DENVER'S STANDOUT STATION

560 Kc.—C.B.S.
Affiliated in management with the Oklahoma Publishing Company and WXY, Oklahoma City. Represented nationally by the Katz Agency, Inc.

Pulling twice as much mail for advertisers as a year ago—
WAGA, Atlanta, goes to 590, gets 5000 watts full time—a ten-fold boost in night-time power. This power combination means PLUS coverage—the equivalent of over 100,000 watts at our old frequency 1480. More than ever, "The Blue Ribbon Buy of the South"... ask John Blair!
Alike?

Equal in size, equal in power, but one is faster; hits more often, scores more kayas.

IT TAKES MORE THAN POWER TO PUT A 'PUNCH' IN RADIO ADVERTISING

Like speed adds effectiveness to a boxer's power, WSM shows add results to your advertising campaign. 50,000 watts, a clear channel on 650 kilocycles puts your message within "their" reach... a talent staff that has produced shows like the nationally famous "Grand Ole Opry," "Magnolia Blossoms" and "Sunday Down South," makes "them" listen and a market growing bigger, and richer every day produces the dimes, quarters, or hundred dollar bills for what ever you're selling. Proof? Just ask us for a few stories about clients who have found WSM a real heavyweight in their Sales dimension. And compare WSM with any station, anywhere.

WSM is in the heart of the South where 42% of the nation's lumber; 48% of the coal; 60% of the natural gas; 67% of the crude oil, and 70% of the nation's rayon is produced.

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

The Gateway to Latin America

and

WWL
NEW ORLEANS
50,000 WATTS
(CLEAR CHANNEL)
The greatest selling POWER in the South's greatest city


September 15, 1941

CONTENTS

Net ASCAP Contract Faces Battle.................. 7
Text of NAB ASCAP Statement and Dissent...... 7
Agreement Seen to Kill Time Tax.................. 8
Radio Barely Mentioned in Movie Probe........ 8
Chain-Monopoly Rule Suspension Asked......... 9
NIB Invites All But M&O Stations............... 10
Repair Priorities to Be Expedited................. 12
Manufactures Submit Equipment Needs........... 12
Los Angeles Area Gets Another Station......... 14
KQW Granted 50 kw............................. 14
Press Investigation Resumes Wednesday....... 17
Discrediting Seen in FCC Probe............... 17
FCC May Act on Super-power..................... 18
They're in the Navy Now......................... 18
Tide Water Plans Coast Football................ 20
Film Guild Halts Free Appearances............. 25
Radio Contributes Large Amount of Free Time... 45
New York FM Hearing Planned................... 50
IBEW, CBS Dicker on Wage Increase........... 53
Donovan Denies Govt. Will Take Over Shortwave 54

DEPARTMENTS

Agencies........................................ 42
Agency Appointments.......................... 42
Behind the Mike............................... 32
Bookshelf...................................... 30
Classified Advertisements...................... 51
Control Room.................................. 26
Editorials....................................... 36
FCC Actions.................................... 52
Hix Cartoon..................................... 54
Meet the Ladies................................ 32
Merchandising................................ 22
Network Accounts............................. 53
Personal Notes................................. 31
Purely Programs............................... 24
Radio Advertisers............................... 38
Station Accounts............................... 36
Studio Notes.................................. 40
We Pay Respects............................... 31

REWARD: 903,105* customers for advertisers who find spots on KOIL.

*Persons in KOIL's 0.5 Millivolt Area
WCAE joins MUTUAL Oct. 1st
and that's to everyone's Mutual Advantage!

For Example:

WCAE gives MUTUAL

- The largest and most loyal following of listeners in Pittsburgh.
- Center position—1250 on the dial—in the Pittsburgh band.
- A powerful voice in the booming Pittsburgh market of 4 million people.

MUTUAL gives WCAE

- A brand new program interest—new shows, new stars, new network features.
- Flexibility in arranging good radio times for non-network advertisers.
- A new pattern of merchandising service available to every advertiser.

And that's only part of the story. For complete information as to time and program availabilities consult—

The KATZ Agency • National Representatives
500 Fifth Avenue
New York, N. Y.

WCAE PITTSBURGH, PENNA. 5000 Watts • 1250 K. C.
ROANOKE MEANS MONEY IN YOUR POCKET!

The founding fathers of Roanoke must have had a glimpse of the future when selecting a name for their town. For Roanoke is Indian for “money”—and today Roanoke centers one of the richest agricultural and industrial sections in the South.

Serving this prosperous market virtually alone, WDBJ is the only station that can be heard regularly throughout the entire territory... Within WDBJ’s primary daytime area live 798,570 people who account for $177,000,000 in retail sales (25.7% of the entire state)! In addition, defense spending within this area is already over the $100,000,000 mark!

Big money, in either Indian or English! And if you want a share, WDBJ is the only station that can help you get it. For full details, ask your Agency to ask the Colonel!

WDBJ
FOR SOUTHWEST VIRGINIA
CBS Affiliate • 5000 Watts • 960 Kc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Network ASCAP Contract Faces Battle

‘Sabotage’ of BMI Brings Objection From Gillin

TENTATIVE acceptance by NBC and CBS of blanket contracts for return of ASCAP music to their networks is still a far cry from restoring peace and harmony in radio-music ranks it became apparent as reactions set in immediately following announcement by the NAB last Tuesday that its executive committee regarded the contracts as "highly satisfactory" and "eminently fair".

While both networks are shooting for a Sept. 28 date to resume performance of ASCAP music for the first time since Jan. 1, there developed allegations of "shot-gun" tactics, and of "sabotaging" of Broadcast Music Inc. as part of the transactions. Approval by the NAB executive committee of the form of contract originally negotiated by NBC, and subscribed to by CBS, after five important concessions had been procured, did not come in a harmonious atmosphere.

Gillin's Charges

John J. Gillin Jr., general manager of WOW, Omaha, NBC outlet, a member of the executive committee, strongly dissented from the committee action, and called the negotiation of a blanket contract a "repetition of the network's action of 1935". He branded it as "tantamount to sabotaging BMI" and "acting contrary to the best interests of the broadcasting industry" [see text of statement on this page].

NAB President Neville Miller, who has led the copyright fight and was instrumental in the formation of BMI in 1939 following ASCAP's original untenable demands, announced adoption of the resolution approving the form of contracts by the executive committee. He pointed out that operations of BMI would not be affected, and that signature of the contracts by NBC and CBS is contingent upon the agreement of affiliated stations to bear their proportion of the cost of the license [see text of Miller statement on this page].

Though Mr. Miller made no pronouncement beyond the formal notice of executive committee action, he has favored further conversations in the hope of modifying certain of the contract provisions and procuring a better deal. A majority of the executive committee, however, evidently weary of the succession of meetings on the form of contract and apparently convinced it constituted the best deal possible, voted down such a move, which had been advanced by Mr. Gillin.

Dollars vs. Principle

While it was freely admitted that the proposed contracts (five of them, covering every performance combination) constituted a far better basis than any hitherto advanced, it nevertheless was argued by Mr. Gillin that it sacrificed principles. It is significant, he points out, that NBC, along with ASCAP, was the moving force, with CBS making an eleventh hour entry during the last fortnight when it became apparent that NBC was approaching what it regarded as an acceptable transaction.

The statement at the tag-end of the NAB announcement that the contracts are acceptable to CBS as well as to NBC, was the first admission that negotiations had been resumed between CBS and ASCAP, much less concluded. It seemed in New York circles the final guarantee that before long ASCAP tunes would again be heard on all networks. But before that can happen the networks must get the ratification of their affiliate stations in the form of promises to rebate to the networks 24% on all the payments made to them for broadcasting commercial network programs. NBC, which on Aug. 1 notified its affiliates that it had timed up a contract with ASCAP and asked their approval of its terms, has still not received responses from an appreciable number of them. CBS has not yet approached its affiliates.

NIB May Consider

Officials of both NBC and CBS expressed confidence this station approval would be forthcoming without undue difficulty or delay, with Sept. 28 mentioned as the probable date for resumption of ASCAP music on network programs. However, a number of broadcasters have already gone on record as opposing the proposed terms of settlement. This opposition is expected to make its stand at the NIB meeting in Chicago next week and it is probable that a sizable number of broadcasters whose stations are affiliated with NBC and CBS will withhold action on the contracts until this convention is over [see story on page 10].

To avoid any future governmental complications, the contracts will be submitted to U. S. Assistant Attorney General Thurman Arnold,

Text of NAB Committee Statement and Gillin Dissent . . .

APPROVAL of the formulas for return of ASCAP music to NBC and CBS by the executive committee of the NAB at a meeting in New York Sept. 9, came only after a protracted debate, with John J. Gillin Jr., general manager of WOW, Omaha, voting against the majority action. Upon his return to Omaha last Thursday, Mr. Gillin issued a dissenting statement, briefing the views at the session. The executive committee, through NAB President Neville Miller, issued a statement of approval promptly following the meeting. Voting in favor of the resolution approving the contracts and recommending consideration by the industry were committee members John Elmer, WCBS, Baltimore; Paul W. Morency, WTC, Hartford; James D. Shouse, WLO, Cincinnati, and Don S. Elias, WWNC, Asheville; W. H. West Jr., WTMV, E. St. Louis, was absent, and Mr. Gillin voted 'no'.

Others present at the meeting, in addition to President Miller, included: Edward Klauber, CBS executive vice-president; M. R. Runyon, CBS vice-president; Julius Brauner, CBS attorney; Niles Trammell, NBC executive vice-president, Mark Woods and F. M. Russell, NBC vice-presidents; Robert P. Myers, NBC attorney; Sydney M. Kaye, vice-president and general counsel of BMI; John Shepard 3d, Yankee Network president, and John A. Kennedy, WCHS, Charleston.

Committee Statement

Following is the full text of the NAB executive committee statement:

Following a meeting of the executive committee of the NAB, held today (Sept. 9) at the Roosevelt Hotel in New York; Neville Miller, president of the association, announced that the committee had adopted the following resolution:

"The executive committee of the NAB has had ample opportunity to study, through a series of meetings, the terms and conditions of the proposed ASCAP contracts. It is the consensus of the executive committee that these contracts in their present form are highly satisfactory and offer broadcasters who desire to use ASCAP music an eminently fair and equitable basis for such use: provision having been made for the various operating problems which confront the industry."

"The NAB, therefore, recommends favorable consideration of that form of contract which best suits the station's individual operating needs."

The contract in its present form," said Mr. Miller, "achieves principles for which broadcasters have been contending for many years. It enables them to take their choice of all ASCAP music, or to purchase this music for the programs on which it is played. Moreover, the contract reduces substantially the fees which our industry has hitherto been compelled to pay."

It was pointed out by Mr. Miller that the contract with ASCAP would not affect the operations of BMI, to which both NBC and CBS had pledged their continued support on a long term basis.

"The proposed contracts with ASCAP in their final form will be mailed to all stations within the next few days, and will be subject to the scrutiny and approval of the individual broadcaster", Mr. Miller said. He further stated that the terms and conditions of the proposed contracts were acceptable, he had been informed, to NBC and to CBS. Signature by the networks, it is understood, is contingent upon (Continued on page 52)

September 15, 1941 • Page 7
Radio Avoids Heavy Gunning
In Senate Propaganda Inquiry

Subcommittee Indicates It Will Probe Deeply
Into Alleged Efforts to Wave War Banners

WITH THE radio angle obviously relegated to a secondary position, a subcommittee of the Senate Interstate Commerce Committee last Tuesday started lengthy public hearings looking into the alleged use of propaganda pictures on radio to spread pro-war propaganda.

Although the five-man subcommittee, dominated by isolationist Senator Lister Hill, Alabama Democrat, authorized a full-committee investigation of the movie-radio propaganda charges, however, it is generally agreed that the subcommittee proceeding, complete with official fanfare and columns of newspaper coverage, in effect will be as extensive and accomplish the same purpose as the proposed full-committee proceeding.

Apart from appearances by Senators Nye and Clark, citing the groundwork for their investigation proposal, the opening stages of the proceeding, which has played to a packed house, featured a barrage of printed statements by Wendell L. Willkie, counsel for motion picture interests, in answer to verbal charges of Senators Nye and Clark and comments by subcommittee members.

After a majority ruling announced in his opening remarks last Tuesday by Senator D. Worth Clark (D-Ida.), chairman of the subcommittee, Willkie was advised he would not be allowed to examine or cross-examine witnesses before the committee.

The only other witness was John T. Flynn, newspaper columnist, economist, one-time radio news analyst and chairman of the New York office of the America First Committee, who appeared last Thursday.

Although witnesses for the radio industry proper are not to be called until the movie phase of the inquiry is completed, probably in October, two Hollywood movie columnists and radio commentators—Jimmie Fidler and George Fisher —were scheduled to appear before the committee Sept. 15.

Some concern arose in broadcasting circles when Senator Nye referred to the proposed amendment to the original resolution which would permit the committee to look into monopoly aspects of the movie-radio question, as well as competition. In accordance with an explanation by Senator Nye to BROADCASTING, the amendment was designed not to reopen or continue the intensive monopoly inquiries made of the industry during the last three years, but only to make the monopoly question germane to the general subject of the entire proposed bill. The amendment will attract no attention to the motion picture industry.

Although radio received only passing mention in the opening remarks of the first days of the hearing, NAB President Neville Miller last Wednesday released a letter to Chairman Clark taking issue with the proposed bill regarding the misuse of radio facilities for propaganda purposes. Emphasizing the important defense and morale functions of radio, Mr. Miller declared: "The American people, and they alone, exercise a day-to-day control of broadcasting far too powerful for anyone, even the Government itself, to interfere with."

Agreement Seen To Kill Time Tax
Final Action Likely Tuesday; Will Study Franchise Levy

ALTHOUGH officially unconfirmed, it is understood House-Senate conference on the 1941 Revenue Act last Thursday approved the Senate's action in deleting from the tax bill the House-approved proposal for a 5-15% Federal tax on radio's net time sales above $100,000 annually.

But with the House and Senate expected to draw the curtail on the final episode of the radio industry tax story, the expected approval of the week of Sept. 15, when they approve the conference committee's report, franchise tax proposals are scheduled to put in an increasingly prominent appearance.

Ready for Final Action

Although a five-man Senate committee of the Senate Subcommittee, have actually completed unclassified reports on the bill and formulated their report, they will not officially name the subcommittee's findings until Monday, Sept. 15, when the House reopens after a recess. Final action is expected by both houses by Tuesday or Wednesday.

It is understood that House conference agreed to deletion of both the radio and billboard advertising taxes with the understanding that a radio franchise tax would be considered later. It is firmly believed that the coming bill effecting administrative changes in the Revenue Code. It is not expected House hearings on this measure will start until November.

Cigar Announcements

WEBSTER - EISENLOHR, New York (Tom Moore Cigars), on Sept. 15 starts a 10-week campaign of transcribed and live chain-break announcements five times a week on stations: NEW YORK, 16 stations: WPAA, KRLD, KRRY, WDFD, KFHB, WLOL, WDSM, KVOX, KATE, 16 stations: KWN0, KDGE, KGVC, KLPM, KDLR, KRSC, KABR, KLBP, 16 stations: N. W. Ayer & Son, New York.

Milk Campaign

STATE OF NEW YORK Bureau of Milk Publicity, Albany, on Sept. 28 is launching a 26-week campaign of spot announcements and participations on 17 stations in New York State: QWOKE WYVU WYBM WREX WABR WYB Y WHER WEXN WHAM WYR F WYB S WYR WTR WIBX, Agency is J. M. Mathes, Inc., New York.

Schumacher's Week

E SCHUMACHER & Co., New York (Waverly Fabrics), on Sept. 22 launches a one-week intensive one-week campaign of participations on women's programs in 25 cities to tie in with local dealer advertising. Anderson, Davis & Platt, New York, handles the account.
Litigation Is Seen
If New Rules
Are Issued

LAST-DITCH efforts to prevent the FCC to suspend its punitive chain-monopoly rules during the national emergency, lest the whole broadcasting structure be dislocated, were made last Friday in oral arguments before the Commission by Messrs. Cahill, Burns and CBS. MBS renewed its plea for prompt enforcement of modified regulations which would permit it to expand in markets now purportedly closed to it.

In surprisingly brief arguments, which followed filing of voluminous briefs, John J. Burns, chief counsel for CBS, and John T. Cahill, special counsel for NBC, made almost identical pleas for suspension. NBC, however, was represented in attacking MBS as a "switchboard network" and in branding its whole effort the "some of commercializa- tion on a national scale." MBS opposes Suspension.

Louis G. Edelwirth, chief counsel for MBS, advocated action on his petition, filed last month, for a graduated option time formula but maintained MDS could live under the original rules as drafted by the Commission. He opposed the suspension proposal, contending that the very fact that an emergency exists augurs for the regulatory job being done properly and lawfully. The more networks available, the more defense programs will be broadcast, he said.

The only other appearance was made by Paul D. P. Spearman, on behalf of Yankee and Colonial Networks. He made a plea for relaxation of the time and regional stations to fit the peculiarities of regional chains, pointing out that the proposed Commission rules, as well as the suggested Mutual substitute, would seriously deter operation of these New England networks and probably others. Some indication was given that the regulations might be relaxed to relieve the plight of such regional operations.

No immediate word was forthcoming on the probable closing of the arguments, which ran for about 2 hours and 15 minutes. With the adjournment, the four members of the Commission's full membership (Paine was absent) held an impromptu meeting but no decision on procedure was reached. Late last month, when the FCC suddenly called the oral arguments on the MBS brief and indefinitely postponed the Sept. 16 effective date of the rules, it was announced that reasonable notice would be given on a new effective date. It was presumed at least two weeks and probably a month would be allowed.

How the Commission will rule is not indicated. In some quarters, however, it was thought the Commission might promulgate revised regulations by the end of September and make them effective Oct. 15 or Nov. 1.

Ready to Litigate

It was generally believed FCC Chairman James Lawrence Fly has sufficient votes to force through regulations by the end of the National emergency arguments. It was equally clear that NBC and CBS were poised for litigation, challenging the FCC's overall jurisdiction to issue rules once the new rules are revised and an effective date set.

The litigation question was the subject of a conference following the oral arguments, participated in by acting General Counsel Thomas E. Harris and Seymour Krieger for the Commission, and Messrs. Cahill, Burns and Caldwell. No understanding was reached, however, aside from the open secret of NBC and CBS intentions to litigate unless the rules are suspended.

Speculation centered on possible Commission action along the lines of revised rules on option time and extension of broadcast station licenses and concurrent contracts with networks from one to two years. As against the MBS proposal for the first 3 hours of option time in each of the three five-hour segments, Chairman Fly had proposed not more than two hours in each period, to be excluded from participation to a particular network, with the balance free station time. It was thought this might be modified to permit two free hours, along with the doubled license structure.

The Blue Problem

No indication that the FCC prop- oses to deviate from its require- ment that NBC dispose of the Blue has been given, though NBC still has the option to buy portions of networks to divest themselves of key stations in markets other than New York, Chicago, or Los Angeles-San Francisco was indicated, probably to include Washing- ton and both of the coast cities. If this is done, however, the burden would still be on NBC and CBS to dispose of other owned stations, such as those located in markets like Minneapolis, Cleveland and Chicago.

MBS does not question the jurisdic- tion or power of the Commission to issue the regulations, Mr. Caldwell said in opening the argument. As far as the "fairness interest" of MBS are concerned, Mr. Caldwell declared, the regulations as drafted would be acceptable and he felt the network already had demonstrated it could operate without option time, although it is a convenience.

Asserting that MBS is suffering from the delay in placing the regulations in effect, he said the network is losing potential $150,000 accounts at the rate of one a week to the Blue, because it could not clear time in certain cities. He admitted under questioning by Commissioner T.A.M. Craven that MBS has business shown substantial increases. He cited as one instance the March of Time program, which he said had been "worked up" by MBS but was sold on the Blue. This was only one of eight new accounts which have been lost to the Blue in the last 60 days, he said.

Option Proposals

Mr. Caldwell said that whatever formula is established for maxi- mum number of stations will become the minimum. He urged that whatever option time is decided upon be in the nature of specified hours to avoid what would in reality be an "option on time." More, he said that whatever formula is placed into effect on option time should be subject to annual revision by the FCC.

Mr. Caldwell said MBS recognized business convenience involved in exclusive option time but non-exclusive options of all stations from its standpoint would be just as satisfactory. He repeated allegations that confusion would result, saying this would only develop in cities where there are not enough outlets to serve all four networks, as Cleveland, Des Moines, Jacksonville and Providence. In this connection, he pointed out, while his petition ad- vanced exclusive option time, he had in mind the same with non-exclusive time throughout.

Mr. Caldwell emphasized the importance of not allowing "one minute more of exclusive option time than that actually used, based on the preceding year's business placed by a particular network or a particular station. If an extra half-hour is allowed, he said, it would result in almost exclusive control over desirable hours. Because the option plan is based on actual use, he said, the commission ruled in the same situation. Commissioner Craven, however, pointed out that the time option works both ways and that when business taps off, the stations would look to other networks.

Answering arguments that the rules should be designed to permit NBC to build up the Blue Network so it could sell it at a "large price", Mr. Caldwell said MBS was not concerned with the Commission. Any new network like MBS wants to sell.

(Continued on Page 41)
NIB Invites All But Nets' Own Stations

Break From NAB Is Considered; Fly Booster

ENCOURAGED by FCC Chairman James Lawrence Fly to unite independently-owned stations in a common cause, NIB, a purported domination of the major radio and television National Independent Broadcasters Inc. last week sent to some 750 station owners formal invitations for an extraordinary convention to be held Sept. 22-23 at the Palmer House, Chicago.

All stations but those owned, managed or operated by NBC and CBS were extended invitations to the convention, called to apprise the whole regulatory and business outlook for broadcasting stations. This convention will be addressed by Chairman Fly. Among other Government officials scheduled to address the broadcasters are Victor O. Waters, special assistant to the Attorney General in charge of copyright and music activities; and Maj. Gen. Joseph M. Cummings, commandant of the general of the Sixth Corps area, Chicago, who will discuss radio's role in national defense.

May Break With NAB

While no formal announcement has come from NIB President Harold A. Lafount, former radio commissioner, or from Edwin M. Spence, managing director, as to the scope of the sessions, it is freely predicted that if sufficient enthusiasm is displayed, a full-scale reorganization of the trade association will be effected. While NIB has been in existence for some five years, it has functioned largely under the banner of the NAB, the top trade association.

Despite lack of official comment from NIB, the prevailing thought was that the association is looking for an open break with NAB, on the ground that the latter organization is in serious conflict with the FCC and other Governmental agencies with which broadcasters must maintain contact and amicable relations.

Impetus was given the report of a bolt from the NAB banner by Chairman Fly's urgings for a break from the NAB in a statement to the NIB executives in arranging the Chicago convention. The FCC chairman bitterly condemned the NAB as trade association's annual convention in St. Louis last May when a serious rift developed.

He has charged NAB with domination by NBC and CBS domination and repeatedly has referred to it as a "so-called trade association". As a result of that incident, more than a dozen stations resigned from the NAB, including key station members of MBS.

Chairman Fly has not yet disclosed the topic of his keynote speech. But, if past utterances are a criterion, he can be expected to urge independent station owners to run their businesses free from restraints, inquisitions and pressures allegedly exerted by the networks.

As chairman of the Defense Communications Board as well as the FCC, he unquestionably will discuss national defense aspects as they pertain to broadcasting and reassure the industry that the Government has no intention whatever of engaging in broadcasting operations per se, whatever the war developments.

General Cummings to Speak

Chairman Fly personally undertook to obtain as a speaker Maj. Gen. Cummins who will discuss in some detail the relationship of broadcasting to the military establishment.

