Great Radio Stations” and the basic advertising medium in this rich area for the great names in local and national advertising.
Circles Are Round...

not a very sage observation, you say, but be patient, we're leading up to something.

Standard Program Library discs are circles—perfect ones. (We're creeping up to our point now—be there any paragraph!) And what makes our discs go "circling" round on turntables in more than 300 stations, is the fact that the Standard Program Library "en-circles" the musical requirements of radio stations completely. (Got there, didn't we?)

For instance, take the way in which we've been meeting the dance band requirements of our station subscribers. Wasn't it just last month that we added Dave Rose and his Orchestra, as well as Abe Lyman and Will Osborne to our already great circle of name bands? And we circle right back to give more of the same this month.

What's more, we keep right on adding new tunes by dance bands after our first releases, so's our stations will have enough selections by each orchestra to do a "name" program series. It's pretty important, that follow-through.

In case you'd like to tie-in with the current "V for Victory" campaign, you will be interested to know that our Super Sound Effects disc No. 57 contains a series of V's in Morse code—three dots and a dash.

Maybe—and mind you we're just suggesting this—maybe you'd like to join our circle of subscribers? If so, just write us today for the full story of Standard Tailored Transcription Service, Standard Spot-Ads and Standard Super Sound Effects!

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

ARE THE TRANSCRIPTIONS you offer your listeners merely taken for granted... or are they so vital, so commanding in scope and musical quality that they draw expressions of appreciation from sponsors and listeners alike?... Standard subscribers often receive favorable comments from their audiences... indicating that listeners appreciate the difference between superb musical entertainment and "just music"... The Standard Program Library has what it takes to win and hold audiences... showmanship, variety, musical excellence... explaining why the largest list of active subscribers say "Yes" when asked:

"Are Your Transcriptions Up to Standard?"
The Gateway to Latin America

and

WWL
NEW ORLEANS
50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city


BROADCASTING
The Weekly News Magazine of Radio
Broadcast Advertising

September 1, 1941

CONTENTS
Net Rules Put Off; Argument Set for Sept. 12 .......................... 7
Radio Tax Out, Franchise Levy Considered ......................... 7
ANPA Files Arguments In Stahlman Appeal ......................... 8
NAB Seeks Safeguards in NBC-ASCAP Deal .................... 9
Higher Phone Tax Hits Radio ........................................ 10
Foreign Language Markets .......................................... 10
More Drama, News, CAB Finds .................................. 11
Ownership Rule Inspires Swap ..................................... 12
Higgins Moves Boats Over Airwaves ...................... 14
KGIR Files For WEA Frequency .................................. 16
Battle Over 1190 kc. Channel Indicated ....................... 16
Salesmen Confer With Timebuyers ............................. 18
Edgar A. Fellers Dies ............................................. 18
Army Plans Radio Meetings ...................................... 20
Heavy NIB Convention Attendance Seen ................. 20
Ford to Sponsor Detroit Football ......................... 22
Drop In Radio Set Production Forecast ................... 26
China Presents Radio Problems ................................. 30
NBC Adds 14 More Latin Stations ............................. 30
NAB Urges Department Store Campaign .................. 38
Storm Destroys Towers .......................................... 42
Value of Monitoring Service Shown ......................... 54
Propaganda Probe Looks at Films First .................... 54

DEPARTMENTS
Agencies .................................................. 39 Merchandising ................................. 46
Agency Appointments ..................................... 37 Network Accounts ....................... 47
Behind the Mike ......................................... 34 Other Fellow's Viewpoint ............... 24
Buyers of Time ........................................... 22 Personal Notes .............................. 33
Classified Advertisements ................................. 45 Purely Programs .......................... 43
Control Room ............................................ 42 Radio Advertisers ......................... 40
Editorials .................................................. 32 Station Accounts .......................... 38
FCC Actions ............................................. 52 Studio Notes ............................... 53
Meet the Ladies ........................................... 36 We Pay Respects ....................... 33
Hix Cartoon .................................................. 54

BUSINESS OPPORTUNITIES: Farm income is up over 40 points over last year. Farm overhead has risen only 6 points. Invest in KFAB now, to sell this bigger, wealthier market!
Their covers are alike, they look identical, but only one is a best seller

YOU CAN'T JUDGE A BOOK BY ITS COVER OR A RADIO STATION BY ITS POWER

Power is only one consideration in radio. Important, but much more so when its supplemented with a low frequency. Take 50,000 watt WSM for instance. Here's power, to be sure, but this power is enhanced and strengthened by an unusually low frequency. A clear channel on 650 kilocycles thrusts your message farther, deeper into wide areas—this means greater coverage for your dollar. Then, too, there's a talent versatility and popularity that gets and holds audiences. You can't measure that in terms of watts. Consider, and compare WSM with any radio station. You'll find WSM a best seller for you.

WSM thrusts your message into the heart of America's fastest growing market — the South. 70% of America's rayon; 67% of the nation's crude oil; 100% of the bauxite—all are produced in this great market—where agriculture alone is a $500,000,000 industry.

HARRY L. STONE, Gen'l. Mgr.

WSM

NASHVILLE, TENN.
Their covers are alike, they look identical, but only one is a best seller.

You can't judge a book by its cover or a radio station by its power.

Power is only one consideration in radio. Important, but much more so when its supplemented with a low frequency. Take 50,000 watt WSM for instance. Here's power, to be sure, but this power is enhanced and strengthened by an unusually low frequency. A clear channel on 650 kilocycles thrusts your message farther, deeper into wide areas—this means greater coverage for your dollar. Then, too, there's a talent versatility and popularity that gets and holds audiences. You can't measure that in terms of watts. Consider, and compare WSM with any radio station. You'll find WSM a best seller for you.

WSM thrusts your message into the heart of America's fastest growing market — the South. 70% of America's rayon; 67% of the nation's crude oil; 100% of the bauxite—all are produced in this great market—where agriculture alone is a $500,000,000 industry.
MEET NORTH CAROLINA'S NO. 1 SALESMAN!

Few people seem to know it, but North Carolina is the South’s No. 1 State—leads the nine other southern states by wide margins in both industry and agriculture.

Until very recently, radio advertisers could cover this highly important market only by using a number of radio stations, each too small to do a job over the entire area. But now Station WPTF, at Raleigh, broadcasts on 50,000 watts, at 680 K.C.—gives you most of North Carolina, at one surprisingly low cost!

Low cost is only one of the angles from which you must judge any radio station (or salesman). The other is the sales volume it (or he) can produce for you. By both tests, Station WPTF is North Carolina’s No. 1 Salesman. Ask your Agency to ask the Colonel!

WPTF
RALEIGH, N. C.
50,000 Watts . . . 680 K. C. . . . N.B.C. Red

FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932
Net Rules Halted: Argument Set Sept. 12

Action Taken After Network Threat To Litigate

TACITLY ADMITTING a break-down in its protracted negotiations with the major networks toward a cordnomy, the FCC last Thursday averred another broadcasting crisis by indefinitely postponing the Sept. 16 effective date of the regulations and authorizing wide-open oral arguments Sept. 12 on their reasonableness.

After the FCC law department had been advised of the intention of NBC and CBS to file suits challenging the FCC’s jurisdiction over contractual relationship between networks and affiliates and to join enforcement of the regulations, Acting Chairman T. A. M. Craven announced the sudden action. Chairman James Lawrence Fly, in St. Paul attending the annual convention of the National Assn. of Railroad & Utilities Commissioners, approved the action.

No Effective Date

While the Commission did not specify a new effective date, it stated that the twice-postponed regulations “will not be placed in effect with respect to existing affiliation contracts, or network organization station licenses, or the maintenance of more than one network by a single organization” until disposition of the oral arguments.

Assurances that the FCC will not summarily invoke modified regulations following the oral arguments were given the industry by Acting Chairman Craven late Thursday afternoon.

Comdr. Craven discussed the matter with Chairman Fly by telephone, after which he issued a statement that broadcast licensees “will be afforded opportunity to adjust their operations to accord with rules with respect to chain broadcasting, following the Commission’s scheduled Sept. 12 oral arguments on the petition of MBS to amend the same”. He added that “reasonable time will elapse after disposition of this and any other petition offered on that occasion before making such rules effective”.

While there was no explanation of what would constitute reasonable time, it was thought this would be a minimum of two weeks, or possibly a month.

Action was taken on the basis of the petition of MBS, filed Aug. 14 after the rupture in conversations between Chairman Fly and the Three. The MBS and NBC had developed Aug. 7. MBS did not request oral argument but simply sought amendment of the regulations, most controverson of the eight regulations, Chairman Fly previously had rejected this proposal, after which he had delivered to the networks a virtual take-it-or-leave-it ultimatum. He had proposed a time-option formula in substance setting up three five-hour segments for each broadcast day, with two hours in each bracket to be exclusively optioned to a particular network, with the balance free station time.

All three networks opposed this arbitrary provision.

Because of the magnitude of the issue, it is likely that requests for postponement of the Sept. 12 oral argument date will be sought. Many of the principals would just be returning from their vacations and would not have sufficient time to prepare advance briefs or detailed arguments, it was thought.

Craven Issues Order

Comdr. Craven was the only commissioner in Washington when the action was taken. He issued the public notice on the oral arguments after consultation with acting General Counsel Thomas E. Harris, who had participated in the network-FCC conferences as alternate for General Counsel Telford Taylor.

Participants in the conferences, which began last June following hearings on the White Regulation to curb the FCC’s activities, were William S. Paley and Edward Klauber, for CBS; Niles Trammell and Frank E. Mullen or William S. Hedges, for NBC; Louis G. Caldwell, counsel, and Fred Weber, general manager, for MBS.

Acting Chairman Craven authorized issuance of the following public notice sent to all stations and networks: On Aug. 14, 1941, MBS filed with the Commission a petition requesting it to amend its regulations dealing with network option time and the term of affiliation contracts. This petition has been set for oral argument before the Commission on banc on Friday, Sept. 12, 1941 at 10 a.m. At a place hereafter to be announced. At that time the Commission will hear oral argument of MBS, and by any other licensees and network organizations who desire to be heard with respect to the chain broadcasting regulations as promulgated, the Mutual

Radio Tax Out, Franchise Idea Studied

Senate Committee May Support Substitute Industry Levy

DESPITE announcement last Wednesday by Chairman George (D-Ga.) that the Senate Finance Committee had voted to delete from the 1941 Revenue Act, the House-approved 5-15% tax on radio’s net time sales over $100,000, the shadow of some sort of franchise tax for radio and communications facilities appears increasingly evident.

In announcing the committee’s action, Senator George revealed that the Finance panel had heard the public an idea of taxing broadcast facilities and had instructed the Treasury Department and the Joint Committee on Internal Revenue to study the possibility of a franchise tax.

Delay for Research

It was indicated that the committee not only had agreed to look into the franchise tax proposition in an exploratory way, but also that the committee was in favor of such an impost, laid out along “cost of regulation” lines recommended by FCC Chairman James Lawrence Fly at an Aug. 18 appearance at the Senate hearings [BROADCASTING, Aug. 25]. Although Chairman George indicated the idea definitely would be considered, he indicated also that there was little chance of considering it with the pending bill.

Chairman George also has appointed a special two-man subcommittee to look into the radio franchise tax proposition. Senators Prentiss Brown (D-Mich.) and Danaher (R-Conn.) is. It is understood Senators Brown and Danaher are considering a plan, calculated to raise about $1,000,000 annually, based on the quarter-hour rate of individual stations rather than on wattage or other considerations. This would be a franchise rather than an income tax.

It is thought the Treasury Department would not be able to complete such a study for at least a month, probably until October at the earliest, although conceivably a survey could be rushed through in time for consideration of a franchise tax by the upper house before debate on the Revenue Act has ended in the Senate. Chairman George indicated that the question likely would be considered in connection with a later revenue measure.

Besides deleting the proposed radio tax, the Senate committee also eliminated the House-approved billboard space tax, which along with the radio levy drew heavy fire from agency, media and advertiser groups during Senate hearings. Industry and advertising were quick to caution, however, against any sort of opposition, in spite of even with the Senate knocking out the controverted levies, they still must be threshed out in House-Senate conference after the Senate completes its action on the bill.

Labor Opposition

In view of Chairman George’s announcement the franchise tax proposal was being studied, it was thought that chances of securing approval of the radio and billboard tax deletion in conference have improved. Assurance that some sort of tax is being contemplated for radio will mollify enough radio-tax proponents to allow complete deletion of the proposal from the finished bill, it is thought.

Regarding observers as the clincher in the case against the radio tax was the testimony of W. C. Hushing, chairman of the legislative committee of the American Federation of Labor, during the final hours of the Senate hearings on Aug. 23. Previously a united front of agency, media and advertiser organizations had voiced un

(Continued on page 50)
Action Taken After Network Threat To Litigate

TACTILY ADMITTING a breakdown in its protracted negotiations with the major networks toward a compromise on the far-reaching chain-monastry rules, the FCC last Thursday averted another broadcasting crisis by indefinitely postponing the Sept. 16 effective date of the regulations and authorizing wide-open oral arguments Sept. 12 on their reasonableness.

After the FCC law department had been advised of the intention of NBC and other major networks to amend the FCC's jurisdiction over contractual relationship between networks and affiliates and to enjoin enforcement of the regulations, Acting Chairman T. A. M. Craven announced the sudden action. Chairman James Lawrence Fly, in St. Paul attending the annual convention of the National Assn. of Railroad & Utilities Commissioners, approved the action.

No Effective Date

While the Commission did not specify a new effective date, it stated that the twice-postponed regulations "will not be placed in effect with respect to existing affiliation contracts, or network organization station licenses, or the maintenance of more than one network by a single organization" until disposition of the oral arguments.

Assurances that the FCC will not summarily invoke modified regulations following the oral arguments were given the industry by Acting Chairman Craven late Thursday, after several inquiries.

Comdr. Craven discussed the matter with Chairman Fly by telephone, after which he issued a statement that broadcast licensees "will be afforded opportunity to adjust their operations to accord with rules with respect to chain broadcasting, following the Commission's scheduled Sept. 12 oral arguments on the petition of MBS to amend the same". He added that "reasonable time will elapse after disposal of this and any other petition offered on that occasion before making such rules effective".

While there was no explanation of what would constitute reasonable time, it was thought this would be a minimum of two weeks, or possibly a month.

Action was taken on the basis of the petition of MBS, filed Aug. 14 after the rupture in conversations between Chairman Fly and the finance group that had not filed prior to development Aug. 7, MBS did not request oral argument but simply sought amendment of the option time provisions, most contested of the eight regulations.

Chairman Fly previously had rejected this proposal, after which he had delivered to the networks a virtual take-it-or-leave-it ultimatum. He had proposed a time-option formula in substance setting up three five-hour segments for each broadcast day, with two hours in each bracket to be exclusively optioned to a particular network, with the balance free station time.

Radio Tax Out, Franchise Idea Studied

Senator Committee May Support Substitute Industry Levy

DESPITE announcement last Wednesday by Chairman George (D-N.J.) that the Senate Finance Committee had voted to delete from the 1941 Revenue Act the House-approved 5-15% tax on radio's net time sales over $100,000, the shadow of some sort of franchise tax for radio and communications facilities appears increasingly evident.

In announcing the committee's action, Senator George revealed that the Finance Committee had reached the idea of taxing broadcast facilities and had instructed the Treasury Department and the Joint Committee on Internal Revenue to study the possibility of a franchise tax.

Delay for Research

It was indicated that the committee not only had agreed to look into the franchise tax proposition in an exploratory way, but also that the consensus was in favor of such an impost, laid out along "cost of regulation" lines recommended by FCC Chairman James Lawrence Fly at an Aug. 18 appearance at the Senate hearings [BROADCASTING, Aug. 25]. Although Chairman George indicated the idea definitely would be considered, he indicated also that there was little chance of considering it with the pending bill.

Chairman George also has appointed a special two-man subcommittee to look into the radio franchise tax proposition — Senators Prentiss Brown (D-Mich.) and Danaher (R-Conn.). It is understood Senators Brown and Danaher are considering a plan, calculated to raise about $1,000,000 annually, based on the quarter-hour rate of individual stations rather than on wattage or other considerations. This would be a franchise rather than an income tax.

It is thought the Treasury Department would not be able to complete such a study for at least a month, probably until October at the earliest, although conceivably a survey could be rushed through in time for consideration of a franchise tax by the upper house before debate on the Revenue Act has ended in the Senate. Chairman George indicated the question likely would be considered in connection with a later revenue measure.

Besides deleting the proposed radio tax, the Senate committee also eliminated the House-approved billboard space tax, which along with the radio levy drew heavy fire from agency, media and advertiser groups during Senate hearings. Industry and advertising were quick to protest the bill, against any other levies and network organizations who desire to be heard with respect to the chain broadcasting regulations as promulgated, the Mutual

Net Rules Halted; Argument Set Sept. 12

hearings on the White Resolution to curb the FCC's activities, were William S. Faley and Edward Klauber, for CBS; Niles Trammell and Frank E. Mullen or William S. Hedges, for NBC; Louis G. Caldwell, counsel, and Fred Weber, general manager, for MBS.

Acting Chairman Craven authorized issuance of the following public notice sent to all stations and networks:

"On Aug. 14, 1941, MBS filed with the Commission a petition requesting it to amend its regulations dealing with network option time and the term of affiliation contracts. This petition has been set for oral argument before the Commission en banc on Friday, Sept. 12, 1941 at 10 a.m. at a place hereafter to be announced. At that time the Commission will hear oral argument from MBS, and any other licensees and network organizations who desire to be heard with respect to the chain broadcasting regulations as promulgated, the Mutual..."
petition, or any other modification of any of the chain broadcasting regulations which those appearing desire to propose. Those appearing to be heard are requested to file appearances with the Secretary of the Commission on or before Sept. 12.

The chain broadcasting regulations will not be placed in effect with respect to existing affiliation contracts or network organization station licenses, or the maintenance of a network by more than one network by a single network organization, until after the disposition of the Mutual petition and of any other which may be filed.

Whether NBC and CBS, in the light of the postponement, immediately will file suits challenging the FCC's jurisdiction was conjectural. It was thought such a move might be ill-advised, since they will not have exhausted their legal remedies before the FCC prior to setting of an actual date for the regulations. On the other hand, there was possibility that following the oral arguments, the Commission might be disposed to postpone indefinitely the effective date of the regulations, pending an adjudication of the question of its jurisdiction, based on the contemplated suits.

Long Newspaper Hearing

Commissioner Craven said he had designated the Sept. 12 date for oral arguments because it appeared to be the only convenient time allowing due notice to parties in interest. Therefore, the oral hearings will reopen Sept. 17, he pointed out, and may run several weeks.

The Commission's action alleviates immediate tension in industry circles. The networks had been notified by numerous affiliates that they would not be in a position to continue existing affiliation contracts if the rules remained as drafted, to become effective Sept. 16. In many cases, however, affiliates had agreed that they would be disposed to continue their relationship without contract but under a "gentleman's agreement," to be formalized until there is a final adjudication.

Similarly, pressure upon NBC to dispose of the Blue Network under the regulation banning dual network service, likewise is temporarily ameliorated. In fact, all of the eight rules are suspended indefinitely.

While the Commission did not state that oral arguments would go to the question of the reasonableness of the regulations, it made the reasoning sufficiently broad to warrant such a deduction. Not only MBS, which filed the only petition before it, but any other licen-
s sees or network organization can appear to cover every aspect of the broadcasting regulations as promulgated, as well as any other modification which they may propose relating to the network broadcasting field.

The law department also was authorized to confer with John J. Burns, chief counsel for CBS, and John T. Cahill, head counsel for NBC, in connection with the projected litigation, so that procedure could be agreed upon. MBS, through Mr. Caldwell, has not indicated any intention of filing suit.

It is understood the postponement followed a conversation between Judge Burns and Mr. Harris, at which time the CBS chief counsel notified him of his intention of filing suit promptly.

New Effective Date?

It is presumed the Commission will consider the matter of a new effective date after disposition of the oral argument, because the decision of the networks on the timing of the jurisdictional suits unquestionably will have a bearing on this ultimate action.

NBC and CBS originally had planned to file their suits—probably in the New York Federal courts—between Sept. 2 and 10 because of the court rules requiring at least five days' notice [Broadcasting, Aug. 18-25].

The postponement action obviates the necessity of intercession by Chairman Wheeler (D-Mont.) in the proceedings. He originally had used his good offices in bringing Chairman Fly and the network executives together for the conferences. Senator Wheeler left from Washington last week-end for a series of speeches in the West. It was stated in his office that he probably would not return to Washington until later September, but that he could be contacted by telephone in the event another "crisis" developed.

**FINAL DETAILS** of a novel program get last-minute checkup by NBC and Wade Advertising Agency staffs aboard the 92-foot power cruiser, Marilyn, on the Chicago lakefront. Claimed as the first commercial broadcast from a privately-owned boat, the Aug. 17 Morris B. Sachs donation in the boat, with Owner L. T. Roundtree playing host. Left to right are Byron Spears, NBC engineer; James Campbell, NBC announcer; Morris B. Sachs, sponsor; Charles Lyon, m.c. of the Amateur Hour; Bill Jones, of the Wade agency, which produces the show; Marian Nelson, of the agency; A. D. Scott, NBC director; Larry Davidson, of the agency; and Mel Stitzel, orchestra conductor (standing). All seem to be enjoying the stunt.

**WINCHELL LEADING SECTIONAL SURVEY**

WALTER WINCHELL'S Sunday evening Jenes's Journal broadcast of news and gossip was the most popular program with southern and western listeners during May, June and July; The Aldrich Family was tops with eastern audiences and Bob Hope was first in the North Central region during that period, according to the Hooper Sectional Ratings Report.

The service shows quarterly ratings of Red, Blue, CBS and MBS programs in the four geographic areas, under four headings, "Sets-in-Use," "Talk-in-Use," "Available Audience" or the percentage "at home and awake," and "Audience Over-Achievement," or the proportion of the available audience which is actually listening.

The Winchell program on the Pacific Coast is at 8:55-9:15 p.m. Sundays had top network rating with 29.4%, and that time on the Coast also had the largest percentage of "Available Audience"—39.7%, for the quarter. Highest available audience was found in the North Central area between 7 and 7:30 Monday evenings, when 86.0% were at home and awake. Highest recruiting efficiency was found in the East on Thursdays between 9 and 9:30 p.m., when Major Bowes and Bing Crosby were both on.

**More Candy Spots**

ROCKWOOD & Co., Brooklyn (Choc-so-candy), in September and October is adding WGR, KDKA and WSBT to the three stations already signed to carry thrice weekly participations on homemaking programs. Those three are WOR, KHJ and WLS. Agency is Federal Adv. Agency, New York.

**Arguments Filed In ANPA's Appeal**

Hanson Submits 21 Points in Contesting FCC Subpoena

CARRYING ON procedural details in connection with the appeal of an Aug. 15 opinion of Justice James W. Morris, of the U. S. District Court for the District of Columbia. Mr. Hanson, ANPA counsel, last Tuesday filed with the district court a statement of 21 points to be relied upon in appealing Justice Morris' action in upholding the FCC position that it has the power to subpoena witnesses in connection with general hearings along lines of the newspaper-ownership inquiry.

Under the Aug. 15 opinion and through an order subsequently signed by Justice Morris, James G. Stahlman, publisher of the Nashville Banner and former ANPA president, would be required to answer a subpoena to testify at the next FCC hearing, now scheduled to reopen Sept. 17 [Broadcasting, Aug. 18]. Mr. Hanson, acting as counsel for Mr. Stahlman, on Aug. 21 filed notice with the court that he would carry the case to the U. S. Court of Appeals [Broadcasting, Aug. 25].

**Long Delay Seen**

Under established procedure Mr. Hanson has 40 days from the time of filing the notice of appeal with the district court to file a complete record of the hearing and the court of appeals. An additional 50-day extension also may be granted by the lower court. In view of this, it is not thought the court of appeals will hear the case before November.

In his statement of points for appeal Mr. Hanson followed the line of his argument before Justice Morris that the FCC did not have the power to conduct the newspaper-ownership inquiry, and since this was illegal, it had no power to subpoena Mr. Stahlman. Mr. Hanson holds the duty in the Public Relations Office of the Navy as a lieutenant commander, to appear at the proceeding. The case is regarded as the leading test of the investigatory and subpoena powers of an administrative agency such as the FCC.

**Disce Repeat for Benny**

GENERAL FOODS Corp., New York (Jell-O), resuming the weekly NBC Jack Benny Show on Oct. 5 will release the West Coast repeat through a group of Pacific Blue stations, Sunday, 8:30-9 p.m. (PST), with the early live broadcast being heard trans-

100% discolocally on Red stations, 7:7:30 p.m. (EST). Live broadcast will simultaneously be heard on the West Coast easily by NBC release. Benny has long sought to get away from his West Coast repeat, and widespread efforts to eliminate it in the past. Just how many Blue stations will take the transcribed programs was not known as this writing. Agency is Young & Rubicam, New York.
petition, or any other modification of any of the chain broadcasting regulations which those appearing desire to present. Persons desiring to be heard are requested to file appearances with the Secretary of the Commission on or before Sept. 30. Written briefs may be filed on or before Sept. 12.

The chain broadcasting regulations will not be placed in effect with respect to any existing affiliation contracts or network organization station licenses, or the maintenance of more than one network by a single network organization, until after the disposition of the Mutual petition and of any other which may be filed.

Whether NBC and CBS, in the light of the postponement, immediately will file suits challenging the FCC's jurisdiction was not decided. It was thought such a move might be ill-advised, since they will not have exhausted their legal remedies before the FCC prior to setting an actual effective date for the regulations. On the other hand, there was possibility that following the oral arguments, the Commission might postpone indefinitely the effective date of the regulations, pending an adjudication of the question of its jurisdiction, based on the contemplated suits.

Long Newspaper Hearing
Commissioner Crenn said he had designated the Sept. 12 date for oral arguments because it appeared to be the only convenient time allowing due notice to parties in interest. The government's hearings will reopen Sept. 17, he pointed out, and may run several weeks.

The Commission's action alleviates immediate tension in industry circles. The networks had been notified by numerous affiliates that they would not be in a position to continue existing affiliation contracts if the rules remained as drafted, to become effective Sept. 16. In many cases, however, affiliates had already decided they would be disposed to continue their relationship without contract but under a "gentleman's agreement" until there is a final adjudication. Similarly, pressure upon NBC to dispose of the Blue Network under the regulation banning dual network service, likewise is temporarily ameliorated. In fact, all of the eight rules are suspended indefinitely.

