STAN LOMAX Sells Goods

Stan Lomax’s Sports Show Now Has a Period Open to Sell Goods For You!

★ Stan Lomax’s Sports Review on WOR is now the most popular evening sports show in New York, according to the WOR Continuing Study of Radio Listening.

★ Write or phone WOR, 740 Park Avenue, New York. Pennsylvania 6-8750 for sales literature, facts and other proof on the Lomax show.

Sorry, Just Sold To Studebaker!
Radio Is for Education, Too

The well-known three R's of school days have become four: reading, 'riting, 'rithmetic, and Radio! The most isolated schoolroom today is reached, by radio, with innumerable experiences of educational and cultural value. WLS "School Time" offers these experiences, supplying to the teacher and student a wealth of material supplementary to their texts.

This WLS "School Time" program is our contribution to progressive Mid-West schools. Used by some 400 classrooms when it was started in February, 1936, "School Time" last year was part of the regular curriculum in 24,529 classrooms in 5,338 schools. Broadcast five days a week, now starting its seventh school year, WLS "School Time" last year was listened to by an estimated 870,000 students.

WLS is proud to have a part in shaping these young lives; we take seriously our obligation to these future citizens. The success of our interest in educational activities is reflected in the general respect and approval of leading educators throughout the nation.

"School Time" is only one part of the WLS Educational Service—it is another service that makes WLS the popular station of the Mid-West.
WITH A TICK HAMMER

The same principle applies to radio promotions. New England is so populous, so prosperous that it needs a strong impact to drive-in your sales spikes.

No one station, or small group of stations can give this impact on the whole market. It takes the united force of The Colonial Network’s 19 hometown stations to deliver telling, sales-clinching blows.

Year-in and year-out, The Colonial Network has been economically producing results for leading national advertisers.

The Colonial Network has a story of coverage, acceptance and pulling power. It makes informative and profitable reading about economical promotion.

The Colonial Network

Edward Petry & Co., Inc., National Sales Representative

21 Brookline Avenue, Boston
... Peter'll find lots of pumpkins in Nebraska this fall.

But most important out here is livestock. Hogs, cattle, sheep, chickens, butter and eggs account for 75 per cent of Nebraska's farm income.

This year livestock prices have mounted—in some cases to more than double last year's market!

Yes, farmers have money. They have it and they're spending it!

They'll spend it with you, if you use KFAB. You need KFAB, to cover the farm areas of Nebraska and her neighbors.
Labor Troubles Prove Threat to Industry

Accord With AFM; Threat by CBS Technicians

LABOR TROUBLES and strike threats bobbed up in broadcasting last week as the American Federation of Musicians and the International Brotherhood of Electrical Workers redoubled efforts to exact higher quotas of men and improved wages, respectively, from segments of the industry.

A general strike of musicians employed at 173 stations affiliated with MBS was averted last Friday when an agreement was reached with WGRB, Louisville, on retention of additional musicians. NBC-Red, however, was without remote dance band pickups because of a somewhat similar controversy with AFM over refusal of WSMB, New Orleans, to capitulate to union demands.

Des Moines Threat

A situation that might affect CBS and NBC-Blue was brewing in Des Moines, where KNRT, CBS outlet, and KSO, NBC-Blue and MBS outlet, both owned by the Cowles interests, were faced with an ultimatum they offered $15,000 a year for musicians.

Meanwhile, a stalemate in negotiations between the Associated Broadcast Technicians Union of IBEW with CBS executives, covering 240 technicians at the network's key stations and MBS outlets save KMOX, was reported last Friday following two weeks of intermittent conversations. While there was loose talk of a strike, the ABTU contract carries an arbitration clause, and it was thought more likely that if no agreement is reached by Oct. 1, this clause would be invoked, with the matter taken to arbitration. Precise details were not available from either side.

Just before Broadcasting went to press Friday evening, an anonymous phone call was received at its New York bureau. The speaker simply declared: "There may be a picket line around CBS by morning," and then hung up. Efforts to verify the report were without avail.

William S. Paley, CBS president, and Mefford R. Runyon, vice-president in charge of stations, last Thursday met with Russ Rennaker, national business manager, and Frank E. Sosebee, ABTU New York representative, and Mr. Runyon met again with them on Friday, with no agreement reached. Conversations during the preceding week in Chicago with H. Leslie Atlas, CBS Central Division vice-president, and its labor negotiator, likewise had proved futile.

May Meet Again

ABTU sought to invoke provisions of the 1937 contract permitting annual discussions prior to Oct. 1. Basically, it is understood ABTU requested a 10% increase over the existing average scale ranging from $49 to $75 per week and CBS had countered with an offer of 4%, which reportedly would have brought the scale up to that averaged by NBC technicians. Hour and work conditions also are involved.

While no date was set for another meeting between ABTU and CBS executives, it was thought further conversations might be held prior to the Oct. 1 deadline. As things stood last Friday, however, the union men indicated they would seek arbitration or take steps toward a strike vote of the membership. Technicians at seven MBO stations are involved, with KMOX, St. Louis, operating under the joint agreement in that city and there was outside the controversy. The 1937 contract with ABTU provides for increases annually according to seniority, and does not expire until 1942.

The sudden surge in labor activity, after a period of relative tranquility, remained unexplained. James C. Petrillo, AFM president, himself ordered the plug pulled on MBS dance band remotes on Sept. 12. NBC cancelled its Red dance remotes to forestall similar action. Almost simultaneously, the ultimatum had been delivered to the Cowles stations in Des Moines, with the accent on dollars rather than men, according to broadcasters affected. The AFM demands had repercussions throughout the industry because of past crises precipitated as a result of Petrillo's tactics.

Capital Observing

In Washington some question arose as to whether the Department of Justice, which last February announced its intention of立案 ended network proceedings against Petrillo because of the "made work" issue, would reopen its proceedings. Since the announcement by Assistant Attorney General Thurman Arnold that he proposed to move against the music czar, nothing more has happened on the Government front.

The outbreak of union troubles in radio appeared to coincide with union demands and strike threats affecting other industries. The Washington viewpoint was that union leaders, apparently of a mind that now is the time to crack industry, were putting on a coordinated campaign. This arose from the theory that, in view of the war emergency, opportunities for success (Continued on page 68)

Fight Looms Over ASCAP Contract

Delay in Acceptance by Affiliate Stations

NOW FORECAST

A LONG DRAWN-OUT fight over acceptance of revised ASCAP contracts for return of its music to NBC and CBS and their affiliated stations was foreshadowed last weekend, with many affiliated stations asserting they would take their time in appraising the proposition.

Although the NAB executive committee, by majority vote, had sanctioned the network form of contract Sept. 9, copies of the final documents had not been transmitted to stations. This was to have been done last week, in the hope of returning ASCAP music to NBC and CBS networks by Sept. 28, with the change in time. However, all hope for this vanished by week end.

While ASCAP and network representatives said attorneys still were working on revised language of the five separate contract forms, forces opposing acceptance charged the delay was intentional. They founded this on the belief that the NAB convention, meeting in Chicago Sept. 22-23, had as one of its main topics the ASCAP negotiations and that if the precise language of the contracts was not available, the discussion would be impeded.

Lafount Cites Difficulties

Meanwhile, NAB President Harold A. Lafount last Tuesday asked Attorney General Francis Biddle to give "very careful consideration" to the contracts, to ascertain whether they conform with the consent decree entered into last March by ASCAP. Observing that ASCAP had stated the contract form would be submitted to the Department for prior study, Mr. La- fount said the per-program requirements were so complicated that stations would be forced to accept a blanket form of contract, tending to reestablish the "wrongful practice sought to be corrected by the consent decree."

Date when the contracts would be mailed was in doubt. Although

The ASCAP board met in special session last Monday to approve the NBC contracts, on Friday NBC had not yet mailed out copies to its affiliated stations. And although the ASCAP board had expressed its willingness to examine the CBS contracts as soon as they were ready, CBS had not by Friday called such a meeting.

Each day throughout the week, network executives expressed the hope that by the following day the contracts would be set. But as the week ended, network attorneys were still poring over the contract forms and attempting to get them into final shape. The explanation of NBC's legal department was that in comparing its own draft of the contract forms with the draft prepared by ASCAP, it was finding many minor variations.

Before the contracts are sent to the stations these differences must be ironed out in five contract forms. At CBS it was stated that its lawyers were still drafting the final form of its contracts. What the differences would be between the
CBS and NBC forms when finally completed, no one could say, but spokesmen for both networks and for ASCAP agreed that the difference would be to allow for the differences in methods of operation of NBC and CBS.

The really put an end to any hopes for ASCAP tunes on the networks by next Sunday. After the contracts are completely drawn up to the approval of the networks and ASCAP, the results will be ratified by the affiliate stations before they can be signed and put into effect. When they are mailed out, with each contract will go a form of acceptance for the station owner to sign, indicating his agreement to rebate to the network 2% of its payments to him for commercial network programs, as his part of the network's payment to ASCAP. Securing such agreements from the affiliates, even at best, can scarcely be accomplished this week, especially as many of these broadcasters will be in Chicago during the early part of the week attending the NIB convention.

This meeting, open to all broadcasters except the networks and their M and O stations, will probably decide the fate of the efforts of the networks to effect peace with ASCAP one way or the other. Although the ASCAP board approved the NBC deal, the ASCAP ranks are no more unified than those of the broadcasters concerning the contract terms, and the approval came only after a stormy session, according to the telegrams of the networks to effect peace with ASCAP one way or the other.

The purpose of the detailed log of provisions in the per-program payment method, he charged, "is to force stations to accept the agreement with a payment of a percentage of gross income, more or less, with the obvious purpose of re-establishing the wrong -luxury sought to be corrected by the consent decree."

Following is the text of Mr. LaFont's letter:

"According to articles appearing in the press, ASCAP has concluded licensing agreements with both networks. ASCAP is seeking to nullify, and by doing so to force stations to accept the agreement with a payment of a percentage of gross income, thereby tending to re-establish the wrongfulness sought to be corrected by the consent decree."

In view of the repeated statements in the press that these license agreements have been concluded, Mr. LaFont said he would like to request the Department of Justice for approval for it to re-establish the wrongfulness sought to be corrected by the consent decree."

Noxuzie Quizzes

NOZXIE CHEMICAL Co., Baltimore, will broadcast its Quiz of Two Cities in 24 cities with the addition of WSB, Atlanta, and WAPI, Birmingham, on Oct. 2; KYW, Philadelphia, and KOKA, New York City, and WABC, and WJZ, for Albany and Troy, Oct. 18. The half-hour weekly programs are quizzes between teams of contestants from rival cities. Rathrauff & Ryan, New York, is the agency.

New Yeast Spot

STANDARD, New York (Pleischmann's Yeast), on Oct. 6 will launch a 13-week campaign of one-minute transcribed announcements on 10 Ohio stations. Agency is Kenyon & Eckhardt, New York.

SUN SPOTS MAR TRANSMISSIONS

Brooklyn Ball Game Cut Off WOR With the Score Tied, Bringing Wreath From Fans

SUN SPOTS and other atmospheric disturbances played havoc with radio and communications lines last Thursday, blotting out or disrupting service for more than 24 hours. Affecting longwave transmission only to a minor degree, the high voltage currents in the atmosphere cut off shortwave transmission to many parts of the country, and caused partial disruption to longline wire service. In general, communications in the metropolitan area were much harder hit than those in a north-south tie-up, according to communications engineers.

Starting early Thursday morning, shortwave reception in New York became increasingly unintelligible so that by 10 a.m. both NBC and CBS listening posts stopped trying to catch broadcasts from abroad and had closed up for the day. Shortwave listening was only 75% normal. Yet, due to some atmospheric trick, the 6:45 p.m. round-up on CBS brought in Berlin, and New York, couldn't get any signal from Moscow. Similarly the 7 p.m. round-up on NBC got a solid program, but could not get any signal from Washington.

Inaugural Spoiled

NBC's special inaugural broadcast for its new Mexican network on Thursday evening was completely spoiled by technical accidents.

Standard broadcasting was prac- tically undisturbed, though NSC was in a trance in the Minnesota-Dakota region. Confusion and anger broke out in the broadcast areas, and the crucial game with Pittsburgh, on WOR, was suddenly cut off at the last minute. The broadcast cuts were a result of the flood of calls flooded the station which explained to the incredulous fans that the Morse circuits to Pitts- burg had been cut off by distant storms and even more by disturbing atmospheric conditions. When the broadcast was resumed 15 minutes later, Brooklyn was four runs behind.

Stokeley Buys STOKELY BROS. & Co., Indiana- polis (Van Camp's beans), currently engaged in its most complete advertising campaign in the products' 80 year history, recently started a radio campaign on four California stations, using transcribed announcements.

In addition, 237 newspapers in California and Nevada are being circulated in three regional newspapers and two national magazines. The station list: KSFO and KAGI, San Francisco, and KGL and KNX, Los Angeles. Agency is Calkins & Holden, New York.

Ruppel Still at CBS

DENYING persistent rumors that he would join a new Chicago morning newspaper in an executive capacity, Louis Ruppel, CBS public relations director, last Friday declared, "I am still in the radio business." The new paper was reportedly financed by Marshall Field III, and publication is expected to start about Nov. 1. Before joining CBS as an executive four years ago, Mr. Ruppel was managing editor of the Chicago Times.

More Noxuzie Quizzes

NOZXIE CHEMICAL Co., Baltimore, will broadcast its Quiz of Two Cities in 24 cities with the addition of WSB, Atlanta, and WAPI, Birmingham, on Oct. 2; KYW, Philadelphia, and KOKA, New York City, and WABC, and WJZ, for Albany and Troy, Oct. 18. The half-hour weekly programs are quizzes between teams of contestants from rival cities. Rathrauff & Ryan, New York, is the agency.

New Yeast Spot

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Mexican transmission to the United States.

AT&T reported that reception on its circuits to Europe was so disturbed by noon Thursday that service was switched to the longwave relay of Houston, Texas. Reception from South America was spotty, while the lines on the Pacific Coast and land lines in general were clear.

RCA Communications experienced no unusual circumstances.

Shortwave was shifted to the longwave on Thursday evening. Western Union reported a minimum of service, though regular circuits were disturbed, because it has machinery to take care of jittery circuits.

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WBEN

is perfectly geared to the Western New York Market

Now!

5 KW Operation Day and Night, Just Authorized by the Federal Communications Commission

Complete new transmitter and antenna installation give concentrated coverage of Buffalo and the 400,000 families living in one of the major centers of inland industrial and agricultural production in the nation—

PLUS the NBC Red Network and outstanding local programs, news reports and public service features—

EQUALS audience acceptance that is not even approached by any other Buffalo station.

930 Kilocycles in the Center of the Dial

NBC Basic Red Network WBEN Buffalo, New York

Edward Petry & Co. • New York and Chicago

"The Preference of the Audience Is the Choice of the Advertiser"
One of the things we've always liked about good agencies is the way they protect their clients from crazy ideas or embarrassing situations—even when the idea or situation originates in the client's own office!

So, admiring this function, it's only natural that we should adopt it. And not only for advertisers, but also for agencies—since even agency men, being human, occasionally get rather silly ideas too!

For instance, you'll never hear us complaining (or bragging) about having to jump on a train to go help straighten out something that has gotten crossed-up, somewhere. Or failing to take the responsibility for the success of your radio efforts, on any station or at any time we recommend. Also—we're perfectly willing to be the "whipping boy" in any of those myriad situations where something has not clicked perfectly and where a whipping boy is needed to restore harmony. And so forth.

Not that we're courting trouble—but we certainly are willing to take a beating for a good cause. Got a good cause handy?

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EXCLUSIVE REPRESENTATIVES:

BUFFALO: WGR, WKBW
CINCINNATI: WCKY
DULUTH: KDAL
FARGO: WDAF
GRAND RAPIDS-KALAMAZOO: WOOD, WOOD
INDIANAPOLIS: WISH
KANSAS CITY: KMBZ
LOUISVILLE: WAVY
MINNEAPOLIS-ST. PAUL: WICT, WRSD
ST. LOUIS: KBB, WRD, WFBL
SYRACUSE: WHO
IOWA: WHO, WOC
Davenport: KMA
SOUTHWEST: WCSC, WHO
CHARLESTON: WPTF
ST. LOUIS: WDBJ
FT. WORTH-DALLAS: KGKO
OKLAHOMA CITY: KCOM
OSAGE: KRGD
SAN FRANCISCO: KRON, KTVU
SEATTLE: KIRO
PACIFIC COAST: KECA, KECA
FRESNO: KFEC
LOS ANGELES: KKIR, KMET, KMEX, KROQ
PORTLAND: KIOO
OAKLAND-SAN FRANCISCO: KIRO
SEATTLE: KGOL, KIRO

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FREE & PETERS, INC.
Pioneer Radio Station Representatives
Since May, 1932

CHICAGO: 180 N. Michigan
Franklin 6375
NEW YORK: 245 Park Ave.
Plaza 3-4151
DETROIT: New Center Bldg.
Treby 2-8444
SAN FRANCISCO: 411 Sutter
Sutter 4555
LOS ANGELES: 650 S. Grand
Vandike 0569
ATLANTA: 133 Palmer Bldg.
Main 5667
Music Issues Stir NIB on Convention Eve

Discussion Heard Of Separation From NAB

WITH FEELING high over the new ASCAP contract negotiated by the networks, along with the revival of AFM Caesar Jimmy Petril- low, talk of the hiring of more staff musicians, delegates to the special convention of National Independent Broadcasters in Chicago Monday and Tuesday looked for unprecedented industry indignation over the trend in music costs.

Last weekend there was no authoritative estimate of the size of the convention—first of its kind ever called—but it was evident that many network affiliates would be there and that the attendance will reach 150. Sentiment is strong for reorganization of NIB as a full-fledged trade association, and there was considerable talk of a break-away meeting by the NAB.

Fly's Status

Active participation of FCC Chairman James Lawrence Fly in the NIB sessions, transcending his appearance as keynote speaker, has given rise to some speculation in industry circles. He has no bones about his dislike of the NAB and of the major networks, both before and since the turbulent NAB convention in St. Louis last May. He is known to favor formation of a trade association under new leadership and divorced from NBC and CBS.

For impetus to the move for a NAB break-away was given with the announcement last Wednesday that Ed Craney, head of KGIR, Boulder, and the CBS Network in Montana, would be present and would address the convention. He has advocated creation of a new trade association, which, in his judgment, would be "persona grata" with Washington's officialdom and which would be made up only of independently-owned stations, whether or not they are affiliated with the networks.

With the completion of the new form of ASCAP contract which is slated to serve as the pattern for the entire industry, much interest will attach to music performance, with the convention's second day to be given over to the subject.

Key speaker will be Victor O. Waters, special assistant to the Attorney General in charge of both copyright and music anti-trust activities. His status of, or his music situation is expected to be a highlight, particularly since question has arisen as to whether the ASCAP terms, and more particularly of the renewal items, actually preclude a per-use form of contract.

Because Mr. Waters also has been active in proposed anti-trust proceedings against the American Federation of Musicians, on the "made work" issue, the latest Petril- low action in pulling the plug on both NBC-Red and MBS dance band remotes and in threatening walkouts also may be covered. The Department of Justice, after an announcement last year that it would bring grand jury proceedings against AFM, has done nothing more openly on the matter.

Whether there will be an active move in the direction of making NIB an all-inclusive trade association, with a headquarters staff in Washington, will depend upon the trend of convention proceedings. NIB executives, including Presi- dent Harold A. Lafount, disclaim any intention of fostering such a move.

Time for Discussion

Moreover, Mr. Lafount pointed out that the convention was called at the insistence of many independent broadcasters and that aside from the scheduled addresses and discussions covering current industry matters, the agenda does deal with reorganization as such. There will be ample time, however, for discussion of any matters not scheduled to be pointed.

Mr. Lafount has stated repet- itively he will not seek reelection to NIB, on the theory that the office should be rotated. The names of several possible successors already have been advanced.

Support has developed for Mr. Craney's election, though he likes to be somewhat cold about it. As chairman of the Defense Communications Board, he is expected to comment on the outlook on priorities, and to assure the industry of the avail- ability of sufficient technical equipment to keep broadcasting functioning as a vital defense service all during the emergency.

Butavia Honesty

WBTB, Batavia, N.Y., last week gave the Wage & Hour Division of the Labor De- partment cause for a sigh of gratification over an employer's sense of fair play. When Frank A. Corti took over as the new manager of WBTA some months ago, he noted and was examining the books that since it had started operating in December, 1941, a score of the WBTA employees had not been credited with the full amount of overtime pay due them. Promptly he took the matter up with wage-hour field representatives, and last week the station agreed to pay about $500 in overtime restitution to its employees, cleaning its slate for further operation.

Also on the subject of national defense will be an address by Major Gen. Joseph F. Cummins, commanding general of the Sixth Corps Area in Chicago. He will tell the part radio must play in home defense work.

Other Speakers

In addition to Mr. Waters' ad- dress on copyright, as well as the expected discussion precipitated by Mr. Craney, speakers representing other copyright licensing groups will be on hand. Addresses are scheduled by John G. Paine, gen- eral manager of ASCAP, covering the new form of contracts; Carl Haverlin, station relations director of BMI; Leonard D. Callahan, gen- eral counsel of SESAC, and Robert S. Keller, representing Mu- zak-AMP. Many broadcasters, it is re- ported, are withholding their re- sponse to the major networks on their sanctioning of the ASCAP contract form until they hear the discussion at the NIB convention.

Several of the transcription com- panies and representatives of manufacturers also plan to attend the convention, according to ad- vices reaching Washington headquarters of NIB. A number of broadcasters now serving on the NAB board, as well as past execu- tives of the main trade association, also plan to be present. In addi- tion, several of the radio relations officers of Government agencies in Washington, including Edward M. Kirby, chief of the Radio Branch of the Army and public relations director of the NAB on leave, will attend.

Achievements of BMI Reviewed in Brochure

A FOUR-PAGE red, white and blue folder will be distributed by BMI at the NIB convention this week. Titled "Report to 701 Broadcasters", it reviews a comprehensive survey conducted September, 1940, when BMI had eight phonograph records and 50 transcribed tunes available. Sending 40 selections weekly, had 10,000 titles in its library and two hit tunes of the year. This September, when BMI has 14,000 rec- orders and 15,000 transcribed tunes available (BMI and tax free), is sending 150 selections weekly to 30 stations, has 500,000 titles in its library and 32 of the 35 hit tunes. Pointing out that BMI is devoted to a "complete music service for broadcasters" and that each BMI licensed records received more than 100 transcriptions and commercial rec- ords with a value in excess of $2,100, the folder notes that "the scale is tailored to fit the needs of the broadcaster and the operations day after day and month after month keeps growing." Final page is given over to a list of the 300 BMI pub- lishers.

Lorr Labs, Plans

LORR LABS, Paterson, N. J. (George A. Steen's company), is scheduled for Dec. 30 will begin a 52-week schedule of participations on Make Believe Radio, broadcast over the NBC network. At the same time the agency, H. M. Kieswetter Adv. Agency, New York, indicated it is considering plans for a campaign of participations and announcements on several stations, to be announced in about 10 days.

Jelke Discs on 23

JOHN F. JELKE Co, Chicago (Good Luck margarine) recently began sponsorship of a 15-minute transcribed series, Happy Meeting Time, on 23 stations in major markets. Discs, heart-thumping Iv. featuring so-so songs, Zevi Layman and Frank Luther with Harry Von Zell giving the commercials. Agen- cy is Young & Rubicam, New York.

Denton Tests Radio

DENTON SLEEPING GAR- MENTS adlog, New Protective, launched on Sept. 25 launches a campaign of one-minute transcribed an- nouncements on an undisclosed number of stations. The Reeves Adv. Co., Cincinnati, handles the account.
Sudden letdown in the hard-driving regulatory pace of FCC Chairman James Lawrence Fly has given rise to speculation in Washington that he has lost favor in Administration circles, portending significant changes in the FCC organization.

While there was no authoritative word from any official quarter, something more than gossip has trickled from usually authoritative sources indicating that changes are in the offing. The President has delayed appointment of a successor to Frederick I. Thompson, whose term expired June 30, and it is thought that when the new appointment is made, the President might also designate a new chairman, either in the person of the new appointee or through two or more new appointments, with Chairman Fly possibly transferred to another post.

Further Delay Seen

Why the President has delayed so long in filling Thompson's vacancy has never been explained. But the most plausible suggestion was that he desired to ascertain whether the Commission might reconcile its differences under Chairman Fly and if that failed, then the desirability of a reorganization would be enhanced. Unofficially, it has been commented that the President is not disposed to make a new appointment or even to touch the FCC situation until November.

It is known that a number of candidates for the Thompson post have been considered. But there has been no move toward soundly out separate Interstate and State Commerce Committee on any of them. That is the usual procedure on new appointments. Moreover, it is apparent that the Administration would like to avert a recurrence of the Senate Interstate Commerce Committee fishing expedition which developed in June, 1940, during hearings on confirmation of the late Col. Thad H. Brown for the reappointment.

The Administration is well aware of complaints against Chairman Fly and the FCC majority from many quarters, growing out of the chain-monopoly inquiry, the newspaper-divorcement inquiry, and news that pertaining to a ban on multiple ownership of stations where overlapping service is involved. In recent weeks, however, the internal situation seems to have improved.

There is also possibility that the President will be disposed to favor a full-scale reorganization of the FCC, as he did more than two years ago, when he urged a three-man Commission with separate autonomous divisions for broadcasting and common carrier regulation. Two bills proposing a reorganized Commission of seven members, but with two-three man autonomous divisions, now are pending in House and Senate.

Durr Mentioned

The name still most prominently mentioned for the Thompson successor—possibly for the chairmanship if the existing organization is maintained—is that of Clifford Durr, assistant general counsel of the Reconstruction Finance Corp. A native of Alabama, Mr. Durr is 42 and is highly regarded in New Deal legal circles. He is the brother-in-law of Supreme Court Associate Justice Hugo Black.

In the past, half-dozen other names are mentioned, including those of Major Gen. Joseph O. Maulbarger, who retires Sept. 30 as Chief Signal Officer, A.E.F.; T. J. Slowie, secretary of the FCC; G. W. Johnstone, former radio director of the Democratic National Committee; and Mel Rood, assistant publicity director of the Democratic Committee.

A number of broadcasters who have talked with Commission executives, especially the chairman, have left with the impression that the Commission will seek a solution depending on severe separation or market coverage demarcation as between stations owned by the same interests. The list of stations involved is by hard and fast rule with respect to overlapping coverage by stations serving two entirely different markets, but even though the stations include much common coverage, have been pointed out in these informal conversations and apparently have made some impression.

CBC Supplementaries

Ten New Supplementary stations are now available for use with CBc network facilities. CBC has noted NBC, Supplementary to the Maritime Region are CJS, Yarmouth, N. S., and CKNB, Campbellton, N. B., at station cost of $25 and line cost of $7 for each station. Quebec Region supplementaries are CKCH, Hull (35$ and $7), and CHGB, Ste. Anne de la Butierie ($25 and $5). Ontario Region supplementaries are CFPL, London ($45 and $25), CFCC, Chatham ($25 and $2,50), CJIC, St. Mary's, (45$), CCKA, Kenora, (25$ and $2.50), all Ontario, and CKN, Rouyn, P.Q. ($50 and $25). CHGB, B. C., is supplementary to the British Columbia Region at $25 and $7.

Monopoly, Newspaper Outlets, Multiple Stations Mark Time

FCC Slows Pace in Press Probe, Digests Briefs in Monopoly Hearing; Overlap Ban Uncertain

Three impending regulatory developments projected by the FCC are being watched closely by the entire broadcasting industry, with a change of pace on the part of the licensing authority in evidence. The Commission is now being asked to consider the newspaper-divorcement inquiry and the rule banning multiple ownership of stations where duplicating service is involved, constitute the regulatory trinity.

The newspaper divorse inquiry resumed last Wednesday following a recess of six weeks (see running story on page 22). The Commission appears to be adhering to its original line of investigation—subpoenaing witnesses in an effort to prove that joint operation of newspapers and stations results in unfair competition and does not inure to the public good.

Monopoly Study

But it now seems evident that whatever the determination, weeks or months that will be in the nature of legislative recommendations, if any, to Congress, rather than the originally planned course of imposition of restrictive regulations, if deemed feasible.

On the chain-monopoly front, the Commission is digesting briefs and arguments presented Sept. 12 wherein NBC and CBS asked for suspension of the regulations for duration of the emergency, while the National association has urged prompt litigation by the older networks, challenging the FCC's jurisdiction and seeking to block enforcement of the regulations.

The proposed multiple ownership-overlap service ban regulation is scheduled for argument Oct. 6. In issuing its tentative rule Aug. 5, the Commission did not define the scope of the proposed ban, stating it would decide the matter after hearing the parties affected. Thus, the magnitude of the impending ban is not known and it will be up to the Commission decides to state precisely what it means by objectionable overlap or what constitutes multiple ownership or operation.

Because of this, indications are that stations which might be affected will stay away from the Oct. 6 oral arguments in droves. One attorney, representing possibly a dozen companies which might conceivably be affected by the proposed regulation, said he could be found on a local golf course on the day of the arguments.

The consensus appears to be that the Commission, under the law, is required to hold hearings on individual applications, following issuance of its rule, if any. Thus, the blanket injunction would have no immediate bearing, it is thought. Moreover, the rule itself specifies that it shall not become effective for six months following the date set for enforcement of the order and that on petition reasonable time thereafter would be allowed for orderly disposition of properties.

Swaps Under Way

Despite all this, brisk negotiations are going forward for station swaps, and in some instances sales, to conform with the ban if and when it becomes effective. So far as known, the deals have not been consummated, but rather the owners are awaiting the setting of a deadline before completing transactions. In one or two instances, where swaps or sales can be made that appear advantageous to stations whether or not the rule becomes effective, contracts may be closed shortly.

It is known that the FCC, particularly Chairman Fly, has exacted commitments from several dual ownership licensees that they dispose of one of their stations as a condition precedent to receiving approval of other pending applications. It also has been indicated that the Commission will not try to accomplish its objective overnight, but will give ample time for orderly procedure.

DST in Canada

Irrespective of action taken in the United States, Canadian networks will continue on daylight time through the winter months, though daylight time being compulsory on government order in the large industrial areas as well as a conservation measure. Canadian networks last year continued to operate the year round on daylight time.
“THERE’S SOMEONE IN THE HOUSE!”

- Women’s ears are no keener than men’s, but gosh!—what a difference in the reaction to a strange noise, or to the baby’s cry!

All over Iowa there are thousands of homes to which the 50,000-watt voice of WHO “comes in” no stronger than the voice of some other station. But harken to this fact about the relative amount of listening these various voices get!