With many uncertainties still existing regarding copyright growth out of conflicting interpretations of the consent decrees entered early this year by both ASCAP and BMI under the spur of Department of Justice anti-trust action, virtually all of the second day's session will be given over to this subject.

Mr. Waters, who personally directed the copyright activity of the Department and procured the consent decrees, will make his first public expression on the music performance situation since accomplishing the negotiated settlement last March.

Paine and Haverlin

In addition to Mr. Waters, John G. Paine, ASCAP general manager, and Carl Haverlin, BMI station relations director, have accepted invitations to address the convention. Leonard D. Callahan, general counsel of SESAC, and Robert S. Kelner, of AMP, also have accepted invitations.

Because many affiliates as well as independently-owned stations are in a quandary over future copyright matters, particularly in the light of virtually concluded negotiations between NBC-CBS-ASCAP and NBC-CBS-BMI of ASCAP music to their networks, NIB officials said significance attaches to the projected copyright discussion.

In effect, it was pointed out, the proposed plan includes an all-inclusive seminar on music performance, with greatest importance attaching to Mr. Waters' interpretation of the consent decrees and how the proposed NBC-CBS contracts, as well as the MBS contract entered into last May, comply with the far-reaching terms of the consent decrees.

Also tentatively scheduled for

NIB KEYNOTER

CHAIRMAN FLY the copyright battle is Ed Craney, Montana broadcaster who has been in the forefront of the copyright fight for the last decade. An advocate of the NAB and creation of a new trade association of independent owners, Mr. Craney tentatively has accepted an invitation to address the convention but does not know whether he will be in a position to appear.

In an open letter last July [BROADCASTING, July 21-28], Mr. Craney advocated abolition of the NAB because of alleged network domination.

While national defense and copyright are expected to be the salient topics, other activities on the Washington front, including the network-monopoly regulations, newspaper ownership, the tax situation, and the legislative outlook, will be covered. Discussion will be launched in a report by Andrew W. Bennett, NIB general counsel.

New Slate Possible

Mr. Lafount, executive of the Bulova group of stations, and NIB president for the last three years, has announced that he will not seek or accept reelection. He feels the presidency should be rotated. A number of prominent broadcasters are being mentioned for the successorship.

If the apparent plan to broaden the NIB base is carried through, an entire new slate may be elected. This plan presumably also would encompass expansion of Washington headquarters activities. At present Mr. Spence, now general manager of WWDC, new Washington, and former secretary-treasurer of the NAB, is managing Washington headquarters, along with General Counsel Bennett. Edward A. Allen, president of WLVA, Lynchburg, is NIB vice-

president, and Lloyd C. Thomas, of KGFW, Kearney, Neb., is secretary-treasurer.

Vick Serial Plans

VICK CHEMICAL Co's new show, scheduled to start Sunday, 8:30-9:00 p.m. on NBC-Red [BROADCASTING, Sept. 8], has been tentatively titled "This Is the Family", a "real life story of a real American family", according to Morse Internationals, New York, Agency in charge of the development of this half-hour soap opera drama adapted from incidents about her children from a diary kept by Claire MacMurray Howard who wrote about them in her column in the Cleveland Plain Dealer. Mrs. Howard and Milton Giegler will write the radio script for the new show and Richard Nichols, radio director of Morse, will direct.

Canada Dry Mystery

CANADA DRY GINGER ALE, New York, on Oct. 3 will return to network radio with a mystery-comedy serial tentatively titled "Michel & Kitty" on an undisclosed number of NBC-Blue stations, Friday 9:30-9:55 p.m. (EST). Details were still being worked out by Canada Dry's vice-president, J. M. Mathes Inc., New York, as BROADCASTING went to press.

Buick Debut

GENERAL MOTORS Corp., Detroit, during the latter part of September will launch a campaign of transcribed announcements for Buick cars on an undisclosed number of stations. Details will be announced the latter part of this week or early next week. Agency is Arthur Kudner Inc., New York.

Scooters

TO AID in conservation of gasoline, WDAS, Philadelphia, has ordered two scooters for its engineering department to be used on remote broadcasts and special events. The motor scooters are similar to those used by the Philadelphia Police Department to patrol the city's subway transportation system. They will not only save gasoline but end parking problems.
WDRC’S PRIMARY MARKET is Connecticut’s Major Market! Here you have over a million people, with a greater income than any group of similar size in the country. Today, this market presents a selling opportunity you can’t afford to miss. And you won’t miss, if you use WDRC.

As the Basic Columbia Station for Connecticut, WDRC gives you the winning combination of coverage, programs and rate! A Fall schedule on WDRC will prove one of your most productive investments. Write Wm. Malo, Commercial Manager, for availabilities now.
TO BREAK THE BOTTLENECK in broadcast equipment manufacture, which seriously threatens future operation of all stations, representatives of leading transmitter, tube, antenna and parts manufacturers met in Washington last Wednesday under NAB auspices. They appraised the industry’s needs and began plans for drafting of a presentation by NAB to the SPAB-OPM authorities citing radio’s minimum requirements as a national defense function.


TO BREAK THE BOTTLENECK in broadcast equipment manufacture, which seriously threatens future operation of all stations, representatives of leading transmitter, tube, antenna and parts manufacturers met in Washington last Wednesday under NAB auspices. They appraised the industry’s needs and began plans for drafting of a presentation by NAB to the SPAB-OPM authorities citing radio’s minimum requirements as a national defense function.


New Defense Board to Speed Granting of Repair Priorities

A-10 Rating Now Given Broadcasting Along With Communications; Extensive Survey Planned

SEEN as a possible solution to the material supply difficulties of the radio manufacturing industry, the newly-created Supply Priorities & Allocation Board announced last Wednesday it would conduct a comprehensive study of the lease-lend, defense and civilian requirements of American producers.

Revelation of plans for the study, designed to develop an overall picture of the prevailing and future supply situation to be used as a basis for coming priority control, followed by 24 hours announcement of a new “streamlined” plan to grant temporary priority assistance for repair work in 20 “essential industries.” This plan, which includes commercial broadcasting and communications, designates an A-10 priority rating for materials needed in manufacturing equipment for maintenance and repair of existing apparatus.

Improvement Seen

Announced by Donald M. Nelson, who under the SPAB reorganization succeeds E. R. Stettinius, Jr. as Director of Priorities, the new plan for the first time gives such items as radio transmitters an A priority rating, although on July 1 Leon Henderson, as director of the Office of Price Administration & Civilian Supply, designated commercial radio communications, including commercial broadcasting, as one of 26 essential industries for which preference would be


Last Row (l to r): E. T. Morris, Westinghouse; Sigurd Solie, Memovox Inc.; Frank J. Martin, NEMA; Lynne C. Sneby, NAB engineering director; G. W. Hermon, GE; Ann Page, NAB; C. E. Arney Jr., NAB assistant to the President; Gustavus Reinger, Radio Engineering Laboratories.

Attending the sessions, but not present for the photograph were W. Eitel, Eitel-McCulloch Inc.; C. E. Brigham, Federal Telegraph Co.; Harry Ehle, International Resistance Co.; Joseph Tait, Presto; D. I. Cooke, Triplett Electrical Instrument Co.; Lawrence Horle, RMA engineering consultant.

Equipment Needs To Be Submitted

A-10 Rating Held Inadequate At Meeting in Washington

MEETING in Washington at the invitation of NAB President Newton Miller nearly two-score manufacturers and suppliers of commercial broadcast equipment last Wednesday surveyed the critical supply situation facing the radio industry and promptly set in motion means of procuring remedial action from the Government.

The consensus of the conference bore out revelations of the recent BROADCASTING survey, indicating an extremely tight situation for repair and maintenance equipment and a complete throttling of new manufactures in the field [BROADCASTING, Sept. 8].

Hold within 24-hours after announcement of Preference Rating Order P-22, granting an A-10 priority rating to maintenance and repair supplies for commercial broadcasting equipment, excepting radio receivers, it was indicated at the meeting that the A-10 rating soon would prove thoroughly inadequate to secure the large variety of critical maintenance parts constantly needed by the industry.

NEMA’s Blue Report

It was decided that a comprehensive brief of the needs of the industry immediately would be filed through the NAB with the Office of Production Management and Supply Priorities Allocation Board, newly-created top defense production agency.

Keynote of the meeting was expressed in a report by the Radio

(Continued on page 49)
KIDO HOLDS THE KEY TO THE TREASURE CHEST OF BUSINESS
THE RICH MARKET OF SOUTHERN IDAHO AND EASTERN OREGON

Facts

845.00 Per Capita Income

KIDO COVERS IN IDAHO
46% Total Retail Sales
52% General Merchandise Sales
51% Building Material Sales
46.8% Gasoline Sales
45% Retail Drug Sales
43.4% New Car Sales
38% Hardware Sales
32% Grocery Sales
PLUS
A Generous Slice of Eastern Oregon

JOHN BLAIR & COMPANY, NAT'L. REP.
KQW, San Jose, Given 50 kw., KSFO Petition Set for Hearing

KQW Under Contract To Be San Francisco Key Of CBS, Which Would Have 38% Interest

THE NETWORK picture in San Francisco took on a new competitive aspect with the action of the FCC last Tuesday granting conditional permission to KSFO, San Jose, to increase its power from 5,000 to 50,000 watts on 740 kc., while it simultaneously set aside for hearing an application for the same facility to be granted to present CBS San Francisco outlet.

Located about equi-distance from San Jose and San Francisco, KSFO is already under contract with CBS to become its San Jose key station. The original application, filed with the FCC last November, provided that CBS would lease to KSFO the entire station property, without requirement that the network could never procure control.

Financing Plan

The FCC grant specified it is conditioned upon submission within six months for approval a "plan of individual financing," it was also made subject to whatever action the Commission might take on multiple ownership overlapping service, since KQW is a sister station of KSFO, San Francisco. Plans for disposition of the latter station, however, are understood to be under way.

The FCC made no explanation of its action beyond the announcement of the KSFO grant and the KSFO designation for hearing. KSFO had filed for 740 kw. with 50,000 watts and had proposed that KSFO be given its present assignment on 560 kw. with 5,000 watts day and 1,000 night, fulltime. KSFO is contracted as the CBS outlet until Jan. 1, 1946. It also utilizes CBS studios built several years ago at a cost of approximately $135,000, which would be turned over to KSFO when it becomes as part of the new transaction.

Former Commissioner O. E. Sykes, counsel for KSFO, said Friday he felt the FCC unwittingly had done an injustice to KSFO by setting its application for hearing while at the same time granting the identical application of KQW. He added that his was an error which would be rectified on his petition for reconsideration to be filed probably this week. KQW is owned by the Pacific Agricultural Foundation Inc., with Ralph R., Sherwood D. and Mott Q. Brunton as principal stockholders. C. L. Meek, the general manager of KQW, holds a minority interest.

In addition to the proposed direct stock purchase by CBS provided for in the original application, CBS would advance to KSFO approximately $172,000, for the installation of the 50,000-watt transmitter at a point between San Jose and San Francisco. In return, CBS would acquire a mortgage on the station property.

Precisely what requirements the FCC will impose for "independent financing" of the KSFO equipment was not disclosed.

Unusual significance attaches to the KQW action because of a somewhat parallel arrangement contemplated with WLA, Lawrence, Mass., CBS outlet. Moreover, CBS has pending a situation involving an ownership interest in the company operating WAPI, Birmingham.

KSFO is owned by Wesley L. Dunn, California real estate operator and broadcaster. CBS originally had an arrangement whereby it proposed to lease KSFO for a long term, which was carried through the courts.

With NBC operating KPO, San Francisco, 50,000-watt as its Redwood outlet as well as KGO, under lease from GE with 7,500 watts, as its Blue Network outlet, CBS long has been desirous of procuring a peak power station in the market.

Los Angeles Area Gets Another Station As FCC Issues CP for a 10 kw. Outlet

THE Los Angeles area, which ranks with the New York metropolitan area as the most thickly populated with radio stations, last Tuesday was granted another station—the second new one authorized in the same community within the last few weeks and the highest powered new station granted in at least a half-dozen years.

The FCC on Sept. 9 granted Pacific Coast Broadcasting Co. a construction permit to operate a 10,000-watt station on 1110 kc. in Pasadena, suburb of Los Angeles. Earlier, on Aug. 22, the Commission had granted a new 1,000-watt daytime station on 1430 kc. in the same city to Southern California Broadcasting Co.

The Sept. 9 grant requires a directional antenna and was made subject to whatever action the Commission may finally adopt with respect to the multiple ownership question. The fact that J. Frank Burke and his family control KFVD, Los Angeles, and Mr. Burke is also controlling stockholder in Pacific Coast Broadcasting Co.

Springfield, Mo. Grant

On the same day the Commission authorized a new local station with 250 watts on 1400 kc. in Springfield, Mo., the successful applicant being Independent Broadcasting Co., which has the following officers and stockholders: J. H. G. Cooper, president of Cooper Supply Co., Tulsa, Home Securities Co., Springfield Flying Service and other interests, president and treasurer, 50% stockholder; Frank L. Sedwick, furniture dealer, vice-president, 6%; Irving W. Schwab, attorney, secretary, 18%; G. Pearson Ward, radio store owner, 5%; J. W. Turner, department store owner, 4%; O. E. Jennings, Mound City, Ill., 4%; Mary E. James, 4%; C. G. Martin, 4%; O. M. Griffin, 4%.

Springfield now has two radio stations—KGBX and KWTO—both regional and both owned by the same interests, which include the local newspaper publishers.

The Pasadena Setup

In Pasadena, which now has a part-time church-owned 100 wattter (KPPC), a local broadcasting station was once owned by the Pasadena Star-News and Post, which several years ago voluntarily surrendered its license to the FCC rather than dispose of the station by sale to several prospective buyers.

With two construction permits granted for Pasadena, the number of stations in and around Los Angeles will aggregate about 20.

In the Pacific Coast Broadcasting Co., Mr. Burke, a one-time newspaper publisher in Santa Ana, is president and owner of 87.5% of the stock. The remaining stockholders hold less than 2%, and all the stockholders save Mr. Burke hold varying amounts of preferred stock. The other largest stockholders are those of Melvyn Douglas, film star, 1.66% common, 13.33% preferred; George C. Finklei, editor, 0.66% common, 13.33% preferred; Mrs. Eleanor Lloyd Smith, vice-president of the Ventura Land & Water Co. and owner of a number of real estate and mineral projects, 1.66% common, 13.33% preferred; Mrs. Roy L. Shoemaker, member of the State Board of Education, 1.21% common, 11.99% preferred.

Other stockholders, holding less than 1% common and 6.66% or less preferred are: Royal King, rancher; Mrs. Sidney V. Smith, former member of County Supervisors; Ben O'Brien and Albert M. Tewksbury, National Youth Administration; Mrs. Vivian Engstead, school teacher.

It is understood Mr. Burke and his family will be required to relinquish their holdings in KFVD. The electric equipment for the station has already been ordered, and studios will be located in the Huntington Hotel in Pasadena, according to Sidney V. Smith, as attorney for the company.

The Aug. 22 grant in Pasadena, to Southern California Broadcasting Co., listed the following principal officers and stockholders: Maurice V. Neal, local merchant, president; treasurer, 43.61% stockholder; Lee A. Ragan, salesman of KIEV, Glendale, vice-president, 5%; H. H. Cooper, KIEV salesman, secretary, 5%; Edwin Earl, 13.89%, and 10 other stockholders none of whom holds more than 10%.

Pearson & Allen Signed for Serutan Blue Series SEURUTAN Co., Jersey City proprietary) during the latter part of September or early in October will start sponsorship of a new series of programs by Pearson and Bob Allen, news commentators and analysts, on NBC-Blaine. Serutan is on sustaining, Sunday 7:30-7:45.

Time and stations are being cleared and will not be set for a while, since it is certain that it will be in a spot other than the one they now occupy since Mennen’s new show, What Price Glory, is on NBC-Blaine Sept. 28. Until April 20 Pearson & Allen were sponsored by the Brazilian Government and have continued with the show as a sustaining, under the agency of Raymond Spector Co., New York.

Attend Premium Session E. F. JAMES, sales promotion director of the Blue Network, and Joseph Cramer, who occupies the same position with New York Radio, appeared before the Commission Sept. 1 and 2 at the time of the consideration of the Premium Advertising Assn. of America, meeting at the Commodore Hotel, New York, Sept. 8-12.

WEAN Night Boost

WEAN, Providence, operated by Yankee Network Inc., last Tuesday was authorized by the FCC to increase its night power from 1,000 to 5,000 watts on 790 kc. KOTVU, Ottumwa, la., was granted increase from 100 to 250 watts fulltime on 1240 kc.

On their Honeymoon

Thomas G. Hunsaker, Jr., circuit attorney of St. Louis and former Congressman, and the former Mrs. Josephine Halpin, woman commentator of KMOX, St. Louis, Mr. Hennings soon takes up duties as lieutenant commander in the Navy and special aide to the Governor of Puerto Rico. Mrs. Hennings returns to KMOX but will join her husband later this year in Puerto Rico.

Page 14 • September 15, 1941

BROADCASTING • Broadcast Advertising
Someone Gets Caught in a Squeeze!

And today it's the manufacturer, facing an ever diminishing margin of profit!

Our friend the manufacturer anxiously pacing the floor is living proof that the man in the middle isn't always "Lucky Jack."

Factors out of his control have added enormously to his cost of production in the last two years. Higher taxes, higher hourly wages, and the increased cost of raw materials have combined to boost his production cost sky high.

Prices, on the other hand, have risen comparatively little. And today price ceilings—here already or on the way—conclusively bar the possibility of passing the increased cost of production on to the consumer.

But there is a way out. And smart businessmen today are taking it before their fast diminishing profit margin disappears entirely. It is presented for your edification on the following page!
Lower Your Cost of Distribution by Buying BLUE!

Enjoy sales through the air with the greatest of ease—pay from 11% to 36% less per thousand listeners!

With production costs and selling prices more or less out of your control, it becomes necessary to lower your distribution cost to protect your margin of profit. And you can lower your distribution cost by getting more out of your advertising dollars.

Chances are that you’ve already recognized radio as the most economical national medium. But today many radio sponsors are examining their set-up anew—measuring their coverage not merely in volume, but in efficiency—in what it costs them per thousand listeners.

It is precisely under such measurement that the Blue stands up best. And, depending upon such variables as number of stations, etc., the Blue costs from eleven to thirty-six percent less per thousand listeners. The reason becomes obvious when you consider these advantages of the Blue:

**ECONOMICAL BY DESIGN**—Blue Network stations are located in the Money Markets where buying power is heaviest. As the number of Blue stations rose from 64 to 110 in the last 16 months, the basic strategy of the network remained the same—to cover markets, not just areas, to provide sales where selling is most profitable.

**ECONOMICAL WITH POWER**—Some networks offer a larger number of 50 kw stations, but remember that while power is not always effective, it is always expensive. The Blue has high power stations where power is needed—elsewhere conserves its power and your budget.

**ECONOMICAL IN COST PER STATION**—The famous “Blue Plate” system of discounts was originated to encourage the use of the coast-to-coast Blue Network. As you expand your network you receive savings up to 20% of your total time cost, naturally leaving more money in your budget for talent.

**ECONOMICAL IN TALENT**—Bolstered by the finest sustaining schedule of news, sports, and public service programs on the air, Blue sponsors enjoy an audience as loyal as it is large. Blue evening commercial programs have a CAB average of 10. And they have achieved this amazing record with a talent expenditure of 44% less per quarter hour than their major network competition.

If current conditions suggest the need of lowering your cost of distribution, let a Blue salesman show you the way out of your trouble!

NATIONAL BROADCASTING COMPANY—A Radio Corporation of America Service

NEW STATIONS! MAJOR IMPROVEMENTS! In the past four months, the Blue Network has added 5 new stations (2 in major markets). Two other stations (including KVJ, Pueblo and WCBM, Baltimore) “turned Blue” on October 1. In the same period, 11 Blue stations completed important improvements—8 stations increased their power. Also 28 station improvements are now under way—due frequency heterogeneity. 2 new transmitters and antennas—20 power increases (including WWV’s increase to 50,000 watts).
Effort to Discredit Newspapers Seen in Investigation by FCC

Steering Committee Suggests a Fact - Finding Inquiry Should Be Conducted Objectively

AS THE FCC prepared to reopen its newspaper-radio hearings next Wednesday, the steering committee of the Newspaper-Radio Committee issued a report to the FCC. Report - Newspaper Investigation - What Next? in which it reviews and recapitulates the trends and testimony of the previous hearings, warns that “those who are aware of it, when they are in newspaper offices or in Congress, will have to stand up and be counted before a lot of things which seem to be happening have crystallized into orders and policies.”

From its New York headquarters at 370 Lexington Ave., the committee of nine, chosen after the Waldorf-Astoria sessions last May and headed by James M. Cobler, WDAF, Kansas City, Mo., and chairman; Tennant Bryan, treasurer; Gardner Cowler Jr., WMC, Memphis, Tenn.; Jack Howard, Scripps-Ho-ward Newspapers; John E. Person, Williamsport (Pa.) Sun (WRK); and Nelson P. Poynter, St. Petersburg Times (WTSP), issued the following statement:

Assuring that reopening of the hearing Sept. 17 “brings the FCC to the crossroads of fundamental decision on questions of vital im-port to the American press and the American public,” the statement opens by posing three “questions of public policy which squarely con-front members of the FCC and the second to be issued by the committee, the first having been published in July [Broadcasting, July 28].

1. Is the Commission going to con-tinue what appears to be the public trial of one group of owners of broad-casting stations?”

2. Is the Commission going to con-tinue its apparent effort to make rules and regulations limiting or controlling the ownership of radio stations to one group of owners, or is it going to confine its effort to an inquiry

<table>
<thead>
<tr>
<th>New Sperry Serial</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPERRY FLOUR Co., San Francisco, subsidiary of General Mills, on Sept. 29 is scheduled to start a dramatic serial, five times weekly on 8 CBS stations in the West, for 30 weeks. Series will originate in Campbell's Soup Co., plant in Minneapolis. The station list: KSFO KNX KARM KQIN KFYY KSJ KLZ.</td>
</tr>
</tbody>
</table>

FCC Press Probe Resumes Sept. 17
Heard, Cowles, Kansas City
Organizations to Appear

THREE important newspaper radio organizations - Hearst Radio Inc., Des Moines Register & Tribune and the Kansas City Star - will be covered by the FCC news-paper inquiry when hearings are resumed Sept. 17.

Only five hearing days are in prospect for the two-week period ending Sept. 27 and these can hardly encompass all of the available time. Afterward, probably during the week beginning Sept. 29, the FCC will reopen press association radio activities, presumably with emphasis on pur-posed efforts of AP, UPI and INS to thwart development of new press organizations in the radio broadcasting field, operating the preliminary foray into this phase had been launched by the FCC when the first installment of the inquiry ended Aug. 1.

Hearst First

 Called to appear Sept. 17 are the Hearst radio stations. Witness expected to testify, at the request of the FCC, are Maj. E. M. Steer, general manager of the Hearst stations, and Charles L. McCabe, president of Hearst Radio Inc., New York; and Arthur A. Porter, Washington attorney for Hearst, who will represent the organization.

Stations involved are WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; WISN, Milwaukie; KYA, San Francisco.

Scheulded tentatively to appear Sept. 18 is Luther L. Hill, executive vice-president of the Iowa Broadcasters Committee, operating the Des Moines Register & Tribune stations. These stations are KSO and KRTN, Des Moines; WMT, Cedar Rapids; and KGKS, Yankton, S.D., and syndicated with IBC. Paul M. Segal is Washington counsel.

Asked to testify on behalf of WDAF, Kansas City, operated by the Kansas City Star, tentatively scheduled for Sept. 19, are Ray Roberts, editorial head of the newspaper, and H. Dean Fitter general manager of WDAF.

Arthur W. Schaeffer is the Wash-ington counsel.