While the Commission did not state that oral arguments would go to the question of the reasonableness of the regulations, it made the clear order sufficiently broad to warrant such a decision. Not only MBS, which filed the only petition before it, but any other license or network organization can appear to cover the regulations as promulgated, as well as any other modification which they may propose relating to the network service. The law department had also been authorized to confer with John J. Burns, chief counsel for CBS, and John T. Cahill, head counsel for NBC, in connection with the projected litigation, so that procedure could be agreed upon. MBS, through Mr. Caldwell, has not indicated any intention of filing suit. It is understood the postponement followed a conversation between Judge Burns and Mr. Harris, at which time the CBS chief counsel notified him of his intention of filing suit promptly.

New Effective Date?
It is presumed the Commission will consider the matter of a new effective date after disposition of the oral arguments, because the decision of the networks on the timing of the jurisdictional suits unquestionably will have a bearing on this ultimate action.

NBC and CBS originally had planned to file their suits—probably in the New York Federal courts—between Sept. 2 and 10 because of the court rules requiring at least five days' notice [Broadcasting, Aug. 18-25].

The postponement action obviates the necessity of intercession by Chairman Wheeler (D-Mont.) in the proceedings. He originally had used his good offices in bringing Chairman Fly and the network executives together for the conferences. Senator Wheeler had left Washington last week-end for a series of speeches in the West. It was stated in his office that he probably would not return to Washington until latter September, but that he could be contacted by telephone in the event another "crisis" developed.

More Candy Spots
ROCKWOOD & Co., Brooklyn (Choc-so-candy), in September and October is adding WAGB, KDRA and WSBT to the three stations already signed to carry three weekly participations on homemaking programs. Those three are WOR, KHJ and WLS. Agency is Federal Adv. Agency, New York.

WINCHELL LEADING SECTIONAL SURVEY
WALTER WINCHELL's Sunday evening Jersey's Journal broadcast of news and gossip was the most popular program with southern and western listeners during May, June and July; The Aldrich Pompon with topsy with eastern audiences and Bob Hope was first in the North in the ratings ruling with this period, according to the Hooper Sectional Ratings Report.

The service shows quarterly ratings for Red, Blue CBS, and MBS programs in the four geographic areas, under four headings, "Sets," "Newspaper," "Daily," and "Ratings." The ratings are divided into two parts, "Available Audience" or the percentage "at home and awake," and "Audience-Effective Hours," the proportion of the available audience which is actually listening.

The Winchell program on the Pacific Coast at 9:45 p.m. Sundays had top network rating with 29.4%, and that time on the Coast also had the highest percentage of "Available Audience" of 39.7%, for the quarter. Highest audience was found in the North Central area (7 and 7:30 Monday evenings, when 86.0% were at home and awake. Highest recruiting efficiency was found in the East on Thursday evenings between 9 and 9:30 p.m., when Major Bowes and Bing Crosby were both on.

Parkay Net Series
KRAFT CHEESE Co. (Parkay Margarine), through Needham, Louis & Brorby, that city, on Aug. 31 started for 22 weeks, The Great Gildersleeve, on NBC-Red stations, Sunday, 8-30 p.m. (EDST). Series stars Harold Peary, supported by Walter Tetley and Lucrene Tuttle. Leonard Levinson writes the serial. Musical background is provided by WWMJ with Randolph's orchestra. Cecil Underwood is agency producer. Jim Banner, Tom Edwards doing cut-in commercials.

Arguments Filed In ANPA's Appeal
Hanson Submits 21 Points in Contesting FCC Subpoena
CARRIERS CARRIED IN detail with the appeal of an Aug. 15 opinion of Justice James W. Morris, of the U. S. District Court for the District of Columbia, Wilson Hanson, ANPA counsel last Tuesday filed with the district court a statement of 21 points to be relied upon in appealing Justice Morris' action. Upholding the FCC position that it has the power to subpoena witnesses in connection with general hearings along lines of the newspaper-ownership investigation.

Under the Aug. 15 opinion and through an order subsequently signed by Justice Morris, James G. Stahlman, publisher of the Nashville Banner and former ANPA president, would be required to answer a subpoena to testify at the newspaper-ownership investigation, now to be open Sept. 17 [Broadcasting, Aug. 14]. Mr. Hanson, acting as counsel for Mr. Stahlman, on Aug. 21 filed notice with the court he would carry the case to the U. S. Court of Appeals [Broadcasting, Aug. 25].

Long Delay Seen
Under established procedure Mr. Hanson has 40 days from the time of filing the notice of appeal with the district court to file a complete record of the case with the court of appeals. Any such extension also may be granted by the lower court. In view of this, it is not thought the court of appeals will hear the case before November.

In his statement of points for appeal Mr. Hanson followed the line of his argument before Justice Morris, maintaining that the FCC did not have the power to conduct the newspaper-ownership inquiry, and since this was illegal, it had no power to subpoena Mr. Stahlman, who was the duty of the court of appeals in this matter. Public Relations Office of the Navy as a lieutenant commander, to appear at the proceeding. The case is regarded as a test of the investigatory and subpoena powers of an administrative agency such as the FCC.

Disc Repeal for Benny
GENERAL FOODS Corp., New York (Jell-O), resuming the weekly NBC Jack Benny Show on Oct. 5 will release the West Coast repeats of the program on a group of Pacific Blue stations, Sunday, 8:30-9 p.m. (PST), with the early live broadcast being heard simultaneously to eliminate the gap. Mr. Benny has long sought to get away from his West Coast repeat, and reportedly has made many offers in the past. Just how many Blue stations will take the transcribed programs was not known at this writing. Agency is Young & Rubicam, New York.

Page 8 • September 1, 1941 BROADCASTING • Broadcast Advertising
NAB Seeks Safeguards in ASCAP Pact

NBC Deal Progresses; Action Possible by End of Week

ADDITIONAL protective clauses in the proposed contract forms which would permit the use of ASCAP music to the NBC networks for the first time since last Jan. 1 still must be provided before the NAB executive committee will recommend to the industry that the formula for a truce in the copyright war appears satisfactory.

Following a two-day session in New York last Wednesday and Thursday, the committee suggested a series of changes in the proposed contract, designed to provide greatest possible protection for the industry and still conform with the requirements of the copyright consent decrees.

NBC President Neville Miller and possibly other members of the seven-man executive committee are to return to New York Sept. 2 to review the revised contracts and, after telephone contact with members of the committee, plan to issue a statement recommending the agreement, if the additional safeguards are adequately provided.

May Sign Within Week

With officials of both NBC and ASCAP expressing confidence there will be no further hitches, it was predicted that NBC President Niles Trammell and ASCAP President Gene Buck probably would sign the network form of contract prior to the end of the week. In substance, it will provide a blanket commercial license fee of 2 1/2% of net time sales for the network and specify 2 1/4% of net time sales for stations. The alternative station per-use contract would specify 8% of net time sales, with payments only on programs using ASCAP music.

It is estimated the new terms, if applied to the entire industry, would give ASCAP an annual revenue from radio of about $3,000,000, as compared with the $4,200,000 estimated figure under the terms agreed to last May by MBS and as against approximately $5,100,000 paid to ASCAP by the industry in 1940 under the old 5% contract.

Changes in the form of basic contract suggested by committee members immediately were taken up with ASCAP Thursday by Mark Woods, NBC vice-president and treasurer; Paul W. Morency, WTIC, Hartford, as a member of the executive committee, and President Miller, who was present at ASCAP's invitation, marking the first time he had counselled with ASCAP representatives since the breach of last year.

It was stated that some progress had been made and that Robert P. Myers, NBC copyright attorney, and Herman Finklestein, ASCAP counsel, worked until the small hours Thursday and again on Friday in drafting the new language. These revisions, it is understood, will make it clear that no stations or stations can shift from blanket license to per-use, or vice versa, anytime during the nine-year life of the contract. It also was agreed that the proposal would be available to stations for the entire nine-year period, without change in rate. Adequate provision likewise is being made for clearance of transcriptions at the source, just as network programs will be cleared.

Five Forms Drafted

Some five different forms of contract, covering networks and single stations, under either blanket or per-use formulas, have been drafted. The ASCAP Board on Aug. 1 announced it had approved the form of the proposed contract with NBC, following a week of almost constant negotiations. Since that time, conversations have been going for- ward, but NBC and its affiliates, as well as NAB, in connection with precise terms.

CBS was represented at the executive committee sessions by Edward Klauber, executive vice-president, and Julius Brauner, of its law department. It is understood the network is not planning to take the initiative in reopening negotiations with ASCAP, taking the position that it had already made ASCAP an offer which as yet has not evoked a reply nor a counter-offer.

Await NAB Action

Although there has been unfavorable reaction from a substantial number of broadcasters to the ASCAP form of contract, it nevertheless was felt that once the NAB Executive Committee signifies its sympathy with the NBC terms, it will become the pattern for the industry as a whole. Those networks and stations which already have signed with ASCAP have been given "most favored nation" clause protection, and contracts automatically will be readjusted to conform with the NBC formula, admittedly the best thus far under consideration since the rupture with ASCAP last year.

The NAB committee, which met at the Hotel Roosevelt, had six of the seven executive committee members present, along with several other industry observers. In addition to NAB President Miller and Mr. Morency, the committee members were John Elmer, WCBM, Baltimore; Don S. Elias, WWNC, Asheville; James D. Shouse, WLW, Cincinnati, and John J. Gillin Jr., WW, Omaha. William H. West Jr., WTMV, East St. Louis, Ill., was the only member absent. Also sitting in were Messrs. Klauber and Brauner of CBS; NBC vice-president Woods, Frank M. Russell and Sidney N. Stroz, and NBC attorney Myers and C. E. Arney Jr., assistant to the president of the NAB.

The fact that the contract must now be ratified by a new ASCAP board presents another possibility for an upset. The old board, which had ratified the agreement reached by negotiations between the ASCAP radio committee and NBC executives, held its last meeting Aug. 25, since when ASCAP's first election of board members by the Society's general membership has been completed.

Twelve of the 24 seats on the board were declared vacant for the election, which resulted in the re-election of seven incumbents and the replacement of five former board members by new persons. Of the six writer-members elected, Deems Taylor and Otto A. Harbach were reinstated for three-year terms, and Oley Speaks, for two years; new writer board members are Richard Rodgers and L. Wolfe Gilbert for three-year terms and Gottlieb for one year. The six publisher members elected include newcomers, R. F. Murray for three years and A. Walter of Welker & Co., for one year, while Welker S. Fisher, J. J. Robbins and J. J. Bregman were re-elected for three years and Gustave Schirmer for two years.

New ASCAP Board

The temper of the new members is still not unclouded, but it is no secret that the approval of the agreement with NBC by the old board was by no means unanimous and that if the five new members should side with the opposition faction their combined weight might be enough to change the former result and bring about a decision to attempt to make a deal with the broadcasters but to go ahead with the projected damage suit against NBC, CBS, NAB and Broadcast.

Failure of the NAB thus far to follow IRNA's example in approving the NBC-ASCAP deal has added to the conviction of one faction of ASCAP members that the broadcasters are making motions to stave off this suit but that they intend to find ways of keeping ASCAP music off the air as long as possible, probably until the end of the year and certainly until the end of the third quarter. The NBC stations are designed, this faction believes, to impress both ASCAP and the advertisers with the idea that progress is being made, thus keeping the sponsors from insisting for the immediate return of ASCAP music as well as blocking legal action from ASCAP.

Big Tornado Drive

LYDIA E. PINKHAM MEDICINE Co., La Crosse, has started the largest spot campaign in its history for its vegetable compound using one-minute electrical transcriptions to 18 stations in 184 stations throughout the country. Agency is Erwin, Wasey & Co., New York.

BROADCASTING • Broadcast Advertising

September 1, 1941 • Page 9
NAB Seeks Safeguards in ASCAP Pact

NBC Deal Progresses; Action Possible by End of Week

ADDITIONAL protective clauses in the proposed contract forms which would cover ASCAP music to the NBC networks, the first time since the last Jan. 1 still must be provided before the NBC executive committee will recommend to the industry that the formula for a truce in the copyright war appears satisfactory.

Following a two-day session in New York last Wednesday and Thursday, the committee suggested a series of changes in the proposed contract, designed to provide greatest possible protection for the industry and still conform with the requirements of the copyright consent decrees.

W. B. President Neville Miller and possibly other members of the seven-man executive committee are to return to New York Sept. 2, to review the revised contracts and, after telephoning the other members of the committee, plan to issue a statement recommending the agreement, if the additional safeguards are adequately provided.

May Sign Within Week

With officials of both NBC and ASCAP expressing confidence there will be no further hitches, it was predicted that NBC President Niles Trammell and ASCAP President Gene Buck probably would sign the network form of contract prior to the end of the week. In substance, it will provide a blanket commercial license fee of 2% of net time sales for the network and specify 2 1/2% of net time sales for stations. The alternative station-per-use contract will specify 5% of net time sales, with payments only on programs using ASCAP music.

It is estimated the new terms, if applied to the entire industry, would give ASCAP an annual revenue from radio of about $3,000,000, as compared with the $4,200,000 estimated figure under the terms agreed to last May by MBS and as against approximately $5,100,000 paid to ASCAP by the industry in 1940 under the old 5% contract.

Changes in the form of basic contract suggested by committee members immediately were taken up with ASCAP Thursday by Mark Woods, NBC vice-president and treasurer; Paul W. Morency, WTC, Hartford, as a member of the executive committee, and President Miller at the suggestion of ASCAP's invitation, marking the first time he had counselled with ASCAP representatives since the breach of last year.

It was stated that some progress had been made and that Robert P. Myers, NBC copyright attorney, and Herman Finkenstein, ASCAP counsel, worked until the small hours Thursday and again on Friday in drafting the new language. These revisions, it is understood, will make it clear that networks or stations can shift from blanket license to per-use, or vice versa, anytime during the nine-year life of the contract. It also was agreed that the proposal would be available to stations for the entire nine-year period, without change in rate. Adequate provision likewise is being made for clearance of transcriptions at the source, just as network programs will be cleared.

Five Forms Drafted

Some five different forms of contract, covering networks and single stations, under either blanket or per-use formulas, have been drafted. The ASCAP Board on Aug. 1 announced it had approved terms of the proposed contract with NBC, following a week of almost constant negotiations. Since that time, conversations have been going forward, with the committee's advice and its associates, as well as NAB, in connection with precise terms.

CBS was represented at the executive committee sessions by Edward Klauber, executive vice-president, and Julius Brauner, of its law department. It is understood the network is not planning to take the initiative in reopening negotiations with ASCAP, taking the position that it had already made ASCAP an offer which as yet has not evoked a reply nor a counter-offer.

Await NAB Action

Although there has been unfavorable reaction from a substantial number of broadcasters to the ASCAP form of contract, it nevertheless was felt that once the NAB Executive Committee signifies its sympathy with the NBC terms, it will become the pattern for the industry as a whole. Those networks and stations which already have signed with ASCAP have been given "most favored nation" clause protection, and contracts automatically will be readjusted to conform with the NBC formula, admittedly the best thus far under consideration since the rupture with ASCAP last year.

The NAB committee, which met at the Hotel Roosevelt, had six of the seven executive committee members present, along with several other industry observers. In addition to NAB President Miller and Mr. Morency, the committee members were John Elmer, WCBM, Baltimore; Don S. Elia, WWNC, Asheville; James D. House, WLW, Cincinnati, and John J. Gillin, Jr., WOW, Omaha. William H. West Jr., WTMV, East St. Louis, Ill., was the only member absent. Also sitting were Messers. Klauber and Brauner of CBS; NBC vice-president Woods, Frank M. Russell and Sidney N. Strotz, and NBC attorney Myers and C. E. Arney Jr., assistant to the president of the NAB.

The fact that the contract must now be ratified by a new ASCAP board presents another possibility for an upset. The old board, which had ratified the agreement reached by negotiations between the ASCAP radio committee and NBC executives, held its last meeting Aug. 25, since when ASCAP's first election of board members by the Society's general membership has been completed.

Twelve of the 24 seats on the board were declared vacant for the election which resulted in the re-election of seven incumbents and the replacement of five former board members by new persons. Of the six writer-members elected, Deems Taylor and Otto A. Harbach were reelected for three-year terms, and Oley Speaks, for two years; new writer board members are Richard Rodgers and Louis Wolfe Gilbert for three-year terms and George W. Ohara for one year. The six publisher members elected include newcomers, R. F. Murray for three years and A. Walter Fink and S. Walter Fink for one year. The six publisher members elected include newcomers, R. F. Murray for three years and A. Walter Fink and S. Walter Fink for one year.

New ASCAP Board

The temerity of the new members is still conjectural, but it is no secret that the approval of the agreement with NBC by the old board was by no means unanimous and that if the five new members should side with the opposition faction their combined weight might be enough to change the former result and bring about a declaration that it is not fit to make a deal with the broadcasters but to go ahead with the projected damage suit against NBC, CBS, NAB and Blue.

Failure of the NAB thus far to follow IRNA's example in approving the NBC-ASCAP deal has added to the conviction of one faction of ASCAP members that the broadcasters are making motions to stave off this suit but that they intend to find ways of keeping ASCAP music off the air as long as possible, probably until the end of the year and certainly until the end of the third quarter. The NBC negotiations are designed, this faction believes, to impress both ASCAP and the advertisers with the idea that progress is being made, thus keeping the sponsors from insisting for the immediate return of ASCAP music as well as blocking legal action from ASCAP.

Big Pinkham Drive

LYDIA E. PINKHAM MEDICINE CO., Lona, Sept. 1 started the largest spot campaign in its history for its vegetable compound using transcriptions 5 to 18 times weekly on 184 stations throughout the country. Agency is Erwin, Wasey & Co., New York.

WHEN A TORNADO wrecked two towers of KMBC, Kansas City, Aug. 25, one of the towers, 544 feet high, fell on this house, 260 feet from the tower base. The antenna broke in the center before falling. Occupants of the house narrowly avoided injury [see story on page 42].

March of Time?

ALTHOUGH Lever Bros. Co., Cambridge, has not announced what program will fill the Friday 7:30-8 p.m. period on NBC-Red which it has bought for Swan Soap starting Oct. 1, it is understood the company is interested in reviving the March of Time last broadcast during the spring of 1939 on NBC under sponsorship of Time magazine. No confirmation from NBC was received.

The March of Time, re-established NBC nor from the agency, Young & Rubicam, New York, as BROADCASTING went to press.
Higher Phone Tax
To Affect Industry

Long-Distance Levy Doubled
By Senate Committee

DOUBLING of the excise tax on use of long-distance telephone cir-
cuits, to a 10c levy, was voted on Thursday by the Senate Finance Committee which will add an appreciable item to the operating expense of broadcasters, large users of telephone facilities. In addition to approving House schedules on excise imposts on ra-
dio receiver and parts sales, raised from the former 5 1/2% to 10%, the Senate committee also expressed a consideration of 5c per call on the use of telephone facilities, such as the long-distance lines used in broadcast service, from 5c to 10c.

With many stations paying from several hundred to more than a thousand dollars monthly in tele-
phone and line charges, the 10c levy would amount to a sizable sum for individual operators. It is esti-
mated the annual telephone bill of stations and networks reaches from $5,000,000 to $20,000,000, however, on the bill is yet to be taken by the Senate and by House and Senate conferees.

Local Service Tax

Although the Senate committee voted to raise the long-distance toll tax on general circuit systems and burglary alarm systems from the tax on communications, it approved a flat 10c levy on long-distance tele-
phone calls, telegrams, radiograms and cable. It doubled the House tax of 5c on local telephone bills, and voted a 10c tax on leased wire talking service. The Senate bill provided a 5c tax on messages and conversations costing between 24 and 50 cents, and an additional 5c charge per 50 cents above the initial half-dollar toll.

Tuthill Reported Buyer
Of NBC Artist Service

DANIEL S. TUTHILL, assistant manager of NBC's program and talent sales division, is reliably re-
ported to have completed negotia-
tions with the network for the ac-
quition of its talent management operations, but as Broadcasting went to press no confirmation could be obtained from either Mr. Tuthill or NBC.

Deal includes both the popular talent division, covering work in radio, movies and personal appear-
ances in theatres, nightclubs and the concert service, covering appearances in concert and opera. NBC will continue to have complete negotia-
tions with the network for the ac-
quition of its talent management operations, but as Broadcasting went to press no confirmation could be obtained from either Mr. Tuthill or NBC.

Deal includes both the popular talent division, covering work in radio, movies and personal appear-
ances in theatres, nightclubs and the concert service, covering appearances in concert and opera. NBC will continue to have complete negotia-
tions with the network for the ac-
quition of its talent management operations.
More Evening Drama, Audience Programs

News, Commentary Series Also Popular

THE 1940-41 winter radio season may be described as the culmination of several incipient tendencies, but—on the other hand—as devoid of any distinct new trends. It was withal a period of ripening. Logically, perhaps, new blossoming could not be expected at such a time, and no new blossoming did come.”

That summation is quoted from “Radio Program Audiences—October 1940 to April 1941”, semi-annual comprehensive report of the Cooperative Analysis of Broadcasting which, by aggregating the statistics of the CAB semi-monthly reports, gives an over-all picture of trends and developments of network commercial programs.

From the 405,000 completed telephone interviews in 33 major cities during last winter, the CAB notes as significant:
1. The continued decrease in the number of evening variety programs, which, however, continued to command the highest average audience of any type of program while dropping from first to third place in total time-on-the-air.
2. The increase of evening dramatic shows in both numbers and time-on-the-air, which did not affect the average rating as some of the newcomers rated high and some low.
3. A similar increase in evening audience participation programs with the same dispersion in ratings to keep the average steady.
4. A continuation among evening news and news commentary programs of the trend away from stage-screen gossip towards war news.
5. The continuing complete domination of daytime radio by dramatic serials, occupying almost 81% of all time-on-the-air during their part of the day.

News More Popular

In its analysis of special events broadcasts, the report shows that the 1940 World Series broadcasts on MBS had an average rating of 25.2; the football broadcasts averaged 30.1 for the season, and the four major prize-fights averaged 19.2. On the political front, President Roosevelt’s last four campaign broadcasts averaged 37.3, as compared to a 21.7 rating for Willkie’s four final broadcasts.

News broadcasts between 5 and 7 p.m. were more popular than in either the 7-9 p.m. or 9-midnight periods, the report states, pointing out, however, that “the lack of listening to news between 7 and 9 may well be due to fewer offerings during that period.”

The report also gives extensive data regarding individual program ratings, with breakdowns by geographical areas and by income groups as well as for all listeners. Regarding the income pattern of the 1940-41 winter evening audience, the report points out that “the radio audience is not homogeneous” and that "programs present a wide range of economic, social and intellectual as well as emotional appeals.” Analyzing the audiences to Information Please and the Good Will Hour, programs with obviously “different” appeals, the study shows:

### HIGHEST RATINGs

Individually, the 10 evening programs with the highest average ratings during the October-April period were:

1. Jack Benny (39.9)
2. Chase & Sanborn (36.9)
3. Fibber McGee & Molly (32.6)
4. Lux Radio Theatre (32.3)
5. Bob Hope (29.6)
6. Aldrich Family (28.2)
7. Kate Smith (25.8)
8. Major Bowes (25.5)
9. One Man’s Family (22.5)
10. Fitch Bandwagon (22.3)

During the daytime, the following five programs had the highest individual averages:

1. Ma Perkins (10.2)
2. Pepper Young’s Family (9.5)
3. Vic and Sade (9.3)
4. Life Can Be Beautiful (9.2)
5. Woman in White (9.1)

The Metropolitan Opera broadcasts on Saturday afternoons had an average rating of 11.5 for the season.

### EVENING COMMERCIAL PROGRAM TYPES

**October, 1940—April, 1941**

- **FAMILIAR** MUSIC 4.9
- **CLASSICAL AND SEMI-CLASSICAL** 3.2
- **POPULAR** MUSIC 11.1
- **VARIETY** 18.9
- **COMMENTATORS, NEWS AND TALKS** 12.3
- **DRAMA AND SERIAL DRAMA** 28.0
- **CHILDREN’S PROGRAMS** 3.1
- **AUDIENCE PARTICIPATION** 21.6

### DAYTIME COMMERCIAL PROGRAM TYPES

**October, 1940—April, 1941**

- **HYMNS** 0.8
- **AUDIENCE PARTICIPATION** 0.5
- **POPULAR MUSIC** 0.5
- **NEWS** 0.5
- **CLASSICAL** 3.4
- **TALKS** 6.2
- **DRAMA AND SERIAL DRAMA** 80.8

Note—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs broadcast five times a week have been considered as 1 1/2 hours per week for the number of weeks investigated. 15-minute programs three times a week 1 1/2 hour, etc.

BROADCASTING • Broadcast Advertising

September 1, 1941 • Page 11
Ownership Rule Inspires Dozen Swaps

Drastic Decision Brings Negotiations For Exchanges Among Cities

A SIEGE of station "swaps" involving possibly a dozen outlets in primary markets, as well as a score of others in secondary areas, appears in the offing as the upshot of the FCC's proposed ban on multiple ownership of stations where substantial overlap of service results.

Since announcement of the tentative rule last Aug. 5, activity has been brisk among station owners who feel they might fall within the purview of the drastic restriction. No deals actually have been consummated, but steps are being taken for quick action should there develop reasonable assurance that the Commission can make the far-reaching order stick.

Perhaps a Fight

The contemplated rule (BROADCASTING, Aug. 11) is slated for oral argument before the Commission en banc Oct. 6, under the very general language used in the order (No. 84). Parties in interest, however, are authorized to submit briefs at least two weeks prior to the argument, or by Sept. 22. It is known that several of the parties affected will resist the Commission's move and challenge its jurisdiction to force elimination of multiple ownership under the existing law.

Despite this, several broadcasters already have conferred with FCC Chairman James Lawrence Fly, prime mover of the proposed new rule, has been of other radical moves affecting broadcasting, regarding the Commission's reaction to station exchanges as a means of compliance. While the Chairman has not been available for direct quotation, it is learned reliably that he indicated the Commission would be disposed to act favorably upon such applications, probably to the extent of approving them without hearing.