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

This startling fact is one of the findings in the new 1941 Iowa Radio Audience Survey, and is backed by a highly authoritative investigation. But if you’re feeling argumentative, you don’t have to accept it—you can establish the same general truth by asking your Iowa representative, or by a form letter to your Iowa dealers, or by any other Iowa sources you wish. One and all, almost without exception, they’ll tell you that WHO is far and away the TOPS in Iowa.

That being the case . . . well—you draw your own conclusions!

WHO

+ for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives

BROADCASTING • Broadcast Advertising

September 22, 1941 • Page 11
Federal Radio Groups Stirred By LaGuardia Clearance Order

Informs Them W. B. Lewis Will Be Consultant; Reports Covering All Radio Activity Asked

RADIO BRANCHES of all Federal agencies in Washington collectively "hit the ceiling" last week, following receipt of a communication from Mayor F. H. LaGuardia, Director of Civilian Defense, informing that his organization would take over coordinating and clearance of all Government radio programs. First hinted last July [BROADCASTING, Aug. 4], the move came, ostensibly with Presidential approval, in a letter to all Federal departments.

Mayor LaGuardia, charged with maintenance of the nation's morale in all Government agencies that effective last Sept. 15 William B. Lewis, vice-president of CBS in charge of programs, will serve as expert consultant to the Civilian Defense Director. He explained Mr. Lewis had been brought to draw up a project "which has the President's approval." He identified this project as "a system of coordination and clearance for Government radio programs."

Two Purposes

Defining this project, Mr. LaGuardia said it would serve two purposes:
1. To provide the radio companies with a single representative whom they would contact in connection with Government radio programs.
2. To obtain a better balance of the Government programs on the air.

Each department head then was asked to have prepared a statement on what radio programs, if any, are being prepared by the department, on what networks they are being presented and similar pertinent information. This, the letter stated, would enable Mr. Lewis to familiarize himself with what the Government is saying about itself.

Promptly upon receipt of the communication, sent in mid-September, the various Government radio agencies went active. Mr. Lewis is understood to have discussed the project with several of them. Thus far, there has been no final determination and the matter is regarded as purely exploratory at this stage.

It was felt in responsible circles there is little likelihood of any of the major Governmental departments completely turning over their major LaGuardia's their normal broadcast functions. For example, the Agriculture Department has produced and presented farm programs through networks and individual stations for more than a decade.

Similarly, the Army has established an elaborate radio branch, working in close harmony with networks and independent stations. In a highly specialized sphere, the Navy has done the same and the Interior Department carries on extensive educational extension work via radio.

It was thought that when the LaGuardia project was boiled down, it might encompass clearing house activity for only those new agencies identified with national defense and set up during the emergency. These would include, possibly, OPM, OEM, Mr. LaGuardia's own civilian defense operation, and other temporary activities expected to continue only for the duration of the emergency.

Perhaps a Compromise

Mr. LaGuardia, it appeared, was seeking to create for domestic broadcasting a status comparable to that being worked out by Col. William J. Donovan, President's coordinator of information, in the external communications field. This first became evident last July, when Col. Donovan outlined in a general way the scope of plans covering international broadcasting, to counter Axis propaganda.

It was made clear then that Col. Donovan did not propose to undertake the task of civilian morale and that this fell within the purview of the LaGuardia organization.

Whether the full-scale clearing house project outlined by Mayor LaGuardia eventually will go through presumably will depend upon final Presidential action. There was some compromise talk of creating an advisory committee which would not handle the physical job of program placement, but simply would counsel with both Government and the broadcasting industry on orderly procedures.

Stahlman’s Appeal in Appellate Court

Months of Delay May Occur in Refusal to Be at Hearing

WITH the FCC to all appearances planning to continue its newspaper-ownership inquiry without benefit of testimony by a group of subpoenaed witnesses, Elisha Han- son, ANPA counsel, last Thursday filed with the Court of Appeals for the District of Columbia the record of an Appellate District Court opinion directing James G. Stahlman to appear at the hearings in response to an FCC subpoena.

Filing of the 64-page photostatic copy of the court record brings the case directly to the Court of Appeals, following previous notice by Mr. Hanson that he would appeal the decision.

Procedural Delays

Under established procedure Mr. Hanson has an additional 40 days to file his brief in connection with the appeal, and 20 more days are allowed the FCC to file an answering brief. This would establish a Nov. 19 deadline for a decision in the case, and in view of reports that the Court of Appeals is disposed to advance the Stahlman case over others for an early hearing, it is thought an appeal opinion may be had by late November or December.

FCC Chairman James Lawrence Foley, at his press conference last Monday, indicated the FCC would not sit and wait while the courts decided on its powers to subpoena witnesses and hold general hearings of the nature of the newspaper-ownership inquiry. He stated that final decision on the Stahlman case might take as long as six months, with the newspaper hearings continuing and concluding meanwhile.

Aug. 15 Opinion

Under the Aug. 15 opinion and through an order subsequently signed by Justice James W. Morris, of the U.S. District Court for the District of Columbia, Mr. Stahlman, publisher of the Nashville Banner and former ANPA president, would have been required to answer a subpoena to testify at the newspaper-ownership investigation. Mr. Hanson on Aug. 21 filed notice with the District Court that he would carry the case to the Court of Appeals [BROADCASTING, Aug. 18, 25, Sept. 1].

Mr. Stahlman, who is now on active duty in the Public Relations Office of the Navy as a lieutenant commander, was one of four subpoenaed witnesses who refused to appear, on advice of Mr. Hanson, who contended that the newspaper-ownership inquiry was illegal and that therefore the subpoenas were "nullities" in the eyes of the law.

Chrysler News

CHRYSLER Corp., Detroit (Chrysler cars), on Sept. 30 will start on MBS a two-weekly quarter-hour commentary from Washington by James Crowley, formerly Washington correspondent for ABC and CBS. Program will broadcast on the days of the conferences, Tuesdays and Fridays, at 7:15-7:30 p.m. EDT.

Programs will include, possibly, OPM, OEM, Mr. LaGuardia's own civilian defense operation, and other temporary activities expected to continue only for the duration of the emergency.

Perhaps a Compromise

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Olson Rug Spots

OLSON RUG Co., Chicago (rugs), on Sept. 15 started a fall campaign of outdoor advertising, three to six times a week placed in 12 metropolitan markets in the East and Midwest. Complete station schedule has not been set.

Mr. Lewis

MR. LEWIS

CNYT

IN VIEW of the confused time situation, with a mixture of standard time and daylight saving time localities existing in which marks the end of the normal DST season, CBS has announced that after that date, "until unless the White House calls for national DST" all CBS releases will give program times as current New York Time. NBC and MBS, however, will label their programs "Universal" or "Eastern Standard Time."
In Philadelphia as in every other market it's the big local advertiser who is the shrewdest judge of an advertising medium's effectiveness. With a finger on the consumer's pulse, he knows the surest, most economical way to tell his story.

That's why Philadelphia's biggest local advertisers consistently, year in and year out, use WCAU programs to reach the people who buy. The Horn and Hardart Baking Company, the Household Finance Corporation and the American Stores Company, for example are three big firms doing business in Philadelphia who together represent 33 years of local sponsorship on WCAU.

PROGRAMS ON WCAU REACH PEOPLE.
ASK THE LOCAL MAN WHO SPONSORS ONE.

WCAU
50,000 watts in all directions

★ The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey
“BONUS” Listeners—and Buyers

The 8,894,000 people who tuned-in the average of all 40 CBS programs only “occasionally”

What of the people who listen to a program less often than once a month? Does Radio sell goods to them too? If so, how effectively?

We haven’t counted these people in the sales-impact measurements of this report. Not because they aren’t important but because, for reasons already explained, one month was chosen as a conservative unit of audience measurement.

But Roper’s figures also include full data on the less-than-once-a-month listeners. Let’s check back—let’s find out, if we can, how they “heft up,” first as an audience, then as buyers.

At once we find the audience of “occasional” listeners—the less-than-once-a-month listeners—is a sizeable group. It is approximately as large as the entire group of once-and-twice a month listeners. Putting it another way, it bulks one-third as large as the monthly audience upon which all the preceding data in this report are based. It represents 8,894,000 listeners to the average CBS program!

These listeners are an “extra” audience—an audience which we have thus far ignored in this report. But they exist. They listen to radio programs—yours included.

They are “bonus listeners.” Are they also “bonus buyers?”

Is this audience of “occasional” listeners reached by radio “often enough to sell goods!”

Roper’s figures answer that question too. You have the answer in the simple chart below. It shows a 31% increase in users of all products advertised on 40 programs—even
A STUDY OF CONSUMER RESPONSE TO 40 CBS SPONSORED PROGRAMS

Based on Personal Interviews from coast to coast, conducted by Elmo Roper, in:

7 METROPOLITAN MARKETS OF OVER 1,000,000
14 CITIES OF 250,000 TO 1,000,000
20 CITIES OF 25,000 TO 250,000
32 CITIES AND TOWNS UNDER 25,000
40 RURAL COMMUNITIES FROM COAST TO COAST

Copies of "Roper Counts Customers" are now available to sales and advertising executives upon request. (No miscellaneous distribution of the book is being made.)

One of the findings from this study is shown at the left (page 25 of the printed report) and is important in itself. Even more challenging are the separate findings for each of forty programs covered in Roper's far-flung, scientific field work. For the study as a whole, phone or write to

THE COLUMBIA BROADCASTING SYSTEM • NEW YORK CITY
Newspaper Probe Turns Into a Burlesque

Relics of a Past Era Are Draged In;
FCC Exhibits Reek With Inaccuracy

BELIEF that the FCC’s inquiry into newspaper ownership of broad- cast stations could not be conducted without some measure of decorum was not shared by any of the many witnesses who took the stand at the hearings. Nor did the exhibit cases, designed to show argument in favor of newspaper ownership, bear the same relationship to the cases heard in the past on station operation. It was the view of witnesses, including such luminaries of the newspaper industry as Elmo T. Payne, who headed the FCC’s hearings into the propriety of newspaper ownership of such stations.

The second installment of the inquiry wound up last Thursday on a very sour note, with Commission- ers T. A. M. Craven, Norman S. Case and George H. Payne questioning the propriety of procedure and of the exhibits used in the hearing by the station staff. The Commission’s special investigating staff and the witnesses were challenged by industry counsel.

Ought to Rehearse

Commission counsel repeatedly had criticized by FCC Chairman Dry for the manner in which the evidence had been presented, and during the two days of the hearings the evidence was taken on the aspect of a school of law as Chairman Dry admonished David D. Lloyd, investigator, regarding the evidences to be given in the case. The FCC’s evidences, according to any evidence, have not been sufficient.

Covering the Hearst Radio operation, as well as the Kansas City Star situation during the two days proceedings, Commission attor- neys used letters, memoranda and other data plucked from station files, going back as far as a decade in an effort to prove purported unfair competition, editorial control of radio operations, and special rate considerations and other practices which have been or are now in force in newspaper-station operation. It was freely stated by the FCC minority but by other observ- ers that the Commission evidently was attempting to build its case against newspaper ownership on considerations that are virtually non-existent today.

With the conclusion of the Hearst and Kansas City cases, during which eight witnesses were heard and 121 exhibits were introduced, the Commission recessed until Wed- nesday, Sept. 24, when it proposes to sit three days. Tentatively, the schedule calls for hearings on Wed- nesdays, Thursdays and Fridays until the inquiry is concluded. Chairman Dry, who left last week- end to attend the Carthage, Ill., convention in Chicago Sept. 22, asked all parties to file with the Commission by Sept. 29 memoranda covering the general subject of the inquiry to be offered, names of witnesses, and an estimate of the time needed for such appearances.

Preponderant opinion was that since the inquiry began July 23, most of the exhibits produced by the FCC’s investigating staff reek with unfairness. It was thought that the 121 exhibits would be found of no value and that only a few, many of which have been incorporated in the record, might be used to show mistakes in the record. Thus far, however, these have not been corrected.

Cognizant of what the Commission’s majority did in the chair- monopoly inquiry—selecting iso- lated instances to justify its con- clusions—counsel for the News- paper-Radio Committee on Monday last Thursday stated that the cases being employed in the building the record.

A-day-and-a-half of the two days was devoted to the Hearst Radio operation. While it was not a very well-kept field into matters which even members of the Commission felt no bearing on the newspaper- station issue, reference to Elliott Roosevelt, sec- ond son of the President, who for several years headed Hearst Radio, was viewed as significant. The young Roosevelt first had been vice-president of Hearst Radio in charge of sales activities, subse- quently became its president, and was instrumental in the sale of several of the Hearst stations. His name was mentioned only once, when E. M. Stoer, general manager of the station, was identified himself, stated he had suc- ceeded Mr. Roosevelt as Hearst Ra- dio head.

Battle of Lawyers

When the hearing resumes Sept. 24, the Commission will take up the so-called Des Moines situation, involving the Des Moines Register & Tribune, which operates KSO and KRNT in Des Moines, WMT in Cedar Rapids, and has a subsidiary relationship with WNX in Yankton.

Luther W. Hill, executive vice- president of Iowa Broadcasting Corp. and brother of Senator Lister Hill (D-Ala.), majority whip, has been subpoenaed as a witness. Also subpoenaed was Joe Maland, vice- president and general manager of WHO, Des Moines, competitor of IBC. It was indicated, however, that Mr. Maland, who had con- firmed with Commission counsel, would not be called as a witness. The reason was not given.

Tactics of the FCC attorneys re- peatedly were challenged by coun- sel for the Newspaper-Radio Com- mittee and for the individual par- ticipants. Thomas E. Harris, senior assistant general counsel, handled the WDAF case and repeatedly tangled with Arthur W. Scharf, and Philip G. Lucks, WDAF counsel, as well as with Judge Thomas D. Scharf, chairman of the Newspaper-Radio Committee. When questions as to salaries paid by WDAF to members of its staff were propounded by Mr. Payne, who voted with the major- ity on the newspaper-divorce- ment issue, questioned their revel- ancy.

Aside from the anti-exhibits covering early dealings of the newspaper organizations with their station properties, the Com- mission’s majority has not got the ambitions of principal witnesses. Roy A. Roberts, managing editor of the Kansas City Star, and one of the best-known figures in Amer- ican journalism, advocated even a greater percentage of newspaper ownership of stations on the ground that it would result in improved public services.

Healthy, Says Gough

Emile J. Gough, former Hearst official and a former newspaper operation of stations, despite his departure from the field, main- tained that newspaper ownership was healthy. In addition to Mr. Gough, sub- poenaed as a Commission witness, others called by the Commission to testify on Hearst activities were Maj. Stover, Harold C. Burke, presi- dent and general manager of

Wage & Hour Division
Appeals Belo Decision

GEN. Philip B. Fleming, adminis- trator of the Wage & Hour Divi- sion of the Labor Department, an- nounced last Wednesday that the Solicitor General had filed in the U. S. Supreme Court a writ of certiorari to review a June 27 decision of the Circuit Court of Appeals upholding the position of the A. H. Belo Corp., owning WFAA, Dallas, and a half-interest in KGK, Phoenix, Ariz., and publishing the Dallas Morning News, that an employer who guaranteed his em- ployees a certain weekly salary might get by agreement with them the rate to be used in computing overtime compensation.

The Wage & Hour Division con- tended that the Fair Labor Standards Act required that overtime compensation be computed on the basis of the rate obtained for each week by dividing the amount of the employment by the number of hours worked that week. The Belo position was upheld in both a Federal District Court in Dallas and the Court of Appeals of

Running account of FCC News- paper-Radio hearings Sept. 17 and 18 will be found starting on page 22.

Robert Dunville Named Crosley Vice-President

ELECTION of Robert E. Dunville, general sales manager of WLW and WSAI, as vice-president of the Crosley Corp. operating the stations, was an- nounced last week by James R. Shouse, Charlotte Crosley vice-president in charge of all broadcasting ac- tivities. The announcement was made Sept. 18 at a Crosley board meeting.

Mr. Dunville, Mr. Dunville, who will be 38 on Nov. 24, has been with the Crosley Corp. since 1937. He was sales executive at KMOX, St. Louis, when Mr. Shouse was its general manager. A 1929 graduate of the U. of Mis- souri’s School of Journalism, Mr. Dunville went into the sales work. First he became advertising manager for a St. Louis auto company and several years later joined the KMOX sales staff.

New Cereal Promoted

GENERAL FOODS Inc., New York, will have a series of one-ounce announcements for Grape Nuts Wheatmeal during the Kate Smith Variety Hour which re- views on Oct. 3. The GBN stations, Friday 8:35 p.m. (EST). An- nouncements will go on all stations except those in the South. Agency is Young & Rubicam, New York.

Sal Hepatica in East

BRISTOL-MYERS Co., New York Sal Hepatica, in whose use on radio, Sept. 29 is starting a sched- ule of 100-word spot announce- ments 12 times weekly, on WBZ, WBZA, Boston-Springfield, and KYW, Philadelphia, to run through December. Young & Rubicam, New York, handles the account.

Page 16 • September 22, 1941
Broadcast Advertising • BROADCASTING
Sales increase over 100%

WORL ONLY RADIO STATION USED!

This 100% increase in sales is not a miracle! It's happening every day to advertisers using the 920 Club on WORL, America's outstanding radio program. The 920 Club, unique in format, with a powerful sales impact—gets results...and by results we mean sales.

Move Merchandise Off Retailer's Shelves...but fast!
$4,000 worth of pianos sold in one week!
Doughnut sales up 147% in one week!
Whatever your clients' product...high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

Buy a Participation in the 920 Club Now!
Announcements on 15 minute programs are open! Write for availabilities and 15 big success stories today!

950 Kilocycles WORL 1000 Watts
Miles Standish Hotel • Boston, Massachusetts
Larger Audiences For Grid Season Seen by Atlantic Announcers Are Schooled in Technique of Coverage

ANNOUNCERS who will handle the 220 games of play-by-play and commercials on the Atlantic Refining Co. schedule [BROADCASTING, Sept. 12] assembled in Philadelphia Sept. 16 and 17 for discussion and instructions under the aegis of N. W. Ayer & Son, Atlantic agency. Thirty-eight mike handlers from New England to Florida, and as far west as Ohio, were on the hand when the session held in the Ayer Bldg. was opened with a talk by Joseph R. Rollins, Atlantic advertising manager.

Predicting that both the actual attendance and the radio listening audiences for football would be larger this fall than ever before, Mr. Rollins said:

"The working tempo of the average American has been stepped up steadily, and will continue to increase as the program expands. That means more recreation will be needed, and more people will find relaxation in the enjoyment of football and other sports.

"Because of this situation, you announcers have a real responsibility in the essential job of supporting public morale during the emergency. If you cannot actually attend the games are going to be listening in, and it is up to you to provide the best possible kind of play-by-play accounts, so as to make our broadcasts just as interesting a form of recreation for the listeners as we can."

Mr. Rollins was followed by Wallace Orr, of N. W. Ayer & Son, who explained to the announcers that emphasis on commercials would be lighter this year than in the past.

"Atlantic will devote a great deal of the time which otherwise would have been used for product commercials, to the promotion of the government and various patriotic causes," Mr. Orr said. "It is anticipated that some of the time will be used to encourage enlistments in the Army, Navy and Marines, while other periods will be used to advertise Government defense bonds and defense stance.

No Interference

"While the content of the commercials is likely to be quite different, the commercial policy which has been used in the past will again be followed. All of the commercial material, whether it is for products or for the Government or one of the patriotic appeals, will be placed so as not to interfere with any of the actual play. This policy has been successful in the past in building real friends and fans for the Atlantic broadcasts, and we expect to prove its wisdom again this year."

The two-day session was the sixth of such meetings held annual since Atlantic first started to sponsor football broadcasting in 1936. The program for the first day included an examination on new rules and signals, given by Charles Gault, well-known football official, and a "skull session" on broadcast techniques conducted by Les Quailley, in charge of play-by-play announcing for Ayer.

Following the Monday morning meeting the announcers adjourned to the Baia Golf Club for luncheon and the annual Announcers' Golf Tournament, which was won by Tom Manning, WTM, Cleveland, with a low net score of 83. Monday night Philadelphia fans were given a preview of prospects for the 1941 grid season through a series of interviews with various announcers over WJZ.

The Tuesday morning meeting covered program promotion, with special attention to the Dunkel Postcards which are supplied to Atlantic patrons as a part of regular service during the football season. The present status of the petroleum industry was described by John D. Gill, vice-president of Atlantic, and the theory of commercial copy was treated by James Hanna of the Ayer organization.

These are the Mikemen who will handle the 220 games in the fall football schedule of Atlantic Refining Co. shown to the assembled N. W. Ayer & Son, Atlantic agency. Announcers and teams whose games they will broadcast are:

Front row, seated (1 to r): Jerry Burns, Florida and Georgia Tech; Lee Kirby, Duke; J. Wesley, Holy Cross.


Third row, standing: Charles Gault, football official; Herman Reitze, Delaware; Taylor Grant, Villanova and Temple; John Van Sant, Muhlenberg; Jim Peterson, N. W. Ayer & Son; Harry Bevis, Franklin & Marshall; Gorman Walsh, Delaware; Chuck Thompson, Albright; Bill Corley, Ohio State; Claude Haring, Virgina and Temple.

Fourth row, standing: Joe Tucker, Pittsburgh Steelers; Jack Barry, Syracuse and Penn State; Tom Manning, Ohio State; Chuck Whittier, Wilkes-Barre H. S.; Red Ross, Dickinson; Vic Diehlm, Hazleton, H. S.; Bill Dyer, Richmond U.; Jack Case, Watertown H. S.; George Perkins, Cornell; Dee Finch, Syracuse; Hugh Carlyle, Richmond U.; Tom McMahon, Cornell and Syracuse.

Announcers signed but who are not in the picture include Red Barber, Pittsburgh; Bill Dyer, Eastern; Ray Bickel, Pennsylvania; Woody Wolf, Duquesne; Jimmy Thompson, South Carolina; Hal Miller, Gettysburg; Ted Pierce, Lafayette; Bill Bell, Williamsport H. S.; Bob Hall, Philadelphia Eagles.

For story and schedule of Tidewater Associated Oil Co.'s sponsorship of West Coast grid games, see page 56.

Pie Spots

STREET & SMITH Publications, New York (Pie magazine), on Sept. 17 began a campaign of one-minute live announcements on WNEW, WOV, WHN and WMCA, New York. Announcements ran 158 times weekly on alternate weeks for 26 weeks. Company will also launch a campaign shortly for new publication, Pie Stories, on the same stations with the addition of WINS, Victor Van Cline, Inc., New York, handles the account.

Speaker at the Tuesday luncheon was the veteran announcer and sports commentator for Universal Newsreels, Bill Slater, who will handle the Penn schedule for Atlantic this year.

The afternoon session was devoted to a study of identification boards, play-by-play charts and broadcast routine under the tutelage of Messrs. Quailley and Peterson, former Pennsylvania star and big league ball player who also is a member of the sports staff of N. W. Ayer & Son.

The Atlantic schedule, which got underway Sept. 7 with broadcast of the Cleveland-Pittsburgh pro game at Akron, will include 155 college games, 20 professional games, and 45 high school games, the latter scheduled where local enthusiasm for high school football exceeds interest in college schedules. The facilities of 83 stations will be used, with the more important games to be aired over special Atlantic football networks of up to 25 stations. The broadcasts will run through Dec. 20, when the curtain will be rung down by the broadcast of the Florida-UCLA game.

Following is a list of the Atlantic announcers, with the games they will handle and the stations from which the broadcasts will originate:

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<tr>
<th>Key station</th>
<th>Games</th>
<th>Announcer Games</th>
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<tbody>
<tr>
<td>WJZ</td>
<td>Jerry Burns Florida</td>
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<td>WJZ</td>
<td>Lee Kirby Duke</td>
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<td>WJZ</td>
<td>Red Barber Philadelphia</td>
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<td>Jimmie Thompson So. Carolina WJZ</td>
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<td>Ted Pierce Lafayette</td>
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<td>WJZ</td>
<td>Bill Bell Williamsport H. S.</td>
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It is never an accident when animals win ribbons in the judging ring. They begin their journey to the top at birth with a superior heritage. Then, every step of the way, intelligent, conscientious care is necessary.

Neither is it an accident that WKY is the Blue Ribbon station in Oklahoma — both with farmers and urban folk.

WKY was born with a family background rich in experience and accomplishment in the field of public service, blood brother of The Daily Oklahoman, The Times and The Farmer-Stockman.

For 21 years, alert and conscientious management has groomed a listenership among Oklahoma farmers and townsfolk far beyond that of any other station. By their own vote, WKY is the 3 to 1 choice of Oklahoma farmers. By a like margin, WKY is the top choice of Oklahoma City daytime listeners.

The decisively top position which WKY occupies with Oklahoma listeners makes it decisively the top spot for advertisers in Oklahoma.
WFIL SCORES ALL-AMERICAN WIN OVER ALL OTHER STATIONS!

Here's real news for every radio advertiser. Atlantic Refining contracts released by N. W. Ayer award WFIL largest commercially sponsored football schedule in the entire country. WHY?

... BECAUSE both Atlantic and Ayer recognize that WFIL produces the largest listening Army at lowest cost and offers the most effective and comprehensive merchandising plan of any station.

NATIONAL REPRESENTATIVE — EDWARD PETRY & CO., INC.

NBC BLUE - KEY STATION OHAIER NETWORK
STEP INTO THE department store that radio built—it's Burt's Inc., up on the sixth floor of the Terminal Tower, Cleveland. And like its counterpart, the proverbial House That Jack Built, Burt's was constructed through a series of progressive ideas... mostly radio ideas. This department store was weaned on radio, continued to thrive on radio, and at the age of ten is approaching full-fledged maturity.

Here's how it all happened: After five years of radio advertising, in 1935, Lewis O. Klivans, president and general manager of Burt's, decided there were many possibilities for expansion of his modest jewelry store, then located on Euclid Ave., Cleveland's main artery. His jewelry store, though small, had great potentialities. It was one of the most progressive shops in the city, maintaining popular prices and high service standards.

Without a Miracle
But expansion in the expensive location was impossible. So Klivans did something which was regarded as foolishly. He left busy Euclid Ave. for the present Terminal Tower location—a comparatively remote site, strictly an office building location. At first Burt's occupied four square feet on the sixth floor of the building. The bare store clicked immediately, and began to expand to its present 78,000 square feet of floor space—nearly the entire sixth floor of Cleveland's Terminal Tower, and also a four-story building nearby which holds Burt's modern furniture store. It sold more than anything else, demonstrates the remarkable pulling power of radio. The medium brought thousands of customers up six floors to get merchandise.

The growth of Burt's, along with that of Jack's beanstalk, wasn't due to unforeseen miracles. Instead, it came as a direct result of skillfully planned radio promotion. Klivans' advent in radio advertising came when he started using participation spots. That was in 1931. Soon he was sponsoring a daily 15-minute program; this grew to two 20-minute daily programs. As the radio time increased the store grew; and as the store grew, more radio time was used. It proved a most prosperous cycle.

In September, 1936 Burt's began sponsoring its now-famous Sunday Adventure program. In Mr. Klivans' words: "I fully expected what Major Bowes and others who arrange amateur shows go through. I rented the leading legitimate theatre for one hour's broadcast, where it is staged just the same as any high-class theatrical production. This involved reserved seats, uniformed ushers, a staff of 400, and other details which help us to turn out a show of near - professional caliber." Burt's outgrew this theatre, and now use a larger one which seats over 3,000 people. Nearly 2,000 persons call at the store every week to get tickets to these shows.

And Records, Too!
During the past few years network shows have had a difficult time competing with this local show, which has quite a remarkable record. Look at these figures: About 6,000 amateurs have appeared on the show since it began. At least 500,000 people comprise the total visible audience of past amateur shows. The radio audience has been estimated at over 6,000,000.

NOR did the amateur show stand alone. Last winter Burt's sponsored six morning shows, five evening shows, a musical program of polkas, and several nationality programs. These nationality programs brought an unexpected turn to Burt's expansion. For in addition to the usual type of customer response, Burt's received many requests from listeners for records of the music played on these nationality shows. The demand was met, and today, as a direct result, Burt's is the world's largest distributor of nationality records for the Victor Radio Co.

The life story of L. O. Klivans doesn't read like an Horatio Alger success tale, but is the story of an average American boy who made good in the business world. The energetic president and general manager of Burt's is a native of Toledo. He was born there in 1897 and moved to Youngstown in 1909 where he attended the public schools and was graduated from high school. He immediately went into the retail clothing and jewelry business with his brother. In 1916 he moved to Akron and four years later to Cleveland where he established Burt's, which has since become known as one of the most progressive retail establishments in the Midwest.

FIFTH ANNIVERSARY plans being prepared by L. O. Klivans, president and general manager (seated), and Mendel Jones, public relations director of Burt's Inc., now is concluding the fifth year of operation. Mr. Klivans' plans include a radio show conducted at the store's cost to attract new listeners.

FIFTH ANNIVERSARY plans being prepared by L. O. Klivans, president and general manager (seated), and Mendel Jones, public relations director of Burt's Inc., now is concluding the fifth year of operation. Mr. Klivans' plans include a radio show conducted at the store's cost to attract new listeners.

Seldom is a department store honored on a nationwide hookup of 170 stations. And seldom is a department store nurtured to prosperity and enormous expansion on the sixth floor of a gigantic office building. But that's what happened Sept. 21 when MBS carried a program honoring Burt's on its fifth anniversary. A joint scroll was presented L. O. Klivans, head of the store, by Vernon Pribble, manager of WTAM; John F. Patt, vice-president and general manager of WGAR; and H. K. Carpenter, of WHK-WCLE in honor of the anniversary.

A Department Store Built by Radio

High in the Sky, Burt's Defies All Traditions in Rapid Growth

By K. K. Hackathorn

Sales Manager, WHK-WCLE, Cleveland

Seldom is a department store honored on a nationwide hookup of 170 stations. And seldom is a department store nurtured to prosperity and enormous expansion on the sixth floor of a gigantic office building. But that's what happened Sept. 21 when MBS carried a program honoring Burt's on its fifth anniversary. A joint scroll was presented L. O. Klivans, head of the store, by Vernon Pribble, manager of WTAM; John F. Patt, vice-president and general manager of WGAR; and H. K. Carpenter, of WHK-WCLE in honor of the anniversary.

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That's a high rating for a program conducted by a department store, and a radio show is one of the most effective means of public relations. In this program Mr. Klivans' store is given the recognition it deserves as a leader in the field of radio advertising.

The store was among the first to sponsor radio programs, and has continued as a leader in the radio field. Klivans' department store is a combination of retailing, advertising, and entertainment. The store is a show place, and the radio program is part of the show.

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Miss Klivans tells of a Santa Claus announcement one Christmas season which brought 15,000 people into the store the following day. An audience survey later revealed that nearly all homes tuned in on the Sunday afternoon amateur show - especially in Cleveland's suburbs and the small communities within 50 miles of Cleveland.

