THERE'LL be a lot of well-stocked pantries in Mid-West America this fall and winter . . . some of them, at least, because of the Kerr Glass Company's advertising on WLS.

Through Raymond R. Morgan Company, Kerr used 77 announcements on WLS—six a week for 13 weeks, participating in one of our proved, women-appeal programs. 40,759 people asked for the home canning booklet they offered! A greater response, the agency tells us, than from any other station on the Kerr Glass Company schedule.

It's our same old story: WLS Gets Results . . . in this case (and it's true of several others) a greater return than any other station used. WLS is a dominant station in Mid-West America. People here listen to WLS . . . listen and respond. They have confidence in WLS . . . and confidence in any product associated with the WLS name.
WSGN has increased its power fourfold and is now operating on a frequency of 610 kilocycles—350 kilocycles lower than any other Alabama station! This is the spot where 1,000 watts does the work of 48,000! With its new frequency, power increase and brand-new (1941 vintage) transmitting equipment, WSGN is the logical choice to reach Alabama listeners!
Who Said:  
"Name Bands?"

Did we hear somebody say:  
"Name bands?"? We're just aching to open a conversation along those lines, because we'd like to get in just a few words on what we've been doing in the way of name bands recently.

Well, if no one's going to give us an opening, we'll just have to make one ourselves. We'll simply come right out and say:  
"Look, have you noticed how many name bands Standard Radio has given its subscribers in the last few months?"

"For instance, suppose we list a few. There's  
DUKE ELLINGTON  
HENRY BUSSE  
JACK TEAGARDEN  
WALT SCHUMANN  
McFARLAND TWINS  
ALVINO REY  
DON ALLEN  
WILL HUGSON  
MARVIN DALE  
FREDDEE MARTINI!"

"And as if these weren't enough, we came through with  
DAVE ROSS  
ABLYMAN  
OZZIE NELSON  
WILL OSBORNE  
TED FIO RITO!"

Then, after pausing for breath we'd point out that this impressive line-up of orchestras not only gives you VARIETY in name bands, but there are enough selections released of each band to permit building a series of programs around any individual band.

How about having your popular music requirements covered so thoroughly and effectively? Just write for information—and ask us to include the dope on the full Standard Radio Program Library, Standard Radio's "SPOT-ADS" and Standard Radio's Super Sound Effects.

PROOF OF LEADERSHIP... IN OUR DAILY MAIL

Nothing short of perfection will do in the recording and processing of Standard Radio Program Library Transcriptions... The famed Orthacoustic system of recording assures the utmost in realism, the greatest possible frequency range. A new disc material—"V-257"—gives our pressings superior wearing qualities, coupled with lowest surface noise. By these practical methods, Standard demonstrates its belief that no transcribed music can be better than the manner in which it reaches the listener's ear. Technical excellence is another reason why the largest list of active subscribers answers "Yes" to the question:

"Are Your Transcriptions Up to Standard?"
When you think of New Orleans, you think of:

The first "SKYSCRAPER" in the Mississippi Valley

and

WWL NEW ORLEANS

50,000 WATTS (CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

CBS Affiliate Nat'l. Representative — The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

September, 29, 1941

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

KOIL OMAHA, NEBR.

*Persons in KOIL's 0.5 Millivolt Area
Twins in uniform, equal in power; but comparison shows one connects twice as often

IT TAKES MORE THAN POWER TO DRIVE A SALES MESSAGE HOME

Power doesn't make 'em listen. Talent and showmanship! That's what keeps dials tuned to WSM, and that's why WSM has one of the largest talent staffs in America. 40,780 letters from seven day-time announcements prove that WSM does more than reach listeners. It interests them. More, this showmanship goes farther, penetrates deeper on WSM's 650 kilocycles, one of the lowest frequencies available for commercial broadcast stations. This favorable frequency on a clear channel, plus the potency of 50,000 watts, makes WSM the radio station in the South. Consider these important advantages before you buy and compare WSM with any other Station. You'll choose WSM— for sales!

WSM blasts your message into the heart of America's fastest growing market—the South. 70% of America's rayon; 67% of the nation's crude oil; 60% of the natural gas; 48% of U. S. coal—all are produced in this great market that's just beginning to grow!

HARRY L. STONE, Genl. Mgr.

NASHVILLE, TENN.
WANTED—
A BIG MAN FOR A BIG JOB

The Man—must be a successful executive in the advertising business, with an unquestioned record of achievement in organization, management, and creative thinking. Experience in radio advertising is essential. The man we want is currently earning at least $10,000 annually.


The Company—Wright-Sonovox, Inc., a corporation controlling patents and sales rights for Sonovox, a unique acoustic development by which virtually any sound can be made to speak in words, and which promises to revolutionize certain phases of radio broadcasting.

The Opportunity—limited only by the man’s own imagination, and creative and sales abilities. Sonovox makes possible an almost infinite variety of new and startling techniques in radio broadcasting. Automobile horns can be made to speak commercial plugs—in words. Flies and mosquitoes can speak—in words. Violins can sing—in words. Any sound can be put into actual speech. We believe that Sonovox is to radio what talking pictures were to the movies.

Please Write—Do Not Call—For general information on Sonovox, refer to page 12 of Broadcasting, issue of August 11, 1941. Or write for a copy of “Now Sound Can Talk.” We are up to our ears right now, so please do not call in person. Instead, please write, outlining your past experience. . . . Since the man we want is a successful man, your request for information will not imply that you are dissatisfied with or unhappy in your present work. It will only imply that you are alive to future opportunities. All correspondence will be held in strictest confidence.

Address: JAMES L. FREE, President

WRIGHT-SONOVOX, INC.
180 N. Michigan Avenue
Chicago, Illinois
New Industry Association Started by NIB

Chicago Convention Sets Up Machinery;
200 Broadcasters Offer Support

MACHINERY to provide the basis for establishment of another all-inclusive trade association, horizontally competitive with NAB save in its complete ownership of its radio networks, was set in motion last Monday and Tuesday in Chicago at a special convention of National Independent Broadcasters.

With some 200 broadcasters—most of them NAB members—present, the convention unanimously adopted a far-reaching organization structure, with duly elected officials in each State and Territory to convene not later than Nov. 15 to perfect the plan. Meanwhile, existing officers will serve, with Harold A. Lafont continuing as president.

Pushed by Fly

Action came after FCC Chairman James Lawrence Fly, in the keynote speech, urged NIB to "take a real interest and have a real "voice" in matters of common concern, and to avoid the "tendency toward monopoly." Action came, too, after several prominent broadcasters had voiced disapproval of the status quo, and had imputed "network domination" of the NAB.

Many of the broadcasters who attended, accepting the NIB's wide-open invitation, frankly admitted they were simply looking around. There was nothing approaching proportions of blanket resignations from NAB, though it was freely stated that if the right sort of leadership was manifested in NIB, and if its policies appeared wholesome, it could win preponderant industry favor.

The scope of the reorganization resolution, which among other things eliminates the requirement that members of NIB be members of NAB, gives individual broadcasters an opportunity to explore the entire field, it was pointed out. The basic format for the organization had been suggested by Ed Craney, KGIR, Butte, who resigned from NAB several months ago over differences with NAB President Neville Miller on purported network domination and because of the now celebrated controversy with Chairman Fly which broke at the NAB convention in St. Louis last May.

In essence, the reorganization plan proposes a return to the principle of trade association operation that prevailed on the NAB prior to the 1938 reorganization which resulted in retention of Mr. Miller as the industry's first paid president. There would be a managing director as the chief executive officer, with president, first vice-president, second vice-president, secretary and treasurer elected from among active broadcasters. These

Resolution for NIB Reorganization

FOLLOWING is the text of the resolution unanimously adopted by the NIB convention in Chicago last Tuesday, establishing the basis for reorganization of the trade group as a full-scale trade association:

WHEREAS the plan of organization of NIB, adopted in Chicago Sept. 15, 1938, contained certain limitations limiting its membership and the activities of this association;

WHEREAS it is the consensus of opinion of your committee that the membership and activities of this association be broadened;

AND WHEREAS this organization believes in the principle of the American System of Broadcasting;

IT IS RESOLVED

That the purpose of this organization shall be for the furtherance of the American System of Broadcasting by the continuance of independent ownership and operation of the broadcasting stations of this country in the interest of the peoples of these United States. That to do this we of this committee recommend the following:

1. That membership in NIB is not contingent upon membership in any other organization.

2. That the membership be limited to independently owned and operated stations not owned (in whole or in part) managed, controlled or operated by a national network.

3. That the organization shall be an incorporated non-profit association.

4. That each station shall have but one vote and that the vote of each station shall be cast by a duly qualified owner, officer or qualified person with full power of attorney to act for the organization.

5. That the full power to act rests in the hands of the membership. That to expedite action and make the workings of this organization more efficient and flexible a representative committee shall be elected from the membership by the members of any territory, possession and district of Columbia at a meeting held in each respective territory, possession and district of Columbia, that first and second vice-presidents be elected to act in the absence of, or inability of such representatives to serve, that this group of representatives have the power to select officers, directors and personnel necessary for the efficient operation of the Association; that the officers be president, first vice-president, second vice-president, secretary and treasurer, and that they shall act as the directors of said association.

6. That it is further recommended a managing director be selected to manage the affairs of the organization, that among other duties the managing director shall have power to call a meeting of the board of directors or a meeting of the representatives, or a majority of the board of directors, or a majority of the representatives, or a majority of the board of directors and representatives may call such meeting.

7. That the present basis of dues shall remain in force and effect until this plan of reorganization is in operation.

8. That the present officers be asked to make this plan effective and to serve until a meeting of the representatives shall have been convened not later than Nov. 15, 1941.

and such former directors as John Patt, WGAR, Cleveland; Arthur B. Church, KMBC, Kansas City; T. W. Symons Jr., KGOL, KFAB, Omaha-Lincoln; L. E. Lounsberry, WGR-WKBW, Buffalo; Gene Dyer, WGES, Chicago; W. J. Scripps, WWJ, Detroit, and George B. Storer, Fort Industry president. Attending also was Ed- win M. Kirby, chief of the Army Radio Branch, and NAB public relations director on leave.

Under the reorganization plan there would be selected representatives from each of the States and Territories to serve as a sort of legislative-strategy committee. It could be headed by a managing director, the board, or by a vote of 25% of its own membership. [See text of resolution on this page.]

Indicative of the trend of thought on the broadcasters was a series of resolutions adopted at the closing session Tuesday, drafted by a committee made up of NIB members and non-members alike.

Covering a wide field, these pronouncements followed the unrestrained discussion on copyright, the national defense situation, the FCC's regulatory moves, and, in fact, the whole gamut of industry affairs.

ASCAP Resolution

Just prior to adjournment Tuesday, the convention adopted a resolution, offered from the floor by H. W. Slavick, WMC, Memphis, opposing the negotiations between the networks and ASCAP on new rates, primarily because of the affiliate station rebate requirement. Other resolutions adopted in effect recited:

1. That inasmuch as the industry is not subsidized directly or indirectly by the national Government and since it renders valuable service without compensation to the Government and indirectly to the public, the industry should not be subjected to special taxes.

2. That since there are grave doubts that the proposed licenses on a per-use basis proffered by

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ASCAP and BMI meet the spirit and intent of the consent decrees, the Department of Justice be urged to take all necessary and appropriate steps to compel strict compliance.

3. That NIB expects BMI to develop a workable per-program and per-piece contract which will not contain such onerous reporting requirements as to force acceptance of a blanket contract, and also to provide an alternate blanket license agreement; and that NIB also expects BMI to continue to be operated for the benefit of the industry and of the individual stations which have contributed to its position, its finances and its success.

Superpower Opposed

4. That after deliberate consideration, the association feels that the granting of superpower in excess of 50,000 watts would not be in the interest of public defense, is economically unsound, and would impair the effectiveness of service now being provided by various governmental agencies over existing facilities.

5. That the FCC be requested to give due consideration to the economic feasibility of broadcasting in all applications for new stations.

6. That steps be taken to expedite and secure priority ratings which will enable stations to obtain equipment necessary to furnish proper broadcast service to the public.

7. That NIB bylaws be amended to eliminate the requirement of NAB membership as a condition precedent to NIB membership.

8. That NIB is cognizant of the problems of the FCC and expresses its appreciation of the services of Chairman Fly and other members of the FCC on behalf of the broadcasting industry.

9. That the NIB, in recognition of the national emergency proclaimed by the President of the United States, pledges its combined and ever-vigorous support and cooperation in the national defense program.

A resolution proposing that additional frequencies be designated for local station use, as a means of alleviating local channel interference, was temporarily tabled. The proposal had been advanced by Mr. Allen, who cited the serious problem resulting from more or less indiscriminate licensing of local stations by the FCC, resulting in sharp curtailment of service of old channel occupant.

Fly's Prodding

Action on the reorganization proposal did not come until the convention had heard Mr. Fly's address as well as that of Maj. Gen. Joseph M. Cummins, commanding general of the Sixth Corps Area on radio and national defense. President Lafount, who had served notice this would be his last term, launched the general discussion following the printed addresses, and the reorganization movement promptly erupted, but with arguments on both sides.

Text of Chairman Fly's

Cross-Section of Attendance at NIB Convention

ALL ABOUT BMI, and possibly the newspaper divestiture inquiry, must have animated this conversation with Sydney M. Kaye, BMI vice-president and general counsel, and associate counsel of the Newspaper Radio Committee (center). Left to right: Walter Koessler, WROK, Rockford, III; John F. Patt, WGAR, Cleveland; Mr. Kaye; James F. Hopkins, WJBK, Detroit; William A. Alfs, WJR, Detroit.

After Chairman Fly had completed his prepared address, he invited questions from the floor. He had been greeted with rising applause, in contrast to the situation that prevailed at the NAB convention in St. Louis, when the complete rupture in "fly-NAB relations developed.