To questions as to whether the Commission would be inclined to approve removal of second outlets from existing markets as a means of compliance, the chairman is understood to have said the Commission would be receptive, provided such moves could be achieved technically and the needed service would be provided. In this connection, however, few physical moves appeared likely, because of the generally crowded spectrum in major markets and the competitive aspect.

Virtually all of the owners contacted by BROADCASTING appeared inclined toward station exchanges as the best means of salvaging their interests and complying with the forthcoming ban. The most obvious move—sale of the second outlet—if it was pointed out, generally would prove undesirable because it would become a buyer's market and, despite the six-month leeway allowed by the FCC for "ordinarily disposition of properties", such transactions nevertheless would take on a forced sale aspect.

Station proprietors obviously affected because of ownership of two or more stations in the same market have been burning up the long-distance lines in attempting to devise tentative exchange transactions. A station in a major market, for example, has scoured the roster to find a station of possibly equivalent status in a parallel market with which to swap. No less than a dozen instances of this nature are known to be in the preliminary negotiating stage.

NBC's Problem

NBC, by virtue of four existing multiple ownership (or operation) overlapping service situations, ordinarily would be most vitally affected. But since it is already under virtual mandate, to which has not acceded legally, to dispose of the Blue Network, the new ban is really a secondary consideration. NBC owns WEA and WJZ, 50,000-watt key stations in New York. In Chicago it has WMAQ, fulltime 50,000-watt Red outlet, and WENR, halftime 50,000-watt. In San Francisco it has KPO, which it owns as a Red key, and KGO, 7,500-watt outlet, which is qualified for 50,000 watts, licensed to it but actually owned by the General Electric Co. In Washington NBC owns the Red outlet, WRC, with 5,000 watts, and holds the license for WMAL, 5,000-watt Blue outlet, but leases it from the Washington Star.

Because it is expected that the Blue ultimately will be sold, with WJZ as the key, and possibly with WENR, no serious problem on the multiple ownership overlap situation is contemplated in either New York or Chicago. In Washington it is assumed the Star ultimately will procure full operating status for WMAL, alleviating that situation. An application to that end already is pending. Thus, it appears, the San Francisco situation is the only problem that would seriously affect NBC on the long haul, under the new rule.

Coast Project

While NBC, following the course it already has undertaken in reserving the right to challenge the FCC's jurisdiction on the entire set of chain monopoly regulations, is expected to resist the new regulation, there is already preliminary talk of a swap on the Coast.

In Los Angeles, KECA, 5,000-watt regional, is owned by Earle C. Anthony Inc. and operates as the NBC-Blue outlet. The big Anthony station, KFI, is the 50,000-watt NBC-Red outlet. KECA and KGO, both being Blue outlets, might readily be exchanged, to bring about compliance with the Commission's overlapping service ban, it was pointed out.

On the other hand, the chain monopoly regulations, still in dispute, specify that a network may not operate more than one station in New York, Chicago and Los Angeles or San Francisco. There have been indications that this order would be relaxed to encompass both Los Angeles and San Francisco, as well as Washington. But, as things stand now, no change has been made.

A number of other "swap deals" are known to have progressed during the last fortnight. For obvious reasons, however, it was thought inadvisable to reveal the identity of the stations engaged in such conversations, particularly since there is no conclusive ruling that the Commission can make the proposed regulation stick. The basic idea is that if the Commission can enforce its chain-monopoly regulations, slated for final oral argument on Sept. 12, then it will have a relatively easy task enforcing overlapping service banning.

The Commission has made clear that it does not intend to publish a list of stations which, in its judgment, fall within the scope of the duplicating service rule. FCC attorneys, however, unofficially have stated that a minimum of 40 such ownership situations, involving possibly 100 stations, appear to exist. The Commission simply notified all stations of the rule and the Oct. 6 oral arguments, and is leaving it to the propriety of the stations as to whether they should appear to present arguments against the rule and otherwise argue the question. They think the Commission should regard as constituting objectionable overlap.

Likewise, the Commission has not interpreted the word "control" beyond saying that it is not limited to majority stock ownership but includes "actual working control in whatever manner exercised by a person that because of the variables involved, it will not attempt to establish the exact limitations on duplicating service until it hears oral argument and revises the proposed order.

The order, as now drafted in tentative form, would result in promulgation of a new section of the Commission's regulations (Section 3.35) dealing with multiple ownership. This would prescribe that no person shall directly or indirectly own, operate, or control more than one standard broadcast station "that would serve a substantial portion of the area served by another standard broadcast station owned, operated or controlled by such person".

Technical Problems

The rule specifies that it would become effective immediately for new stations. A proviso, however, would give existing entities affected six months in which to comply, with the added provision that the Commission could extend the effective date from time to time in "order to permit orderly disposition of properties".

A number of broadcasters reported they were somewhat bothered by the Commission's action, because of the failure to provide sufficient data upon which to appraise the manner in which the regulation would affect the operation of the station's owner. Answer to this, it is reported, has

THEY WERE IN THE ARMY THEN

One of a Series

ADVERTISING AGENCY, network and station representative are represented in this panel of World War I soldiers, now prominent in the radio field. Their identities and brief sketches of their service records will be found on page 25.

(Continued on page 25)
Radio comes of Age...

The completion of 21 years of broadcasting was celebrated at WWJ on Wednesday, August 20th. Back in the post-bellum days of 1920, WWJ began broadcasting with a 20-watt transmitter and an audience of a few dozen listeners. Woodrow Wilson was President then: there were no dive-bombers, no flying fortresses, no talking pictures, no chain-breaks and no commercials.

Progress came rapidly to the infant industry, and at each step, WWJ was in the forefront. When the National Broadcasting Company was organized and the Red Network came into existence, WWJ immediately became an associate.

Throughout its 21 years of broadcasting WWJ has constantly stressed fine programs and public service in all phases—religion, education, national and community endeavors.

Today, as defense absorbs the energies of the nation, WWJ’s facilities are constantly available, whenever needed.

And, with Frequency Modulation threatening to revolutionize broadcasting, WWJ already has W 45 D in operation on a seventy-hour-a-week schedule, soon to be extended.

Fullest adherence to the letter and spirit of operation “in the public interest, convenience and necessity” has always characterized the policies of WWJ and will continue in the days to come.

National Representatives

GEORGE P. HOLLINGBERY COMPANY

NEW YORK • CHICAGO • ATLANTA
SAN FRANCISCO • LOS ANGELES

September 1, 1941 • Page 13
Higgins Moves Boats Over the Airwaves

World's Largest Motor Boat Firm
Now a Heavy Buyer of Time

By GEORGE W. RAPPLEYEA
Assistant to President, Higgins Industries Inc., New Orleans

WHEN WE THINK of motor boats we think of an article well up in the luxury class; and motor boat advertising is usually confined to the national yachting journals or the exclusive magazines such as Spur and Fortune.

Three years ago we sold a motor boat cruiser to Joseph Uhalt, head of Higgins Industries, Inc., for the South American Republics. After the sale, when the station's salesman called upon us, we showed our appreciation by purchasing a small amount of time in the way of spot announcements.

Spots That Paid

The spot announcements were followed by an increase in the sale of outboard motors and marine supplies and the contract for the spot announcements was extended over a period of time.

Andrew J. Higgins, president of Higgins Industries, recognized the possibilities of radio advertising. If spot announcements can bring results, and recognized results a sponsored program should contribute towards the healthy growth of the organization.

Mr. Higgins suggested that the Ship-A-Hoy program be continued for three months, devoting to sea stories, tales of the Navy, Coast Guard, and merchant marine, yachting stories and Mississippi River yarrows.

The program was on at 7 p.m. three nights a week, dedicated to the United States Power Squadrons, an organization of several thousand men interested in yachting affairs, the Navy, Coast Guard, and merchant marine.

Mr. Higgins took an unusual interest in the conduct of the program. He arranged to secure as guest speakers interesting personalities, including Coast Guard and Naval officers ranging in rank from ensign to admiral. At the end of three months, the supply of marine supplies, outboard motors, marine engines, and motor boats showed an increase of 20% over the same three months of the preceding year.

Mr. Higgins was convinced of the possibility of radio advertising. At the end of a year the Ship-A-Hoy program was reduced from three broadcasts a week to two, simply because business had grown to such a point that it was not possible for the office force to arrange more than two broadcasts each week. For the year 1941 the Ship-A-Hoy program was reduced to one broadcast a week but another program was added, known as the Pan America program on WNOE at 7:15 p.m. Tuesday evenings.

Largest Plant in World

This program is devoted to Pan American relations and travelogues on Central and South American countries. At the present time the radio listeners are being conducted on a radio cruise to all of the other 20 American republics.

It is dedicated to the Club La America, a local organization organized for the purpose of stimulating interest in the Spanish languages and incorporating a better understanding between this country and Latin America. On the program, consuls of the Latin American Republics and Central American republics are frequent guests on the broadcast.

On Aug. 24 the new City Park Plant of Higgins Industries Inc. was dedicated. An arrangement to build the building was made with Joseph Uhalt, head of the firm, which has recently been incorporated.

When Higgins Industries began to use radio advertising they employed 150 men. Today, three years later, Higgins Industries employs 2,000. Of course most of these men are building naval combat motor boats.

It would be ridiculous to say that the Higgins radio programs on WDSU and WNOE were entirely responsible for the phenomenal growth of the company, any more than it would be fair to say that the Signal Corp. of the U. S. Army won the first World War. But the Signal Corp did its part to help win that war and radio programs have contributed to the success of Higgins Industries.

The scripts of the Pan American radio programs and other travelogues broadcasts have been based upon material furnished by Samuel Coff of the American Express Travel Service.

Persistence Pays

It was found that persistence in radio advertising pays good dividends. Pan American customers of Higgins Industries, who are owners or operators of motor boats, have become steady listeners of the Higgins radio programs. It has been stated by advertising authorities that every written request is equal to a thousand listeners.

On one broadcast Higgins Industries announced they would give a booklet on motor boat operation, providing the listener was a bona fide motor boat owner and sent in his request, not only his name and address but the name of his boat, its length, and the make and horsepower of its engine. From this single announcement 48 bona fide requests came from people on the street who would have to stop to find one motor boat owner? There are less than 500,000 motor boat owners in all the United States.

Higgins Industries capitalizes their radio programs by featuring the day, hour, and day stations of the broadcast in local advertising such as newspapers, magazines, and yacht club programs. A four-page stuffer is inserted in the envelopes of all out-going mail. This circular describes the radio programs, the stations, and the day and hour on which the programs appear.

In the Evening

Because it is necessary to reach the businessman who is always spotted in the evenings between 6 and 8 p.m. Mimeographed copies are made of the most interesting programs and these mimeographed copies are mailed to all persons whom the company believes would be interested in the program. For example: Mimeographed copies of the scripts of the Pan American programs are mailed to all the company's sales agents in Central and South America.

When a high ranking U. S. engineer officer is a guest, mimeographed copies of the program are mailed to all the different district engineer offices in the country. When the admiral of the Coast Guard spoke on the Ship-A-Hoy program, mimeographed copies were mailed to all the yachting clubs and Coast Guard district headquarters.

This is an institutional type of advertising that reaches far beyond the range of the radio stations. The range of five hundred watt radio stations may be limited to a definite number of miles but the mimeographed copies of the radio program are not.

MOTOR BOATS are decidedly luxury items. But the world's largest builder of motor boats is a confirmed radio user now that two programs have confirmed the sales possibilities of radio as discovered in a brief spot series. This spot schedule, curiously was a sort of courtesy gesture to WDSU, New Orleans, after Joseph Uhalt, the manager, had bought a motor boat from Higgins. Pleased with two current programs, Higgins is completing plans for a third series to start during the autumn.
ONE OF AMERICA'S MAJOR DEFENSE AREAS

KEEP 'EM BUYING

BROADCASTING • Broadcast Advertising

September 1, 1941 • Page 15
K GIR, Butte, Requests 50 kw. On WEAF 660 Clear Channel
Craney Asks FCC to Amend Rules to Permit Grant; Urges Directional for WEAF as Protection

ANOTHER significant move toward breakdown of clear channels developed last Wednesday with the filing of an application by KGIR, NBC outlet in Butte, Mont., for a 50,000-watt station on 660 kc. The clear channel now occupied by WEAF, New York, key station of NBC's Red network.

Accompanying the application filed with the Commission, without portfolio of independent stations, was a petition asking the FCC to amend, waive or make an exception to its existing rules covering Class I-A or unduplicated clear-channel stations to permit assignment of KGIR as the dominant station on the frequency. The petitioners on the application were filed through the law offices of Paul D. P. Spearman, Frank Roberson and Frank U. Fletcher.

Urges WEAF Directional

The application seeks KGIR's assignment on the channel as the dominant station, but would leave to the Commission's discretion the precise manner in which this would be accomplished. KGIR asks to be shifted 5,000 watts, to operate with 50,000 watts, without a directional antenna. It asks that WEAF be required to install a directional which will protect the 500 microvolt 50% skywave contour of KGIR when operating on the frequency. In effect, this would reduce WEAF to Class I-B or Class II status, with KGIR as the main station on the frequency.

When some applications have been filed in the past for facilities of key stations of the major networks, they have not been regarded seriously for the most part. Because of the FCC's concern with the threats of interference from clear channels, as reflected in its recent action awarding WHDH, Boston, fulltime on the 680 kc. clear channel occupied by KOA, Denver, plus Mr. Craney's prominence in industry affairs, unusual significance attaches to the request. Mr. Craney is regarded as the chief radio advisor to Senator Wheeler (D-Mont.), chairman of the Senate Interstate Commerce Committee, and is a close personal friend.

It is expected that NBC will resist the KGIR application to the utmost, carrying it through by the highest judicial tribunals. The application sets out that approximately $95,000 would be expended for a 50,000-watt transmitter and a vertical radiator. A Western Electric transmitter is specified and, it is understood, already has been purchased. The present KGIR site on the outskirts of Butte would be abandoned, and a Lehigh vertical radiator installed. KGIR Inc. is owned 50% by Mr. Craney and 50% by T. W. Symons Jr., operator of KFPG, Spokane. Messrs. Craney and Symons also own KXL, Portland, which on Sept. 8 is slated to begin operation with 1,500 watts fulltime on 750 kc., in lieu of present local facilities.

Mr. Craney also is 40% owner of KPFA, Helena, and 50% owner of KRGB, Bozeman. He sets out in his application, however, that he will dispose of his interest in the latter two stations if the 660 request is authorized.

Serving an Isolated Area

The petition cites that the "relied" request by KGIR is an improvement to, rather than contrary to, a previous exception to Section 3.25 of the Commission's rules and regulations "or any other action by the Commission in its discretion in the proper permission in the accompanying application with the desired protection from station WEAF. One may conceivably ask if this could be accomplished, it is pointed out, would be to amend Section 3.25 (a), specifying Class I-A channels, by eliminating the 660 kc. channel. Another would be to amend Section 3.25 (b), setting forth Class I-B or duplicated clear, by adding the 660 frequency. In specifying reasons in support of its application, KGIR contends that Class I-A facilities are more properly designed to serve rural, isolated areas than metropolitan areas and there is much more such area around Butte than around New York City. A much greater portion of the rural area of the country can be served over Class I-A facilities from Butte than can be obtained by such a facility located on the Atlantic Seaboard, the petition cited.

Persons who will no longer be able to receive service from WEAF "when it amends its antenna so as to protect" KGIR, the petition stated, "will be able to receive the same program service from other stations which they could previously receive from WEAF."

The petition set forth that there are four clear-channel stations in New York with 50,000 watts, two others authorized to increase to 60,000 watts, and seven additional stations which which could, under the rules, be permitted to operate with 50,000 watts. Montana has no clear-channel station and none authorized to operate with more than 5,000 watts.

FCC Asked to Move

It was claimed that the net increase in the potential primary service area of station KGIR within the normal protected contour will embrace approximately 400,000 persons, through operation and proposed. Moreover, it was held KGIR's secondary service area will extend to 1,420,000 square miles and 7,980,000 persons not now capable of receiving such service from KGIR.

In summary, KGIR asked the Commission to enter appropriate orders which would grant KGIR the right to operate with 50,000 watts on 660 kc. and to direct WEAF to take "whatever steps may be necessary in the redesign or relocation of its antenna, or both," so as to protect the 500 microvolt 50% skywave contour of KGIR operating as proposed. And, concludes the petition, "if the relief herein prayed for be inappropriate, then for such other and further relief as may be proper."

Battle Over 1190 kc. Channel Is Seen
As WIRE Applies for WOWO Facilities

PORTENTS of a battle over the 1190 kc. channel for use by a 50,000-watt station between last week with the filing by WIRE, Indianapolis, for the facilities now used by WOWO, Fort Wayne, Ind. Long a half-time station operating with 10,000 watts, WOWO, owned by Westinghouse under the reallocation of last March, was accorded 50,000 watts fulltime. In the application filed with the FCC by E. C. Pulliam, president of WIRE, the proposal was made that the existing facilities of that station—5,000 watts on 1450 kc.—be assigned to WOWO. Moreover, it was suggested that the Commission find a new assignment for WGL, local sister station of WOWO, operating on 1450 kc., because of lack of essential frequency clearance if the major shift be came effective. Westinghouse to Fight Walter C. Evans, vice-president of Westinghouse Radio Stations, promptly served notice on Mr. Pulliam that after he had been advised of the application, that "we will resist to the utmost any attempt by WIRE, or you, or your associates, to accomplish the radio facilities of WOWO.

It was recalled that in 1932 Westinghouse successfully resisted applications of nearly a dozen applicants for the 1190 kc. channel then used by KYW in Chicago but which subsequently was transferred to Philadelphia under Westinghouse ownership, where it now operates as the Red outlet, Frederick H. Wood, well-known New York trial lawyer, represented Westinghouse in these proceedings.

In a letter to Westinghouse prior to the filing of the application, Mr. Pulliam advised the company the station was making application for the frequency because of urgent and wide demand from its listeners and various state institutions for statewide coverage by the Indianapolis station. A study of the broadcast spectrum, he stated, failed to yield a single available frequency to accomplish this result and that he therefore had concluded 1190 kc. presented the most meritorious proposal possible.

Mr. Pulliam pointed out that inasmuch as WOWO now uses 10,000 watts it was likely that a portion of its present plant would be rendered useless by the reduction in power to 5,000 watts as proposed and that certain changes in antenna would be required before 1420 kc. could be used by the station. He said it was not his desire to cause losses to WOWO from obsolescence of plant or other costs.

"We are willing therefore to reimburse WOWO for such reasonable losses as you may fairly experience as a result of the proposed WIRE, all providing WIRE succeeds in obtaining the assignment it requests and WOWO goes necessarily to increase the costs to WIRE of accomplishing its present proposal."

"As we view our situation, our duty to the public interest demands it will be our effort to obtain an assignment for the capital city of Indiana that will permit mass communications with all Indiana residents. Inasmuch as our proposal may injure your purely private interests, we wish to make all reasonable effort to mitigate that private injury to you."

Recalling the 1932 fight over the KYW facilities, observers thought that Westinghouse might itself seek to move WOWO to Indianapolis, if a need for that additional frequency were to exist over, there came into play the FCC's recent announced intention of banning multiple ownership, where overlap service is involved—a situation that confronts Westinghouse by virtue of its operation of WOWO and WGL in Fort Wayne. By proposing to remove one of the stations from Fort Wayne, it is possible that the intent of the proposed order, it was pointed out.
The Perfect Success Story
In Three Parts and An Epilogue

Part I
(About Audience)
The value of a radio station to an advertiser lies solely in the listeners it offers. And comprehensive surveys, based on 48,000 completed telephone calls per week, clearly show that . . .

KMBC HAS MORE KANSAS CITY LISTENERS THAN ANY OTHER STATION MOST OF THE TIME—MORE FIRST-PLACE QUARTER-HOUR PERIODS, MORNING, AFTERNOON AND EVENING, THAN ALL OTHER STATIONS COMBINED!

Part II
(Speaking of Sponsors)
Most advertisers unerringly gravitate to the station with the greater number of listeners. So, this fact also is important . . .

KMBC CARRIES MORE NATIONAL SPOT BUSINESS THAN ANY OTHER KANSAS CITY STATION—MORE BUSINESS BY HOURS AND MORE BUSINESS IN DOLLARS!

Part III
(Regarding Results)
The ultimate test of a station’s effectiveness is how long advertisers continue to use that station—in other words, how impressive the results obtained. Which leads to this . . .

ONLY ONE OUT OF EVERY FOUR KMBC ACCOUNTS IS NEW TO THE STATION—THREE OUT OF FOUR ARE RENEWALS!

Epilogue

KMBC, by attracting more listeners, has attracted more advertisers.
By delivering greater results, KMBC has kept those advertisers.
To us, that is the highest of all recommendations for KMBC . . . The Perfect Success Story!

KMBC of Kansas City
Free and Peters, Inc. CBS Basic Network
Paint Cell Radio

As part of a rehabilitation program instituted by Fred Clinton T. Duffy, prisoners at San Quentin prison, Cal., can now listen to the radio four hours a night, seven nights a week. Workers, paid out of the prisoners library fund, have completed installation of earphones in each cell, a microphone in the warden's office for inter-prison communication, and three loudspeakers in condemned row, currently housing 16 inmates.

If the State parole board okays the project, the prisoners will start a regular broadcast of their own over a nationwide network.

Local Business Survey Is Conducted by Haring

A weekly index service of local business conditions instituted last year has been boosted by Chester Haring, director of the market research division of the Holme and Holmes Bureau, and is being offered to sales departments, newspapers and others.

The surveying is broken into three categories. One will be available for general use and consists of reports on business conditions for the preceding week, as well as for the corresponding week of the preceding year and will include analyses of switching to other districts, geographic section, city sizes, etc. This release will list 273 cities geographically. The second category, primarily intended for sales departments, will be similar to the first but will be arranged by sales districts. The third service will be exclusive to only one newspaper in each city with brief discussion of general conditions with analyses by geographic sections and city sizes as well as the actual Haring index for a minimum of ten cities and a maximum of 50 cities.

Bmi Research Plans

BMI has signed a 5-year contract with the bureau of radio research, directors in John G. Peatman of the psychology department of the college of the city of New York, to continue the daily radio log and program analysis of popular music it has been issuing since mid-June. In addition, the bureau plans to open bare graphs of trends of music broadcast, showing the proportions of popular and classical material. The log will be compiled by the day and evening, trends of popularity of particular numbers and other studies of musical preferences. Five state-owned BMI subscribers last week, bringing the total of commercial BMI members to 95. New members include WROR, Riverside, Cal.; WALB, Albany, Ga.; KFJJ, Los Angeles; WCBD, Chicago; WCRS, Greenwood, S.C.; and WBGQ, Atlanta.

All-day private session to discuss what they and the department of broadcast advertising, which is under their jurisdiction, can do to aid BMI. The panel is considering making their facilities more effective for the advertiser and easier to sell.

Salesmen Confer With Timebuyers

Common Problems Discussed at NAB Group's Meeting

The common problems of the buyers and sellers of radio time were discussed at an informal meeting of the sales managers executive committee of the NAB with a group of station representatives and timebuyers, at the New Yorker, New York.

With the general goal of arriving at a better understanding of each other's problems and needs, they went into such topics as coverage maps, rate cards, station surveys, merchandising practices, sales presentations, and related topics.

Coverage Data

The time buyers present were asked to work out something in the matter of information desired on coverage maps and surveys, for example. The broadcasters stated that when they prepared such studies in the past they considered the information and at they frequently got a reaction of the "I can't use this type of thing" sort from time buyers.

One of the broadcasters said that when he attempted to find out in advance what the time buyers wanted by writing to 30 leading agencies, he received 27 replies with contrary suggestions in both types of data and the manner of presentation requested. Similarly, other items discussed, the station men explained what they are up against and the agency men, in turn, gave their side of the picture. While no definite decisions were arrived at, the session was reported to have been successful in bringing out the bumps in the path between client, agency, representative and station, to the mutual benefit of all concerned. Further plans, which more definite plans may be worked out, are to he held, but no date has been set.

Full membership of the sales managers executive committee was present at the meeting, as follows: Gene Carr, WGN, Cleveland, chairman; Robert MacKenzie, WCMI, Ashland, Ky.; E. Y. Planigian, WSPD, Toledo; John M. Butler Jr., WSB, Atlanta; Arthur Hull Hayes, WABC, New York; Linus Travers, WABA, Boston; George H. Ffrey, NCM, John Rogers, Lord & Thomas, and William Mailfert, of Compton Adv. Inc., represented the time buyers.

Station representatives included members of the organizations which hold associate memberships in the NAB: Edward Petry of Edward Petry & Co.; Jerry Lyons of Weed & Co.; George Bolling of John Blair & Co.; Russell Woodward of Free & Peters. Also present were C. E. Arne, assistant to the president of NAB, and Frank Fidler, director of the department of broadcast advertising.

On the day before the joint meeting, the committee held an

Edgar A. Fellers
1894-1941

Radio Plan to Extend Jimmy Fidler Eastward Since Moving to MBS

Edgar A. Fellers, vice-president of Presba, Fellers & Presba, Chicago, agency and one of the Midwest's pioneers in radio advertising, died last Tuesday following a heart attack.

One of the best-known figures in the agency-radio field, Mr. Fellers participated in the establishment of Presba, Fellers & Presba in 1938, becoming executive vice-president in charge of radio. He severed an 11-year connection with the Mantle Lamp Co., one of the first commercial concerns to be used on Midwest stations, to establish the agency.

Mr. Fellers was 47. He is survived by his wife and an 18-year-old daughter, Joan. Interment was on Thursday at Memorial Park Cemetery, Chicago. Pallbearers were Howard W. Wilson and William G. Rameau, station representatives; Oliver Morton, NBC; Marquis Smith, of the Fellers Agency; Charles Barnes and Bud Cochran, of Chicago.

Edgar Albert Fellers was born in Dayton, O., in 1894, attended the U. of Michigan and was within four months of receiving a degree when illness put an abrupt end to his medical ambitions. After working for the small Mfg. Co., Chicago, he joined Mantle Lamp as assistant to the vice-president, Bert H. Presba, with whom he later founded the agency.

As early as 1926 Mr. Fellers wrote and produced the first programs advertising Aladdin Lamps. Over the years, he had accumulated a valuable fund of information on rural radio markets and had visited practically every farm station. Widely known in broadcast circles both by station executives and talent, frind recall the redoubtable hillbilly group that turned up broke found their way to Ed Fellers' office and always were tided over.