Today, Klivans' "L. O." as he is affectionately known to his employees - looks back fondly on his experiences as a radio sponsor. "There are many trials and tribulations which go along with radio shows. But under the laws of nature," according to Klivans, "there is a compensation for everything. I get a big kick out of knowing how much my store has been rewarded with both the pleasure my radio sponsorship affords me, and the tangible financial returns which it has brought."
Heast Interests
First To Be Called

Opening the proceedings, FCC Chairman Fly requested that counsel for all parties file with the FCC memoranda on future appearances, covering the general scope of testimony to be offered, names of witnesses and an estimate of the time needed for each appearance. He indicated these memoranda should be filed not later than Thursday, Sept. 25.

As the hearings reopened, the first day was marked by the repeated instructions of the witnesses called by the Commission. Time after time during the day, particularly in the morning session, Chairman Fly counseled Mr. Lloyd on the proper method of introducing evidence and establishing its pertinence.

First witness called to the stand was Emile J. Gough, former Hearst publicity manager and a long-time employee of the Hearst Radio Inc. and now associated with SESAC. Before he took the stand Hearst Radio counsel, William A. Porter, explained that although appearance at the hearing was not opposed, he reserved the right to contest any rules that might be promulgated in the light of testimony adduced at the hearings.

Mr. Gough's chief attention was focused on a series of exhibits, largely a collection of letters and memoranda between Mr. Gough and other Hearst radio and newspaper officials, which apparently were offered by Mr. Lloyd to establish a general indication of the Hearst policy pertaining to its publishing and broadcasting functions. Apart from identifying the various communications involved, which was questioned only sparingly.

According to his testimony, Mr. Gough's first contact with radio came in 1927, when as editor of the San Francisco Examiner he signed with William Randolph Hearst to the project of interesting the Hearst organization in operating radio broadcasting as an adjunct to newspaper publishing. He indicated that until 1932, when Hearst Radio Inc. was formed, he was responsible in general for radio functions to J. V. Connolly, then vice-president and general manager of King Features Syndicate. After formation of Hearst Radio Inc. he was responsible for radio, as Mr. Gough stated. He remained with that organization until December, 1937.

Use of Radio for Newspaper Exploitation

In one of these early letters from Mr. Connolly to Mr. Gough, it was pointed out by Mr. Lloyd that Mr. Gough himself had indicated a firm conviction that his newspapers should use radio for exploitation. Mr. Connolly observed in the letter that “those Hearst newspapers that own or are affiliated with radio stations have been able to protect themselves against the defection of advertising appropriations from their newspapers into radio broadcasting companies, and also you have shown the radio editors how not to give a news report over the air that would make it unnecessary for the advertisers to buy a newspaper.”

Questioned by Mr. Lloyd, Gough agreed that this statement amounted to a rough summary of the Hearst policy of using radio to intensify interest in the newspaper itself.

Relation of Station And Newspaper Policies

Resuming the stand at the afternoon session Wednesday, Mr. Gough was asked by Mr. Lloyd whether the Hearst stations had ever been asked to foster Hearst editorial policies. Mr. Gough, recalling one such instance, said an exhibit covering a memorandum sent to all station managers on April 13, 1936, urged all Hearst stations to read an editorial on the anniversary of Thomas Jefferson's birth. He described it as "beautifully written" and one that was harmonious with America's freedom.

When FCC Counsel Loyd confronted Mr. Gough with a telegram dated April 6, 1937, ordering WBAL, Baltimore, to broadcast two stories dealing with the World War, Mr. Gough explained that these covered both sides of a controversial issue. Hearst Counsel Porter interposed: "It was important to note that the time was 1937 and that it had no bearing on public opinion and the war situation of today. Mr. Lloyd observed he did not agree with the subject matter but was simply pursuing the question of newspaper station ownership.

Another series of exhibits, picked from the files of various Hearst stations, purporting to show that editorials and news stories were read over Hearst-owned stations at the request of the management, were identified for the record. In several instances, the officials of the newspapers or the stations contacted could not be identified. Mr. Loyd, Hearst Counsel Porter, and the exhibits simply were admitted subject to motions to strike.

There was considerable discussion on this subject of content of all Hearst radio stations by Mr. Gough in 1937, ordering that a denial of rumors that the Chicago Herald & Examinershowbe a consolidated with another paper, used in newscasts. Mr. Porter, in cross-examination, brought out that rumors of the transaction had been circulated and Mr. Gough testified that he thought the subject was of sufficient public interest to warrant a place in a newscast.

New NBC Study of Radio Effectiveness Reveals How Public Listens, Then Buys

ANNOUNCING that it will shortly release a new Red Network brochure, Hearst's "Radio Won," documenting the selling job Mr. District Attorney has done for Vitals, NBC points out that this is the fifth in a series of studies, begun some two years ago, conducted by C. E. Hooper for NBC to demonstrate the "selling effectiveness of network radio programs."

The technique involves three steps, NBC states: segregating listeners from non-listeners by use of coincidental telephone interview, verifying program listening by call-back, and determining the brand of product used.

They Listen, Then Buy

Conclusions, demonstrated in the first study in September 1939 and reaffirmed by the later ones, show that "when they hear them and the more they listen the more they buy." Vitals, for instance, being shown to be used by 25% more listening families than non-listening families. With radio listeners better customers than occasional listeners. Previous studies include: pilot study conducted September 1939 (unpublished);

Jergens study conducted February 1940 (With Lots of Listeners); J. B. Williams study conducted December 1940 (True or False, a quiz on a quiz on a quiz program); Shinola study conducted February 1941 (The Fetish That Crowned Under His Rock).

For these products, says NBC, the average use in homes of listeners was 2% to 1 better than in non-listeners' homes. The advertiser's margin of advantage among listeners ranging from 65% to 273%, and without exception, frequent listeners were found to be greater buyers of the sponsors' products than less frequent listeners, infrequent users greater users than non-listeners.

Series, which NBC describes as "the most scientific and convincing demonstration of the effectiveness that today is emanating from any advertising medium," reaches by individual case studies the same conclusions as those stated in the NBC AP study. Be all its evening programs, conducted by Elmo Roper and published recently by CBS under the title "Roper Counts Customers" [Broadcast, Sept. 15].

Commenting on several succeeding exhibits, letters and memoranda exhibiting a headquarters interest in the use being made of radio by Hearst, Mr. Gough explained that although there were occasional surveys into this matter, the headquarters organization was interested not so much in professional research, as in securing the best cooperation between the Hearst radio and newspaper interests.

One problem in this connection was the publication of radio station program schedules and paid advertisements, he stated, with the converse situation involving the use of radio time by the newspapers.

Attitude on Reports
Of Press Associations

Attention was drawn by Mr. Lloyd to the policy of news services toward broadcasting their news services when he offered several exhibits, letters dating from 1933 to 1935, outlining the stand of the INS and the Hearst organization. A joint way of interpretation by Mr. Connolly, as president of INS and Universal News Service, declared that INS news could not be used on commercial networks, although the Associated Press is not left to editors to decide how much news should be told to induce listeners to buy papers, so long as broadcast news is handled properly, it would not harm INS subscribers in the service area of the station.

Another letter offered by Mr. Lloyd, written in 1935 by Mr. Gough to Mr. Bittner, publisher of Hearst's Pittsburgh Sun-Telegraph, indicated that the Hearst view, while it did not countenance use of INS news on commercial networks, did not hold it inconsistent to sell INS and Universal News Service to both newspaper and broadcasting clients. That the AP-member newspapers vote to restrict the broadcasting of Associated Press news.

In this stand, Mr. Gough's letter pointed out, INS and Universal present a fundamentally different setup from that of AP, which is owned by all its members. INS and Univeraal gather their own news and market it on an available-to-all basis, it was explained, while AP service goes only to AP members.

Tells of Newspaper Contributions to Radio

Another exhibit, identified by Mr. Gough, was in the nature of a memorandum he had written on a meeting of newspaper-owned radio networks,召开 in New York in April 1937, at which time the Warrin Bill, to prohibit newspaper ownership of stations, was pending. Even before Mr. Hearst acquired his original chain of some ten radio

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Broadcast Advertising • BROADCASTING
Now!

KFY'R

5000 watts

Both Day and Night

More than ever the Regional Station with the Clear Channel Coverage

550 KILOCYCLES

KFY'R NBC AFFILIATE

Meyer Broadcasting Company
Bismarck, N. Dakota

ASK ANY JOHN BLAIR MAN
stations, Hearst newspapers made trade deals with stations in their markets, Mr. Gough testified. He said he had always looked for such tie-ups from the promotional standpoint.

Cross-examined by Louis G. Caldwell, counsel for WGN, owned by the Chicago Tribune, the former Hearst official said it was true that in radio's early days practically everyone who went into the field was in some other business, such as newspaper publishing, auto distribution, insurance, seed nurseries, from foundries and sundry other fields. It was not until 1928 or 1929 that it became evident radio could stand on its own feet and not function as a subsidiary of some other line.

Mr. Gough conceded that if it had not been for the early pioneer work of the newspapers in radio, there might not have been any industry on the scale on which it operates today. Newspapers, he said, had made substantial contributions to radio by introduction of advertising standards, policies and practices for the medium. He declared he did not know of any greater contribution to radio development than that of newspapers.

Newspaper-owned stations were the first to develop news broadcasting, Mr. Gough asserted in reply to Mr. Caldwell's questions. Moreover, he said that most of the news personnel of stations and networks have been drawn from the journalism field.

Competitors of radio with newspapers has not resulted in any substantial drop in newspaper circulation. People still read the newspapers for the detailed and interpretative news, he said.

**Stoer Explains Accounting Methods**

Maj. E. M. Stoer, general manager of Hearst Radio Inc., since 1936 and the Robert A. Rivers, second son of the President, in that capacity, was called by the F.C.C. as its second Hearst witness. He explained that from July, 1927 to July, 1938, he had been chief accountant and business manager of Hearst Radio Inc., and then assumed the general management. Maj. Stoer explained that WINS, WISN and KYA are directly owned by Hearst Radio Inc.; WBAI is owned through a subsidiary, while WCAE is owned by a separate corporation which since Jan. 1, 1941 has been a subsidiary of the Pitt Publishing Co.

Explaning the manner in which the Hearst organisation functioned—Maj. Stoer said he was responsible to the board of directors of Hearst Radio Inc. Station managers have complete authority to operate, but each station has its own chief accountant, who reports direct to the general manager of Hearst Radio Inc.

Asked about advertising and promotional practices as between Hearst-owned newspapers and stations, Maj. Stoer said the newspapers, for time on the air, pay the lowest station card rate and the stations the lowest department store display rate per line. He said there was actually a cash transaction involved and that at the end of each month, whatever balance is involved is paid in cash.

A series of exhibits covering interchange of space for time between stations were identified by Maj. Stoer, covering virtually all of the stations. When Mr. Lloyd placed in the record an exhibit covering premiums in the way of display advertising offered by KYA, San Francisco, for contracts covering one, three or five programs per week, Maj. Stoer said this plan had come to his knowledge only the day before when he had been shown it by the FCC legal staff.

He said he had promptly checked with Harold Meyer, manager of the San Francisco station, and found that certain phases of the merchandising plan had not been invoked. They covered insertion of space in the San Francisco Examiner, and Call, local shopping news and market news publications, free announcements and bold-faced program listings in the Hearst newspapers and related merchandising services.

**HOME OF BBC WEATHERS BLITZ**

LONDON'S Broadcasting House has been hit a few times by bombs, and nearby areas have been badly shattered, but on the whole the structure is intact and is still the headquarters of British broadcasting, reported Raymond Clapper, Scripps-Howard columnist and NBC commentator, on his return by Clipper last week. This sketch by Jack Frost appears in the new book, Eternal London, published by Coward McCann, New York.

**Proposed Affiliation in San Francisco**

Maj. Stoer said he had ascertained that the merchandising plan had been invoked only about three weeks ago. He declared that KYA paid for the space used in newspapers on the same minimum rate basis provided in other advertising interchange arrangements.

Quoting from a letter from KYA Manager Meyer to Maj. Stoer, suggesting that efforts be made to swing a major network for the station, Mr. Lloyd asked the witness whether it was his view that the networks prefer to deal with newspaper-owned stations. He said he had not found that to be so, pointing out that only two of the Hearst stations have major network affiliations. Mr. Lloyd then read from the Meyer letter the assertion that "networks lean over backwards to affiliate with newspaper-owned or managed stations". Maj. Stoer insisted this did not represent his view.

Regarding the practice of reading or announcements or news stories on Hearst stations, selected from Hearst newspapers, Maj. Stoer said this practice had been discontinued on Aug. 20, 1941 on WINS, New York, and that it had been discontinued sometime previously on the other stations. He said it was his judgment that reading of editorial of newspapers, "the witness responded he was not acquainted with any such efforts. Mr. Lloyd read into the record a letter dated Jan. 8 from Maj. Stoer to W. R. Hearst Jr., publisher of the New York Journal-American, in which the Hearst Radio official stated that both NBC and CBS has had asked him whether anything could be done regarding the "editorial attitude of the Hearst newspapers in New York on the ASCAP-BMI situation". It was his contention, read the Stoer letter, "that the editorial of the other papers were more or less non-partisan but both the Mirror and Journal were violently pro-ASCAP. They pointed particularly to the issue of Friday, Jan. 3."

**Tells of Instructions Given to Editor**

Finally, Maj. Stoer said he had talked with Mr. McCabe, publisher of the Mirror, who advised him that while the Nick Kenny column (radio columnist would probably continue in its present strain, he had given instructions to the editor that the editorials were to be unbiased. He asked whether anything could be done about this in the Journal.

There was then introduced in the record the junior Hearst's reply, dated Jan. 10. Young Hearst said he was afraid both CBS and NBC are "supersensitive". In the first place, he said his paper had run no editorial comment on the ASCAP fight, but that pictures of the principals on both sides had been run and letters solicited from readers for their opinions, with an equal number printed on both sides.

In the closing minutes of the Wednesday session, Mr. Lloyd introduced in evidence a series of letters passing between Mr. Stoer, Mr. Brookes and Clarence R. Lindner, publisher of the San Francisco Examiner, from Aug. 31, 1939, to Feb. 17, 1940, in connection with Communist and CIO broadcasts on two Hearst stations, KFA and WINS. The letters indicated some of the troubles experienced by KFA with this type of broadcast, with Hearst officials attempting to evolve a suitable policy in these matters.

**Tells of Difficulty On Controversial Issues**

The reason for introducing these exhibits was unexplained by Mr. Lloyd, although observers recalled that it served to refocus attention on the ASCAP investigation, which some time ago drew FCC investigation. The letters stated that the Hearst name, because of newspaper stories and radio programs, was becoming a symbol to the left, primarily in the public mind in the San Francisco area, and that Hearst executives were attempting to get (Continued on page 60)
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.
SOLVE YOUR MUSIC PROBLEMS WITH YOUR...

SESAC MUSIC GUIDE

"Delivers the Goods"
On pages 4 to 8 of this Guide are listed over 200 different classifications of music obtainable from the SESAC affiliates enumerated on pages 9 to 11.

During the past decade SESAC has grown from a small group of publishers to one of the largest music performing rights organizations in the United States; SESAC now controls more than 175 catalogs, and the majority are American publishers.

Concrete evidence of the wisdom of our established policy of cooperation is the fact that SESAC now has large contracts with various radio stations in the United States, in spite of the war's impact on radio business.

SESAC is proud of the thousands of America's standard favorites, such as Edward MacDowell's 'A WILD ROSE' - Kurtz's 'TWILIGHT', 'Herbert's 'BADINAGE', 'H. A. Beach's 'AN LOVE BUT A DAY', Bruno Huth's 'INVICTUS', and many additional compositions by these and outstanding American composers found in the various SESAC publishers.

CLASSIFIED MUSIC LIST

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<td>NURSERY RHYMES</td>
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SESAC PUBLISHERS

- AMERICAN MUSIC, INC.
- AUGSBURG PUBLISHING HOUSE
- THE ARTHUR P. SCHMIDT COMPANY
- EDWARD SCHUBERTH & CO., INC.

These companies are the first publisher of Victor Herbert's famous 'Badinage' and many others.

Do You Know That SESAC Has -
- 177 affiliates, the majority of whom are American publishers
- 177 catalogues of all music, including American, national, and international music
- 177 catalogues of all music, including American, national, and international music
- 177 catalogues of all music, including American, national, and international music
- 177 catalogues of all music, including American, national, and international music

Approved and Accepted by the Entire Broadcasting Industry

THE BEST MUSIC IN AMERICA

113 WEST 42nd STREET
NEW YORK-CITY

Page 26 • September 22, 1941

Broadcast Advertising • BROADCASTING
ANOTHER YEAR FOR TERRELL
President's Order Permits Him to Stay on Job As
Head of FCC's Field Division

THE "Grand Old Man" of Federal radio regulation will be serving the Government for at least another year. For President Roosevelt has exempted William D. Terrell, chief of the FCC's Field Division, from automatic retirement, because of his age, for one year as of last month.

Behind the cold legal wording of the Executive Order which prolonged Mr. Terrell's Government career of 30 years, lies the saga of radio in the United States. For, as we have noted the Department of Commerce in 1911 as "Wireless Ship Inspector," radio, as we know it, was the often laughed at dream of such men as Marconi and DeForest. Since then, this one-time Postal Telegraph Co. "brass bonnder" has seen those dreams of radio's pioneers come true and surpassed.

In 1911, as "Wireless Ship Inspector," his staff consisted of himself and the late R. Y. Cadmus. Mr. Terrell covered the East Coast and Mr. Cadmus the West. Now the Field Division of the FCC consists of 776 employees, 206 in the regular field force and 570 in the national defense unit, the latter's job being to monitor illegal and subversive broadcast operations. There are offices in all principal cities, many with elaborate monitoring stations.

Mr. Terrell, often mentioned as a logical FCC commissioner but never a vigorous aspirant, began his career in the little Postal Telegraph office in his home town of Golsvanile, Va., where he was born in 1871.

Successively, he was Postal's office manager at Alexandria, Va., operator in the Washington office, traffic chief and finally traffic chief and finally traffic chief and finally traffic chief and finally traffic chief and finally traffic chief and finally traffic chief. After a year in this position, he rejoined Postal in Washington where he was chief, once more leaving in 1903 to take a position in the Treasury Department from where he joined the Department of Commerce in 1911.

Mr. Terrell remained with the Commerce Department, serving in its radio division as the "ship wireless" grew in those early days.

In 1926, the Federal Radio Commission was created to handle the administrative functions connected with radio regulation, and the Commerce Department continued its supervisory activities and inspections. This last until the Radio Division was taken over by the Radio Commission, Mr. Terrell continuing in charge. In 1934 when the FCC was created, Mr. Terrell was made head of the Field Division, his present post.

Still loyal to the Old Dominion, Mr. Terrell lives with his wife and three children in Arlington, Va., just across the Potomac from Washington. The year 1941 is a big one for Mr. Terrell, since Aug. 10 marked his 30th wedding anniversary.

Cypress Testing

CYPRESS ABBEY Co., San Francisco (Abbey Brand fertilizer and snail poison), subsidiary of the Cypress Lawn Nursery and Cypress Lawn Center in the United States, recently started a test campaign for its products, both new on the market. It is conducting this testing with announcements seven times weekly on KQW, San Jose, Cal., and three times weekly on KJBS, San Francisco. According to Yoemen & Foote, San Francisco agency handling the account, at the conclusion of the test campaign the list of stations will be increased, and eventually the products will be advertised nationally on radio. The sponsors, in addition to radio, are using copy in national magazines.

Dunrosh Returns

FIFTEENTH Executive season of the NBC Music Appreciation Hour under the direction of Dr. Walter Dunrosh will open Oct. 17 on NBC-Blue Network, 2-3 p.m. (EST). The concerts, following a long-established plan, will be divided into four series, A, B, C, and D, which will be broadcast at 2 p.m. on alternate weeks, and intended mainly for younger listeners in the fourth to eighth grade. Series C and D, likewise to be heard on alternate weeks and intended for junior and senior high school students. As in the past, printed materials to accompany the lessons will be given to schools and general public at minimum cost.

Copgrove to Defense Post

R. C. COSGROVE, vice president and general manager of the broadcasting division of Crosley Corp, has been appointed a member of the mechanical household appliances committee of the Electrical Industry Advisory Committee, cooperating with the Civilian Conservation and Office of Price Administration. The committee will advise OPM and other defense agencies with respect to problems of the mechanical refrigerating equipment industry growing out of the defense program.

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Half-Dozzen Clears Would Be Duplicated In Applications Filed by 13 Stations

APPLICATIONS seeking duplicated operation on a half-dozen clear channels have been filed by 13 broadcast stations and are awaiting FCC hearing or action, according to an analysis by Broadcasting.

A majority of the FCC membership appears to favor duplication on clear channels, as exemplified in the recent decision in the so-called KOA-WHDH case now being litigated. This, it is generally assumed, motivated filing of the requests.

Three of the applications are for assignment on 640 kc, now occupied by KFI, Los Angeles, as the 50,000-watt dominant station. Three others are for 660 kc, the Class 1-A assignment held by WEAF, NBC key station in New York. Similarly, there are three applications for assignment on 850 kc, the KOA, Denver, clear channel on which WHDH, Boston, already has procured a fulltime grant with 5,000 watts but which now is pending in the U. S. Court of Appeals for the District of Columbia. The remaining three channels have only one applicant each.

Several Seek 640

Applying for 640 kc are WCKY, Cincinnati, seeking its present power of 50,000 watts and using a directional. This application, however, was made contingent upon granting of pending applications of WCLE, Cleveland, and WHKC, Columbus, for frequency shifts which would provide the necessary frequency tolerance in the Cincinnati area. WOKO, Albany, N. Y., has applied for 640 kc with 5,000 watts using a directional, while WJIP, Jacksonville, has pending an application for 50,000 watts on the frequency, using a directional.

Supplementing the application of KFBE, the Class 1-A assignment on WEAF's clear channel of 660, with 50,000 watts, is that of KOIN, Portland, Ore., filed last week. The Portland station seeks 25,000 watts with unlimited time, using a directional, whereas the KGIR application is non-directional [Broadcasting, Sept. 1]. A third application for assignment on 600 kc, with 1,000 watts full time, is that of KDTV, Logan, Utah, and another is that of KOWH, Omaha, now 500 watts daytime on 660, seeking 10,000 full time.

KMB, Kansas City, has pending an application for 770 kc, the clear channel occupied by WZOC, Pittsburg, Pa. It seeks 50,000 watts on the channel with a directional antenna.

WNYC, New York, municipally-owned station is seeking full time on 830 kc, the clear channel occupied by WCCO, Minneapolis, CBS-owned outlet. It seeks 1,000 watts, and asks for an increase in hours of operation from daytime to 6 p.m. to 11 p.m. (EST). A hearing already has been held on this application and it awaits FCC decision.

New York Mayor F. H. LaGuardia is the prime mover.

Applications pending for assignment on 850 kc, contingent on the final determination of the KOA- WHDH issue, are those of WRUF, Gainesville, Fla.; WJW, Akron, O., and WEEU, Reading, Pa. Each seeks 5,000 watts full time, with a directional antenna.

KDYL, Salt Lake City, has pending an application for 10,000 watts full time on 860 kc, the clear channel occupied by WABC, New York, key station of CBS. It specifies a directional at night.

WJJD, Chicago, now assigned to 1160 kc, the clear channel occupied by KSL, Salt Lake City, with 20,000 watts limited time, has pending an application for full time on the frequency with the same power, but with a directional for night use.

Post for Fineshriber

WILLIAM H. FINESHRIBER, director of the CBS music department, has been appointed director of shortwave programs for CBS, effective Sept. 22. Reporting to Edmund Chester, director of shortwave broadcasting and Latin American relations, Mr. Fineshriber will prepare programs for the CBS Latin American Network of stations in Central and South America, which will rebroadcast the programs shortwaved to them by CBS. Elizabeth Anne Tucker continues in charge of all CBS shortwave programs which are not designed for rebroadcast.

Canada Gives Employee Bonus

CANADIAN BROADCASTING Corp. employees will be granted a co-operative bonus effective Oct. 1, according to an announcement by Dr. A. Frigou, CBC assistant general manager. Decision to give the bonus was reached in a meeting of the board of governors Sept. 15. The bonus will benefit employees and news workers earning less than $2,100 a year, 400 of 500 being affected. The bonus will remain in effect until April 1, when it will be reviewed.
Advertising of GM Continues as Usual
To Keep Name Before Public, Media Men Are Informed

R. H. GRANT, vice-president of General Motors in charge of sales, outlined to representatives of radio and other media forthcoming policy relative to advertising, at a preview of the company's defense work and new cars at nearby Milford, Mich.

Grant said the company undertook a "scientific" program of advertising ten years ago. A stated amount was set aside for advertising, whether or not the factories were operating, as a means of keeping the company name before the public. Over and above this allotment, was an unspecified amount to be spent per car sale, he said.

As usual "There will be no quick huddles in General Motors this year," he declared, "in which drastic action is taken in regard to an advertising appropriation. There is no anticipation of doing anything except what we have always done in the last ten years. That fixed amount will be spent and, on top of it, we will spend the amount per car that the volume brings forth, which means reasonably good-sized advertising appropriations, with no sudden ideas that might be quite startling."

"On top of that," he added, "we have conserved our cooperative advertising and now have fairly good reserves, so that we may be able, if we feel we need to, to piece out our advertising from those reserves if it seems to be the proper thing to do. That will, of course, depend upon how the cars move."

At the preview were representatives of all Detroit radio stations and many of the outstate, as well as correspondents of the wire radio services.

September Ratings

THE Chase & Sanborn Program, with Edgar Bergen and Charlie McCarthy, is shown as the highest ranking evening network program by the Hooper report for September. Check was conducted on the night of Charlie's return to the air after his summer vacation and marks the first time he has led the field since October, 1940. Hooper reports, adding that the return of name programs has been accompanied, as in previous years, by a rise in total listening. Hooper ratings for the top ten September evening programs are: Charlie McCarthy, 19.4; Walter Winchell, 18.3; Radio Theatre, 17.1; Aldrich Family, 16.3; Time to Smile, 14.6; Coffee Time, 13.9; Kay Kayser, 12.6; Mr. District Attorney, 12.3; One Man's Family, 11.6; Kraft Music Hall, 11.5.

SO WELL-RECEIVED was the song, "Cliftonia," written by Milton Kaye, WPA2, Peterson, N. J. program director, for a series sponsored on the station by the Clifton (N. J.) Chamber of Commerce that the C of C has adopted it as the city's official song.

Ruppert Heads WING Sales

RICHARD A. RUPPERT, recently of Crosley stations in Cincinnati, has been named commercial manager of WING, Dayton. For 2½ years he had been WSAI sales promotion manager and recently had been named assistant promotion director for all Crosley stations and the Crosley Latin American network, Cadena Radio Inter-Americana. He has been in radio five years and before that in general advertising work.

R & H Beer Expands

RUBSAM & HORMANN BREWING Co., Staten Island (R & H beer), which had been running a "beer" campaign of participations twice weekly on Ramona & the Tune Twisters, on WOR, New York last week bought the entire show, three times weekly. Decision was reached after eight announcements had brought the sponsor over 10,000 requests for the beer coaster set and bottle opener offered free to listeners. Samuel C. Croot Co., New York, handles the account.
The Emergency
and beyond

We join the nation's broadcasting stations in pledging our full co-operation to the U. S. government in the present emergency. Our manufacturing facilities have already been drafted for service. Along with it goes our station operating experience which has contributed so largely to the advanced design of our 50-HG Broadcast Transmitter.

As a means of disseminating vital information, radio today is more important than ever before. High-powered, more efficient broadcast equipment improves these facilities—and we are gratified that we already have put into service an important number of our advanced 50-HG sets—and that we are still in a
position to make prompt delivery of such equipment.

Because defense production is an intensified laboratory of radio developments, out of it may come some of the most important improvements in commercial equipment of the future.

Our experience in manufacturing commercial as well as military radio equipment plus our experience in the operation of commercial broadcasting stations since the earliest days of radio puts us in a position to know the peacetime value of new developments—and to apply them effectively in meeting the requirements of commercial broadcasting.

Westinghouse Electric & Manufacturing Co.
Los Angeles, Milwaukee And Philadelphia Given New Television Outlets

COMMERCIAL television facilities in Philadelphia, Los Angeles and Milwaukee were authorized last Tuesday when FCC issued construction permits to Philco Radio & Television Corp., Earle C. Anthony Inc. and The Journal Co., publisher of the Milwaukee Journal.

The Philadelphia grant to Philco was for Channel No. 3 (66,000 to 72,000 kc.). The new station plans Phipps' former experimental station, W3XE, which has been operating commercially under a special authorization using the call letters, WPFT, pending the granting of the new commercial television facilities.

Earle C. Anthony Inc. licensee of KPH and KECA, Los Angeles, who also issued a construction permit for a Class C FM station at the same meeting (see page 52), received the Los Angeles video construction permit. Channel No. 6 (90,000 to 102,000 kc.) was assigned. Completion date was set for Jan. 15, 1942.

The new Milwaukee station was authorized to The Journal Co., licensee of standard broadcast station WTMJ and its FM adjunct, W5SM. The grant was for use of Channel No. 3 and was subject to certain engineering requirements with completion date set for Oct. 27, 1941.

Noted Concert Numbers Orchestrated by BMI

BMI ARRANGING department has made special orchestrations of the best known movements of famous symphonies and concerts, scoring them to be played by musical units of 6 to 100. This makes available to broadcasters much music they had passed up as calling for larger musical aggregations than they had, as music is cross-cut so the parts originally scored for instruments not present in smaller units are picked up by others.


New SESAC Guide

SESAC, New York, has issued a 25-page music guide listing some 250 different types of music and the SESAC-affiliated publishers from whom this music is available. Explaining in a foreword its method of serving the radio industry, SESAC states that the wisdom of its policy is proved by the fact that it "now has the long-term licenses with nearly 600 commercial stations in the United States, a greater number than any other organization has ever had in radio history." Booklet also contains reproductions of letters from broadcasters congratulating SESAC on its tenth anniversary this year.

CALL LETTERS for recent new station grants have been assigned to KTTA, Independent Broadcasting Co., Springfield, Mo.; KPSA, Pacific Coast Broadcasting Co., Pasadena, Cal.; KWIK, Southern California Broadcasting Co., Pasadena.
New Rating Asked In Appeal to SPAB

NAB Submits Requirements of Broadcasting Industry

IMPROVED priority rating for the broadcasting industry, covering material requirements for maintenance of equipment as well as new construction, was asked Sept. 16 in a letter brief filed with Donald M. Nelson, executive director of the new Supply Priorities & Allocation Board. The brief was prepared by the NAB.