J. Fred Hopkins, WJBK, Detroit, asked about the superpower outlook, inquiring whether that wouldn't in itself be a trend toward monopoly. Mr. Fly said that question could not be answered, but observed the monopoly question was present and a "considerable factor" in the picture. He said he was not sure whether 500,000 watts power would be authorized, though in some areas, from the national defense standpoint, "we might have to provide service in the vast areas now unserved."

"We want you to keep your shirts on about superpower and we'll try to do the same," he said.

A series of questions concerning interference of Mexican stations (write the FCC, Mr. Fly recommended); lack of available telephone lines because of defense requirements, use of radio relay substitutes and similar procedural matters, were hurled at the chairman, and drew detailed response.

Up to the Industry

Getting down to organization matters during the afternoon session Monday, Mr. Lafount pointed out the NIB had less than 75 paying members. The meeting was called at the request of broadcasters, he said, and it was up to them to decide on the future course. He disclaimed any intention of fostering a rump movement, or a breakaway from the NAB, but said the need for an independent organization in these critical times is apparent.

He observed that some of the NAB directors were present, and that was welcome to the meeting. His only suggestion was that the organization, whether kept intact or expanded, should preclude (Continued on page 74)
NIB Opposes Network ASCAP Rebates

Society Confesses Defeat in Fight With Radio

CULMINATING an all-day discussion of music copyright problems and the proposed ASCAP blanket license fee, the National Industrial Broadcasting (NIB) at a meeting Tuesday unanimously adopted a resolution expressing opposition to negotiations between the major networks and ASCAP for return of the Society's repertoire to the air, essentially because of the affiliated station rebate requirement.

Action came after the convention had heard an admission by ASCAP that it had been "ticketed" with the spirit of radio; unqualified commitment had been the furthest of the ASCAP proposal. The General Manager John G. Paine, general manager, as well as discussions of other aspects of copyright performance by such figures as Victor O. Waters, former solicitor of the Department of Justice, and Leon Haverlin, BMI station relations director; Leonard Callahan, SESAC general counsel; Robert S. Keller, AMP executive. There were hopes that the proposal would hail as the healthiest exposition on music performance in radio annals.

Paine's Analysis

While there was no poll of convention sentiment—aside from that expressed in the resolution—on account of the time and expense of the offer, based on terms evolved with the major networks, the undercurrent appeared to be that of making haste slowly.

Though Mr. Paine entered a long discourse of contract terms and a discussion of the procedure of considering its provisions, most broadcasters nevertheless privately reflected the view that they preferred to examine the contracts closely, with benefit of counsel, before committing themselves. Copies of the contracts were not available at the convention.

Fear that NBC and CBS would drop their support of BMI, once ASCAP music again becomes available, was quickly allayed by Mr. Paine. He told the convention that both of the networks definitely had pledged themselves to full range of BMI rates for the one-year duration of the proposed ASCAP contracts with the only condition that BMI have the support of the rest of the industry.

Mr. Paine further stated that he anticipated facing a hostile audience; he was disappointed. After having been given a rousing reception, Mr. Paine extemporaneously outlined the nature of the five contracts drafted covering various combinations of sustaining and commercial licenses. [Broadcasting, Sept. 15.]

Cut to the Quick

Mr. Paine prefaced his analysis with an expression of wonder over hatreds that have been stirred up by the copyright controversy. Declaring ASCAP is "terribly hurt"; he said he could not understand why the mere mention of his organization provoked prejudices among broadcasters and resulted in such "shabby treatment."

Harking back to the events of last year, which culminated in the NIB's adoption of the ASCAP proposal by practically all the industry, Mr. Paine said he was not one of those who believed there would be a tremendous push for it. He felt, however, that there had been a decrease in listening audience.

With ASCAP's admission of defeat, Mr. Paine said the only thing left to be determined is the basis of the contract again; use of ASCAP's music. At the outset of the fight, he said the industry and ASCAP were far apart but now they are almost together. He admonished broadcasters that ASCAP now is operating within the confines of a consent decree and had to be guided by its terms. ASCAP, he said, regards the decree as "fair and equitable."

The Five Contracts

Mr. Paine, in substance, defined the five alternative forms of contract as follows:

1. Overriding chain contract, with clearance at the source, on a blanket basis. Chains pay to ASCAP 2% of net amount received for sponsored programs. Chains deduct frequency and time discounts and also 15% agency commission. From that net figure they then settle with charges to connect network stations, and a 15% overriding sales commission.

2. Sustaining whereby chains pay to ASCAP a flat fee of $200 blanket per station.

3. M.O. station contract, with chains covering alternative per-program and blanket license methods, interchangeable at the will of stations [Broadcasting, Sept. 15].

Sustaining Fees

4. Blanket contract with staggered sustaining fee of $1 per program with net business of less than $50,000; an amount equal to the station's highest quarter-hour rate for stations with net business between $50,000 and $150,000; an amount equivalent to the highest half-hour rate for stations with net business of more than $150,000. On blanket commercial contract stations will pay 21/2% of their net income arrived at by deduction of frequency discounts and advertising agency commissions, if any, not to exceed 15%. Also agreed to allow all stations an additional 15% to cover extraordinary expenses. He estimated this would amount to 1.9% instead of 2.5%.

5. Per-program commercial license payment of 8% on receipts following deduction of frequency, advertising agency, and 15% override commission, and of 2% of net amount received for sponsored programs for incidental or background purposes. Sustaining fee at no time

(Finished on page 64)

BROADCASTING • Broadcast Advertising
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TWO SPECIAL programs will welcome KDKA, Pittsburgh, and WBAL, Baltimore, KDKA, NBC Red network on Oct. 5. Both 50,000-watt stations are now on the Blue but are changing over to the Red Oct. 5.

KDKA will be saluted 1:13 p.m. with Frank Mullen, vice-president, president, and chairman of NBC, welcoming the station to the Red. Roy Shields and orchestra from NBC Chicago, the KDKA orchestra, Bernie Armstrong's Orchestra and a 16-voice ensemble will be on the program.

TWBAL salute will be 2:23 p.m., and the program will include Charles Dant and orchestra with Martha Tilton from NBC, Hollywood, the WBAL orchestra and the Baltimore & Ohio Glee Club.

Some of the Red accounts have made special recordings using Rosemary stars, the records to be used as spot announcements over the stations to inform the audience they will be heard Oct. 1 on WBAL and KDKA.

Under the new line in Pitts- burg, the KDKA Blue network outlet, WCAE, formerly a Red station goes to MBS. Only stations not affected are WJAS, the CBS outlet, and WWSW, unaffiliated.

MBS Anniversary

SEVENTH ANNIVERSARY of MBS will be marked by a special broadcast Oct. 2, 9:15-10 p.m., featuring salutes from six Columbia stations, WGN, WOR, WGR, WCAE, WHAM, Rochester, and the Marjorie Kent program on WGR, Minneapolis, and the first anniversary of the last-named contract, company will begin participations on Yankee Network News, Agency by J. J. Mathes Inc., New York.

JOINT PROMOTION SCHEME Promotes Fitch Program

F. W. FITCH Co., Des Moines, and Columbia Recording Corp., New York, are co-sponsors of a joint promotion campaign, whereby the Fitch Band Wagon, company's Sunday evening program on NBC Red, will feature the concert guest each week. Series will start with the Eddy Duchin broadcast on Oct. 5 and will be consecutively broadcast on Sundays by Frank James, Horace Heidt, Kay Kyser and other CRC recording bands. CRC will play up the Fitch broad- casts, giving time and network, in its advertising and the broadcasts will mention the bands' affiliations with the network.

Deal was worked out by E. G. Naeckel of L. W. Ramsey Co., Des Moines, Fitch. CRC, Columbia's subsidiary, will have a tie-up, Mr. Dolan said: “We figure this is a natural. The Fitch Band Wagon and with one of the highest Crossleyes on the air has an audience that is naturally interested in records. Many Fitch bands are our bands. The people who listen to them on the Fitch show want to know about their latest records. As far as we are concerned, the same people reached by our promotion are the same audience that Fitch wants and by giving them a little more intense coverage among record buyers.”

Carey Salt Spots

CAREY SALT Co., Hutchinson, Kansas (table salt), announced a varied schedule of local programs on KFJ KBMC KMA KSAL KFV KFI KFI KZL WCT Wologue WNIY WOVO KNGC McJunick Ady Co., Chicago, is agency.

AN ENTIRELY automatic wind machine, which can whip up anything from a gentle zephyr to a howling gale with the twist of a switch, has been developed by the WOR, sound effects department.

In the Red

FOR WEEKS KDKA, Pittsburgh has been advertising by all means at its command that fact that it would soon become a Red network station; and a lot of NBC, switching from the Blue. A week before the move, Pacific Time, a blank card from a listener saying: “Have heard your announce- ments about being a Red Net- work station after Oct. 1. I’m certainly sorry to hear that you’re going off the air after 21 years of broad- casting, and want to offer my sincere sympathies.”

John P. Devenay 1882-1941

Colgate Revamps Promotional Staff

McKay, Longstreth and Keller Resign Their Positions

A CHANGE in the advertising or- ganization and policy of Colgate- Palmolive Company, one of the fast users of radio to advertise its soaps, shaving creams, shampoos and denticines, was pressed last week by the resignations of Hugh McKay, Advertising director; Ed- word Longstreth, director of radio, and Harry Keller, public rela- tions manager.

Mr. Keller was also head of Broadsheet Associates, organization established to handle all publicity for the company, which has been closed. Each of the three agencies placing advertising for the company will henceforth handle public- ity for the radio programs under its management, it was stated.

Heavy User of Radio

Reported to spend more than $10,000,000 annually in various media, C-P-P last year expended more than $4,000,000 for network time alone, making it one of the first five network clients. Company’s advertising is divided as follows: Ted Bates Inc., New York, Colgate Desertites, Colgate’s Creams, Colgate Tooth Powder, Halibut, 1,000 and more, Bouquet Soap and Toiletries Concentrated Super Suds, Crystal White Laundry Soap; Ward Wheel- lock Co., Philadelphia, Palmolive Soap and Veil Soapless Suds.

Company has as yet appointed no successors for any of the vacant positions. It is understood the position of radio director and pub- lic relations manager will be dis- continued and that a new advertising director will be named within the near future.

Fisherries on Coast

SOUTHEAST FISHERIES Inc., a Top Food (page 7) subsidiary, (page 7) in a two-week campaign which starts Sept. 29, will use a varied schedule of participation in network radio’s Coast shows. List includes Art Baker’s Note- book, Miranda’s Garden Patch and California Home on KFI, Los An- geles; Andy & Virginia on KMPR, Beverly Hills, Cal.; Your Food Is Canvas, San Francisco; International Kitchen on KPO and Home Forum on KGO, both of that city; Kathryn’s Kit- chen on KFঃ and KRO, Santa Monica, Calif.; Window of the Air and Hello Again on KOIN, and Charmingly Yours on KOPI, both of Portland, Ore. Burton A. Stebbins Adv., Los Angeles, has the account.

NEW YORK, September 29, 1941

BROADCASTING • Broadcast Advertising
Final Terms Given Society Board Approval

WITH ASCAP clashing to compose its differences with the broadcasting industry and have its music restored to networks as quickly as possible, NBC and CBS worked feverishly last weekend to inform their affiliates of the scope of the contracts. As Broadcasting went to press Friday, said an ASCAP official, the networks would have the contracts, together with a covering letter, in the mails to all of its affiliates within 24 hours, and CBS hoped to complete a similar job over the weekend.

Action, expected daily for weeks but repeatedly delayed because of difficulties in putting the agreement into language acceptable to attorneys to the networks and ASCAP, followed a meeting of the ASCAP board of directors Thursday, at which time the board approved the contracts in their final form.

Football Ruling

The ASCAP board also voted to give a waiver to all collegiate music for all broadcasts of football games on Sept. 27 on any station or network. This action came as a temporary reprieve to broadcasters who had been constructing soundproof booths at their local football grids in order to shut off any unlicensed ASCAP tune and to advertisers who, having contracted to sponsor broadcasts of the football matches, have been worried over the prospect of having to eliminate much of the color from their broadcasts for fear of infringement suits.

Earlier in the week, CBS had stated that it will not continue its contract with ASCAP, all of its football broadcasts would be made from soundproof booths, with interviews and comment broadcast from the booths between halves and no music picked up. NBC delayed action.

N. W. Ayer, agency in charge of the Atlantic Refining Co. sponsorship of football broadcasts on 83 stations throughout the eastern territory in which this company distributes its gasoline and motor oils, had frankly admitted that the music situation was a headache and that it was proceeding on a game-to-game, week-to-week basis in hope of a general settlement before the end of the season. Its broadcasts on the CBS New England network, the agency said, would be made from closed booths in conformity with CBS rules.

With other stations, however, the agency was endeavoring to work out the best solutions possible, clearing all the school songs of the competing colleges where that could be done and attempting to limit the bands to those that could be cleared where it was impossible to get complete clearance. "We don't care about licenses if the situation can be worked out without them," an agency executive stated, "but we do care about putting on as colorful and entertaining broadcast as possible and we don't like the idea of cutting out all music and broadcasting from a closed booth except where that is the only way we can broadcast the games at all."

Up to Affiliates

Immediately following the ASCAP board's approval of the contracts, the printers, who had the documents in type, were ordered to start the presses for delivery to the networks the following day. ASCAP itself intends to send out no contracts to stations until the network contracts have been signed. It was explained that if ASCAP sends a contract to a station that act constitutes an offer, and should the networks fail to sign this agreement, ASCAP would, if it had sent contracts out, find itself obligated to reduce its income from stations already licensed under the terms of the agreement concluded with MBS last spring.