Household Finance on 30 Stations

Household Finance Corp., Chicago, has started a quarter-hour news broadcast five times a week, weekly quarter-hour live programs and a schedule of one-minute spot announcements three to six times weekly, on a list of 30 stations. Agency is BBDO, Chicago.

Allied Mills Spots

Allied Mills, Chicago (Wayne Feeds), are sponsoring a 52-week schedule of one-minute transcribed spots, to be heard four times a day over a network of 14 stations which now totals three times a week on the following 12 stations: WLS WHO WSM WBBM WNIX WIXH WJIR WOR WOR WWJ WAES. The company has also contracted for five-weekly spot announcements and a quarter-hour program heard once a week on WLW, Cincinnati.
One of the nation's greatest airplane factories is the $9,000,000 Vultee Aircraft Corporation in Nashville, Tennessee, where more than 7,000 craftsmen are busily engaged in constructing wings for defense.

This is but one of scores of gigantic industries located in the great Tennessee Valley... industries that have become permanently located here, attracted by the cheap T. V. A. power supplied by $250,000,000 worth of dams.

WLAC is matching this power for industries with a great radio power... covering the heart of the industrial South with a clear-cut signal of 50,000 watts.

COVERED FULLY AND INTELLIGENTLY BY

WLAC

Nashville

J. T. WARD, OWNER  F. C. SOWELL, MANAGER

50,000 WATTS

this fall

PAUL H. RAYMER COMPANY, NATIONAL REPRESENTATIVES
Heavy Attendance Is Indicated For NIB Chicago Convention

Fly and Crane Among Speakers on the Schedule; Defense and Sales Problem To Be Considered

ADVANCE INDICATION of a registration of 150 to 200 independent broadcasters for the extraordinary convention of National Independent Broadcasters in Chicago Sept. 22-23 was reported last week by Edwin M. Spence, managing director of the trade group, and manager of WWDC, Washington.

Intense interest in the sessions is being exhibited by broadcasters throughout the country, whether or not network affiliated, Mr. Spence and NIB President Harold A. Lafount reported. Highlight of the convention will be an address by FCC Chairman James Lawrence Fly, who wholeheartedly supported the convention call. He has been at odds with the NAB since the last NAB convention in St. Louis, at which time he labelled the NAB a “dead mackerel” that “both shines and stinks.”

Ed Crane, head of the 2-Bar Network and leader among independent stations, tentatively is scheduled to address the NIB convention at a closed session, Mr. Lafount announced Wednesday. It is presumed his subject will be copyright, since he is one of the foremost advocates of a per-use basis of payment for music, rather than the blanket license which already is accepted by MBS and under negotiation by NBC and presumably CBS.

Defense Problems

National defense and its bearing upon broadcast operations is expected to be a salient topic. Mr. Fly not only will address the independent broadcasters on this subject but will arrange for a speaker from the military establishment to discuss intimately the relationship of broadcasting to the armed forces. The identity of this speaker has not yet been made public.

Mr. Lafount announced the call for the special convention, to headquarter at the Palmer House, early last month after conferences with a number of broadcasters. Invitations went out not only to independent network stations but a total of some 450 stations, covering networks, networks, and stations, not independently owned. Only non-commercial stations and those operated, managed or leased by the networks were excluded.

Mr. Lafount has announced his

Rock Island Spots

CHICAGO, Rock Island & Pacific Railway Co., Fort Worth, has contracted for 26 one-minute trans- mits to be used on a 2KGO, Fort Worth. Announcements which advertise Rocket travel are introduced with west Rocket whistle blast used at intersection. Account was handled direct.

intention of retiring from the NIB presidency at the Chicago convention. After a three-year period, he expressed the view that the presidency should rotate. Among those prominently mentioned as his success- ors are Mr. Crane and Ralph Millard, president of Wonder Wind, Chicago. Mr. Crane, in Washington last week, said he “is not a candidate for that or any other office.”

In addition to the Government speakers and Mr. Crane, a general commercial session will be held, to be addressed by representatives of advertisers and advertising agencies, according to Mr. Spence. Activities on the Washington front, including the network monopoly regulations, the trial of the legislative outlook will be covered by Andrew D. Bennett, NIB general counsel and Washington attorney.

Fear of Senate Is Cited In Cancelling Hollywood Democracy Broadcast

A WORLD-WIDE democracy shortwave broadcast in which leading Hollywood film industry personalities were to have participated, has been cancelled. The立案 senatorial investigation of the film and radio industries for “dissemi- nating war propaganda” is given as reason for calling off the broad- cast.

Fred Rosen, executive of short- wave station WRUL, Boston, was in Hollywood for several weeks this past month arranging details for a 30-minute program origi- nated Aug. 27 from Don Lee Broad- casting System studios. Charlie Chaplin, it was understood, was to conduct the broadcast. Had the pro- gram gone through as scheduled, it would have been the greatest plan of film industry personalities ever to appear on one broadcast, it was said. With the first half in English and balance in Spanish languages as would have been available, the program would have reached out to every corner of the world, including Nazi oc- cupied territory.

Although details are shrouded in secrecy, it is understood participants were to give personal ex- pressions and viewpoints on the war and democratic principles as already expressed by the United States and British governments. Although cancelled, the program idea, it was said in Hollywood, has not been entirely abandoned.

Army Plans Series Of Radio Meetings

Public Relations Officers to Confer on Their Problems

FOLLOWING a successful test conference for public relations officers of the First Corps Area in Boston, the radio section of the War Department Bureau of Public Relations has indicated that it plans to hold similar conclaves, probably restricted to radio, in all of the nine corps areas by mid-December.

The Boston conference, held Aug. 13, was attended by public relations officers of the First Corps Area and representatives of network affiliates and newspaper and magazine publishers. E. M. Kirby, director of the First Corps radio section, was speaker.

After the Maneuvers

Under tentative plans being de- veloped by the radio section, Mr. Kirby, senior administrative officer of the First Corps, said that tentative executive of the radio section, will attend the various conferences. Although the first of the series may not come until the first week in September, he indicated that they probably would attend completion of the September man- euvers in Louisiana. Some consider- ation also is being given to the idea of holding the conferences on a geographic basis of areas roughly equivalent to the NAB districts rather than corps areas, with the thought that may result in more satisfactory conferences.

In addition to Mr. Kirby, who is on leave from his post as public relations director of the NAB, radio representatives at the Boston conference included Gene Stafford, WBZ, Boston; C. S. Young, WBZ general manager; Stephen J. Burke, WMUR, Manchester, N. H.; Wal- cott Wylie, WHYN, Holyoke, Mass; WHER, Mt. Vernon, WHER; EOB; H. Harrison Flint, WOCE, Cape Cod; H. William Koster, WPRO, Providence, R. I. The conference, arranged independently by Filmore Dowd, was directed by Lieut. Col. W. G. Walker, assistant chief of staff, G-2, of the First Corps Area.

Sullivan Dropped

BROWN & WILLIAMSON TO- BACCO Corp., Louisville, on Sept. 15 withdrew its two-week radio program, sponsored by Paul Sullivan Revue the News four times weekly on CBS for Raleigh cigarettes. Program was heard from WHAS, Louisville, and is now on 32 CBS stations, Monday through Wednesday, 6:30-6:45 p.m. Accord- ing to BBD, New York, agency in charge, the company has not yet made plans to replace the news se- ries with another program.

ROY BRANHAM ALBAUGH, part- ner in the Dr. Pepper Bottling Company, Tyler, Tex., and principal of Rock, Ark., and with bakery and storage businesses in Waco, Tex., has ap- plied for FCC permits for new low power, 220 watts on 1230 kc., in Waco.

Page 20 • September 1, 1941

BROADCASTING • Broadcast Advertising
North Carolina is the South's Greatest State

IN AGRICULTURE - IN INDUSTRY

FARM CASH INCOME (IN MILLIONS)

VALUE MFG. PRODUCTS (IN MILLIONS)

N. C. $221.8
VA $125.6
VA $141.5
TENN $168.1
GA $115.5
GA $112.1
ALA $159.8
FLA $141.5
LA $160.0
KY $113.5
S. C. $728.1
MISS $174.9

WPTF in Raleigh is North Carolina's No. 1 Salesman!

680 KC NBC Red
50,000 Watts

FREE & PETERS, INC. National Representatives
Ford to Sponsor Michigan Football

Present Plans Cover WXZV, Michigan Net and WJR

WHILE final details have not yet been worked out, Ford Dealers of Michigan will sponsor the U of Michigan for the first time in the form of WXZV and its affiliated Michigan Radio Network, and WJR, Detroit.

With Tom Harmon, former Michigan all-American star, as sports editor and play-by-play commentator for WJR, and Harry Wismer, veteran gridiron broadcaster under exclusive contract to WXZV and MRN, details remain to be worked out as to whether the sportscasters will work as a team or alternate in the handling of the games over the dual station-network setup. McCann - Erickson, handling the account, and has not yet divulged final plans.

Pro Sponsor

H. Allen Campbell, general manager of King-Trendle Broadcasting Corp., operating WXZV and MRN, has announced they will carry all of the U of Michigan football games at home and away, as well as all of the games of the professional Detroit Lions, of the National Football League. Pfeiffer Brewing Co., Detroit, will sponsor the professional games.

Wismer will handle play-by-play for WXZV and MRN and also may be heard on WJR, depending upon the determination made by the agency. Both WJR and King-Trendle, it is understood, are agreeable to working the announcers in tandem for or alternate games. WXZV had announced [BROADCASTING, Aug. 18] that both Harmon and Wismer would handle the Michigan games.

The move to popularity as a football broadcaster several years ago when he handled the Michigan U college games for MRN. For the past four seasons he has broadcast from the sidelines for the Wolverines, as well as the Detroit Lion games over WJR.

This year's schedule calls for eight Michigan games, five at home and three away. The Lions' schedule calls for 13 games, 7 at home and 6 abroad. These, according to WXZV, will be broadcast exclusively over station and MRN.

Preceding the formal opening of the Lions season Sept. 12, when they meet the Packers at Green Bay, Wismer on Aug. 18 started a tri-weekly series of three-minute broadcasts over MRN from the Lions' training camp at Cranbrook School, Bloomfield Hills, Mich.

WXZV Names F & P

FREE & PETERS has been appointed exclusive national representatives for WXZV, Kalamaoo, effective Sept. 1. On the same date the station, operating on 5,000 watts daytime and 1,500 watts at night, will open supplemental studios in Grand Rapids. A pending FCC application requests increase to 5,000 watts night time power.

McGill Beaned

Plans of Byron McGill, sales promotion manager of KDKA, Pittsburgh, to take pictures of a recent baseball game in Washington, Pa., were uneventfully stymied when the second baseman uncor-ned a wild heap into the stands that enjoyed the event at Griffith Stadium.

Awaking in a Washington hospital to find Lloyd Chapman, news editor of KDKA, peering anxiously at him, McGill told Chapman to save the evening from being a total loss by ending pieces of himself in the operating room being treated for a forehead cut and a badly bruised eye.

Joe Brown's Program

JOE L. BROWN, son of the movie star, Joe E. Brown, is heard three-weekly over WMT, Waterloo, as guest sportscaster. He has been execu-tive with minor league baseball clubs since an accident to his arm ended his baseball career three years ago. At present he is manager of the Water-loo and is presi-dent of the Waterloo baseball club. He still goes out to the park to pitch in batting practice or shag flies. Last year he was business manager for the Lubbock, Tex., team.

My-T-Fine Spots

PENICK & FORD, New York, on Sept. 2 will start its fall campaign for My-T-Fine desserts using five-minute transcribed advertisements five times weekly on the average of 30 stations. Campaign will run 14-17 weeks, according to BBDO, New York, agency in charge. Stations are WNYC, WCBS, WOR, WFBF WCKY WINS WFAA WBAP ROMA WCAU WNBC WCRC WTIC WHAV WRGB WHTG and eight Yankee Network stations.

Seven Southern Stations Record Gridiron Series

FOR THE THIRD year WSM, Nashville, cooperating with six other stations, will present The Pigskin Review, a series of 12 quarter-hour recordings made on the practice fields of colleges in the Southeastern Conference. Coordinating stations are WSB, Atlanta; WRNL, Memphis; WLAP, Lexing-ton, Ky.; WVL, Columbus; WSBN, Birmingham; WVL, New Orleans.

Coaches and sports writers are interviewed about their prospects for the season. Among sportscasters assisting are Louie Buck, Marcus Bartlett, Bill Terry, Ted Grizzard and Henry Dupre. Each station will receive a film of 12 recordings, to be made Sept. 1 and 2 as practice begins.

Lux Returns

LEYER BROS., Cambridge, Mass. (Lux), after an eight-week summer vacation, on Sept. 8 resumes its eight-week summer vacation, in the fourth consecutive season Lux Radio Theatre on 123 CBS and 30 NBC stations, Monday, Sept. 8, 9-10 p.m. (EDST). Cecil B. DeMille continues as director and host of the half-hour drama series. George Wells and Harry Kerr are to do radio adaptations of current film plays and also write commercials for the weekly program. Louis Silver has been retained as musical director and Mel Dix, who succeeded him, as publicity man.

Opening program will have Ginger Rogers and Ronald Reagan. Bill and Felicia Merna, George Basset, Elwood Howard, and Alfred and Marshall Halberg are again in the cast.

P & G Resumes Drama

PROCTOR & GAMBLE Co., Cincinnati, on Sept. 6 will resume the half-hour dramatic series Procter & Gamble Playhouse on approximately 45 NBC-Red stations, in the series "The Life of Drene". Shampoo. Program will be heard over K laundry, WOR WFBF WCKY WINS WFAA WBAP ROMA WCAU WNBC WCRC WTIC WHAV WRGB WHTG and eight Yankee Network stations.

Mr. Brown

Mr. Brown

Bernard J. Proctor

A VETERAN in broadcasting circles but comparatively new to the agency field is Bernard (Bernie) Proctor, now head of the stations relations department of the Blow Co. Inc., New York. Bernie spent 11 years with CBS in New York, starting in 1929 as assistant program director. In 1933 he became supervisor of the CBS M&O stations, in 1935 he was placed in charge of the Sales Service Department. He resigned in 1941 to take the Blow post, being succeeded by Ned Midgeley, former BBDO timebuyer and radio business manager.

Handling the Bulowa Watch account is a full size job in itself but Bernie Proctor also finds time to supervise the timebuying of such other How accounts as Philip Morris, Eversharp, Postal Tele-ograph and Tootsie Rolls.

Bernie, born in 1908, Bernie Proctor attended Wisconsin and Chicago University from 1925 to 1926. In 1927 he joined the University of Michigan's basketball team and played freshman basketball in college and was a champion intramural tennis player. His fraternity is Phi Sigma Delta.

Previous to his radio jobs, while still in college, Bernie hung out his advertising shingle in 1926-28 operating his own direct mail business. He married Ruth Rosenthal in 1934 and has one son, Jules. His only hobby is golf, and he shoots in the middle eighties. He is a first cousin of William S. Paley, CBS president.

Wheatena Placing

WHEATENA Corp., Rahway, N. J. (cereal), on Sept. 29 will resume its transcribed series of quarter-hour dramaticizations titled The Wheatena Playhouse, which last year ran five times weekly on 17 stations in selected markets. First program will be a dramatization of the novel "The Raines Came," by Louis Bromfield, but the station list is not yet settled, according to the agency, Compton Adv., New York.

A Boom In Auto Repairing

Michigan Firm Finds Program An Effective Means - Of Increasing Service Business

WINNINGHAM CHEVROLET, Co., of Birmingham, Mich., reports labor sales on auto service repairs up 57% in the first two months on the air with a five-minute new car phone call over WCAR, Pontiac. On April 17 the auto agency started a new program, following a brief test period, called "Win Cash With Winningham." A cumulative unlimited cash award of $10 daily draws listeners.

The program starts the announcer re-cited a so-called "money sentence." During the program random tele- phone calls are made. The first person called who can repeat the "money sentence" gets the award. If no winners turn up, the fund is added to the next day in an effort to date the highest accumulation has been $140.

Backing up the program, the agency has used newspaper, posters and handbills and one national magazine, plus an additional five direct mail pieces. Agency owner C. C. Winningham said:

"Customer labor sales in our service department for the first three months of 1941 showed an increase of 31% compared with the same period of 1940. We started the new program April 17. The months of April and May showed an increase in customer labor sales over April of 12% and May of 14%. This gain in labor sales since the program started gave us a 42% increase in labor sales through the first five months of 1941."

Commercial remind car owners of service requirements they are apt to forget, and stress full facilities for repair of all cars as well as Chevrolet.
RESEARCH REPORT

KWKH - 50,000 watts - CBS
SHREVEPORT, LOUISIANA

In the heart of the Central Southwest - center world's biggest producing oil and gas fields - with $84,000,000 and $30,000,000 government arsenal and shell loading plants, $15,000,000 munitions proving grounds, $16,500,000 ammonia plant, $2,000,000 housing projects and more than $1,000,000 in other building under construction, and five big army bases with 78,000 men - (all in primary listening zone) - nearly $60,000,000 other defense contracts in primary and secondary areas - with greatest mass employment ever seen in the entire Southwest - rich basic territory - 425,683 regular listening families, CBS night-time listening audit.

Looks plenty good to me - J.B.

KWKH SHREVEPORT, LOUISIANA * 50,000 WATTS * CBS
A SHREVEPORT TIMES STATION ★
BRANHAM COMPANY • REPRESENTATIVES

BROADCASTING • Broadcast Advertising

September 1, 1941 • Page 23
WRNL
SCORES AGAIN!
DOWN IN RICHMOND, VA.

Atlantic White Flash Gasoline has placed 10 outstanding Southern football games on WRNL because they know the outstanding radio buy in the rich Richmond Radius! WRNL the Sport Station here? Yes . . . ask Adam Hat “Sports Parade” . . . Gillette “Cavalcade of Sports” . . . Atlantic White Flash “Baseball Games” . . . or sponsors of our year 'round daily sports broadcasts.

OR ASK

EDWARD PETRY & COMPANY, INC., National Representatives
Ownership Swaps
(Continued from page 12)
been that any doubt should be resolved in favor of the Commission and that such interests should make an appearance at the Oct. 6 arguments.

Unfavorable reaction to suggestions of removal of second stations from existing markets has resulted largely from the view that technical clearance would be extremely difficult in desirable markets. Moreover, it was reported that a station attempting to move from one primary area to another would collide with heavy competition, lack of available network outlets and almost certain loss of money for an indefinite period.

Whether any attempt will be made prior to the Oct. 6 hearing to enjoin the Commission from proceeding, on the ground that no authority exists under the statute, appeared to be in doubt. Several attorneys indicated such a move was possible but presumably no definite plans had been completed.

Barnard to BBDO
LYNN BARNARD, formerly time buyer of Morse International, New York, and assistant to Richard Nicholls, Boise radio director, in buying the Visk Chemical Co. radio campaign for this fall, on Sept. 1 joined BBDO as assistant to Carroll Newton, business manager of the radio department. Mr. Barnard replaces Joseph Hornsby who has joined the U. S. Navy.

PHOTOGRAPHS ON PAGE 12 in same (1 to r) order shows: 1. Royal Alderman, McCann-Erickson v.p. in charge of its Cleveland branch, now on leave of absence and back in active duty with the Army; a captain, he is present with the War Dept. Bureau of Public Relations. During the last war he served two years with the 37th Division, Ohio National Guard, one year in France and Belgium where he took part in the Meuse-Argonne and Ypres-Lyres offensives. 2. Emmons C. Carlson, advertising and sales promotion manager of the NBC Central Division, who served overseas as a second lieutenant with the Ordnance Dept., A.E.F., mostly at Chaumont, France. 3. Peirce L. Romaine, of the New York staff Paul H. Raymer Co., who attended Officers Training School at Camp Devens and Camp Zachary Taylor in 1918, got his lieutenancy just as the Armistice was signed.

Two Years of War
RADIO'S PART in covering the European war as well as defense activities in this country will be demonstrated on a special hour program on NBC-Blue Sept. 3, date of the second anniversary of the outbreak of the war.

PABST SALES Co., Chicago (beer) will sponsor broadcasts of all games this fall of the New York Giants professional football team on WHN, New York. Dick Fishell will handle the play-by-play and Bert Lee will give the color commentary. Agency is Lord & Thomas.

ON JANUARY 1, 1941 ST LOUIS KWK WENT EXCLUSIVELY MUTUAL. • ASK YOUR RAYMER REPRESENTATIVE TO SHOW YOU EVIDENCE THAT KWK IS A BETTER BUY THAN EVER.
Drastic Drop in Radio Set Production Is Seen Despite Lifting of Plastic Ban

DESPITE action of the Office of Production Management last Wednesday in removing a blanket ban on the use of plastic cases for radio receivers, the priorities situation continues to point more and more certainly toward drastically reduced radio manufacture during the coming year, with a cut of as much as 70% looked for in some quarters.

Although efforts are being made by both OPM and the Office of Price Administration & Civilian Supply, headed by Leon Henderson, to clear the way to enough manufacturing materials to at least supply radio parts for maintenance and repair of existing equipment, it is admitted by both agencies that actually securing these supplies is going to be an increasingly difficult matter.

Monthly Quotas

Following conferences between OPM and Radio Manufacturers Assn. representatives last Tuesday, OPM the following day announced that radio receivers had been removed from the list of manufactures completely banned from the use of plastic materials. It is understood OPM has approved a plan under which manufacturers would be allowed to supply 75% of the orders for plastic radio cabinets during September, with allocations for succeeding months indefinite.

On the transmitter manufacturing side the picture of the future is much like that for receivers. While OPM and OPACS have given a “communications preference rating” for repair and maintenance materials to insure the continued operation of existing equipment, the materials situation is tight and growing tighter for new construction. Steel for radio towers, for instance, has been hard to get, and manufacturers avoid guaranteeing delivery by a specified time. A similar situation has developed for the other metals used in construction of the transmitter itself — nickel, copper, aluminum and others.

Indicative of the problem faced by all manufacturers of goods for civilian consumption was a series of broad rules and regulations issued last Thursday by E. R. Stettinius Jr., Director of the OPM Priorities Division. The most important provision of the new basic document — Priorities Regulation No. 1 — requires all manufacturers and producers to accept defense orders, with a few specific limitations, even if acceptance of these orders will prevent or delay deliveries on non-defense orders or defense orders with lower preference ratings. The requirement applies to all manufacturers, producers, distributors and dealers, in whatever category, Mr. Stettinius explained.

Further Curtailment

Under this general framework for priorities compliance, it is thought likely the production of non-defense radio equipment may be further curtailed. Apart from a shortage of skilled labor reported by many manufacturers, the

RADIO SET SHORTAGE

Dun & Bradstreet Forecasts Further Difficulty

WITH radio advertising showing a faster rate of growth than any other major media, and a news-hungry public growing more and more eager to follow latest war developments, sales of radio receivers during the first half of 1941 have soared to new highs, according to a survey conducted by Dun & Bradstreet, New York. Retail sales of radio receivers, after setting an all-time record for unit volume in 1940, were running about 20% ahead of last year during the first six months of 1941, the survey indicated.

The expanding demand has outpaced production, and dealers have been finding it increasingly difficult to secure merchandise, with manufacturers forced to allot supplies to distributors on the basis of past orders, it was observed. Delivery dates have been pushed further and further ahead, the report stated, and backlogs of unfilled orders have piled up at factories. Retail sales of receivers in 1940 totaled 11,750,000 sets, 12% above the 1939 peak of 10,385,000, representing a faster rate of growth than that of any other month except May.

new OPM regulations further emphasize that defense production will be stepped up, regardless of effect on civilian production, and that all available labor that can do a defense production job will be used in that type of work.

However, it is observed, the specific effect of the regulation will not be felt so sharply in radio with the present tight supply of manufacturing materials as it would be were there a greater available supply of aluminum, nickel, steel and other critical materials.

Although OPACS on Aug. 22 moved to keep the nation’s 50,000,000 receivers in operation, by recommending that the highest civilian priorities rating — B-1 — be given to critical metals used in manufacturing radio tubes and electrolytic capacitors for replacement purposes, it was understood the recommendation would have any practical effect. It was pointed out that great confusion exists between OPACS, which is responsible for procurement of civilian needs, and OPM, which actually authorizes the treatment. OPM takes the position that if materials needed to comply with the OPM production curtailment were not available beyond defense needs, they just are not there, and no OPM order to make them available would do so without interfering with the all-out defense programs.

On July 29 Mr. Stettinius announced a program to make available a limited supply of aluminum for the manufacture and maintenance of radio sets for civilian use [BROADCASTING, Aug. 4]. However, the OPACS’s recommendation on radio tubes is the only one of its kind, covering materials of all sorts for radio production. Thus, such recommendation on a “maintenance and repair” basis has been made for radio sets as a whole, and conceivably a situation could occur in which aluminum would be available but no replacement condensers or other integral apparatus. In fact, radio sets have been specifically exempted from “maintenance and repair” recommendations.

Better Marketing

Another defense production development, Government control over installment buying, which went into effect Sept. 1, probably will have a beneficial as well as a detrimental effect for radio retailers in that it may eliminate a lot of “gypsy” competition and generally improve the condition of their accounts.

The communications manufacturing industry also is engaged in a program of subcontracting on Army and Navy and lend-lease defense radio equipment, under which the five major radio manufacturing companies — Bendix, General Electric, Westinghouse, Western Electric and RCA Mfg. Co. — are not only subcontracting parts but also are transforming production of complete assemblies to scores of smaller concerns in the field. The “big five” will act under this program as “prime contractors”, being responsible for results.

Western Electric Co., New York, currently producing radio and telephone equipment for the armed forces, has worked out more than $16,000,000, or 40% of its purchase orders from the Government, which total $37,000,000 to date. Of that total the largest single contract is for $7,000,000 worth of equipment, received by Western Electric for work of its Pottstown, Pa. plant, which WP has subcontracts in excess of $10,000,000, consisting of some 1,400 purchase orders on 250 different suppliers in 14 different States.
MEMO To Advertisers:

Southern Colorado listens to its own and only CBS Station

- Southern Colorado listeners get complete listening satisfaction from KVOR, their home station. The strength of its CBS program schedule and its broad, intensive, intimate service to this area keeps it the favorite of its immediate home folk.

Best selling results in Southern Colorado come from sales efforts originating within this area... on KVOR, the station closest to homes and best able to make your radio advertising pay out.