In each instance, correspondence and files have been requested or examined by the FCC inquiry staff. It is presumed that these examinations will cover such matters as competitive effect of dual newspaper-station operation, ex-changes of station time for newspaper advertisements and purported advantages accruing to joint news-paper-station operation as against independent station operation.

The Commission is expected to resume Sept. 19 until Sept. 25, when FCC Chairman James Lawrence Fly will be in Chicago to keynote the special convention of National Independent Broadcasters on Sept. 22 and 23.

BROADCASTING • Broadcast Advertising

September 15, 1941 • Page 17
National Defense Cited As Justifying Wider Station Service

ACTION by the FCC in the near future on superpower grants for a half-dozen stations as a defense emergency measure was foreseen last week by the disclosure that six major stations have pending or are in the process of filing applications for output of from 500,000 to 750,000 watts.

WOAI, San Antonio, last Tuesday filed with the Commission an application for 750,000 watts on its Class I-A channel, citing inadequate rural coverage and the defense emergency. Already pending in proper form as a result of recent revised applications are the requests of WLW for 650,000 watts, of WEMP and WFLY for 500,000 watts, and a petition for 500,000 watts filed by KSL Salt Lake City.

The FCC has been notified by WHAS, Louisville, that it will file within a fortnight an application for 750,000 watts. Similarly, WHO, Des Moines, is working on an application for an increase to 500,000 watts. This would make a total of six stations, all in the Class I-A category, seeking what hereafter has been regarded as superpower.

Serving Remote Areas

That the Commission is disposed to modify existing regulations to permit power in excess of 50,000 watts has been indicated for several months. The Defense Communications Board, of which FCC Chairman James Lawrence Fly has been emphasized the need for providing reliable broadcast service to remote areas in a recent announcement [broadcasting, Aug. 11].

It is stated that all urban areas are adequately covered for emergency defense communications certain rural sections are still without reliable broadcast service. Horizontal increases in power for regional stations from the present peak limit of 5,000 watts to 10,000 watts during, also are believed to be of interest in the event that WIBW, Topeka, and WCHS, Charleston, already have filed petitions seeking this increase.

On behalf of WOAI, W. Theodore Pierson, Washington attorney, last Tuesday filed an application accompanying word that while for an increase to 750,000 watts from its present output of 500,000 watts. Whereas 500,000 watts heretofore has been regarded as the peak for clear-channel stations, WLW having used it experimentally for several years, it is understood that equipment manufacturers feel they can produce efficient transmitters having a 750,000-watt output, but not in excess of that.

WHAS, through its attorney, George B. Porter, former FCC assistant general counsel in charge of broadcasting, notified the Commission last month that an application shortly would be filed for 750,000 watts. The present WHAS 50,000-watt transmitter already has all the fittings necessary for superpower operation. WHAS has understood to be working on its application through its attorney, Frank D. Scott, and the engineering firm of Jansky & Bailey, with the petition likely to be filed within the next fortnight.

Preparing Data

KSL on Aug. 20 filed a petition seeking FCC action on its original application, pending since 1936, seeking 500,000 watts. The station is working with the engineering firm of Ring & Clark on preparation of a formal application. Engineering work on all of the pending applications or immediately proposed applications, save those of WHO and WSM, likewise is being handled by Ring & Clark.

WSM on June 3 filed a petition amending its original application, also pending since 1936, seeking 500,000 watts. On June 22 WLW submitted its petition seeking 650,000 watts during regular operating hours. WLW now is using 500,000 watts output between midnight and 6 a.m. [broadcasting, July 7].

In 1936 there were 13 stations which had pending applications for 500,000 watts, which precipitated the so-called superpower fight. Now in the suspense file are the applications seeking this output of WOR and WJZ, New York; WGN, Chicago; KFI, Los Angeles; WSB, Atlanta; WJZ, Des Moines; and WSM, Schenectady. The station of one of these channels, however, has changed since 1936.

The WOAI petition brings out that the station operates on 1200 kc. as a Class I-A outlet and that it has had a 500,000-watt application pending since July 2, 1936. The hearing originally was scheduled for May 16, 1938, but was later indefinitely continued, with no hearing date yet feasibly set. On the basis of additional technical information, WOAI amended its application to provide for 750,000 watts.

Need for Service

Attorney Pierson cited the urgent need for improved service by WOAI, pointing to the vast number of isolated rural listeners in the sparsely settled areas of Southwestern United States. The petition recited in narrative fashion benefits that would be derived from the grant to rural residents now deprived of adequate service. The power increase would result in service to nearly a million additional rural Texans both day and night, as well as to listeners in New Mexico, Colorado, Arizona, Oklahoma, Arkansas and Louisiana. Many of these listeners have heretofore been left out of the picture.

Calling attention to the "grave national emergency with which this nation is now faced," WOAI contended that there is no more vital feature of national defense organization than communications.

"It has been proven in the European wars that no small part of the defeat or the victory experienced during these long wars resulted from the use of communications in our civilian population in the event of hostilities. The Southwestern border has been a primary area in defense efforts, and WOAI now is being employed by the Third Army as an instrument in carrying out its current maneuvers with the Second Army, it was brought out.

Needs of Southwest

WOAI contended there are no social objections to its proposal and that old arguments that superpower will amount to a "dangerous avenue of control over the philosophic and attitude of our people." Among the most effective arguments was the number of people who would receive satisfactory service from WOAI would be approximately 8 million, it said. The argument that WOAI would satisfy all the needs of the entire nation is "patently false," the petition added, declaring that the station is not proposing to render "nationwide" service but is merely proposing to render satisfactory service to those States which are logically within its geographical hinterlands, or in the Southwestern portion of the United States.

Economic objections likewise hold no water, WOAI, contended, in view of the sparsely settled areas that the station proposes to serve. Coverage of rural listeners is seldom a substantial factor in the determination of the rate basis of stations assigned to serve urban communities, it was contended.

Finally, WOAI held it was one of the few U. S. stations that enjoys an appreciable listening audience in Mexico, because of its proximity... (Continued on page 43)
Power—right down the middle with a "click" WLAC's 50,000 watts, to go into effect this fall, will mean a power-full coverage of one of the nation's richest territories—the great Tennessee Valley, the heart of the industrial south. In this area is concentrated a great portion of the southland's permanent industries, attracted by the world famous T.V.A. power economies. May we give you the complete story?
Sponsors Signing For Pro Football
Cardinals Only Team Without Contract With a Station
ALL BUT ONE of the teams of the National Professional Football League have signed with individual stations for coverage of their games this season, and most of the stations have already signed sponsors. This was reported to BROADCASTING last weekend by the Chicago office of Elmer Layden, the League's high commissioner.

The Chicago Cardinals have no contract with any station or sponsor. Sponsors are as yet unreported for the Chicago Bears, signed by WENR, and for the Washington Redskins, under contract to WOR, but they are expected momentarily.

New York Sponsors
Pabst Brewing Co. will sponsor the New York Giants’ schedule on WHN, and last Wednesday Gillette Safety Razor Co. signed with WOR to sponsor the Brooklyn Dodgers’ schedule over that station. The latter contract is the fourth to be signed with WOR and MBS by the razor company, which is currently sponsoring UCLA for broadcast on WOR for the World Series on the network and has already engaged to cover the final pro football championship in December.

The Brooklyn Dodgers’ schedule started with a night game last Tuesday, which was carried on WOR under sponsorship of its parent company, N. H. Macy & Co., department store. WOR reported that officials of Gillette were so impressed by the showing of the Dodgers that they decided to take on the remaining 12 games of the schedule. Exclusive television rights to all home games of the Dodgers at Ebbets Field have been awarded.

Cleveland Rams games will be sponsored by WJIL, Knoxville, and the Michigan Network by Pfeiffer Brewing Co.; Philadelphia Eagles on WFIL by Atlantic Refining Co.; Pittsburgh Steelers on WWSW by Atlantic Refining Co.

Tide Water’s Coast Schedule Marks 16th Year of Football
Sportscasters of Tide Water Associated Oil Co. recently convened in San Francisco in a two-day session in preparation for the 16th consecutive season of broadcasting intercollegiate football on the Pacific Coast. The men who serve behind the microphones were given first-hand information on football rule changes by Pacific Coast Conference Football Commissioner Ed Atherton and Louis Conlan, league official. They are standing (1 to r) Commissioner Atherton, Harold R. Deal, manager of advertising and sales promotion, Tide Water Associated Oil Co.; sportscasters, Ted Bell, Jack Shaw, Lou Gillette, Hal Wolf, Doug Montell. Standing (middle row), sportscasters John Carpenter, Mike Francovich, Bill Mock. Seated, Louis Conlan, official; sportscasters, Pat Hayes, Frank Bull, Rod Klise, Art Kirkman.

SPORTSCASTERS

TIDE WATER ASSOCIATED OIL Co., San Francisco, will sponsor all collegiate football games on the West Coast with consecutive year on the air with the grid sport. Announcement came from the office of Harold R. Deal, manager of advertising and sales promotion for Associated.

Although all contracts with the various stations and networks had not been signed when BROADCASTING went to press, it was indicated this year’s list of stations will equal, if not surpass the number used in past years. NBC-Blue and Don Lee Mutual on the air will be utilized, as well as a number of independents. In previous years Associated had used NBC-Red and CBS, as well as Mutual, but is shifting to the Blue this year and dropping CBS completely.

Announcers Meet
Associated held a two-day sports-casters meeting in San Francisco Sept. 4-5, which was presided over by Mr. Deal. Sports-casters were given a thorough schooling in the various systems of play to be used by college teams of the West. Jess Cravath, head football coach at the U of San Francisco, devoted a considerable portion of the first day’s session to a technical analysis of style of play to be employed by each team whose games will be broadcast.

Edwin Atherton, football commissioner of the Pacific Coast Conference, discussed rule changes, as issued by Louis (Dutch) Conlan, Pacific Coast football official. Plans were worked out for a more uniform manner of broadcasting of football games so that descriptive terms employed by sports-casters throughout the West will be more readily understood by their audience.

The general style of the sports-casters will remain unchanged. Plans are under way to spotlight attention on some teams and to that end Mr. Deal announced arrangements to introduce one or two men from various Army, Navy, Marine or other service teams over the air at halftime on all broadcasts.

As in previous years, sports-casters assigned to handle the various games will be stationed in areas from which broadcasts originate.

Those at the conference included: Ted Bell, Seattle; Rod Kise, Pat Hayes and Lou Gillette, Idaho and Eastern Washington; Hal Wolf, Doug Montell and Carroll Hansen, San Francisco area; John Carpenter, Jack Shaw, Art Kirkham and Bill Mock, Oregon area; Mike Francovich and Frank Bull, Southern California.

The broadcast schedule opens Sept. 19 with airing of the Gonzaga-Temple Teachers game at Spokane and will continue through to the annual East-West Shrine game at San Francisco Jan. 1.

Mantle Lamp Plans
MANTLE LAMP Co. of America, Chicago (Aladdin lamps), is preparing a series of quarterly transcriptions to be placed on a number of unscheduled stations. Transcriptions feature Smiling Ed McConnell, Presba, Fellers & Presba, Chicago, is agency.

KRJF, MILES CITY, OPENS IN MONTANA

FEATURING transcribed salutes from KRJF, Miles City, KSL, Salt Lake City; KWYO, Sheridan, Wyo.; KFYR, Bismarck, N. D.; and the Z-Bar network stations in Montana as well as remote from KGCO, Wolf Point, Mont., the new KRJF, located in Miles City, Mont., has signed on the air Sept. 4. On hand for the inaugural was Peter Lyman, of WTCN, Minneapolis, as m.c., and several Minneapolitans.

Construction permit for the new station, which now operates on 1340 kc., was granted Aug. 14, 1940, to the Star Printing Co., publisher of the Miles City Star, controlled by Sarah M. Scanlan. General manager of KRJF is W. F. Flinn who also manages the Star and Don Tannahill, formerly of KSL in Salt Lake City and KAFY, Cheyenne, Wyo., has been named commercial manager. Mr. Tannahill’s sister, Mary Virginia Tannahill, has been named program director. Chief engineer is Henry A. Poole, formerly Navy and Transradio operator, and was signed with KFYR, Wallace, Idaho, and his assistant is Roy Nelson, formerly of KITE, Kansas City.

Station is RCA-equipped throughout and a combination studio-transmitter on the city’s limits is used. A steel tower, purchased from Truscon Steel Co., has been erected.

Safeway Spots
SAFeway STORES Inc., Oakland, Cal., recently started a three-month radio campaign which brings the Safeway name to the West on behalf of its new soft drink product, Sno-Cola. Transcribed one-minute dramas are used on varying schedules. The copy is directed to high school and college youths. The commercials are spotted in swing and popular music programs of general appeal to youth. Agency is J. Walter Thompson Co., Chicago.

Other stations that advertise for Safeway include: KFSD KJH KNX KECA KALE KOMO KFWB KGFE KSAN KSFO KROWN KRE KFKB KMJ KFNN. For Superbowl Soup, Safeway recently ran a nationally sponsored drama series, five times weekly, on WRC, Washington. Safeway also is sponsoring Betty & Bob, transcribed drama series, five times weekly on WRC to advertise Lucerne Milk.

Albers Mysteries
ALBers MILLING Co., Seattle (flapjack flour), on Oct. 2 started "Whodunit," weekly murder mystery game on 7 CBS stations in the West. The show is the property of Louis Thomas, of San Francisco, which last spring placed it on KFRC, San Francisco for Roos Bros., clothing chain. The CBS deal was closed by Art Kemp, Pacific Coast sales manager of CBS, and Charles Morin, San Francisco sales manager. The programs will be produced from Hollywood by Armand Am. Agency is Lord & Thomas. The station list: KSFO KNX KARM KINO KFPY KSL.
**Consider** the strange case of WGBI. It does the complete job in a market that's a real desert island so far as outside stations are concerned. The Pocono Mountains and a few other natural obstacles take all the zip out of outside signals before they can get into the WGBI market.

That's a mighty interesting (and profitable) fact for advertisers. But it's even more interesting when you consider that this "island" market is the 17th largest in the United States with a population of 652,000. A Dr. Starch and Staff survey revealed that 98% of the daytime listeners and 96% of the nighttime listeners in WGBI's home County keep their dials glued to WGBI.

**Scranton WGBI Pennsylvania**

A CBS Affiliate
910 kc • 1000 WATTS DAY
500 WATTS NIGHT

**Scrant on Broadcasting, Inc. • Frank Megargee, President**
ARE SALES SPOTTY IN SPECK (Ky.)?

WAVE feels no rancor toward Speck (Ky.), but goal sellers, you just can't expect big business from such small villages! Especially when 55.6% of Kentucky's income tax payers are concentrated in the Louisville Trading Area, which buys far more of everything than the rest of the State combined! Reaching every corner of this moneymaking market, WAVE gets results at lowest cost delivers listeners because we're the only NBC Basic Bed Network outlet within 100 miles! Want all the facts?

SPECK SPOTTY

Basic Bed LIFE JACKSON MISSISSIPPI

wa

W7Dx

R7Dx

Total

Population

Tinsley

Another of the OF COMPANY Member of State INSURANCE

corner

LOUISVILLE'S

WAVE

1000 watts... 910 K.C. & 92C Basic Bed FREE & PETERS, INC. National Representatives

THE VOICE OF MISSISSIPPI

WHDx

OIL CAPITAL OF MISSISSIPPI

Another of those we serve—Yazoo City—location of famous Tinsley oil field.

Population—7,218

Sales Establishments—146

Total Sales—$5,216,000.

Distance from Jackson—43 miles.

Invest your advertising dollars with WHDX—Dominant Radio Station in Mississippi's growing market.

Member of Southcentral Quality Network

WHDX - WMC - WSBM - KARK

KWKH - KTBs

Owned and Operated by

LAMAR

LIFE INSURANCE COMPANY

JACKSON MISSISSIPPI

Page 22 • September 15, 1941

BROADCASTING • Broadcast Advertising

Merchandising & Promotion

Kansas Audience—Birthday for Bessie—Atlas of Wholesalers—Stars—FM Signs

Stars at Food Show

NBC network stars will headline the Omaha Food Show in Omaha, Neb., Sept. 22-27 when an even dozen of the entertainers will make an appearance through the auspices of WOW. Appearing will be Tom Wallace, Mary Anne Merceer, Whitney Ford, the Tomato and his Harry trio, Lou Trendler, Don McNeil, Eddie Peabody, Evelyn Lynne, Gurry Moore, Nancy Martin and Orelly Bradley. Arrangements were made by John Gillin Jr., manager of WOW.

Folios for Stars

PROVIDING radio editors with a complete folio of facts and gossip about new programs and their stars, ready for use as news stories, biographical sketches or supply paragraphs in the aud.

FIRST USER of billboards for FM is the claim of W6SH, Hartford, for its promotion displays around Connecticut. William F. Malo is commercial manager.

More Corn

AN ADDITIONAL $100 has been contributed by WHO, Des Moines, to the prize fund of the Corn Belt bowling match, to be held Sept. 20 near Albia, Ia., bringing the total amount to $300, according to Hearst Mutual and Wireless News editor and director of the contest. In addition WHO is offering a trophy to the winner in the junior class among the plowmen.

Diamonds for 300's

DIAMOND rings, valued at $100, are presented to bowlers rolling 300 games as a feature of the Ten Pin Topper program each Sunday on WSYR, Syracuse. Program which runs for the duration of the bowling season, also moves latest bowling scores and news.

Flowers for Madam

LISTENERS of KROD, El Paso, are asked each week to nominate their choice for the outstanding woman of the week in El Paso. Competent judges then make the final selection, the winner being saluted on the Woman of the Week program and being presented with a corsage.

Girls Sing for GE

A CHANCE to win a fellowship worth $4,000 to sing on a coast-to-coast network and win $1,000 in cash has been offered talented collegians by General Electric through Phil Spitalny and his all-girl orchestra on the Hour of Charm program Sunday, Sept. 28 at 10 p.m. (EST) on NBC-Red. The best feminine vocalist from each of the 10 leading state universities will be heard in 14 successive weeks on the Hour of Charm. Each will be given a two-minute featured spot in which to demonstrate her singing ability to the nation. The three girls adjudged best will be brought back for additional appearances.

WBAL-Red Ceremonies

SPECIAL ceremonies attending WBAL's affiliation with NBC-Red Oct. 1 will feature two-way talks between WBAL and NBC and world's first contact with respondents in London, Berlin and Moscow. The broadcast will originate at the Baltimore Advertising Club where A. Schechter, director of the news and special events division of NBC, will call in Fred Bate from London, Charles Linus from Berlin and Robert Magador from the Russian capital. Cooperating further in the ceremonies, NBC has sent WBAL a photographic exhibit of 75 Red network stars for display. The pictures are 12x20 mats of work by Ray Lee Jackson, NBC's portrait photographer. All are framed and ready to be hung as a regular art exhibit.

Pennies for Soup

PROMOTING Sweetheart Soap's daily five-minute newscast, WROK, Rockford, III. distributes to women shoppers in the downtown business district cards calling attention to the sponsor's current one-cent sale. To each card is attached a penny, with the message, this penny entitles you to one cake of Sweetheart Soap with the purchase of three bars at the regular price, along with mention of the WROK program.

BROCHURES

WXEN, New York—Descriptive folder of Stan Shaw's Million Man's Matter all night new which is offered to tap the vast listening audience of night workers on defense projects.

WDRC, Hartford—Eight brochure ti-

tled "Connect in Connecticut" citing the advantages of using the station as an advertising forum to reach the Connecticut market.

WWO-WGL, Fort Wayne, Ind.—Folder titled, "Letters to a Lady," citing the success of the "Harry The Milkman" joke show, Can You Top This, and lauding its audience appeal.

WFL, Syracuse—24-page booklet containing photos of all participants in early morning show.
"One year to grow rice, ten years to grow trees, one hundred years to grow men."

(AN OLD CHINESE PROVERB)

For more than three hundred years, men with skilled hands and keen intellects have been a tradition and a living fact in Southern New England. This, no doubt, explains why the manufacture of vast quantities of vital precision articles for national defense has been entrusted to this section, giving impetus to additional spending in this always lucrative market.

During the past sixteen years, the friendly, persuasive voice of WTIC has carried conviction into thousands of homes in this wealthy and responsive area. This same voice can gain acceptance here for your product as it has for many others.
Dr. Problem

PROBLEMS of general interest concerning marriage, vocational guidance, moody children, etc. will be solved by the Problem Doctor, a twice-weekly hour-long program on WGN, Chicago. Program will be sponsored by Rubin's, women's department store. Schwimmer & Scott is agency.

Town Crier

HEARD five days weekly, the new Of Public Interest feature on KFRU, Columbia, Mo., features news from Army camps, plugs for programs of general interest and unusual news reports not included in the regular newscasts.

Nancy Co-ed

WBLK, Clarksburg, W. Va., has started a program of college news. Nancy Garrett, U of West Virginia senior, travels from the school at Morgantown every second week to review the activities of college students in the vicinity.

Military Formula

SPECIALLY DESIGNED for members of the U. S. armed services located at defense bases outside the country, the program News From Home is shortwaved daily on WRC and WNBI, NBC's international stations, featuring a Washington round-up of news, local news from major cities and a six-minute sports resume.

Logical

That is why WOR, New York, has started a new kind of quiz show, the 45 Questions From Broadway, as a Sunday afternoon feature. Questions, submitted by listeners and answered by four Broadway stars each week, deal exclusively with New York's theatrical district and its history. Ted Gut is m.c. of the series, which is conducted under the auspices of Bundles for Britain and awards special "V" Victory pins to quiz winners. Those sending in questions on the program will receive copies of "20 Best Plays of the Modern Washington Theatre".

Selectee's Own

SELECTEES at Camp Polk, Leesville, La., started their own weekly program, America Attention, on WWL, New Orleans. The hour variety show is to be written and produced entirely by selectees at the camp, with nothing but purely technical advice from station personnel. The remote broadcast, started Wednesdays, 8:30-9:00, features the camp's swing, military and hillbilly bands, and other talent.

Jobs to Get

DESIGNED to give expert advice and instruction to job-seekers, WEDC, Washington, has started the new You Can Get That Job series in cooperation with the WPA. The program is conducted by Dr. Mitchell Dreese, an authority on unemployment problems. Personnel managers of important Washington business organizations appear as guests, giving personal experiences and their advice to Dreese's counsel.

Fashion Buys

A FASHION DRAMA, titled Glamour For Every Purse started Sept. 10 has become a regular feature on WBYN, Brooklyn. Conducted by Rosabelle Miller, former buyer of fashion for R. H. Macy, New York, the program utilizes a standard dramatic pattern to bring to listeners in New York and in fashion news, the most interesting of fashion personalities and "best buys".

Hollywood Quiz

MANAGEMENT of the New Pantheon Theatre, Toledo, O., has purchased a daily quarter-hour on WTOL. Program, titled Movie Man, has the announcer move through the theatre asking questions about movies.

A $10,000,000.00 Beauty!

With 85 per cent of the nation's Angora goats browsing on Texas ranches, practically the entire mohair industry of the state is centered in the South Texas area — where WOAI is the most powerful advertising influence!

Mohair is big business down here. Two clips each year — spring and fall — "ring the cash register" to the tune of more than $10,000,000.00 on thousands of ranches and in scores of thriving cities and towns throughout the territory.

Year after year it is WOAI's privilege to give advertisers the readiest and most economical access to the diversified wealth of the Central and South Texas market.
THE QUEST for water for the transmitter of W39B, Yankee Network FM station located on the rooftop of Mt. Washington, N. H., ended a fortnight ago, climaxing three months of arduous drilling.