NBC and CBS, as has been frequently explained, have said they would not accept the contracts with ASCAP until the great majority of their affiliated stations have shown their desire to have ASCAP music back on the networks by agreeing to rebate to the networks 24% of the sums they receive for network commercial programs as the stations share of the networks payments to ASCAP. Armed with the endorsements of both the IRNA and NAB executive committees, network executives have expressed confidence that these agreements would be forthcoming without much delay.

Against this optimistic outlook, however, was the action of some 200 broadcasters, many of them network affiliates -- attending the NIB convention in Chicago early last week, expressing disapproval of the contract because of its restraints.

Precisely what effect this would have on ratification of the agreements by the networks remained to be seen. Action at the NIB convention came after broadcasters had heard a detailed explanation of the contracts from John G. Paine, ASCAP general manager (see page 9). Although acceptance of the contracts would result in the end of the conflict between broadcasters and ASCAP, with ASCAP dropping any legal actions for infringements by broadcasters since the first of the year, the rivalry between ASCAP and BMI as competitive sources of music will continue unabated. Indeed, competition between these two organizations may be expected to increase, as BMI finds itself no longer the sole purveyor of music to most of the broadcasting industry, but faced with the necessity of presenting its tunes in competition with those of the ASCAP members.

One advantage BMI holds is that the broadcasters, as BMI stockholders, will naturally favor its merchandise. Another is that many band leaders during the music war have set up their own publishing companies whose output is licensed through BMI and these leaders will continue to plug their own tunes regardless of all arguments and pleas advanced by the song pluggers of ASCAP publishers. But by and large the quality and popularity of the broadcast music will determine its use, without reference to the organization through which it is licensed.

Action in Marks Suit

The test suit brought against ASCAP by BMI and Edward B. Music Corp. to determine whether music performing rights are owned by the composer or the publisher progressed another step last week when Justice Aaron Steuer of the New York Supreme Court denied ASCAP's motion to have BMI eliminated as a plaintiff in the suit.

Decision was handed down Sept. 25 and ASCAP is expected to file answers within the 60 days required. There is the possibility that the question may reach a decision this fall.

As a result of this ruling, BMI stated, "ASCAP will be forced to meet an issue which it has evaded since its founding in 1914. It does not matter what the ultimate decision may be, an adjudication of performance right ownership will have a far-reaching effect on the future of ASCAP, an organization of both composers and publishers."

Pending the final outcome of the suit, BMI has refrained from licensing for performance some 10,000 compositions in the Marks catalog written by ASCAP composers subsequent to joining ASCAP. The award of performing rights will, whatever way it goes, clear the channel for the release to the radio audience of these songs, which include such familiar compositions as "Parade of the Wooden Soldiers" and "Glow Worm."

In addition to this BMI-Marks suit, ASCAP may soon be called on to defend its methods of licensing motion picture theatres. The Independent Theatre Owners Assn. of New York has instructed its attorneys to draw up papers for a suit seeking an injunction to halt future royalty payments to ASCAP and also to recover triple damages for payments made by the 300 member theatres during the past six years. The ITOA announcement explained that the statute of limitations prevents the suit from extending back any farther.

Refers to Decree

The suit, the announcement, "climaxes a long campaign by theatre owners who complained against the unjust charges. The theatre owners group holds that since the consent decree entered into between ASCAP and the De...

(Continued on page 67)
Call for Arbitration Expected
In ABTU-CBS Strike Threat
Union May Ask Ruling on Wages, Hours and the Traveling Expenses of M & O Engineers

FOLLOWING a breakdown in negotiations between CBS officials and representatives of the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers, all signs last week pointed towards a union call for arbitration of the wages, hours and traveling expenses of the 240 engineers employed at the M & O stations of CBS.

Meetings of the CBS members of the ABTU locals in the seven cities in which the network’s managed and operated stations are located (St. Louis being excepted as all stations in this city operate under an independent agreement with the union) pointed towards a willingness to arbitrate. It was agreed that the union would seek the Board of Arbitration to which the network is a party in order to complete the negotiations with William Runyon, executive vice-president of the union, and to present its approximately five-year contract with the network.

Terms of Agreement
Under the five-year agreement concluded between company and union in 1937, either party may ask for a discussion of wages, hours and traveling expenses at the end of any year of the contract by notifying the other side by Aug. 1 that it wishes to conduct such negotiations.

If no agreement is reached or before Oct. 1, then either party may within five days ask for arbitration of any unsettled points. If the arbitrator is chosen by mutual agreement. If the parties cannot agree on a suitable arbiter, a name is to be drawn from a panel established by the American Newspaper Publishers Assn. and the International Printing Pressmen & Assistants Union.

Following the union request, conversations were held in Chicago the week of Sept. 8, with CBS vice-presidents H. Leslie Atlass, Chicago, and Melford R. Runyon, New York, acting for the company, and Russ Rennaker, ABTU national business manager, and Frank E. Sosebee, union representative in New York, representing the union. While it was stated as of this date, the company had not reached an agreement. The union men went to New York and requested and secured an interview with William S. Paley, CBS president, following which they resumed negotiations. Mr. Runyon, however, again failed to make any progress [BROADCASTING, Sept. 15, 22].

After the second breakdown in negotiations, CBS issued the following statement:

"In 1937 CBS entered into a five-year contract with the union representing its approximately 250 broadcast technicians. This agreement provided for an annual re-consideration of the wage and hour-provisions of the contract if either party requested it. If no agreement was reached by negotiation the contract provided that the matter could be referred to an impartial arbitrator whose decision would be accepted by both sides.

Guaranteed Raises
"The agreement further provides for guaranteed salary increases based upon length of service. The beginning salary is $49.60 per week. This becomes $76.10 after nine years of service. Through the operation of these guaranteed increases the salaries of technicians employed continuously from 1937, when the contract was made, until the present time have been increased on the average over 16%. The contract provides for a 5-day, 40-hour week. The scale of pay is the same in all the cities where Columbia operates stations which are covered by the agreement, namely, New York, Chicago, Boston, Washington, Minneapolis, Los Angeles and Charlotte.

This year, the union demanded an average 20% increase in the scale of pay. Desiring to assure a continuation of employment without controversy in a time of national emergency, the company offered 6% with the provision that on the expiration of the contract in October of 1942, any unsettled points in a new contract be submitted to arbitration. The union was agreeable to accepting the 6% increase but was unwilling to agree to arbitrate unsettled points.

"The present agreement contains a no-strike, no-lockout provision. Union members stated that in tying up its offer of a 6% increase with an arbitration provision, CBS was violating the terms of the present agreement, which provides only (Continued on page 75)
Out of Witnesses; Press Services, Nets Next

ANOTHER episode in the thrill-less serial that some day may be known as the inquiry on newspaper ownership of broadcast stations terminated last Thursday after a day-and-a-half, when the FCC ran out of witnesses. It marked the third time since last July 23, when the inquiry got under way, that the Commission was unable to follow through on its pre-arranged schedule because of similar circumstances.

Having taken on the aspect of almost a complete bust, the hearings were recessed by FCC Chairman James Lawrence Fly Thursday until noon the following Thursday. Chairman Fly previously had announced that the hearings would run three days a week, Wednesdays through Fridays. Thus far, all the witnesses called had been subpoenaed by the Commission in its effort to prove that joint operation of newspaper radio stations results in unfair competition, improper practices and generally does not inure to the public good.

Intramural Row

Indicating the temper of the Commission, which its staff has handled the proceedings thus far: was the withdrawal of David D. Lloyd, chief of its inquiry section, as Commission counsel and substitution of Donald M. Harris, youthful New York attorney. While Mr. Lloyd sat at the counsel table along with Senior Assistant General Counsel Thomas E. Harris, he did not handle any of the examination of witnesses during the day and a half sessions. Mr. Lloyd had been known to frequent dressing downs by Chairman Fly prior to the substitution.

When the hearings resume Thursday, it is expected the press association and network aspects of the inquiry will be resumed. FCC investigators have plowed through files of all three national networks, and it is expected the Commission will essay to prove that the networks favor newspaper-owned stations over independently-owned outlets, because of purported advantages growing out of the joint operation. The Commission already has touched upon this in examination of subpoenaed witnesses representing newspaper-owned stations.

The press association phase, which had been given into previous, appeared headed in the direction of an end result of competition in the field, and the pegging of rates of independently-owned stations so that newspaper stations and the competitive newspapers themselves could procure rate benefits.

In some quarters it was thought the press association phase of the inquiry was being handled by the FCC with the idea of turn over any evidence uncovered to the Department of Justice for possible antitrust proceedings.

Two days hearings scheduled for Oct. 2 and 3, it is indicated the Commission will recess for a week, when its staff will work on revision of the controverted exhibits covering startling financial facts that were introduced for identification during the earlier phases of the proceedings. Moreover, the Commission sits on Wednesday of next week, to argue in connection with its rule proposing a ban on multiple ownership where duplicative service is involved.

One report, unconfirmed by FCC counsel, was that Morris Ernst, counsel for the American Civil Liberties Union, would be called when the hearings are resumed. After the week's recess, about Oct. 15, the FCC is expected to offer its revised exhibits.

Conveniently Forgotten

Mystery appeared to surround the fate of the voluminous FCC exhibits. It was decided not to use them at the start of the hearings last July, elicting from all stations comments on the effect of newspaper-station operation. From one source it was indicated that the results were unfavorable, from the Commission's standpoint, that it was decided not to use the analysis at all.

The strange spectacle of allowing applicants for new stations to plead their cases developed at the half-day session last Thursday. Two newspaper applicants, seeking stations in West Virginia, were allowed to recite reasons why they sought the stations, and cited advantages they expected to accrue to the newspapers.

Nothing to Rebut

Complying with a Sept. 17 request by Chairman Fly, the Newspaper-Radio Committee and WGN Inc. last Thursday filed with the Commission a general notation on the scope of the testimony they plan to offer. It was apparent both parties took the position that the FCC so far had pulled completely in making a case worthy of serious rebuttal.

In a letter to the Commission the Newspaper-Radio Committee indicated that, pending the extent to which the FCC corrected inaccuracies in its exhibits, it would produce witnesses to testify on Commission exhibits and others; however, Herman S. Hettiger, associate professor of economics at the Wharton School of Finance, U of Pennsylvania, and a well-known radio economist, had been retained by the Newspaper-Radio Committee, and probably will be a principal industry witness.

The Thursday development, filed by Counsel Louis G. Caldwell, indicated also that Commission exhibits in the record would be corrected, either by the FCC itself or by industry witnesses. Mr. Caldwell also stated that the WGN testimony would be presented in the exhibits. He requested that the WGN appearance be scheduled after that of the Newspaper-Radio Committee, arguing this probably would eliminate unnecessary duplication of testimony.

Need of Backing

During the day-and-a-half session only four witnesses were heard. Called to discuss the operation of the Cowles Group stations, operated by the Register & Tribune Co., which also publishes the Des Moines Register & Tribune, was Luther L. Hill, vice-president and general manager of Iowa Broadcasting Co.

Pointing out that the Cowles radio operations had operated in the red to the tune of $180,000 during the 1938-39 year, Mr. Hill maintained that backing by a highly solvent organization was necessary for the successful operation of any station or stations in direct competition with the $50,000 per year, which he said offered an unequaled service to the Iowa area from a coverage standpoint.

Mr. Hill was also questioned at length during his full-day appearance on such matters as the development of station policy in keeping with Register & Tribune business policy and the influence of the Register & Tribune over the Cowles stations.

CIO Grievances

Mr. Haywood voiced a long list of CIO's and labor's grievances against broadcasters, principally concerned with the difficulty of labor organizations in securing membership. Mr. Haywood recommended that the FCC not only investigate this situation as it pertained to newspaper-owned stations, which he indicated were the principal targets of the CIO, but offenders, and later launch an exhaustive inquiry into the overall time-for-labor situation, with an eye to correcting present practices.

NEW FCC PROSECUTOR

Donald M. Harris Now Handles
Newspaper Probe

DETAILED to handle Commission examination during the newspaper-ownership inquiry, Donald M. Harris, newest member of the FCC legal staff, made his public bow as the hearings resumed last Wednesday. Scheduled to function as head of the litigation section and prosecutor of the FCC section, Mr. Harris is backed up by Thomas R. Harris, senior assistant general counsel, and Donald Lloyd, Mr. Harris joined the legal division Sept. 8, under a non-permanent appointment following six years with the New York law firm of Carter, Led- yard & Milburn.

Retained as special counsel under Section 4(f) of the Communications Act, Mr. Harris received his A.B. degree from Amherst College in 1934, and his LL.B. from Columbia U in 1935. He was born March 28, 1911, and is married.

Making his first appearance, Nathan N. David, former associate editor of New York's Republican, Mr. David delivers the Register & Tribune's James Lawrence Fly and now with Col. W. J. Donovan, Coordinator for Regulatory Investigations. As head of the litigation section.

He indicated that although the Cowles Group stations — KSO, KRNT, Des Moines; WMT, Cedar Rapids, and WNAX, Yankton, S. D. — made cooperative time-space deals with the Register & Tribune, the same swap arrangement on an identical basis was available to WNO, which he had chosen to use instead space in the 40-odd other daily newspapers in Iowa.

West Virginia Angle

Other witnesses, all heard during the Thursday morning session, were W. E. Ingersoll, business manager of the Parkersburg (W. Va.) News and Sentinel, and Charles L. Long, newspaper and assistant publisher of the Wheeling Intelligencer and News-Register, which have pending applications for new stations in Parkersburg. Mr. Long is known to Mr. Wharton Harris, director of organization of the Congress of Industrial Organizations (CIO).

The theory of Mr. Ingersoll and Mr. Long was regarded by observers, as well as by counsel, as amounting to little but a hearing on the pending applications, now in abeyance under Order No. 78. Both described physical and financial considerations in connection with the the papers' operation and indicated that the new stations were being sought primarily to protect the newspaper investment and prestige. Radio competition was described as a "worry" and a "problem" which could best be dealt with by establishing new station.