Material requirements for the industry in 1940 were presented in detail by the NAB. On the basis of these data the SPAB was asked to provide a better classification than the A-10 rating announced the week before [BROADCASTING, Sept. 15].

Grand total for all material in 1940 was only 4788 tons, the broadcast survey revealed. Of this, 279 tons were required for repair and 4,491 tons for new construction.

While this is comparatively trivial needs of the industry, in view of its enormous impact upon the American public as well as foreign nations, would provide an impressive argument for SPAB consideration.

The industry’s material needs were discussed in detail Sept. 10 by representatives of manufacturers, who met in Washington at the invitation of NAB President Neville Miller. [BROADCASTING, Sept. 15].

Approaching Critical Stage

While there have been few reported instances of any silencing of stations because of material shortages, the situation is said to be approaching the critical stage where minor lack of materials would prove crippling to individual operations.

Indicative of the surprisingly small amount of material required is found in the fact that one year’s supply of vacuum tubes contains a total of only 25 tons of material, of which copper and glass are by far the largest items.

Among more important materials required for a year by the industry are (in tons): Aluminum 26.3; copper 422.2; brass and bronze 63.8; regular steel 3,752.8; silicon steel 72.4; iron 150.5; nickel, tungsten and chromium alloy steels 37.3; aluminum 5.7; molybdenum 94; steel 37.3; nickel 94; nickel silver .398; tungsten 1.189; glass 6.788; nichrome wire 1.8; tin 3.7; steatite 26.3; insulating material 11.1; plastics 5.11; compounds 18.5; paints and finishes 25.36; cadmium 1.91; cobalt 37.44; molybdenum 94; magnesium .37; monel 76.9; beryllium-copper .367; carbon or graphite .396.

Besides these, minor amounts are required of strontium, barium, quarts, invar, laval, mycalex, mercury, barium-strontium carbonates, silver sandler, tantalum, mica, alumina and gold.

Remote Since 1928

REMOTE WIRES from radio stations to night clubs and dance arenas are usually plugged in and out with a month or less as the stations follow the top dance bands from one night spot to another. Recently, however, a WOR engineer thumbing through his lists found one wire which had been in constant service 13 years. The lists showed that the line was plugged in to the Hotel Astor on July 25, 1928, and that the man who did the work was the young WOR engineer, John B. Gambling, now WOR veteran announcer.

New York Local Seeking To Restrict Recording PROTESTING the competition of recorded music with live musicians in the broadcast field and recommending that steps be taken to control the situation in the interest of union musicians, the New York local (802) of the American Federation of Musicians has instructed its attorneys to prepare a brief which the local's officers will present to the AFM international executive committee at its next meeting. Committee will meet in Chicago in the near future, with the date tentatively set for Sept. 30.

Recommendations will be in line with those advanced at the AFM national convention last June, where a number of resolutions aimed at the curtailment of complete elimination of recorded broadcasts were adopted by the delegates and referred to the executive committee for action.

It is believed unlikely the AFM will take legal action to control the broadcasting of records, following failure of the National Assn. of Performing Artists and R.C. to establish their rights to such control. AFM could, of course, forbid its members to make any recordings at all, either transcriptions or phonograph records, but it is considered more probable that federal courts will seek a compromise plan.

KTRN Power

KTRN, Tacoma, Wash., which received its construction permit last May 7 from the FCC with the stipulation that the permit specify either 500 or 1,000 watt operation on 1480 kc., last Tuesday was granted a modification of its construction permit to use the 1,000 watt power day and night with a directional antenna. Licensee is Michael J. Mingo, former newspaper editor and executive, who was authorized to construct in Tacoma simultaneously with issuance of a construction permit to KTBI, Tacoma, in one of the Commission dual survival of the radio's grants [BROADCASTING, May 12].

Here's how to insures a well-equipped "AIR" attack for your station...

GATES DYNAMOTE
PORTABLE REMOTE AMPLIFIER
for every "out of studio" pick-up!

Outstanding in Price - Performance - Portability

Get ready—go anywhere and pick up anything from football games to symphony concerts! Remote programs will bring rental revenue, and listeners to your station with this popular portable amplifier it can be accomplished at very low cost. The dependable, brilliant-performing Gates Dynamote is adaptable to 90% of the remote programs that go on the air...and with its three inputs, mixing three microphones, any type of remote set-up comes within its scope. Small in size, light in weight, but rugged in design, the Dynamote together with its small Power Supply Unit is carried compactly as one in its own sturdy carrying case.

WRITE OR WIRE TODAY
for detailed technical information and low prices.

More than 1200 GATES DYNAMOTES & Remote Conditioners Now in Use, including—

KDKA WGN  WITC WBZ
WFBM KFJX  WOWO KYW
WIRE WTHR  WJMS WCTP
KXAN WBS  WTR WDBC

GATES REMOTE CONDITIONER
A complete A.C. operated Remote Amplifier, popular for sports and moon-in-the-street programs, where only one microphone is necessary. Power supply, high gain audiohead and input transformer all in one case without any trace of hum. Made for use with dynamic and velocity or induc- tor microphones. No other equipment can compare with it in quality, size, low cost and simple design.

A NUMBER of the many and varied uses of radio in military and civil defense will be demonstrated during the Civilian and National Defense Exposition to be held in the Grand Central Palace, New York, Sept. 20 to Oct. 18. Both the Army and Navy are planning exhibits of their equipment.

GATES REMOTE AMPLIFIER
Gates Remote Amplifiers, 90% of the remote programs, used in all leading stations throughout the United States.

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How Radio Tells the Defense Story

Industry Cooperating With Government In Program

SINCE President Roosevelt solemnly warned on May 16, 1940, that the nation was in international danger and called for united support to rearm and make this country the arsenal of democracy, millions have heard by radio how the national emergency is being met. And the number of defense programs has grown steadily since, reaching a high mark this summer when the Treasury sponsored an elaborate one-hour program once-a-week to increase the sale of defense bonds.

Oldest of the weekly defense programs is *Defense for America*, a half-hour broadcast heard over NBC-Red with the cooperation of the National Association of Manufacturers which has just completed a half-year of reporting on production of basic defense industries and has been indefinitely continued by NBC and NAM with the cooperation of the Army, Navy and Air Corps.

With a minimum of dramatics and theatrical fanfare, *Defense for America* has gone inside closely-guarded factories and plants each Saturday night to tell how American industry was accomplishing the impossible. Other media—the newspapers, magazines, motion and still picture services—had failed in that none of them had informed its audience so completely about industry’s role in defense.

Radio’s description of tank construction is an example. The broadcast was the fourth of the series and it came one year after the first tank had rolled off the assembly line of the American Car & Foundry Co. Plant at Berwick, Pa., one of the locales for the program. Delivery of the first tank had been accompanied by the usual publicity—stories in newspapers, pictures and statements by government and industrial leaders.

But until radio invaded the plant, none who had heard of American Car’s making light tanks had realized that this plant had made vast changes in its operations—that into every small tank went 8,000 pounds of armor plate that was being manufactured on the ground, not only for local use but for other companies making tanks.

**Employe Loyalty**

A nationally known weekly magazine had taken pictures showing American flags hanging from the rafters of the plant, but it remained for radio to explain the true significance of this. The story was told by Ralph McAfee, 500-pound foundry plant worker, who told the radio audience that 48 flags were bought by the workers and hung in the shop because “we decided we wanted to show our colors and that we fellows here in the foundry were backing Uncle Sam 100%.”

Another example of radio’s value as the best means to tell how defense was going ahead was during the broadcast about the cotton and woolen textile industry. The program originated at a cotton plantation, continued at a cotton textile mill nearby and at a woolen mill in Massachusetts.

It was while the situation in the Far East was becoming more acute and while industrial and Government leaders were warning that possible shortages of vital defense materials was possible, among these, silk, necessary for a score of defense purposes including parachutes.

When the script writers were studying the cotton textile industry they found the Callaway Mills of LaGrange, Ga. had developed a cotton cord that was being used in parachute harnesses. The process was a secret; its importance in view of the possible silk shortage was immense. This was emphasized in the broadcast from the mill and elaborated upon by Capt. Bill Watts, NICHT. Not one but two contracts are being signed by Walter Wade, president of Wade Adv. Agency, Chicago, on behalf of Miles Labs, Elkhart (Alka-Seltzer and One-A-Day vitamins). Mr. Wade is applying the ink to a contract which puts *Laurn ‘n’ Abner* on 81 NBC-Blue stations four times a week starting Sept. 29. E. E. Boroff, sales manager of NBC-Blue Central Division, holds a 52-week renewal contract for the weekly half-hour Quiz Kids. The big smile in the background belongs to Bob McKee, NBC-Blue salesman on the account. Programs now sponsored by Miles on NBC total 3½ hours a week.

**PITCHIN’ YOUR TENT IN ASHCAMP (Ky.)?**

If you’re on the march for bigger business, Ashcamp (Ky.) ain’t exactly the best place to pitch your sales tent! What you want is the Louisville Trading Area tent! What you want is the Louisville Trading Area tent! What you want is the Louisville Trading Area tent! 1,331,000 — Kentucky’s super-deluxe camp-site! 1,331,000 — Kentucky’s super-deluxe camp-site! 1,331,000 — Kentucky’s super-deluxe camp-site! people! 55.6% of the state’s income tax payers! 33% more effective buying income than the rest of Kentucky combined! And it costs so little to cover the whole Area with WAVE (the only NBC Basic Red Network outlet within 100 miles!), you’ll be wanting to camp here a long, long time! Send for all the dope — today!

**LOUISVILLE’S WAVE**

5000 Watts

FREE & PETERS, INC.,

NATIONAL REPRESENTATIVES

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Broadcast Advertising • BROADCASTING
Ryder, West Point graduate in charge of parachute troop training at the Army's school at Fort Benning, Ga.

Authentic Background

The series was envisioned by NAM, whose 8,000 members, large and small, are located in every part of the country. The plan was that every broadcast would originate in a plant representative of a basic defense industry to tell how defense production was being accomplished.

Graham McNamee was to be the only name performer and music was to be supplied by bands and orchestras made up of employees of the company from which the program originated.

The noises were to be real factory sounds and the "actors" were to be real factory workers.

NBC-Red cleared time from 7 to 7:30 p.m. (NYT) every Saturday night and the series opened last Washington's Birthday at Cleveland with a report on the machine tool industry. Now upwards of 90 stations, including WNBI and WRCA, shortwave stations that send the broadcasts weekly to South America and Europe, are carrying the programs.

Strictly observing the rule of no professionals and no studio artificial sound effects, the broadcasts have originated in all parts of the country and at factories making such vital war materials as tanks, automotive equipment, shells, aluminum, steel, rubber, small arms, airplanes, mosquito boats, submarines, heavy electrical equipment and a half dozen other basic defense products.

One broadcast described the York Pooling Plan, whereby the medium-sized town of York, Pa., catalogued all its available machine tools and skilled men so that none was idle when the defense drive began in earnest.

Good Mail Response

Another program told how the manufacturers of printing equipment had switched from their normal peacetime operations to the making of gun fire control instruments, anti-aircraft and tank guns and machine tools for factories without the facilities to manufacture their own tools.

Mail response to the series has been heavy since the first broadcast. It has come from school teachers, CCC camp educational directors, workers and representatives of management who have appeared on the broadcasts, ministers, housewives, mothers, daughters, brothers and sisters of men and women who have explained their role in defense.

The Fulton Lewis Jr., Your Defense Reporter series, heard Tuesdays from 10:15 to 10:30 (NYT) over 136 MBS stations, was an outgrowth of the NBC series. That series, now ending its first quarter-year, is also broadcast with cooperation of the NAM. The Washington radio commentator travels each week to a plant engaged in making a defense material that is currently in the news. An example was the program on destroyers from the Bath Iron Works at Bath, Me., which occurred while news of the battle of the Atlantic was currently "hot."

Your Defense Reporter has covered industries not normally recognized in the defense drive and the lesser known small companies that are manufacturing material of vital importance. An example was a broadcast from Marion, Ind., where a dozen or more small companies are working on defense orders. The program originated from the Delta Electric Co., whose 500-odd employees are working day and night and seven days a week on making non-destructable lights for submarines and naval craft and other little known but highly important defense products.

Douglas Oil Spots

DOUGLAS OIL & REFINING Co., Los Angeles, supplementing its West Coast spot announcement campaign, on Sept. 11 started a six-weekly quarter-hour newscast on KRKD, that city. Contract is for 13 weeks. Spot announcements are being used on KIRO KJR KMO KEKA KIT KVO KPX KXK KXO KTC KWL KKV. Agency is H. W. Kastor & Sons, Chicago.

Cook Book Discs

CONSOLIDATED BOOK PUBLISHERS, Chicago (cook booklets), the week of Sept. 22 starts sponsorship of The Meal of Your Life a transmitted half-hour series on 100 stations throughout the country. Guests of honor are asked about outstanding meals and the incidents are dramatized. Among guests for the first program are Elas Maxwell, Gertrude Lawrence and Sheila Barrett. Contracts are for 13 weeks with possible extensions. Discs were cut by WBS. Agency is Kerm-Raymond, that city.

Receiver Sues ASCAP

HARRY M. PROPPER, recently appointed receiver in the United States for AKM, Austrian affiliate of ASCAP, last week filed a $150,000 suit against ASCAP in the New York Supreme Court, seeking to collect for former AKM members now in this country royalties allegedly due them for American performances of their works.
WCKY IS DOING THE NEWS JOB.
NEWSCASTERS!

BILL ROBBINS
GORDON GRAY

THE COMPLETE WIRES OF UNITED PRESS

IN THE GREAT CINCINNATI MARKET...

Wilson

AND IN WATTS
Pandora's Box

BROADCASTERS won a brilliant and wholly just victory in settling the discriminatory 5-15% advertising tax in the now revised version of the Defense Revenue Bill. But even before that vital goal was achieved, talk erupted in favor of a substitute "franchise" tax, as a sort of halfway measure. Particularly, we think, it had support in some industry quarters.

In our judgment a franchise tax, to defray the cost of regulation or for any other purpose, is just as vicious as a tax on advertising. It is a discriminatory tax. It would be an admission that a license to operate a broadcast station or a telephone company or a point-to-point station constitutes a gift from the Government for which the licensee should pay.

Such a franchise tax would not give the licensor or the Government a monopoly right, as some are led to believe. Certainly the trend of regulation has been in exactly the opposite direction. That sort of reasoning, we believe, is poppycock, unless and until Congress itself writes such a provision in the law.

Railroads pay no special franchise taxes for the privilege of operating, even for support of the ICC. Airlines use the public domain airways, but they pay no special excise for the privilege. Nor do boats plying the sea-lanes. Then why radio?

It requires more than a license to operate a station in the public interest, or to make a reasonable profit, whether the public or the FCC would have his fortune made, irrespective of initiative, enterprise, background or experience. The some 300 stations in red-ink attest the reverse.

Moreover, a franchise tax would strike at every licensee, irrespective of whether his operation makes money. It would not adhere to the precept of taxation according to the ability to pay.

Taxes today are the highest in history. The war bill will increase levies next year and the next. Procedures are established for taxation, and radio, along with the nation's whole economic fabric, pays according to income. Even now a new and higher tax bill is in the making, with what another six-billion-dollar defense appropriation coming up.

The broadcasting industry should not be singled out for any sort of special or franchise tax. There isn't any justifiable basis for making it a sort of fiscal guinea pig. And a franchise tax, we feel, would open a Pandora's box to plague commercial radio forever.

Radio's Goal

THIS WEEK, National Independent Broadcasters holds an extraordinary convention in Chicago. Talk of a rump movement to break away from the NAB and "network domination" is rampant. And there are plenty of issues—copyright, the chain-monopoly report, national defense, priorities, and now a revival of the Music Czar Petriillo's "made work" and reprisal tactics in pulling the plug on network dance-band remote and possibly studio bands.

No one will gainsay the right of NIB, or any group, to hold a special convention anytime and anywhere, if broadcasters want to stagger for discussion of industry problems. Similarly, there may be justification for unfavorable reactions to activities of the NAB along certain lines. Certainly there was ample evidence of that in some quarters at the lamented Debacle of St. Louis last May.

But we think it would be a calamity to split the industry into opposing camps, neither of which might be strong enough to do an effective job in the most critical period in this and every other industry's history. Broadcasters should never lose sight of the "divide and rule" strategem. They must determine for themselves whether outside influences, which on the long pull are far from friendly to commercial radio, are inciting such a schism.

There is nothing sinister or wrong about independent broadcasters getting together for their own self-preservation and betterment. That's what trade associations are for. Radio must have a strong, united trade association, whatever its name. The NAB has been and today is the industry's rallying post. If the industry's body politic feels it requires alteration in structure, scope or personnel, there is a time and place for it. It is their trade association. It can be called NAB, NIB or the League for the Preservation of Low Kilocycles and High Watts. Its objective would be unchanged.

Before any rash moves are made, there should be some clear-thinking and cool-headed study. There must be leadership, sound and strong. And there must be the enthusiastic support of a substantial industry majority. There must be the independent judgment of the industry's majority, unaffected by outside influences.

Any short of that might be industry suicide.

They Say...

IT WAS James L. Fly, chairman of the FCC, who assumed that Congress had delegated power to intimidate and coerce the radio networks, and if Congress really has such power over what is broadly called the radio, it is natural for the man who is chairman of the all-important committee in the Senate to want to exercise that power first hand . . . . The same thing is about to happen to certain newspapers owning broadcasting stations. Unless they toe the mark in the use of their radio stations, the licensees may be taken from them. The FCC has learned Mr. Fly has already done what Mr. Wheeler is doing to the movies, namely, to find out what the attitude of the newspapers is toward radio news and other matters that heretofore have been considered immune from interference under the Bill of Rights of the Constitution. Presumably unless some of these newspapers which own broadcasting stations curry favor with Mr. Fly or Mr. Wheeler they will find themselves losing their franchises.

A STUDY of those three media of public expression (pictures, radio and press) reveals a curious fact: First to appreciate the deep determination of the American people and it to respond to it has been the motion picture industry . . . second has been the radio, an industry which includes its years in its understanding of popular feeling; third, but rapidly catching up with the other two, the press, and we can leave it to the press itself to explain why it elected to be the laggard . . . . While providing as much time for the dissenters as they can use, radio is doing its part in the defense program—every day in every other way. Merely producing the program, the people who have to hear, says radio.—Lowell Mellett, director of the Office of Government Reports, in the September Atlantic Monthly.

Thirty Years in Radio

THIRTY years ago radio regulation began. When William D. Terrell, at the ripe age of 40, was named "wireless ship inspector" there was none so bold or foolish, even in the wildest flight of imagination, to predict the development of the present condition of radio to its present state. Then "Bill" Terrell, known to every oldtimer in the craft, had a staff of exactly one. He was chief "wireless cop," and inspected, supervised and directed all such activity. Licensing hadn't even been thought of, and it was nearly a decade before the first "wireless" station, precursor of the broadcast station, took the air.

Today Bill Terrell, at 70, is still radio's chief traffic cop. He is chief of the Field Division of the FCC, which has a huge force—208 in regular inspection work and 570 in the recently created national defense unit. The other day President Roosevelt promulgated an Executive Order exempting Mr. Terrell from automatic retirement for another year—because Mr. Terrell isn't ready yet to operate less than the full broadcast day.

In the twilight of his fulusme career—practically all of it devoted to radio regulation—Mr. Terrell can look back upon a generation well spent in the public interest and welfare. All in radio, from the grizzled veterans of the brass-pounding era to the youngsters riding the gains, felicitate Mr. Terrell on his 30th radio anniversary.
GEORGE CLARKE CHANDLER

LIKE others who have gone into broadcasting, George Clarke Chandler was a radio service man and set builder in the early days of broadcasting. Today he is owner of CJOR, Vancouver, a major station in Canada's third largest city. Active in Canadian broadcasting affairs, he is president of the Western Assn. of Broadcasters and as vice-chairman of the board and chairman of the technical committee of the Canadian Association of Broadcasters.

George Chandler was just 20 years old when he acquired the nucleus of today's CJOR. He had started in the new field of radio set building as soon as he was through with school, and while engaged in completing one service job heard that CFXC, a 50-watt station in nearby New Westminster, was for sale. He went straight to the owners of the small station, while more mature business men cogitated on acquiring CFXC, young George took an option and within 24 hours had completed the purchase. He was now owner of a broadcasting station as well as a radio service shop. That was in the spring of 1926.

Young George had been living in Vancouver for nearly two years when he bought the station. He decided that Vancouver offered more opportunities for a broadcasting station of 50 watts than did the town of New Westminster. The Canadian Government offered no objections, and he was permitted to move the transmitter to the outskirts of Vancouver and to change the call letters to CJOR. Had the officials at Ottawa known that a 20-year-old owned the station, George thinks they may not have been so helpful.

A technician, George Chandler made the most of the equipment he had bought, and set out to make CJOR an important voice in the radio spectrum which he shared for the Vancouver area with six other stations, even to sharing time with some of them. In 1928 he was granted permission to use a frequency fulltime and given a power increase to 100 watts. Three years later the station went to 500 watts, and since 1933 has occupied its present frequency. Another power increase came last year when the station went to 1,000 watts.

George Chandler was born at Caledonia, Ont., March 18, 1906. His family moved to the new West shortly after his birth, and he spent his early years on the prairies of Saskatchewan and Alberta, moving ever westward till in 1924 he landed in Vancouver, where he has lived ever since to become one of its leading citizens.

His major contribution to the Canadian broadcasting industry is his early insight into the necessity of a united effort by Canadian broadcasters. He has been an advocate of industrial cooperation practically since the day he bought the 50-watt station, has found time to do a great many chores for the industry. He took the first big step in 1931 when he travelled to Toronto to attend the meeting of the infant CAB, a costly trip for a young man who had to build a 500-watt transmitter in a highly competitive market at the beginning of his depression. He became a director of the CAB at that meeting, went back to Vancouver, could not by nay persuade enough of the stations to keep the CAB going as the depression set in on the industry. When in 1934 the CAB was reborn under Harry Sedgwick, CFBR, Toronto, George Chandler again came out of the West to be elected a director of the new CAB.

Meanwhile, in western Canada the stations had not been idle. They had formed a Western Association of Broadcasters, and George Chandler became an active member, a director for a number of years and later president. It was a service he undertook for the western stations in connection with the realization of frequencies and station locations for the Havana Treaty which brought him in contact with the Canadian Government as the technician of Canadian broadcasters. When the CAB had to present the case of all Canadian broadcasters to Ottawa in connection with Havana Treaty assignments, George Chandler was called on to do the job. His bullpen case full of charts, reports, curves and technical data, became a common sight in the halls of the CAB between Vancouver and Toronto and Ottawa during the latter part of 1940 and early part of 1941. As chairman of the CAB technical committee he smoothed out many of the reallocation difficulties for Canadian broadcasters with Ottawa officials before they went to Washington for the international sessions.

Aside from the profitable operation of CJOR, George Chandler's main interests in broadcasting in recent years have been in the technical and economic fields of the industry.

In 1939 he married Marie Ellingboe of Minneapolis and their honeymoon took them across the country of Canada and the United States, including numerous calls on broadcasting stations. In his spare time George Chandler is an ardent photographer, plays golf, attends meetings of the Vancouver Kiwanis Club and the Vancouver Chamber of Commerce. During the hunting season he takes leave to shoot big game in the mountains of British Columbia.

Fred G. Harm, of the sales staff of WJJD, Chicago, has been appointed station sales manager by Ralph H. Atlan, president, Mr. Harm, 30, has been in radio for ten years, and was at one time advertising manager of the Kremola Co., Chicago.

Charles Lloy, acting manager of KLX, Oakland, Cal., and Mrs. Lloy, were passengers in an automobile when their auto was side-swiped by another car.

Mr. C. W. Cowlin, sales promotion manager of KSFO, San Francisco, recently was transferred to CBS station KFI in Los Angeles. Mrs. Cowlin also went with him to New York. Isobel Goldthwaite succeeded him at KSFO.

Joseph McCuan, formerly with WOR, New York, has been named manager of the Kerrville (Texas) station as of October 1. Mr. McCuan, 39, previously was with Hearst radio stations in the Southern Calif. area. When McCuan recently was added to the KFYW, San Francisco, sales staff as account executive.

Dr. JAMES ROWLAND ANGELI, public service director of WINS, New York, will be chairman of the opening session of the Chicago School Broadcast Conference to be held Dec. 3-5.

Tommy Stone, son of Peggy Stone, station relations director of WINS, New York, enters Clemson College as a freshman this fall.


Hazel Ryan, treasurer and assistant manager of KBKN, Los Angeles, has taken an extended leave to spend the winter in Europe. She had been a representative of the station to contact agencies for national business. In her absence the station bookkeeper is taking over many duties formerly handled by Miss Ryan.

Paul H. Raymer, head of Paul Raymer Enterprises, has returned to his Chicago post with a trip to New England. When he visits the West Coast branch offices, accompanying him was Pierce Romaine, New York executive of that firm.

J. L. Van Volkenburg, assistant, vice-president of CBS, Chicago, has been appointed chairman of the advertising committee of the Chicago Community Chest Drive.

W. R. Quarton, commercial manager of WPTF, Raleigh, N. C., and Mrs. Quarton recently adopted a 10-month-old girl, Don Inman, Waterloo, Iowa, who is the son of WMFT, also has adopted a girl.

Robert MacKenzie has resigned as manager of WINS, New York, to accept a new unannounced position with the American Broadcasting Co. Warren Davis, WCMI business manager, is acting manager.

A. K. Kimball, advertising manager of KGNO, Dodge City, Kan., recently married Audrey LeCrone.

F. D. Fitzsimonds, manager of WRC, D. C., on Aug. 4 married Nell Starnings.

John Caldwell, formerly advertising manager of the Poultry Supply Dealer, a subsidiary of the Prairie Farmer, has joined the sales staff of VIV.

R. Crotty, commercial manager at CKGB, Timmins, Ont., for the last three years, has been named manager of CKWX, Vancouver.

Baltimore Heads ABC

Charles Balthrope, formerly commercial manager of KRTA, St. Louis, has been named manager of KABC, same city. Mr. Balthrope's appointment was announced by R. Early Wilson, president of the KRTA Co. John Balthrope, son of the President and at present on duty with the Army Air Forces, is treasurer of the station.
BEHIND THE MIKE

STAN DAVIS and Marvin Fisher, Hollywood writers on the weekly NBC National Carnival, sponsored by Signal Oil Co., Los Angeles, have resigned that assignment. They will join with Hal Leonard Staff, son of Hal Leonard of Carl Smith Music, New York, as writers of the CBS At Peace of His Group, opening Oct. 3 under sponsorship of R. J. Reynolds Tobacco Co. Carl Hersinger and Henry Taylor have taken over the Signal Carnival assignment.

HARRY CARAY, formerly of WCLY, Joliet, Ill., has joined KRNT, Kalamazoo, Mich., as sports director. Mrs. Goldie Roe also has joined KRNT as traffic manager and Mrs. M. Venard as secretary.

GAIL H. ABODAHER, acting program director of WKZO, Kalamazoo, Mich., and Hal Forward, WKZO engineers, have sold a collaborated Western short story, "The Last Chip" to a leading weekly magazine under the pen name Hal Jerome.

HALL TIBBIER, formerly of WSAU, Wausau, has joined the announcing staff of WTMJ, Milwaukee, Wis., as the chief news director.

RITCH CRANE, formerly of WLJW-WSAI, Cincinnati, has joined WCMC, Ashland, Ky., as woman's commentator. Paul Thiell, formerly of WCPO, Cincinnati, and Pat Marvin, of KFXX, Grand Junction, Colo., have joined the WCMC announcing staff.

PAUL LEMAY, conductor of the Dubuque and Portland symphony orchestras, has been signed to a new contract which started Sept. 11, to direct the weekly Standard Symphony Hour, sponsored by Standard Oil Co., on 32 Pacific Coast Don Lee stations.

BOB STEPHENSON, NBC Hollywood Network engineer and prior to that on the CBS Chicago staff, has joined Lord & Thomas, in the former city, to take over production of the NBC Bob Hope Show, resuming Sept. 23 under sponsorship of Lever Bros. He replaces Bill Lawrence, who resigned that post to move to the newly established Hollywood production offices of Pedlar & Ryan.

HILL BALDWIN, formerly KDKA, Salt Lake City, announcer, has joined KFWB-Hollywood, in a similar capacity, and in addition conducts the daily one-hour program, "Mac the Mechanic," sponsored by Pep Boys of California.

MYRONAH BAILEY, formerly of KID, Idaho Falls, has joined KUTA, Salt Lake City, and under name of June Lee is conducting a daily quarter-hour women's program.

RANDY ENGLISH, formerly of WHB, Portland, Ore., has joined the announcing staff of WTRY, Troy, N. Y.

GALEN AND ELNORA GILBERT, not connected with radio during the last year, have joined the commercial staff of KROA, Silvian Station, Ark.

JOHN HICKS, formerly of KABC, San Antonio, and KNOW, Austin, has joined the announcing staff of KGGO, Fort Worth.

TOM NOBLE, news writer of WBMH, Chicago, is the father of a son born Sept. 16.


Furlough

LEON LEEK, an NBC announcer, before he was drafted a year ago, recently came down to the studios while on furlough to renew old acquaintances and show the boys his staff sergeant's stripes. As Leek opened the door Ray Diaz, night supervisor didn't give him a chance to say a word, "Just the guy I'm looking for," he said. You do the remote from the studio at Dale High, former of WEBO, Evansville Ind., has joined the announcing staff of WHBF.

FELIX ADAMS, has joined the announcing staff of WCBY, Columbus, Miss.

FOREST COX, announcer of WHBE, Rock Island, Ill., has been promoted to traffic manager.

WILL DOUGLAS, announcer of WKBG, Youngstown, O., has been inducted into the Air Corps and stationed at Kelly Field, San Antonio.

KEN POWELL, announcer of WGY, Schenectady, N. Y., has won second prize in the local chamber of commerce fishing contest, landing a 12-pound, Boone Northern Pike.

ROGER GOODRICH, formerly of WEBR, Buffalo, has joined the announcing staff of WGY, Schenectady, succeeding Wilber Morrison, drafted.

LORING KNECHT has joined the announcing staff of KYFR, Bismarck, N. D.

ROBERT NTE, son of Senator Gerold (N.D.) has joined the staff of WOL, Washington, as assistant to Bob Compton, conductor of Double or Nothing on MBS and WOL newscaster.

JIM WILLIAMS, formerly of WPKA, New Kensington, Pa., and Tom Lake of formerly of WHJF, Jacksonville, Fla., have joined the announcing staff of WRML, Maccou, Ga.

WILLIAM DOSTER has joined the merchandising department of WRML, Maccou, Ga.