Originally water was transported up the 4,000-foot mountain by tank trucks, forced to travel over more than three miles of steep and winding roads. Later, high pressure pipes were used to force the water up the 4,000 feet. Drilling on the present well began early last June and for three months, 10 hours a day, 72 days, the work of boring a 15-inch shaft went on. With drilling limited by the rock formations, especially layers of solid granite, to only 20 feet daily at the most, the task seemed hopeless.

Finally on Sept. 2 after drilling a 1,103-foot well that pierced down through the mountain's core to 6,300 feet below sea level, a rush of ice cold water surged up the shaft to within 200 feet of the top. An analysis of the water showed its temperature to be 32° and one-tenth degrees—one-tenth of a degree colder and there would have been no water only ice and 12 weeks of drilling would have been in vain.

Appliance Campaign

GAS APPLIANCE SOCIETY of California, San Francisco (gas appliances), on Oct. 1 will start a one-month campaign on 18 Northern and Central California stations to advertise "C.P." gas ranges. The radio campaign in California will tie in with the national advertising campaign for Certified Performance ranges. Participations on home economies and women's programs will be used, ranging in frequency from four to six times weekly. Agency is Jean Scott Frickelton Adv., San Francisco. The station list: KPO KGO KSFO KFRC KJBS KLX KROW KQW KSRO KHSL KYOS KIEM KDON KTRB KFBR KG Wh KMJ KARM.

NEW YORK local of AFRA will hold its annual meeting at the Hotel Astor on Oct. 10, at which time the local will elect its board members for the coming year. Nominations are made by petition, which must contain the signatures of 20 AFRA members in good standing.

WDSU

NEW ORLEANS

soon will be

5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago
San Francisco

Film Guild Halts Free Appearances

Lux Program Cited for Giving Pay Directly to Charity

FREE APPEARANCES of guest stars on sponsored radio programs must now be passed upon by the newly-created Guild Authority, composed of Screen Actors Guild directorate members. Action was taken to prohibit further violations of the rule forbidding members to appear gratis on established commercial broadcasts. Practice employed by some programs of arbitrarily donating the actor's fee to a charity was specifically attacked in a letter to the Guild membership. Weekly CBS Lux Radio Theatre, sponsored by Lever Bros. (Lux soap), was cited on the latter count.

Letter states that while David O. Selznick, who made arrangements for players to appear on the Lux shows and turn their compensation over to China Relief Fund had acted in good faith, Rule 6 had nevertheless been violated for following reasons: "This is not a new, non-commercial charity show to which actors were asked to donate their time and talent. It was an established commercial show and the practice dislocated an established actor's income.

Lack of Control

"Under the arrangement actors had no control over the money they earned on the show. By agreeing to appear they agreed that the money should be turned over to charity. This adversely affected the actor's right to earn his living in the regular commercial channels of entertainment, to donate what money he felt he could afford to give to charities and to contribute his time and talent to other non-commercial charity programs."

However, in revising Rule 6 so that it now reads, "It is a violation of the rule for a screen actor to give a performance for a regularly commercial sponsored program, which nominally pays the actors, but actually turns the money over to a charity," Guild stated that its attitude in no way indicated a lack of sympathy to the China Relief Fund appeal. Rather it was an effort to keep a few actors from contributing a disproportionate amount to the charity by signing away what they could ordinarily anticipate as a part of their regular income.

So that current plans for the Lux show might continue to run smoothly, Guild has granted waivers to those actors who had already made commitments with Selznick, although all future commitments must be in accordance with the ruling.


FOR THE FIRST 8 MONTHS OF 1941

LOCAL TIME SALES ON WGN INCREASED 25.2% OVER THE SAME PERIOD LAST YEAR!

Here is evidence that radio time buyers are increasingly aware of WGN's ability to do an outstanding advertising job

AND AUGUST 1941 MARKS WGN's 20TH CONSECUTIVE MONTH OF GAIN!

A CLEAR CHANNEL STATION

720 Kilocycles 50,000 Watts
in the
CONTROL
ROOM
HARRY PELT, formerly with the local B & Supply Co., has joined the engineering staff of KSL, Salt Lake City, as control room operator. Pellet, who recently completed his course in control room supervision at the Western Electric System, has a new office in the South Tower.

WALTER E. LIE, former engineer for the radio communications of the South American Gulf Oil Co., is now responsible for radio installation for the Ministry of War of Columbia. South America, has joined the CBS engineering department to work in the southward division.

CHARLES W. BAKER, formerly of Columbia Recording Corp.'s Transcription Division, has resigned from WCN, Bridgeport, Conn., to join the CBS maintenance department.

W. HENRY McCLENDON, former engineer-in-charge of WVF's WIF, New York, has joined KYW, Yuma, Ariz.

DAVID BOYCE has been named chief engineer of WOLF, Syracuse, succeeding Laurence A. Reilly, now with WSYC, Utica, N. Y.

SAM FELTSINGER has been named assistant control operator of WCW, Brooklyn.

Recording Firm Active
A GENERAL UPSWING in new billings during the last two weeks in August has been reported by the Columbia Recording Corp.'s Transcription Division through William A. Schultz Jr., manager. The New York office reported the recording of a 26-week series of 15-minute programs for Wheaton Playhouse (Broadcasting, Sept. 1), in addition to spot announcements for six other clients. The Chicago office completed the Scattergood Baines series for Wrigley, together with a series of announcements for four other clients. The Hollywood offices reported an increased activity in live trailer transcriptions and the various motion picture companies. In addition the three offices recorded spot announcements during the period for the Lang-Worth Transcription Service.

Technicians Needed
CIVIL SERVICE COMMISSION has announced new openings for radio mechanical-technicians paying from $1,440 to $2,300 per annum. Applications must be filed by Nov. 14. The qualifications needed include either paid experience in technical radio work or any study of radio at a school of radio, engineering or technology or completion of an approved radio training course in any branch of radio. Further information is available from the U. S. Civil Service Commission, Washington, and its district offices or at any first or second class post office.

AMERICAN Federation of Radio Artists has voted to publish its long overhauling new rules and regulations, standards and conditions for the employment of radio artists on programs.
Inherent in this simplified circuit are the advantages of complete accessibility without disassembly (for every tube and soldered joint), low power consumption plus low tube replacement cost. The frequency stabilization circuit is simple, positive, and fast in action. Your nearby G-E man has the complete story. Or write General Electric Company, Schenectady, New York.

Engineers, look at this performance!

**GUARANTEED PERFORMANCE CHARACTERISTICS**

<table>
<thead>
<tr>
<th>FREQUENCY STABILITY</th>
<th>= 1000 cycles over a normal room temperature.</th>
</tr>
</thead>
<tbody>
<tr>
<td>FM CARRIER NOISE LEVEL</td>
<td>Down 70 db at 100% modulation.</td>
</tr>
<tr>
<td>HARMONIC DISTORTION</td>
<td>At 100% modulation less than 1 1/2% for modulating frequencies between 30 and 7500 cycles.</td>
</tr>
<tr>
<td>AUDIO-FREQUENCY RESPONSE</td>
<td>The a-f characteristic from 30 to 16,000 cycles is within ±1 db, with or without pre-emphasis.</td>
</tr>
</tbody>
</table>

**MEASUREMENTS ON TYPICAL PRODUCTION TRANSMITTERS**

For weeks Station W2XOY, General Electric's FM proving ground, has operated 10 hours a day within 100 cycles. Stability was measured every hour, using G-E's primary laboratory standard.

Production transmitters average 72 db down at 100% modulation.

Actual performance based on units built to date indicates, at 100% modulation, less than 1% harmonic distortion for modulating frequencies between 30 and 16,000 cycles; less than 0.75% at 50% modulation; and less than 0.5% at 25% modulation.

Without pre-emphasis, about — 0.3 db from 30 to 16,000 cycles; with pre-emphasis, about — 0.8 db.

The performance values on the right are not to be construed as G-E guarantees. They represent typical measurements made on stock transmitters and, as such, reflect General Electric's conservative guarantee policy.

GENERAL ELECTRIC
More power to the aviation cadet and his plane, that unbeatable combination which is making ours the world's greatest air power...that great pair which so vividly symbolizes America's defense!

- DEFENSE has become more than a punch-word in a speech. More than big black type in a headline.
  
  Today, aggressor nations know America can speak in more ways than vocally. For today, America's defense speaks for itself.

  It is heard in the rumble of racing production lines. In motors roaring across the sky. In the swelling thunder of marching feet. It is seen in the grin of the youth in khaki, in the firm set jaw of the man behind the man behind the gun.

  It has been the privilege of the Great Stations of the Great Lakes to serve in the program of national defense. Today, this pair of radio stations renews a pledge. May it be our destiny to continue to serve...to help guard two prized possessions, our nation and our freedom.
Official photographs, U.S. Army Air Corps

...EDWARD PETRY & COMPANY, INC., NATIONAL REPRESENTATIVE
What Price Defense?

A SLIDE-RULE genius figures that if all the time used by the Government over the American broadcasting structure were laid end to end, dollar-wise, it would amount to about $3,000,000 a month, or $36,000,000 a year.

And the pace quickens. But the pace of $18,000,000 a month, or $50,000 every Thursday, isn't important at the moment. Nothing approaching an accurate figure could be produced without the most detailed kind of survey, calculating to the split seconds; the contributions of time by sponsors, stations and networks—spots for the Treasury in the bond drive, or an Air Corps "Keep 'em Flying" punch-line, or an interpolation of seven minutes for OEM in the Firestone program, to cite just a few examples.

It's Uncle Sam's hour of need, and radio along with its contemporary media, the newspapers, magazines and billboards, is pitching in on the defense job. Broadcasters can look with satisfaction upon the results of the defense bond campaign, largely waged on the air, and the series of over-the-top successes in recruiting for the military and civilian personnel drives. Yet there's no gloating even over that.

The important question is whether radio can continue to perform the job next year and the next. It can be done if the Government, on its part, sees to it that the physical equipment is available to "keep 'em spouting."

And then there's the question of all that broken glass being thrown in the path of the industry in a regulatory way, not only by the FCC but by marauding lobbyists in the halls of Congress.

All-out for defense works both ways. Last week we reported the results of a survey of radio equipment manufacturers indicating not merely a bottleneck but an almost complete stoppage of transmitter and tube manufacture as well as replacement parts for 1942. Follow-up action came quickly from the manufacturers. They met first in New York at the call of the National Electrical Manufacturers Assn., which embraces in its membership about 95% of transmitter-tube production. Then they met again in Washington under the NAB banner.

The Defense Communications Board followed through to the extent of authorizing appointment of a Defense Priorities Committee. However well intentioned, that means little. In the tube field alone, for example, national defense requirements for next year indicate orders of $66,000,000. That is just about six times the normal transmitter tube production of $10,000,000. Plant efficiencies and personnel aren't available for that load. And industry needs, even for an industry like broadcasting, can be accommodated only after the red-ticket expedite orders of Uncle Sam are handled.

So at this writing the outlook is zero for tubes and transmitters; the capacity simply isn't there.

That's serious enough to worry every broadcaster. It's just as serious as the paper shortage threatening newspapers and magazines. But it doesn't stop there. The FCC continues to snort and piddle about overlapping service, newspaper-ownership, time-options of networks, even wars with the FCC, and of course, without any obvious outside its domain. In Congress, a strangely constituted subcommittee has begun to give the movie industry the once-over, not too lightly, based on outlandish propaganda allegations, with radio and its commentators and its ownership next on the schedule for the same sort of headline-hunting.

It's high time for self-scrutiny in the proper places, to wake up these dreamers, boot out the phonies and forget the regulatory trivia. Radio is doing its job while it has the tools. But it shouldn't have to tote any heavier load than any other industry.

Copy Danger-Line

THE OTHER DAY there emanated from the Federal Trade Commission one of its routine announcements regarding a stipulation entered in a local advertising case. But it was anything except routine, for it marked an innovation that may have farreaching effect upon the preparation of advertising copy for all media, including radio.

The announcement stated simply that a Midwest broadcasting station had stipulated with the Commission that it henceforth will stop specified representations in copy used by a local bakery, copy which the station helped prepare. Previously, the bakery had entered a similar stipulation with the FTC.

It constituted the first time the Commission had required an advertising medium to stipulate that it would cease and desist from making advertising claims on behalf of an advertiser. That was only because the station continued or sales department, or both, participated in the preparation of the copy.

It isn't an unusual practice for station salesmen or writers to assist in preparing copy for local accounts. In local newspaper selling in smaller communities, it is the rule rather than the exception. In many communities retail accounts do not have adequate local agencies or staff advertising personnel to prepare copy and therefore rely upon the medium.

Without discussing the merits of the particular case cited by the FTC, it is evident that stated case is an example of an assistant to the preparation of advertising copy for clients. Actually, in such instances the medium performs the function of the advertising agency, and even though there is no direct pecuniary return, it must assume the responsibility of the agent.

MAGNETIC RECORDING, frequently used in Europe, is the subject of a technical paper by S. J. Zajun, of Broadcast Development Co., and, in the August Proceedings of the Institute of Radio Engineers. Its outstanding feature is described as its repeated use without deterioration and its possible use for delayed programs and spot announcements. The paper deals with its three essential characteristics—the obliterating, the recording and the reproducing.

A STUDY of the effect that radio will ultimately have upon education has been made through a survey of groups that gather to listen in the United States and England to programs of educational nature. In a compilation titled Radio's Listening Group—The United States & Britain, Frank Ernest Hill, of the American Assn. for Adult Education and W. D. Willard, of the British Institute of Adult Education (Columbia U Press, N. Y., $2.75) show how these groups operate and behave, the numbers of them that exist, their program preferences and the methods of presenting programs. All educators and broadcasters concerned with the problem of education in radio will find much practical information in this book.

PROCEEDINGS of the fourth annual meeting of the School Broadcast Conference have been compiled in two volumes by George Jennings, program director of the Radio Council of the Chicago Public Schools. Volume I covers the general session—the selection of suitable programs for school age children, the transition from stage to radio, comparison of American and Canadian broadcasting and the reports on the evaluation and utilization of educational broadcasts. Volume II consists of the scripts of programs that have been produced. The proceedings may be obtained for $2 from George Jennings, 228 South LaSalle St., Chicago.

A TEXTBOOK to provide background material for the students and school teachers in the U.S., Canada and Latin America who tune in the School of the Air as a regular part of their classroom work is to be released by McGraw-Hill Book Co., in mid-September. To be called Lands of New World Neighbors, the book was written by Hans Christian Adamson, assistant to the president of the American Museum of Natural History, and will be used in conjunction with the broadcasts on New Horizons, the Wednesday geography and science series of the CBS School of the Air.
DEWEY HAROLD LONG

"Mr.", said 12-year-old Dewey Long, humble, yet with a curious self-certainty, "give me a job as waterboy. I'll keep the white men filled with water so they can work fast; and keep the colored men from getting so full of water they can't work."

The foreman at the army construction camp looked at the kid, tired, but determined. "You're tackling a tough job when you take that on. But you've sold yourself. Here's two buckets and two dippers. Now keep them separate and keep moving."

That was back in 1917. And it was Dewey Harold Long's first selling job. Almost ever since then he has been selling. Sometimes the product... sometimes himself...sometimes potato chips...sometimes railroad trips...sometimes cakes...and most recently and most successfully, water.

The present head of WSAI was born Sept. 24, 1905 in the little town of Trenton, Ga.

When he started grade school, the family moved to Chattanooga, and there he received most of his formal education, attending Central High School.

Dewey early discovered that he could make more money selling than he could working hard. Before he was out of high school, he obtained a job as bellhop in the Grand Hotel, Chattanooga, averaging better than $50 a week during vacation. When school time returned, Dewey did not; that is, not to school.

One night he had a brawl with a porter. Fired! Asked to return two days later, Long decided more adventure lay in a hobo trip which he and two friends were going to make to Cincinnati. The railroad dugs caught two of the friends, and only Dewey Long was free—because he utilized his long legs.

He had a cousin who lived in Cincinnati who owned the Tangerine Bottling Company. Dewey obtained a job and worked there for about eight months. While there he learned to drive an auto.

Then Long went back to Chattanooga. His first job there was with C. E. Abernathy. At night he slept in the school. He had stumbled on the obstacle of too little education to not only realize that he would have to learn more. So he went back to commercial college. After a while, impatient as always, he decided he would go to school day and night. As a result, he finished a complete two years course in four months.

After graduating Dewey got a job with the Southern Railway as secretary to the chief clerk.

After four years with the railway, he went to Florida to make more money in a hurry, but came back without it.

In 1925 he went to Spartansburg where he met Katherine Attaway. They were married in 1927.

After traveling eight States for a bakery, Dewey thought he could make more money in a different type of business, and in 1928 went to San Antonio as partner in a sandwich business. Things didn't work out, so he hitchhiked back to Spartansburg.

While he was making and selling potato chips, his wife, Katherine, had been singing as a professional at a local radio station. She told him about a job that was open as a salesman. So he started at WSFA, Spartansburg, selling time.

Learning that Greenville, S. C., was building a new station, WFGC, he got a job as sales manager. He stayed there until 1933 when in December he obtained a job as salesman for WBT, Charlotte, N. C. During his stay there, he compiled several records. He had the largest dollar volume of contracts ever compiled by a radio salesman in the South.

In 1938 Dewey became sales manager of WBT and shortly thereafter, assistant general manager. He was also made southeastern representative for Radio Sales, sales subsidiary of CBS.

Early in 1938, Dewey went to WAPI in Birmingham where he handled all national business for WLW, and also acted as southeastern representative for Radio Sales. In August, 1938, James D. House, vice-president in charge of broadcasting, Crosley Corp., and Robert Dunnell, general sales manager of WLW, were looking for a man to head WSAI. Long was their man.

Long instituted several changes. He brought in several new department heads, and enlarged the station's facilities. Manpower, program ideas, helps to the sponsor, exploitation of station in the market, and boosts for the sponsor's sales—all these were added in generous quantities.

Dewey Long has such a complete understanding of the radio business that he can boil it down to a few thoughts. He says, "just a few factors in the radio business. As I see them, they are (1) the market; (2) the station; (3) the personnel; and (4) programs. If we have succeeded at WSAI, it is because we know that if we can produce the programs which pull the listeners, and help those with both his money and his ambitions, we know that in our market, our station will prove in a dollars and cents way the correctness of our approach."
BILL GOODWIN, Hollywood announcer, in handling commercials on the weekly half-hour *Three Ring Time*, which started Sept. 12 under sponsorship of P. Ballantine & Sons (beer), on 75 MBS stations, Friday, 9:30-10 p.m. (EDST). Clinton (Buddy) Twist was erroneously announced as having that assignment, Ray Singer, New York gaz writer, has been added to the program production staff.

WILLIAM KINGSTONE EMERY, head of guest relations of KPO-KGO, San Francisco, and Lucy Ellen Crofoot were married recently in Berkeley, Cal.

WALLY GADE, formerly on the production staff of KJBS, San Francisco, has been transferred to KGW, San Jose, Cal.

ART FADDEN, stunt pianist of KJBS, San Francisco, recently wrote song, “Sailor Boy, Ahoy!”, to be used in a Broadway musical.

WINKIE WILEMANN, formerly of KGM, Albuquerque, has rejoined the announcing staff of KFRA, Amarillo, Tex., after an absence of 11 months.

HAL TUNIS, announcer and public director of WFGP, Atlantic City, has been named program director and chief announcer.

CHESSTER R. LONG, continuity director of WIRE, Indianapolis, on Aug. 15 married Joan Adele Anderson of Indianapolis.

CHRIS FORD, formerly Chicago's free-lance radio actor and writer, has joined WIRE, Indianapolis.

BILL HOLLIES, formerly NBC San Francisco writer-producer, and more recently a Hollywood freelancer, has been appointed news editor and commentator of KPRO, Riverside, Cal., which starts operation about Oct. 1.

HARRY RUSH RAY, 82-year-old blind conductor of the weekly quarter-hour *Rudy Bond program on KFWB, Hollywood*, was severely beaten and robbed of $30 in his home Sept. 4. He is reported to be in a critical condition.

SAM BALTER, Hollywood commentator, has started a six-weekly quarter-hour sportscast on Don Lee network stations, originating from KFLL, that city.

ROB EMERICK, formerly freelance announcer in Hollywood, has joined KJBS, San Francisco.

PORTER RANDALL, formerly of KGKO, Fort Worth, has joined the announcing staff of KFZ, Fort Worth.

STUART NOVINS has joined the announcing staff of WEEI, Boston, succeeding Hal Newell, who has been transferred to WCAU, Philadelphia.

ARMOND LAPOINTE, prominent in New England dramatic circles, has joined WHEB, Portsmouth, N.H.

CHESTER R. LONG, continuity director of WIRE, Indianapolis, on Aug. 15 married Joan Adele Anderson of Indianapolis.

CHRIS FORD, formerly Chicago's free-lance radio actor and writer, has joined WIRE, Indianapolis.

BILL HOLLIES, formerly NBC San Francisco writer-producer, and more recently a Hollywood freelancer, has been appointed news editor and commentator of KPRO, Riverside, Cal., which starts operation about Oct. 1.

HARRY RUSH RAY, 82-year-old blind conductor of the weekly quarter-hour *Rudy Bond program on KFWB, Hollywood*, was severely beaten and robbed of $30 in his home Sept. 4. He is reported to be in a critical condition.

SAM BALTER, Hollywood commentator, has started a six-weekly quarter-hour sportscast on Don Lee network stations, originating from KFLL, that city.

ROB EMERICK, formerly freelance announcer in Hollywood, has joined KJBS, San Francisco.

PORTER RANDALL, formerly of KGKO, Fort Worth, has joined the announcing staff of KFZ, Fort Worth.

STUART NOVINS has joined the announcing staff of WEEI, Boston, succeeding Hal Newell, who has been transferred to WCAU, Philadelphia.

ARMOND LAPOINTE, prominent in New England dramatic circles, has joined WHEB, Portsmouth, N.H.

THE WESTERN WASHINGTON MARKET BOX SERVED BY KOMO

THE WESTERN WASHINGTON MARKET

KOMO-NBC RED Network
Seattle, Washington

KOMO-NBC RED Network
Represented nationally by Edward Petry & Company

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

5000 WATTS Directional
OVER METROPOLITAN NEW YORK

WBNX NEW YORK

BROADCASTING • Broadcast Advertising

DICK JOHNSON, formerly of KOY, Phoenix, has been named program manager of WSVA, Harrisonburg, Va. R. D. Coleman of the WSVA talent has been appointed traffic manager. Charles Ballou has been named chief announcer of WSVA. Vernon Tate, formerly of WFDG, Greenville, S. C., has joined the announcing staff.

BRENT CHILD, formerly program director of WBBC, Brooklyn, has been named program director of WCWW, Brooklyn. Paul Gould has been named chief announcer of WCWW.

WARREN MACALLEN, formerly on the news staff of the New York Daily News and in newspaper work 24 years, has joined the publicity department of WCWW.

MORRIS HASTINGS, former radio and assistant music director, has been named program director of WAL, Hartford, Conn.

ALICE MEREDITH

THEY SAY "beauty and brains never go together." Take another look at the picture of Alice Meredith, petite blond director of woman's programs on KPFU, Columbia, Mo. Just 5 feet tall and only 100 pounds, this Stephens College graduate is a bundle of energy which in a short time has become a favorite of KPFU listeners. She makes four daily appearances on the KPFU schedule and each is sponsored—Musical Clock, Telephone Quiz, Chatter-Time and a telephone request program on a Monday through Friday schedule, topped off with a Saturday morning musical and quiz program with local school children. After graduation from Stephens, Miss Meredith was employed by the college as radio instructor. In May, 1940, she resigned to join KPFU to handle all programs with feminine appeal.

MARSHALL ADAMS, formerly a Wave radio model, and fashion writer for the *Washington Post*, has joined WNV, Washington, as women's editor.

MARK AUGUST, announcer of KSL, Salt Lake City, on Aug. 20 married Lola Gene Brown.