CIO Grievances

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New York Votes FM

NEW YORK City Board of Esti- mated Thursday that \$16,000 appropriation requested by WNYC, municipally-owned station, for a new FM station, was unnecessary. The FCC last June issued to WNYC a construction permit for a 1,000-watt FM station to operate on 43.5, with the call 3WFN. Construction will begin as soon as equipment can be secured, with the station going on the air for test broadcasts by late 24. The other apparatus to be placed short- ly. FM station will give the city broadcasting facilities for long late night hours, WNYC signing off at times varying from 10 p.m. in midsummer to 6:30 p.m. in midwinter. Its frequency, it is shared with WCCO, Minneapolis.
Franchise Tax Plan Is Not Yet Dead; Morgenthau Would Tax Profit Over 6%

WITH President Roosevelt signing the 1941 Revenue Act Sept. 20 and many broadcasters congratulating the NAB for its part in defeating the controverted 5-15% Federal tax proposed in the bill for radio net-
time sales in excess of $100,000, definite signs were seen in Washington that the industry's tax troubles, far from being over, are really just beginning.

Although all appears quiet on the Government front at the moment, it still is apparent that franchise tax talk is much in the wind. Accord-
ing to the Treasury Department, no study of radio franchise tax possibilities, indicated as forth-
coming by Congress when it knocked out the radio tax in the revenue bill, has begun.

A Profits Tax, Too

No definite plan has been de-
veloped that has been understood that if Congress requests that the study be made, sufficient pressure will be brought on the Treasury and Joint Committee on Internal Revenue to rush handling of the bill. In a few weeks prelim-
inary investigations sufficient to provide a working basis for a franchise tax move. Additional in-
dications of the proposals were more than just talk came from FCC Chairman Fly in his address to the NIB convention in Chicago last Monday.

Another possibility for an in-
creased tax burden on radio and all other industries, was the plan an-
nounced last week by Secretary of the Treasury Morgenthau to tax away all outstanding profits above a 6% return on invested capital.

One informal estimate to Broad-
casting indicated the tax might amount to as much as 12 or 13 million dollars annually for the radio broadcasting industry. Although the tax is designed to control de-
fense profits, it would touch all companies, including radio. Intense opposition to the plan is foreseen in all industrial circles, as well as by Chairman Doughton, of the House Ways & Means Com-
mittee, and Chairman George of the Senate Finance Committee, both of whom have previously come out strongly against higher tax rates on corporations.

A United Front

Replying to a flood of congratul-
atory messages reaching NAB, President Neville Miller declared last Monday:

"The result we have achieved thus far is an excellent demonstra-
tion of what can be accomplished with sales and industry front. It could not have been achieved with-
out the wholehearted cooperation we received not only from members of the industry but from representa-
tives of advertising, labor unions and other groups. I wish to take this opportunity to express, on be-
half of the NAB staff and for my-
self, our sincere thanks for the

splendid cooperation which the trade association received from all concerned."

Warning against a lackadisical
attitude, Mr. Miller continued:

"While we have been successful in eliminat-
ing this particular tax from the current revenue bill, our fight against a discriminatory tax
of this kind is not yet won. It will be provided again, unless its spon-
sors — certain printing trades unions—are convinced that it would hurt them as well as radio broad-
casters."

FCC APPOINTMENT IS EXPECTED SOON

LIKELIHOOD that Presi-
dent Roosevelt soon will fill the vacancy on the FCC that he is expected to have been
filled since last June 30 was seen following a 18-minute conference last Wednes-
day in which he was able to talk with FCC Chairman James Law-
rence Fly. While no word was forthcoming either from the White House or Mr. Fly following the ses-
sion, it was thought the primary topic was the election of FCC per-
sonnel and organization.

The vacancy on the Commission has existed since the expiration of
Chairman P. T. Thompson of Ala-
abama. Chairman Fly had not been at the White House for several months and it was stated by Press Secretary Stephen D. Langan that the chairman had sought the ap-
pointment for several weeks.

Among other things, it is be-
lieved the chairman discussed ac-
tivities of the Defense Communica-
tions Board, of which he is chairman, as well as those of the FCC. Reports have been in the wind that the President might de-
sire to effect a reorganization of
the FCC because of recent regulato-
y developments that have had far-reaching repercussions.

Aunt Jemima Discs

QUAKER OATS Co., Chicago (Aunt Jemima pancake flour), on Sept. 29 started an early-morning five-minute transcribed program six days a week for 18 weeks on the following stations: WABC WEWI KYW WTAM WJR WGN KNX KSFK KDKA. Agency is Sherman K. Ellis & Co., Chicago.

WOW All-English

WOW, New York, which de-
Voted most of its time to pro-
grams in Italian before its in-
crease in value and power in the early part of the year, is planning to drop all foreign language broadcast and devote itself exclusively to English programming.

The plan, to begin on Jan. 1, 1942, by which time all present contracts for Italian-
language programs will have expired. Since its power in-
crease WOW has been broadcasting nothing but English after 7 p.m. and at present devoted only four hours a day to Ital-
ian programs.

STAR STUDENT as well as star griri
of Columbia Broadcasting Sys-

tem (left), new sports director of WJR, Detroit, was greeted by his campus radio pro-
W. C. (Bill) Thompson, during a welcoming party last week to 250 Detroit businessmen, given by the station. Harmon major in radio under Prof. Ab-
bot at the Ann Arbor institution for three years, with an eye to making that his career.

NEW YORK THEATRE IS LEASED BY MBS

MBS board approved the rental of a theatre in New York to be known as Mutual Playhouse No. 1, from which most of the network's audi-
ence shows will originate. Deal is practicaly set for the Maxine Eli-
ott Theatre, with plans for MBS to take over with the Coca Cola
premier Nov. 3.

Board also worked out a plan to en-
large and lease MBS stock-

New York theatre yet to be se-
lected, except for certain periods when the broadcasts will originate from the 1500-watt. WOR, New York, in the evening and in the afternoon, and in
the daytime from WOR, New York, in the evening. The company's policy is to make plans for the show for the
entire week, the week before the broadcast, and to fill in each program with something fresh and new.
In January of this year, the P. Lorillard Company's new king-size cigarette, Beech-Nut, was introduced to the Syracuse market. "Advertised only over WSYR and using a station-created program—in eight short months, Beech-Nuts have risen to the top sales spot in the low-priced cigarette field." No other radio or newspaper was used—convincing proof that WSYR is, by itself, a selling power in Syracuse.

WSYR
SYRACUSE, N. Y.
570 kc. NBC

COMING SOON...
5000 WATTS AT 570 KC.
"The Perfect Combination"

*According to independent survey of drug, cigar and grocery stores and cigarette jobbers.
**Briefs Few As Overlap Probe Nears**

**Only 15 of 40 Affected Groups Take Action; Power Challenged**

**WITh APPEARANCES and briefs filed by only 15 of the estimated 40 entities involved in the multiple ownership-overlapping service issue, it was apparent last week that the bulk of the parties likely to be affected by the proposed ban would simply be sideline observers at the arguments scheduled to go until early Oct. 6 before the FCC en banc.**

While thebulk of the briefs filed Sept. 22 pursuant to the order (No. 84) challenged the FCC’s jurisdiction in the issuance of such a blanket order, several of the respondents simply made a plea for a flexible rule which would preclude the ban applying to their own situations in any matters affecting existing grounds. Practically all of them, however, attacked the indefinite language of the rule, and the loose definition of what constitutes control or objectionable overlap.

A Perplexing Order

Most of the stations not filing appearances or briefs have indicated through their counsel they felt it was unnecessary to do so, since the Commission, by statute, is required to hold individual hearings on any matters affecting existing station facilities. Moreover, the terms of the tentative order itself allow at least a six-month leeway before enforcement, with grants of such additional time as may be necessary to provide for orderly disposition of properties.

Meanwhile, an informal meeting of a group of a score of stations appearing to the Commission on the purpose of the order and their counsel, held in Chicago last Tuesday, resulted in no concrete decision as to procedure or language. With L. Atlass, WJJD-WIND, who apparently took advantage of the presence of many broadcasters in Chicago to attend the special NIB convention, the meeting, it is reported, was of an exploratory nature. Broadcasters affected were frankly perplexed over the Commission’s order because of its broad scope.

A meeting of the various attorneys who plan to appear Oct. 6 for the oral arguments is scheduled for Monday, Sept. 29. The decision to hold the session was reached at the Chicago convention.

Meanwhile talk persisted about station swaps, sales and moves, in the event the Commission in the final analysis attempts to make the overlap rule stick. In several cases, broadcasters involved believe they can improve their positions, such exchanges may be put through even though the regulations which would contest in court, or even dropped.

It was generally felt, however, that the FCC majority would be disposed to make some sort of a multiple ownership ban stick, as its last-ditch effort. Already there are signs that it has slowed down considerably the pace on its proposed ban on newspaper ownership and in drafting flexible rigid regulations governing network-affiliate relationships.

**Challenge of Power**

NBC, which would be most vitally affected by the multiple ownership-overlap ban, since 8 of the 10 stations it owns are located in four cities, filed a brief challenging the FCC’s jurisdiction all down the line. Stations which would be affected, under the rule, a WGR and WJZ, New York; WMAQ and WENR, Chicago; WRC and WMAL, Washington, and KPG and KGO, San Francisco.

Through Duke M. Patrick and Philip G. Hennessy Jr., NBC contended the Commission has no authority to adopt a regulation of the type proposed. It held also that no provision of the law expressly authorizes the enactment of the regulation and that it is not necessary to the exercise of any power expressly conferred upon the Commission.

Even if authority had been conferred upon the Commission to enact the multiple ownership rule, the proposed regulation is “too vague, indefinite and uncertain to constitute a valid regulation,” NBC insisted. Because it is impossible to determine from the language of the regulation proposed “who, and what, is meant to be included within its prohibitions,” NBC said, “we submit that it is fatally defective.”

In conclusion, the network contended the Commission has no power under the Act to adopt any regulation of the character proposed and that if it had, the regulation as now phrased would not constitute a valid exercise of such power.

On behalf of three sets of stations that might fall within the purview of the rule—WJAS-KVY, Pittsburgh, WHTZ-WNJ, Cleveland, KQV, Washington, D.C.; WRAV-WWEU, Reading, Pa.—George O. Sutton, Washington attorney, challenged the FCC’s authority under the Act to issue such a rule. Moreover, he contended that the proposed action becomes even more oppressive “when considered in the light of the fact that the Commission has by its own action approved the very conditions, now existent, which it proposes to change by Order No. 84.” He argued that if the Commission feels that multiple ownership should be dealt with, it should address its recommendation for additional authority to Congress.

Mr. Sutton contended the proposed rule attempts to short-circuit the clear mandate of Congress by adopting a restrictive order in advance of hearing, that public interest will or will not be served.

**Minority Problem**

Challenging the Commission’s right, power, authority or jurisdiction to enact the proposed rule, Ben S. Fisher, Charles V. Wayland and Charles F. Duvall, Washington attorneys, filed briefs and appearances on behalf of KOMO-KJR, Seattle, WGR-KTBS, Shreveport, and WCOP-WORL, Boston. In the case of the Boston situation, it was brought out, Harold A. LaFont, former radio commissioner, owns interest in both of the stations but they are minority holdings. The question raised was whether the rule, as now drafted, would deprive them of their existence, or otherwise deprive third parties of their property.

In the case of KWHK and KTBS, it was brought out that the stations are almost inextricably intertwined in a financial structure on which a substantial loan had been procured. In the Seattle situation, it was brought out that the Commission itself recently had approved acquisition of KJR by Fisher’s Blend Station Inc. from NBC for $75,000, without any qualifications whatever.

In each instance, the attorneys held that operation of the stations jointly had in no way resulted in increased power, competition, or in suppression or restriction of competition. It was also contended that enforcement of the rule would deprive the licensees of their property and rights without due process of law.

Almost identical briefs, protests and positions to the proposed rule were filed on behalf of KGW and KEX, Portland, Ore., operated by the Oregonian Publishing Co., and KIQ and WIGA, Spokane, operated by W. Asmer, through John C. Kendall and John W. Kendall, Portland attorneys. In each instance, the second station had little or no service, except for very limited overnight programs, by the owners from NBC, with the approval of the FCC. In each case also, it was contended that the proposed rule was arbitrary and capricious in that it would deprive the licensees and all other licensees similarly situated of their property and rights, without due process of law.

**Lacks Latitude**

On behalf of WGR and WKBW, Buffalo, Frank D. Scott, Washington attorney, called adoption of the proposed rule unnecessary and undesirable. He held the objective could be served by the Commission in connection with future applications, by denying such applications on the ground that public interest would not be served, and existing stations whose operations violated the tenor of the proposed rule could be set for hearing with appropriate action.

If the Commission feels that its policy as to multiple ownership should be given expression in a rule, Mr. Scott suggested the rule should be so worded as not to restrict the Commission’s general power to act. Moreover, he pointed out that the rule appears to fall within provisions of the rule. This should be based on the public interest, convenience and necessity concept, he said. The proposed rule as drawn, he pointed out, allows no latitude in determining whether, under any circumstances, multiple ownership does or does not serve a public interest.

The proposed rule was called exceedingly unjust to Buffalo Broadcast Corp., operating WGR-WKBW, because the company was organized in 1928 at the request of the Commission, this reorganization, approximately $600,000 was borrowed. Moreover, he pointed out that in 1938, to keep pace with improved equipment, improvements cost approximately $100,000, while an expenditure of $225,000 is entered in installation of 50,000-watt equipment for WKBW, which shortly will be completed.