KVOR SPRINGS
CBS NETWORK • 1000 WATTS • FULL TIME

Owned and Operated by The Oklahoma Publishing Company
The Daily Oklahoman and Times • The Farmer-Stockman
WKY, Oklahoma City • KLZ, Denver (Affiliated Management)
Represented Nationally by The Katz Agency, Inc.
Remember the old tune that went: "NOBODY listens to the radio on Saturday mornings"?

Hecker Products Corporation heard it back in March, 1940—and didn’t believe it! They knew that people bought more food and groceries on Saturdays than on any other day of the week... and decided they’d like to talk to them just before they bought!

So Hecker started to advertise Shinola Shoe Dressings on Saturday mornings on NBC RED—the network most people listen to most. They chose a half-hour dramatized program, a program of evening calibre, "Lincoln Highway,"
Here's what happened...

C. A. B. RATING DOUBLED AND REDOUBLED!
In little more than six months, "Lincoln Highway's" audience had doubled. Nine months later, that record had doubled!

SALES INCREASE 20 to 25%. "...For the past several months," writes J. B. Forsyth, General Manager of Hecker's Shoe Polish Division, "our different types of polish under the Shinola name have registered consistent gains of 20 to 25 per cent ahead of last year. In large part, we attribute this to the sales response to 'Lincoln Highway'."

CONTRACT RENEWED. At the end of a full year, contract was signed for another full year on NBC RED.

...AND 14 NEW STATIONS ADDED. With the addition of 14 new stations to the network last May, Shinola's "Lincoln Highway" is now heard over 75 stations of NBC RED

—and here's WHY it happened!

1. Over 80% of U. S. radio families are "reachable" by radio during any Saturday morning half-hour. You get "evening type" audiences at daytime rates!

2. On Saturdays people have more cash to spend than any other day in the week.

3. More than 40% of all groceries are bought on Saturdays...and 69% of all Saturday's grocery sales are made after noon!

This particular story happens to cover Saturday mornings. But the same thing is equally true on Sunday...or Thursday...or any other day or night in the week—namely, any time is good time on NBC RED!

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
**NBC Adds 14 More In Central America**

**Total of 35 Affiliates Will Join 21-Station Mexican Net**

ADDITION of 14 stations, six longwave and eight shortwave, located in six Central American republics to NBC's Pan American network was announced last week by Frank E. Mullen, vice-president and general manager of NBC. Following the earlier announcement of the affiliation of a 21-station Mexican network [BROADCASTING, Aug. 25], this new expansion gives a total of 35 affiliates, assuring complete shortwave coverage of all Central American countries by NBC's International Division, the network announcement stated.

New Pan American stations are:
- Longwave: TIPG, San Jose, Costa Rica; HOK, Colon, Panama; YSS, San Salvador, El Salvador; YNPH, Managua, Nicaragua; TGW, Guatemala City; HRN, Tegucigalpa, Honduras.
- Shortwave: YSM, YSD, HUB, San Salvador; YNRS, Managua; TGWB, TGWC, Guatemala City; and unidentified shortwave stations in San Jose and Colon.

**Arranged by Royal**

These affiliations were arranged by John F. Royal, NBC vice-president in charge of international relations, who is currently on a 20,000-mile tour of all Latin American countries. He phoned the news to Mr. Mullen from Mexico City, where he had flown to rejoin Charles W. Horn, assistant vice-president of the department, who had represented NBC in signing contracts for the Mexican network.

John W. Elwood, general manager of NBC's International Division, described the affiliation of these Latin American stations as meaning "that a vast radio audience of 28,000,000 people in Mexico and Central America, through their own stations, today can be served with the best programs of both our Red and Blue networks, including programs specifically built for this audience by our International Division."

He said that the new contracts enable the Latin American affiliates to pick up and rebroadcast sustaining programs without any charge to them and that they also make it possible for American firms doing business in Latin America to have definite outlets for the rebroadcasting of their programs.

---

**Frantic Preparation Needed in Orient For Broadcasts to the United States**

ALTHOUGH American listeners realize pretty well the censorship difficulties encountered in Europe by correspondents of the major networks when they wish to put through a broadcast to America, little attention has been paid to the Orient and the terrific confusion broadcasting representatives have to combat over there.

Melville J. Jacoby, NBC representative in Chungking, China, in two letters to A. A. Schechter, NBC's director of news and special events, seems to have told the story pretty clearly.

**That's Chungking**

"Getting a broadcast off from here is really a story," Jacoby writes, taking "this morning's 4½-minute affair" for an example. "You ride for hours in rickshaws, ferry boats, etc. and there are no telephones. Getting out to another studio (the main one is out of commission) is a matter of wangling a car, then five gallons of gasoline, getting a sleeping soldier out of the car and the driver out of bed.

Then you get to the studio in the country and find all the engineers arguing about what GMT means to Chungking. Finally you are ready to start talking and you find some coolie has swept your papers off the desk and you have to dash out a minute before program time to find them. During the broadcast, the coolie holding the lamp over your head so you can read starts mumbling. That's Chungking. . . ."

In speaking of the air raids, Jacoby writes "telegraph lines are usually down for hours. That means no delivery—unless we are lucky to have cables routed from Manila to Chungking direct. Also during alarms (sometimes lasting 8 hours), no receiving station will accept messages. Besides this there is the usual after-bombing confusion."

**48 Hours Effort**

Describing an attempted broadcast, which failed to materialize, Jacoby tells of working 48 hours, running across the city and back between raiding planes, and with a completed story, dashing to the Chengtu station via rickshaw at 4 a.m. "We were scheduled to meet Chungking (XGOY) at 6 a.m. and stand by for the program which was to out at 6:45 a.m. our time. At 6 a coolie appeared at the station, at 6:10 someone else. I ranted and raved about contacting Chungking to no avail. No one seemed to know about the program. Finally I aroused the station director and he said it was too early to broadcast to America and just yawned. Then the governor's aide arrived and he said he came late because he knew I couldn't get through to the U. S. anyway.

"All this after I had carefully explained in detail just what was happening and we had staged a dress rehearsal the day before—even to checking clocks which is an unusual practice in this fair land. In the meantime Chungking and I presume, RCA had been standing by. The Chungking announcer called us got so mad, he spluttered."
Three City Outlets Had Profit in 1940

Study of Municipal Stations Covers Operating Data

Three of the five municipally-owned and operated radio stations in the United States reported a profit for 1940, according to a survey made by the International City Managers Assn. under the direction of David Rowlands, research assistant.

The report, which appeared in the July issue of Public Management, lists WRK, Dallas; WJAX, Jacksonville, and WSUN, St. Petersburg, as operating at profit. WCAM, Camden, did not submit a financial statement, while WNYC, New York, does not sell time for commercial use.

Profit in Dallas

Gross income of WRR, Dallas, which devotes half of its time to sponsored programs, was approximately $141,441 as compared with operating expenses of $97,699, it was shown. After deduction of commissions and profit amounted to $20,000, which was used for improvement of facilities and installation of two-way radio communication systems in fire and police departments.

Gross income of WSUN, St. Petersburg, exceeded operating expenses of $77,336 by $20,078. The station devotes one-third of its time to commercial programs and the profit was credited to the general city fund.

WNYC, the only municipally operated station in the country which does not sell time, reported an operating expense of $110,000 which was paid out of the city treasury.

The report points out there has not been a city-owned and operated AM radio station established since 1927. Of the cities, which established stations between 1921 and 1927, three have discontinued operation—Atlantic City, Pensacola and Fort Morgan, Ala.

Macy-WBNX Swap

COOPERATING with the R. H. Macy & Co. department store, WBNX, New York, has inaugurated All Through the Night, a 12-2 a.m. recorded show, in which Macy supplies all the records in return for plugs of the store's record department. Program is a request show handled by Art Ford.

AMOS 'N ANDY LEAD

Sponsor Association 86.2%

Survey Discloses

Radios old favorites, Amos 'n Andy, were correctly associated with their sponsor—the Campbell Soup Co.—by a larger percentage of women listeners than were able to identify 12 other programs, according to a survey conducted by Dr. Harry Deane Wolfe, director of the bureau of business research at Kent State U, Kent, Ohio.

Over 2,400 middle income urban and rural housewives in Northeastern Ohio were interviewed in the survey. Of this number, 2,058—86.2%—associated Amos ' n Andy correctly. Other findings of the survey indicate that more women were influenced by radio advertising medium in their purchases of gelatin dessert, canned soup, dry cereals, cooking cereal, toothpaste, tomato powder, all-purpose shortenings, toilet soap, flake washing machine soap, granulated washing soap, all-purpose cake soap, and fine laundry flakes. Recommendations of friends weighed more heavily in the purchase of coffee and cleaning soap than advertising media.

Other programs studied and the percentages of correct identification with sponsors follows:

<table>
<thead>
<tr>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jack Benny</td>
<td>75.5%</td>
</tr>
<tr>
<td>Jack Armstrong</td>
<td>71.1%</td>
</tr>
<tr>
<td>Ma Perkins</td>
<td>76.6%</td>
</tr>
<tr>
<td>Fanny Brice</td>
<td>70.8%</td>
</tr>
<tr>
<td>Bob Hope</td>
<td>68.9%</td>
</tr>
<tr>
<td>Eddie Cantor</td>
<td>75.3%</td>
</tr>
<tr>
<td>Aldrich Family</td>
<td>82.5%</td>
</tr>
<tr>
<td>Hill Top House</td>
<td>81.8%</td>
</tr>
<tr>
<td>Grand Central</td>
<td>89.2%</td>
</tr>
<tr>
<td>Meet Mr. Micro</td>
<td>10.3%</td>
</tr>
<tr>
<td>Young Dr. Malone</td>
<td>6.8%</td>
</tr>
</tbody>
</table>

Kentucky Project

SECOND annual radio training institute of the Kentucky WFA recreation project will be held in conjunction with U of Kentucky Sept. 2-6, on the university campus. In charge will be Ben Russak, state radio specialist, and Mrs. Lolo Robinson, U of Kentucky. In addition to the training staff a dozen recreation leaders and a number of university students, selected by E. G. Sulzer, Kentucky U radio director, will be present. A limited number of other students will participate. Mr. Russak's consulting staff will consist of Dr. J. S. Aldrich of Scripps, Mrs. Robinson, and William Yount, chief engineer.

Today, Memphis is the thirtieth (30th) largest city in the United States, with a wholesale trade volume that ranks twentieth out of ninety eight cities.

It is this wholesale sale volume that makes the Memphis Market real news ... interesting news for any advertiser. For the wholesale sales in Memphis and the Mid-South total over one billion dollars.

With cotton selling higher than it has in a score of years, this world's largest cotton market will have plenty of people with plenty of money this fall. And they all listen to WMC, the pioneer radio station of Memphis and the Mid South.

Want to hear more?
Vacations Do Things!

LAST WEEK was epoch-making for radio: Nary a crisis arose!

Of course a couple of dozen hangovers remain, such as chain-monopoly regulations multiple-ownership-overlapping service ban, war, copyright, discriminatory taxes, newspaper divestiture, wash-board dramas, and sundry other trifling matters, any one of which, if talked about as originally contrived, would cut the heart and liver out of commercial broadcasting.

There wasn't a new crisis because the FCC was in recess. Only Commissioner T. A. M. Craven was in Washington, and he isn't obsessed with giant-killer instincts, being a practical sort of gentleman who is old-fashioned enough to believe private enterprise has a place in public service.

Action resumes, however, this week. The siesta will be over, and things will happen. But they can happen on the credit side of the ledger for a change.

Vacations do things for people. They provide the opportunity to relax and commune with their Maker. They let them reflect on the past, and perhaps do a job of clearer thinking ahead. Five of the FCC's six members have had that opportunity during the past few weeks.

Let's dissect the most pressing of the several white-hot issues which must be appraised by the FCC when it reconvenes. The chain-monopoly rules had been right up against the buzzsaw of a Sept. 16 effective date, until Comdr. Craven last Thursday scheduled oral arguments on Sept. 12, automatically bringing about a postponement. This followed a rupture early last month in negotiations between Chairman Fly and the heads of the three major networks. Until the postponement developed, a really ugly situation had existed. The Commission up to that point had stubbornly insisted that the networks knuckle down and accept the regulations, or else.

But members of the Commission have had time to reflect. They must have appreciated the seriousness of those rules when important men like CBS President William S. Paley and NBC President Niles Trammell, as well as MBS representatives, day after day during Washington's sweltering heat, conferred and counselled in an effort to work out an acceptable compromise. That after they had religiously attended and participated in protracted hearings before the Senate Interstate Commerce Committee on the White Resolution designed to prevent the FCC from running riot. The FCC must have realized that if the rules as written were permitted to stand and any substantial number of affiliates pulled the plug on the networks, the public would have done something more than a disservice. For the first time Mr. John Q. Citizen would have been brought into the picture. And the wrath of millions of listeners would have descended upon the FCC.

There is still too much heat in this situation, to mention only one of the several crusades unleashed by the FCC. And there is too much at stake. It's risky to gamble with so vital a public service, particularly in these grim days. We'd like to see a moratorium on crises in radio at least until those now on the fire are out of the way.

Strictly a Luxury

SO RADIO CAN'T sell luxuries!

If you're still an addict to that favorite chant of competing media, there's one quick cure and it can be found on page 14.

It's a story that needs repeating now and then, this power of radio to sell items strictly in the luxury class. And nobody will dispute the claim that motor boats are a luxury. At Higgins Industries, Inc., New Orleans, the world's largest builders of commercial motor boats, they base all their promotion on the thesis that the product belongs in the luxury class.

That's why Higgins uses Fortune and Spur along with yachting journals when it advertises its boats. Moreover, that's the very reason Higgins uses radio. For the firm discovered accidentally that radio could sell its luxury product. Since that happy day Higgins has been using two well-programmed campaigns, and will soon launch a third.

It's boats may be a luxury for the public, but radio is no luxury for Higgins. It's a necessity.

In 1950 What?

AT THIS writing it looks as though NBC will make its peace with ASCAP. With that accomplished, it won't be long until CBS, due to competitive effect, will find it expedient to follow suit. MBS already is in line, having consummated its deal last May. And, of course, it will be up to affiliates and independents not yet signed to decide for themselves whether they will accept the ASCAP proposition.

Without arguing the merits of the NBC-ASCAP proposal, admittedly better than that procured by MBS, we believe a glance at copyright history, as well as a peer into the future, might prove edifying. The contract offered networks and stations is for nine years. These questions logically arise:

Will BMI, which made the present ASCAP deal possible and which introduced competition in the music performance field, be in existence in 1950?

Will ASCAP again be omnipotent in 1950 so that it can dictate the price to be paid, just as it did in 1932 and 1935?

Will broadcasters, in accepting the proposal currently offered, be sacrificing the principle of free competition for immediate dollars?

Will the independent composer from Podunk, who is responsible for most of the hit tunes of today (nearly all BMI) be on the air?

Will network and transcription programs be cleared at such minimum rates hence?

Will broadcasters go for the blanket license theory because it's cheaper now and forget all about the per use formula, which entails the maintenance of music libraries and indexes?

The station owner who for the last decade has fought the copyright battle best knows the answers. We pose these queries because we can't forget the oft-repeated statement of Gene Buck, venerated ASCAP president, at the outset of his director of research, battle that the broadcasters will in the long run pay every penny of the costs to ASCAP, with interest. If the industry doesn't watch its step now, Mr. Buck may make good that boast in 1950!

PPage  32 • September 1, 1941

BROADCASTING • Broadcast Advertising
JOHN HIBBETT DeWITT Jr.

Radio is the all-consuming career of Jack DeWitt, just turned 35.

Born John Hibbett DeWitt Jr. on Feb. 20, 1906, the son of a judge of the Tennessee Court of Appeals, Jack became a wireless addict while still in short pants, even before he entered Duncan Preparatory School in Nashville.

His higher education included attendance at the engineering school of both Vanderbilt and the U of Tennessee. But he seems never to have allowed formal schooling to interfere with his interest in radio.

His first venture into the commercial realm of the industry came in 1922, when as a lad of 16 he built and installed Ward-Belmont’s station, WDAA, Nashville’s first broadcast facility. Although engrossed in these efforts, he managed to carry on prep school work and even enter college in 1923.

But a still more absorbing project presented itself in 1925 when the National Life & Accident Insurance Co. installed its 1,000-watt transmitter for WSM, Nashville. Jack was made inspector of materials during construction. When the first program took the air, he manned the controls.

Now chief engineer for WSM, it would be logical to assume that Jack just grew into the job from this beginning. However, after a year with WSM, he went back to school, this time to Tennessee U.

But once again electrical engineering, or the academic pursuit of it, lost out, for in 1929 Jack left school for good to take an assignment in the radio development department of Bell Laboratories.

In 1931 he was loaned to National Life to testify in the “high power” hearings of that day, and the next year he left Bell Labs to become chief engineer of the new 30 kw. WSM.

A list of Jack DeWitt’s technical accomplishments is a bewildering array for a young fellow. While at Bell Labs he developed the first crystal-controlled oscillator meeting the revised requirements of the FCC. The principle is still used.

Also he took part in the development of synchronizing motors as applied to synchronized broadcasting, a principle recently adapted to FM.

As advisor in the installation of WSM’s 50 kw. plant, Jack was chief advocate of the then new vertical radiator — WSM constructed the 978-foot Goliath that is claimed today as America’s tallest radio tower. And the vertical radiator appears to be here to stay.

In his job as chief engineer of WSM, Jack didn’t relax his natural inquisitiveness into what makes radio tick. Among his works is a patented feed-back system that allows transmitters to use AC current in their filament supply — a method used in many of the large transmitters now on the air. He also worked out a system of static measurement which has proved of great value in computing the coverage of a radio transmitter during any given season. And one of his most recent achievements is an electro-mechanical calculator which can be used in solving the high involved equations of directional antennas, employing any number of elements.

Jack’s friends throughout the industry are many, and his face is familiar wherever radio men gather. He is past chairman of the engineering committee of NAB, and is now chairman of the clear channel engineering committee. In 1935 he was coordinator for the FCC allocation survey for the Southern District. He was in Havana in 1937, representing WSM during preparation of the famed Havana Treaty, which brought about broadcasting’s recent realization. He is widely known also as a consulting engineer, handling field work for the recently organized firm of Ring & Clark.

Jack DeWitt built and installed one of the nation’s first ultra-high frequency AM transmitters, which was operated experimentally by WSM until recently, when it gave way to W4TVN, WSM’s FM adjunct, called America’s first commercial FM transmitter. This "first" was made possible because Jack and the engineers working under him actually made parts which could not have been delivered by manufacturers for months.

The antenna system for W4TVN is another DeWitt innovation — it consists of folded elements, actually buckled around the top of the WSM vertical radiator. The antenna and the feed system are so constructed that both WSM and W4TVN can operate normally without interfering with each other. The generating system first used in W4TVN has been adapted for use in many new FM transmitters.

In April, 1929, Jack married Ann Elsie Martin. They have one son, John H. III, born in 1934. Jack is a member of Phi Delta Theta fraternity and the Institute of Radio Engineers.

Maybe it’s hard to believe that a man who works so intensively at radio has an outside hobby, but Jack DeWitt was an amateur astronomer since he was 26, when he and his brother built an observatory which stands today as one of the best in Nashville. And when he isn’t tending apart a radio station to put it back together again, or discussing the stars with a visiting astronomer, he and Mrs. DeWitt usually can be found with a group of friends in the living room of their hilltop home, listening to Wagner or Brahms pouring out of a tremendous loudspeaker which was built by Jack.

Radio is the only business with Jack DeWitt. He hasn’t found time for anything else — yet!
Godwin Benediction

FOR years Earl Godwin, NBC Washington commentator, has been signing off his programs with the phrase, "God bless every one of you". Numbered among his audience are high Government officials, members of Congress, and thousands of Government workers. Recently he discovered he had loyal fans 3,000 miles away. Godwin received a postcard showing a picture of Westminster Abbey, postmarked London, July 20, from Capt. Bernard Brookes, who ferried bombers across the Atlantic. The card read: "This one of God's houses still stands. It surely is His that right will conquer. The AEP boys here--American Eagle Force--all listen to your 'God bless every one of you!'"
McCusker's Lyrics

Topping All Songs

played on MBS the other week was the Mills number
"Give Me Your Answer",
with lyrics by Alfred J. McCusker. Its success entitles
the president of WOR, New
York MBS outlet, to be a
writing member of ASCAP
as an active songwriter if he
so desires.

JAMES C. BUCHANAN, associate
news editor of KMOX, St. Louis, is
the father of a boy born in late August.

AL BLAND, who conducts the Morn
Patrol on WCKY, Cincinnati, has
been named producer-manager, succeeding
Rex Dunn, who resigned to engage in
other radio work.

ANN WESTON, women's editor of
KGO, San Francisco, has left the
staff to return to her home in Duluth, Minn.

BOB EMMERICK, formerly announcer of
KFI-KBCA, Los Angeles, and
Bert Symmes, formerly of KLS, Oak-
land, Calif., have been added to the
production staff of KROW, Oakland.

RAY BUFFUM, New York and Hol-
lywood script writer, was seriously in-
jured Aug. 22 when his auto over-
turned three miles north of Tonopah, Nev.

PETER MACINTYRE, MBS fore-
ign correspondent who covered War-
saw and the Balkan countries before they
terminated under German rule, arrived in
country recently by clipper from Lisbon. Besides doing some
broadcasting, Mr. MacIntyre plans to
write a book tentatively titled
"Hitler's Nine Pins", and some magazine
articles, describing his war experi-
cences.

JOHANNES STEEL, news commen-
tator of WMCA, New York, is doing
a series of newscasts in Spanish
announced as "Our American News-
stands" on WREJ, Boston, shortwave
station, Fridays at 8:45 p.m.

JOHN COMNAS, formerly of
WMFF, Pittsburgh, N. Y., and
WCAX, Burlington, Vt., has joined
the announcing staff of WOR, New
York, to handle the "Red,
White and Blue Network" program
prepared and presented for the train-
esses at Camp Croft located just out-
side the city limits.

19th Year of Listener Preference

NBC Red Network - - In St. Louis

Department Store Sales Show an Increase of 38%
Old Gold Series

BERT WHEELER and Hank Ladd, Hollywood film comics, have been signed as regular features of the weekly half-hour Tommy Riggs & Betty Lou program, sponsored by P. Lorillard Co. (Old Gold cigarettes), on 6 NBC-Pacific Red stations, Thursday, 8:30-9 p.m. (PST). Cast also include Tommy Riggs and Dick Wheeler. Victor Young is musical director, with Ben Gage announcer. Sam Moore writes the series. Robert Brewer is producer for J. Walter Thompson Co., the agency. Myron Dutton represents the network.

WBLJ, Dalton, Ga., operating on 1250 kc., 250 watts unlimited, on Sept. 1 became an affiliate of MBS.

A MUST for fall schedules

THE CHARLOTTE MARKET

and

WSOC

CHARLOTTE, N.C. • NBC RED

NATIONAL REPRESENTATIVES
HEADLEY-REED CO.

TERRILL IS NAMED KSKY, DALLAS, HEAD

APPOINTMENT of R. J. Terrill, for the last six years manager of KGB, Little Rock, as manager of the new KSKY, Dallas, was announced last week by A. L. Chilton, well-known Southwestern broadcaster and new outlet. The station, to operate with 1,000 watts local sunset on 600 kc., is expected to take the air by mid-September, according to Mr. Chilton.

Mr. Terrill, a native of Dallas, started in radio on KRLD, of which Mr. Chilton was manager for several years. Chief engineer is Morris M. Ming, who left a similar post at KBO, Lincoln.

Miss Dorothy M. Smith, for two years traffic manager for the Texas State Network in Fort Worth, will become office manager of KSKY. She was formerly Mr. Chilton’s secretary. Studios and general offices are on the roof of the Hotel Stoneleigh.

R. G. Binyon Is Named As Manager of KWAL

R. G. BINYON, formerly of KGB, San Diego, has been named general manager of KWAL, Wallace, Idaho, succeeding Clarence Berger, who has severed his connection with the station. The change came following approval by the FCC of the transfer of license from a partnership consisting of Mr. Berger and Chester Howarth to the Silver Broadcasting Co. Inc. The owners of the latter company are Drs. J. R. Binyon and H. C. Nickelsen who also hold controlling interest in KEVE, Everett, Wash., soon to take the air.

William M. Bruner, station manager and chief engineer under the partnership, has been retained in these duties. However, other staff changes and additions are to be announced shortly.

Floyd J. Neale

FLOYD J. NEALE, 54, since 1938 music commentator for MBS, was found dead in his New York apartment Aug. 25, apparently the victim of a cerebral hemorrhage. In addition to his MBS affiliation Mr. Neale had been associated with WOR for 12 years, serving first as an announcer. At one time he was program director for the old WGBS, New York and was credited with having suggested the award for diction which the Academy of Arts & Letters once made to radio announcers. During the first World War he was in the Naval Intelligence Service, assigned to the naval and censorship division. Mr. Neale is survived by two sisters, Mrs. Charlotte Thwing of Pine Orchard, Conn., and Mrs. Thomas D. Knowles of Passillo, O.
DISCUSSING his new contract for a series on CBS starting Oct. 5 for General Foods Corp., New York, William L. Shirer, CBS news correspondent and former Berlin correspondent, lunches with agency and CBS executives. Left to right are Bruce Powell, Columbia Artists; George Bryson, Young & Rubicam, agency in charge; Mr. Shirer; Louis N. Brockway, Y&R vice-president.

Standard Radio Opens New York Export Office

Standard Radio has established an Export Division with headquarters at 45 W. 45th St., New York. M. M. Blink, co-owner of Standard Radio, announced that Herbert Rosen, formerly European representative of the Standard Library, who had previously maintained an office in Paris, has been named manager and that the new department will specialize in servicing Latin American stations.

Distribution to Canadian and Mexican stations, however, will continue to be handled by the regular company offices in Chicago and Hollywood. The New York office will carry a complete stock of recorded sound effects as a service to seaboard stations. The company has opened permanent southern branch in Dallas with offices in the Wilson Bldg., under direction of Herbert Denny, southern representative.

Quaker State Spots

Quaker State Oil Refining Co., Oil City, Pa., on Sept. 15 will start a campaign of triple-weekly transcribed announcements for its motor oils and greases on WMOX, St. Louis, and WMAQ, Chicago. On Oct. 1, three more markets will be added, although stations are not yet selected. Agency is Kenyon & Eckhart, New York.
WSAV, Savannah
BS Radio Co., Savannah, 10 am.