DICK JOHNSON, formerly of KOY, Phoenix, has been named program manager of WSVA, Harrisonburg, Va. R. D. Coleman of the WSVA talent has been appointed traffic manager. Charles Ballou has been named chief announcer of WSVA. Vernon Tate, formerly of WFDG, Greenville, S. C., has joined the announcing staff.

BRENT CHILD, formerly program director of WBBC, Brooklyn, has been named program director of WCWW, Brooklyn. Paul Gould has been named chief announcer of WCWW.

WARREN MACALLEN, formerly on the news staff of the New York Daily News and in newspaper work 24 years, has joined the publicity department of WCWW.

MORRIS HASTINGS, former radio and assistant music director, has been named program director of WAL, Hartford, Conn.

ALICE MEREDITH

THEY SAY "beauty and brains never go together." Take another look at the picture of Alice Meredith, petite blond director of woman's programs on KPFU, Columbia, Mo. Just 5 feet tall and only 100 pounds, this Stephens College graduate is a bundle of energy which in a short time has become a favorite of KPFU listeners. She makes four daily appearances on the KPFU schedule and each is sponsored—Musical Clock, Telephone Quiz, Chatter-Time and a telephone request program on a Monday through Friday schedule, topped off with a Saturday morning musical and quiz program with local school children. After graduation from Stephens, Miss Meredith was employed by the college as radio instructor. In May, 1940, she resigned to join KPFU to handle all programs with feminine appeal.

MARSHALL ADAMS, formerly a Wave radio model, and fashion writer for the *Washington Post*, has joined WNV, Washington, as women's editor.

MARK AUGUST, announcer of KSL, Salt Lake City, on Aug. 20 married Lola Gene Brown.

DICK JOHNSON, formerly of KOY, Phoenix, has been named program manager of WSVA, Harrisonburg, Va. R. D. Coleman of the WSVA talent has been appointed traffic manager. Charles Ballou has been named chief announcer of WSVA. Vernon Tate, formerly of WFDG, Greenville, S. C., has joined the announcing staff.

BRENT CHILD, formerly program director of WBBC, Brooklyn, has been named program director of WCWW, Brooklyn. Paul Gould has been named chief announcer of WCWW.

WARREN MACALLEN, formerly on the news staff of the New York Daily News and in newspaper work 24 years, has joined the publicity department of WCWW.

MORRIS HASTINGS, former radio and assistant music director, has been named program director of WAL, Hartford, Conn.

JOE PARKER, NBC Hollywood producer, and Vida (Buddy) Hunter, of that city, are to be married Oct. 14.

GRAHAM STAFFORD, 19, and member of CBS Hollywood junior staff, enlisted in the Royal Canadian Air Force. He is the son of Hanley Stafford, who portrays Daddy to Baby Snooks (Fanny Brice), on the weekly NBC Red Coffee Time.

WILLIAM PARKER, who has covered news assignments in Europe, Asia and the Orient, is commentator on the five-weekly quarter-hour program, Foreign Correspondent, sponsored by Thrifty Drug Co., Los Angeles (drug chain), on KECA, that city.

MADELEINE CHARLEBOIS, well-known in Ottawa dramatic circles and the Little Theatre movement, has been appointed bilingual announcer by the Canadian Broadcasting Corp.

DAVE COOPER, former campus band leader at the U of Minnesota, has been named farm program director of KFRC, Columbia, Mo. Jack McGee has joined the KFRC announcing staff.

PETER TEMPLE, announcer of WLOL, Minneapolis, has announced his engagement to Betty La Blant. They are to be married Sept. 19.

EDWARD BROWN, former CBS announcer at San Francisco and Los Angeles and at the present time sports commentator at the Camden, N. J., Convention Hall, and Allen Landry were married in Richmond, Va., Sept. 3.

TUTOR of Denver's police radio announcers is Austin Williams of the KLZ mike staff. Williams organized a ten-week course designed to correct common errors in speech and improve diction. In addition to giving voice lessons to the radio patrolmen, Williams here, is giving individual attention to an attentive police dispatcher.

TOM STEENSLAND, announcer of KSCI, Sioux City, Ia., resigned Sept. 1 to enter the U of South Dakota. Dorothy Hilde, KSCI music librarian, has resigned to live in Hollywood, Calif.

ROY DURRALL and Hal Moon have been added to the announcing staff of KDLX, Salt Lake City, Utah, replacing Doug Gourey and Bill Baldwin, respectively.

WALT LOCHMAN, sportscaster of KMBC, Kansas City, is the father of a baby boy, William Charles, born Sept. 5.

ED DeGRAY, audiologist of WBT, Charlotte, was married recently to Helen Anton, of New York.

Wonderful Chance

DAVE DRISCOLL, director of special features of WOR, New York, will make radio-and rodeo-history during WOR's coverage of the annual World Championship Rodeo to be held in Madison Square Garden early in October, if he can find the man to carry out his bright idea.

Plan is for an announcer with a microphone to describe his emotions as he comes rushing out of a stall atop a wild broncho. Dave reluctantly disqualified himself because of weight limitations and Al Joseph, Driscoll's first assistant, declares that he gets asthma from horse dander, so the post is wide open.

Two New in Canada

LICENSES for two more Canadian stations have been granted by the Radio Branch, Department of Transport. The Peterborough (Ont.) Examiner, daily newspaper, has been granted 5,000 watts on 1230 kc. with call letters CHKX.

J. H. Yuli, businessman of Medicine Hat, Alta., has been granted a license for a 100-watt station on 1300 kc. No call letters have been assigned.

NORTHAM WARREN Corp., New York, and its subsidiary, Peggy Sage Inc., Stamford, Conn., have stipulated with the Federal Trade Commission to stop certain representations for Cotex and Peggy Sage fingernail polishes, according to an Aug. 28 FTC announcement.

WHMA EMPLOYES SUE FOR OVERTIME

EMPLOYEES of WHMA, Anniston, Ala., on Aug. 30 filed suit to collect $11,500 in alleged unpaid overtime, liquidating damages and attorneys' fees from Harry M. Ayers, doing business as Anniston Broadcasting Co., according to the Birmingham News. The suit was brought, under Section 16(b) of the Fair Labor Standards Act, by Harold F. Russey, John F. Cram and Vernon Story, seeking relief for "themselves and other employees similarly situated," the news report stated.

The amount sought includes $4,000 in the form of wage restitutions, a similar amount as liquidating damages and $3,500 for legal fees. The time for which overtime payments are claimed, under the wage-hour law, was said to total 3,982 hours.

In Washington the Wage & Hour Division of the Labor Department indicated it was not directly involved in the case and would not participate in prosecution of the suit, unless called upon to sit in an amicus curiae.

Robert L. Harmon

ROBERT L. HARMON, 59, since 1930 president, treasurer and a director of Evans, Nye & Harmon, New York advertising firm, died Sept. 7 after a heart attack while walking in the garden of his home. Mr. Harmon spent five years as a credit reporter with R. G. Dan & Co. and other periods in executive functions with various manufacturing companies. From 1920 to 1928 he was president of the Industries Publicity Corp. of New York.

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.
Wellington Is Appointed To U. S. Post by BBC

ONE of the senior officials of the British Broadcasting Corp., Lloyd Wellington, has been appointed North American director with headquarters at 620 Fifth Ave., New York, the BBC announced last Monday. Mr. Wellington has already arrived to assume his duties, which include collaboration with North American broadcasting authorities on radio matters affecting the two countries. His duties also embrace exchange of program material and the maintenance of BBC's relations with the Canadian Broadcasting Corp.

Mr. Wellington has been with BBC since 1924, handling both administrative and program details. He was assigned shortly after the outbreak of the war to the newly formed Ministry of Information as director of its Broadcasting Division. He made a trip to this country last spring to study the broadcasting situation.

POPULAR PROGRAM DONATED BY KMBC

ONE of Saturday afternoon's most popular shows, The Brush Creek Follies, aired over approximately 100 CBS stations from 1:30 to 2:30 p.m. (EDST), will be turned over to the Treasury's Defense Savings Program beginning Sept. 13. The contribution was made by Arthur B. Church, president, and Karl Koepfer, vice-president and managing director of KMBC, Kansas City, where the show originates.

The Treasury announced last week the release of foreign language transcribed announcements to 313 stations. Produced in four different tongues—Italian, Spanish, Polish and German—the series was translated by Joseph Lang, general manager, and Thurston S. Holmes, program director of the Treasury's radio division. Continuity of the announcements follows the "bugle call" format. Production was supervised by Charles J. Gilchrist, assistant chief of the Treasury radio section.

FOREMAN Co. has been appointed exclusive national representatives of WPTF, Fla., NBC-Red outlet.

WPTF in Raleigh is NORTH CAROLINA'S No. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

50 GOOD PROGRAM IDEAS-$1!

Good solid comm. successes. Practical ideas for every station or agency, large or small. New, live angles on sports, news, army shows, interviews, features, etc., etc.

"SHORT STORY GEMS"

Original series 3" scripts, dramatized by network writer with blackout twist that makes audience and sponsor yell for more!

13 shows-$15 6 shows-$9

ALSO: A few remaining copies of "100 QUIZ PGMS.
FOR $1.000 questions & answers"

Guaranteed 100% GOOD OR YOUR MONEY BACK!

LEO BOULETTE

Morris Plan Bank Bldg., Springfield, Ohio

FREE & PETERS, Inc., National Representatives

Page 34 • September 15, 1941

BROADCASTING • Broadcast Advertising
Roper Survey Shows How Listeners Buy; Effective Audience For Programs Shown

LISTENING to commercial broadcasts creates customers for the products advertised on those broadcasts. And the more people listen, the more they buy.

Loes are two major conclusions of a study of the influence of television on buying habits, based on a nationwide study conducted in January, 1940, by Elmo Roper, who also conducts the Portman Surveys of Public Opinion. The survey covers every one of the 40 sponsored programs on CBS at that time.

In an attempt to determine not merely that radio sells goods, but the effective audience—the number of actual listeners reached with a sales message often enough to sell goods—and the net sales impact—customers actually created by the program—specific programs, Roper investigators interviewed 10,000 adults in all parts of the country, not only radio owners, but "just people, with and without telephones, radios, refrigerators, children—and culture," representing the entire adult U. S. market.

Two Groups of Querries

These investigators asked two sets of questions to discover what brand of product in each category (toothpast, cigarettes, gasoline, etc.) the person interviewed used, and to which of the 40 programs he or she listened and how often. The results, as well as the technique, are described in detail in a 40-page book published last week by CBS under the title Roper Counts Customers.

Taking a month as an arbitrary unit, CBS reports that all 40 programs were found to have monthly audiences—that is, the number of persons who heard the program at least once during the month—sizable larger than the standard CBS or Hooper audience ratings. The average frequency of listening was found to be 2.4 times per month for once-a-week programs, 5.7 times per month for three-times-a-week programs, 8.2 times a month for five-times-a-week programs and 9.2 times a month for six-times-a-week programs.

Comparing the users of each advertised product among those who heard its program with the users among the non-listeners to that program, they found that "in every single case, without exception, the number of product-users was higher among listeners than among non-listeners to each CBS program," the book reports. "Higher, on the average, by 55%.

Further analyzing the answers by frequency of listening, CBS states that those who listened to weekly programs once or twice a month showed a 43% increase in users, whereas those who listened three or four times a month showed a 57% increase, proving that "the more impressions, the more customers. The more they listen, the more they buy. However, the book points out, even the occasional listeners who listen to the program less than once a month, are influenced by radio advertising, using the advertised products 31% more than those who do not listen at all.

Men vs. Women

Breaking down the total audience, the study shows that among men, 49.9% listen three to four times monthly, 20.8% once or twice and 24.3% less than once a month. For women the percentages are: 54.4% listen three-four times, 22.1% once or twice and 23.5% less than once a month. The total listeners to the average program was 37,867,000 persons.

CBS also points out among the study's results that: "A single program created 4,400,000 extra users for a single product, lifting the level of use 60% higher than its use among non-listeners. All 40 programs created 37,000,000 more users and buyers for all the products which they advertised. None of these results can be attributed to any other source than the radio programs themselves."

As to listeners, CBS also reports that "40 CBS programs reached 91.1% of all U. S. adults—four weeks. A single program, in a month, reached 56% of them—a monthly audience of 50,350,000 men and women. It reached them an average of three times each, for a total of 150,000 separate advertising impressions."

Plans for Co-Op Serial

THE COMEDY serial Mrs. & Mrs. North which was recently purchased by N. W. Ayer & Son, New York, for cooperative sponsorship by the consolidated electric industries [Broadcasting, Sept. 1], may be heard Tuesdays 9:30-10 p.m. on CBS, a spot now under consideration. Details are being worked out by the agency and CBS and will not be announced until later this week.
STATION ACCOUNTS

WILLIAM W. JAX, WEIL, JOHNSON & SIMONIZ
thru Ferry & Sons, Cleveland.

WCAU, Philadelphia
Vick Chemical Co., Greenbush, N. C., 6 dp
weekly, thru Morse Interna-
tional, Inc., New York.

Maryland Pharmaceutical Co., Baltimore
(Mass. Bulletin) 15 dp, thru 12 weeks, thru Joseph Katz Co., Balti-
more.

Atlantic Refining Co., Philadelphia, phil-
thou, N. W. Ayer & Son, Phila-
adelphia.

Levi & Sons Co., Canthorpe, Mass., (train)
20 dp thru Young & Rubicam, N. Y.

10 dp thru Polonsky Agency, Terre Haute.

Standard Brands, New York (peast), 10
weekly thru Kent & Eckhardt, N. Y.

thru BBDK, N. Y.

Binfords & Schramm Co., New York
(March 1 to Apr 19) thru Wm. Ely Co., N. Y.

Johnston & Johnson, Canthorpe, Mass.,
2 dp thru Newell-Ellis Agency, N. Y.

Johnson & Johnson, New Brunswick,
N. J. (Feb 1 to Mar 1) thru Ferry-Hardy Co., N. Y.

W. A. Sheaffer Pen Co., Fort Madison, la.
(Sept 1 to Dec 1) thru Russel M. Seeds Co., Chicago.

KMOX, St. Louis


Johnson & Johnson, New Brunswick,
N. J. thru Newell-Ellis Agency, N. Y.

Ogilvy Corp., Chicago, 5 thru W. H. Kastor & Sons, Chicago.

Michigan Fruit Stockors Inc., Detroit, 5

W. A. Sheaffer Pen Co., Fort Madison, la.
(Sept 1 to Dec 1) thru Russel M. Seeds Co., Chicago.

Good Clothing Co., St. Louis, 6 thru


KSO-KRTN, Des Moines
National Biscuit Co., Chicago, 3 thru
d thru Sherman Kurl, Ellis & Co., N. Y.


Tompkins & Hendy, Grand Junction, Ia., daily thru Son de Regger & Brown, Des Moines.

Scheiding, Ks. & R. Co., Akron, 5 thru
d thru, Meldrum & Fenshaw, Des Moines.

Butler Mfg. Co., Kansas City, daily thru
Ferry-Hardy Co., Kansas City.

Omar Mills, Omaha, thru thru, W. S. Matthews & Co., Chicago.

KXKO, Fort Worth-Dallas
Galveston-Houston Broadcasting, Houston, 260
f thru, Ruthrauff & Ryan, Houston.


Carter Products, New York (proprietary)
260 thru, thru Broadcast Advertising, N. Y.

Bond Rogers, New York (chocolate), 312 thru thru Neuf-Rogow, N. Y.

Campbell soup Co., Northfield, Minn., 156 thru, thru Campbell-McCullough, Minneapolis.


CCKL, Toronto
Canadair Marcon Montréal, (radio),

Lydia E. Fishkin Medicine Co., Lynn, (mass.-prop.), 12 thru thru, thru Erwin, Wesser & Co., N. Y.


Philadelphia & Reading Coal Co., Phila-
dephia, thru, thru McKee & Al-
bright, Philadelphia.

WLS, Chicago
Lever Bros. Co., Cambridge (Spry), 6 dp
weekly, thru Ruthrauff & Ryan, N. Y.

Arvey Corp., Chicago (R-T-F transparency), 3 thru thru First United Broadcasting Co., Chicago.

Manhattan Soap Co., New York (Sweet-
bread soap), 7 thru thru Franklin Brok Adv. Corp., N. Y.

Sawyer, Huxley Co., Chicago (super- 
phl.), thru thru, thru Dey & Hartman, Chicago.


General Store of the Air (sundry items),

DeWitt Agricultual Assn., DesKil, III.
(Hybrid seed corn), 6 thru thru thru.

Chicago, thru thru, thru.

CBS Coast Sales Show 9-Month Gain
Billings Well Above 1940 and Other Contracts Pend

WITH FOUR additional firms having
contracted for regional network time
during the past few weeks, CBS Coast Sales for the first nine months of 1941 will be
substantially in advance of 1940, Donald W. Thornburgh, the
network's West Coast vice-president, revealed in a recent telephone call with a
newspaper editor.

He further reports that several other advertisers are negotiating for Pacific Coast regional time on the
network. Besides, others are considering new current contracts for late fall and winter.

News Contracts

Nestle's Milk Products, San
Francisco (Alpine coffee), through
Leon Livingston Adv. Agency, that clinch a deal with CBS for all of 1941.

Winter, News Analyt, on 4 CBS
Pacific Coast stations (KNX KARM KSF Ko),
Saturday, April 14-5 a.m. (PST).

additional Bob Garred Reporting
contract for the first 30 days Bob Garred Reporting
on the same list of stations, Tuesday, 5:45-5:55 p.m. (PST).

Both contracts are for 13 weeks.

Peter Paul Inc., Naugatuck, Conn. (candy bars, gum), through
Briscar, Davis, & Schraib, San
Francisco, underwrites Bob Garred Reporting
on the same list of stations, plus KIRO, Monday, Wednesday, Friday, 4:45-
4:55 p.m. (PST), McFadden Publications, New York (Liberty magazine), through
Erwin, Wesser & Co., that city, on a 52-week contract that started Aug. 13, spon-
sors Bob Garred Reporting
on the same list of stations, plus KIRO, Monday, Wednesday, Friday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. on the
same list of stations, plus KIRO, Monday, Wednesday, Friday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. on the
same list of stations, plus KIRO, Monday, Wednesday, Friday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-
sor of that program Tuesday and Thursday, 7:30-7:45 a.m. Bathasweert Corp., New York (Bathasweert), is spon-

Albers Bros. Milling Co., Seattle, through
Lord & Thomas, San Fran-
sisco, starting Oct. 2 shall sponsor the network half of the hour, mysteries
Who-dunit, on 7 CBS West Coast
stations (KNX KSF KOR KOI KFPP KSL),
Thursday, 7:30-8 p.m. It is underwritten by Bob Garred Reporting
on the network.

of H. V. Kallentorn on NBC-
Pacific Red stations to concentrate on the new series program which was
successfully tested last year on KFRC, San Francisco, by Roos Bros. (men's clothing),

Albers Bros. contract is for 39 weeks.

General Petroleum Co., Los
Angeles (Mobilgas), on a 13-week

Page 36 • September 15, 1941

Broadcasting • Broadcast Advertising
contract which started Sept. 13 is sponsoring Sports Broadcast with Sam Hayes, commentator, on 8 CBS Western stations (KNX KSFO KARM KOIN KIRO KFPG KOY KTUC), Wednesday, 6:15-6:30 p.m. Agency is Smith & Drum, Los Angeles. Hayes did a similar 15-week program last season for western marketers of Mobilgas, and broadcasts were so successful that the firm devotes the major part of its advertising budget to radio. Hayes sportscasts are supplementary to General Petroleum's sponsorship of the weekly program, I Was There, on 8 CBS West Coast stations, Sunday, 9-9:30 p.m.

Smith Brothers Co., Poughkeepsie, N. Y. (cough drops), through J. D. Tarcher & Co., New York, on Nov. 3 starts sponsoring Knox Manning, News, on 6 CBS Pacific Coast stations (KNX KARM KSFO KOIN KIRO KFPG), Monday, Wednesday, Saturday, 8:55-9 p.m. Contract is for 17 weeks.

Los Angeles Soap Co., Los Angeles (White King), sponsors Knox Manning, News on 16 CBS Western stations, Monday through Friday, 2-2:15 p.m. Agency is Raymond B. Morgan Co., Hollywood. Manning is also narrator on the weekly five-minute program, Find the Woman, sponsored by Colonial Dames Inc., Los Angeles (cosmetics), on 8 CBS West Coast stations, Sunday, 7:25-7:30 p.m. Agency is Glasser-Gailey & Co., Los Angeles.

**WHAT DO YOU WANT TO KNOW ABOUT RICHMOND?**

Richmond is at the fingertips of WMBG's sales and merchandising staff. You can get the dope instantly from WMBG—the Red Network Outlet in Richmond—on a food, drug or any other situation. As proof, WMBG received the Armour Merchandising Award. WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

**OPPORTUNITY FOR AGENCY MEN:**

One of the pre-requisites for successful campaigns is the use of dominant media in active markets. These are the very things that more and more time-buyers are finding in one of the Central Southwest's richest areas. KTBS is a dominant medium and Shreveport a truly active market. Here in the heart of one of the nation's basic production areas—rich with oil and gas, defense industries and agriculture...people are making money and spending it. You'll discover qualities that make Shreveport one of the important markets.

**KTBS** 1000 WATTS—NBC

Serving the Pivot Area of the Central Southwest

Represented by The Branham Company
Woolcott in England

ALEXANDER WOOLCOTT, radio's "Town Crier," will report on conditions in England in a series of presentations starting the first week in October. Due to the uncertainties of the Atlantic passage, it was not yet given for the first broadcast. His reports, to be short-ruled directly to this country and to be carried by BBC, will be in the same chatty vein as his Town Crier program.

LOG CABIN BREAD Co., Los Angeles, in a four-month campaign starting Sept. 15 will use an average of 25 transcribed announcements per week on six stations in that area. List includes KCOA KFAC KFI KWH KHJ KFWR KBP. Announcements are produced by Dan B. Miner Co., Los Angeles, under direction of John Guedel.

LOS ANGELES SOAP Co., Los Angeles (Soap Scotch), on Sept. 8 added KRMN Beverly, to its six-week quarter-hour newscast on two Arizona network stations (KADC KRFJ) Series originates from the latter station. Agency is Raymond R. Morgan Co., Hollywood.

JOHN T. TROLL Co., Los Angeles (Vitamin D-1 candy mints), through Lockwood-Shelford Adv. Agency, that city. on Sept. 1 started a 20-week local campaign and in using 14 spot announcements per week on KRKD, with a weekly spot on KFI. Schedule also includes six daily time dial announcements on KFV as well as a late afternoon newscast, five times per week on KFCA. Firms in addition uses 42 spot announcements weekly on FM station. KBCA Hollywood, and plans extension to include other California stations as distribution outlets are established.

GOLDEN STATE Co., San Francisco (Golden V Vitamin milk), recently started a new 12-week campaign. using transcribed announcements with a musical opening on three San Francisco stations KPO KFRC and KRFK and five participations weekly on Ann Holden's Home Forum program on KFRC. This campaign was handled by Robert M. Watson, San Francisco manager for Ruthrauff & Ryan, the campaign may be extended to other cities in California.

PET BOYK of California, Los Angeles (two accessories), through Milton Weinberg Adv. Co., that city, is currently sponsoring an early morning show. Use the Mechanic on KFWR Hollywood. Contract is for 52 weeks, having started Sept. With Bill Baldwin as m.c., the six-week program includes news, music and games. Firms also currently use from 12 to 15 transcribed announcements weekly on one of the following Southern California stations RGB KOXO KFRC KFBO KFSA KFPM.

RM PACKING Co., 8th Avenue, Brooklyn, (Shoe polish) has named the Folk Singer program on WABC New York, along with a ten-week New York Jewish newspaper campaign. The series is directed by Jacob of the Jewish Market Org. for the agency, Caldwell-Baker Co.. Indianapolis.