Mr. Scott urged that the Commission either forego the adoption (Continued on page 68)
Vast supplies of telephone apparatus are being rushed for the Bell System to meet the increasing needs of our armed forces and defense industries. In addition, specialized radio equipment of many kinds is being produced in great quantities and at top speed for our Army, Navy and Marine Corps. Western Electric's long experience and manufacturing facilities are helping to meet these vital demands in record time.
Waste Paper Spots
Cover 22 Markets
Total of $675,000 Allotted in
Conversation Campaign

STATIONS in 22 cities or city
groups have been selected for the
radio portion of the national cam-
paign to "save and sell" waste
paper for national defense needs
launched by the Conservation
Committee of the Waste Paper
Consuming Industries, including
bookbox makers, roofing manufacturers
and book-paper mills.

The Waste Paper Consuming
Industries, with full support and
active cooperation of the Office of
Price Administration, Office of
Production Management and Office
of Emergency Management, have
allocated $675,000 for radio and
newspaper advertising to urge the
city to conserve all forms of
waste paper, scrap metal and rub-
er. A local telephone answering
center was set up in 22 cities,
and housewives, store owners
and other local groups are be-
ing asked to save waste paper and
sell it or give it to charitable
organizations.

Shortage Fearsed

The advertising campaign is
handled by Ohio Steel Co., St. Louis,
and was decided upon when it be-
came evident a serious shortage is
threatened due to wartime difficul-
ties in importing newsprint.

The station list follows:
- New York City: WINS WABC WCY
- Philadelphia: WDAS WYTL WIP
- Chicago: WAFM WIND WCFL WJJD
- Buffalo: WKBW WGR WLOL
- Milwaukee: WMOY WBL
- Montreal: CCFM CAFP
- Los Angeles: KLAC KTBW
- San Francisco: KSFO KQW KMME
- Detroit: WXYZ WJLB WJBK

ALL ALONG THE ROUTE crowds turned out to cheer Jim DeLine, Musical Clock m.c. at WFBL, Syracuse, as he rode a bicycle from Syra-
ance to Chittenango, 17 miles away. The ride culminated a week of pro-
"granting KSFO a permit to serve..." to "Granting KSFO's
request..." to "Granting KSFO..." to "Granting KSFO..."

KSFO Protests 50 kw. Grant to KQW
And Cites Its Allegedly Unfair Results

CHARGING that the FCC has
"unwittingly done a grave injus-
tice" to KSFO by its recent action in
granting KQW an increase in
power from 5000 to 6000 watts
on 740 kc., while the application for
KSFO for the same facility was
set for hearing, former Commis-
sioner E. O. Sykes of the FCC, last
Wednesday filed with the Commissi-
on a petition for reconsideration
and setting aside of the KQW
grant.

The FCC is expected soon to
consider the petition asking a con-
solidated hearing on the issue in
San Francisco.

Invoicing not only the issue of
assignment on 740 kc., but indi-
directly that of the future CBS key
station in San Francisco, the
KSFO-KQW controversy has
been in progress since early 1940, when
KSFO first filed its application for
the facility. KQW, licensed in San
Jose, and a sister station of KJBS,
San Francisco, was given the 740
kc. assignment with 5000 watts as
a result of the Havana Treaty re-
allocations, since its original fa-
cility—1070 kc.—was not available
for use in this country.

To Cover San Francisco

The FCC on Sept. 9 granted the
assignment to KQW for 50,000 watts,
effect making it a San Francisco
station, subject to approval of a
plan of independent financing.
Simultaneously the KSFO applica-
tion was designated for hearing.
KSFO had suggested that KQW
be assigned to its present facility
on 560 kc. with 10,000 watts, but
which, it claimed, would enable it
to serve the San Jose area and improve
its coverage.

Judge Sykes emphasized that
when KSFO filed its application
for assignment on 740 kc., with
50,000 watts and suggested the as-
signment of KQW on 560 kc., there
was no other application pending
for 740 kc. in California. He con-
tended that when tentative assign-
ments were made under the Ha-
vana Treaty reallocations, KQW
was "temporarily assigned" to 740
kc. Despite applications, petitions
and letters of protest filed by
KSFO, Judge Sykes said, "your
Commission has step by step
out-of-court..." to "Granting KSFO's
request..." to "Granting KSFO..." to "Granting KSFO..."

WRRN, in Marion, O.,
To Take the Air Oct. 15

STARTING DATE of the new
WRRN has been set for Oct. 15,
according to R. L. Bowles, general
manager of WRNN, Olmsted, O.,
that was authorized last Aug. 5
by the FCC to a partnership of
Frank M. Kiner, O., owner of the
restaurant-cigar store chain in Akron,
O., and Perry H. Stevens, Akron
radio station WZPN (250 watts on 1490
kc.) will be used.

Mr. Bowles will assume the ad-
dditional duties of commercial man-
ger while Margarette Petran,
formerly of WAKR, Akron, has
been named program director. Chief
engineer is James Ranney, formerly
of WFME, Youngstown. Balance of
the personnel will be announced
shortly. WRNN is licensed for R&O
music, Lang-Worth music library,
and UP news service.

Gulf Denies Charges

GULF OIL Corp., Pittsburgh, answer-
ing in the Federal Trade Commission charging advertis-
ing misrepresentations for Gulf Live-
stock Co. and Gulf Livestock Co., of
Boston, has denied that the statements
are false or misleading, as charged,
and the possibility that we have op-
it for Gulf Diesel Equipment. The
complaint is now under investigation
and if considered in its entirety, was
clear and understandable and phrased
in language that would not deceive or
mislead.
Beginning auspiciously six years ago by "scooping" all radio news services in broadcasting the death of Will Rogers and Wiley Post, KLZ has maintained uninterrupted leadership in the reliability and completeness of its news broadcasts... and, likewise, has maintained without interruption the confidence of its original news sponsor, the Fred Davis Furniture Company, a huge, but still growing Rocky Mountain institution which has just signed its seventh consecutive news contract with KLZ.

Through August, listeners overwhelmed KLZ's mail department by sending in more than double the fan letters of a year ago. These letters are but a continued indication that each month more listeners respond to KLZ's super showmanship, outstanding public service features and top-ranking progress.

It is not new, but still true that Coverage is not so much a matter of Kilowatts as Kilocycles. KLZ with 5,000 watts on 560 kc, with a signal directed up and down the prosperous and populous sections of Wyoming and Colorado east of the Divide, covers the profit area of the Denver Rocky Mountain area.

"12 Services not on the Rate Card" is the title of a code of merchandising procedure that KLZ extends to sponsors. "Splendid", "outstanding", "unequalled", "effective", are the words used by leading advertisers to describe KLZ's merchandising efforts in their behalf.

"Colorado Speaks" and, in a loud, booming voice, tells the world that KLZ is Denver's "stand-out" station. "Letters FROM the Editor" may be unusual elsewhere but, at KLZ, are commonplace. Practically every well-known newspaper editor in the state has written to comment with enthusiasm upon the popularity in his town of KLZ's broadcast, "Colorado Speaks"... a dramatized review of editorial comment, opinion, and humor.
They Know What Makes Radio Tick

Behind Radio Scenes Basis of Popular Blue Program

MILLIONS of listeners who possess an unquenchable desire to know just what makes radio "tick" find the answer each week in Behind the Mike. Each Sunday afternoon Behind the Mike takes these listeners behind the scenes in the radio industry, taking up for them the miracle that is radio.

It has explained how a radio program is created, auditioned and sold; how an announcer gets his job; how sound effects are created; how trans-Atlantic broadcasts come about; how commercial continuities are created and passed for broadcasting; and on one of its most ambitious programs, how the Associated Press was born and how it has flourished.

Inside Stuff

Creator of all this erudition is Mort Lewis, author and producer, who gives all the credit for his success to his assistant, his brother, Lester, a sort of major-domo for the show. Mort Lewis was co-author of the stage successes "Legs of the Grass" and "New Faces" and did a doctoring job on "Between the Devil". He is the writer of such radio shows as If I Had a Chance and Celebrity Minitreats and is now writing Molasses & January. He has also written for Ben Bernie, Ed Wynn, Ben Lyon, Bebe Daniels, Pick & Pick, Charles Winninger and Burns & Allen. Graham McNamee is the master of list and the guests and stars read like the golden book of the radio industry.

The program structure, save for special occasions, is the same from week to week, generally opening with a "light spot". For instance, on one of these Janice Gilbert recently demonstrated her ability to simulate four babies crying all at once.

The second spot is usually the "Sound Effect of the Week". One of the most popular sound effects was a recent demonstration of doorknocks in which Behind the Mike demonstrated that each special occasion calls for its special doorbell. It demonstrated there is a vast difference between the knock off the screen's lower, for instance, and a gangster bent on murder. Walking up and down stairs sound effects were similarly demonstrated.

The third spot is the one that usually draws the most attention — the visit backstage of radio. It is this spot which has given Behind the Mike its greatest triumphs.

On one of these backstage spots Pat Kelly, head of the NBC announcers staff, auditioned Bill Huck, an NBC page boy, anxious for a speling job. Huck went laboriously through one of the stiff NBC announcer's tests right on the Behind the Mike program. His work was not in vain for a station manager listening to the broadcast promptly hired him after the show.

Aside from getting Bill Huck a job, the backstage spot served an even greater purpose. It demonstrated to the public that something more than merely a good voice is needed to get an announcer's job. It opened the eyes of the public to the actual requirements for a radio announcing stint.

Another backstage spot was so real that it backfired. To demonstrate to the public that radio actors are really clever and possessive of genuine originality, Mort Lewis called three actors before the mike and handed them a script they'd never seen. They took a few seconds to familiarize themselves with the lines, then when the time signal came they were so capably that few listeners would believe they hadn't actually seen the script before.

Still another backstage spot was to demonstrate how serial scripts which are "doctorred" or brought up to audience requirements. In this spot, Bill Rapp, serial editor of Liberty Magazine, appeared at a typical story conference. The script, containing Rapp's suggestions and formulae, soon became in great demand itself from would-be authors, producers and directors of radio shows.

The very important part of the radio engineer in the radio program has been demonstrated on Behind the Mike. The program has demonstrated the minute balance that can be achieved with sound effects; how low a loud crash, or a knock, or a siren, or too low a bang, a bell or a horn may ruin a tense scene.

The backstage spot has taken listeners behind the scenes to demonstrate how Charles Lanius in Berlin and Fred Bate in London organized their transoceanic radio networks. Both were cut in by direct short-wave, conversing with news and special events personnel in setting up the broadcasts. They also told from where they broadcast, how they get the news and to what extent censorship restricts them.

The famous NBC listening post has made its appearance on Behind the Mike through Jules Van Iten, its director. This show demonstrated the listening post picks up out of the ether and the rigorous requirements for its personnel.

Ralph Forbes and Bill Eason, with Carly De Angelo director, have done an actual rehearsal of a radio script on the backstage spot.

This show showed how the actors are given the feel of their lines and how the script is constantly revised during rehearsal until the final one is evolved.

The fourth spot is a short radio oddity. One of the most amusing of these was the re-enactment of a comic announcement written by radio listeners who had a time signal and then couldn't remember which watch company was sponsor. So, he said: "Oh, well, folks . . . this one's on the house!"

Then comes the "Salute to the Program You Loved". Here Mort Lewis has brought back many of the favorites of the olden days of radio. Curiously enough, says Lewis, these artists who have fallen by the wayside generally prove they're as good as they always were and all the top stars return for the finale. In this spot Lewis strives to demonstrate that radio has a soul and a tradition.

Old Favorites

Behind the Mike has brought back such old favorites as Clara, Lou & Em, the Eno Crime Clues, Roxy's Gang, the Atwater Kent Hour, the RKO Hour, the old Showboat with His Kids, the Mills Brothers, the A & P Gypsies with Harry Horlick, and the Gold Dust Twins. In virtually every case, the original casts were used. The only irreplaceable element of "It's Happened to So-and-So" is answered.

In bringing back the Eveready Hour to fill spots reserved for the story of the sailor who was cast away on the Galapagos Islands. This story was such a terrific smash that it had been repeated several times on the Eveready Hour and the fan mail it attracted on Behind the Mike, which broadcast it for the first time in nine years was enormous.

In the next spot Behind the Mike answers questions of listeners, a guest radio editor usually doing the answering. Virtually all the Manhattan radio editors have appeared. They have been true, direct, their radio story, such as the one of a song by a network star that thwarted a mother's plan to desert her radio voice-actor daughter who brought food to the deserted inhabitants of the Pitcairn Islands.

Fibber McGee to Return Sept. 30 Without Peary

S. C. JOHNSON & SON, Racine, Wis. (floor wax), following a sum- mer-off, reveals new anunci- tor for the seventh season Fibber McGee & Molly on 99 NBC-Red sta- tions. 5:30 to 6:30 p.m. (EST). Jim and Marian Jordon continue to be starred, with balance of cast including Bill Thompson in a variety of roles; Isabel Randolph portraying Mrs. Up- pingwood; in Kings Men, vocal quartet. Gaye Carlyle is the newest comedy role. Hal Peary (Gilder- sleeve), now has his own program, "Chilly Wilcox," as clincal director. Harlow Wilcox has been re-signed as announcer, with Don Quinn continuing as writer. Underwood. Hollywood manager of Needham, Louis & Brobry, will produce.

Hap Hazard, used as a summer replacement, following a three-week hiatus, returns Oct. 15 to NBC-Red. is continued su- ponorship of S. C. Johnson & Son, plugging Car-Nu wax, Wednes- day, ( est). Starting Ransom Sherman, cast will include Paula Winslow, Shirley Mitchell, and Ted Allen with Martha Tilton, vocalist. Wilcox also has that announcing assignment, with Ralph Mills musical director. Dick McKnight will continue to write the weekly show with Van Fleming re- maining as agency producer.