BAUCHARGE, NBC Washington correspondent, who recently visited Canada, where he appeared on CBC for a fifteen-minute description of conditions in the United States.

CHEER BRENTSON, formerly of the cast of Kitty Keen, M. Perkins, Avenue Time and other Chicago productions and now married to Robert Redding, hotel executive in Duluth, has returned to radio as director of women's programs of WBEQ, Duluth.

SAMS VIRTAS, a student of Dodge City Junior College, has joined KGNO, Dodge City, Kan., as parttime announcer.

R. C. HILL, announcer of KGNO, Dodge City, Kan., on Sept. 6 married Evelyn Baker.

WOODROW MAGNUSON, production manager of WHBF, Rock Island, Ill., has been named program director, succeeding Jack Streeper, Dale Flower, formerly of WEOA, Evansville Ind., has joined the announcing staff of WHBF.

WILLIAM WESTWOOD, former director of Radio City, New York, has joined the staff of WEAR, Nashville, Tenn.
LUCIEN DELATUSH, of NBC Hollywood guest relations staff, has been promoted to the recording department, replacing James Lyman, resigned.

DOLORENE JANE HULDESTON, formerly of KFPI, Twin Falls, Idaho, has joined WTAR, Phoenix, Arizona, as program department secretary.

O. G. DUKETT, formerly of the Chicago bureau of Transradio Press, has joined KMOX, St. Louis, replacing Dick Everetta who has been promoted to assistant news editor, succeeding Bob McDonald, now at KDKO, Amarillo, and the Amarillo Globe.

LYLE K. LITTLE, formerly newscaster and special events announcer of WFOR, Hollywood, Miss., has joined the announcing staff of WDIX, Jackson, Miss.

BETTY SARGENT, in Switzerland as CBS correspondent during the last six months, arrived Sept. 15 in New York via clipper.

AL LEITICH, former city editor of the Atlanta Constitution and conductor of a news program on WOR, Atlanta, and Ernest Meyler, of the Fredericksburg (Va.) Free Lance-Star, have joined the news staff of WJSV, Washington, D.C.

NEIL MacDONALD, Los Angeles newspaper association man, has joined the Hollywood staff of Tom Finke Inc., as assistant to Virginia Liebey, West Coast manager.

BETTY KASPER, of the musical staff of WJJD, Chicago, was married Sept. 15 to SM. Smith, South Chicago executive of Southern Music Co.

ED HUMPHRYS, announcer of WJJI, Chicago, became the father of a baby boy, Aug. 29.

WAYNE NELSON, formerly of KDAL, Duluth, has joined the announcing staff of WJJD, Chicago.

TED BURWELL, new to radio, has joined the announcing staff of WMHD, Goldsboro, N.C.

HARVEY HELM, Hollywood writer, has been added to the staff of the weekly national NBC Radio & Allen Show, which starts Sept. 7 under sponsorship of Lever House. Other writers include team of Galen & Fowser, Sam Porriss and George Balzer.

ELMA HENRY, formerly of KKXK, Kansas City, has joined the continuity staff of KOKX, St. Louis.

JIM REID, formerly program director of WBBB, Greensville, Va., has joined WYTP, Raleigh, N.C., as head of the sports department, Tommy Williams, formerly program director of WTIT, Remoette Rapids, N.C., has joined the WTTP announcing staff.

BETTY SOUTH, formerly of WJBC, Bloomington, Ill., is the latest addition to the continuity department of WMHD, Peoria.

DANNY DeNUFRO has joined the music department of WMBD, Peoria.

R.J. SMITH, formerly of WGR-WKIV, Buffalo, has joined WIS, Columbus, Ohio, as sports department head. He has also been signed to broadcast U. of South Carolina football games under sponsorship of Coca Cola.

ELIZABETH BEMIS, news woman commentator of WLBW, Cincinnati, has been married to Louis K. DeBuis Jr., Cincinnati business man.

W. VALENTINE, of the announcing staff of CKMB, Calgary, Ont., has joined CJRC, Winnipeg.

FAHEY FLynn, WBBM, Chicago, announcer, is in the Passavant Hospital, suffering from a throat infection.

Alan B. Plaut

ALAN B. PLAUNT, 38, member of the board of governors of the Canadian Broadcasting Corp. from 1936 to 1940, died in Ottawa Sept. 12 following a long illness. He resigned from the CBC board in Oct. 1940, because he no longer "had confidence in the internal organization and executive direction of the CBC." He came into radio through the formation in 1930 of the Canadian Radio League which had for its aims setting up a national broadcasting system free of advertising as recommended by the Air and Royal Commission on Broadcasting. The league was in a large measure responsible for the formation in 1933 of the Canadian Radio Broadcasting Commission and, many of its recommendations went into the 1936 act which brought the formation of the CBC as successor to the CBC. Mr. Plaut was born and educated in Ottawa, graduated from the U. of Toronto in 1927, and received his M.A. at Oxford in 1929.

Carl F. Arnold

CARL FRANKLIN ARNOLD, 45, assistant counsel for the Maritime Commission and onetime assistant general counsel of the FCC, died Sept. 13 in Washington after a brief illness. Mr. Arnold, who was the brother of Tharman W. Arnold, assistant attorney general in charge of the anti-trust division of the Department of Justice, served with the FCC as assistant general counsel in charge of the common carrier division from April 1935 to August 1937. Prior to his affiliation with the Maritime Commission, he was dean of the Law School at Wyoming U.

Spada, Koehler Shift

JOSEPH SPADEA, formerly of Chicago, manager of Edward Petry & Co., and Allen R. Koehler, formerly with WJJD, Milwaukee, have joined Joseph Spada in the new Dilligra station representing organization as account executives. Both will handle Midwest accounts and will headquarter in Chicago. Prior to joining the Petry organization, Spada was a manager for Scott Howe Bowen while Mr. Koehler was at one time classified advertising manager of the Chicago Tribune.

Harry Raver

HARRY RAYER, 62, blind conductor of the weekly Easy Blind program on WOBB, Hollywood, died at General Hospital on Sept. 14 from injuries received when a burglar broke into his home and bent him.

JIMMY POWERS, sports editor and columnist of the New York Daily News, starting Sept. 15, took over the role as sportswriter on A's game on Sept. 15. Thursday and Saturday, 6:45-9:30 p.m., succeeding Tom Scharf, CBS sports and special features coordinator.

JOE NOYVENKO, announcer of WPIL, Philadelphia, has joined the Fred Waring orchestra in New York as a singer.

CARL OAKEN, formerly chief announcer of WXYZ, Detroit, has joined WCAU, Philadelphia, to fill the vacancy left by Wally Sheehan, who moved up as assistant program director when Harry Marble left to join CBS in New York.

When you see this...
WE Repeats Lewis

WESTERN ELECTRIC CO., New York, has employed tape to hear a special recorded broadcast of a program featuring Fulton Lewis Jr., which had originated the week previous in the Kearny, N.J. plant of the company, bought a 15-minute period, 9:15-10 p.m. on WHN, New York on Sept. 19. Originally heard over MBS Sept. 9, 10:15 p.m., the program, Your Defense Reporter was to have been heard later the same evening via transcription over WOR, but baseball broadcast interfered. Fulton Lewis Jr.'s regular news commentaries are carried on MBS but through special arrangement he is heard in the New York area on WHN.

“Family” Cited FOR THE SECOND successful year, One Man's Family, sponsored by Standard Brands for Tender Leaf Tea, on NBC-Red, Sunday 8:30-9 p.m.

ANALYZING PRIORITIES... problems confronting the radio parts industry will be the duties of this priorities committee appointed by the Sales Managers' Club. Chicago, Nov. 17 to 20, for the purpose of determining needs. The committee was to have been part of the American Legion Auxiliary convention and was to have been held Sept. 17 at the Auxiliary's national convention in Milwaukee.

LEADERSHIP
Audited surveys show CJOR’s undisputed leadership in audience coverage of Canada's rich Pacific Coast.

CJOR
Vancouver—B. C.
1000 Watts
National Representatives
J. H. McGillivra (U. S.)
H. N. Stovin (Canada)
Coast Bank Chain Likes Big Events

SUCCESSFUL in its sponsorship of special events throughout California in recent months, Bank of America, National Trust & Savings Assn., San Francisco, the West's largest banking system, will continue this type of promotion for the remainder of the year, according to Fred Yates, advertising manager.

Bank of America started sponsorship of civic celebrations, country and state fairs and like events [BROADCASTING, Aug. 25] several months ago and has made a policy of using only institutional copy. The bank on each occasion presents the broadcast of a special event as a service to the particular community from which the broadcast originates. In the average half-hour broadcast the bank's institutional copy doesn't exceed 60 seconds. On each broadcast the local branch manager of a Bank of America is presented to the radio audience for a greeting. Mr. Yates stated that the bank is experimenting with this year on this type of broadcasting and to date the radio research has been entirely satisfactory. The banking system is using spot announcements on 10 stations throughout the state.

The bank sponsored the opening ceremonies of the annual Grape & Wine Festival at Lodi, Cal., over KWG and KFBK on Sept. 12. On Sept. 19 it will sponsor events at the Sebastopol Apple Festival on KSRO and on the same date will present a feature of the Yolo County Fair at Woodland, over KFBK. It is negotiating for broadcasts from the Walnut Creek Walnut Festival and a celebration at Santa Ana later in the fall.


INS Signs More

INTERNATIONAL News Service reports the signing of contracts with WMSB, Uniontown, Pa.: WXYZ, Detroit; WJBW, Kalamazoo; WSR, Fall River; KDKX, Salt Lake City; WAVJ, Charlotte; WCBS, New York; WPAT, Paterson, N. J.; KMAC, San Antonio; WYEC, San Luis Obispo, Cal.; WCFT, Fort Worth, Tex.; WHP, Hammond, Ind. Contracts have also been signed for prospective new stations not yet authorized at Miami, Birmingham, Tarrant, Conn., and Alice, Tex.

Meet the LADIES

Hazel Cowles

HAZEL COWLES of WHAM, Rochester, N. Y., traded the academic career of a school teacher for the merry-go-round life of radio and she's mighty glad of it. After being graduated from the U of Rochester, taking graduate work in French at Middlebury College, English at the U of Wisconsin and then teaching for three years, Mrs. Cowles judged the grass to be greener in radio. In 1936 she joined the staff of WHAM as an actress and writer. In 1936 she became "Women's Editor" and started her own program "Women Only" which includes news of fashions, home making, cooking, travel, interior decorating, the theatre and the many other subjects that command high attention in the women's world. Mrs. Cowles' real pride and joy is her little girl, Shirley, who already shows remarkable talent for music. Friend hubby doesn't mind being used as taster for the testing of new recipes but does object to having the house used as a testing area for new schemes in interior decorating.

WFIL Seeks Dismissal

WFIL, Philadelphia, Sept. 16, filed a motion in the U. S. District Court in Philadelphia to dismiss the action brought against the station last month by Yankee, Inc., magazine publishing company of Boston. The suit charging copyright infringement, libel and unfair competition, sought a restraining order to enjoin WFIL from continuing to broadcast its sustaining "Swap Shop" program.

WULF

Johnson City, Tenn.
W. H. Lancaster, Manager

1000 WATTS FULLTIME

The only single advertising medium giving thorough coverage to the rich industrial and agricultural Appalachian area.

*40,000,000 pounds of burley tobacco annually.

ECONOMICAL COVERAGE of the rich BALTIMORE market

for instance:

KTSU, El Paso, last Thursday was granted a modification of license by the FCC to increase its power from 500 watts unlimited time to 500 watts night, 1,000 watts day, at 580 kc.

Gulf Guild Returns

GULF OIL CORP., Pittsburgh, on Sept. 28 will start Screen Guild Theatre for the fourth year on CBS, Sunday, 7:30-8 p.m. Roger Pryor, Hollywood actor and orchestra leader, will again be m. e. Format will continue as in the past, with contracts for stars having been signed. Actors donate their services, and the Gulf Oil Corp. in turn contributes $10,000 each week to the Guild relief fund. So far the program has contributed more than $800,000. Screen Guild Theatre will replace World News Tonight which has been on since April. Agency is Young & Rubicam, New York.

ECONOMICAL COVERAGE of the rich BALTIMORE market

for afternoon hours: 2 to 5

5 fifteen minute periods weekly

$192

Subject to dollar volume AND weekly discount

GOING MUTUAL OCT. 1

S. S. WHITE DENTAL MFG. Co., Philadelphia (toothpaste), to Clements Co., Philadelphia, to handle consumer advertising on Cranfield toothpaste, tooth powder and mouthwash. Dental supplies advertising will be placed direct as herebefore.


H. FENDRICH, Evansville, Ind. (cigars) to Russell M. Seeds Co., Chicago.

BRAND & PURIZE, Kansas City (women's coats) to Lambkin Service, Kansas City.

BEAUTY COUNSELORS Inc., Detroit (distributors of specialized cosmetics) to Campbell-Ewald Co., Chicago.

HOVEY, GIBSON, Cincinnati, to Keeler & Stites Co., Cincinnati. To use radio.

Avalon News

BROWN & WILLIAMSON Tobacco Corp., Louisville (Avalon), recently started Last Minute News by Phil Starns three nights weekly on 31 Don Lee-Mutual network stations in the West. Agency is Russell M. Seeds Co., Chicago. The station list: KXRO KELA KKKO KWLK KGY KOL KMO KIT KGA KWIL KORE KFJJ KOOS KALE KRRN KPMC KXSL KXK KXAN KRM OAK CVB KFHM KGB KFRC KVEC KVOE KDB KTKC.

1000 WATTS FULLTIME

910 KC.

NBC

The only single advertising medium giving thorough coverage to the rich industrial and agricultural Appalachian area.

*40,000,000 pounds of burley tobacco annually.

AGENCY

Appointments

National Representative: Edward Petry & Co.

BROADCASTING • Broadcast Advertising
September 22, 1941 • Page 43
**Merchandising & Promotion**

Aid for Defense—They're Tested—Shelf Tags—
Scoreboard in Square—Solo for Shoe


**Only Tested Products**

PRODUCT TESTING service is a feature of the new *Listen, Laddie*, conducted by Betty Gracie, wife of program director of WRLM, Macon, Ga. Built around a community approval league, made up of more than 100 listeners, the program reports on the listeners' experience with the advertised products.

**KTSW Tags**

PRICE TAGS for grocery shelves have been distributed by KTSW, San Antonio, to stores in the city. Printed in the color of the store's logo, the tags show a picture with the call letters of KTSW with a baked and line printed for handling. T for handling; S for San; A for Antonio.

**Scoreboard**

WRSA, Allentown, Pa., erected an electrically operated scoreboard, 12 foot square, at Coffield Stadium home for the football games of the Allentown High School to aid the fans in following the home team. The scoreboard will be moved into the Little Palestra for basketball games.

**Sports Cup**

**TO PROMOTE sports interest, CRJS, Yarmouth, N. S., has donated a large silver trophy to Yarmouth's cumberland baseball league. Announcements were used on the station stressing the fact that teams in the league were competing for the trophy.**

**Philly Insole**

**CORK FOOTPADS with the advice, "Don't take a step in buying radio time until you consult WQEN, the station that sells," are being distributed to the industry by WQEN, Philadelphia.**

In the Neighborhood

KFRC, San Francisco, has effected a promotional deal with Neighborhood Newspapers Inc., publishers of 12 district weekly newspapers, whereby each promotes the other. Each Saturday morning the newspapers are given a quarter-hour period on which they present interviews with outstanding personalities and generally promote their papers and the districts they serve. In return KFRC receives editorial space in all 12 papers.

**Weekly Column**

WNOX, Knoxville, Tenn., is releasing a column in mat form to weekly and semi-weekly newspapers in its area containing news about programs heard on the station. The column is being sent 15 newspapers at present on a "use if you can" agreement.

**Day Event**

PART of Defense Stamp Day celebration of Canton, O., held last Tuesday, was a coast-to-coast broadcast on MBS through WHBC which featured a half-hour resume of the day's parade and celebration.

**War Analysis**

KKOK, St. Louis, news bureau has prepared a review and analysis of the two years of war. Copies of the script, in loose leaf form, are being sent to listeners.

**BROCHURES**

WSFA, Montgomery, Ala. — Offset folder series on business stories and testimonials of WSFA accounts.

CBS Hollywood — Pink and black folder. "It Takes Both to Sell a Whole Market".

WRAL, Raleigh, N. C. — Offset folder with staff pictures and coverage data.

WJUC, Hartford — Folder titled "Food for Thought" with market facts.

**TO THE STATION that most actively merchandises the new program, "This Is Life," three-weekly quarter-hour on six MDS stations, the sponsor, Hecker Products Corp., New York (four), will award this prize at the end of a one-month contest on Sept. 27. The agency, Leo Burnett Co., Chicago, sent letters to the stations outlining suggested promotional activities including courtesy announcements, merchandising bulletins, trade calls, studio window displays, letters to sponsor's salesmen, etc.

The agency also sent a teaser to radio editors enclosing a ten-cent booklet marked "Josephine", with the notation that the booklet came from a dying soldier who requested that it be returned but that said Josephine could not be found, and an addendum explaining that the incident, while not true, characterized the type of case the new program as "A Help Column of the Air" would attempt to solve. Classified and display ads requesting authentic material for the program were placed in the Chicago Tribune, Chicago Times, New York Times, and other metropolitan dailies.**
INVITATIONS to appear on Clifton Utley's weekday news commentary, sponsored on NBC-Blue by Skelly Oil Refining Co., Kansas City, have been extended by the company to outstanding newscasters from every station carrying the early morning program. Two local newscasters a week will appear with Utley from NBC Chicago, discussing national defense, war sentiments and other current problems as seen from their locality.

Foster May, of WOW, Omaha, made the first guest appearance Sept. 17. Others scheduled include: Bob Eastman, WOKE, Oklahoma City, Okla.; Gene McDonnell, KOOL, Sioux Falls, S.D.; Fred Schilpilin, general manager of KFAM, Saint Paul, Minn.; Ralph Childs, KMA, Shenandoah, Ia.; Floyd M. Sullivan, KGSK, Springfield, Mo.; Jacek Dukirk, WDAY, Fargo, N.D.; Ben Leighton, WEBC, Duluth, Minn.; Julian Bentley, WLS, Chicago; and Orrin Melton, KYES, Mankato, Minn.

News for Schools

AN ANALYSIS of current news presented in language suitable to sixth grade pupils is contained in the new thirty-minute Schoolcast series on KYA, San Francisco. Boards of education in Northern California schools are cooperating with the San Francisco Examiner in the presentation. All radio-equipped classrooms have been invited to tune in the series, conducted by Dwight Newton, librarian of the Examiner. Broadcasts include background of the news of the day, history of the particular locale where news is centered on that date, founder of the city prominently mentioned and so on.

Rearing the Child

THE JUDGE's viewpoint—what he feels when confronted with a youngster charged with juvenile delinquency—is given on The Child in a Democracy which started recently on WNYC, New York. Justice Jacob Panken, of the New York State Juvenile Court gives an analysis of parent-child relationships, discusses the child and the school, the development of a moral sense and other problems confronting parents of growing children.

In the Stands

PRIOR to his broadcasts of St. Louis baseball games, Johnnie Neblett, KWQ sportscaster, conducts a ten-minute sports quiz among the baseball fans in Sportsman Park. Cash and merchandise are awarded as prizes.
Two Publishing Firms Adopt 2% Cash Discount

REINSTATEMENT of 2% cash discount by Curtis Publishing Co. and The Hubbard Corp. has been interpreted as a significant step toward adoption of the principle in the advertising business, according to Frederic W. Gamble, managing director of the American Assn. of Advertising Agencies.

No recent indication of further adoption of the idea in broadcast advertising is observed in radio circles, although Mr. Gamble states that NBC and CBS have "accepted the principle" of cash discounts and are working on methods of applying it. The NAB board, at its Aug. 7 meeting tabled the 2% question.

Adoption of the 2% idea, according to Frank E. Pellegrin, director of the NAB Bureau of Radio Advertising, was triggered by serious enforcement problems. Suggestion has been made that a penalty provision be included in the 2% rule. Considerable difficulty is involved in the rate question.

WIBG, in Philadelphia, Will Have Own Building

PREPARING for its recent grant of 10,000 watts fulltime on 990 kc., in lieu of its present 1,000-watt daytime assignment on that channel [BROADCASTING, Aug. 25], WIBG, Glenville, Pa., suburb of Philadelphia, will have a new building, a term lease on 1423-25 Walnut St., Philadelphia, which will be the renamed WIBG Bldg.

Wage-Hour Change

REVISION of wage-hour record-keeping regulations in some instances simplifying present requirements, was announced Sept. 1 by B. Fleming, administrator of the Wage & Hour Division of the Labor Department. In his explanation of the new regulations General Fleming pointed out that no special order or form for keeping wage-hour records is required. Instead, regular record-keeping, if accurate figures on the number of hours employees work and similar information which may be achieved by other tax-reporting procedures, was substituted for record-keeping, it was indicated. Copies of the new regulations, effective Sept. 15, are available at the Wage & Hour Division, Labor Department, Washington.

Coast Series Goes Net

SUCCESS OF the early morning participating comedy Breakfast Club program, over by Jack Kirkwood on WRCA, New York, has prompted John J. Don Lee officials to make the event available to the entire Don Lee-Mutual network on the Pacific Coast, starting Oct. 13. It is planned to sell local and regional participations.
P & R Coal Series
PHILADELPHIA & READING
COAL & IRON Co., Philadelphia, (Famous Reading Anthracite) recently started a campaign of station-break announcements on WRC, WML, KYW and WGY. Agency is McKee & Albright, Philadelphia.

STEWEN KENT, formerly on the Ford Motor Co., Richmond, Cal., sales promotion staff, was recently appointed sales promotion manager of Squirt Co., Beverly Hills, Calif. (beverage). McCann-Erickson, Los Angeles, is handling the account.

PACIFIC BREWING & MALTING Co., San Francisco (beer), recently renewed its 100-word spot announcement campaign on KFRC, San Francisco, and KQW. San Jose, Cal. Agency is Brewer-Weeks Adv., San Francisco.


CANADA STARCH Co., Toronto (corn syrup) has started the Oregon Road Sports Club four times weekly on CFRB, Toronto. Account was placed by Vickers & Benson, Toronto.
Benson to Mathes
MITCHELL BENSON, commercial program manager of WOR, New York, leaves Sept. 23 to join J. M. Mathes Agency, New York, where he will assist in growing that city’s radio and television presentation.

Fred H. Kenkel Leaves Gardner, Joins Hooper
FRED H. KENKEL, for the past 20 years associated with Gardner Adv. Co. in research, merchandising, space buying and time buying, has joined G. E. Hooper, Inc., in an executive capacity. His new duties will be concentrated on the "Continuing Measurement of Audience"-"Reporting service for station audience measurement.

Mr. Kenkel

Gallenkamp Curbtied
Gallenkamp Stores Co., San Francisco, which for four years has sponsored "Morning in Milwaukee," on KGB, will return to KGB with the afternoon program, "Morning in San Francisco," on WCCO. This feature, which is heard on NBC-Pacific Red on the Pacific Coast, on Sept. 28 will be forced to switch to KGB, the East Coast's only outlet for station network commitments. Professor G. E. Gallenkamp will take the 3-3:30 p.m. spot on KGB. Meanwhile network officials are trying to clear this for the agency's "Morning in Milwaukee" program, which is broadcast daily.

WRITERS ADRIFT
A Night at Sea, helpless, in a drifting boat! This experience, such as they had never "dreamed up" for the weekly NBC Jack Benny Show, sponsored by General Foods Corp. (Jell-O), was experienced by the morning syndicated writers, William S. (Bill) Morrow and Ed Beloin, on Sept. 12. With their wives, they were at sea, helpless, in a drifting boat. When they failed to return that evening, the Coast Guard was notified and the boat was found and after 15 hours, the writer was discovered floating on a raft, with the quartet suffering from exposure.

MYRON KIRK MOVES TO ARTHUR KUDNER

From 1932 to 1938, Mr. Kirk, as head of the Ruthrauff & Ryan radio department, supervised the broadcasting of many big programs. In 1938 he went to the Coast as vice-president of Famous Artists, but after a few months again took charge of radio and new business for Sherman K. Ellis & Co., New York. About two months ago Mr. Kirk went to Stack-Goble Adv. Agency, but to take the position with Kudner, effective Sept. 15.

Charles F. Gannon, vice-president of the agency, is dropping his former duties as radio director to assume enlarged responsibilities in the supervision of service and business development.

HEDDA HOPPER'S "HEEDY HOOPER DAY"
IN HONOR of "Hedda Hopper Day" Sept. 16, the second day of the American Legion Convention, Miss Hopper will give a fresh and present special editions of Hedda Hopper's "Hollywood News," No. 17. Program is sponsored by California Fruit Growers Exchange on CBS Monday, and the Alaska Airlines, the Sunkist oranges and lemons, and the booking is handled by Lord & Thomas, Los Angeles.

WHN Program Syndicate
WHN Transmission Service, which has been featured only as a commercial manufacturing organization, has obtained the Agency, administration of Hedda Hopper's program, and the syndicated "Hollywood News," No. 17, will present special editions of Hedda Hopper's "Hollywood News," No. 17. Program is sponsored by California Fruit Growers Exchange on CBS Monday, and the Alaska Airlines, the Sunkist oranges and lemons, and the booking is handled by Lord & Thomas, Los Angeles.

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**Wixson Is Named By 17th District**

**Defense and Other Problems Considered by Sales Heads**

**HARVEY WIXSON**, manager of KIQ-KGA, Spokane, was elected president of the sales division of the 17th District NAB at the bi-annual meeting in Portland Sept. 12. He succeeds Charles Coulter, KOIN-KALE, Portland, who presided at the session. The district comprises Oregon, Washington and Alaska. Hugh Feltis, KOMO-KJR, Seattle, is secretary-treasurer.

Highlighting the meeting was a luncheon attended by 63 guests representing, in addition to radio stations, all Portland and several Seattle agencies.

**Current Issues Discussed**


These three appeared at a general session as all station representatives. Afternoon sessions were split, with smaller station representatives meeting under the chairmanship of Joe Bishop, KMED, Medford, Ore.

The spring meeting of the group will be held in Spokane. Radio representatives attending included:


**NORMAN MACAVOY**, formerly with Associated Radio Sales and General Outdoor Adr., Co., New York, and prior to that head of his own advertising agency in Boston, has joined the New York sales staff of William D. Ramboue Co., station representatives.

**THOMAS H. LYNCH**

**MAYBE** you are thinking of betting a few bobs against Fordham U's Rams on the gridiron this fall. Or perhaps it's a little radio businessmen you are after—say some of William Esty's Camel, Lifebuoy or Pfeen-Mint accounts. Possibly the bonus you're going to get has you fiddling with amateur architectural plans for that dream house.

Well, if you are thinking of any of these things, Thomas H. Lynch might be a good fellow with whom to cross words. For Tom is a rabid Fordham booster, he holds down the chief-time-buyer's job for William Esty & Co., New York, and is an ex-architect—all rolled into one.

Briony (N. Y.), born in 1914, Tom could easily claim Dublin as his birthplace, if he chose, as Ireland accents his features no little. He did his grammar schooling in the Bronx, and from his early days, learned, like the rest of his borough, that the foothills of New York Giants and the Fordham football team were the only clubs worth playing hooky for. Later Tom went to Fordham Prep School and Eastman Gaines Business School, from which he graduated in 1932.

His first job after leaving business school was with the architectural firm of Grovenor & Attebury. There he learned to draw up a good set of blueprints for all types of buildings, but after one year Tom transferred from architectural to agency work, joining William Esty & Co. in 1933. The checking department claimed the first two of Tom's eight years with Esty, while the newspaper production division took care of another five years.

Tom was the assistant time-buy-
Eastern Colleges Plan Training for Technician

A HALF-DOZEN New England schools, including Massachusetts Institute of Technology and Worcester Polytechnic Institute, have indicated they will institute radio technician courses as part of their curricula, according to word received by the NAB from E. E. Hill, general manager of WTAG, Worcester, Mass. At MIT, the courses were instigated by Prof. E. L. Moreland with the support of Mr. Hill and others.

At Ohio State U, Prof. Harry E. Nold, director of engineering science and management defense training, has already arranged for a defense training course in applied electronics to begin Sept. 29. The course, of 12 weeks duration, will be open only to college graduates who have majored in engineering and physics and advanced undergraduate who have completed three years of college work in these subjects.

The NAB further reports that Frank Jarman Jr., manager of WADC, Durham, N. C., has recruited 71 prospective students for a radio training course at North Carolina State. In accordance with the plan suggested by A. J. Fletcher, manager of WRAI, Raleigh, the North Carolina stations are forwarding names of prospects to college officials.

Radio Defense Position

Radio's place in the defense picture, along with discussions of individual engineering advances, will receive prime attention at the annual fall meeting of the Institute of Radio Engineers, to be held Nov. 10-12 in Rochester, N. Y. A highlight of the meeting, according to the program announced recently, will be demonstration of the newly developed RCA "alert receiver".

Papers to be presented cover the use of special receivers in civilian radio design, new aspects of radio engineering economics, the research accomplishments of the electron microscope, a method of introducing good synthetic broadcast response into small receivers, design of solid dielectric flexible 8-M high-frequency transmission line, design of magnetic signal generator, new magnetic materials, new advances in iron cores, alternate carrier synchronization in television. Dr. W. R. G. Baker, RMA director of engineering, will present his annual message on Nov. 11.

ASSOCIATED Press-Broadcast Technicians Unit of the IREB has negotiated a contract with KMJJ, Grand Island, Neb., the fifth Nebraska station to join the outfit. Others are KOWH and KOIL, Omaha, KYAB and KFOR, Lincoln.

WITL, Baltimore, has announced the appointment of Herbert Reed Co. as its national advertising representative, effective Sept. 15.
At Football Mikes

SEPT. 27 marks the opening of the football season for Ted Husing and his assistant, Jimmy Dolan, who will direct the Michigan-Michigan State game for CBS listeners; Fort Pearson, who will give a play-by-play account of the Ohio State-Mississippi contest on NBC, Red, and Bill Stern, who will report on the Minnesota-Washington battle on the Blue. Each Saturday throughout the season, Michigan State sports experts will cover the out-

BROADCASTING

REPRESENTATIVE

Experienced

WANTED

State and SEPT. 944. Do not miss these sports experts who will cover the out-

Hand wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00 per line. Count two words for box address. Forms close one week preceding issue.

TOWER SPEED

REPLACEMENT OF the complicated directional antenna system of KMBC, Kansas City, was announced Aug. 29 by 75-mile gale, was accomplished in less than a month with a new start on a new antenna being re-erected in only 12 days. The second tower, permitting KMBC to resume its 5,000 watt full-time operation, was completed Sept. 20.