KFWB Hollywood, (Vitamin C candy), started a 13-week campaign on one of the New York network stations. Contracts are handled by Robert M. Watson, San Francisco manager of Ruthrauff & Ryan, the campaign may be extended to other cities in the San Francisco area.

GRIFFIN JINGLES GRIFFIN MFG. Co., Brooklyn (Shoe polish) during the week of Sept. 8 added 14 stations in the New York, Chicago, Detroit, Minnesota, New Jersey markets bringing to 67 the total carrying the one-minute transcribed jingles, Time to Shine. The discs are displayed 24-73 times weekly between 7 and 9 a.m. will be heard in addition on WABC WJZ WMCA WNEW WHN WJSL WBC WOL WHB WPM WJSM WJW WXYZ CKLW. Berlins, Castleman & Pierce, New York, handles the account.

WOLanske, 8th Avenue, Brooklyn, (Shoe polish) has named the Folk Singer program on WABC New York, along with a ten-week New York Jewish newspaper campaign. The series is directed by Jacob of the Jewish Market Org. for the agency, Caldwell-Baker Co.. Indianapolis.

KFWB Hollywood, (Vitamin C candy), started a 13-week campaign on one of the New York network stations. Contracts are handled by Robert M. Watson, San Francisco manager of Ruthrauff & Ryan, the campaign may be extended to other cities in the San Francisco area.

GRIFFIN JINGLES GRIFFIN MFG. Co., Brooklyn (Shoe polish) during the week of Sept. 8 added 14 stations in the New York, Chicago, Detroit, Minnesota, New Jersey markets bringing to 67 the total carrying the one-minute transcribed jingles, Time to Shine. The discs are displayed 24-73 times weekly between 7 and 9 a.m. will be heard in addition on WABC WJZ WMCA WNEW WHN WJSL WBC WOL WHB WPM WJSM WJW WXYZ CKLW. Berlins, Castleman & Pierce, New York, handles the account.

Program Formats in Fall Discussed

Settings of forthcoming fall shows were given serious consideration by New York network and agency executives who were in Hollywood to test fall shows, or to plan for the line-up of new radio programs.

Programmed shows can expect to receive a greater appropriation of both money and consideration from NBC, according to square dancer, the network's national production director. He stated that too often the scales are are being offset by the amount spent for time, with talent and production relegated to the background in spite of room for improvement, thus creating a setting too rich for what goes into it.

He went on to say that NBC plans to devote more of its efforts to the packaging of shows and a continued support of them once they are planted in the air. Mr. Menor was on the West Coast for the initial broadcast of the network's sustaining feature, Four Men, inaugurated Sept. 1.

Family Shows

Warning on problematical success of family shows which follow too closely for formula evolved for the NBC Henry Adrich series, sponsored by General Foods Corp. (Jell-O puddings), was issued by John H. Reher, New York vice-president in charge of radio for J. Walter Thompson Co., who was in Hollywood for start of the weekly MBS Three Ring Time under sponsorship of P. Ballantine & Sons (beer) on Sept. 12.

Although the family theme has been successfully handled in this particular series, the same pattern cannot easily be made to fit other story plots, Mr. Reher explained. He concluded with the fact that slapstick, careless comedy has ceased to have audience appeal, and that the public is more appreciative of good comedy, exactly produced.

Griffin Jingles

GRIFFIN MFG. Co., Brooklyn (Shoe polish) during the week of Sept. 8 added 14 stations in the New York, Chicago, Detroit, Minnesota, New Jersey markets bringing to 67 the total carrying the one-minute transcribed jingles, Time to Shine. The discs are displayed 24-73 times weekly between 7 and 9 a.m. will be heard in addition on WABC WJZ WMCA WNEW WHN WJSL WBC WOL WHB WPM WJSM WJW WXYZ CKLW. Berlins, Castleman & Pierce, New York, handles the account.

KTUL 5000 watts • CBS
TULSA, the Oil Capital

FREE & PETERS, Inc., National Representatives

BROADCASTING • Broadcast Advertising

Page 38 • September 15, 1941
George Weston Series Successful in Canada

GEORGE WESTON Ltd., Toronto (Biscuits), on Oct. 5 starts three-weekly the serialization series "Imperial Leader" based on the life of Winston Churchill, on CJCIC, Sault Ste. Marie, Ont.; CKSO, Sudbury, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CFCH, North Bay, Ont.; CFRB, Toronto; CFRC, Kingston, Ont.; CHML, Hamilton, Ont.; CKPC, Brantford, Ont.; CPFL, London, Ont.; CFCO, Chatham, Ont.; CILW, Windsor, Ont.; CFOS, Owen Sound, Ont.; CKCO, Ottawa; CFCF, Montreal; CHSJ, St. John, N. B.; CJCB, Sydney, N. S.; CHNS, Halifax; CFNB, Fredericton, N. B.; CFCY, CKRC, downtown P. E. I. The program will be extended to Western Canada in November. Account was placed by Richardson-Macdonald Adv. Service, Toronto.

Canadian stations are giving announcements and special programs as a wartime service to raise funds for the Alexandra Orphanage in London, England. The Canadian-born biscuit magnate, Garfield Weston, now a member of Parliament in England, has been placed in charge of the campaign, in addition to other war jobs he has been given in England. According to Frank Dennis, of Richardson-Macdonald Adv. Service, Toronto, handling the Weston account, announcements on Canadian stations in the past six weeks have resulted in raising $10,000 for the fund.

Distinctive themes & signatures ... brilliant fill-in music ... colorful musical programs—ALL are yours with the Hammond Novachord.

Any pianist can play the Novachord... can draw upon the Novachord's thrilling array of beautiful instrumental effects.

The Novachord will provide new variety and "style" for any program... whether local "fill-in" or coast-to-coast network... whether the requirement is a fanfare, a signature, a melodic transition, or rich, colorful music to carry the full weight of entertainment.

Easy to play... conveniently movable... this remarkably versatile instrument presents an ideal, economical solution to your program production problems. For any radio station—large or small—the Novachord is a most practical and profitable investment.

Ask your Hammond dealer for a demonstration of the Novachord's amazing possibilities. Find his name in the classified telephone directory, or write for full information to the Hammond Instrument Co., 2989 N. Western Ave., Chicago.

The NEW idea in music — by the makers of the HAMMOND ORGAN

Used by all major networks and by independent stations everywhere.
It’s as easy as this!

At New York’s Grand Central Terminal just toss your bag to a porter and say “Hotel Roosevelt”... He’ll escort you through our private passage-way, direct to the Roosevelt lobby... Time-saving convenience and complete comfort... Satisfying meals... Attractive rooms with tub and shower, from $4.50.

HOTEL ROOSEVELT
BORMAN O. HINES, Managing Director
MADISON AVENUE AT 45TH ST., NEW YORK

Studio Notes

WYER, Syracuse, originated over 100 programs from the New York State Fair during its nine-day run. Regular features as well as several special programs came from the Fair Grounds.

WTAG, Worcester, Mass., received special permission during recent New England war games involving the Sixth Army Corps to broadcast an actual staff conference of public relations officers. The station was authorized to cover operations of a tank unit in the field. Both shows originated from Fort Devens, Mass.

KPLKKECA, Los Angeles, has appointed Earle Ferris Associates, Hollywood, to handle publicity. Bernie Smith continues as farm and public relations director.

WRAK, Wilton, Vt., recently completed its new plant, donated to the WRAK. The building, which will house the station’s offices and studios in addition to providing space for the new plant, was designed by architect Willard L. Stimson of Stimson & Stimson, Architects.

NEW $12,000,000 BUNA RUBBER PLANT, RECENTLY COMPLETED, IS NOW IN ACTIVE OPERATION.

5,000 Watts

Represented Nationally by George P. Hollingbery Co.

A NEW $12,000,000 SYNTHETIC RUBBER AND CHEMICAL PLANT IS BEING CONSTRUCTED IN BATON ROUGE. A $3,000,000 BUNA RUBBER PLANT, RECENTLY COMPLETED, IS NOW IN ACTIVE OPERATION.

HIMMING-OUT PRODUCTION KINKS and merchandising ideas for the new Captain Flagg & Sergeant Quirt, to be heard weekly on 90 NBC-Blue stations, starting Sept. 28, under sponsorship of Mennen Co. (shaving products), are: (1 to r) John P. McQuade, writer of the series, to feature Edmund Lowe and Victor McLaglen; H. J. Richardson Jr., New York manager of Russel M. Seeds Co., agency servicing the account; John Swallow and Robert McAndrews, NBC Western division program director and sales promotion manager, respectively. The show will be heard Sundays, 7:30-8 p.m.

ROBERT N. BROWN, program director of WBBM, Chicago, has announced the following additions to the talent staffs: Les Paul and Rusty Gill, guitarists; Fred Warings orchestra; Bill Mills, pianist; Bill Alexander’s orchestra; and Bill Noise, pianist. The station will also handle publicity. Bernie Smith continues as farm and public relations director.

WASHINGTON, D.C.—The American Iron and Steel Institute announced that the 1941-42 television program, "The Little Steel Mill," will be broadcast by 68 stations throughout the United States.

WAIT, Chicago, cooperating with a local safety drive, will broadcast special traffic court proceedings thrice weekly from the Municipal courtroom in Evanston. Traffic violators will be heard as they appear before the judge, who plans to question them in such a manner as to instruct the listening public as well as the offenders.

BROADCASTING • Broadcast Advertising
Rule Suspension
(Continued from Page 9)
grow, he declared. It is just as accurate to say that the networks build the stations as it is that stations build the networks.

BURNS URGES CHANGES
After filing his brief with the Commission, Judge Burns urged suspension of the rules for the duration of the national emergency and also advocated a joint effort by the FCC and the industry to induce Congress to modernize the radio law, specifying the areas of regulatory power. He reiterated his repeated contentions that the Commission is without power to make the regulations and held they were unlawful and destructive of the existing method of network operation.

While contending that the Mutual petition contained suggestions which were an improvement on the Commission's regulations, he said the proposed modifications were likewise unlawful in that they would have the unfortunate tendency of putting the industry "in a straitjacket" and would be eliminating the incentive for growth.

Predicting that the rules would have an effect upon broadcasting exactly opposite from that which the Commission asserts to be its objective, Judge Burns said that even MBS, as the most articulate proponent of the regulations, recognizes that there are restraints that are lawful. If this be the thought it was significant that MBS, even with the restraints, has continually bettered itself.

Under the regulations, Judge Burns said that in a "declining economy" CBS would be seriously threatened. The position that the investment trust industry and the SEC were able to go to Congress and get a reasonable definite limitation of the allowable areas of managerial discretion on the one hand and of commercial discretion on the other hand was untenable.

If this be possible in fields of enterprise with reference to which there have been many proven abuses, with a resultant public clamor for restriction and regulation, "it seems more than appropriate for an industry that has served the public for such a long time without serious complaint," he argued.

KOIN, Portland, Ore., is an applicant for 25,000 watts with directional antenna on 660 kc. In which channel KFIR, Butte, has also applied for 30,000 watts. The Sept. 8 BROADCASTING inadvertently reporting KOIN as an applicant for 10,000 watts on 770 kc.

Making his maiden appearance before the FCC, Mr. Cahill restated NBC's challenge of the Commission's power to issue regulations. The MBS petition, he said, likewise was beyond the jurisdiction of the Commission.

Mr. Cahill, former U.S. attorney in New York, charged that MBS seeks to gain from the Commission a position in the industry "which MBS itself has been unable to gain." He contended that it would not be able to acquire such position until its "very substantial and wealthy stockholders are willing to risk their capital in providing better programs." Joining in the request that the Commission suspend the regulations for the duration of the emergency, Mr. Cahill also advocated that the Commission unite with the industry in seeking revision of the statute by Congress. He said it was a most inopportune time for the regulations.

In the NBC brief, it was contended the rules were not only unconstitutional and void but would destroy the nationwide broadcasting service enjoyed by the American people.

The FCC order, insofar as it deals with operation of two stations or the best station in a particular locality by a network organization, "will compel NBC to dispose of stations without regard to the effect on network operation and would necessarily have a destructive effect." It argued the Commission had no such jurisdiction under the law.

Blue Sale Opposed
Adoption of the proposal that MBS reduce option time to a specified formula, or adoption of any other such proposal "freezing the dynamics of broadcasting" would be undesirable, he said. It was claimed that a non-exclusive option is little better than no option at all.

NBC claimed the order forcing it to dispose of the Blue Network was not within the Commission's jurisdiction. It pointed out that it maintained separate sales organization for the Blue and the Red and that they are actually competitive entities. The only thing NBC could offer to a prospective purchaser, it was said, would be WZY and WABC, key in New York, and the half-time WENR, Chicago, owned by NBC itself.

Mr. Spearman, on behalf of Yankee and Colonial, pointed out that under the MBS proposal there would only be 1½ hours out of each five-hour time option segment available for other than major network business. Moreover, since no option would apply to the hours between 11 p.m. and 8 a.m., such an important public service feature as the Yankee Network News Service broadcast from 11:15 to 11:30, might be blocked out. Similarly, the elaborate Yankee Network weather service, an established feature, likewise might be affected.

Mr. Spearman said the time option provisions, if invoked, would further limit such operations and make even more difficult the task of selling time on regional channels. There must be a substitute option, he said, for regional networks to survive and supply the essential service not otherwise provided by national networks. He disagreed with Chairman Fly that time could be cleared "in 20 minutes" over a network of 18 or 20 stations by use of the telephone.

Caldwell's Rebultal
The only attorney to seek rebuttal, Mr. Caldwell said he regretted that the major networks had not commented extensively on the MBS proposal. Since he said there was nothing to indicate that the time options were objectionable to NBC and CBS, he must assume that the proposals did not meet "serious objection." He said he felt some adjustments should be made on behalf of regional stations, along the lines of the Spearman argument.

Mr. Caldwell said there was also the complaint that MBS "pays too much to its affiliated stations" but pointed out that his network does not make the money, as a cooperative venture, but pays it to the stations. He said the three major stockholders of MBS spent $1,500,000 last year for sustaining programs.

Mr. Caldwell said the networks do not donate defense time, the affiliated stations giving it away. Chairman Fly interposed that most of the defense programs are on non-saleable time anyway and that even the President's speeches do not normally come on commercial hours.

Mr. Caldwell said that if the Blue Network were separately represented, it probably would plead for the same things sought by MBS. If there is a "declining economy," he said, it means there will be less business for everyone, but the same amount of money would be available for network broadcasting, based on competitive initiative.

Pertussin Spots
SEECK & KADE, New York (Perception), on Oct. 1 started a campaign of 100-word announcements, five to six times weekly on 22 stations in 21 markets, in addition to those 16-minute spots weekly on the "Male Release"号码 on WNEW, New York. Agency is Erwin, Wasey & Co., New York.
The dimensions of freedom are not measurable. A single voice speaking for democracy in a foreign tongue over the air from this station, reaches far into the sympathizing hearts of many listeners.

Multiply this by the eight foreign tongues regularly spoken over this station and you will then better understand how vast is their pride in steadfastly upholding America's ideals of democracy.

A LISTENING AUDIENCE OF 5,000,000 PEOPLE THEY WELCOME NEW IDEAS, SATISFACTORY SERVICES

MEASURE FOR PATRIOTISM

WHOM

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

AMERICA'S LEADING FOREIGN LANGUAGE STATION

BROADCASTING • Broadcast Advertising
PHOTOGRAPHS ON PAGE 18 in the same order (1 to r) show: 1. Weston Hill, copy director of H. W. Kastor & Sons Adv. Co., Chicago, who enlisted at the outbreak in 1917, was stationed on the USS Nicholson which captured the famous U-68 and engaged in a gun battle with the U-62 commanded by Count von Luckner; after a year on that ship he was appointed to Annapolis and commissioned. 2. W. Wright Esch, owner-director of WMJF, Daytona Beach, Fla., who was in the Army in the Mexican border expedition of 1916 before joining the Navy in 1917; he served as instructor in radio at Great Lakes, Harvard and New London, then at Plymouth, England, before being assigned to a tour of duty in Scandinavia after minesweeping duty in the North Sea. 3. Leo B. Tyson, now with the NBC western division program and talent sales department, and formerly manager of KMPC, Beverly Hills, who enlisted at Richmond in April, 1917, served at the Norfolk base and then was sent to Annapolis; after being commissioned an ensign in 1918, he was assigned to the Atlantic Fleet and as a lieutenant given command of a destroyer. He stayed in the service until 1922. While on the battleship Minnesota, he was decorated for rescuing a fellow officer.

Super Power Pleas

(Continued from page 17)

imity to the border. Rendition of high-quality programs to listeners south of the border has contributed substantially to goodwill and furthermore of the good-neighbor policy of this Government, it was pointed out, and no other station in this country is so well equipped to accomplish this object.

The power increase would permit WOAI to render satisfactory service 90% of the time to rural listeners in Mexico residing north of Mexico City. Rural listeners in Southern Mexico and Central America would be able to satisfactorily receive WOAI for 50% or more of the time, it was pointed out.

The Commission was asked in the petition to reconsider and "forthwith grant" the application for 760,000 watts. It also asked that Sections 3.22 and 3.25 of the rules and regulations, limiting power to 50,000 watts, be "excepted to, amended or modified, in order to permit the authorization herein requested".

Closed by Anthem
WEAKLY CBS Lux Radio Theatre, resuming Sept. 8 under sponsorship of Lever Bros. (Lux Soap), is the first West Coast network program to conclude its hour broadcast with audience singing "The Star Spangled Banner." Patriotic gesture, suggested by James C. Petrullo, AFM president, follows signoff of the show.

Here is a great sales vehicle — 30 minutes of sparkling recorded music and refreshing entertainment featuring one of NBC’s most affable announcers, Michael Roy — an ideal participation program that insures maximum results with a minimum expenditure.

The title, "Rhythm at Random" was chosen from an avalanche of 12,000 names suggested by radio listeners when the program first went on the air.

This outstanding feature has a fine large audience and the cost of participation is most reasonable.

"Rhythm at Random" with Michael Roy and Station WENR with its excellent primary coverage in 185 counties in Illinois, Wisconsin, Indiana and Michigan will bring you greater sales and profits at low cost in America’s second largest market — Chicago.

Phone or write for detailed information with the assurance YOU GET MORE FOR LESS ON
music and sports events using ASCAP music. The statisticians figured that the 8% and 2% figures actually amounted to about 6.5% and 1.7% when the liberal net income base is applied.

Moreover, the contracts do not specify payment on funds derived from political broadcasts, except that in computing sustaining fees, the income must be considered for purposes of classification.

The local sustaining contract—one of the five separate forms offered—is 1% of the station card rate for the unit of time sold on "per program" contracts. The frequency discount, agency commission and 10% sales commission deductions would apply.

Under the blanket license form, stations with $150,000 or more net operating income would pay 12 times their highest half-hour rate per year as the sustaining fee. Those in the bracket between $50,000 and $150,000 would pay 12 times the highest quarter-hour rate. And those under $50,000 would pay $1 per month. Under this, they could play as much sustaining music as they liked, but for commercial purposes, they would have to take either the blanket or the per use license.

Log Problem

The contracts provide for clearance at the source both for network origination and for transcriptions. This latter constituted another of the eleventh-hour concessions. Also included are provisions for release from infringement actions and anti-trust suits upon acceptance of the contracts.

Considerable controversy has surrounded the requirements for maintenance of logs by stations selecting the per program method. The contracts require that if such a form of payment is selected, then stations must log every number performed, whether commercial or sustaining.

It is argued that this requirement will discourage acceptance of "per program" contracts because of the bookkeeping detail involved, and in effect force granting of blanket licenses. In one quarter it was said this would "make it so tough we would have to accept the blanket basis."

Another provision that anticipated protracted discussions, but remains in the contracts, gives ASCAP the right to cancel on 30 days notice if actions against ASCAP are instituted in any State that are viewed as inimical to its interests. Called the "threat clause," it was said by some broadcasters that as an effect would mean the industry would have to fight ASCAP's battles against hotels, theaters or other users if it desired to retain ASCAP's repertoire.

Among a number of affiliates the view was freely expressed there were "lots of things not right in the contracts" and that if affiliates were disposed to move cautiously before sanctioning the deal.

Other provisions are designed to protect broadcasters against diminution of ASCAP's catalog so that the fees can be readjusted; safeguard against restricting rights to arrangements and provide for calculating of reasonable values on exchanges of time for studio accommodations so that royalties will be paid.

No Regional Contract

Thus far no contract form has been evolved for regional networks. John Shepard, president of Yankee and Colonial networks, has broached this question to ASCAP, which has assured him a "fair deal" would be accorded.

Because the affiliated stations pay nothing direct to ASCAP on network programs, NBC and CBS will determine whether they will sign the contracts already accepted in principle after solicitation of their affiliates, many of which already have signified approval, it is reported. It is presumed that if a substantial majority go along, they will complete the transaction as speedily as possible, and take their chances on the remaining dissenters.

It was estimated that NBC and CBS each would pay for their music to both BMI and ASCAP about $200,000 more annually than they did under the former ASCAP deal alone. In 1940, prior to the ASCAP break, NBC is said to have paid about $400,000 for its music rights. Under the new contract, it would amount to about $500,000 to ASCAP and about $180,000 to BMI. CBS, it was estimated, would pay about $400,000 to ASCAP and $140,000 to BMI.

All five contracts promised would run until Dec. 31, 1949. If ASCAP, on one year's notice prior to expiration, does not seek increased fees, the contracts automatically would be renewable on the same terms for another nine years. If ASCAP asks for increased fees, broadcasters would have the right to cancel or ask for arbitration.

Stations would be accorded any combination of sustaining and commercial contracts they wished, but if he accepted a commercial contract, they would be bound for the nine-year period. They would be permitted, however, to shift from per program to blanket, or vice versa, during the entire period.

Shepard's Complaint

The day prior to the executive session, Mr. Shepard had called on ASCAP in an effort to negotiate separate contracts for regional networks at the local station rate of 2 1/2% instead of the national network rate of 2% per cent. To his argument the differential between the network and individual station rates would constitute discrimination against regional networks and so would be a direct violation of the Government consent decree accepted by ASCAP. ASCAP officials replied that the point was a matter for legal interpretation of the wording of both the contracts and of the consent decree which would be referred to the Society's attorneys before any action was taken.

If a lower rate were to be established for regional than for national networks, it could conceivably
ably involve both the broadcasters and ASCAP in a new set of complications, since both NBC and CBS operate regional networks in various parts of the country. To take a single example, certain advertisers with programs on NBC's Red network use the NBC-Blue Pacific network for repeat broadcasts by transcription, not permitted on the Red, thus avoiding the necessity of a rebroadcast of their programs. With a differential rate, would these Pacific Coast repeats entail the national network ASCAP fee of 2%, or the regional fee of 2½%?

In Good Feeling

When ASCAP approached CBS with a proposal that it also accept the terms of the NBC agreement it marked the first meeting between executives of the two organizations since Mr. Klauber walked out of ASCAP's offices in March 1939, following the presentation of the conditions of ASCAP's proposed radio licensees when, rejected by the broadcasting industry, led to the withdrawal of ASCAP music from the networks and most stations at the end of last year.

Once negotiations were resumed, however, past bitterness was discarded on both sides and the suggestions for changes in the NBC contract proposed by CBS were discussed and settled with unusual rapidity. Attorneys for CBS and ASCAP immediately began revising the contract forms to include changes agreed upon and by last Tuesday the NAB was able to announce that the contracts were acceptable to both CBS and NBC.

J. B. Ford on 4

J. B. FORD SALES CO., Wyandotte, Mich. (Wyandotte), on Sept. 8 launched a three-week campaign of transcribed announcements four to six times weekly on WWJ and WXZY, Detroit, and KYW and WFIL, Philadelphia. N. W. Ayer & Son, New York, handles the account.