'Silver Theatre' Opens Fifth Season on Oct. 5

INTERNATIONAL Silver Co., Meriden, Conn., through Young & Rubicam, is producing the annual Silver Theatre on 57 CBS and 33 CBC stations, Sunday, 6:30 p.m. (EST), starting its fifth consecutive season. Mickey Rooney, film actor, will be first guest star. Felix Mills has been re-signed as musical director. Ted Spivak, recently appointed producer of the weekly show [BROADCAST- ING] has brought in Paul Taylor who takes over agency pro- duction of the NBC Burns & Allen shows, of which he is now a good fellow, the Lever Bros. Co. (Swan soap). Tony Hardt will be assistant to Sher- deman with Conrad Stagel as second assistant, and Henry Charles announcer. Policy of buying orig- inal scripts or current magazine stories, for radio adaptation, will continue. Firm, as a summer replacement, has been sponsoring the Silver Theatre Summer Show on 26 CBS stations.

ANOTHER all-night program has been introduced in the Dallas-Port Arthur area by Jos. McBeth & Co., with Ernest Hackworth handling the Old Time Waterman and Hail the Na- tions, Half the Night on KBIZ, six nights a week from 12 midnight to 6 a.m.}

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It’s **Smart** to be a Sheep

It strikes us that in buying radio time, it’s wise to be a sheep—to follow the flock. In a competitive radio market, it’s best to choose the station used most by other advertisers.

Because the station that gets most of the business does so only by attracting most of the listeners. And a station keeps this business only by delivering results.

Which is why we’re proud to report that . . .

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

**AND, ONLY ONE OUT OF EVERY FOUR KMBC ACCOUNTS IS NEW TO THE STATION—ALL THE REST ARE RENEWALS!**

Isn’t that convincing proof of KMBC’s effectiveness as a sales medium? Isn’t it, in fact, the perfect success story?

If you want to crack this rich Missouri-Kansas market wide open, take the tested way. Choose the station used to best advantage by most other advertisers. Follow the national leaders to KMBC.

We think you’ll find it **very** smart, in this case, to be a sheep.

**KMBC of Kansas City**

Free & Peters, Inc.  CBS Basic Network
Fly Sounds Disarming Note at NIB Session

Scoffs at FCC Critics; Reaffirms Stand Against 'Concentrated Control'

The text of FCC Chairman James Lawrence Fly's address delivered before the NIB convention meeting in Chicago, Sept. 22, follows:

IT IS A PLEASURE indeed to be here today with this great gathering of the nation's independent broadcasters, and to discuss with you as frankly and openly as I can some of the issues which jointly concern the FCC and the broadcasting industry. I have never believed that a Commission should operate in a vacuum, cut off from the day-to-day problems and concerns of the industries subject to its jurisdiction. While an administrative agency must maintain impartiality and detachment if it is to serve the public interest, it must also maintain open lines of communication with industry if its actions are to be soundly based on current factual situations. And so I welcome the invitation to attend your discussions and in turn to contribute a little towards them, along with Gen. Cummins of the Sixth Corps area and Mr. Waters of the Department of Justice.

I think that in the minds of most of us, September marks the beginning of the new year in broadcasting. This is the time when new programs are introduced and old favorites resumed. It is the month for policy changes and improvements. It is the time when listeners resume their regular listening habits. Accordingly, it seems to re appropriate to review the broadcast year just ended, and to comment on the broadcast year now opening before us.

A Good Year

From the purely business point of view, I know that many of you have had an improved year. 1940 was markedly more prosperous than 1939, and the indications are that 1941 profits will exceed 1940's by an appreciable margin. Whether or not further improvement occurs during the coming year, I am inclined to agree with the thought that consolidation of present gains is an excellent watchword for the year ahead.

One financial threat to the industry looming large on the horizon until a few weeks ago was the proposed 5, 10, and 15% tax on broadcast revenues, contained in the House of Representatives' version of the tax bill. I considered that tax unwise, and with others, opposed it at the Senate hearings on the bill. I am glad to say that the tax was eliminated.

As indicated before the Senate committee, the Commission instituted a study of a possible franchise tax, under which each of the industries regulated, e.g. telephone-telegraph - radio communications, would be assessed a proportionate part of the cost of regulation; but I hardly think it so relative small a tax need seriously concern any of you.

It seems to me clear that the public interest requires a prosperous broadcasting industry. Any circumstances which jeopardize broadcasting income are bound to affect adversely the quality of programs, and hence the public benefits from radio broadcasting. While the FCC has no direct concern with your profits and losses, we know that the tremendous progress of radio has been due in no small measure to the financial success of broadcasting as a business enterprise, and we welcome that knowledge.

Certainly the largest single factor in broadcasting as in American life last year was the defense program, and this will continue, of course, to be true during the year to come. Gen. Cummins, who is also here to you, will give you a fuller picture of the interrelations between broadcasting and defense. I shall therefor allude to only a few recent developments.

Priorities Problem

One has to do with priorities. As many of you know, during the past summer the manufacturers of radio receivers were faced with a crisis by reason of a shortage of metals. I felt that a curtailment of receivers and hence of listeners would adversely affect the morals and national defense, and so, in cooperation with the progressive leadership of the Radio Manufacturers' Association, I called the attention of both the OPM and OPACS to the strategic importance of broadcasting in national defense. I said, in part:

Radio listening is no longer a mere source of light entertainment. Increasingly since the President's first fireside talk, it has become the foundation of public opinion.

THE ROSTRUM as FCC Chairman James Lawrence Fly delivered the keynote address. At left are Lloyd C. Thomas, KGFW, Kearney, and NIB President Harold L. Lafount.

and for the maintenance of morale. In the recent past it has been intensively used by the Department of Justice for Alied registration and by the Army and Navy for recruiting. This month it has been extensively used by the Treasury for the sale of defense bonds, and by the Office of Civilian Defense in its aluminum scrap collection drive. * * * Practically every agency of the Government relies on the possibility of reaching the public directly by radio, especially those listeners who cannot be reached by other media. No one can predict what additional services may be required of broadcasting in the future; but it is clear that any intensification of the present emergency will further expand the role of broadcasting in defense.

The immediate priorities crisis which the receiver manufacturers faced has been averted; but as you know the problem is a continuing one. It affects the transmitter equipment as well as receiver. Some of you may be familiar with the recent case of WIBC at Indianapolis, which blew out both its regular 5 kw. tube and its spare. Unable to get a replacement tube, it has been forced temporarily to operate with the only tube available—a 1 kw. tube. Such a case brings the priorities problem home to us.

I have no pat solution to offer to this problem. But I want to point to its urgency, and to assure you that the Commission stands ready to cooperate in seeking a solution.

As one step towards a solution, the Defense Communications Board has established a special priorities committee. The primary purpose of this Priorities Liaison Committee is to cooperate with and assist the priorities allotment officials. That committee will be concerned with telephone, telegraph and radio communications priorities as well as with broadcasting. In establishing it a week or two ago, we said:

While it is gratifying to know that a priority status has been assigned to repair and maintenance materials. DBB feels that it is equally important, and in many cases more important, to provide a high priority for new materials and equipment. This is particularly true of new and supplementary facilities or indirectly related to national defense expansion.

I mentioned a moment ago the use of broadcasting by various departments. I doubt whether any of you have found such requests for time unduly burdensome so far, but perhaps some of you fear that they may become harder later. If at some future date broadcasters feel that an inordinate portion of the broadcast day is required for this purpose, the matter can no doubt be adjusted by joint conferences with the appropriate government agencies. Certainly the FCC has no desire to see the effectiveness of radio curtailed by an overload of programs of one kind or another. My impression is that that danger is not on the horizon at present. Indeed, the quality of many defense programs is of such high order that the air is a real asset to the station operator acting them. The Treasury Hour, to single out one program from many, compares favorably in popular appeal with the most popular of commercial hours.

A Vital Role

Similarly, speeches, debates and forums on current issues in a time of crisis like this enable broadcasting to hold on listener and its claim on public attention, especially if such programs are well-rounded. Broadcasting, which a decade ago was a mere source of entertainment, has now assumed a far more significant role, without in any way detracting from its original popularity. In discussing these facts in perspective, it seems to me that the industry's contribution of time for defense broadcasts is broadcast over the waters; it is already being particularly true in terms of increased public respect and increased public attention.

I should also, in discussing the impact of the defense program on broadcasting, repeat once more what I have said so often—that neither the FCC, nor the DBB, nor so far as I know any other agency of the Government, has any plans for taking broadcasting out of the hands of those who, in time of war, as in time of war, is it obvious that in the event of hostilities, stations within actual combat areas in required to coordinate their broadcasts with the plans of military authorities in that combat area.

Also, broadcasting would in the event of war be an important factor in civilian defense. Indeed the DBB has appointed a subcommittee to cooperate with Mayor LaGuardia's Office of Civilian Defense in considering such problems. But DBB plans are contingent on an actual military need; and are based upon the fundamental premise that broadcasting will remain in pri-
WHEN Markets expand, it's time for advertisers to expand their coverage, too... with extra power where it's needed!

TAKE the thousands of square miles around Baltimore; the thousands of square miles around Pittsburgh.

NO LONGER is purchasing power huddled close to the centers of these cities. Today the swiftly-circulating millions for defense have already spread far afield... where mill and factory and farm are booming, beyond the metropolitan horizons of yesterday!

MILE after mile along the Allegheny and the Ohio — up and down the Monongahela Valley — smoke-stacks smudge the sky by day and crimson it by night. Wheels turn. And money changes hands. Across three state lines spreads the expanded Pittsburgh market of TODAY!

MILE after mile through Maryland — overflowing into Delaware and Virginia — driving farms and humming factories blanket with new prosperity an area larger than many European countries. That area — all of it — is today's expanded BALTIMORE Market!

YOU'VE something new to reach out for — something bigger. And the Red Network of NBC has something new and bigger to help you reach out.

As KDKA and WBAL, 50,000-watt stations in Pittsburgh and Baltimore, join NBC Red, they bring hundreds of thousands of new radio families within the areas served by the "Network Most People Listen to Most"— hundreds of thousands of new families eager to buy TODAY.

UNCHALLENGED DOMINANCE

In Baltimore

WBAL 50,000 WATTS

In Pittsburgh

KDKA 50,000 WATTS

NBC Red

THE NETWORK MOST PEOPLE LISTEN TO MOST
private hands throughout any foreseeable emergency. For my part I should whole-heartedly oppose any proposal to "take over" radio broadcasting—though I have never heard such a proposal from any source worthy of serious consideration. I concur with President Lafount's suggestion of coordination of program requests. We at the Commission will be happy to cooperate in forwarding such a constructive idea.

There is one other aspect of the impact of defense on broadcasting which I want to mention before leaving the subject to the capable hands of Gen. Cummins, and that is the matter of foreign shortwave broadcasts beamed on this hemisphere.

Monitoring Activity

During the past year, the Commission has established a Foreign Broadcasting Monitoring Service to record, digest, analyze and report on foreign broadcasts. Monitoring personnel, who have been well trained by our National Defense Operations Section pick up foreign broadcasts in a score or more of languages, including Arabic, Icelandic and a score of Chinese; transcribe them, analyze them, and transmit their essence to interested government officials. The Monitoring Service reports that propaganda of all kinds from foreign countries is being poured into the Western Hemisphere by shortwave almost every hour of the day and night. We actually record half a million words daily. The question thus arises whether these broadcasts constitute a threat to American morale.

It seems to me that, paradoxically enough, the answer lies entirely in your hands. So long as American broadcasters give the public full and unbiased news accounts, well-rounded discussions of public issues and personal opinions openly labelled as such, it is almost inconceivable that any appreciable portion of the American listening audience will be weaned away from American stations or will give credence to foreign propagandas. But if once listeners begin to lose faith in American broadcasts or begin to feel that your news programs, commentators and public forums are warped or biased, you must expect them to turn elsewhere for their news, with possible tragic results. Foreign and shortwave propaganda will become a real threat to American morale on the very day that American listeners lose faith in domestic programs. I know that day will never come.

Let me turn now from matters of defense to other issues. The past year has seen two major steps forward with respect to the opening up of new broadcast fields. Full commercial operation of both television and FM stations has been authorized.

Some of you with long memories may recall the "hullabaloo" which accompanied the Commission's postonnement of commercial television a year or more ago until the industry engineers could develop an agreed set of standards. Looking back, I think that there are few competent observers today who would not agree that our caution then was sound. Many of the people who were the loudest in their condemnation of the postponement have since agreed that it was a wise and necessary action.

Truth vs. Uproar

There is a moral in this, and I think I would be remiss in my duty if I did not point it out. The moral as I see it is that uproar and commotion do not always or even customarily reveal truth. The Commission, acting after full hearings and consultation with representatives of the industry, sometimes finds itself obliged to take steps which for a time at least may seem unpopular. But the long-range wisdom and rightness of these steps cannot be judged by the temporary tumult they elicit. Noise may not be convincing. These matters must be viewed in a proper perspective, with an eye to the public interest and the good of the industry as a whole.

Now the industry has developed television standards and television is on its way. However, television still faces serious obstacles—chiefly, delays by reason of the defense program. But these are nothing compared with the difficulties it would be facing if it had plunged into unwarranted premature exploitation.

How will the opening up of television and FM affect the standard broadcasting field? I hesitate to prophesy, and yet it seems to me clear that the long-term result of television will be on the whole beneficial to rural broadcasting. I base this prediction upon the fact that broadcasting is essentially an institution of the American home, and by strengthening the hold of the home upon families, both television and FM will similarly strengthen the hold of broadcasting in general.