Newspaperman Sells Interest

THE 5% stock ownership in WMUR, Manchester, N. H., held by Edward J. Gallagher, publisher of the Laconia (N. H.) Citizen, has been sold by Mr. and Mrs. Frank P. Murphy, wife of the Governor of New Hampshire, Gov. Murphy, originally owned 90% of the stock and James J. Powers, member of the Interstate Bridge Authority, holds 5%. The station was authorized last year to use 1,000 watts day and 2,000 watt on 610 kc and went into operation last spring.

CHARLES P. BLACKLEY, general manager of WSBE, Harrisonburg, Va., has applied for a local in Staunton, Va., to operate on 1,240 kc with 250 watts unlimited.

More for Safeway

SAFELAY STORES, Inc., Oak- land, Cal. (Neb Hill Coffee) on Sept. 22 will extend its radio sched-

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

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Proposals to Censor Communications Are Told to Congress by Army and Navy

ACTING Secretary of War Robert Patterson and Acting Secretary of the Navy James Forrestal informed Congress last week that both the Army and the Navy are preparing plans for censorship of all communications between the United States and any foreign nation, American overseas possessions or ship at sea.

According to the information submitted to Congress such control would be applied to both outgoing and incoming communications by any means of transmission and is supposedly intended to prevent espionage and entrance of foreign propaganda.

Subject to Approval

Both Mr. Patterson and Mr. Forrestal told Congress that the current plans do not contemplate compulsory censorship of the press and that they must be approved by a “higher authority” and would have to be supported by legislation.

No elaboration of the Army-Navy plans were made in letters sent to the House Military and Naval Committees, which raised a question in the minds of some network officials as to how they might affect shortwave broadcasts carried domestically on American networks and originating in Axis countries. At present these broadcasts are, like those from England and Russia, censored at the source. Whether the tentative Army-Navy plans would entail an additional check before they were released in this country is not known nor are officials inclined to discuss the subject.

It is known, however, that Government officials are especially desirous of checking outgoing messages to prevent enemy agents from transmitting “information of comfort” to unfriendly foreign powers. At the same time, the prevailing philosophy of those charged with planning censorship is that there also must be a checkup on shortwave broadcasts from the United States or of broadcasts which might be picked up by unfriendly powers. It has been reported unofficially on Capitol Hill that the Navy has taken lease of two floors in a large downtown office building in New York as New York headquarters for censorship and other censorship staff to handle outgoing messages. When these facilities would be placed in actual use is not known, but it is thought the recent decision to shoot at Axis ships on sight might serve to hasten their use.

In his letter Mr. Patterson said “the War Department, in the past, examined into and studied the question of compulsory censorship of the press and radio, and many other problems, with a view to being prepared to offer timely solutions should the need thereof be required to the interests of national defense.” However, he pointed out there were no such plans along that line now in preparation by the War Department.

Mr. Forrestal’s letter followed the same lines as that from Mr. Patterson. Both communications were in response to a resolution introduced by Rep. Shafer (R-Mich.) as to whether censorship plans are under consideration. After hearing the letters, the House tabled the resolution.

World Wide’s Third

WORLD WIDE Broadcasting Corporation has, in the construction permit for its third international station W47P, recently authorized by the license of WRUL and WRUL, will operate another station at Scituate, Mass. WRUL and WRWU are also located at Scituate. Grant specified the new shortwave station is to operate on 6040, 11370, 11390, 13130, 15330 and 1770 kc. using a 3rd order A3 emission with 50,000 to 100,000 watts. The licenses of WRUL and WRWU are both filed.

The frequencies will be modified to share time with the new station.

GE TO USE DISCS FOR FM RECEIVERS

FM WILL BE stressed in advertising during the promotion of the GE line of General Electric radios, according to H. J. Deines, advertising manager of GE radio and telecommunication department, Bridgeport, Conn. In addition to a campaign in national magazines, newspapers and other classes of media, announcements and songs have been prepared for radio advertising, which is to be under way in October [BROADCASTING, Sept. 1].

The cabins will be played on standard broadcast stations only in areas where FM service is available, are five in Detroit and another in Los Angeles. Suing to FM, featuring Hazel Scott, pianist, and the Golden Gate Quartet. The latter will give a new twist to commercials in the form of story-songs—telling in song what the advantages of FF mean to such people as Casablanca, Casey Jones, Noah, and the Man on the Flying Trampoline.

Announcement of the GE advertising campaign is a 20-minute color sound movie that gives a clear explanation of the advantages of FM AM in much animated drawings. Titled Listen, It’s FM, it will be shown to both dealers and radio sponsors as an educational movie.

Other advertising and promotion items will include a GE FM primer, explaining FM with sketches and in simple language; an outdoor advertising poster for colorful display; and store window displays. Agency is Maxon, Inc., New York.

WWSS’s FM Outlet

NOW Bonus to Sponsors

W47P, FM adjunct of WWSW, Pittsburgh, the first FM outlet in Pennsylvania, is seeking to appeal to the large state, will duplicate programs of WSSW offering advertisers the advantages of FM, including identification commercials at no extra cost until further notice, according to Frank R. Smith Jr., general manager of both stations.

Currently W47P is conducting a campaign promoting FM in Pittsburgh, utilizing the station’s special facilities of the high-frequency type of broadcasting that were given the public the benefit of the public. W47P is also carrying WWSW broadcasts of the Pittsburgh Pirates baseball games and high school and college football games, Pittsburgh Hornets hockey matches and collegiate football and basketball games.

WSSS Seeks Booster

TO IMPROVE its downtown Cincinnati coverage, WSSS, sister station of WLW, is looking into a week application for the FCC for a 250-watt booster station to be synchronized on the 1360 kc. frequency, which is assigned to WSSS. The station—WINX and WWDC—have booster stations to supplement the 1360-kc. output, to give 250-watt-station outputs, as a means of covering the metropolitan area. WSSS holds a construction permit for 5,000 watts fulltime for its main transmitter.

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Bar Group Urges Freedom of Radio

Advise Further Study Before Conclusive FCC Action

REAFFIRMING its support for a “free radio,” with reasonable Federal regulation but no Government operation, the report of the standing committee on communications of the American Bar Assn., to be presented at the Sept. 29-Oct. 3 ABA convention in Indianapolis, indicated that further consideration should be given to such propositions as the network—monopoly regulations before the Government takes conclusive action.

With public opinion strongly in favor of private ownership and management of radio and communications facilities and operators doing a “reasonably satisfactory” job of presenting opposing points of view on controversial subjects, the bar committee warned that “as between the special disadvantages of Government ownership, and the special disadvantages of private ownership in the radio field, the latter are relatively slight, under proper governing regulations, as compared with the serious dangers of public ownership.

Need of Balance

On the necessity of maintaining a balance in controversial discussions, the committee reported that: “The balance can be attained only by intelligent and affirmative executive effort. Any agency which undertakes this task of maintaining a proper balance should be and will be subject to searching criticism. It is our view that whatever the difficulties of attaining this balance when programs are privately managed, the difficulties would be immensely more serious if programs were under Government control, because in this country Government control means party control and is closely tied in with politics.

Admitting the need for regulation, the committee observed that radio’s technical and economic problems point to the conclusion that under private operation “a considerable extent of monopoly and a considerable degree of ‘bigness’ must be expected in the network units which are involved.

Smaller competitors should be encouraged and monopoly discouraged as far as possible without upsetting the private proprietorship system, the report stated, although in deciding whether a regulation should go it should be remembered that “if regulation proceeds to the point where the public becomes dissatisfied with the service it gets, the public, which now favors private ownership, might become inclined to favor public ownership against its long-term interest.”

The committee urged reasonable chances of safety and profit for radio operators, although declaring there should be no vested interest in licenses. Unless Government regulation affords reasonable incentives to commercial success, private capital cannot be expected to risk the large amounts necessary to operate in a technical and rapidly developing field like radio, it was pointed out.

Apart from the network-monopoly regulations, the report briefly reviewed, with recommendation or comment, the ASCAP controversy, the Defense Communications Board, legislative recommendations of the Federal Communications Bar Assn., the newspaper-ownership proceedings and several court actions. The committee, headed by Robert N. Miller, Washington tax attorney, also includes E. M. Borchard, John M. Davis, C. E. Kenworthy, W. N. Seymour.

Canadian Flour Firms Drop

CANADIAN FLOUR companies will not use networks to advertise flour this season, it being understood that all options for network time have been cancelled. Western Corn Milling Mills, Maple Leaf Mills and Robin Hood Flour Mills, major flour companies using networks last season, various reasons and conjectures are given for this move, but the move is by mutual agreement among the flour companies, according to one executive. The advertising of cereals and specialties by radio will continue on a somewhat smaller scale, though no programs are as yet ready for announcement.

SPECIAL EVENTER ROBERT MORARD, who has been called for active duty in the Naval Reserve Sept. 15, was host at a very special event at WWB, Chicago, when the feminine office staff turned out to salute his embarkation on a naval career. He will be attached to the public relations staff of the 9th Naval District in Chicago.

DRUG ADVERTISING IS 15% OF SALES

DRUG and medicine manufacturers, heavy users of radio time, spend about 15% of their total sales on advertising, according to a Federal Trade Commission analysis of the medicine-drug manufacturing field, presented last Tuesday. The report was compiled as part of a wide-scale FTC project for collecting annual financial reports of industrial corporations operating in principal U. S. industries.

The FTC report stated that consolidated sales for 17 of the “more important” concerns covered in the survey during 1939 aggregated $470,800,865, of which $416,591,001, or 88.7% represented domestic sales, and $54,209,984, 11.3%, export and foreign sales. Based on figures supplied by 17 of the 23 corporations, advertising expense for these 17 firms amounted to $32,510,928 in 1939, or about 17% of the 17 companies’ aggregate expenses of $178,236,857, the report indicated. Projected on an industry-wide basis, it was shown that advertising expense averaged about 15% of the total expense figure for the industry.

Other Expenses

In addition to the advertising item in the breakdown of expenses, which amounted to 15.1% of total sales, expenses presented 12.1%: administrative and general office expenses, 6.2%; taxes, 1.6%; social security and pension fund payments, .9%; research and development, 1.1%. Expenses were shown to account for 37% of total sales, with an eventual net profit from manufacturing and trading of 16.9 cents from every dollar of sales.

The FTC also reported that nine of the principal flour milling corporations during 1939 spent for advertising about 3.4% of their total sales, which amounted to $315,080,410. The total of items listed as expenses represented 14.0% of total sales, with selling expenses amounting to 7.2% and administrative and general expenses, 8%.

NO FOR SALE

Our results—getting power is not for sale . . . we only sell you the time (and throw in the results at no extra cost). WGNY is doing a bang-up job. We have gone from 250 watts to 1000 watts . . . more power at no extra cost . . . you can buy new at the old rates.

Take advantage of WGNY coverage . . . WGNY service . . . WGNY results. You’ll be doing your client a super service.
WHN, AFRA RENEW; OTHERS APPROVED

WHN, New York, has signed a renewal contract with the American Federation of Radio Artists, covering staff artists and announcers employed at the station. AFRA announced also that contracts covering talent at WHK-WCLE, Cleveland; WOOD-WASH, Grand Rapids, and KRLD, Dallas, have been completed and ratified by the AFRA board. The union's field representatives, Vic Webster and George Faine, are in Miami and Washington, D. C., respectively.

The AFRA's new television contract, covering the television front, Mrs. Emily Holt, national executive secretary of AFRA, added, states that AFRA sees no need for haste in organizing this new entertainment field as long as the television broadcasters—NBC and CBS in New York—are supporting the medium at their own expense.

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Devaney to Be Candidate For U. S. Senatorship

JOHN P. DEVANEY, former chief justice of the Minnesota State Supreme Court and controlling stockholder of KSTP, Minneapolis, the local outlet authorized in January, 1940, announced at the convention of Young Democrats of Minnesota on Sept. 13 that he intends to seek the nomination for U. S. Senator from that State.

He would run against Joseph Ball, Republican incumbent whom Gov. Harold Stassen appointed last year to fill the unexpired term of the late Senator Ludlow, Farmer-Laborite. Senator Ball is a supporter of Administration's foreign policy, and Judge Devaney announced he would also support Reconversion policy. Senator Ball is expected to have the support of Wendell Willkie as well as Gov. Stassen, and Administration support for Judge Devaney is foreseen. The Minnesota primaries are next March.

Ju-Jitsu

EVEN hillbillys and policemen sometimes get fooled. Louis Bono, WWL's No. 1 hillbilly and a member of the New Orleans police department, was showing Howard Summerville, manager of the station, what he was doing by demonstrating his best, unbreakable hold on him. Imagine hillbilly-Officer Bono then discovered that Manager Summerville up till then had been an amateur wrestler.

Secret German Station Is Uncovered in Mexico

DISCOVERY of a clandestine Nazi radio station in Mexico, near Las Palmas in the State of Chiapas, was reported last week by the newspaper, Excelso. According to the paper the station has long and shortwave facilities, has been using the call letters XAGX. The newspaper also disclosed that the German Ministry and the Senate had been informed of the discovery. Chiapas, where the station is located, has long been rumored as a center of Nazi activity due to the large number of German refugees and stated the Excelso, XAGX had been spreading Nazi propaganda in Southeast Mexico and Central America.

It was reported that in Washington that the monitoring staff of the FCC had drawn beams on the Mexican station and had been satisfied it was a Nazi propaganda agency.

Nets Grant Permission To Record Defense Talk

NETWORK permission governing delayed broadcasting of speeches by public officials and programs in the interest of national defense has been obtained by John Shepard, Yankee network president and chairman of the NAB National Defense Committee. The delayed broadcasts are permitted when facilities are not available for live broadcasts.

CBS affiliates have blanket authority, Mr. Shepard said to H. V. Akerson, CBS station relations director. The station will also send programs without securing special permission.

William Campeau, stations vice-president of NBC, said that net- work did not desire to give blanket permission but would "bend every effort to give prompt answers when their affiliates request permission on any specific program" of the above type. CBS affiliates, according to Mr. Campeau, will record and repeat programs without securing permission.

U. S. Schedules Mailed

WEEKLY mailings of U. S. shortwave radio program schedules for Latin America have been started by Senior Coordinator of Inter-American Affairs, headed by Nelson Rockefeller, according to a Sept. 7 announcement. The first mailing, including 40,000 programs for the Oct. 12 week, went out last week. Printed in three languages—Spanish, Portuguese and English—the schedules are designed to supply detailed information to Latin America listeners. It is hoped that mailings will be made.

MBS Anniversary

MBS, completing its seventh year of operations on Oct. 2, started in 1934 as a four-station hook-up comprising WOR, WNYC, WNYE, and WORX. It is now a part of the United States, Canada, and others. The gala anniversary broadcast is planned for Oct. 2, which will also serve as a welcome salute to WGR, Buffalo, WCAE, Pittsburgh, and WFBF, Baltimore, which are to join MBS as basic fulltime outlets during the preceding week.

EVERSHARP Inc., Chicago, has been e- chartered in a Federal Trade Commission complaint with manufacturers in the market for typewriters, according to an FTC announcement last Friday.

Announcer WANTED

Give qualifications and salary expected.

KTSN NBC-B.& R.
El Paso, Tex.
DCB Takes Measures To Expedite Priorities

MOVING to expedite procurement of new materials and supplies to radio manufacture and repair, the Defense Communications Board last Thursday announced membership of the newly-authorized five-man Defense Priorities Committee.

Four of this DBB industry committees also had named their "priority representatives," to function as advisors to the special priorities group, as Broadcasting went to press last Friday.

Members of the Committee 13, as announced by DCB, are Col. Roger B. Colton, director of the material branch of the Office of the Chief Signal Officer of the War Department; Col. R. H. Griffin; U. S. R.; Joseph Koating, alternate Harvey Otteman, State Department; E. K. Jet, FCC chief engineer, alternate A. W. Cruse, FCC.


By Capt. Barney Oldfield
Radio Public Relations, Second Army

WHAT IS BELIEVED to be the first time an army actually "captured" a radio station, took it over, and operated it for a day, was perpetrated at El Dorado, Ark., Sept. 2 by the Second Army radio public relations staff [Broadcasting, Sept. 8].

The "capture" was friendly, of course, and pre-arranged by Manager Fletcher Bolls, of KELD, with the writer, who is director of the other publicity section of Lt. Gen. Ben Lear's forces.

The station, while anticipating some small reaction to the stunt, was unprepared for what happened. In all the six years of its operation, there had never been a time when as many people gathered in the studio and on the lawn outside to watch as they did on "Army" day.

From Miles Around

The telephones rang so constantly, it was necessary for two men to answer all calls. People came from miles around. They brought fruit, sandwiches, soft drinks, watermelons, and cakes, until the studio resembled a delicatessen store prepared for weekend rush trade.

The Second Army radio section is composed of men who had previous air experience. John Conrad, a private in the 58th Division, was made chief announcer and program director for the day. Conrad was formerly with KWK, in St. Louis, and WLW, in Cincinnati.

He breezed through half the material periods, then shared with his assistant, Private James D. Asher, once with WREN, Lawrence, Kan., and later with the Yankee Network in New England. He's a "27th Division boy.

Sam W. Dobrana, once with CBS and also with Curtis & Allen Agency, was the interlude gabber between transcribed musical selections. Larry Ford, a private formerly with WDZ, Tuscola, Ill., was the comedian. He did three hillbilly choruses during the day as Top- hand Charlie, and was a KELD neighborhood boy.

For the Ladies

Another hit was the women's program department conducted by Sgt. William (Sweet William) Duncan. He is the original "Oinie" of WGN's "Draftie," cartoon strip whirled, runs in 67 newspapers. Duncan with safety pins in his mouth, a doll for his workbench, and a towel, went into everything from care and feeding of children to planting dahlias bulbs. He was a three times repeated feature, too.

The 35th division furnished most of the other talent, and the programming of the day had about four bands, a featured pianist, Joe Ahlin, formerly of KHAS, Hastings, Neb., and a violin soloist, Rudy Schultz, who used to be with KMOX and KSD, in St. Louis.

Things were going so merrily for Fletcher Bolls, the manager, after about four hours, he decided to have a little fun on his own. He faked an INS report on his telegraph that another Army was coming on to take the station away from its soldier holders. The news broke just as a band was setting up, so they immediately tore down and scrambled to evade capture. Bolls, prank cost him a musical feature, but the laugh and uproar was worth it.

On the Nose

Aiding the enlisted men where and when needed were Brooks Watson, alumnus of WMBD, Peoria, Ill., now with Ed Kirby's radio branch in the War Department, and Capt. Oldfield, grad from the Don Searle mill at KOIL-KFAB-KFOR, Omaha, and Lincoln, Neb. Watson (Continued on page 57)
Associated Oil Grid Season
On Coast to Exceed $250,000

Deal Says Schedule Will Include 91 Games With
Service Teams Included for the First Time

EXPENDITURE of over $250,000 for the broadcast of football games on the West Coast this year, which will total 91 games, the greatest number ever broadcast by it, was announced by Harold R. Deal, advertising and promotion manager of Tide Water Associated Oil Co., San Francisco.

This is the 16th consecutive year that the oil company has sponsored all games of the Pacific Coast Conference [Broadcasting, Sept. 15]. In addition to the conference games this year, Tide Water will sponsor the leading independent and unaffiliated service games. The list of stations this year, too, is greater than it has been in the past.

New Hookups
Don Lee-Mutual and NBC-Blue will be used this season, supplemented by independent stations. Friday night games in the San Francisco area will be released over QKW, others in the Portland, Ore., area over KJJW; in Spokane, Wash., over KFJO and in the Los Angeles area over KMPC.

A special network of broadcasting of Sunday games in the California area will link together KQW, San Jose and KMPC, Beverly Hills to provide Sunday football releases in both areas.

Stations in California, Oregon, Washington, Alaska and Hawaii will carry the football games as well as those in Hawaii. For the first time in its years of football sponsorship Associated has eliminated all NBC and all CBS networks. This is believed due to economic reasons.

A problem yet to be ironed out as far as the NBC-Blue network is concerned is the use of ASCAP college songs during the broadcasts. Glen Dolberg, program director in NBC's Los Angeles stated that unless NBC and ABC reach an agreement before Sept. 27, the first NBC football broadcast of the season will not have soundproof booths at the stadiums.

Sports commentators who have signed to handle the games this season include Frank Bull, Mike Franchiz and Richard Van Deusen in Los Angeles; Doug Montell, Carroll Hansen, Hal Wolf and Don Thompson in San Francisco; John Carpenter, Jack Slayton, Kirkham and Bill Mock in Oregon; Ted Bell in Seattle; Rod Klise, Pat Hayes, Roy Ceville and Lou Gillette in Eastern Washington and Idaho.

A complete program of advertising and merchandising support for the 1941 season has been worked out by Mr. Deal, lying in the customer to the point of sale—the Smiling Associated Dealer at the service stations of the West.

Dealers Cooperating
Progressive Associated dealers throughout the Pacific Coast stations will be encouraged to make their stations football headquarters for the three-month season. Many dealers arrange for unique window trims using miniature football players on simulated football playing fields to make customers football conscious right from the start of the season.

Use of 42 x 56 poster boards at service stations calling attention to the free 32-page football schedules now being distributed serves to promote friendly contacts at point of sale. In addition, weekly window posters will appear at Associated stations giving complete information each week about all games to be broadcast during that week. An action picture at interesting the teams to play that week-end, taken during the 1940 season, will serve to stimulate additional public interest in football throughout the year.

The complete schedule follows:

Sept. 19
Gonzaga vs. Temple; Thursday; KFJO.

Sept. 20
Portland vs. Hawaii; KJJW.

Sept. 25
Portland vs. Pacific Univ., KJJW.
Ringing the Bell, John Rivers, in a KFRC, KXQ, KQW, KMPC, Charleston, S. C., celebrates purchase of a camp for Girl Scouts. Mr. Rivers headed a Kiwanis committee that arranged for the camp. The bell is used to summon the girls at mealtime.

Sept. 26

U C I A vs. Washington State, KFAC KGA.
Pacific Lutheran vs. Gonzaga, KPIO.
Loyola vs. Reallanda, KMPC.

Sept. 27

Stanford vs. Oregon, KFRC KHEM KSHL KVCY KTKC KDON KYSO KMPC KALE KRRN KORE KOBZ KFJW KFIW KBMW KBBN KAST.
Washington vs. Minnesota, KJG KGA.

Sept. 28

Santa Clara vs. U S F, KFQ W KMPC.
Portland vs. Willamette, KJJW.

Sept. 29

Oregon vs. Idaho, KALE KRLC KIDO.
Gonzaga, College of Idaho, KFJO.

Oct. 1

Washington State vs. California, KGA KGO KQW KFEC KMLE KOH.
Stanford vs. U C I A, KFRC KOTC KSKU KJG KFPM KPMC KQVO KXQ KVCY KTKC KDON KYSO KMPC KMGH.

Oct. 2

Portland vs. Willamette, KJJW.

Oct. 3

Oregon vs. Idaho, KALE KRLC KIDO.
Gonzaga, College of Idaho, KFJO.

Oct. 4

Washington State vs. California, KGA KGO KQW KFEC KMLE KOH.

Oct. 5

Santa Clara vs. U S F, KFQ W KMPC.

Oct. 6

K championships.

Oct. 7

Washington State vs. Washington, KALE KRRN KORE KOBZ KFJW KFIW KBMW KBBN KAST.

Oct. 8

Washington State vs. KGA KJU.

Oct. 9

St. Marys vs. Portland, KQW KMPC KALE.

Oct. 10

Washington vs. Oregon, KFRC KSHL KVCY KTKC KDON KYSO KMPC KALE KRRN KORE KOBZ KFJW KFIW KBMW KBBN KAST.

Oct. 11

Washington State vs. Washington, KALE KRRN KORE KOBZ KFJW KFIW KBMW KBBN KAST.

Oct. 12

St. Marys vs. U S F, KFQ W KMPC.

Oct. 13

Loyola vs. Texas Mines, KMPC.

Oct. 14

Oregon vs. California, KFRC KHEM KSHL KVCY KTKC KDON KYSO KMPC KALE KRRN KORE KOBZ KFJW KFIW KBMW KBBN KAST.

Oct. 15

Washington vs. U C I A, KFRC KSKI KPSD KKM KRN KREM KME D.

Oct. 16

Santa Clara vs. St. Marys, KQW KMPC.

Oct. 17

Loyola vs. Texas Mines, KMPC.

Oct. 18

Oregon vs. California, KFRC KHEM KSHL KVCY KTKC KDON KYSO KMPC KALE KRRN KORE KOBZ KFJW KFIW KBMW KBBN KAST.

Oct. 19

St. Marys vs. Portland, KQW KMPC KALE.

Oct. 20

Brigham Young vs. U S F, KQW.

Oct. 21

California vs. U S C, KOTC KSKU KBNS KMBG KPMF KFCY KQWO KVKC KTKC KDON KYSO KMPC KALE KRRN KORE KOBZ KFJW KFIW KBMW KBBN.

Oct. 22

Stanford vs. Washington, KFCB KKM KJH KKI.

Oct. 23

Oregon vs. U C I A, KEC KPSD KMTS KREM KME D.

Oct. 24

Washington State vs. Oregon, KRRN KORE KOBZ KFJW KFIW KBMW KBBN KAST.

Oct. 25


Oct. 26

Loyola vs. St. Marys, KMPC. KQW.

Oct. 27

Gonzales vs. Portland, KALE.

Oct. 28

St. Marys vs. Gonzaga, KQW KFPO.

Oct. 29

Loyola vs. St. Louis, KMPC.

Oct. 30

Portland vs. Portland, KJX.

Oct. 31

Washington vs. California, KFCB KHEM KSHL KVCY KTKC KDON KYSO KMPC KALE KRRN KORE KOBZ KFJW KFIW KBMW KBBN.

Nov. 1

Oregon vs. Washington State, KFBK Kavl KBND KBBN KAST.

Nov. 2

Washington vs. Montana, KJG.

Nov. 3

Oregon vs. Washington State, KGA KJU.

Nov. 4

St. Marys vs. Boise, KQW.

Nov. 5

Loyola vs. U S F, KMPC.

Nov. 6

Oregon vs. Santa Clara, (1).

Nov. 7

Moffett Field vs. Pacific Field, (1).

Nov. 8

Oregon State vs. Oregon State, KFCB KHEM KSHL KVCY KTKC KDON KYSO KMPC KALE KRRN KORE KOBZ KFJW KFIW KBMW KBBN.

Nov. 9

Oregon vs. U C I A, KEC KPSD KMTS KREM KME D.

Nov. 10

Oregon State vs. Stanford, KALE KRRN KORE KOBZ KFJW KFIW KBMW KBBN KAST.

Nov. 11

Oregon vs. U S C, KEC KTKC KDON KYSO KMPC KAME KFJW KFIW KBMW KBBN.

Nov. 12

Loyola vs. St. Marys, KQW KMPC.

Nov. 13

Santa Clara vs. St. Marys, KQW KMPC.

Nov. 14

Loyola vs. Creighton, KMPC.

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Broadcast Advertising • Broadcasting
Harison Abandons CP in Augusta, Ga.

Says Market Does Not Justify Three Broadcast Outlets

ANOTHER victim of the FCC’s “survival of the fittest” theory was revealed last week when it was learned that W. Montgomery Harison, real estate man of Augusta, Ga., who had been authorized to construct a new local station there to be known as WMWH, had returned his construction permit to the FCC.

Action was precipitated by issuance of a construction permit for another local, WGAC, in Augusta on July 25, 1940, just one month before the grant to Mr. Harison. This gave Augusta, a city of approximately 66,000 inhabitants, three stations—the third, WRDW, having been in operation for several years.

Not Enough Business

In a letter to the Commission, Mr. Harison’s attorneys stated that the permitee was relinquishing his construction permit because there already were two stations in Augusta and Mr. Harison “does not believe after careful analysis and due consideration that there is sufficient economic support for the third station.”

WGAC went on the air Dec. 1 of last year and is licensed to the Twin States Broadcasting Co., controlled by the owners of the Augusta Herald, while WRDW is owned by a partnership of three local movie operators—Arthur Lucas, William K. Jenkins and Frank J. Miller.

This is the fourth instance in which a new station was authorized simultaneously with another in the same community and forced for economic reasons to abandon the undertaking. Like WMWH, two of the preceding cases—WMVD, Salisbury, Md., and KFUN, Las Vegas, Nev.—surrendered their construction permits before going on the air [Broadcasting, June 15, 1940].

The other, KYAN, Cheyenne, Wyo., went off the air last March 28 after operating five months [Broadcasting, April 7].

Capture of KELD

(Continued from page 53)
did all the dressy introductions, and the captain, whose forte was Hollywood commentary prior to the Army, did a 10-minute chore about the studies.

This idea was described as sort of a tactical exercise, a stunt whereby the enlisted men would learn what might happen if a radio station, an enemy warrant, was captured, and they were called on to step in and run it as a propaganda medium. It is to the Army’s credit that no program got behind, every station break was on time, and no advertiser’s commercial was flubbed.

The effect on El Dorado was pronounced. It is understood that the mayor sent a long and flowery letter on the “maneuver” to Gen. Lear, saying it was the greatest goodwill venture by the Army he had ever seen.

Wiedmann Spots

GEORGE WIEDMANN BREWIN-ING Co., Newport, Ky., is conducting a campaign of one-minute transmitted announcements, delivered by Milton Cross, on WFBM, WKBN, WBNS, WHO, WMNN, WVJ, WCP, WSAI, WQY.

Disks were cut by the NBC Radio Recording Division, New York, Strauchen & McKim, Cincinnati handles the account.
Fidler and Fisher Describe Relations With Networks During Senate Inquiry

ALTHOUGH radio occasionally got passing mention by the special Senate Interstate Commerce subcommittee investigating the alleged use of movies and radio for propaganda purposes, the motion picture industry continues as the principal target of isolationist Senators' accusations that the movies and radio have become Administration pawns in preaching the pro-war and pro-British gospel.

Hearings before the five-man Senate committee, admittedly dominated 4 to 1 by isolationists, started their second week last Monday with appearances by Jimmy Fidler, movie gossip columnist and radio commentator, and George Fisher, movie commentator heard for several years on MBS.

Apart from the brief appearances of these two radio personalities, there appears little likelihood that broadcasters' policies and practices will be in the spotlight when the propaganda charges will come up for further examination for at least several weeks, after the committee has finished questioning a long list of movie executives.

The first industry witness for the movies, Nicholas Schenck, the president of Loew's Inc., originally slated to appear last Thursday and Friday, will be heard Tuesday, Sept. 23. It is not thought the 15 motion picture witnesses invited to appear in the proceeding will complete their testimony until October [Broadcasting, Sept. 1, 8, 15].