Ex-Lax to Place

EX-LAX INC., Brooklyn (proprietary), during the latter part of September will launch an extensive fall campaign. Plans are being worked out by the agency, Joseph Katz Co., New York.

Heavy Industry Contribution To Defense Is Shown by NAB

Stations Carry 200,000 Announcements a Month, 600,000 Program Minutes, Survey Reveals

THE average broadcast station contributed 760 program minutes and 277 announcements to the cause of national defense during July, according to an analysis made at the request of Broadcasting by the NAB. In a letter to Broadcasting, Neville Miller, NAB president, reviews some of the industry's defense contributions, and mentions statements of policy adopted by the industry in its effort to promote defense.

Excerpts from Mr. Miller's letter, covering radio's contribution, follow:

With permanent Government departments continuing their customary requests of national defense agencies asking more and more time on the stations of the country, it is impossible to make an entirely fair estimate of the time which radio has been and is contributing. In an attempt to take some broad general measurements, we recently made a test survey of representative radio broadcasting stations throughout the country. An analysis of the replies to our questionnaire discloses that during the month of July, 1941, the "average" station made the following contribution to the agencies directly involved in the national defense effort:

<table>
<thead>
<tr>
<th>Number of Announcements</th>
<th>Program Minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>116</td>
<td>120</td>
</tr>
<tr>
<td>114</td>
<td>200</td>
</tr>
<tr>
<td>47</td>
<td>435</td>
</tr>
<tr>
<td>Totals</td>
<td>277</td>
</tr>
</tbody>
</table>

Since more than 800 radio stations are actively cooperating in this effort, it may be conservatively estimated that the broadcasting stations of the country are giving some 200,000 announcements and approximately 600,000 program minutes monthly directly to the cause of national defense.

In addition, the average station presented in behalf of government agencies other than those primarily engaged in defense work, ten announcements and 90 program minutes for the month of July. For the industry this means a total of 8,000 announcements and 7,200 program minutes.

Pacific Theatres Charge Conspiracy by ASCAP

CHARGING violation of the Sherman Anti-Trust Law and conspiracy, as well as challenging rights of ASCAP to place a seat tax on theatres for performing rights to music, the Pacific Coast Conference of Independent Theatre Owners, has filed a $285,000 damage and injunction suit, plus $50,000 attorney fees, in the Los Angeles Federal Court.

Defendants are accused of using threats, intimidation and coercion to require theatre owners to operate under a song licensing agreement.

'Time' Returns Oct. 9 With NBC-Blue Series

TIME Inc., New York, is bringing the March of Time back on the air for the first time in more than two years, to build circulation for Time magazine. Using its original format, the series will be broadcast on the NBC-Blue Network, Thursdays, 8-8:30 p.m., starting Oct. 5. Contract, running for 52 weeks, was placed through Young & Rubicam, New York. It is considered likely that the publisher will follow his previous practice of withdrawing his own sponsorship during the summer and selling the program to another sponsor for that period.

Advent of this program necessitates a general rearrangement of the Blue's Thursday evening schedule. Service With a Smile, sponsored by D. L. Clark Co., moves from 8:30 p.m. to 8:30-9 p.m.; William Hillman and Raymond Clapper will do their news summaries for Trumbull Clothes at 9-15 instead of the present 9:15-9:30; America's Town Meeting of the Air goes on from 9:15 to 10:15, a quarter-hour earlier than in former years; and the Newsmores broadcast, Ahead of the Headlines, moves from 10:30-10:45 to 10:15-10:30.

DALE EVANS, Chicago radio singer, has been signed by 20th Century Fox Studios to a term film contract.

The Retail Grocer and the Druggist Cast a Vote

The grocers and druggists of central New England, independent and chain, know where to trace sales results from radio advertising. Hooper-Holmes asked nine general classifications of retailers, which station they would use to advertise. Three to one, they replied WTAG.

Five hundred different industries prosper in central New England. Current retail business is unusual, particularly for the advertiser who values his appropriation in terms of WTAG listener preference and coverage.

The Retail Grocer and the Druggist Cast a Vote

The grocers and druggists of central New England, independent and chain, know where to trace sales results from radio advertising. Hooper-Holmes asked nine general classifications of retailers, which station they would use to advertise. Three to one, they replied WTAG.

Five hundred different industries prosper in central New England. Current retail business is unusual, particularly for the advertiser who values his appropriation in terms of WTAG listener preference and coverage.

The Retail Grocer and the Druggist Cast a Vote

The grocers and druggists of central New England, independent and chain, know where to trace sales results from radio advertising. Hooper-Holmes asked nine general classifications of retailers, which station they would use to advertise. Three to one, they replied WTAG.

Five hundred different industries prosper in central New England. Current retail business is unusual, particularly for the advertiser who values his appropriation in terms of WTAG listener preference and coverage.

The Retail Grocer and the Druggist Cast a Vote

The grocers and druggists of central New England, independent and chain, know where to trace sales results from radio advertising. Hooper-Holmes asked nine general classifications of retailers, which station they would use to advertise. Three to one, they replied WTAG.

Five hundred different industries prosper in central New England. Current retail business is unusual, particularly for the advertiser who values his appropriation in terms of WTAG listener preference and coverage.
Stokowski Signed For NBC Concerts
To Conduct Eight Programs; Toscanini Seeks Rest

LEOPOLD STOKOWSKI, for 24 years head of the Philadelphia Orchestra, has been engaged by NBC to conduct the NBC Symphony Orchestra in eight of this season's weekly concerts, which will be broadcast on the Blue Network each Tuesday evening from 9:30 to 10:30 p.m. for 28 consecutive weeks, beginning Oct. 7. Series will also be shortwaved to the world on NBC's international stations WRCA and WNBI. In previous years the concerts were broadcast on Saturday evenings.

In announcing the engagement of Stokowski, Niles Trammell, NBC president, stated: "Arturo Toscanini having completed his contract with NBC, which covered four consecutive seasons, expressed the wish not to undertake at present any further commitments, as he feels the need for rest. However, we hope that Leopold Stokowski may decide at a later date to conduct the NBC Symphony Orchestra in a number of concerts. In addition to Stokowski, other outstanding guest conductors have been engaged to conduct the orchestra during the coming season. Their names will be announced at a later date."

Stokowski will direct the orchestra in four concerts this fall, Nov. 4, 11, 18, and 25, and will also conduct the four closing concerts of the series on March 24 and 31 and April 7 and 14. In his appearance with the NBC Symphony Stokowski will lay emphasis on American music, planning to include at least one new American work on each of his programs.

Studied Radio

With the advent of radio, Stokowski began an extensive study of the scientific aspects of broadcasting so as to be able to cooperate more intelligently with radio engineers and physicists. He has experimented and written widely on acoustical and other technical problems involved in recording, reproducing and broadcasting music. Commenting on his new undertaking, he said: "I am deeply happy at the thought of conducting the NBC Symphony Orchestra in radio city because I cannot imagine anything more ideal than to serve a great nation like ours through the inspirational and universal language of music."

Phiharmonic on CBS

FOR THE 12th consecutive year, beginning Oct. 13, CBS will carry the concerts of the New York Philharmonic Symphony Society now celebrating its centennial season. From Carnegie Hall, Sunday 8-10 p.m. Eight of the world's most distinguished conductors, including Leopold Stokowski, John Barbirolli, Bruno Walter, Artur Rodzinski, Dimitri Mitropoulos, Fritz Busch, Serge Koussevitzky and Eugene Goossens will be heard. Deems Taylor will again be intermission commentator for the broadcasts; Warren Sweeney, announcer and James Passet, producer.

Bond Returns

BOND CLOTHING STORES, New York, (chain), on Sept. 8 after a 10-week summer hiatus resumed its 15-minute live programs of various types 5-6 times weekly on 20 stations. Company is now carrying a full schedule of such programs on 48 stations throughout the country. Agency is Neff-Rogow, New York.

IRENE RICH, star of the weekly NBC series "John serial, on Sept. 7 started her ninth consecutive year under sponsorship of Welch Grape Juice Co.
Speedup For Repair Priorities
(Continued from page 12)

Navy and Air Force items, and such goods as are to go abroad under the lease-lend and defense aid programs; and a break-down of both military production schedules and statements of civilian requirements into schedules of the raw materials, labor and machinery needed for their production.

Observers in radio and other industries have long held that a principal factor in the difficulty of manufacturers in securing materials commensurate with their importance as defense producers, direct or indirect, arose from lack of agreement among the several defense agencies concerned in the priority situation. Creation of a joint Navy and Army Radio and Communication Manufacturing Board, which was hailed as a long forward step because it would in effect establish a single agency for overall control at the top, with the survey presumably forming the base for its future actions.

Confusion Avoided
As OPM Priorities Director, Mr. Nelson also revealed last week a simplified and speedy plan for granting priorities ratings, which are made mandatory for civilian and defense orders alike under the Vinson Act. Besides declaring all manufacturers blanket-derated under the Vinson Act, Mr. Nelson insured the validity of interim priorities orders issued under the signature of Mr. Stettinius, former Director of Priorities.

Heretofore confusion has arisen from a hodge-podge system under which mandatory priority ratings were assigned only for Army and Navy contracts, with ratings issued for civilian contracts only upon the voluntary cooperation of persons concerned.

Preference Rating Order P-22, establishing the A-10 rating for repair and maintenance parts for radio and communication manufacturers, excepting home receiving sets, replaces an Aug. 8 maintenance and repair order, which never was actually issued because of administrational difficulties in handling paper work involved. The new plan, immediately available to manufacturers, provides machinery under which priority status for repair work in 20 industrial classifications can be obtained.

Interim Step

The revised scheme permits qualified producers or suppliers to apply a preference rating of A-10—"corresponding sharply with the non-defense B ratings formerly accorded radio manufacturers—to deliveries of required repair parts by endorsing a special statement on purchase orders, certifying that the material being ordered is for repair work under the terms of Order P-22. Deliveries for "emergency inventory," i.e., the minimum inventory of material required to provide for repairs to meet an actual or imminent break-down of a producer's property or equipment, also may be secured under the order.

"The order is designed primarily to protect industry against sudden breakdowns and is regarded as an interim measure," the announcement stated. "The entire inventory policy is to be studied further with a view to providing broader priority assistance. It is felt, however, that the present plan will keep the essential industries cor-
dered running on their normal basis and will prevent serious interruption to defense production by giving producers a simple method for obtaining vital repair parts."

Magazine Test

POPULAR SCIENCE PUBLISHING Co., New York (Popular Science magazine), on Oct. 1, launches a two-month test campaign of transcribed one-minute announcements on eight stations. If test is successful the campaign will be expanded. Agency is Joseph Katz Co., New York.

WII, St. Louis, has appointed the William G. Rambeau Co. as national representatives.

WCBD Ready to Shift To Its New Call, WAIT

FORMAL debut of the call letters WAIT, representing the old WCBD, is scheduled for Sept. 16 in Chicago, with the station now operating fulltime with 5,000 watts on 820 kc. to which it was recently assigned by the FCC. The change in call letters is being made in conformity with the FCC's requirement, though WAIT is not yet ready to occupy its new studio quarters at 360 N. Michigan Ave., according to Gene T. Dyer, president.

The staff has already been augmented, Mr. Dyer reported, with Herbert P. Sherman coming over from WIND-WJJD as commercial manager and the Walker Co. appointed as national representatives. New shows include the Evanston traffic court and Northwestern U School of Traffic; Bill Anson, in Downin' With Anson; Eddie and Fanny Cavanaugh, presenting stage and screen stars from special studios in the Chicago Theatre; Dr. Joe Rudolph, WAIT program manager, conducting Meetings of the 820 Club; Jerry Dee, interviewing "ensigns in the making" daily from Northwestern's downtown campus; a municipal airport interview series; and AP reports by Howard Roberts.
WLW Rebroadcast

WLW, Cincinnati, announced last Monday that at least 25 midwestern stations are expected to rebroadcast programs originated by WLW at the Army maneuvers in Louisiana, starting tentatively Sept. 15. Regular programs, to be heard nightly at 6 p.m. (EST), will be transcribed on the spot by the special maneuvers crew sent to the war games. Other broadcasts will be heard intermittently on WLW.

BIG CREW OF WSM LEAVES FOR GAMES

MEMBERS of the WSM staff which will cover the Army maneuvers in Louisiana left Nashville last Wednesday for the maneuver area.

The WSM staff was accompanied by three complete mobile units, one carrying FM transmission equipment to insure staticless reception between advanced broadcasting units and recording equipment which will be set up in less active centers.

Included in the WSM crew which will cover the largest maneuvers in the Army's history are: General Manager Harry Stone; Chief Engineer Jack DeWitt; Program Director Jack Stapp; Engineers George Reynolds, Aaron Shelton and Bill Grichio; Announcers Jud Collins and Louie Buck; Technical Assistant Nicky Witt and Promotion Manager Albert Gibson. Six members of the crew will remain on duty constantly while the other four will alternate.

WIRY

The Mutual Station serving the Metropolitan St. Petersburg-Tampa Sales Territory
A REGIONAL STATION
St. Petersburg Times Affiliate
R. S. STRATTON, Manager
ST. PETERSBURG, FLORIDA

WSOc

covers a market that handled a
$225,000,000 wholesale business in 1940...

NATIONAL REPRESENTATIVES
Headley-Reed Company

CHARLOTTE, N. C.

Networks Prepare Coverage of ‘War’

Special Crews Will Provide News From Southern Front

EXTENSIVE radio coverage of America's greatest Army maneuvers has been arranged by the three major networks. NBC, CBS, and MBS will send special crews to follow the progress of the “war”, Sept. 15-29.

Each network will carry a series of daily programs covering the various phases of the battle. NBC has assigned David Garroway of its Chicago office to the Second Army and Bob Stanton, who has covered many other peacetime maneuvers, to the Third Army. For ten minutes each day, Beginning Sept. 15 at 4:45 p.m. (EDST), they will give their reports on the Blue network, each from his own headquarters, Stanton from Lake Charles, La., and Garroway from Winnfield, La. Sunday reports, Sept. 21 and 28, will be heard during the network's regular news round up from 7:30 p.m. (EDST).

NBC-Red will have two reports weekly, on Tuesday and Thursday, on its regular network. Seltzer News of the World, 1:15-1:30 p.m. Ken Fry, central division special events director, will be in charge of NBC's coverage of the "war".

Plans for CBS

For CBS, William L. Shiner, former CBS New York Correspondent, Maj. George Fielding Eliot, John Charles Daly, Eric Sevareid and Burgess Meredith will give different viewpoints. Daly and Sevareid will do the on-the-spot reporting, and five broadcasts weekly from the combat areas, Monday through Friday, 4:30-4:45 p.m. Each will be attached to a different Army.

MBS from Sept. 15-27 will have a daily program, Monday through Saturday, 6:30-6:45 p.m. On Mon., Wednesday and Friday members of the WNO, New Orleans, staff, who will do the complete coverage of the games for MBS, will give descriptions of daily progress from general maneuver headquarters in Leesville, La. On the other three week-days MBS will feature recordings made by a special crew which will travel with the armies to get feature angles during the war games. Tom Slater, coordinator of sports and special events for Mutual, will be in charge of the MBS coverage.
BROADCASTING of STAFF

EDGAR H. KOBAX, of the West agency producer, E. Vine Pedlar, became executive of Young communications by Clare conductor picture producing to Orson Welles and audience Theatre, a new LADY (cosmetics), in addition to the series.

O G. on 10-10:30 p.m. the Lady series & O. Ryan, located of station's vice-president, and Lawrence, of defense post, is stationed in New York. The present situation has been attended with securing necessary equipments. The expected shortage of defense needs to date, the NEMA staff. The wires must be cut off energy in emergency inventory, the NAB explained.

Lewis in Defense Post
W. B. LEWIS, CBS vice-president in charge of programs, has accepted an important radio assignment in Mayor Fiorello H. Laguardia's Office of Civilian Defense. He was to assume his new responsibilities Sept. 15. Edward Klauber, CBS executive vice-president, announced that CBS had gladly extended Lewis an indefinite leave. While he is away, Douglas Coulier, assistant director of broadcast, will be acting head of the program division.

AFRA Plans Contract
AMERICAN FEDERATION of Radio Artists plans to establish a standard contract form for individual employment on network commercial programs, the union announced. Stating that such a form is not included in the Code of Fair Practice and that agents have occasionally inserted in contracts "provisions which are inimical to the best interests of AFRA members," the announcement said that to avoid such abuses the standard contract is to be introduced.

In insurer in Connecticut
FEDERAL LIFE & CASUALTY Co., Newark (insurance), on Sept. 15 is starting a 15-week campaign of announcements and news periods on the following Connecticut stations: WDRG WICC WSSR WELI WATR WNLC WBLC. Huber Hoge & Sons, New York, handles the account.

STAFF IS COMPLETE FOR ORSON WELLES
LADY ESTHER Co., Chicago (cosmetics), through Pedlar & Ryan, New York, on Sept. 15 starts a new series of weekly variety-drama programs titled Mercury Theatre, on 63 CBS stations, Monday, 10-10:30 p.m. (EDST). Studio audience program is to feature Orson Welles and marks his return to radio after one year of motion picture producing and acting.

Bernard Herrmann is musical conductor for the series, Welles, as actor-writer-director, will be assisted in production by Clare Olmstead, onetime Hollywood radio executive of Young & Rubicam. Bill Lawrence, Lord & Thomas producer of the NBC Bob Hope Show, sponsored by Pepsi Corp., and resuming Sept. 25, resigned that post to become manager of the newly-established West Coast offices of Pedlar & Ryan, located at 1680 N. Vine St., Hollywood.

In addition to executive duties, Lawrence will also act in an advisory production capacity on the show, sharing responsibilities with E. G. (Ted) Sisson, New York agency producer, temporarily on the West Coast. A. E. McIntosh, agency vice-president, and executive on the Lady Esther account, is in Hollywood for initial broadcast of the series.

EDGAR H. KOBAK, son of Edgar Kobak, NBC vice-president, has been inducted into the Army and is stationed at Fort Dix. N. J.

Oh! It's Mail You Want
WE GET IT
(1-announcement brought 583-mail replies.)

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

the new
W H E B
PORTSMOUTH, N. H.
A CLEAR CHANNEL STATION
750 Kilocycles — 1000 Watts
BERT GEORGES-Managing Director

Equipment Needs
(Continued from page 12)
Apparatus & Electronic Tube Section of the National Electrical Manufacturers Assn., drawn in New York the day before, and presented to the conference by S. Norris, of Amperex, NEMA subcommittee chairman, and Frank Martin, of the NEMA staff. The report, entitled "anything but cheerful news", stated.

It is our considered opinion that manufacturers are approaching the point where they can no longer assure that they can supply to the broadcasting industry replacement parts that might be needed to maintain service. As of today, the situation is such that these parts must be procured except on the highest priority ratings, because of the present and immediate future demand for manufacturing facilities, skilled labor and materials.

We are concerned with certain Government departments regarding 1942 tube requirements will indicate the possibility that national defense needs for transmitting tubes will exceed the productive capacity of the industry. Our informal estimate was that government demands for power tubes aggregated $800,000,000, while the industry had a productive capacity of only about $10,000,000 worth.

Some time ago it seemed that a priority rating in the nature of A-10 would be sufficient to render the broadcasting adequate service. The present quantity of transmitting tubes being produced has been calculated to which high priority ratings have been accorded or will be assigned indicates that an A-10 rating on these products will not be adequate. Everything that has been said with regard to transmitting tubes applies with equal force to the purchasing apparatus and replacement parts.

The situation has now come to a point where it is evident that a high priority rating would be. In our opinion, the best solution to the problem, since this would permit the manufacturers to ship broadcaster requirements in conjunction with defense schedules.

Strinter Sparks Session
At conclusion of the meeting, at which Arthur Strinter, of the NAB Washington headquarters staff, acted as secretary, it was indicated that conversations will be continued with Government agencies to assure a better preference rating for essential radio manufacturers.

The NAB last Friday also announced a change in its recommended procedure for commercial broadcast stations seeking preference in securing necessary equipment [Broadcasting, Sept. 8]. The procedure, set forth in Order P-22, is to be followed to procure tubes, parts and apparatus necessary to a station's continued operation, i.e., for repairs and emergency inventory, the NAB explained.

Wesson Placing
WESSION OIL & SNOWDRIFT Sales Co., New Orleans, on Sept. 8 parted participations on Women of Tomorrow on WJZ, New York, and on Maryjorie Mills on the Yankee Network. Company has been using announcements and participations on WLS, Chicago, and KYW, Philadelphia, and has been sponsoring Armstrong House on the Coast. Agency is Kenyon & Eckhardt, New York.

September 15, 1941 • Page 49
FCC Sets Hearing On New York FM

Applications for Last Three Channels to Be Considered

DISPOSAL of the three remaining Class B channels for FM stations in New York will be considered by the FCC, which Sept. 9 set for consolidated hearing eight applications for the coveted frequencies to determine which, if any, should be given construction permits. The frequencies involved are 47.9, 48.3 and 48.7 mc., the other 8 of the 11 Class B frequencies allotted to the New York area having already been issued.

The applicants for FM stations concerned with the hearing are the News Syndicate Co., publisher of the New York Daily News; FM Radio Broadcasting Co.; Knickerbocker Broadcasting Co. (WMCMA); WBNX Broadcasting Co. (WBNX); Debs Memorial Radio Fund Inc. (WVED); Greater New York Broadcasting Co. (WEDV); Wodaam Corp. (WNEW); Mercer Broadcasting Co. (WATT).

Only 17 Available

As only 35 channels are set aside for FM broadcasting—six Class A, 22 Class B and seven Class C—and as it is not feasible for stations in the same locality to operate on adjacent frequencies therefor necessitating the allotment of every other frequency, the number of channels for New York is limited to 17—three Class A, 11 Class B and three Class C. Even this allotment of channels proved insufficient and the Commission last June 17 [BROADCASTING, June 23] sought to clarify a pending congestion of applications by setting up a distinct service area in North Jersey.

The eight Class B channels thus far authorized are 45.1 mc. to W51NY, National Broadcasting Co. (W2AEF-W32J); 45.5 mc. to W55NY, William G. H. Finch; 45.9 mc. to W59NY, Interstate Broadcasting Co. (WQX); 46.3 mc. to W63NY, Marcus Loew Booking Agency (WNY); 46.7 mc. to W67NY, Columbia Broadcasting System (WABC); 47.1 mc. to W71NY, Bamberger Broadcasting Service (WOR); 47.5 to W75NY, Metropolitan Television Inc.; 47.7 mc. to W77NY, Muzak Corp. All are in an area of approximately 8,500 square miles.

In addition a Class C frequency

SPECIAL PROMOTION for W59C, FM adjacent to WGN, Chicago, was presented by the advertising department of the affiliated Chicago Tribune on Sept. 5 to more than 500 radio manufacturers, distributors, and dealers in the Chicago area. The demonstration was held in the Chicago Towers, and music and talk were transmitted from WGN studio next door alternately on FM and AM, with static producing machines introduced to show the staticless quality of FM. Posters in the background will show a future fullpage Tribune ad, a cartoon of "Big Sister WGN Introducing Little Sister W59C!" and an outline of future Tribune promotion.

Video Promotion

AS PART of a program to acquaint Chicagoans with television as a medium and box office attraction. Balaban & Katz Corp., Chicago theater chain and operator of television station WDIV-HK, started daily television demonstrations Sept. 8 on the mezzanine of the Bal Herman Theatre. Six telegraphic hostesses will invite persons to be televised, and six receivers have been installed in individual booths. The program is under the direction of William C. Edy, Balaban Television Director.