WFLI, Philadelphia
Atlantic Refining Co., Philadelphia, 7 pm.

WHO, Des Moines
Clarence Erickson, Chicago (tabernacle), 6:30 pm.

WTMJ, Milwaukee
Miller Brewing Co., Milwaukee, 4:14 pm.

WTMJ, Milwaukee
O'Conor Bros., Chicago, 6:05 pm.

WYV, Philadelphia
The Pen Man, Champa (Pennant pen sets), 3 pm.

WINS, New York
New Garden Nurseries, Osage, 11 am.

Department Stores Cited by the NAB
Pellegrin Points to Need of Promoting This Business

FACING the possibility that the defense program may bring about a curtailment of advertising budgets in some advertiser fields, the NAB last week directed a message to station sales executives to focus attention on the local department store accounts.

In a letter prefacing a 30-page "summary table" of department store advertising during January, Frank E. Pellegrin, director of the NAB department of broadcasting advertising, pointed out that stations can refute the argument that radio is not effective in this field "by continuously stressing those cases where department stores are using radio successfully."

Effect of Priorities

The summary table, covering the month of January, 1941, was compiled from the NAB Broadcast Advertising Record, monthly analysis conducted by Paul Peter, NAB research director, and is based on reports from 225 stations submitting reports.

Also dealing with broadcasters' problems growing out of the priorities situation, and diversion of consumer goods to national defense needs, the NAB department of broadcasting advertising supplemented the department store compilation with an eight-page mimeographed booklet, The Effect of Priorities on Radio Advertising, containing comments by advertisers and radio salesmen on what may be expected of the department store situation.

Describing the idea, Mr. Pellegrin commented in his letter: The Sales Managers Committee believes that the booklet can be used constructively to sell department store advertising in several ways by (1) showing it to department store executives as proof of the effectiveness of radio advertising; (2) being used as a guide for radio by many firms; (2) showing the various types of radio service used; (3) listing stores by name for personal check-ups if desired; (4) inspiring your radio salesmen to 'go and do likewise.'

It is suggested that in using this, you stress that the list is prepared by the ‘A’ stores, and means only to be indicative. If you want some typical success stories to use in this connection (or in other lines of business as well), they will be sent for your information and you may use some success stories of your own to contribute, they will be most welcome. A sample of the case history form we will use gladly will be sent if you want one.
JOHN ORR YOUNG, co-founder of Young & Rubicam, New York, who retired from the agency when its annual volume reached $13,000,000, has entered the consultant field with offices at 610 Fifth Ave., New York. Mr. Young will render advisory service in advertising and public relations with particular emphasis on post-war problems as a supplement to the client's agency.

JOHN F. WAGENER, with Fuller & Smith & Ross, New York, for 22 years, in various positions including account executive and assistant treasurer, has been appointed vice buyer of the agency, succeeding C. T. Williams, who is resigning Sept. 15.


GEORGE BOLAS, assistant sales promotion manager of NBC-Chicago, will join the radio department of Blackett-Sample-Hummert, Chicago on Sept. 8. He will continue in a promotional capacity.


NANCY ANDREWS, receptionist at Raymond R. Morgan Co., Hollywood, recently sold an original song "I've Fallen in Love Again" to Syndicate Publishing Co.

DANNY DANKER, Southern California vice-president of J. Walter Thompson Co., has returned to Hollywood from Chicago where he conferred on format of a network show featuring Judy Canova for sponsorship by Wm. Wrigley Jr. Co.

MRS. LOUISE BARRETT has joined the radio department of Blackett-Sample-Hummert, Chicago, as program assistant. Mrs. Barrett is the widow of the late K. J. Barrett, formerly timebuyer of B-S-H and later in charge of the Chicago sales office of WOR, New York.

Ballantine Ready

WITH TIME cleared and cast set, P. Ballantine & Sons, Newark (beer), through J. Walter Thompson Co., New York, on Sept. 12 starts Three Ring Time on 75 MBS stations, Friday, 9:30-10 p.m. (EDST). Besides Milton Berle as m.c., cast will include Charles Laughton, film star, with Shirley Ross, vocalist and Bob Crosby's orchestra. Clinton (Buddy) Twist, NBC Hollywood chief announcer, has been given the announcing assignment. Ed Rice, recently transferred from the agency's Toronto staff to the West Coast, is to collaborate with Sam Moore in writing the weekly show.

**FOR 20 CONSECUTIVE MONTHS**

**W-G-N HAS SHOWN AN INCREASE* IN LOCAL TIME SALES**

*and BIG

This is testimony in advertising dollars to the effectiveness of advertising on W-G-N. No better evidence can be offered.

W-G-N—the First station in Chicago and the First Chicago station in the Middle West

A CLEAR CHANNEL STATION

720 KC 50,000 WATTS

FORD DEALERS ADV. FUND, Los Angeles (auto), on a 52-week contract effective Aug. 17, renewed its twice-weekly quarter-hour programs for 1942, using 10 stations, Chairman of the Board, R. E. Atkinson Ad. Agency, Los Angeles, has the account.

O'KEEFFE & MERRITT Co., Los Angeles (gas stove), for the fifth consecutive year, has renewed under a 52-week contract its three-times weekly quarter-hour program, "News by Pat Bishop," on KFI, that city. Firm also uses eight spot announcements per week on KAJ, Hollywood. Richard R. Atkinson Ad. Agency, Los Angeles, has the account.


FORIMAN & CLARK, Los Angeles (dental cloths), in a 60-day fall campaign which starts Sept. 2, will use a total of 55 transcribed one-minute announcements on eight San Francisco area stations. KFRC KGO KNBR KJBS KYA KGW KROW.

BENEFICIAL CASUALTY Co., Los Angeles (life insurance) recently started a weekly half-hour program, "Captain Quiz on KWG, San Jose, Calif., in addition to four-week, five-minute transcribed programs. "Inside Stories." Agency is Studer Ad., Los Angeles.

WEST COAST SOAP Co., Oakland, Calif., "Parrs cleanser." Chlorine Products Co. (Hy-Pro brand), and Kretz Food Products Co. (chili sauce, tomato juice, ketchup), Los Angeles, respectively, on Aug. 23 started participation in the weekly half-hour program, "Top of the Morning," on KFRC, Hollywood. Contracts are for 13 weeks. Other current participants are John B. Morrell Co., Ottumwa (E. Z. serve leaves); Barbara Ann Baking, Los Angeles (butter); Red & White Stores, Wilmington, Calif. (chelery, green); Famous are Bernstein Chasidic and Manuele Webster, in tips on food buys with menu suggestions. Series is produced by program department of Heitner Pickering & Co., Los Angeles agency. Fred Brown is the executive producer.

TEA GARDEN PRODUCTS, San Francisco (import) recently started a weekly half-hour participation in the "Breakfast Club" Thursdays on California-Dan Lee network. Agency is Erwin, Wenesse & Co., San Francisco.

"He leaves his radio turned on all night, so WDFD Flint Michigan will rouse him in the morning."
Coast Blue Executives Discuss Autumn Plans

OPERATION problems and business aspects as well as plans for newly-sponsored network programs to start on the West Coast in fall, were among topics discussed by NBC Pacific Blue station managers meeting in Hollywood on Aug. 23 and 29 inclusive, when Don E. Gilman, NBC Western division vice-president presided.

Those attending were: Harrison Hollway, KECA, Los Angeles; Charles A. Storke, KTN, Santa Barbara; Charles Thompson, KFSD, San Diego; Al Nelson, KGO, San Francisco; Lew Watson, KGA, Spokane; Arden Pangborn, KEX, Portland; Burt Fischer, KJRS, Seattle; Howard Lane, McClatchy Network; Keith Kiggins, NBC Blue, New York sales manager. NBC Hollywood was represented by Lew Frost, executive assistant to Mr. Gilman; Tom Schloar, Pacific Blue, San Francisco; Dan Wood, second vice-president, sales director; Robert MeAndrews, division sales promotion manager; Hal Boek, Western division director of press relations; John Swallow, Western division program director.

Shell Cancels Program After Two Broadcasts

SHELL OIL Co., New York, after only two broadcasts abruptly canceled the weekly half-hour program, Shell Comes to a Party with Art Linkletter, on 6 CBS West Coast stations, Thursday, 9-15-45 (PST). Although the firm is reported to have paid for network time and talent for the Aug. 21 program, no Shell commercial announcement was broadcast. CBS carried the program as a sustaining feature for that time. Sponsor, according to reports, did approve the series, feeling that it would not do a selling job.

Though no comment came from J. Walter Thompson Co., Hollywood agency servicing the account, from CBS, it is understood Shell executives expressed no dissatisfaction with production quality of the program. Shell Oil Co. had been out of West Coast network radio for some years. With signing of the CBS contract on a 13-week basis, there were reports that the series, which started Aug. 7, would be tested first on the West Coast for transcontinental coverage in late fall should the program prove successful.

AMERICAN Communications Assn. reports signature closed shop contracts with WRAX, Wilkes-Barre, Pa., and WWDC, Washington.

Ayer Utility Project

HALF-HOUR program Mr. & Mrs. North, adapted for radio from the book and Broadway play by Martin Gable and Howard Harris, has been purchased by N. W. Ayer & Son, New York, which is under- stood to be working on a cooperative network campaign for the program involving local electric power and light companies throughout the country. No details are yet available on the project from the agency or from A. & S. Lyons, booking agent for the program.

Shell Says "Naked Truth" in Virginia

NORFOLK IS NOW LARGEST CITY in Virginia with a population of 214,532 as of July 1, a gain in 12 months of 50%.

NORFOLK IS NOW LARGEST MARKET on the Atlantic Coast south of Baltimore with population as of July 1 of 532,400.

NORFOLK Now LEADS IN SALES of new cars with an increase of 76% for first five months of 1941 over same period in 1940. Department store sales have also increased 44%.

WTAR Now CONTACTS MORE LISTENERS. WTAR, NOW, and always has, contacts more listeners in the Norfolk Area than all other stations combined.

Face the "Naked Truth", include on your Schedule

NOW 5000 WATTS DAY AND NIGHT

NORFOLK VA. AMERICA'S No. 1 SALES AREA

WTAR

WTAR VA. AMERICA'S No. 1 SALES AREA

Owned and Operated by Norfolk Newspaper, Inc.

COMPLETE NBC RED AND BLUE SERVICE

National Rep.: Edward Petry & Co.
Tornado Destroys KMBC's Antennas
Twister Hits Directionals; KCKN Also Loses Tower

WINDS of tornadoic force last Monday night destroyed two antenna towers of KMBC, Kansas City, and another tower of KCKN, Kansas City, Kan., during a freak storm which ripped through Kansas and Missouri, causing an estimated million-dollar property damage. KMBC was off the air only a little more than eight hours, during the night.

The taller of the two KMBC structures, a 544-foot vertical radiator, buckled at the center during the 76-mile-per-hour gale, crashing through the roof of a two-story frame house located 250 feet from the base of the tower. The wife of the home-owner and two children had fled to a basement recreation room during the storm and were taken unharmed from the house through a basement window after the crash. The steel rigging of the tower crashed through upstairs rooms and came to rest below the ground floor ceilings.

The second and older KMBC tower, a 278-foot structure used as a directional unit for nighttime operation, was located on the roof of the KMBC transmitting building. It was twisted and bent by the wind, finally breaking off about 20 feet above the roof of the building and falling upon open ground.

Quick Repairs Made

The storm struck shortly before 9 p.m., and the station went off the air at 9:06 p.m. The entire KMBC technical staff was summoned to the transmitter within an hour of the crash, and by 11 p.m. engineers were preparing the transmitter for emergency operation. Using the 20-foot stub of the smaller tower as an anchor point and a 75-foot wooden pole as the other terminal, the technical staff set up an 800-foot flat-top antenna. After tests during the night, the station went back on the air the next morning at 5:33 a.m. with 5,000 watts power.

At the time of the accident Arthur B. Church, KMBC president and general manager, was vacationing on a Pacific cruise with C. W. (Chuck) Myers, owner of KOIN, Portland, San Francisco.

WALLACE PHILLIPS, engineer of WGN, Chicago, on Aug. 26 received his masters degree in economics and finance from Chicago U. Mr. Phillips wrote his thesis on the Financial History of Broadcasting.

CHESS McGEE, Jr., master control operator of WLA, Los Angeles, has joined the merchant marine as a radio operator. Clarence Casebeer has succeeded him.

WARREN CHASE, formerly transmitter engineer of WSPA, Spartanburg, S. C., has joined the faculty of the Capital Radio Engineering Institute, New York.

ROY BOND, formerly of KFIZ, Fort Worth, has joined the engineering staff of WBAP-KGKO, Fort Worth, replacing Gus Rues, who joined the FCC in New Orleans as a radio inspector.


J. R. POPPELE, chief engineer of WOR, New York, has been named to membership in the Society of Motion Picture Engineers.

CARL MILNER, formerly of WSPR, Springfield, Mass., has joined WDR, Hartford, replacing Fred Irwin, who has gone to New Haven.

MERLE B. PETERSON, for two years with KJBS-KOW, San Francisco studios, has joined NBC, San Francisco.

ARCHIE SICHEL, engineer of WIBG, Glenside, Pa., has enlisted in the Army.

JOHN BRUBAKER, formerly of WIDW, Oswego, Kan., has joined the engineering staff of KSAL, Salina, Kan.

JACK MCNALLY, engineer of WINW, New York, has accepted the position of the father of a six-pound baby girl.

Coe in Air Corps

ROBERT L. COE, veteran chief engineer of KSD, St. Louis, on Aug. 23 was granted a leave of absence to accept an appointment in the Army Air Corps. During his absence, C. R. Yarger, assistant chief engineer, will be acting technical head of the NBC-Red outlet.

WCAU Tower Razed

The 50,000-WATT, 500-foot transmitting tower of WCAU, Philadelphia, was razed Aug. 28. A landmark since 1929, it has been razed so its 35 tons of steel can be used for defense. The transmitter was removed only last week when WCAU's transmitter location was shifted to Moorestown, N. J., and an entire new transmitter, including a 440-foot tower, was placed in operation.

WSBN's Gets Results!

Page 42 • September 1, 1941
HYPHEN COLUMN and spicy activities undertaken by Leonard Turr, former G-man and active operative in the Lindbergh case, will be revealed in Enemies Within, weekly program starting Sept. 3 on WIX, New York, with Mr. Turr himself telling the stories, interviewing "case history spies" impersonated by radio actors and actresses as well as actual secret agents.

** Honor for Workers

EACH WEEK a typical "Worker of the Day" will be selected by officials and personnel of a Cincinnati defense firm and honored on WSAI. The feature will be part of a defense program developed by John Shillito Co., department store. A citation will be awarded the worker and the firm for which he works will provide program background.

** American Questions

FROM CAMP LEE, Virginia, will come the opening program Sept. 3 of the Questions for Americans series, to be heard on a nationwide MBS hookup. The series will be built around a recent publication of the same name by Dorothy Thompson, who will take part in the program. A girl scout and chorus will be featured, along with a camp string ensemble.

** War Salutes

CJRC, Winnipeg, has started a half-hour Saturday program in which Manitoba provincial towns are saluted for their contributions to Canada's war effort. Three towns are selected each week. Program was developed by Lt. Hugh (Rusty) Young, former CJRC special events director, now Press Radio Liaison Officer for the military district.

** Ad Sketch

IN CONNECTION with the Pacific Advertising Assn. consumer relations campaign, KROW, Oakland, Calif., presented a half-hour sketch on advertising. Program, simulating a real radio show, was produced in the studios of KROW and piped through loudspeakers to the club's hotel luncheon. Keith Kirby produced the sketch.

** Anything

APPROPRIATELY titled Anything Goes is a new half-hour thrice-weekly participating program on WCBD, Chicago, of unusual and rare recordings with humorous continuity. The program produced by Script & Talent, Chicago, is sponsored locally by Midland Underwriters (insurance) and Ben Zeno (used cars). Agency is Harold L. Colleen, Chicago.

---

** 5000 PAYS OFF!

No—we don't mean the pinball game. That takes about 60,000 for one free play. We do mean the 5000 watts you now get on WDBJ—at our old 1000-watt rates. Which is the same as getting 4000 watts free! And that means a payoff of many extra thousands of radio families in the richer-than-ever Roanoke-Southwest Virginia market (defense spending in our primary area tops $100,000,000!)! Add the fact that WDBJ is the only CBS outlet within listening range of the whole territory and you've got a buy! So, gosh, mister—what's you waitin' for?  

---

** We cash clothes

Crawford Clothes makes men's suits and coats—aggressively advertises them on WMCA, New York (12½ hours per week every week) — and turns them into cash quickly. If you want to turn your merchandise into cash, don't call for a magician, just call for a WMCA representative (OK, salesman).  

---

** Purely PROGRAMS

Personal Touch

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, some records will be made in the WPEN studios when artists come to the city.

** Music for Camps

IN COOPERATION with United Service Organizations, NBC-Blue on Aug. 30 started a series of Saturday night 5-6 p.m. programs titled Glenn Miller's Sunset Serenade, especially arranged and dedicated to selective service men and their Army camps. Each week five camps are saluted on the program, the men being asked to vote for their favorite songs for Miller to play. Each camp receives 50 popular records for its USO recreation building, and the camp choosing the same song selected by a radio vote also receives an RCA-Victor radio and Victrola.

** Early Patriots

INCIDENTS of importance in the lives of early American patriots will be dramatized on Heroes of Liberty, weekly series started Aug. 28 on NBC-Red, presented in cooperation with the Dept. of Justice and the Patriot's Committee of American Revolutionary Societies.

** Music by Repertoire

SERIES of musical programs planned to include the entire repertoire of a string orchestra in a manner similar to that of a subscription concert series will be presented nightly through September on WQXR, New York, 9:30-9:55 p.m.

---

** Chase & Sanborn Resumed

STANDARD BRANDS, New York (coffee), through J. Walter Thompson Co., that city, after a nine-week summer layoff, on Sept. 7 resumes for the 13th consecutive season, the weekly half-hour Chase & Sanborn Show on 75, NBC-Red and 6 CBC stations, Sunday, 8-8:30 p.m. (EDST). Edgar Bergen with his Charlie McCarthy, along with Bud Abbott and Lou Costello, will continue to be featured. Ray Noble's orchestra replaces that of Robert Armbruster. Deanna Durbin, for the second consecutive year, will be guest vocalist on the opening program. Clinton (Buddy) Twist will announce. Maurice Holland is agency producer with Joe Bigelow heading the writing staff.

---

** We check your clothes

Crawford Clothes makes men's suits and coats—aggressively advertises them on WMCA, New York (12½ hours per week every week) — and turns them into cash quickly. If you want to turn your merchandise into cash, don't call for a magician, just call for a WMCA representative (OK, salesman).
A REAL Communications Receiver VALUE!

SIMPLIFIED COVERAGE of golf tournaments is claimed by engineers of WGY, Schenectady, directed by Willard J. Purcell. After pack-to-mobile unit technique had been tried at the Mohawk Golf Club tournament, the engineers found they got a far better signal of consistently high volume without the mobile link, the pack transmitter contacting a receiver in the club house, using a highly directive receiving antenna. Participating were (1 to r), caddie with pack transmitter; J. M. Lang, commentator; W. T. Meenan, special events; G. F. Tiffany, golfer; James Thompson, golf pro; Bob Hanna, commentator; Al Knapp, engineer; radio caddie; Roy Stigberg, engineer; Ken Powell, commentator. Willard Codt, engineer, in rear.

DOLLAR for dollar we believe the 1941 SKY CHAMPION represents the best value ever offered in the communications field. This 9 tube, 4 band receiver tunes from 545 kc. to 44 mc. Band one 545 kc. to 1,720 kc. Band two 1,760 mc. to 5.2 kc. Band three 5.3 mc. to 15.6 mc. Band four 15.3 mc. to 44 mc.

The 1941 SKY CHAMPION has all the essentials for good reception; automatic noise limiter, AVC switch, standby switch, inertia bands, tuning, separate electrical bands, spread frequency oscillator, separate registers, D C operation socket.

See the Sky Champion at Your Hallicrafters Distributors.

Army Pickups

WLW, Cincinnati, which is sending a special events crew of six into the field to cover the army maneuvers in Louisiana, has offered pickup privileges on broadcasts of the war games to all non-network stations in Ohio, West Virginia, Kentucky, and Indiana. The rebroadcast offer to the stations was made through James D. Shouse, vice-president in charge of broadcasting, for the Crosley Corp.

CBS RESTRICTS ALL TELEVISION RIGHTS IN ITS daily telecasts, WCBW, CBS video station in New York, has been including the following announcement: "The programs of this station are intended primarily for home reception, and other use will be made of this without the permission of CBS."

Since this indicates a policy at variance with that of NBC, which has pointed out that the program is not intended for home use, the network.could not be made public without the permission of CBS."

"We feel that from time to time we must reserve all rights in our programs to protect the future of television against detrimental precedent. As requests are made for our program, we will consider each case individually."

New Video Movie Firm

MOTION PICTURE TELEVISION Corp. an organization to produce motion pictures for advertisers especially interested in television, has been formed in New York with temporary offices at 10 Rockefeller Plaza. President is Norman C. Nicholson, attorney with the firm of Clark & Nicholson. More definite details on the company's plans will be announced in the near future.

KPRO to Make Debut In Riverside on Oct. 1

THE NEW KPRO, Riverside, Cal., will begin operation about Oct. 1 as a 1,000-watt fulltime outlet on 1,460 kc., according to its president and manager, W. L. Gleeson. The station has installed a 1,000-watt Collins transmitter and a 360-foot Trucos frequency self-supporting tower. It will be located 1 ½ miles north of downtown Riverside.

Mr. Gleeson has announced that Harry D. Black will be assistant sales manager, with L. A. Gifford, formerly of WROK, Rochester, Ill., as a member of the sales staff. Norman Dewes, former chief engineer of KYCA, Prescott, Ariz., has been named chief engineer and is supervising installation of the new equipment. The station has signed for World Transcription Service, INC news, and has procured BMI and SESAC music performance licenses.

KMOX FM Plans

MERLE S. JONES, general manager of KMOX, St. Louis, on Aug. 24 announced that KMOX will spend about $100,000 on its new FM adjunct, recently authorized by the FCC. The contemplated installation will include a 150-foot tower atop the Mart Bldg. in St. Louis, and the station will serve an area of 15,000 square miles and a population in excess of 1,800,000, operating on 88.9 mc. No schedule for actual construction or operation of the FM adjunct has been announced, but a decision is to be made during September, Mr. Jones indicated.

WKBW Names Haymer WKBW, Youngstown, O., has appointed Paul H. Haymer, Co. as its national representative. On Aug. 26 the station officially inaugurated full-time operation and will shortly operate on its newly-authorized 5,000 watts. Completely new transmitter equipment is being installed.

REL FM'S PIONEER MANUFACTURER

NEWS! NEWS! NEWS!
The REL DL line of FM transmitters employs the NEW Armstrong phase shift modulator.

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

RADIO ENGINEERING LABS., INC.
Long Island City, N.Y.  
BROADCASTING • Broadcast Advertising
Power Boost by Jan. 1
Now Planned by WIBG

PAUL HARRON, president of WIBG, Glenside, Pa., announced he expects the station to be on the air by Jan. 1, a new power boost to 10,000 watts fulltime [BROADCASTING, Aug. 25]. Construction of a new transmitter and selection of new studios in Philadelphia proper will begin shortly.

John B. Kelly, director of the national defense civilian physical training program, explained his purchase of an interest in WIBG as a "hobby." "I think there is a future in radio," said Mr. Kelly. "It is a hobby of mine and I am very much interested in it." He did not explain the interest in radio of Anthony J. Drexl Biddle, Jr., now Minister to Poland and several other European countries, with whom he jointly holds a 49% interest in WIBG.

Radio Schedules Read

AN ANALYSIS of the Houston Chronicle for May 22, just published by the Advertising Research Foundation as a part of its Continuing Study of Newspaper Reading, shows that "outside of the colored or negro press, which are habitually high, highest readership by both men and women was given to Local Radio Programs (men 52%, women 61%)," the AFR reports.

WAYS Opens Oct. 1
WAYS, now fulltime 1,000 watt station operating on 610 kc. at Charlotte, N. C., is expected to be on the air Oct. 1, according to Mr. Kelly, who has been named national representative for the new outlet. The station is owned by the Interity Adv. Co., of which George Dowdy, department store executive and president of the North Carolina Merchants Assn. is head.

Help Wanted

Sales Manager—For Virginia Station. Good salary and commission. Box 862, BROADCASTING.

Wanted—Salesman familiar with the Southwest territory. Application by letter only, giving references. KTBS, Hot Springs, Arkansas.

Immediate Opening For Operator—With First Class license. Minimum salary $1,000. Box 866, BROADCASTING.

Announced—Some experience, young, draft exempt. Midwest station. Moderate pay. State starting salary. Box 865, BROADCASTING.

Announced—For studio work in Midwest station. News experience needed. Send qualifications with transcription and on-Face List by Sept. 24, Box 867, BROADCASTING.

Southern CBS Outlet—Small city. Openings for three combination announcer-operators. News, sports, experience desirable, commercial's necessary. Pleasant working conditions, room and board, permanent. No drifters wanted. Send transcription, draft status, references and minimum salary requirements. Box 844, BROADCASTING.

Announced—Experienced and capable radio time salesman by a NBC Red base station. Work on the Western market. Must be between 30 and 40, have a proven record, and possess a good front. Opportunity to become a top man. Box 851, BROADCASTING.

Station Manager—One who is young, aggressive, who wants in radio and can sell. Good salary and part ownership for performance. Good reputation and standing in community. Owners want opportunity to settle down permanently. 250 watt station in middle western state. All replies treated confidentially. Box 857, BROADCASTING.

WANTED

Announcer—With operator's license, desires permanent position, can be reached any time. Reply Box 853, BROADCASTING.

Modern Gag Writer—Wishes connection with sponsor. Sample gag tests for examination. WIBG, Box 859, BROADCASTING.

Engineer—Experienced—First class phone license. Draft exempt. Desires change. Will go anywhere if salary reasonable. Box 854, BROADCASTING.

WANTED

Announcer—License 1st class. Formerly with 8800 watt network station. Go anywhere. State salary. Box 848, BROADCASTING.