It is true that these newer techniques constitute a challenge to your inventiveness and originality. To retain your present claims to the time and attention of your listeners, you will have to be constantly on the alert for improvements in program quality. But then, that has always been true in broadcasting. To stand still in so fluid an industry is to retrogress. Here is a challenge to broadcasters: I know it can be met as successfully as you have met the challenges of the past. May I leave with you the thought that we shall be ready to move forward with these new services so soon as the curve of wartime economy starts to level out—thus being in a position to alleviate general economic dislocations and at the same time to serve the selfish interests of the industry itself.

Let me turn now to a brief consideration of those Commission proceedings which are concerned with concentration of control over broadcasting facilities.

Not Antagonistic

Some observers claim to distinguish in these Commission proceedings a common factor of antagonism towards the broadcasting industry. Nothing could be farther from the truth. I view the fostering of the American system of broadcasting, and its protection from any unwarranted attacks which may be made is, as one of my prime duties as chairman of the FCC. It is true that there is a common factor underlying our concern with these matters. That common factor is the duty to protect broadcasting, and in particular the private system of broadcasting, from attacks which will otherwise certainly assail and perhaps overthrow it. Let me explain as simply, as frankly, and as briefly as I can exactly why the weeding out of monopolistic tendencies in broadcasting is a prime requisite if you gentlemen are to remain undisturbed in your ownership and operation of American broadcasting stations.

The kind of attack to which broadcasting under private auspices might become vulnerable was very forcefully made quite recently before a Senate subcommittee inquiring into the mounting picture propaganda. It was there charged that a few men had seized control of American microphones and were using their position to propagandize the American people. It was further alleged that these few men wielded far more power than any duly elected representative or responsible government official.

The broadcasting industry has on the whole been comparatively immune from such attacks, though there is no assurance that its relative immunity will continue.

Cites Miller

Mr. Neville Miller undertook to reply in these words:

It is difficult to believe that charges such as these are made in all sincerity. There are more than 900 broadcasting stations in this country. These stations are operated by men of all creeds and political beliefs—Republicans and Democrats, farmers, lawyers, newspaper people—plain business people of all kinds.

Without entering even indirectly into this particular debate, and without commenting even indifferently on either the attack or the defense, I do want to direct your attention to the thought which lay behind these words. The real justification of private ownership of radio is that control can thereby be left, as Mr. Miller says, in the hands of hundreds of "men and women of all creeds and political beliefs," hundreds of everyday managers.
Only the RED gives you WBAL
...only WBAL gives you this!

Only WBAL—Baltimore's one and only 50,000-watt station—blankets the thousands of square miles of booming factories and farms within the rich WBAL defense-payroll zone...an area no advertiser can afford to ignore.

For WBAL hurls your selling message with ten times the power of Maryland's next-strongest station...and with six times the power of ALL other Maryland stations combined!

On October first, WBAL joins the network most people listen to most. We bring an audience prosperous, loyal and large—placing within the Red Network Station Area around Baltimore thousands more radio families than ever before!...National Broadcasting Company, a Radio Corporation of America Service.

WBAL
Baltimore's only 50,000-watt station
NBC Red Network outlet from October 1
Americans. To the extent that this diversity of ownership and dispersion of control to which Mr. Miller points with pride is a fair depiction of the facts, to that extent the broadcasting industry will remain impervious to the kind of attack recently launched. But any trend to concentrate this control anywhere will lay broadcasting under adjudication. With respect to comment, since the community issue the networks were unable to make out the course of events. The political control of your business will sooner or later get a few men however competent, a branch of experts and specialists now hold commissions. Pointing out the demand for men with technical background and training, Mr. Kirby said the army from the industry are quickly placed in responsible positions or are given specialized training at various radio schools to maneuver their qualifications warrant.

Covering Maneuvers
American broadcasters have done a "magnificent job" in the handling pick-ups of field maneuvers. It was no easy job to present a picture of the simulated warfare to the public, he said.

Pointing out that at the outset of the emergency the War Department recognized the importance of broadcasting, Gen. Cummins recently named by the public relations director of NAB, has been selected by the Army to organize the radio branch of the Bureau of Public Relations and given a leave of absence from NAB. He will work closely with civilian aide to the Secretary of War, Mr. Kirby has organized a staff of specialists and writers, all drawn from the industry, to translate the Army's schools to networks and small stations alike. The job has been expertly done, he said.

"Radio also has done an outstanding job in building morale," he continued. "The relationship of those soldiers to soldiers has aroused great enthusiasm in bringing into each American home, into each Army camp, confidence and faith in the nation's leaders, and radio's relation to the army. That is radio's relation to democracy."
Only the **RED** gives you KDKA
...only KDKA gives you this!

Pioneer radio voice of the world, and Pittsburgh's *only* 50,000-watt station, KDKA reaches up and down the rich regions of the Tri-State area—all well inside the defense-prosperity zone—with the impact that *only* a 50,000-watt station can deliver!

That's *ten times* the power of Western Pennsylvania's next-strongest station ... more than *four times* the power of *all four* other Pittsburgh stations combined!

On October first, Westinghouse Station KDKA takes its place in the NBC RED Network. Which is another way of saying that the station most people listened to first joins the network most people listen to most! ... National Broadcasting Company, a Radio Corporation of America Service.

**KDKA**

**PITTSBURGH'S ONLY 50,000-WATT STATION**

**NBC RED NETWORK OUTLET FROM OCTOBER 1**
Industry Must Show It Is Indispensable During the War Period, Lafount Asserts

THE WHOLE future of commercial broadcasting rests upon the type of service it can render during the critical war period and the burden is upon the industry to prove that its service, in the highest sense of the word, is 'indispensable'. We hear from Mr. Lafount, former member of the Federal Radio Commission and president of NIB, told the special convention of the organization in his keynote address Sept. 22 in Chicago.

Declaring that the task will not be easy and that changes in regulations governing radio can be expected during the national emergency, Mr. Lafount called upon both Government and industry to work toward the common goal of maximum public service, and some of the orders the industry may be asked to carry out may appear radical, if analyzed in the light of the war situation. He said there is reason to believe that any emergency rules which may be adopted will be withdrawn with the return to normality.

Radio Is Ready

The industry is now well-established to undertake the "stupendous task of building morale and spreading information to help safeguard our great democracy," Mr. Lafount said in his address. Much public service and other action on the part of which radio depends for programs, operations, and sales, are not regulated by the Federal Government, he pointed out.

In this connection he said that the industry had met the contracts offered by ASCAP, BMI, SESAC, or AMP, but that "with the help of the representatives of these Government officials," the industry hoped to become better acquainted with the status of these problems and that the NIB convention would move toward working out satisfactory solutions.

Mr. Lafount said he was concerned about the problem music had been created. "We heard that when stations had come when stations should build more local programs, recognize and use more local talent and more fully serve local needs. While the networks are doing a splendid job, he said he was not willing to assign his obligation to operate in the public interest to the chains or anyone else.

Government Time

Alluding to the vast amount of time devoted to Government programs, he pointed out that this has a definite bearing on the subject of competition in radio. While the principle of competition is good, he said in practice it can be carried "to the point of extermination. When a program in the same class is licensed to operate in a particular community, he pointed out, prices are cut to meet the competition, while operating costs remain constant or may increase.

Consequently, more time must be sold and stations are forced to "try to maintain their quality in order to live on."

(Continued on page 50)
If You Want to Make a Splash in Baltimore—Use WBAL!

There are a quarter of a million radio homes in the high intensity area of 50,000-watt WBAL...a million folks with money to spend.

If you sell food, for instance...there's a hundred million dollar market waiting for you.

If it's drugs you purvey...there's seventeen million bucks to be had. Whatever you sell, you've got an opportunity to get a slice of the four hundred million retail sales in this important trading center.

Yes sir, Baltimore is a whale of a big market...a big market that takes plenty of power to reach and move. When you come into Baltimore, you can't afford to make a little ripple that will be swallowed up.

You've got to make a big splash...and that means WBAL!

WBAL
MEANS BUSINESS
IN BALTIMORE
Radio Advertising in Latin America

WHILE radio broadcasting and advertising has been established in Latin America for over a decade, it is, to American exporters, still a medium offering new and remote possibilities for reaching the citizens of foreign countries. It is, therefore, helpful to review some elementary facts.

The total population of Latin America, exclusive of English-speaking territories, is roughly 130,000,000, of whom 46,000,000 are in Brazil. This population is scattered over an area that extends southward from our Mexican border for about 6,000 miles. The greatest width of the continent of South America itself is 3,300 miles, but if we include Mexico and Central America, this breadth will increase to almost 6,000 miles. While a large part of this area is ocean, it will give some idea of the territory that must be covered by radio advertisers in Latin America.

Contrasting Races

Although there are about 85,000,000 people in Spanish-speaking America, they cannot be considered homogeneous; the evidence of this varies from the Pacific side, where we find that large numbers of the natives are Indian, or of mixed Indian blood. In contrast, on the Atlantic side we find many Negroes, or people of mixed Negro blood. Argentina, Uruguay and Chile are notable exceptions, as they are peopled with stock that is almost 100% European.

This point is not alien to an article on radio advertising, as it explains the marked differences in idiom and accent encountered in Latin America. (Compare Cuba, Mexico and Argentina.) It helps us understand the contrasts in native music. (The African influence in the music of Cuba, and Brazilian samba; the Indian influence in the haunting melodies and folksongs of Mexico; the Latin influence in the candombe of Uruguay, and tango of Argentina.)

The culture, the artistic architecture and living habits of these peoples have also been affected by purely physical factors, such as altitude, climate, natural resources, etc. We, who use radio, must not forget this lack of homogeneity. We should strive to understand these differences.

There are two methods of radio advertising now offered American exporters. One is radio broadcasting in Latin America through local stations either singly or in networks in each individual country. The other is radio broadcasting to Latin America through shortwave stations in the United States with or without local rebroadcasts.

In and To

It is my opinion that the first of these—radio advertising in Latin America—is the most desirable of the opportunities of the American export advertiser's consideration at this time. Radio advertising to Latin America has great potentialities for the future, as I shall point out later on. Now, however, let us look at what is available to us through radio advertising in Latin America.

Each country in Latin America has its own local stations. It is to these stations that the natives prefer to listen, whether their radios receivers be longwave or combination long and shortwave. In several countries, notably Argentina and Mexico, radio has made tremendous strides. Each of these countries has at least two local stations transmitting 50,000 watts long-wave, with powerful simultaneous shortwave broadcasts. Both of the two principal stations in Argentina offer chain broadcasts of their programs, thereby covering the entire country.

Cuban Progress

Cuba, too, has greatly strengthened its position within the last year. At one time, Cuba had too many stations, each fighting for the listeners. Now, however, a number of the stations decided to consolidate and formed the Cadena Azul. This chain has stations in four of the most important centers of Cuba, linked together by telephone line. Its chief rival, Station CMQ, also has associated stations, linked together through the less satisfactory rebroadcast of shortwave. Together they now dominate the market. Colombia, which has had good stations in its more important cities, now claims a 50,000 wattter, in Bogota.

Because of the great distances between population centers in Colombia, several attempts have been made to form a chain. It now remains to be seen whether the Radio Continental can bridge these distances. If not, a chain of stations is inevitable. Rumors of chain broadcasting in Mexico crop up from time to time. The two most powerful stations broadcasting from the capital long and shortwave simultaneously, the lack of a chain is not an acute problem.

[Editor's note: Two Mexican networks have since been reported using the name. The stations are the Ascases, XEW and XEQ; see Broadcasting, July 28, p. 45.]

All the other countries in Spanish Latin America have satisfactory stations within their own borders. In fact, the advertiser, both local and American, would be better off in some of these places, if there were fewer stations than at present. For, in Mexico, Argentina and now in Cuba, a few, good, powerful stations are to be preferred to many low-powered ones.

In Brazil It's Different

Brazil is different. Brazil is different from her neighbors in respect to radio stations. Brazil's buying power is found in urban centers along its 3,000-mile coast. The distances between these coastal cities is too great to admit of the contour of the coast itself making it impossible for one station to cover the market satisfactorily. Telephone line hookups are impracticable, except between Rio and San Paulo. Therefore, the radio advertiser, like the newspaper advertiser, must perform an effort of that kind in each important city.

Before leaving this subject of local radio stations, it is helpful to recall that the more powerful stations do give some international coverage. An increasing number of listeners in Central America are listening to Argentine broadcasts, as is proved by the mail the radio performers and advertisers receive. The mutual figuring of Argentine, Uruguay and Paraguay also tunes in. In the North, especially in the Caribbean area, Puerto Rican and Cuban stations are heard in many of the countries. Mexico has a number of listeners in Central America, as well as the Antilles.

I recall on my last visit to the interior of Cuba having a druggist tell me that he listened the night before to a radio program in Havana and said: "Last night? Why, our program in Havana wasn't broadcast last night." Much to my surprise, he countered: "Not the Havana broadcast. The Mexican one."

What I have said in the preceding pages must not be considered without some reference to programming and talent. Argentina and Mexico are the only two countries where one finds a good supply of local talent. Cuba is at the lowest ebb. All the other Spanish-speaking countries, with the rare exception of a few artists, present a serious problem to the advertiser who seeks to come into creating first-class entertainment.

I said that in Argentina and Mexico there is a good supply of local talent. But the mesh, we have pointed out, however, that it is ample. Unlike the United States, only a few artists perform exclusively for one sponsor. As a result, many artists run the risk of becoming hackneyed through too frequent appearances before the microphone. The same applies to orchestral and choral groups.

Fees are much higher than in the United States. Frequently, important groups of performers are absent from rehearsals because they are broadcasting for some local station at a poor rental time. I, personally, while supervising programs in Argentina, have seen the entire string section of an orchestra tiptoe into the studio, three minutes after we went on the air.

In fairness to the stations and performers, let me say that the basic cause for this condition is the screen or stage. As a rule, the orchestra in Argentina will be paid between $1,000 and $2,000 per month. There are few advertisers who can afford to pay this type. The contract for Argentine is also true of many famous artists.