As the inquiry proceeded, complaints continued to be made public from many sources. Demanding that the subcommittee immediately "take a forthright position against any federal censorship of motion pictures", the American Civil Liberties Union, one of several outspoken critics, also urged that the Senate group dissociate radio from its film inquiry, "since the two media are so different in character and control, and since radio is already the subject of another inquiry embodied in a resolution pending in the Senate."

Fidler vs. CBS

Radio's connection with the propaganda accusations was not developed clearly during appearances of either Mr. Fidler or Mr. Fisher. Although the former discussed the details of his recent switch from CBS to MBS, following former attempts by CBS to "deflate" his scripts, both movie commentators were questioned chiefly in connection with their personal efforts to apply opposing propaganda pictures as such.

Responding to Mr. Fidler's censorship charges, CBS in a press release issued before he had been heard from the witness stand declared:

"Columbia was hst by legal difficulties and dangers so long as Jimmy Fidler was on the air because of Fidler's desire to destroy values and reputations in order to build up a big audience to which his sponsor could advertise. In addition, he was actually trying, on a concerted basis, to beset the realm of controversy, and CBS does not sell time for the one-sided discussion of controversial issues; it gives the time free in order to maintain fair discussion of all sides of such issues.

"CBS is responsible for what is aired over its network and has the right to maintain certain standards and to insist upon proper standards of what is broadcast into American homes. CBS is well satisfied that CBS and Fidler have parted company and does not believe that Fidler will succeed in deceiving public with a false issue of free speech."

Answering the CBS statement from the floor, Mr. Fidler maintained that CBS never was in danger of "legal difficulties", since questioned points in his scripts as a matter of course were checked by both his own and the CBS plant. He declared also that his contract specifically provided protection for CBS in case of libel or slander suits arising from his broadcasts.

Pressure Alleged

Pointing out that he had previously appeared for several years on CBS, the network at the time it entered into a new contract with

Victor Record Drive

RCA MFG. Co., Camden, N. J., Sept. 26-28 will conduct an intensive publicity campaign for its new Victor Red Seal catalogue, through newspapers, national magazines and radio. Woven around the theme, "Many orchestras have recorded Bach, Beethoven, Mozart but Victor Red Seal Records Bring You the World's Greatest Symphony Orchestras and Conductors", the campaign on radio will feature announcements on Music You Want, heard six times weekly on 52 stations for Victor records and will tie in with local dealer displays, page-spreads in 122 papers and seven magazines. Lord & Thomas, New York, handles the account.

Joseph R. Schifini, local beauty salon owner, holds 7 of the 50 shares of stock issued by the Torrington Broadcasting Co., Inc., applicant for a new local in Torrington, Conn. 250 watts on 1490 kc. One share apiece is held by Gerald T. Schifini, Carmella Schifini Ciegnolongo, and Joseph A. Ciegnolongo. Call would be WTOR.

his sponsor Tayton Co., Los Angeles (cosmetics), undertook the commitment with full knowledge of the type of program he conducted, he declared, and when it later precipitated a situation that forced him to request release from the CBS contract, the network failed in its duty to the public to carry through on its established policy.

Both Mr. Fidler and Mr. Fisher stated they had been advised of instances in which movie company executives approached the networks and certain newspapers to try and exercise some control over their radio scripts, although both declared they had felt no such pressure from their present network, MBS.
AT THE FRONT, network crews are providing coverage of the battle between the Second and Third Armies in Louisiana. In the Third Army radio room (left) are (1 to r) Brewster Morgan, CBS director for national defense; Baker Harris, news and special events intern; Army correspondent attached to Third Army for maneuvers; Bob Cummings, NBC engineer; Gene Ryder, CBS engineer.

Correspondents accredited to the Third Army are (center photo) Eric Severud, CBS commentator; Bill Slocum, CBS special events director; Bob Stanton, NBC, and Ken Fry, NBC special events chief. NBC and CBS shared a direct wire through the maneuver area to permit coverage at various points.

COVERING the maneuvers for MBS were Jimmy Gordon, manager of WONQ, New Orleans; John Duffy, announcer; C. E. Davidson, engineer. In rear is Lieut. Edward W. Boyle, in charge of radio section of public relations bureau, Third Army. The radio crews were kept on the jump because the maneuvers were uncontrolled, simulating actual warfare.

Networks, Stations Cover Maneuvers

Capture of KALB Provides Chance for Deception

AMERICA'S greatest peace-time maneuvers got under way last Monday [BROADCASTING, Sept. 15] with every war condition simulated to the last degree. Even the propaganda units of the Second and Third Armies to a large extent got into the home war spirit by sending out conflicting stories on the same incident from the front.

KALB, Alexandria, La., was a stormed and captured by radio units of the Second Army, with the assistance of infantry which seized the Red River bridgehead in Alexandria, according to a CBS communiqué from Second Army Field headquarters in Winnfield, La.

A Phony Tip

Thought to be a military trick that could easily turn out to be the nearest of the entire maneuvers, the capture of the station resulted in tremendous gains for the Second Army, the communiqué went on.

The station's regular programs continued, with the radio men of the Second Army taking over and substituting for the regular personnel from 6 a.m. to 1:30 p.m. Monday. At a strategic moment Capt. Barney Oldfield (recently of KOIL-KFAR-KFOR, Omaha-Lincoln) took the air and warned civilians that certain roads leading into Alexandria from the North were chocked with men and military equipment.

The Third Army, listening in, heard the broadcast, and thinking that the Second was attacking the city, rushed up troops. In doing so, they left a large stretch of the river bank open, which the Second, lying in wait, seized by throwing up a pontoon bridge and advancing well into Third Army territory.

An MBS bulletin broadcast last Monday evening by John Duffy and Jimmy Gordon, MBS correspondents, reported that Capt. Oldfield and Lieut. Brooks Watson (recently of WMBD, Peoria) and an MBS recording crew were among the war's first casualties when they were captured while storming and capturing the station at Alexandria. They were released in 36 to 48 hours, it was reported later.

The MBS report further states that the two radio men, whose names were withheld by the censor, would be interned for 24 hours, according to protocol of the government.

Both CBS and MBS headquarters asserted their version to be the correct one.

CBS said its microphones were carried into the actual battle line by its special events staff of 15. Among its many battlefield programs is the Spirit of '41 series, dramatizing work of Army branches in the combat area. Eric Severeid, formerly stationed abroad by CBS and now at its Washington office, broadcast his experiences in a dive bomber.

WLW Scoop

WLW claimed a scoop for its maneuver unit when one of the station's mobile units happened to be driving by the Second Army's headquarters as shock troops of the Third Army's main force were attacking.

Only radio crew to cover the attack, which failed, WLW got a complete description plus interviews with officers and prisoners.

Two Games in Day

COVERING two football games 300 miles apart on the same day is the task facing Harry Wismer, Michigan sportscaster, on Saturday, Sept. 27, over WXYZ, Detroit, and the Michigan Radio Network. That afternoon, Wismer will broadcast the season opener between Michigan and Michigan State at Ann Arbor. He will then speed by automobile with a State police escort to the Detroit Tigers' and board a plane for Chicago. At 8:30 p.m. he will broadcast a description of the game between the pro Detroit Lions and the Chicago Cardinals, also over WXYZ and MRN.

Tax Bill Passed Without Radio Impost

But Franchise Plan Will Be Discussed

BARE of the controverted 5-15% Federal tax on radio time sales in excess of $100,000 annually, as well as another advertising tax proposed to be levied on billboard space, the 1941 Revenue Act was sent to the White House for Presidential signature last Wednesday night after approval by Congress. The House on Tuesday and the Senate on Wednesday approved a conference committee report incorporating an agreement to delete both the radio and billboard taxes from the bill.

However, with the immediate threat met and repulsed, it became increasingly evident that moves are afoot in Government circles to impose a franchise tax on radio, with a cost-of-regulation plan espoused by FCC Chairman James Lawrence Fly and a Treasury Department plan of unknown specifications most prominent. Although it could not be verified officially, it is understood the Treasury Department, under direction of John L. Sullivan, Assistant Secretary of the Treasury, already has compiled an extensive statistical record in connection with a definite franchise tax scheme.

Perhaps in New Bill

During House and Senate consideration of the tax conference report, it also was apparent that in securing deletion of the proposed tax from the pending bill, opponents had given some promise to radio-tax proponents that some sort of Federal levy on broadcasting would be discussed before long.

It is thought a proposal may be offered as part of the coming bill to effect administrative changes in the Revenue Code. This has been hinted several times by Congressional leaders, although no one has announced a definite intention to sponsor the project.

Many radio and television schedules provided under the new Act, which will yield an estimated total of $3,553,- 400,000, is a 10% sales tax on radio receivers. Telephone taxes provided in the bill include a 5 cent impost per 50 message charge, on fraction; 10% of the charge for telephone, cable or radio messages; 10% of the charge for leased wire, teletypewriter, or talking circuit special service; 5% of the charge for local telephone service. Specifically exempted from the 10% tax on leased wire, teletypewriter or talking circuit special service are broadcasting stations and newspapers.


Luden's Ready

LUDEN'S Inc., Reading, Pa. (cough drops), is about to launch its extensive fall campaign of live station-break announcements with the first of 10 stations on a staggered schedule to get under way Oct. 1. Announcements will run three to nine times weekly. Contracts are 12-26 weeks. Agency is J. M. Mathes Inc., New York.

Radio Slightly Affected
By Kansas City Strike
BLITZKRIEG stroke of AFL's IBEW in Kansas City last Tuesday and Wednesday, plunging the city into darkness and threatening the water supply, had little effect on its radio outlets. The power was suddenly cut off at 11:57 p.m. Tuesday, but inasmuch as KMBC, WDAF, KCMO and KITE regularly sign off at midnight no serious loss of time was involved.
Technical staffs of both KMBC and WDAF remained on duty during the blackout, which lasted until 4 a.m., making arrangements to operate using auxiliary systems if necessary. Although the strike was not settled immediately, city and state officials promised there would be no further interruption to service.

Feed Firm Extends
CONSOLIDATED PRODUCTS Co., Danville, Ill., supplementing its spot campaign on WOR, New York, has purchased 15 minutes of the Farmers Almanac on WEEI, Boston, thrice-weekly in the interests of its semi-solid “B” Emulsion, a buttermilk-vitamin feed for poultry. The radio campaign is being run in conjunction with space taken in farm papers. Alice Adv. Co., Peoria, is agency.

IMAGINE WOLCOTT, heard as Hear Magazine six days weekly on WOR, New York, has bought a half-interest in American Cookery, monthly magazine of the Boston Cooking School. She will continue her program.

Contract Relations
With CIO Reviewed

Resuming the stand last Thursday, Maj. Stoer identified a further series of correspondence exhibits offered by Mr. Lloyd in connection with the KYA-CIO situation. The correspondence, in letter and memora- nanda form, traced the development and final consummation of the incident with the station finally refusing to renew the CIO's commercial contract when it had expired. It also indicated the growth and elimination of bad feeling between the Hearst newspaper publishers in San Francisco and the station management arising from the threat of economic harm to the papers as the public mind lost patience with purportedly one-sided labor statements on its radio programs.

In correspondence between himself and Reiland Quinn, then manager of KYA, Maj. Stoer on March 5, 1940, at the height of the CIO controversy, declared he was “quite willing to forego the revenue from this program if there is any way to get it off, even though I recognize that the loss to the station would be felt very considerably.”

Another letter to Mr. Quinn, from Grove J. Fink, identified as an attorney for CIO, indicated that while individually the labor programs might not be completely objectionable, it is “the cumulative effect of these programs rather than any single one which makes them highly objectionable.” Mr. Fink also declared: “I have read a great many of these scripts. I cannot say that I can definitely put my finger on any one script or any one portion of a script and say that that was sufficient justification for you to cancel the contract.”

Other letters indicated that the CIO programs were causing embarrassment to the local Hearst publishers, the Examiner and the Call-Bulletin, particularly in the papers' dealings with such organizations as the chamber of commerce and with advertisers.

The correspondence exhibits also indicated that still greater commotion followed KYA's action in suspending the Federation of Labor for a series of programs immediately following the CIO features. In some instances, it was shown, both CIO and AFL programs attacked local business firms, although much of the effort went into dogfights with each other.

Programs to Offset Labor Series Proposed

“A combination of the CIO and the AFL each raising hell with business on KYA cannot be offset by any powder puff programs suggested by the National Manufacturers Assn.,” commented Mr. Lindner, Examiner publisher, in a letter to R. E. Berlin, of Hearst Magazines Inc., on a proposal for a program series under NMA auspices.

In a Sept. 12, 1940, note to Harold Meyer, present manager of KYA, Mr. Lindner said: “We have no interest in relation to the dropping of any of the programs now extant on KYA — nor do we believe any adverse effect to the newspaper that might conceivably be consequent would be un- mountable.”

Running Account of Press Hearings
(Continued from page 22)

The Call-Bulletin attitude apparently was less strenuous. A Sept. 25 letter from Maj. Stoer to Mr. McCabe indicated that Publisher Coblenz believed the AFL and CIO programs should be allowed to continue to the expiration of the contract rather than cancelled.

Commenting on his conversations with Mr. Coblenz, Maj. Stoer stated in his letter: “He even went so far as to say that he did not believe that either the Examiner or the Call-Bulletin had lost a single advertiser because KYA was carrying the programs in question, whereas he felt that if they were thrown off the station, the effect on the papers might be extremely serious.”

After AFL in late September, 1940, had cancelled its KYA programs, changing the station with “severe censorship”, and with the CIO contract to expire Oct. 8, the correspondence indicated that “with the end of the labor programs in sight” Hearst officials and the station managers immediately got busy about improving the relationship between the stations and the papers. Both publishers indicated agreement with the station's policy in refusing to renew the commercial commitments, the letters indicated, and were receptive to cooperative offers, although Mr. Coblenz is said to have wanted to wait “until this trouble has completely blown over” before tying up with the station.

During presentation of this long string of exhibits by Mr. Lloyd, he was interrupted occasionally by Hearst Counsel Porter and Judge Thacher, who pointed out inaccurate statements in the correspondence. Condr. Craven asked that the record be straightened out by Mr. Lloyd in connection with FCC consideration of the KYA incident. Judge Thacher marked at one point that “the record is being flooded with one recital after another of inaccurate statements,” which, he said, may be used by the Commission in coming to a decision and which are difficult to point to as inaccurate after they have once been passed by.

Developments Shown
In Letter to Fly

Asked for a review of the KYA incident from the Hearst point of view, Maj. Stoer cited a letter written by him to Chairman Fly on Nov. 19, 1940, which previously had been entered in the record.

The letter stated: “On June 11, 1938, KYA entered into a contract with the San Francisco District Industrial Union Making NEWS in NEW ENGLAND!!!

The New WHEB
PORTSMOUTH, N. H.

With POWER and PERSONALITY
BECOMES A LISTENING HABIT

1,000 SALT WATER WATTS
on a CLEAR CHANNEL
750 Kc.
Go Away!

CBS and NBC got a very blunt example of "freedom of the press" during the early days of the ASCAP-BMI battle last January, it appears from testimony presented at the FCC Newspaper-Radio hearing last week. According to letters introduced, NBC and CBS officials asked E. M. Stoer, general manager of Hearst Radio, if the New York Hearst papers could not be more objective in editorial commentaries on the ASCAP fight. Mr. Stoer took the matter up with William Randolph Hearst Jr., publisher of the Journal American. Mr. Hearst replied that he thought the chains were "supersensitive" and added, significantly, "If they call again, tell them to go away."

it difficult to draw a blanket definition and agreed with Mr. Porter that every program must be considered on its individual merit. Reverting to the CIO-KYA incident, Maj. Stoer said, in response to Commissioner Craven, that complaints were received from all segments of the public and from opposition unions when Mr. Porter offered to place in the record several scripts of the CIO program, at the request of Commissioner counsel, Chairman Fly observed that he felt the CIO issue had to do only with the management of the station and had no direct connection with the question of newspaper ownership.

Burke Tells of Newspaper Tie-up

Judge Thacher observed that the testimony, in his judgment, had no relevancy, except at it related to CIO-KYA management, and he could not see its applicability to the newspaper situation.

Cited as the third Hearst witness, Harold C. Burke, president and manager of the WBAL Broadcasting Co., operating the Baltimore, 50,000-watt, spent less than a minute on the stand. He explained he had been with the Hearst organization since 1925, first with the Wisconsin News in Milwaukee, subsequently with its station WISN, then with KSTV in San Antonio, under Hearst ownership, and finally he moved in 1934 to WBAL as manager, later becoming its president.

Counsel Lloyd asked the witness about the space for time exchange arrangement with WBAL with the Baltimore News-Post, and identified an exhibit covering programs, amounting to $300 per week, on the station, in exchange for display advertising. Asked by Mr. Lloyd whether the $300 figure was more or less than the regular card rate, Mr. Burke explained that at the time the schedule was worked out, it was computed at the full card rate, but rates have increased since then.

Getting Cooperation For Blue Clients

Chairman Fly, after considerable discussion, suggested that a memorandum be submitted for the record, showing the precise rate differential involved, covering both the newspaper's use of time and the station's use of space, which was at the lowest department store rate, similar to other exchange advertising worked out by Hearst stations.

A letter written on July 28, 1939 to Mr. Burke by Keith Kiggins, Blue Network sales manager, drew considerable attention, along with a related memorandum covering newspaper ownership to all NBC-Blue salesmen. Mr. Kiggins, in a covering letter to Mr. Burke, called attention to the letter sent to network salesmen regarding cooperation offered Blue Network clients in getting publicity for their programs. The sales memo cited "22 ways to help you sell the Blue Network" and brought out that newspapers own or control 22 Blue stations, or more than 40% of the network's total. The list was computed from Broadcasting's 1939 Yearbook.

The memorandum pointed out that Blue stations never let down on extra publicity where it is needed most and that use of the Blue Network, by virtue of the newspaper tie-up, was a sound investment in good-will.

Mr. Burke said the News-Post from time to time has made suggestions for programs on WBAL. He cited as a recent example the idea that WBAL carry a program on the induction of Naval recruits into office, indicating that most of the suggestions related to public service features.

Mr. Burke also identified a letter from Seymour Morris, of Benton & Bowles, agency for Colgate-Palmolive-Peet, to Walter Candler, executive of the News-Post, on the Ellen Randolph program which ran in latter 1939. The letter brought out that Mr. Burke had suggested the agency was making a great mistake if it failed to use display space in the News-Post, as well as in the Sunday American.
and the Baltimore Sun, pointing to merchandising pages appearing in the News-Post

Mr. Morris' letter stated that

"Mr. Burke proved himself quite a salesman on this and several other points about your paper, and as left promised him I would take up the matter with Mr. Roy Peet and with our own media department again." He added that subsequently the News-Post was placed on the schedule.

Mr. Burke explained that in talking with the agency about the new program which was to run on WBAI, he suggested use of the affiliated newspapers because of the merchandising tie-in.

Decentralized System

Explained by McCabe

Charles B. McCabe, president of Hearst Radio, president of the New York Daily Mirror, vice-president of American Newspapers, and vice-president of the Hearst Corp., all Hearst enterprises, placed the News Post in a five-minute appearance.

After questioning Mr. McCabe regarding his functions for the various organizations, Mr. Lloyd asked whether American Newspapers Inc., as the parent company, did not set policies for Hearst Radio Inc. The executive, however, asserted that Hearst Radio itself set its policies and that each individual station manager was responsible for each station's operation.

Mr. Porter objected to questions relating to the Hearst organization generally, after Mr. McCabe said he had taken particular pains to inform himself about Hearst Radio rather than other Hearst enterprises. He said that all of the Hearst organizations are under one common control, however.

When Mr. Lloyd asked Mr. McCabe about particular policies pertaining to allocation of time on the

CONVENING in New York Sept. 5 under the chairmanship of Lyman Bryson, of Teachers College, Columbia U, these members of the CBS Adult Education Board emphasized and national defense aspect of broadcasting and voted continuance and approval of the CBS programs Report to the Nation, People's Platform and Invitation to Learning. Those attending were: seated, Dr. Gerald Walsh of Fordham L., Lyman Bryson, William S. Paley, CBS president; (standing), W. B. Lewis, CBS vice-president in charge of broadcasts; Alvin Johnson, director, New School for Social Research, New York; Edward Klauber, executive v-p, CBS; T. V. Smith, professor of philosophy, U of Chicago; Dr. Stringfellow Barr, president, St. John's College, Annapolis, Md.; Sterling Fisher, CBS director of education; William Benton, v-p, U of Chicago; Spencer Miller Jr., director, Workers' Education Bureau of America, Douglas Coulter, assistant director of broadcasts, CBS; Leon Levine, CBS assistant director of education.

Hearst stations to individuals or organizations who might be attacked in Hearst newspapers, the Hearst executive said that such matters were handled independent by the stations. He emphasized that while there was centralized ownership, the station operation on the programming end was decentralized.

Dielber, Roberts

Next to Appear

Taking up the so-called "Kansas City situation", Assistant General Counsel Thomas E. Harris called as his first witness David H. Dielber, veteran FCC attorney. He identified for the record an exhibit outlining the facilities and ownership of the six Kansas City broadcast stations. Roy A. Roberts, managing editor of the Kansas City Star, former Washington correspondent and one of the best known figures in American journalism, then was called.

Mr. Roberts explained the Kansas City Star properties over the Star this evening in a series which constitutes the morning edition of the Star, a farm weekly, and WDAF. There is also the Sunday edition of the newspapers. Whereas the associated newspapers average about 330,000 circulation for each edition and the farm paper about 470,000, competitive newspapers in the area are far below that figure, he said.

Explaining that the Star pioneered in radio in the Midwest, Mr. Roberts said he was not thoroughly familiar with station programming activities and policies but in a general way had kept abreast of the development and of the relationship of newspapers to stations. He strongly espoused newspaper ownership of stations as the best possible tie-up and urged that even more stations should be newspaper operated.

Confronted by Mr. Harris with an article published in Editor & Publisher, trade journal of the newspaper industry, in 1935, where-in newspaper-radio policies of the Star were outlined, Mr. Roberts said that the industry had moved far ahead since then and that many of the old practices no longer existed. He said the article was an accurate description at the time but that it was now entirely outmoded.

Particular attention was devoted to the so-called combination rate system of WDAF and the Kansas City Star, under which advertisers using both the newspapers and the radio were given special discounts. Mr. Roberts said that with practice had been abandoned after a few years ago. He recalled it was abandoned because the practice had been questioned in the industry and by "certain Commissioners". He added, however, that there was no appreciable loss in business either by the newspaper or radio station as a result of elimination of this practice.

Explains Attitude

On AP's Sale of News

A series of memos and letters relating to the dual rate practice and how WDAF was operated in conjunction with the newspaper, all dated between 1935 and 1936, were identified and discussed.

Mr. Roberts said WDAF does not sell newscasts because it feels that they should constitute sustaining material. News is broadcast on the station, however, four times a day locally aside from that transmitted by NBC-Red, of which it is an affiliate. He added that originally he did not believe press services should sell news for radio as attested in a letter he had written to the Associated Press, and even that picture had changed.

In its earlier days, Mr. Roberts declared, radio was "a parasite and a stepchild and had to be supported. Suddenly the stepchild became a beautiful baby and had to be loved." Also the Associated Press entry into the news field, Mr. Roberts said that his organization pays $12,000 a month to the Associated Press, more than any other competing agency. Consequently, he said, his organization was not very happy when AP decided to sell its news budget for radio at about $60 a book.

In radio's earlier days, Mr. Roberts recalled, most newspapers and press associations were extremely hostile to the medium. He said his organization always harbored the view that radio, with its fine tradition, background and independence, was logical corollary of the newspaper.

"The two go hand in hand," Mr. Roberts said. "I think if we had more newspaper ownership, we would not be in radio."

Asked regarding a letter he had written an AP executive in 1935, requesting that AP news be allocated non-commercially exclusively, Mr. Roberts explained that he had protested the sale of International News Service to a competitive station and had threatened to take action if it continued. He said he had sold the newspapers. After the service had been sold to the competitive station, he said he procured a reduction of "$75 a week" from INS.

Says Fitzner Generally

Gets What He Wants

One evil of sponsoring news, Mr. Roberts said, was the lack of news on the radio wanting frequent broadcasts, even in these times with a war in progress. It is had to broadcast the same news "over and over again and you have to do it if you permit it to be sponsored."

A memorandum from H. Dean Fitzner, manager of WDAF, to Mr. Roberts regarding the failure of WDAF to carry as much news as its main competitor, KMBC, also was read in the record. Mr. Fitzner had complained to the FCC that the Press Radio Bureau setup, KMBC was scooping WDAF on its own news. Mr. Roberts said that Mr. Fitzner frequently discussed policy matter with directors of the cooperatively owned Star organization and that he "generally gets what he wants."

When FCC Counsel Harris sought to place in the record a letter from James W. Barrett, former editor of the Press Radio Bureau, discussing the Kansas City news situation, answering the issue raised by Mr. Fitzner's memorandum, Judge Thacher protested. He pointed out that Barrett previously had been a witness and that the exhibit should have been identified at that time, rather than through another exhibit.

The conclusion of Mr. Harris' direct examination, Mr. Roberts said an elaborate exhibit, depicting the history of the Kansas City Star and WDAF, and covering their contributions to national defense and public service, had been prepared but had not been placed in the record by FCC counsel. His
suggestion that it be made an exh-
hibit was accepted.

Under cross-examination by Ar-
thur W. Scharfeld, counsel for
WDAF, Mr. Roberts said the radio
station as such does not have an
editorial policy. The newspaper di-
rects policies of the station only to
the extent of holding Mr. Fitz-
er responsible for operation of the
station with instructions that he
"run the best radio station you
can."

Questioned by Judge Thacher on
the desirability of newspaper radio
joint ownership, Mr. Roberts said
it was his opinion that such a com-
ination is desirable because it re-
ults in better public service in
every respect. As for WDAF, he
said "We think we've got a damn
good station and we want to make it
better."

To clear the record on the ques-
tion of the former combination rate
for the newspaper and station, Mr.
Scharfeld offered as exhibits ad-
ditional letters relating to the old
NBA Code practices, terminating
such rate differentials voluntarily
for all newspaper-owned stations.

Fitzer Questioned
About Radio Columns

Taking the stand as WDAF's sec-
ond witness, Mr. Fitzner explained
he had been manager of the sta-
tion since 1929 and had been a
reporter from 1920 until 1925. He
also doubles as radio editor of the
newspaper, but does not receive
a separate salary for that work.

Asked why radio programs are
published only in the Star even-
ing edition and not in the morn-
ing paper, Mr. Fitzner said this was
a duplication of effort, and that
radio stations generally have to
make an effort to keep their pro-
gram logs in order. He also said it
is not unusual for radio stations
not to receive a separate salary for
ncubation.

When Assistant General Counsel
Harris asked why the Sunday Kan-
sas City Star newspaper page of Jan.
19, 1941, mentioned the Presi-
dential inauguration would be broad-
cast on WDAF and no other station,
Mr. Fitzner said it was his thought that
the listener does not need two ra-
dio stations to listen to one pro-
gram. The only time the newspaper
takes advantage of such a headline,
he said, is when there is duplica-
tion of this character on a broad-
cast handled by all network sta-
tions.

Mr. Harris, however, pursued
this further by pointing out that
the actual program log did not
reveal that any other station car-
ried the inaugural, whereupon Mr.
Fitzer observed that the particular
page referred to looked "extremely
selfish", but that it was not the
"average" handling.

Failure to List
KCMA Is Discussed

When Mr. Fitzner explained that
only the Sunday edition of the
Star carried news comments in
addition to program logs, Mr. Har-
s tried to draw from him con-
firmation of his claim that 80%
of the space was devoted to WDAF.
Mr. Fitzner, however, insisted this
was not so. Mr. Fitzner explained
that the Star does not essay to
print complete program logs of all
six stations in the Kansas City
area, but that the morning space
is devoted to such logs. The full
program schedules of the network
outlets, he said, are published, how-
ever.

When Mr. Harris attempted to
make an issue of the failure to
list programs of KCMA altogether
during a specified period, Mr. Fit-
zer said this was done at the re-
quest of KCMA and the listings
later were restored by request.
The station had refused to submit its
program logs for several days and
they were not restored until a top
top executive of the station had
called on Mr. Roberts and made the
request, he said.

Mr. Harris sought to make some
play on the fact that WDAF's news
staff was made up of one man,
Shelby Storch, who processed and
presented the station's news. He
asserted that Mr. Storch had
had no previous journalistic ex-
pertise and asked whether it was not
true that Storch was "the lowest
paid announcer on the staff". Mr.

Fitzer said this was not so since
he had just received a raise. Mr.
Harris sought to show that the sta-
tion had not taken advantage of
its opportunities in news broad-
casting, but members of the Com-
m ission were inclined to brush
that aside as having nothing to do with
the inquiry.

 Asked why the Star did not per-
mit sponsorship of news broad-
casts, Mr. Fitzner said the station
feels that news programs consti-
tute one type of feature that "it
is most annoying to break into the
middle of", as sponsors are inclined
to demand.

Special Contract
With ASCAP

Mr. Harris introduced a series
of exhibits purporting to show how
Mr. Fitzner sought to solicit
advertising for the newspapers from
NBC, Edward Petry & Co., its
station representative, and others,
in connection with dedication of its
new station last year. Both NBC
and Petry turned him down as con-
trary to policy. Another letter, to
Sidney Fitzer, vice-president in
charge of programs of NBC, re-
jected a request of NBC on behalf
of an account for merchandising
selling, Mr. Fitzner advanced the
NBC official that WDAF was a
good station with a lot of coverage
and low rates, "but no merchandis-
ing!"

A mild sensation was precipitated
in connection with the negotiations
in 1932 by a committee represent-
ing newspaper-owned stations,
headed by Mr. Fitzner, of a special
form of music performance con-
tact from ASCAP. The commit-
tee, made up also of Walter J.
Damm, of WTMJ, and Lambda
Kay, of WSB, claimed that the
deal resulted in a one-third reduc-
tion in ASCAP payments for news-
paper-owned stations.

Chairman Fly essayed to prove
that the discriminatory contract
was in consideration of "publicity"
which would be given ASCAP by
the newspapers owning the sta-
tions. The contract itself, intro-
duced in the record, carried the
now familiar clause that it was
agreed to because ASCAP recog-
nized "the substantial contribu-
tions to the promotion and develop-
ment of the art and industry of
music by newspapers in the way of
general propaganda continuously ap-
ppearing in their columns in support
of various and sundry musical
activities."

Under cross-examination, Mr.
Fitzer explained that the contract
ran from 1932 until 1933 and then
was extended until all ASCAP
contracts terminated at the end of
last year. Previously, ASCAP had
notified newspaper stations that
the contract would not be renewed.