Announcer-Program Director—28 years old. Nine years experience. Family man. New employer. Available for permanent on-Face List by Sept. 24, Box 850, BROADCASTING.

Consulting Engineer—10 years experience, draft deferred reference, desires change, go anywhere on contract not less than five years. Address Box 852, BROADCASTING.

Radio Executive Available—Dependable, experienced, married man. Top a reporter, news, programs, sales, new Manager Network station but wants change. South preferred. Box 851, BROADCASTING.

Graduate Engineer—2d fixed station and government engineering experience, wants broadcast work: prefer start short night shift San Francisco Bay station. Chandler Stewart, 221 Bay View, Vallejo, Calif.


New York, Live-wire, Versatile Man—At 21 am college grad and a Program Director. Experienced programming, continuity, announcing, publicity, newscasts, commentaries, plays, etc. Draft exempt. Now available. Box 856, BROADCASTING.

Versatile Young Woman—Desires position with future in radio or advertising agency. Has three years experience as traffic manager, continuity writer, program production, secretarial work. Now employed 5,000 watt station. Excellent reputation. Box 850, BROADCASTING.

Station Executive Available.—In the past eleven years—regional salesmen; local station manager; network salesman and producer; at present commercial manager of 9000 watt basic regional. I feel that I am especially well equipped for sales, programming and general operational supervision. I could serve an Agency Radio Department profitably. If you need a sound, aggressive man, call me. I'd like to work with you. Age 35—Methodist—married 6 years—draft exempt—excellent references. Box 858, BROADCASTING.

BROADCASTING

Classified

Advertising

Help wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, 2c per word. Minimum charge, $1.00. Pay in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

SALES MANAGER—For Virginia Station. Good salary and commission. Box 862, BROADCASTING.

WANTED—Salesman familiar with the Southwest territory. Application by letter only, giving references. KTBS, Hot Springs, Arkansas.

IMMEDIATE OPENING FOR OPERATOR—With First Class license. Minimum salary $1,000. Box 866, BROADCASTING.

ANNOUNCED—Some experience, young, draft exempt. Midwest station. Moderate pay. State starting salary. Box 865, BROADCASTING.

ANNOUNCED—For studio work in Midwest station. News experience needed. Send qualifications with transcription and draft number to Box 867, BROADCASTING.

SOUTHERN CBS OUTLET—Small city. Openings for three combination announcer-operators. News, sports, experience desirable, commercials necessary. Pleasant working conditions, room and board, permanent. No drifters wanted. Send transcription, draft status, references and minimum salary requirements. Box 844, BROADCASTING.

ANNOUNCED—Experienced and capable radio time salesman by a NBC Red base station. Work on the Western market. Must be between 30 and 40, have a proven record, and possess a good front. Opportunity to become a top man. Box 851, BROADCASTING.

STATION MANAGER—One who is young, aggressive, who wants in radio and can sell. Good salary and part ownership for performance. Good reputation and standing in community. Owners want opportunity to settle down permanently. 250 watt station in middle western state. All replies treated confidentially. Box 857, BROADCASTING.

Situations Wanted (Continued)

Engineer—Licensed 1st class. Formerly with 8800 kw network station. Go anywhere. State salary. Box 848, BROADCASTING.

Announcer-Program Director—28 years old. Nine years experience. Family man. New employer. Available for permanent on-Face List by Sept. 24, Box 850, BROADCASTING.

Consulting Engineer—10 years experience, draft deferred, reference, desires change, go anywhere on contract not less than five years. Address Box 852, BROADCASTING.

Radio Executive Available—Dependable, experienced, married man. Top a reporter, news, programs, sales, new Manager Network station but wants change. South preferred. Box 851, BROADCASTING.

Graduate Engineer—2d fixed station and government engineering experience, wants broadcast work: prefer start short night shift San Francisco Bay station. Chandler Stewart, 221 Bay View, Vallejo, Calif.


New York, Live-wire, Versatile Man—At 21 am college grad and a Program Director. Experienced programming, continuity, announcing, publicity, newscasts, commentaries, plays, etc. Draft exempt. Now available. Box 856, BROADCASTING.

Versatile Young Woman—Desires position with future in radio or advertising agency. Has three years experience as traffic manager, continuity writer, program production, secretarial work. Now employed 5,000 watt station. Excellent reputation. Box 850, BROADCASTING.

Frequency Measuring Service

EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc., 66 Broad St., New York, N. Y.

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.

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

P A U L  F. G O D L E Y
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAUL F. GODLEY
Consulting Radio Engineer
Mooney Bldg., District 8466
Washington, D. C.

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

CLIFFORD YESWALD
Empire State Bldg., NEW YORK CITY
An Accounting Service Particularly Adapted to Radio Engineers

R A Y M O N D  M. W I L M O T T E
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference

BROADCASTING

Classified

Advertisements

McNARY & CHAMBERS
Radio Engineers

W hen you need a Broadcast service, you can count on one of America's oldest and largest manufacturers of precision crystal units to give you the broadcast service you want. From the smallest broadcast station to the largest, we guarantee to give you the broadcast service you desire.

HIPOWER CRYSTAL CO.
Sales Division—205 W. Wacker Drive, Chicago Factory—2035 Charleston Street, Chicago, Ill.

FCC STIPULATION

SUNSHINE BROADCASTING, operating KNTA, San Antonio, has entered into a stipulation with the Federal Trade Commission under which it agrees to stop using the selling slogan: "KNTA, San Antonio, Texas, 5,500 watts, doing a 50,000-Watt job." The FTC also announced a stipulation with Fanny Farmer Candy Shops Inc., Rochester, N.Y., to stop certain advertising representations for its line of candies, list by Supreme Publications, Chicago, to discontinue certain representations for the book "Complete Authorized Radio Servicing Course."

PROFESSIONAL DIRECTORY

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

There is no substitute for experience

GLENN D. GILLETTE
Consulting Radio Engineer
982 National Press Bldg., Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C. Telephone National 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS;
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALL
Empire State Bldg., NEW YORK CITY
An Accounting Service Particularly Adapted to Radio Engineers


Main Office: 719-21 Main St., Kansas City, Mo.
Merchandising & Promotion

Baltimore Ball—Civic Awards—Egg Guessing—
Air and Iodine—Sneak Preview

SOME 12,000 attended the ball and finals and beauty ball held by WITB, Baltimore, in a Miss Maryland contest. The one-week promotion drive included tie-in with the American Legion convention and trolley banners all over the main streets. Sectional semi-finals were held in 10 theatres, parks and swimming pools. Movie trailers, car cards, neighborhood papers, taxi signs, posters, many other media were utilized.

KPO-KGO Letters
SALES promotion department of KPO-KGO, San Francisco, has mailed out 5,000 twelve-page letters giving complete detailed description of the new million-dollar NBC building in San Francisco, together with architects' drawings of floor plans for each of the four floors and penthouse, and reproduction of a scale model of the new building. The mailing piece is headed off with a personal letter from General Manager Al Nelson. Letters were mailed to agencies, prospects and nearly 300 radio station managers.

Cleveland Awards
A TROPHY designated the "United Broadcasting Company Achievement Trophy" has been started by H. K. Carpenter, general manager of WHK-WCLE, Cleveland, to encourage "individual initiative and enterprise, attainment of special skills and promotion of noteworthy civic and social objectives." First honored was to be a volunteer flyer credited with outstanding performance at the Cleveland Air Circus. A board of judges makes awards. Schools, churches, clubs and other groups are eligible for the awards.

Hatching Guesses
DIRECTED to farm listeners, KMPC, Beverly Hills, Cal., during its five-minute morning show, "The Journal," is conducting an egg hatching contest. Bill Henry, director of the series, every three weeks turns over two dozen eggs to Red Wing Hatchery, Los Angeles. First farm listener guessing correct date of when they'll be hatched, gets a set of Firestone tractor tires. Second prize is a Firestone radio.

Springfield Paper
A MONTHLY paper, The Dial, has been started by KWTO-KGBX, Springfield, Mo., to be sent to a paid subscription list. The first issue were given to some 9,000 Ozark families who requested them, according to Carl Ward, promotion manager.

Low Story
EXCERPTS from the story of his capture, trial and banishment from Syria as shorthanded by Robert Low, Liberty Magazine correspondent, in the Near East, have been recorded by NBC Radio-Recording Division, for the magazine to use as a program feature. Samples for playback on home or office equipment, 500 copies were sent out last week by Liberty advertisers and agencies to tie in with Low's article on his experiences which appeared in the Aug. 30 issue. Accompanying script told of his capture and escape and how he dictated his story from Ankara, Turkey, to Radio City, New York, by shortwave.

Video at Fair
WJR, Detroit, has erected two large tents at the Michigan State Fair, which opened Aug. 27 and runs for 10 days, in which television demonstrations and new flash service are offered visitors. Television pickup equipment, along with a stage for performers, is housed in one tent and video receivers in the other. INS teletypes also are kept in operation on the spot. Tent walls are covered with photos of WJR staff members and CBS headquarters. The exhibit is supervised by Mrs. Haas, member of the WJR publicity department.

Iodine List
IODINE EDUCATIONAL BUREAU, New York, has mailed brochures—headed "Iodine Takes to the Air"—to food manufacturerists, indicating what the bureau is doing in radio to promote the sale of livestock and poultry feeds fortified with iodine. Mailing piece contains list of 20 stations on which spot announcements are currently running, complete copy of announcement, etc. Simonds & Simonds, Chicago, handles the account.

Sneak Preview
TAKING a page from the motion picture industry on presentation technique, KIRO, Seattle, presented a "sneak preview" of a new radio program for representatives of all Seattle advertising agencies. The show was given in a local theatre with the KIRO sales staff as hosts to the agency executives.

Cards in Beauty Shops
IN BEAUTY SHOPS around Fort Worth, Jabell Method Shops have placed dispenser line cards on their addition of three quarters-hours weekly to their KIBO schedule. Wood-Rane Adr. Agency, Fort Worth, has the account.

More Drama
(Continued from page 11)
these data that the 1940-41 season ranked favorably with its predecessor in terms of audiences and, indirectly, program quality.

In the following tables of comparative ratings for different types of programs it is interesting to note the relationship suggested or the correlation between the popularity of a type of program and the number of network programs of that type. It is also noteworthy that the average rating for any program type may bear little relation to the rating of any particular program in that class, variety programs, for example, averaging 17.1 and ranging from 2.2 to a rating of 39.9.

Comparative Ratings of Program Types:

<table>
<thead>
<tr>
<th>EVENING PROGRAMS</th>
<th>Range of Average Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variety</td>
<td>11.1 - 39.8</td>
</tr>
<tr>
<td>Drama &amp; Serials</td>
<td>10.8 - 29.4</td>
</tr>
<tr>
<td>Audience Particip.</td>
<td>10.5 - 28.6</td>
</tr>
<tr>
<td>Classical</td>
<td>9.5 - 18.1</td>
</tr>
<tr>
<td>Audtorial</td>
<td>9.8 - 19.3</td>
</tr>
<tr>
<td>News &amp; News</td>
<td>8.7 - 20.8</td>
</tr>
<tr>
<td>Talk</td>
<td>6.5 - 20.8</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAYTIME PROGRAMS</th>
<th>Range of Average Ratings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classical</td>
<td>6.8 - 18.6</td>
</tr>
<tr>
<td>Drama &amp; Serials</td>
<td>5.9 - 16.9</td>
</tr>
<tr>
<td>News</td>
<td>5.2 - 17.5</td>
</tr>
<tr>
<td>Theater</td>
<td>6.8 - 14.9</td>
</tr>
<tr>
<td>Variety</td>
<td>4.9 - 15.8</td>
</tr>
<tr>
<td>News &amp; News</td>
<td>4.9 - 16.4</td>
</tr>
<tr>
<td>Sports</td>
<td>3.2 - 19.9</td>
</tr>
</tbody>
</table>

After the Game
CAPITALIZING on Minnesota's football-mindedness, WCCO, Minneapolis, is setting up a Grandstand Quarters feature on which Twin City businessmen, fans and former players are guests in a free-for-all discussion of gridiron topics. Heard Sundays, 11-11:30 a.m., the program is conducted by Carroll Johnson, WCCO sports announcer. On the morning after, five to eight guests will buck against games played all over the country.

NEED ADVERTISER & LISTENER PROMOTION?
Here's a promotion man who can squeeze the most out of each penny of limited promotion budgets, using dreams instead of dollars.

Need Program-Production Ideas?
Here's a production man who does business in braze: conceiving, building, and promoting usable programs.

Need Experience & Background?
Here's a man with eight years experience as a production man, school station ranging from 500 to 650000 watts at public school director, radio network of stations, news editor, announcer, actor, program producer-program director and promotion manager.

Need Reliability?
Here's a man, 29, married, two children, Best of references from former employers to school grad. 3 years night—college arts course while reporter and radio editor for metropolitan paper. Thrives on hard work.

WRITE B68, BROADCASTING
Network Accounts
All time EST unless otherwise indicated.

New Business

LEVER BROS., Co., Cambridge (Mass.), on Oct. 5 resumes Big Town on CBS stations, Wed., 8-9 p.m. Agency: Ruthrauf & Ryan, N. Y.

WM. WRIGHT JR., Jr. Co., Chicago (increasing), on Sept. 1 adds two local programs: Sunday night's featured program, "Theatre on Two," 8-9:30 p.m. and Sunday night's new program, "American Stratford," 9:30-10:30 p.m. Agency: Tracy Locks-Dawson, N. Y.

LEVER BROS., Cambridge (Mass.), on Sept. 1 resumes Maxie Postman's "Theatre on Two," 8-9:30 p.m. and Sunday night's new program, "American Stratford," 9:30-10:30 p.m. Agency: J. Walter Thompson Co., N. Y.


Weekly Publications

New York (Newsweek), on Sept. 11 resumes Headlines of the Headlines on 25 NBC-Blue stations. Thurs., 10:30-11:45 p.m. Agency: Tracy Locks-Dawson, N. Y.


STANDARD BRANDS, New York (coffee), on Sept. 1 resumes Chase & Sanborn Show on 76 NBC-Blue and CBS stations. Sun., 8-8:30 p.m. (EDST). Agency: J. Walter Thompson Co., N. Y.

QUAKER OATS Co., Chicago (breakfast cereal), on Sept. 29 resumes for 20 weeks the weekly program series Orphans Annie on 32 Don Lee stations. Mon. thru Fri., 8-8:45 p.m. (PST). Agency: Ruthrauf & Ryan, N. Y.

WM. WRIGHT JR., Jr. Co., Toronto (Sweet Laurel gum), on Sept. 4 started The Diary of a Street on CJRD, Toronto, and CKCQ, Ottawa, Thursdays 8-9 (EST), as a network test program to be extended later. Agency: Tandy Adv. Co., Toronto.

INTERNATIONAL SILVER Co. of Canada, Hamilton, Ont., on Oct. 5 started International Silver Theatre on 32 Canadian Broadcasting Corp. stations. Saturdays, 6-6:45 p.m. Agency: Young & Rubicam, Toronto.


STANDARD BRANDS, Montreal (Cheese & Smoked Coffee), on Sept. 10 starts Edgar Herren & Charlie McCarthry on 31 Canadian Broadcasting Corp. stations. Tues., 7-7:30 p.m. Agency: J. Walter Thompson Co., Toronto.

Patrick Back

REPL. LUTHER PATRICK (D-Ala.) before his election to Congress a commentator on WAPI and WBRC, Birmingham, is back on the air in his old role on WWDC, Washington, D.C., in August Rep. Patrick started a six-week quarter-hour commentary on the news on WWDC, under sponsorship of the local Howard Cleaners. Four years ago he conducted another sponsored program, Apple Creek News, on WJSV. He is introduced as plain "Luther Patrick" on the WWDC program.

S. C. JOHNSON & SON, Brantford, Ont. (vaxx), on Sept. 30 starts Fiber-Me & Molly on 30 Canadian Broadcasting Corp. stations, Tues., 9-9:30 p.m. Agency: Ruthrauf & Ryan, N. Y.

CAMPBELL SOUP Co. (Canned soups), on Sept. 14 starts Bob Burns in The Arizona Traveler on 36 CBS stations. Tues., 8-8:30 p.m. Agency: Ruthrauf & Ryan, N. Y.


Renewal Accounts


R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camels), on Sept. 9 resumes Hilda on 27 NBC stations. Thurs., 7:30-8 p.m. (EST). Agency: Wm. Eatsy Co., N. Y.


WHITE Labs, New York (Feenamint), on Sept. 28 resumes Double or Nothing on 80 CBS stations and Don Lee Network, Sat., 8-8:30 p.m. (EST). Agency: Wm. Eatsy Co., N. Y.

R. L. WATKINS Co., New York (Dr. Lipton's Tonic), on Sept. 11 resumes for 52 weeks Backstage Wife on 64 NBC-Red stations, Mon. thru Fri., 4:45-5 p.m. (EST). Agency: Blackett-Sample-Hummert, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co., New York (Milk of Magnesia), on Sept. 17 resumed for 52 weeks the weekly program of Dr. Lipton's Tonic, Mon. thru Fri., 4:45-5 p.m. (EST). Agency: Blackett-Sample-Hummert, N. Y.


S. D. L. CLARK Co., Pittsburgh (candy bars), on Sept. 17 resumes for 52 weeks the weekly program of Young Wilber Brown on 52 NBC-Red stations. Mon. thru Fri., 4:45-5 p.m. Agency: Blackett-Sample-Hummert, N. Y.

SOCONY-VACUUM OIL Co., New York, on Sept. 30 resumes its weekly Network News on 19 Yankee stations seven days weekly 5 a.m. and 5 a.m.

NARRAGANSET BREWING Co., Providence, R. I., on Sept. 10 resumes The Beer of the Month Club on 19 NBC stations every Saturday.
CHARM, Canadian style, is represented in this still life of office lovelies of CICA, Edmonton, Alta. Ranging from left to right are Hazel Hartley, secretary, Eileen Ferrier, receptionist, Esther Nairn, traffic, Catherine Terwilligar, publicity, Alta Magoun, accountant (she is a survivor of the ill-fated Athens), and Gladys MacLean, continuity.

WCAU STAFF RAIDED
Armed Forces Leave Holes in
Station Personnel

NATIONAL DEFENSE continues to leave gaping holes in the staff of WCAU, Philadelphia. On Aug. 25, John G. Leitch, chief engineer, was called by the Navy for the duration. A reserve officer, he becomes lieutenant commander in charge of communications, stationed at the naval base at Cape May, N. J. The week previous, Dr. Leon Levy, president of the station, was also called up by the Navy to become lieutenant-in-charge of the radio division of the Fourth Naval District, stationed in Philadelphia [BROADCASTING, Aug. 25]. George Lewis has been named acting chief engineer.

The announcing staff at the same time lost three men to the Army. John Franklin was ordered to active service as a lieutenant at Fort Eustis, Va.; George Thomas left for Camp Croft, S. C.; and Jack Guinan awaits induction. Program Director Stan Lee Broza has secured two replacements to date in Bill Newsome, who comes in from WFMS, Youngstown, O., and Joe Bolton, a Philadelphian, who started his radio career with WCAU eight years ago.

Eddie Peyton, of the maintenance staff, was drafted this week and leaves for Camp Pine, St. Lawrence, N. Y. Earlier in the year, WCAU lost Announcer Lew Fisher, now an ensign stationed at the submarine base at New London, Conn., and Engineer Allen Muney, a lieutenant in Hawaii.

Corn Stalk Over 23 Feet Takes Contest of WHO

AN ALL-TIME high for its tall corn contest was registered at the fifth annual WHO-Iowa State Fair sweepstakes Aug. 27, the winning stalk measuring 23 feet 2½ inches bringing cash awards and a trophy to Lawrence N. Flander, of Harper, Iowa. All 44 entrants received prizes. The winning award consisted of a gold trophy donated by Col. B. J. Palmer, president of Central Broadcasting Co.

J. O. Maland, Central vice-president and WHO manager, made the awards at the fairgrounds and the event was broadcast. Among firms donating prizes were Mid-Continental Petroleum Corp., and Oliver Farm Equipment Sales Co. In all, WHO and the Fair donated $250 in prizes.

Musterole Spots

MUSTEROLE Co., Cleveland (Cold remedy), on Oct. 15 will start its annual fall campaign using announcements 5 to 10 times weekly on 84 stations, except in New York, Chicago, San Francisco and Norfolk where the company uses news programs and announcements. Agency is Erwin, Wasey & Co., New York.

Mello Spots Planned

HEYMAN PROCESS Corp., New York, chemists controlling the patents for Mello fruit drinks, to Weiss & Geller, New York. Spot radio will be used for Mello later this year.
Visitor Barrred

GENERAL MANAGER
Franklin M. Doolittle announced last week that the engineering and communications departments of WDRC, Hartford, and FM W65H henceforth will be closed to the public. Regular broadcasting schedule ever, will remain open to visitors. Mr. Doolittle issued the ban on visitors to the technical departments, following receipt of a communication from the Defense Communications Board. The message included the text of a resolution approved by the board, requesting that they try to protect radio and wire facilities considered vital to national defense.

KFMB Takes the Air

OWNED and managed by Warren B. Worell, former aircraft designer-engineer, the new 250-watt station, KFMB, San Diego, Cal., operating on 1400 kc., went on the air Sept. 5. Studios and executive offices are located at 1375 Pacific Blvd. Program director is Joe Waring, formerly engineer-producer of KSFQ, San Francisco. Fred A. Heitfeld, formerly of KFSD, San Diego, is sales manager. Hy Hewitt, one time of KFWB, Hollywood technical staff, is chief engineer. Chosen from the CBS Hollywood staff, announcers are Beecher Frank and Lowell White, with Stan Marston a member of the technical department. The transmitter equipment were purchased from RCA. Homer Owen Griffith, Hollywood, is national sales representative for the station.

Hecker Plans Complete

HECKER PRODUCTS Corp., Chicago, has completed final arrangements for This Is Life, three-quarter-hour program to start Sept. 8 on 6 MBS stations, and originally titled Your Service [Broadcasting, April 18]. Program, to be heard Mondays, Wednesdays, and Fridays at 12:15, is based on the dramatizations of real life stories of unusual persons who need assistance of one kind or another. To the station that most actively merchandises the program during the month starting Sept. 27, the company will award a large inscribed silver cup. Leo Burnett Co., Chicago, is agency.

Tobacco Sports

RUM & MAPLE TOBACCO Corp., New York, on Sept. 12 starts spon-

sorship of Stan Loman’s Friday evening sports program on WOR, New York, and is planning to add news or sports programs on stations in Los Angeles, Philadelphia and Chicago later in September. Programs will promote the company’s pipes and pipe mixtures. Contact, Standard Tobacco Co., New York, agency in charge.

STANDARD RADIO. Chicago, has announced the following new and renewal subscribers to its program list:

KROS KPO WMBL WFJW WSAAR
WNAV WBBB WDBJ WBBQ

Record Standard Group Plans Sept. 3 Meeting

MEMBERS of the executive committee of the Recording & Reproducing Standards Committee, formed under authority of the NAB, will meet in New York Sept. 3 to carry on development of a ques-
tionnaire to be sent to recording and transcription manufacturers, with an eye on setting up recording and reproducing standards. The committee will make recommendations to the full committee in New York Oct. 23.

The executive committee met in New York Aug. 20, studying answers to the NAB recording questionnaires sent to stations in May. The committee is to report its recommendations to the full committee in New York Oct. 23.

Join Peddar & Ryan

D. E. ROBINSON, general manager of Federal Adv. Agency, New York, has joined Peddar & Ryan, New York, as director of research, succeeding Frank R. Cou-
tant, who plans to do private research and marketing. Mr. Rob-
inson is chairman of the New York council of the American Assn. of Advertising Agencies, a member of the technical advisory committee of the Advertising Foundation and lecturer on advertising research at Columbia U.

A BANK’S QUIZ SUCCESSFUL

Akon Institution Gets Good Results From

Program With Its Personal Contacts

PSYCHOLOGY by radio applied to the problem, the judge, who is the head of the psychological department of Akron U, analyzes and grades the answers on the basis of what the correct average human reaction should be.

Date at Eight

Mr. Botzum describes how the bank plays up the program with the general theme, “Date at Eight with the Firestone Bank,” with stuffers in mailing pieces and checking account statements, lobby displays and extensive newspaper promotion. Definite results from radio are evident, especially in the personal loan and mortgage loan depart-
ments, as a result of the program. Effective method of using radio and also from the way the various civic organizations par-
ticipating in the programs are brought into personal contact with the bank, Mr. Botzum says.

He sums it all up with the state-
ment, “We are certain of one thing in connection with results, and that is that our radio show, Was I Right?, has done a fine job in building our bank through out the entire Greater Akron area.”
Senate Committee Kills Radio Tax
(Continued from page 7)

equivocal opposition to both the radio and billboard levies on the general ground that any tax on advertising would have a deleterious effect on business and hence on tax collections, and on specific grounds that it was proposed that the discriminatory and punitive [Broadcasting, Aug. 25]. AFL unions in the radio field, led by AFRA and IBEW, also took a strong position of opposition.

Emphasizing the stand of AFRA and IBEW, and countering the logic of John B. Haggerty, president of the International Allied Printers, Trades and Dye Workers Union, was a prime mover for the radio tax, Mr. Hushing in his Aug. 23 appearance declared unreservedly that the parent organization opposed such legislation despite its espousal by the member printing trades unions.

His testimony was regarded as a complete disavowal of the practicality of the stand of Mr. Haggerty who the day before in a lengthy printed statement filed with the committee had not only reiterated his support for the radio tax but also had recommended that it be doubled.

Declaring that a tax that would hit the workers' pay envelopes would hurt earning power and "is the wrong way to finance the defense program," Mr. Hushing called attention to a resolution adopted by the AFL executive council opposing such "punitive or discriminatory taxation as a special levy on radio advertising broadcasts" [Broadcasting, Aug. 18].

Pointing out that four AFL unions are directly concerned in the radio picture, he said none of the organizations favoring the tax have workers employed in the radio industry.

Recalls Buggy Days
"This is not a new question to us by any means," Mr. Hushing commented. "In the middle 1890's there was another new industry coming into existence, and in on of the Central Labor Unions on the West Coast, which was located in the largest West Coast city, there was an organization which came in with a proposal that no member of the organization, organized labor, ride in an automobile, even to a funeral, and the motion was adopted."