MURRAY ARNOLD, program director of WIP, Philadelphia, is the author of a book of sophisticated poems, called "Gone With the Streak", which will be released Oct. 15 by Doran & Co., Philadelphia.

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.

ARIZONA'S FIRST STATION

CBS PHOENIX 550 K & G

Mail response means tales response—and KOY pulled over 90,000 letters in 1940.

JOHN BLAIR & COMPANY

AFFILIATE STATION WLS CHICAGO

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.
Cleveland Football

TEXACO Dealers of Northern Ohio will sponsor 11 games of the Cleveland Rams pro football team on WGAR, Cleveland. Cleveland Railway Co. will sponsor eight games. Local stations, both WGAR sports editor, is handling play-by-play. Besides the games, WGAR will sponsor Kelley in a nightly five-minute sports review. Fleetwing gasoline is sponsoring two shows weekly featuring local grid coaches.

Eastern Station Manager

Now Employed

I can make your station more profitable if you have been losing money, or if your profits are negligible, I believe I can substantially increase your net.

My record as a business-getter over the past six years bears this out . . . and more.

Married, draft exempt, present earning $5,000. Interested now in joining a station that will offer increased earnings in return for capabilities that can be measured by increased profits. Address Box 904, BROADCASTING.
Tentative Calendar


KGLU, Safford, Ariz., license renewal; WARM, Bismarck, N. Dak., license cover CP new station; NEW, Anthracite Broadc. Co., Scranton, CP new station 1400 kc 250 w. u. NEW, George Grant Brooks Jr., Scranton, same (the consolidated hearing, Sept. 16).

Investigation to determine rules and policy re newspaper ownership in FM and standard broadcast stations (Sept. 17).

KGO, San Francisco, license renewal; KOA, Denver, license renewal; WMAL, Washington, license renewal (Sept. 19).

Knowles Spots

E. L. KNOWLES Inc., Springfield, Mass. (Rubine), recently renewed its schedule of one-minute transcribed and live spot announcements, five times weekly on WGY, Schenectady, and added WIZ, Boston and KDKA, Pittsburgh, to carry the same announcements. Contracts are for 13 weeks, Agency Charles W. Hoyt Inc., New York.

We’re Signs Dowling EDDIE DOWLING, actor-producer who won a Pulitzer Prize and three successive annual New York Drama Critics Circle awards, has been signed by General Foods Corp. as regular master of ceremonies succeeding Bur- ton Meredith, for the Sun Finance Corp. (CBS, Tuesday 9-9:30, starting Sept. 16). Young & Rubicam, New York handles the account.

Sterns Tips

L. & H. STEIN Inc., Brooklyn (pipes), on Sept. 12 started sponsorship of Touchdown Tips, a five-minute transcription with Sam Hays, sports commentator, Fridays, on WENR, Chicago and WBZ-WBZA, Boston. The financial interest in the contract is reported to be that for BMI was placed in pending connection with the New York service area; NEW, The Sun Com- pany, Scranton, Pa., has advertised in the New FM station placed in pending file under Order 79; Frequency Broadcasting Corp., Brooklyn, set aside previous Commission action.

Applications

NEW, The Torrington Broadc. Co., Inc., Torrington, Conn.—CP new station 1450 kc 500 w. u. WNB, Muscle Shoals City, Ala.—Transfer control from Eattle P. Chapman & Jack Wiggart, Jr., Joseph Carl Russell and Frank W. Davis into their own hands.

COMPLETE TESTING FACILITIES

LAPP RADIO INSULATORS ARE DEPENDABLE FACTORS

Lapp's contributions to radio broadcast engineering are recognized as highly significant in the advance of the science. Because Lapp developments have been wholly practical and in line with the needs of the industry, it has become necessary to maintain complete testing facilities. Equipment includes electrical, mechanical and ceramic quality testing, as well as that for determining characteristics such as power, audio distortion, radio frequency flashover, corona detection and e.g. the certification and acceptance of hydro TLC, and UL with ISO standards, complete stress test of new designs, and acceptance test of every insulator before shipment. Lapp Insulator Co. Inc., Lekoy, N. Y.

446-FOOT TOWER OF KWTO, Springfield, Mo., narrowly escaped damage when an airplane crashed to the ground 75 feet from the base. Pilot Stanley Hampton, smiling amid the wreckage, was giving a student acrobatic instruction when a wing pulled off the plane. Hamp- ton and the student parachuted to safety, as the plane spun in, bar- ly missing the KWTO radiator.

OIL FIRMS DEFEND THEIR ADVERTISING

INCLUSIVE ACCORDING TO ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

Page 52 • September 15, 1941 BROADCASTING • Broadcast Advertising

(Continued from page 7)

the agreement of affiliated stations to bear their proportion of the cost of the license.

Mr. Gillin’s statement follows in full.

Since 1932 the broadcasting in- dustry, which includes the national networks, has gone on record re- peatedly at annual conventions de- nouncing a contract with ASCAP. Orders of these networks have been issued for many years without any threat of action against the networks, of which practically all the stations are members. The networks have tendered their配合 with the license for the purpose of paying a percent of income instead of a li- cense either on a per-piece or a per- program basis as a repetition of this network’s action in 1935, and is tantamount to sabotaging BMI and again acting contrary to the best interests of the broadcasting industry.

It confirms my original belief that the network advocacy of the organization of BMI was soley for the purpose of reducing the dollar amount of the demands then being made by ASCAP and not for the purpose of creating a permanent protection for the broadcasting industry against the exorbitant de- mands of a monopoly. The present action shows that the networks con- sider BMI merely as a stop-gap.

The ultimate result as admitted by the networks was recently made known that the proposed amendment of the submitted ASCAP contract will be gradual diminishing of the purposes, objects and benefits in the organization of BMI.

(Continued from page 7)

the agreement of affiliated stations to bear their proportion of the cost of the license.

Mr. Gillin’s statement follows in full.

Since 1932 the broadcasting in- dustry, which includes the national networks, has gone on record re- peatedly at annual conventions de- nouncing a contract with ASCAP. Orders of these networks have been issued for many years without any threat of action against the networks, of which practically all the stations are members. The networks have tendered their配合 with the license for the purpose of paying a percent of income instead of a li- cense either on a per-piece or a per- program basis as a repetition of this network’s action in 1935, and is tantamount to sabotaging BMI and again acting contrary to the best interests of the broadcasting industry.

It confirms my original belief that the network advocacy of the organization of BMI was soley for the purpose of reducing the dollar amount of the demands then being made by ASCAP and not for the purpose of creating a permanent protection for the broadcasting industry against the exorbitant de- mands of a monopoly. The present action shows that the networks con- sider BMI merely as a stop-gap.

The ultimate result as admitted by the networks was recently made known that the proposed amendment of the submitted ASCAP contract will be gradual diminishing of the purposes, objects and benefits in the organization of BMI.

(Continued from page 7)

the agreement of affiliated stations to bear their proportion of the cost of the license.

Mr. Gillin’s statement follows in full.

Since 1932 the broadcasting in- dustry, which includes the national networks, has gone on record re- peatedly at annual conventions de- nouncing a contract with ASCAP. Orders of these networks have been issued for many years without any threat of action against the networks, of which practically all the stations are members. The networks have tendered their配合 with the license for the purpose of paying a percent of income instead of a li- cense either on a per-piece or a per- program basis as a repetition of this network’s action in 1935, and is tantamount to sabotaging BMI and again acting contrary to the best interests of the broadcasting industry.

It confirms my original belief that the network advocacy of the organization of BMI was soley for the purpose of reducing the dollar amount of the demands then being made by ASCAP and not for the purpose of creating a permanent protection for the broadcasting industry against the exorbitant de- mands of a monopoly. The present action shows that the networks con- sider BMI merely as a stop-gap.

The ultimate result as admitted by the networks was recently made known that the proposed amendment of the submitted ASCAP contract will be gradual diminishing of the purposes, objects and benefits in the organization of BMI.
New Business

SMITH BROS., Poughkeepsie, N. Y. (cough drops), on Nov. 3 for 17 weeks on 7 CBS Pacific Coast stations (KNX KAR MTK KSD KIM KFTY), Mon., Wed., Sat. 5:55-9 p.m. (PST). Agency: J. T. Tarcher & Co., N. Y.

SPERRY FLOUR Co., San Francisco (flour), on Sept. 20 starts serial on 6 CBS Western stations, Mon., thru Fri. 8:30-4:30 p.m. (PST). Agency: Knox Reeves, Minneapolis.


IBEW, CBS DICKEr ON WAGE INCREASE

NEGOTIATIONS between Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers and CBS on wage increases for engineers, held intermittently for the last two weeks in Chicago, were reported deadlocked by union officials last Friday while CBS, on the other hand, stated that negotiations were still going on.

Principals in the conferences were Russ Bennaker, national business manager and Frank E. Swoboda, New York representative of ABTU, and CBS Vice-Presidents H. Leonard Bliss, Chicago, and Alford R. Runyon, New York, who returned to New York after the Thursday afternoon conference.

During the conferences, a CBS counter proposal to classify the union's grievances in group would not be ruled out.


COLGATE-PALMOLIVE FEET Co., Jersey City (Colgate Shaving cream), on Oct. 4 replaces City Desk with Hobby Lobby on 68 CBS stations, Sat. thru Mon. 7-8 a.m. (PST). Agency: Ted Bates Inc., N. Y.


COLGATE-PALMOLIVE FEET Co., Toronto (Cashmere Bouquet soap), on Oct. 2 starts Musical Beauty Box on 33 Canadian Broadcasting Corp. stations. Thurs. 8-9 a.m. (PST). Agency: Lord & Thomas of Canada, Toronto.

COLGATE-PALMOLIVE FEET Co., Toronto (Cue and Palmolive shaving cream), on Oct. 4 starts Share the Wealth on 33 Canadian Broadcasting Corp. stations. Sat. 8:30-9 p.m. (PST). Agency: Lord & Thomas of Canada, Toronto.

VICK CHEMICAL Co., New York, on Oct. 6 starts We're Five in the Family on 60 NBC-Red stations, Sun. 5:30-6:15 p.m. (EST). Agency: Morose International, N. Y.

CANADA DRY GINGER ALE, New York (beverages), on Oct. 8 started Michael & Kitty on an unnamed number of NBC-Red stations, Fri. 9:30-9:55 p.m. (EST). Agency: J. M. Mathis Inc., N. Y.

Spaerimet in East

WM. WRIGLEY Jr. Co., Chicago, has added eastern stations to the cast carrying one-man show, transmitted spot announcements for Spearmint gum. Announcements totals several hundred in each city and have been placed in Buffalo on WGR, WKDW, WBEN, WBNY; in Philadelphia on WDAS, WFIL, WHAT, WIP, WJZ, WIOB; in Baltimore on WCAO, WCMB, WFBR, WITF; and in Washington on WJIN, WMAL, WOL, WWD. Contracts are for 52 weeks, placed by Vanderbee & Rubens, Chicago.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C., on Oct. 3 shifts Tenths House on 96 CBS stations Fri. 10-10:30 p.m. to NBC-Blue Fri. 9:30-10 p.m. Agency: William Esty & Co., N. Y.

GENERAL FOODS Corp., New York, on Sept. 20 shifts rebroadcast time of Joyce Jordan, Girl Interlude on 72 CBS stations, Mon. thru Fri. from 6:30-6:30 p.m. to 6:45-6:45 p.m. Agency: Young & Rubicam, N. Y.

JOHN H. WOODBURY Co., Cincinnati (soap), on Sept. 25 adds 20 stations to the Park Family on NBC-Blue, Sun. 9:15-9:30 p.m., bringing the agency's stations to 84. Agency: Leunen & Mitchell, N. Y.

COLGATE-PALMOLIVE FEET Co., Jersey City (Shaving cream), on Oct. 4 shifts Red Roof's Soap on 8 stations, Sat. 9-9:30 p.m. to NBC-Blue, Sun. 9:45-10 p.m. to NBC-Red, Sat. 10:15-11 p.m., and increases number of stations from 51 to 67. Agency: Sherrill & Morgenroth, Chicago.

CUDAHY PACKING Co., Chicago (Old Dutch Oatmeal), on Sept. 22 substitutes Hamburger for Bachelor's Oatmeal on 30 NBC stations, Mon. thru Fri. 9:30-10:15 p.m. Agency: Blinckett - Sample - Hummert, Chicago.

ANDREW JERGENS Co., Cincinnati (lotion), on Sept. 28 adds 20 stations to Walter Winchell, on NBC-Blue, Sun. 9:15-9:30 p.m. to NBC-Red Sat. 10:15-11 p.m., bringing the agency's stations to 96. Agency: Leunen & Mitchell, N. Y.

KRAFT CHEESE Co., Chicago (Parkers margarine), during September is adding 10 NBC-Blue stations to its network in transmission of The Great Gilderdale, on NBC-Red Sun. 6:30-7 p.m. Agency: Needham, Scholten & Baltimore, Chicago.

RICHARD HUDNUT, New York (cosmetics), on Sept. 15 switches Hollywood Showcase on 7 CBS Pacific Coast stations from Fri. 8:30-9 p.m. (PST). Agency: Bemoe & Bowles, N. Y.

LEYER BROS. Co., Cambridge, Mass. (Lifebuoy soap), on Sept. 19 shifts Hollywood Picture on 7 CBS stations from Fri. 9:30-10: p.m. to 10:10-11:30 p.m. Agency: William Esty & Co., N. Y.

J. BALLANTINE & SONS, Newark (beer), has added four stations (WIBC WTAG WCHS WITF) where the company's recorded nubblacks of Three Ring Time on WMBS stations. Friday, 9:30-10 p.m. Agency: J. Walter Thompson Co., N. Y.
Donovan Denies Government Will Direct Shortwave Outlets

Coordinator Will Request International Operators To Increase Scope of Broadcast Service

ATTEMPTING to set at rest verbal and published rumors that his organization immediately will take over operation of shortwave transmitters to counter Axis radio propaganda, Col. William J. Donovan, commander of the OSS, told heads of companies operating shortwave stations, at a meeting in Washington last Wednesday, that the OSS has no desire to go into the radio business and is, in fact, very anxious to stay out of it.

Col. Donovan's statement followed the same lines as an interview given Broadcasting shortly after he took office in late July [Broadcasting Aug. 4]. At that time it was stated that no sweeping change in the existing overall pattern of international stations by existing licensees was contemplated.

Wednesday’s meeting was called to discuss the results of a survey of management of the Donovan office with a view toward increasing American shortwave coverage to Europe, Asia, and especially Latin America. An overall proposal which encompassed increase in power, additional beams to selected countries, a system for interchange of programs among the various transmitters and the elimination of duplication of service was presented to the shortwave operators.

Increased Cost

Officials of the Donovan office admitted that this involved a "tremendous increase" in costs to the companies who operate shortwave transmitters. However, these officials said, the outline of the plan were received favorably by the broadcasters, but judgment on details of operation was reserved.

It was pointed out at the meeting that broadcasters have already experienced delays in shortwave programs because of the requirements of the national emergency, along lines suggested by the Government, and that the burden of additional expense caused by the Donovan proposal, might prove too great. It was reportedly inferred at the meeting that if this proved to be the case, the form of Government subsidy might be provided, but there would be closer supervision by the Government approaching an operations aspect.

Another point apparently causing concern among some of the operators is what might happen if their efforts fall short of Government expectations, providing they are able to meet the increased financial burden out of their own funds.

On the other hand, the Donovan office feels, it was stated by officials, that the privately operated American shortwave stations can effectively compete with Axis propaganda purveyed by Government operated stations. “Our problem,” one official said “is to devise ways and means of meeting this propaganda from Axis operated stations within the framework of our own democracy which protects private enterprise. We feel this can be done and the Donovan organization is merely acting in the role of transmitting the needs and requests of our various Government agencies to the shortwave operators. In the past, some Government agencies have made conflicting requests to the broadcasters and one of our jobs is to prevent this.”

Those attending the meeting, besides Col. Donovan, were Stanley Richardson, industry coordinator on shortwave broadcasting; Niles Trammell, president of NBC; John Elwood, NBC shortwave director; C. B. Jolliffe, former FCC chief engineer and chief engineer of RCA frequency bureau; William S. Paley, president of CBS; Edmund Chester, CBS shortwave director; James D. Shouse, vice-president in charge of broadcasting, Crosley Corp.; Wilfred Guenther, manager of the Crosley shortwave station, WLWO; Walter Evans, vice-president in charge of broadcasting, Westinghouse; F. P. Nelson, manager of Westinghouse shortwave stations, and Robert S. Pear, General Electric.

La Palina Football

CONGRESS Cigar Co., Newark (La Palina cigars), has signed to sponsor eight football games on WBBM, Chicago. Advance schedule which starts Oct. 4 includes six home games of Northwestern U, with two dates as yet unscheduled.

John Harrington assisted by Bob Cunningham will handle the broadcasts. Marschall & Pratt, New York, is agency.

OEM and Firestone

SEVEN minutes of the Voice of Firestone program sponsored on NBC-Red Monday evening by Firestone Tire & Rubber Co., Akron, have been donated for defense purposes by arrangement of the Office of Emergency Management with the sponsor. The OEM Defense Report will interpolate the program, being devoted to interviews with defense officials and special dramatizations prepared by the OEM Radio Section. William S. Knutsen, OEM director general, was to open the new series Sept. 15.

Subsidy for Talent Is Organized by WBS

WORLD BROADCASTING System, transcription production firm, has organized a subsidiary, World Talent Bureau Inc., to act as artists' representatives in the various fields of entertainment. Douglas N. Taussig, theatrical agent of New York and Hollywood, who was formerly a vice-president of Fox Film Corp. and who served on the board of directors of the Roxy Theatre in New York, is head of the new bureau.

One of the prime functions, WBS has announced, will be the presentation and introduction of potential stars to motion picture studios both in New York and in Hollywood. Sample recordings, made in the WBS studios in New York, Chicago and Hollywood, together with photographs and biographical material, will be supplied to movie companies, through agents and advertising agencies. Bureau offices are located at 711 Fifth Ave., New York, also WBS headquarters.

CBS Completes Plans For Capital War News

CBS has completed its plans for covering news from Washington, where as of Thursday United States enters the war. Recognizing the immensely increased importance of the nation's capital as a source of news, CBS General Manager Paul White, CBS director of public affairs, revealed last week that he has made plans to expand both the space and the personnel of the network's Washington news staff.

CBS is ready for M-Day," he stated. He denied, however, rumors that CBS is planning to transfer its news headquarters from New York to Washington in event of war. This would not be practical, he explained, because the cables and the shortwave receiving stations from Europe to the United States are concentrated in New York, and he further pointed out that during the last war, while newspaper bureaus in Washington were considerably expanded, the news distributing agency continued to maintain their headquarters in New York.

B & W Barn Dance

BROWN & WILLIAMSON Tobacco Corp., Louisville (Target Tobacco), has begun sponsorship of the Renfro Valley Barn Dance on a split network of 14 NBS affiliates. Originating from a barn in Renfro Valley, Ky., the program will be heard from 8:30 to 9:00 Saturday nights for 82 weeks, with origins from the authority of the radio songs and developer of hillbilly talent, as m.c., and Tom Hargis as program director. The program is network-sponsoring company on NBC to 2½ hours weekly. Agency is Russell M. Seeds Co., Chicago.

More for Thor

HURLEY MACHINE Co., Chicago (Thor washing machines), is adding to its list currently of 35 stations carrying one-minute live announcements six times weekly. Additional markets include Boston, Providence, Harrisburg, Baltimore, Norfolk, Charlotte, Nashville, St. Louis, Dallas, Houston, New Orleans, New York, Pittsburgh, Nashville, Little Rock, and Kansas City. New San Antonio stations will be selected on the West Coast in Seattle, Tacoma, Portland, Los Angeles, E. H. Brown Adv. Agency, Chicago, handles the account.

Kroger Adding

KROGER GROCERY & BAKING Co., Cincinnati, has added three more stations for Hearts in Harmony, daytime dramatic-musical serials are KARK, Little Rock; KFWF, Fort Smith, Ark.; WHAS, Louisville. Agency is Ralph H. Jones Co., Cincinnati.

Latin Media News

A NEW bi-monthly publication, Latin American Media, devoted to comparative information of Latin American newspapers, magazines, radio stations and other forms of media necessary to export advertising, will be published beginning Nov. 1. Articles on export sales and Latin American market problems will be a part of each issue. Editorial offices are at 224-16 Devonport Ave., Long Island City, N.Y.

Page 54 • September 15, 1941 • Broadcasting • Broadcast Advertising
BUSINESS MEN APPLAUD
NEW WBAL SCHEDULE

Retailers and wholesalers in the Central Atlantic States are all set to cash in on the increased sales that will result from the Red Network shift to WBAL on October 1, according to the leading retailers and wholesalers interviewed by the WBAL Merchandising Department.

Most all business men interviewed stated they were making plans to tie-up with the advertisers using WBAL in every way possible so that maximum results would be obtained. The wholesalers expect to arouse their sales force to great enthusiasm over "One of America's great radio schedules."

J. O. ROBINSON
President of the Henry B. Gilpin Company
Wholesale Drugists of Baltimore, Norfolk and Washington

"After glancing over your schedule, I can unhesitatingly predict that the popular dial setting in the homes of Baltimore and vicinity will be 1090! The fact that we handle most of the products that will be advertised over your station is an encouraging omen to us for it presents an unusual opportunity for us to promote these products into a profitable volume of business."

IRVING C. CHARKATZ
Secretary of the Oriole Grocery Service, Inc.

"Your new schedule makes good reading, but more important it will make good listening. And it is this 'listening' pull that interests us.

"Most of the food products scheduled for your Fall season are in our line. With a greater listening audience we can expect greater activity for the products advertised over the new WBAL."

JOHN A. CROZIER
Manager of the Calvert Drug Company, Wholesale Drugists

"The one thing that impressed me upon studying your schedule of programs for after October first is that you will get the lion's share of the listening audience in the new WBAL area.

"This is not only a feather in your cap, but it gives me an optimistic outlook for Fall business as most of the products advertised over your station are in our line."

SAMUEL LAZARUS
President of Max Lazarus & Sons, Wholesale Grocers

"There never was a time when good entertainment would draw a public following more so than at present. The new WBAL's schedule has the right 'box office' appeal, in the vernacular of the theatre.

"The new WBAL public following should be tremendous and should reflect public approval in our 'box office,' the retail food counters in Baltimore and vicinity."

S. R. WATERS
Manager of Bentley, Shriner & Co., Inc.
Importers, Wholesale Grocers

"In these uncertain times the public demands diversion and entertainment to forget their troubles and to bolster their morale.

"The new WBAL schedule with its well balanced programs of comedy, drama and music presented by the country's foremost entertainers is exactly what is needed."

JOHN E. JAEGGER
President of the Independent Retail Grocers and Meat Dealers of Baltimore

"It is good news to hear that WBAL has such an outstanding radio schedule. Many products which are being advertised on these programs are sold at our stores.

"And this looks like a very helpful thing to the retailer, to the wholesaler and to yourself. Congratulations."

M. G. PIERPONT
President of the Loewy Drug Co., Inc.

"It is the writer's frank opinion that a high powered schedule on a high powered station makes an unbeatable combination for the bid for the greatest listening audience.

"WBAL has it and we have the merchandise that is advertised on these programs. So here is another combination—WBAL and ourselves—that bids well for real profitable business."

JAMES BAILY
President of James Baily & Son, Wholesale Drugists

"Thanks for the opportunity of looking over the new WBAL schedule. Now I have some real ammunition with which to stimulate my sales force for the coming season.

"There is no question that you will capture the listening audience in this area and with that audience wearing about the products we handle, our business should respond with a profitable vote of approval."
LOW INSTALLATION COSTS
LOW OPERATING COSTS
with this
50 KILOWATT BROADCAST TRANSMITTER
RCA TYPE 50-E

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