Says No Publicity
Given in Exchange

Mr. Fitzner explained that while
the form of contract saved his sta-
tion money, as well as certain
other newspaper-owned stations,
it did not mean savings to a sub-
stantial number of such stations,
and a larger number did not accept the contract. The important factor, in determining the minimum gain, according to Mr. Scharfard, was the sustaining fee previously allotted the station, together with the amount of business it did. He described it as better than the standard form of contract then prevailing.

Mr. Caldwell asked Mr. Fitzger if it was a fact that the contract was worked out not because of publicity for ASCAP in the newspapers, but because E. C. Mills, then ASCAP’s general manager, had suggested “verdict of ‘divide and conquer’”. Affirming this, Mr. Fitzger said there had been a great deal of hearsay about it, but that he was simply negotiating for a better deal than he already had.

**Davis Relates Story Of WHB Newscasts**

Philip G. Lough, law associate of Mr. Scharfard, and managing director of the NAB at the time the newspaper contract was issued, in cross-examining Mr. Fitzger, promised to go into the ASCAP sustaining fee provision and inquire whether that was not the stumbling block for many stations. Responding affirmatively, Mr. Fitzger said it was the fact that he had read that newspaper general manager newspaper dealing interesting to ASCAP and not the “publicity”. He said the record will show that no wrong notion publicity was given ASCAP as a result of it.

Following Mr. Fitzger to the stand, Donald D. Davis, general manager of WHB, Kansas City, was questioned by Counsel Harris on past affiliations with newspapers. Mr. Davis said that at one time WHB had a trade deal with the Kansas City Journal-Post, which the paper printed a complete listing of WHB programs. In April 1940, WHB entered into a reciprocal agreement with the Kansas City Journal-Post, he said. This agreement was terminated in June 1941. WHB’s newscasts were offered by the paper became adequate for the growing station, he stated. At present WHB uses both INS and Associated Press news service.

Asked about the treatment accorded WHB by the Star, Mr. Davis declared that the paper was “very nice”. He also stated that WHB was on the INS program list, although there were cases, when WDAF or KMBC carried the same program as WHB, when WHB was carried by the non-ins program listing. Mr. Davis emphasized that he was not complaining against the Star treatment of WHB news, since on several occasions the station had been given good publicity breaks.

A Commission exhibit offered by Mr. Harris, a photostatic reproduction of the June 20, 1941, Kansas City Times for May 22, 1941, showed six-column picture of a stage-speaking scene at a Chamber of Commerce lunch. It was pointed out to the witnesses that several names were not apparent in the picture, call letters on microphone banners had been blacked out. Mr. Davis identified the scene as a broadcast of a speech by Mayor John B. Gage, carried by both WHB and KMBC.

Another exhibit, a memorandum from Mr. Davis, WHB traffic manager in New York, indicated Mr. Davis’ interest in securing the MBS broadcast of the Golden Gloves boxing match, WDAF rather than KITE. Mr. Davis explained that this interest arose because he believed both MBS and WIB could get a better publicity break from WDAF and the Star, which sponsored the Kansas City Golden Gloves tournament, and that WDAF should get the job because of the Star’s greater interest in the fights. He declared that the station did get a substantial amount of publicity, both in print and on the air, when WDAF carried the MBS broadcasts.

Commenting to Judge Thacher that he thought the Star does an excellent public service job, Mr. Davis said, WHB owns its own newspaper operation as the logical development for the dissemination of news in a community. He commented also that one way the station might improve its tie to listeners would be to develop a better typographical layout for program listings.

**FCC Exhibit Causes Another Uproar**

Introduction of the final Commission exhibit precipitated an uppour in the closing minutes of the Thursday session. The exhibit, a comparative compilation of the time given over to newscasts by six Kansas City stations and a comparison of news staff payroll for the stations, was identified by Mr. Davis. A report of the FCC investigating staff, under whose direction the figures were gathered and analyzed.

Purporting to show that news-paper-affiliated stations downward news broadcasts in comparison with non-newspaper-affiliated stations, the exhibit, based on swipes at compilation and interviewing by the six stations, showed that WDAF carried 647 minutes of news during the April 1-7 week in 1941, KCKN 770, KMBC 870, WHB 969, WREN 1,068, KCMO 1,750. It was pointed out also that a particularly wide disparity existed between payrolls for the news staffs of the stations, with WDAF paying one man $200, KMBC paying six $2,140, WHB paying three men $475, WREN paying three $290 and KCNO paying three $285.

The exhibit drew immediate criticism from both Mr. Scharfard and Judge Judgeacher, along with Commissioner Craven and Judge Judgeacher, questioning Mr. Southmayd, brought out that no differentiation had been made in the table between employees paid by salaries and those getting their full income from the stations, that no inquiry had been made to substantiate the exact nature of the news programs. He declared that if weight was to be given the exhibit by the Commission, it should know something more about the character of the service offered by the individual stations.

Mr. Scharfard asked why the survey had been confined only to news programs, pointing out that the full picture must include the entire program service. Commissioner Craven agreed that the entire picture should be supplied, holding that public service can be measured only by an overall picture of a station’s service, whether or not the separate elements strike a balance.

In a brief chat with Chairman Fly, who also indicated that the exhibit should be supplemented with additional information, Judge Thacher commented that the public service factor cannot be determined by recounting the number of minutes of news programs carried by a station. “If you try to find out what a newspaper station handles news properly, you can’t do it properly with statistics,” he declared.

When FCC Counsel Harris arose to protest Judge Thacher’s comments on the exhibit, the latter declared to Chairman Fly that Mr. Harris was confusing counsel with a "delusion of documents" as that he was out of order in arguing that the exhibits should not be commented upon at the time of the hearing.

As the session ended, Chairman Fly indicated that FCC counsel should give further study to its exhibits, both past and future, in its approval to come up with information that may be asked at the time of their offering for the record. He indicated also that counsel should send out another questionnaire to the Kansas City stations to secure additional information, whether it be by study of a week’s scripts or a perusal of station logs.

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**FIRST SPONSOR on W59C, FM adjunct of WGN, Chicago, was Marshall Field & Co., Chicago department store with the purchase of seven hours a week on the FM station. Larry Sizer, company’s advertising manager, and formerly assistant radio director in the New York office of N.W. Ayer & Son, signs the 52-week contract, with Frank J. Schreiber (left), WGN coordinator of departments, and William McGuiness, WGN sales manager look on. Titled Perfectionist’s Hour, the program started Sept. 21, broadcasting 50 minutes of transccribed music followed by a five-minute newscast nightly.

**Fewer Squawks**

NIGHT operators at CBS, New York, report a considerable diminution of late in telephone and personal complaints to register complaints against speakers and commentators, whom listeners formerly were quick to challenge, contradict and criticize. "Steadily decreasing number of calls "in come, it was stated, "indicating a keen and critical attitude which may be boiled down to reduced size of the audience, because of confusion or the development of a more tolerant reception to the opinions of others."

**Video Program Firm**

TELECAST PRODUCTIONS Inc., designed to serve agencies and advertisers by producing "packaged" television programs for commercial sponsors, has opened offices at 30 Rockefeller Center, New York, Myron Zobel, founder of Screenland Magazine in 1921 and since 1929 president of The Graduate Club, a representative of alumni magazines of colleges and universities, is president. Kenneth A. Moore, WGN television division is production manager. Mr. Zobel said his company already has a dozen packaged productions ready for sponsorship.
JUST BEFORE they were lifted 125 feet into the air on this platform, special eventers of WTMA, Charleston, S. C., checked up to see that equipment was in working order. Then they started skyward to tell the story of the huge Polpols dam, part of Sante-gecooper power and navigation project—(1 to r) A. F. Brown, construction engineer; J. H. Richbourg, announcer; C. Wylie Calder, program director; LeRoy Wenger, engineer.

By Any Other Name BELIEVING that the word “announcer” is out-moded, Richard Stark, announcer on Vox Pop, Hour of Charm and other programs, offered $25 for a suitable substitute. He received about 600 replies containing some 250 suggestions, including: Herald (which led the field with 73 votes), proclaimer, introducer, radiatorial, coordinator, loquator, arranger, other waver, air custodian, vocalator, whizeral, raditor, oralator, introductor, announcer. Not particularly fancying any, Stark selected as best the trio, airmaster, host and mikemaster, and turned them over to the judges—an agency man, sponsor’s representative and another announcer—who rejected all three.

Columbia U Courses TWO COURSES in radio, one in writing and the second in production, will be offered to students during the coming (1941-42) sessions at Columbia U. under direction of Eric Barnsoum, writer for the Pursuit of Happiness, Castles of America and other series.

NOW! ON THE AIR WITH 5000 WATTS DAY & NIGHT WALA MOBILE, ALABAMA Positive Coverage in the Vital Gulf Coast Defense Area NBC Red Network Representative: John H. Perry Associates

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**FAIRCHILD PORTABLE RECORDER**

- Hundreds of Fairchild F-26 Portable Recorders are doing double duty as portables and studio recorders. Sturdy ruggedness is built into the Fairchild F-26, brilliant tone-perfection is there, too. Fairchild are leading suppliers of precision built equipment to radio broadcast stations.

Write for descriptive literature.

"...it had to satisfy Fairchild first!"

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**IN ROCHESTER ITS WHEC BASIC CBS**

WDSU

NEW ORLEANS soon will be 5000 WATTS

Day and Night

WEED AND COMPANY

National Representatives

New York • Detroit • Chicago
San Francisco

---

**WKBND Columbus Network NOW ON FULL TIME!**

570 KC

6400 WATTS

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**FAIRCHILD Sound Equipment Division**

AVIATION CORPORATION

3320 Van Wyck Boulevard, Jamaica, L. I., N.Y.

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GAMES of the Cleveland Rams pro football team to be broadcast exclusively on WGR are here signed for sponsorship by Northern Ohio Texaco dealers. Wielding the official pen is Myron E. Glass, president of the Texas Distributing Co. of Cleveland, flanked by Harry Camp, WGR sales manager (left) and Bill Evans, manager of the Cleveland Rams. Looking on are (1 to r) Bob Kelley, WGR sports editor who will handle the play-by-play; and Al Fisher, of Lang, Fisher & Kirk.

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**Labor Troubles Beset Industry**

(Continued from page 7)

successful negotiation of increased pay or wages would not be as readily available in the future.

Terms of Settlement

With the working out of the agreement last Friday by S. A. Cisler, general manager of WGR, and Petrillo, MBS that afternoon broadcast the first remote dance band pickup to be heard over the network since the preceding Friday, when Petrillo had ordered them off as a means of speeding a settlement between WGR and the AFM local in Louisville, which had declared the stations "unfair" after lengthy local negotiations had failed to produce an agreement.

By the terms of the settlement, WGR will henceforth employ six staff musicians, including the organist who had previously been the only musician employed by the station.

Cisler stated that for over a year he had been attempting to employ these musicians, a unit which he has auditioned and which he believes he can sell on local commercial programs, but that the local union had insisted that he employ seven musicians and at a scale higher than the one agreed upon by him and the men he wanted. Stating that a compromise was reached concerning the scale, he said the wages and hours agreed upon are satisfactory to him, whereas those previously demanded by the local had not been.

When a settlement was not reached early last week, following the AFM action in withdrawing all remote dance programs from MBS, Petrillo had notified MBS that unless an agreement were achieved in Louisville by Thursday noon, he would pull his men from all MBS stations to prevent their feeding any musical programs to WGR. Cisler thereupon arranged to fly to New York and the AFM postponed its deadline, first until 3 p.m. and then indefinitely. On Thursday evening Cisler, together with Fred Weber, general manager of MBS, Emanuel Dannet, WGR-MBS attorney, and Joseph Miller, NAB labor relations director, met with Petrillo and other AFM executives in an exploratory session.

Red Drops Remotes

When they reconvened Friday morning, the broadcasters presented a method of settlement they had worked out, which Petrillo accepted with minor changes, and the matter was settled and the strike averted.

There will be no more late evening remote dance band programs on the Red network, Sidney N. Stroth, NBC vice-president in charge of programs, informed Broadcasting last Friday. "I have been thinking for a long time that the old theory that all radio listeners except the jitterbugs turn off their sets and go to bed at 11 is all wrong, and now that the remotes are off we're going to keep them off, at least until we've given our ideas a fair test."

"What we plan to do," he continued, "is to use the 11 p.m. to 1 a.m. period to try out new programs, variety and dramatic shows. Many of these programs will come from our affiliates, who believe they have local shows of network caliber which the crowded commercial schedule on the Red has not given us an opportunity to test previously."

The Red network has been minus its remote dance band pickups since Sept. 11, due to the break between WSBM and the AFM local in that city. Rupture, it was reported, occurred when the union is presenting its terms for a renewal of the contract negotiated with the station last year, asked for increases both in scale and in the number of men employed which, if granted, would have more than doubled WSBM's expenditure for musicians.

Ban on Concert Artists

When the station rejected these demands the union declared it unfair and pulled out its men. Notified of this action, the national AFM office asked NBC to stop sending remote musical programs to WSBM. NBC declined on the grounds that such action would be a violation of its contract to supply network program service to WSBM and then forestalled union action by itself cancelling all remote pick-ups for the network.

At AFM headquarters it was stated Friday that the national union is not planning to take any further action on a national scale regarding the WSBM situation at this time, pending a possible local solution. To assist WSBM in working out a satisfactory deal, John Norton, assistant to William S. Hedges, National vice-president in charge of stations, was on his way to New Orleans Friday.

The AFM made news in another quarter Thursday when it notified NBC Concert Service, agency for Efrem Zimbalist and Joseph Szigeti, that these noted concert violinists would not be allowed to fulfill their engagements to perform with the Boston Symphony Orchestra. Zimbalist was scheduled to appear Oct. 31 and Nov. 1, and Szigeti April 10 and 11. Union stated the ban was a routine matter in accordance with the AFM rule forbidding its members to perform with non-members. The Boston symphony is a non-union organization.

Ironically enough, these virtuosos are new AFM members, who followed the example of Albert Spaulding last spring in resigning from the American Guild of Musical Artists, headed by Lawrence Tibbett, to join AFM, which has been contesting jurisdiction over such instrumentalists with AGMA.

Since their resignations, the New York Court of Appeals has reversed the exclusive division and granted AGMA a temporary injunction restraining Petrillo and AFM pending trial in the state Supreme Court, date for which has not been set. If the violinists had not joined AFM they would be free to accept the Boston engagements.

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**GEORGE FISHER**, Hollywood commentator on the weekly MBS Hollywood Whispers, has sold the theme song of that show, "Confidentially Yours," to Republic Productions for a hit parade film. He collaborated with Jimmy McHugh.

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**MITCHELL J. HAMILBURG AGENCY, Los Angeles, is exclusive radio and picture agent for stories by the late Gene Stratton Porter, having been appointed by the estate."**
WDRC’s Announcers Go to School
Clinic Repays Effort
As Weak Points Are Attacked
By WALTER HAASE
Program Manager, WDRC, Hartford

FOUR P. M.

Two or three announcers who are not on actual assignment at the moment gather in our large studio. They're armed with paper and pencil and open minds.

Four p.m. each day is the school hour at WDRC, and the students are announcers. But, rather than call it a school, we've named it "The Announcer's Clinic", and it's certainly producing results.

We established the clinic several months ago for various reasons. We have capable announcers, but we wanted to show them how they could still further improve. We wanted to instruct the announcers in the correct way to write copy, and how to do it over the air in the most effective manner. We wanted to bring to life the latent capabilities of our men.

It Really Works

The clinic was the answer. It's worked remarkably well, and we feel we now have one of the best announcing staffs in the country, working on standards which are among the highest anywhere.

How does this clinic operate?

Blackboard instruction on word emphasis, word pronunciation, word arrangement. Personal instruction—for as long as necessary—on one or two pieces of copy. Actual writing of copy by announcers. Corrections by announcers on copy received by WDRC. Drilling into the announcer's mind that he's a salesman, both for the station and the client. There are many other angles, but these are the most important.

Do the announcers like it? Definitely. The improvement in some of them has been terrific. One junior announcer's news improved 100% in two weeks when we put him to work reading out loud three hours a day—from the Bible, the philosophy books of Santyana, the Saturday Evening Post, anything. He made a daily report in writing as to just what and how much he read, and to whom he read it.

This boy is only 21, and his mind is open. He's learned by hard work. Our regular announcers, of course, are somewhat older, but they, too, have learned by this and similar rigid methods that there is no limit to improvement.

Well, here's the basis on which we operate this daily clinic:

What's the best way for an advertiser to get results over the radio? He must, of course, have a good product. Then radio must use its best facilities to get the message over. Major accounts take care of this problem by using capable advertising agencies, but smaller accounts sometimes suffer because of a lack of proper copy. And all can suffer by poor announcing.

Basically a Salesman

If an announcer merely reads his copy, much of the effort is wasted. He must be, primarily, a salesman. The announcer-listener relationship may be likened to the clerk and a customer in a store. The Fuller brush man and the housewife.

Well, let's take up the copy angle. To use words and phrases unlike conversation is absolutely out. You must assume the announcer is addressing one or two persons, and not a huge crowd. He's talking simply to Joe Jones, and Gus Guy. And he's got to talk to Joe and Gus just like he would if he met them on the street and said, "Hello, fellows, what dya know?"

Here's an actual case from our files of a piece of copy which was definitely slanted wrong:

"Now you can enjoy the peace and contentment of knowing that your home and the comfort of your loved ones is protected in times of emergency. How? All you have to do is buy your home things at the Blank-Blank Furniture Co., of 123 Blank St. When you do, this fine old store gives you a Home Security Bond free. This bond provides that your payments will be suspended in case you are ill or unemployed and your home will not be disturbed. This service costs you nothing..."

What's wrong?

Obviously, the announcement is directed at persons in the low wage brackets. Do they speak in conversation of "peace and contentment"? Do they buy "home things"? Are they "ill or unemployed"? Of course not.

When they talk, and when you talk to them, it would go something like this:

"What would you do, if something happened to your husband? Would your home and family be all right? ... You don't have to worry about things like that when you buy furniture at the Blank-Blank Furniture Store, at 123 Blank St. Why? Because this store gives you a Home Security Bond free. What does that mean? It means just this: If anything happens—if your husband loses his job or gets sick—nothing will happen to your home! You don't pay again until everything's all right. And this special Home Security Bond doesn't cost you one penny extra!"

Must Be Coached

This is just one of the many examples we bring before the announcers at the clinic. We emphasize what's wrong, and we tell them why. Very frequently, an announcer knows something is wrong, but he doesn't know what. He loses confidence in himself, in his own ability. And, perhaps, the copy is really at fault. That's why he must know good and bad copy, and actual writing experience on copy gives him the ability to discern.

We're entirely satisfied with the results of the clinic. The commercial department likes it, the agencies like it, the clients like it. The announcers do, too. They go to school on company time. They improve their work in an interesting manner, and in unguarded moments, some of them even say they look forward to it.


MERRY CHRISTMAS
IT'S A LITTLE EARLY FOR CHRISTMAS GREETINGS BUT NOT TOO EARLY TO AUDITION
THE BEST CHRISTMAS SHOW YOU'VE EVER HEARD

SO EXCEPTIONAL . . . SO AMUSING . . . SO INTERESTING to Adults as well as Kiddies that one Sponsor in each City will grab it.
15 Quarter Hour Xmas Programs and 45 more without XMAS "tie-in" that can follow.

THE TITLE: STREAMLINED FAIRY TALES
Produced like the ever-POPULAR CARTOON MOVIES with impersonations—DRAMATIZATIONS—sound effects, etc. Modern versions of well known fairy tales. An outstanding program—hear it and be convinced.

COMPLETE BROCHURE ON REQUEST.

Harry S. Goodman
19 East 53rd Street at Madison Avenue . . . NEW YORK CITY

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Musterole Change

MUSTEROLE Co., Cleveland (cold remedy), has postponed the starting date of its fall campaign from Oct. 15 to Nov. 3, to Monday, April 14, 1941, in the campaign instead of this October, according to Erwin, Wasey & Co., agency in charge. Announcements will be heard for 26 weeks on 84 stations [Broadcasting, Sept. 1].

Barteau Heads Branch

ERWIN, WASEY & CO., New York, has opened a New Haven office, headed by John F. Barteau, formerly account executive of the Blaker Adv. Agency, that city. Mr. Barteau at one time was a columnist for the Springfield Republican and was later associated with Wm. B. Remington Inc., Springfield Advertising Agency.

Chevrolet Spots

GENERAL MOTORS Corp., Detroit (Chevrolet), last week began an intensive 10-day campaign ending Sept. 26 of live one-minute announcements "on a selected group of stations in major markets", to announce the new 1941 Chevrolets. Campbell-Ewald Co., Detroit, handles the account.

LEONARD JOY, manager of artists and repertoire for RCA Victor, will be regular conductor of the Treasury Hour orchestra when that program makes it bow on NBC-Blue, Tuesday, Sept. 30, at 8 p.m. (EST).
**New Business**

WANDER Co., Chicago (Ovation) on Sept. 31.

**Broadcasting**

WBSAY, Rochester, Minn., is adding 10 CBS stations to carry via transcription broadcasting through Sept. 30, which starts Oct. 7 on approximately 80 NBC-Red stations.

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**Shift in Time**

THE annual switchover from daylight saving time to standard time will take place Sept. 28, at 2 a.m. As usual, network schedules will return from daylight to standard time. All times mentioned in *Broadcasting* will be eastern standard time unless otherwise specified. Chicago will remain on daylight time until 2 a.m. Oct. 26 under a city ordinance passed last spring.

Network programs originating there will be heard in eastern cities in most cases, without change, and New York programs will be heard in Chicago an hour later than usual.

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**Salvages Bovines**

**Here's one agricultural director who knows more than many what he reads on the air.**

Recently John Merrifield of WHAS, Louisville, was sent out to specialize on a survey of cattle and view with the operator of a model farm near Louisville. After Kubly of the USDA, he worked closely with the farmer and his county extension agent to build a herd of cattle that had been without a calf for several years, and were working themselves. He was able to sell the calf for the field and then transcribed his interview.

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**HUSBAND-WIFE**

**Production and writing team, Owen Vinson and Pauline Hopkins (Mrs. Vinson), in their newly-opened offices in downtown Chicago, will edit scripts for Knickerbocker Playhouse, sponsored by NBC-Red through Procter & Gamble Co., Cincinnati. Miss Hopkins, in addition to writing occasional scripts for the Playhouse, writes That Breezy Boy, sponsored by Quaker Oats Co., Chicago, and co-authors with her husband, Midstream, NBC-Blue sustaining serial. Mr. Vinson produces all three programs.**
Latin News Series Planned by Philco

Will Start on 15 Stations on Oct. 1; More to Be Added

PHILCO Corp., Philadelphia, will sponsor daily broadcasts of associated Press news on local radio stations throughout Latin America beginning Oct. 1, James T. Buckley, Philco president, announced last week.

Series will start in about 15 stations and will gradually increase, it was stated, until the major listening areas in every country south of the United States are covered.

Broadcasts will be about 10 minutes in length and will be aired seven days a week. Advertising will mention Philco receivers, both long and shortwave, and Philco tubes, but the copy will be chiefly institutional, it was explained.

The primary goal of the Philco news program will be to make available to the people of Latin America a straight-forward, accurate account of day-to-day happenings throughout the world," Mr. Buckley said. "It is more important today than ever before for the people of both North and South America to be fully informed as to what is going on. It is our hope and belief that the Philco news broadcasts will provide a real service for the people of Latin American and contribute to the furtherance of the good neighbor policy."

Other Sponsors

In starting this campaign, Philco joins several other United States advertisers who are already buying time on local stations below the border to sponsor broadcasts of uncolored, uncensored news as delivered by the U. S. news agencies. Bristol-Myers Co. last June began advertising Ipana and Sal Hepatica on forty daily broadcasts of Associated Press news in Portuguese on two Brazilian stations. In July United Fruit Co. began a nightly quarter-hourly broadcast, seven days a week, on four stations in Guatemala and one each in Costa Rica, Panama and Honduras.

The Esso Reporter, translated into Spanish or Portuguese, now gives four daily five-minute broadcasts of UP news on 14 stations in Chile, Argentina, Uruguay and Brazil, in addition to the English series in the United States. M. H. Aylesworth, former NBC president who is now head of the radio division of the Office of the Coordinator of Inter-American Affairs, has been an ardent advocate of the use of straight, uncolored news, processed by the local offices of the American news agencies, in paid-for time on Latin American station.

Commenting on the Philco series, whose plans he helped formulate, Mr. Aylesworth said: "Philco is to be congratulated on its decision to furnish factual, up-to-the-minute news by radio to the people of the other Americas. I know of nothing that will make for better understanding among the peoples of the Americas than full, free access to the facts. The Philco broadcasts should contribute greatly to this end."

RCA Too?

RCA, and possibly other receiver manufacturers, may soon join Philco in its sponsorship of news throughout Central and South America. The idea is being developed at RCA Mfg. Co., whose advertising department said last week that schedules of stations and times are now under consideration. Although no news service has as yet been named RCA has sponsored many hours of newscasts, in addition to other programs, by shortwave via NBC's international stations WRCA and WZBI.

Government Aid

While Philco stated that its new campaign represented an "independent effort" on its part, it is understood the "Government is encouraging radio set manufacturers to start aggressive sales and advertising campaigns in Latin America, particularly for shortwave receivers which will enable their purchasers to tune in on broadcasts from the United States. While no plans have been divulged, it is understood that priorities will be arranged so that ample material will be available to the manufacturers for building these sets for export, and that where necessary the Government will also aid in financing sales on the installment plan to secure the greatest possible distribution of the receivers to the Latin American people. On their part, the radio manufacturers are expected to reduce their margin of profit, setting their prices far below normal figures and so cooperating with the Government in building the radio audience, especially for U. S. programs, in Central and South America.

New Boston Weekly

THE first issue of a new weekly devoted to radio, movies, menus and consumer notes, the Star-Bulletin, made its appearance last week in Boston suburbs. The first edition was distributed to over 100,000 homes and later it is planned to expand. The radio section follows the format of the popular Radioscope which appeared in the official Transcript. Several former Transcript executives are bringing out the Star-Bulletin, including the publisher, Richard Johnson, Aiden B. Hoag, editor, and Jane Ayres, radio editor.

NBC Video Fashions

ANNOUNCED with large display space in the New York Times, Fashion Discoveries of Television, first commercial fashion show on television, got under way last Thursday afternoon on WNBZ, New York. Departing from the usual style show manner, the telecast was a dramatic comedy, whose plot gave an opportunity for girls to pose in new dresses. Series is sponsored by two special "apartments," Bloomingdale's in Manhat- tan and Abraham & Straus in Brooklyn, placed in the format, and produced by Norman D. Waters & Assoc., New York. Series will be telecast each Thursday, 5-5:30 p.m. for a 13-week test.

Red Cross Catalog

RADIO Script & Recording Exchange of Public Information Service, a branch of the Red Cross, has issued the fifth edition of its catalog listing 114 recordings, plays and interviews available for Red Cross broadcasts. This latest edition also lists items suitable for broadcasts devoted to national defense. Release was announced by G. Stewart Brown, national director for the Cross, Washington.

Utah Will Use Radio

FRANK O'BRIEN, recently on the staff of the Salt Lake Telegram and previously with Gilpin Adv. Agency, Salt Lake City, has been appointed Utah's Director of Publicity & Industrial Development created by the 1941 Legislature. Mr. O'Brien will function in the department's activity, which looks toward increased industrial development of the State and the publication of a directory of Utah. Mr. O'Brien has established headquarters in the Dooly Bldg., Salt Lake City, and is organizing a staff which will include research chemists, metallurgists and oil exploration experts. Radio plans are still indefinite.

Another Asks 660 Kc.

STILL another application for high power on the 660 kc. channel, on which WEAQ, New York, is the dominant outlet, was filed last week by KOWH, Omaha, which now operates with 600 watts daytime power and 500 watts nighttime. KOWH seeks 10,000 watts with Fulltime. Previously, KGK, Butte, applied for 50,000 watts and KOIN, Portland, Ore., asked for 25,000 on the same frequency.

100 Clocks

THE PROBLEM: How to get the effect of 100 clocks ticking at once when only five are available? Ray Kells, head of the NBC Sound Effects Department, used this system, he rounded up the five and set them to ticking to the accompaniment of five records on each one clock, ticking. He made a record of this, which gave him the sound of 10. He then made a taping of two of these 10-clock records which gave the sound of 20. Taking two records of 20 and one of 10 and playing them together gave Ray 50. He then played two more records together to get the 100.

N. Y. Furniture Drive

NEW YORK FURNITURE MERCHANTS are launching an extensive campaign of announcements on stations in New York City as part of a general effort to divert facilities from emptyment houses, to get under way in October. Copy will stress stores in a special "approved" list to be distributed by the association. Though station line-up is not yet set,Mr. L. Lebow, executive secretary of the association, indicated that announcements would be broadcast in Italian, Polish, Russian, German and Jewish, as well as English. Mr. Leslie added that he was making an investigation as to whether the placements would be made directly or through an unnamed agency.

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Broadcast Advertising • BROADCASTING
So does my family. You see, we live on the Oakdale Dairy Farm, near Charleston, West Virginia, and radio means a lot to us. When we wake up in the morning about 6:30, Dad turns on WLW to get the market summaries. All of us listen, because after all, when we depend on milk, eggs and butter, we have to know what prices we're going to get for our products. Dad says WLW is just like a faithful friend . . . always dependable.

"Dad says that's easy to understand, because WLW's a CLEAR CHANNEL STATION. I don't know what that means, but we always get good reception—every program comes in just as clear as a bell! And we're crazy about 'Everybody's Farm Hour,' 'Earthborn' and the WLW 'Barn Dance' . . . they make us feel that WLW has so many programs that us farm folks like, that we are friends even though we live 200 miles apart."

"Mother told me just the other day that the days would seem plenty long if it weren't for WLW. My two sisters feel the same way about it, I know. And as for me, well, all I can say is—that just about takes care of the whole Vickers family—we just couldn't get along without our good friends on WLW."

\[Image of a family enjoying listening to WLW.\]
"B"—in type and radio code—is the symbol of RCA's "Beat the Promise" Campaign

Symbol of a Pledge

"Beat the Promise"—RCA's Pledge to Uncle Sam—highlights a campaign to speed National Defense!

Signed by thousands of members of the RCA family, the pledge shown here symbolizes a determination not merely to meet delivery of radio equipment to the Government, but whenever possible to Beat the Promise by completing equipment even sooner than the commitments specify!

The patriotic spirit behind "Beat the Promise" has been translated into action. With traditional RCA cooperation, everyone is helping to speed production and cut down waste. Many delivery dates already have been beaten... and there will be no let-down in the months ahead!

Radio Corporation of America
RADIO CITY, N. Y.
RCA Manufacturing Co., Inc. RCA Institutes, Inc. RCA Laboratories National Broadcasting Company, Inc.
Radiomarine Corp. of America R. C. A. Communications, Inc.