"This proposal here is on all fours with and is made for the same reason that that motion was passed through that central body over 45 years ago. And in the future you will probably look back on this proposal in the same manner that you do on the one which I have just mentioned."

"This proposal in this bill could well have been made against electric lights, because they put the manufacturers of oil lamps out of business, or could have been made by the candlemakers with the same force when the oil lamp came into use."

Another final-day witness, Cathrine Curtis, national director of Women Investors in America Inc., a non-profit educational organization with headquarters in New York and Washington, charged that the proposed radio tax was an attempt to use the Government taxing power to "plow under" commercial radio entertainment to provide more free time for war and Government propaganda.

She declared also that the proposed tax runs counter to the maximum revenue clause throughout the bill in that the lump sum rates set up in the measure permit broadcasters to obtain lower rates than those specified by holding their time sales down to certain levels, she pointed out that this feature was not mentioned in the House Ways & Means Committee report on the bill.

"Why did the committee hold out this premium for restricting time sales on the air?" she asked. "Did the committee deliberately forego the opportunities of collecting the full rate of taxation specified in the bill in order to accomplish the plowing under of radio time and station and network facilities? We have become accustomed to plowing under pigs, plowing under corn, plowing under cotton, plowing under profits—even plowing under regulations—but will the public peacefully accept the plowing under of radio time?"

To Continue Fight
Following Chairman George's announcement, Mr. Haggerty declared that the printing trades unions "will continue the fight to have the Senate levy a tax on the exhorbitant profits of the radio networks and large commercial radio stations."

"It is difficult to understand," said Mr. Haggerty, "how the members of the Finance Committee can justify levying taxes on portions of wage earners working less than $1,000 yearly, those least able to pay, and exempt from excise taxes the privileged few who operate radio networks and who are yearly deriving millions in profits which represent more than 200% and 300% per cent yearly on their investment."

"We have every reason to believe that the Treasury Department and committee experts, as well as the subcommittee appointed by Senator George will find that the radio networks after payment of rents and discounts in addition to agency commissions have deprived 25,000 printing trades workers of their job, and have received at profits of $40,000,000 in the period 1931-1940 inclusive, while the profits for the 1931-1935 period were less than $20,000,000. The printing trades are right and righteousness will prevail".

In a supplementary statement filed with the Senate committee, IBEW pointed to the growth in newspaper and magazine circulation and in printers' union membership in the last 15 years, commenting that printing industry workers, in attempting to have Congress enact a punitive tax on radio advertising, "have selfishly disregarded these obvious facts."

Answering the Aug. 22 Hag- gerty statement, in a letter to Chairman George, Ellsworth C. Al- vord, Washington tax attorney retained by the NAB, pointed out "certain erroneous statements which require correction". Taking issue with the Haggerty argument that the present need for revenue justifies the imposition of a special tax on radio broadcasting, at double the rates proposed by the House, Mr. Alvord declared that "the revenue needs can never be great enough to excuse an unjust, discriminatory tax."

Mr. Alvord declared that Mr. Haggerty's "specious argument" that the tax is justified because broadcasters earn large profits on the investment in or value of physical property "completely neglects the contribution of operating capital, the certainty of early losses, the constant hazards of the business, and the necessity for plowing back
earnings in order to maintain efficient service”.

Charging that Mr. Haggerty over-emphasized the entertainment aspects of radio, he declared that although broadcasting is the principal source of entertainment in America today, it comes to the public “whether or not it can afford to pay for it, the cost being borne by the advertiser.” Apart from the entertainment aspect, broadcasting also is the principal source of information in America today, he declared.

Mr. Alvord also took issue with the position that radio licensees are given a monopolistic privilege by the Government, pointing out that “no broadcaster has a monopoly of the listening public, and radio has no monopoly of advertising media.” Countering Mr. Haggerty’s charge that advertisers are interested in knocking out the radio levy principally because it would have an effect on the rebate and discount structure, Mr. Alvord pointed out that the agency receives only its 15% commission, while the frequency and volume discounts, similar to those granted by printed media, revert to the benefit of the advertiser, and not the agency.

**KTAR Seeks Control of KYCA, in Prescott**

Control of KYCA, Prescott, Ariz., will pass into the hands of the KTAR Broadcasting Co., licensee of KTAR, Phoenix, under a deal pending FCC approval to permit Albert Stetson, general manager and 46% stockholder of KYCA, to relinquish 65 of the 115 shares of stock he holds at present. KTAR Broadcasting Co., now 48.4% owner with 121 shares, under the agreement would acquire the 65 shares and become 74.4% stockholder, with Mr. Stetson’s holdings then representing 25%. KTAR has agreed to pay $6,500 for the additional 65 shares.

KTAR, 77.3% owned by the Arizona Publishing Co., publishers of the Phoenix Arizona Republic and Prescott Courier, is of the same ownership as KVOA, Tucson, Ariz., and has a 45% interest in KYUM, Yuma, Ariz. KYCA operates on 1490 kc. with 250 watts.

**THE FINGER POINTS and Karloff recall it’s a gag resulting at a recent meeting of Louis Rupper, CBS publicity director (right), and the notorious portrait of horror. The picture was snapped just outside CBS shortwave studios after Boris had heard a message from his brother in London, picked up by CBS and recorded for Mr. Karloff’s benefit.**

**WAGE-HOUR RULING CLARIFIES BONUS**

The test of a bonus which does not affect overtime payments is that the payment and amount are solely in the discretion of the employer, according to a definition announced last Saturday by General Philip B. Fleming, administrator of the Wage & Hour Division of the Labor Department. The employee must have no contract rights, expressed or implied, to any amount, or the amount of the bonus must be figured into the rate of pay, according to General Fleming.

“At the time the Fair Labor Standards Act of 1938 went into effect the Wage & Hour Division took the position that production bonuses were part of an employee’s pay and should be included in the computation of overtime,” he stated. “That is still the position of the Division. The Division later said that unless it could be conclusively demonstrated that any payment was a gift or a gratuity, such a payment must be added to the ‘regular rate of pay’ on which the time-and-a-half overtime is computed.”

A statement issued by the Wage & Hour Division along with General Fleming’s announcement indicated that employers need have no fear of bonuses per se, so far as wage-hour regulations apply, as long as they satisfy the employers’ discretion requirement. The statement also warned against “weird bonus schemes for the evasion of overtime payments”.

MRS. JOHN G. PAINE, wife of the general manager of ASCAP, had eight paintings included in the Silvermine (Conn.) Guild’s annual art exhibit, devoted largely to the work of Connecticut artists.

**A Long Year**

ALTHOUGH CLEARED for radio broadcast, the song Goodbye Dear, I’ll Be Back in a Year has been placed on the restricted list by WIP, Philadelphia, since it doesn’t look like the boys will be back in a year, station executives feel that since the coverage area of the station takes in many Army encampments in the territory, the reaction to continued playing of the song might be bad for the draftees at camp.

**Hotel Roosevelt**

8 SALESMEN

When you buy time on North Central Broadcasting System you also get the services of eight full time competent salesmen. These men make possible our guarantee of distributing and displaying your merchandise in a minimum of 2500 retail stores in the North Central States.

Many national advertisers are taking advantage of our facilities—the most complete merchandising service ever offered in the history of radio. In addition to displays we will feature your product on more than a half million handbills monthly.

Write North Central Broadcasting System, Commodore Hotel, St. Paul, Minn., for the complete story.

*12 Mutual Stations located in key market areas supported by local listeners.
Blanket coverage of more than 4½ million people with a $2,000,000,000 annual pocket book.
Cooperative retail outlets with an annual sales volume of $1,600,000,000.

Executive offices, Commodore Hotel, St. Paul, Minn.
National Representative Joseph McGillivra.

**SOAP ADVERTISER Says**

“Our sincere appreciation and thanks for your hearty cooperation... one of the best tops we have ever seen... result in a tremendous amount of good will; we sincerely appreciate this kind of cooperation.”

**What about WOL?...it originates more Network Programs than any other Washington Station!**

Get the facts from WOL—WASHINGTON, D.C.
Affiliated with NATIONAL BROADCASTING SYSTEM
National Representatives: INTERNATIONAL RADIO SALES
**ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**AUGUST 23 TO AUGUST 29 INCLUSIVE**

**Decisions . . .**

**AUGUST 23**

**MISCELLANEOUS—** W2XAD, Rochester, granted extension temp. auth. to 10-28-41; WGST, Atlanta, renewal granted for W2LW, Mitchell, Grand Forks, hearing continued to 9-8-41 on renewal, extending terms of temporary license; WBOF, Fort Wayne, granted extension temp. auth. to 10-9-41; KFPM, Grand Forks, N. D., renewal granted for WBRP, Grand Forks, hearing continued to 9-8-41 on renewal, extending terms of temporary license. 

**AUGUST 25**

**MISCELLANEOUS—** W41MM, Gordon Gray, Win ton-Salem, N. C., granted temporary authority FM commercially 4.1 mc 5,000 watts 11-16-41 to 12-14-41 pending completion construction.

**AUGUST 28**

**MISCELLANEOUS—** WGNY, using 1 kw.

**NEW GE Plant**

WGNY, Newburgh, N. Y., last Monday started operation with power increased from 250 to 1,000 watts on 1220 kc. Along with increased power, the station was authorized by the FCC to switch back to its former 1220 kc. assignment. WGNY maintains studios in Newburgh and Poughkeepsie, with remote facilities in Middletown. H. W. Cassill, executive manager of WGNY, announces appointment of Headley-Reed Co. as exclusive national representatives of the station.

**Applications . . .**

**AUGUST 26**

WBJW, Topeka, Kan., granted license to build new transmitter, increase to 5 kw, 10 kw D directional N & D, 2 kw D unidirectional W, 3 kw D unidirectional S, 1 kw W directional N.

**AUGUST 27**

WCCN, Brentwood, Tenn., applied to build new transmitter, increase to 1 kw 1190 kc, as one of a group of four.

**WBNF, Binghamton, N. Y.—** CP new transmitter, directional W of Binghamton to 1200 sq. miles, 9 Kw D, unidirectional N of Binghamton.

**WAGN, Albany, Ga.—** Modification CP antenna to increase to 1250 kw W directional N, 6 kw W unidirectional, 3 kw E unidirectional, 1 kw S unidirectional.

**KNCX, Indianapolis—** CP 250 kw D, unidirectional N, 5 kw unidirectional E.

**KXXL, Burlington, Iowa—** CP 100 kw S, directional E.

**WKBX, Kalamazoo, Mich.—** CP 700 kw, directional W.

**W47P Makes Debut**

W47P, first FM station in Pittsburgh, took the air Aug. 29 with a special broadcast from the Allegheny County Fair. The broadcast was heard simultaneously on the affiliated WWSW. The station is licensed to use the 44.7 mc. frequency with power up to 3,000 watts, covering a listening area of 8,400 square miles. It duplicates most programs heard on WWSW and originates two hours of exclusive shows daily.

**DISCS FOR JUNGLEERS**

NBC Supplies Artillerymen

With Entertainment

**TO MEET the entertainment needs of 30,000 soldiers stationed on 200 anti-aircraft positions in the Panama Canal, Lloyd C. Egner, NBC vice-president and manager of the radio recording division, has set up 2,000 records and transmissions for the canal military stations. Packed in smash-proof cases, the records have been shipped via Army transport and will be broadcast by PCAN and PAC, pride of the "Jarman Jungleers." Some 200 receivers have been sent to the jungle posts, according to Sergeant Clay Doster. The Jungleers have named Mr. Egner a Jungle-Mudder, First Class. Similar award was given Gertrude Lawrence, who made a series of records especially for the Jungleers. NBC will stage a two-way broadcast with Panama Sept. 11, 8:30-9 p.m., on the Blue, with Sergeant Doster, NBC President Niles Trammell, Mr. Egner, Miss Lawrence and others participating.

**CHIEF RIDES RANGE**

from 30 to 15,000 cycles, with uniform frequency response

"And Western Electric 23C gives big build-up, too," says Chief Engineer. "Total gain 96 db. Complete audio system, factory-wired and tested. "Here is Speech Input plenty simple to install, operate, maintain. Rush scout to get full story from Graybar Electric."

**Tentative Calendar . . .**

**WGST, Atlanta—License renewal (Sept. 3).**

**KFPN, Shenandoah, Ia.—License renewal (Sept. 5).**

**KEFAC, Port Arthur, Texas—Modification license to 1120 kc 1 kw unidirectional N (Sept. 15).**

**NEW, Herald Publishing Co., Klamath Falls, Ore.; NEW, Dorman Shaffer, Klamath Falls, Ore. (Sept. 15, consolidated).**

**NEW, Federal Broadcasting Co., Brooklyn—CP 650 kw 500 w D (Oct. 5).**

**WABQ, Atlanta—CP 550 kw 1 kw unidirectional N (Oct. 5).**

**WAPL, Milwaukee—CP 1070 kw 50 kw unidirectional (Oct. 5).**

D. H. Carpenter Named To Head WHEB Sales

WITH appointment of David H. Carpenter, formerly of WCMJ, Ashland, Ky., as commercial manager, WHEB, Portsmouth, N. H., has completed a staff reorganization. Lana Robertson, new to radio and formerly in English newspaper work, has been named Dover representative of WHEB.

The staff, as announced by General Manager Bert George, who also manages WRLC, Tocooa, Ga., includes Gordon Kinney, formerly of WJLS, Beckley, W. Va., program director; Martin Gunther, business manager; William Robinson, chief engineer; Bill Bradley, public relations director; Katherine Hussey, bookkeeper; Winslow Bettinson, news editor; Bill Waters, talent director; Ruby MacQuarters, director of women's programs; Keith Boss, announcer; Antonio Vaccaro, engineer; James Wicks, studio custodian; Elizabeth Jones, stenographer.

**Markey Heads WNBH**

APPOINTMENT of Raymond D. Markey as commercial manager of WNBH, New Bedford, Mass., was announced last Tuesday by Hugh R. Norman, general manager of the station. Mr. Markey entered radio in 1922 at WNBH, and later was on the commercial staff of WHTF, Hartford, Conn.
BROADCASTING • Broadcast Advertising  September 1, 1941 • Page 53

ONE TENTH IS PLENTY HERE—

Columbia's listening area covers 360 degrees of KROD's pick, but only 100 degrees of the 360 degrees of the 5 MHz area. With fact, there are a few cities that can be reached only by special means.

KROD

1000 Watts (day) • 500 Watts (night)

1000 kW

Columbia's Outlet to the El Paso South East

Dorance D. Rodierick, Owner

Merle H. Tucker, Manager


ONLY NEW ORLEANS STATION WITH ASPAC AND BMI MUSIC

WNOE

New Orleans' Greatest Radio Value

A Mutual Affiliate

UP

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

United Press

WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS

COLUMBIA AND MUTUAL NETWORKS

PAID IN EARNINGS TO NATIONAL REPRESENTATIVES

WNBC Transmitter

THE new 5,000-watt transmitter of WNBC, New Britain-Hartford, located at Newington, has been placed in operation. It was built by Westinghouse and is located in an 8-story building. W. Davis, manager, announces a number of new programs will be placed on the air. WNBC is now a basic NBC-Blue station.

Stuart, Pa., when it went on the air recently surprised several local theatre operators who had made provision for elaborate exchange tieups with WBMF, by announcing that they were only interested in the third-party programs when paid for at regular commercial rates.

Regarding these theatres who attempted to get free time or exchange time the station officials stated that since newspapers and outdoor advertising costs do not accept movie passes as pay for advertising, there was no reason why radio should be made the "goat" as a free advertising medium. Saying that if radio were to use theatres in any way, radio was ready to pay for it, WBMF officials further stated that they expected theatres to deal with radio according, not to seek $50 of commercial radio time in return for $5 in movie passes.

The somewhat abashed Lewis-town movie operators said they could not understand the "hostile" attitude of WBMF and threatened to retaliate by increasing their newspaper advertising and cutting off radio. Unimpressed by the WRVA heads answered if the theatres want to expand newspaper advertising, it is their own business. Moreover, they explained, theatres never had any intention of spending radio money, depending entirely on free time.
Propaganda Probe Lists Films First

Senate Group Not Likely to Reach Radio for a While

ALTHOUGH Senate subcommittee hearings to look into the alleged use of radio and movies to spread pro-war propaganda are scheduled to start Sept. 3, it is thought no broadcast witnesses will be called to testify before late September, or possibly November.

This was indicated last Tuesday by Senator D. Worth Clark (D.-N.H.), chairman of the subcommittee of the Senate Interstate Commerce Committee considering a resolution, introduced Aug. 1 by Senators Ben Chas. Clark (D.-Mo.) and Gerald P. Nye (R-N.D.), calling for a far-reaching committee investigation in these fields [BROADCASTING, Aug. 11, 25].

Movies First

According to Chairman Clark, the subcommittee will hear all movie witnesses and consider testimony on this phase of the proceeding before taking up the radio question. The movie contingent, to be headed by Will Hays, c.e.a. of the Motion Picture Industry, probably will include actors, directors and probably even Hollywood columnists, in addition to the group of 16 producers originally invited to appear. It was indicated, although radio witnesses were expected to start testifying about mid-September, it now appears probable that the first interviews will be consumed on the movie phase.

Another possible development hinted by members of the committee was that recess of the hearings during most of October, after conclusion of the movie-makers' testimony. This would shelve movie witnesses' appearances back to November. Although, no invitation to broadcasting representatives by the committee, it was indicated the group would include officials of the three networks, probably including President Neville Miller and several radio commentators.

More for Lewis

STARTING Sept. 1, Fulton Lewis Jr., Washington news commentator of MBS, will be heard in the New York area on WHN. Sponsored locally on 21 MBS stations [including WHN, Aug. 18], and carried on the network as a sustaining feature available for local stations, Lewis' commentaries will be heard on WHN, Monday through Friday, 7:45-8 p.m. (EDST), on a sustaining basis.

For those who up until last month was carried on WOR for the New York area, under the network, he will make his five-week MBS broadcast from 6:15-6:30 p.m. (EST), follow immediately with a duplicate broadcast from 7:45-8 p.m. (EDST), sponsored by Aracade-Sunshine Laundry, from 6:15-6:30 p.m., and then close with a second rebroadcast from 6:45-7 p.m. (EST) for WIN.

Industry Supports Fair Employment

Radio Lends Active Support To New York Movement

STATION owners, managers, program directors and commentators are lining up behind New York Gov. Herbert Lehman's Committee on Discrimination in Employment, according to Frieda S. Miller, Industrial Commissioner and chairman of the committee.

Replying to a letter sent by Commissioner Miller, prominent members of the industry, representing all sections of the State, declared they will cooperate in the campaign against undemocratic employment practices, which has as its objective equal opportunity for all, regardless of race, color, creed or national extraction.

A few weeks ago Gov. Lehman appointed the committee, of which David Sarnoff is an active member, to deal with the problem of pointing out that discrimination in hiring practices deprives the defense effort of needed workers, in addition to contradicting the democratic way of life. The committee is set up under the State Council of National Defense.

Many Endorsements

Announcing receipt of a substantial number of replies for station executives and commentators, the committee said a large number of prominent persons in radio have given their unqualified endorsement to the objectives of the campaign. Excerpts are quoted from written comments of such figures as H. V. Kaltenborn, CBS commentator; M. Novik, director of WNYC, New York; Raymond Gram Swing, MBS commentator; John Franklin Carter (Jay Franklin), columnist and commentator; John V. L. Hogan, WNYC, New York; W. C. Alcorn, general manager, WBNX, New York; Harry C. Wilder, president, WSYR, Syracuse; Frank Singiser, WOR, New York, commentator and Hal Greenfield, manager, WEVD, New York.

Others who pledged their support were C. Robert Thompson, director, WEIR, Buffalo; George F. Bissell, WMGF, Plattsburg; Cecil D. Mastin, general manager, WNBF, Binghamton; Michael R. Hanna, WHOU, Ithaca; Frederick L. Kiesel, general manager, WMBO, Auburn; Dale L. Taylor, manager, WENY, Elmira.

Federal Monitoring of Shortwaves Gave Tip of German Plan to Attack Russia

TIP-OFF that Germany was about to attack Russia and that Japan intended to occupy Indo-China was received by Federal officials through the Government's newest intelligence agency, the Foreign Broadcast Monitoring Service, the FCC revealed last Tuesday.

The newly-established propaganda monitoring agency, operating on a 24-hour, week-in-week-out, is now translating, transcribing, analyzing and reporting on from 600,000 to 900,000 words transmitted daily by stations all over the world, the FCC stated.

Emphasizing the importance of the new propaganda—analyzing agency, set up by the FCC in conjunction with the Defense Communications Board, the FCC explained that "the altered tone of certain foreign broadcasts" gave the first indication that the two recent territorial invasions were to take place.

"Listening Posts Valuable"

It was pointed out that since foreign propaganda almost invariably followed the example set in shortwave broadcasts, a valuable objective analysis of the "news" and philosophy broadcast to people both within and without the originating country can be developed by monitoring shortwave emissions.

FBMS, which received an appropriation of $600,000 for fiscal year 1942, in mid-August received a supplementary appropriation of $209,000 to speed up its monitoring operations and make its analyses more quickly available to Government officials. The speed-up would be achieved through a plan of decentralization under which complete on-the-spot translating and analysis staffs would be maintained at each of the four FBMS listening posts—located at Portland, Ore., covering broadcasts from the Orient; Kingsville, Tex., covering Latin America; San Juan, P. R., covering Eastern Europe; Guilford, Md., covering the rest of Europe and all of Africa and the Near East.

Much news and intelligence not available from other sources are broadcast via shortwave in propaganda campaigns focused on territories such as Latin America, it is held. A principal function of FBMS is to get analyses to the proper Government officials so counter measures can be started before a propaganda drive has taken effect. According to the FCC, experience of the listening posts indicates that almost every political, diplomatic or military move in the present era has been launched only after an intensive propaganda campaign, and through a study of propaganda trends it is often possible to predict such moves.

Bernie for Wrigley

W. M. WRIGHT JR. Co., Chicago (chewing gum), on Sept. 1 is filling in the CBS five-week period from 5:45 p.m., last year occupied by Scrapbook William, with a variety program starring Ben Bernie, program, produced by Bob Brown and directed by Walter Preston, will feature song and melody with Bernie as m.c. and Eddie Dunn announcing. Agency is Arthur Meyerhoff & Co., Chicago.

Rem-Rel Selecting

MARYLAND PHARMACEUTICAL Co., Baltimore, on Sept. 30 starts its fall campaign for Rem and Rel cold remedies consisting of one-to-five-minute announcements three-weekly on a large list of stations throughout the country. Campaign runs through March, 1942, but station list is not yet settled. Agency is Joseph Katz Co., Baltimore.

PHILADELPHIA ORCHESTRA will again broadcast Friday afternoon concerts exclusively on MBS during the 1941-42 season, starting Oct. 5, 2:30 p.m.

Film Spots on FM

TWENTIETH CENTURY FOX, Hollywood, is launching a series of transcriptions promoting songs from its new picture "Sun Valley Serenade," on KTLA, Los Angeles FM station. Transcriptions are prepared by Columbia Recording Corp., Hollywood, are the first to be commercially sponsored on an FM station, according to Paul Crowley, manager of the CRC Hollywood office.

"I Guess That's Big Enough to Handle FCC Questionnaires!"

DRAWN FOR BROADCASTING BY SID HIX

Page 54 • September 1, 1941

BROADCASTING • Broadcast Advertising
Eleven Halkers wholeheartedly endorse such WLW favorites as the "Boone County Jamboree" and the newscasts of H. R. Gross.

For twenty-seven years the Halker family has tilled the rich, fertile land in northwest Ohio. Their modern farm home is located on R.F.D. No. 1, Columbus Grove, Ohio...and they're loyal listeners to The Nation's Station.

The Halkers, who number eleven, are prominent Putnam County residents. They produce corn, wheat, potatoes, beets, cattle, hogs, and chickens...which net them a prosperous livelihood. Inevitably they find the WLW market summaries are profitable, practical guides. To use Leo Halker's own words "WLW market reports let us know when and where to ship our products." Eldest son, Gene, reinforces Dad's words. As buyer for the Putnam County Livestock Association, Gene, too, finds WLW markets accurate, helpful.

The Halker family bespeaks thousands of farm families like themselves, exemplify the two big reasons for the loyalty to WLW that spreads across the midwest like the summer sun...WLW entertains them, serves them, gives substantial help in making their farming operation more profitable.

Four sons, Ray, Jim, Harold, and Edward—proud owners of registered Cheviot Sheep. Jack Armstrong in their WLW favorite.

Roland and his Belgian stallion, "Dynasty," champion of 4-H Club Show.

"THE NATION'S most Merchandise-able STATION"
New RCA Measuring Instruments

TO SIMPLIFY STATION OPERATION!

RCA Model 322-A
F-M MODULATION MONITOR

Precise indications of carrier swing up to 90 kilocycles (equivalent to 120% modulation on standard 150 kc. channels) are secured directly with this new RCA Type 322-A monitor. The neon warning indicator may be set to flash at any predetermined threshold of peak modulation.

Asymmetrical modulation—in which the carrier swings farther on one side of the resting frequency than on the other—presents no problem with the 322-A. Overswings are eliminated, because the 322-A will read either plus or minus swings at the touch of a switch.

Wide hand discriminator, low temperature-coefficient crystal control, and extremely stable amplifier design keep the 322-A highly accurate over the entire scale. Unique linear circuit creates less than 0.1% distortion in the discriminator—gives accurate overall distortion measurements in conjunction with standard RCA Model 69B Distortion Meter. The 322-A operates directly from your 110-volt line; requires only to be plugged in and connected to the R-F supply.

RCA Model 300-C
PHASE MONITOR

Here is the simplest, most accurate phase monitor for directive-array systems that has yet been developed! With the 300-C, you can read the current in up to three lines simultaneously. . . without switching or complicated preliminary adjustments!

Balance can be read to within 1/4 of 1° on the three-inch cathode-ray screen. Voltage division is independent of the total signal amplitude . . . and circuit-errors are balanced out by a unique comparative method of indication. Scale extends a full 8 inches.

Useable with any type of sampling coil, the 300-C comes equipped with sampling coil and meter of the parallel-tuned-circuit type for each element in your array. Because the sampling current is fed into a pure resistive load, coupling variations introduce no more than negligible error. Write for complete data.

Use RCA Radio Tubes in your station for finer performance


In Canada: RCA Victor Co., Ltd., Montreal