Quiz Shows, Too

Entertainment offered to radio listeners in Latin America runs the entire gamut from drama to quiz shows. I doubt if there is any type of entertainment which is so widely and so consistently transmitted as quiz shows in Latin America. The most striking difference, however, is one of showmanship. Showmanship is to entertainment, whether radio, screen or stage, as a chef is to this culinary art. When it comes to showmanship, the United States
From dams to dollars is a direct line in the rich Tennessee Valley, the heart of the industrial south. More than $500,000,000.00 worth of dams feed industrial energy to hundreds of factories throughout this entire territory.

And WLAC, soon to go to 50,000 watts, will cover this sales-packed area with a strong, clear signal ... a radio power where power counts most.

May we give you further details?

Top CBS Programs

The Station of the Great Tennessee Valley
UNDERGROUND WITH BBC: Left photo shows a BBC engineer in full ARP equipment entering an air raid shelter at a transmitting station "somewhere in England". Right photo shows Clare Lawson Dick and Margot Osborne, two BBC secretaries, in their sleeping quarters at one of the BBC underground offices.

In the United States, many sponsors spend as much on talent as they do on station time. Obviously, therefore, an appropriate provision for a year's contract for shortwave broadcasts, including time and talent, may run into considerable money, especially when conditions are such that, for instance, no recorded announcements can be made. With the number of Latin American stations tied into shortwave broadcasting, it would no longer be necessary, and in fact not possible, to worry about listening habits; speculation about circulation would be greatly eliminated; the owners of both longwave receivers and shortwave sets would be prospective listeners; our Latin American neighbors could then tune in our programs easily, conveniently, quickly and clearly.

Accent on Accents
Most important of all, the American advertiser could then afford to spend the necessary money for creating high-class entertainment, as under such conditions there would be only one charge for talent which could be spread over the entire Latin American market. We would still have the problem of accents, but I feel that our listeners would be less critical of accents if the show itself were highly entertaining. People are seldom hypercritical when they are well-pleased.

Furthermore, I think in time there would evolve a modified Spanish pronunciation acceptable to all Latin Americans, in the same way that stage and screen artists of England and the United States now use a form of pronunciation for English that is acceptable in both countries and permits the free interchange of actors. This condition, however, will come about only as a result of close cooperation on the part of American export advertisers and shortwave broadcasters. In this connection one of the executives of NBC recently told me that, in selecting their Spanish announcers, they endeavor to choose only those who speak in neutral accents.

In closing, let me say that no criticisms which I have made in this article should be taken as a lack of faith on my part in radio advertising in Latin America and to Latin America. I have merely tried to give my honest opinions. I have faith in the effectiveness of radio advertising in Latin America, otherwise our company would now not be sponsoring some 18 programs in the more important cities throughout South and Central America.

I am hopeful, too, for the future of advertising to Latin America, and have recently embarked on an interesting experiment with a shortwave station in this country. From this trial of shortwave broadcasting, I hope to learn much, and perhaps help to contribute to the further growth of this potentially important addition to the tools available in export advertising.

Canadian Assn. Meetings
DIRECTORS of the Canadian Assn. of Broadcasters will meet in Toronto Oct. 6-8 for joint sessions with the directors of the Assn. of Canadian Advertising Agencies and the Canadian Assn. of Advertising Agencies. The CAB directors will also discuss where the CAB annual convention is to be held next January.

Leigh White, Flannery, Murrow Return to U. S.
LEIGH WHITE, CBS correspondent formerly in the Near East, who has been in the hospital for months with serious leg wounds suffered when the German train he was riding was machine-gunned, is now partially recovered and walking with the aid of a cane, left Lisbon for New York last week. On arrival in New York he will make several broadcasts on CBS telling of his adventures and of conditions in the Near East. Later he will leave for an extended vacation.

Harry Flannery, CBS correspondent in Berlin since last year when he relieved William L. Shirer, will return to the United States on the Clipper leaving Lisbon Oct. 2. Howard Smith, who has been Mr. Flannery's assistant in Berlin, will remain as CBS correspondent. Returning to the United States at the same time will be Mrs. Ed Murrow, who has been Murray's correspondent in London. Mr. Murrow himself is expected to return to the United States shortly being replaced by Bob Trout, CBS news announcer.

NBC Files Arguments
ON WHDH 850 Grant
ARGUMENTS of NBC in its appeal from the FCC decision authorizing WHDH, Boston, to operate fulltime on the 850 kc. channel which CKO, Detroit, had been given under the U. S. Court of Appeals for the District of Columbia, is based on the FCC's view that the company had not shown that any scarcity existed in the area covered by the station.

The FCC decision is regarded as a test to determine future FCC policy on maintenance of four-county radio stations. The NBC brief holds that the Commission's WHDH grant is void through violation of the Communications Act and the Fifth Amendment, that the order makes the station "an instrument of arbitrary and capricious action", that the result reached violates Section 303 (f) of the Act, that no valid action can be taken on the WHDH application is void and violates Section 40- (a) of the Act, and that the FCC erred in denying NBC's petition for rehearing [BROADCASTING, June 16].

Armstrong Dramas
ARMSTRONG CORK Co., Lancaster, Pa. (Quaker color covering) has an original radio dramatic romance written shortly before the broadcast against a background of one of the dramatic news events of the week in its new series Armstrang's Theatre of Today, which starts Saturday, Oct. 4, 12-12:30 p.m. on 130 CBS stations [BROADCASTING, Aug. 11]. George Bryan, CBS news reporter, will open the play with a summary of world events, featuring the news story being used to set the locale of the play. Leading actors in this production of drama and radio will take the roles. Cameron Hawley supervises the programs with Frank Linder directing.
Valley Grande is a blend of 40 cities and towns equivalent in population to Texas' Fourth City. It's a market of rare vintage this year. Removal of planting restrictions adds millions to the usual $30,000,000 winter vegetable and citrus crop. Important, too, are its thousands of bales of cotton; innumerable beef cattle; increasing tourist trade; 4,000,000 barrels of oil during 1940; $8,500,000 worth of defense construction; facilities for 5,400 well-paid officers and men in addition to two old-established U. S. forts. This market is on ice for alert advertisers who place schedules now over KRGV, the Valley's only network outlet.

KRGV
IS THE ONLY NETWORK STATION WHICH COVERS THE RICH LOWER RIO GRANDE VALLEY AT ALL TIMES!

Get the attractive Combination Rate On These Four Close-knit Stations.
News Sponsorship Sought in Canada

CAB Also Seeks Increased Power Grants From CBC

RELAXATION of the rule barring commercially sponsored newsmen commenters on Canadian stations, power increases for Canadian broadcasts, and revisions in the regulations covering sponsored newscasts were discussed by executives of the Canadian Assn. of Broadcasters at a board of governors meeting of the Canadian Broadcasting Corp. at Ottawa at the board's first autumn meeting, Sept. 15-16. No decisions were announced but the board promised to take the matter of relaxation of commercially sponsored commenters under consideration.

This would allow Canadian stations to bring in commenters from American networks, as well as Canadian commentators. Easing of the regulations on the sponsored newscasts was understood to have been suggested by Canadian Press, and would allow advertisers to sponsor newscasts directly and give a commercial name change is to be made in the ruling forbidding commercials in the body of the news. Canadian Press now sells news through a subsidiary Press News Ltd.

**Power Survey**

No decision was given by the board on this change, but a meeting with the Canadian Press on the subject was likely. Pending the completion of the CBC survey on station reception, no decisions were announced regarding power increases for Canadian broadcasters. The CBC hopes to have the survey completed before the end of the year, having been handicapped through loss of a number of members of the engineering department to the military. Decisions on these subjects are expected at the board's next session in November.

The CBC recently announced a new rule regulating the use of more than one station in a city for a simultaneously sponsored network program. A number of Canadian advertisers have been and were planning on using two or more stations in one city simultaneously for a network show. This the CBC feared could lead to a monopoly of the air in that city at any one time. Canadian advertising agencies are understood to agree to the ruling, provided it is equally applied to all advertisers. The ruling does not apply to sustaining network programs.

**Williams Food Test**

R. C. WILLIAMS & Co., New York (Royal Singing Males), has signed a one-year contract for sponsorship of Zeke Manners & His Gang on WNEW, New York, 7:30-7:45 p.m., Monday, Wednesday, and Friday. Other stations may be added later. Agency is Alley & Richards, New York.

**BUICK HORN TALKS**

SPOTS FOR NEW BUICKS UTILIZE SONOVOX TRICKS

UTILIZING the Wright-Sonovox acoustical device for articulating sound (BROADCASTING, Aug. 11), Buick Motor Co., Flint, Mich., has signed, Sept. 29 to Oct. 4 will use approximately five spots a day on 46 stations to market the new 1942 Buick. The tuned chord of the Buick horn articulates "Buck-o-r," "Vibe," "Unclo," and "Rollin'" during the opening and closing of the WBT transcribed spots, placed by Arthur Kudner Inc., New York.

The Sonovox, which is controlled by Free & Peters, the representative firm, has heretofore been used in a few radio programs for novelty effects and this is its first use as a commercial radio device.

The effect of sound forming words is obtained through the Sonovox amplifying unit that makes any sustained sound "speak" through the device of the human larynx. In operation, twin units are placed against the throat of an announcer who is a trained operator. The articulator makes no audible sound; the human larynx acts as a sound-box as the sound comes through the unit, and he merely breaks up the sound into words.

**INCREASE IN POWER FOR THREE OUTLETS**

IMPROVED operating conditions for three broadcast stations were authorized by the FCC last Tuesday. WAWZ, Zarephath, N. J., operated by the Pillar of Fire Church, organized in 1931 and vacated its time with WBNX, New York, was granted 5,000 watts day with directional antenna on 1260 kc., continuing with 1,000 night but using the directional both day and night. KKCO, Everett, Wash., was granted fulltime on 1370 kc., taking over the hours formerly used by KEXT, Seattle, recently shifted to 1090 kc. with 500 watts; WR, Roseburg, Ore., now 100 watts night and 250 day, was granted 250 watts fulltime on 1560 kc.

Hearings were ordered on the applications of Yankee Broadcasting Co., New York City, seeking 1,000 watts fulltime on 636 kc.; Newark Broadcasting Corp., Newark, seeking 5,000 watts fulltime on 620 kc.; WSOG, Decatur, Ill., seeking 10,000 watts on 1560 kc. Also ordered to consolidated hearing were the rival applications, all for 250 watts, to 1240 kc., of R. O. Hardin, Nashville; Tennessee Radio Corp., Nashville; John R. Crowder, Columbus, Tenn.; Birney Imes and Robin Weaver, Murphysboro, Tenn. All seek the facility when vacated by WBNX, Nashville.

**Dessert Introduced**

TAYLOR-REED Corp., Mamaroneck, N. Y., on Sept. 22 announced appointment of Smith & Sweeney Inc., New York manufacturers' representatives and food merchandisers, to introduce Tumio, a chocolate pudding, in the metropolitan New York market. A merchandising campaign has been started on WNEW, New York, on Martin Block's "Mel's Restaurant Room," W. I. Tracy Inc., New York, handles the account.

**WHEN audiences send fan-mail to stations, praising NBC Thesaurus shows...that’s old stuff. We’ve learned to expect it—by the ton.**

But when stations send "fan-mail" to us—that’s something you ought to know about!

The two letters on the opposite page are typical of many others...telling us how NBC Thesaurus helps to sell station-time. As one of these two letters puts it, with pardonable enthusiasm, "Thesaurus sells itself!"

Well...why? Talent in NBC Thesaurus is one reason. You get the big names at small cost. The big names that advertisers go for...the big names that listeners prefer! Excellence of reproduction in NBC Thesaurus is another reason. Thanks to NBC Orthacoustic, your transcription
equipment delivers live quality, with studio flavor preserved!

And variety of program types in NBC Thesaurus is important, too! You can give more advertisers the "something different" that they're after...for there are 25 varied program series supplied with regular weekly continuity. One new subscriber reports the sale of 23 of these 25 programs to local advertisers within 3 months after starting the service!

You should have the complete Thesaurus story. Write our nearest office today!

**NBC Thesaurus**

"A Treasure House of Recorded Programs"

RADIO RECORDING DIVISION

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Bldg., Radio City, N. Y. - Merchandise Mart, Chicago

Trans-Lux Bldg., Washington, D. C. - Sunset and Vine, Hollywood

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**ADVERTISERS AND AUDIENCES**

**GO FOR THESE BIG NAMES!**

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<tr>
<th>Charlie Barnet</th>
<th>Richard Leibert</th>
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<td>Al Donahue</td>
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<td>Harry Horlick</td>
<td>John Seagle</td>
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<td>Sammy Kaye</td>
<td>Thomas L. Thomas</td>
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...and many others
New Stations Authorized by the FCC during First Nine Months of 1941

* Asterisk indicates station already on the air.
† Dagger indicates call letters not yet issued.

ARKANSAS
KFFA, Helena—CP issued to Helena Broadcasting Co. of 1518 Main, Floyd, motor transportation; business; John T. Heatwole, ice and furniture dealer; William W. Anderson, school superintendent. Granted July 9; 1,000 watts on 1495 kc.

CALIFORNIA
KPAS, Pasadena—CP issued to Pacific Coast Broadcasting Co.; F. J. Burke, chief engineer; W. R. H. Cooper, president; W. R. H. Cooper, secretary; A. C. R. Co., manager. Granted Aug. 1; 250 watts on 1490 kc.

MISSISSIPPI
WMIS, Natchez—Licensed to Natchez Post Publishing Co.; T. S. Smith, manager; W. D. Steiger, secretary; Chas. E. Jr., managing editor of WMIS. New Orleans, and owner of WGRM, Greenwood, Miss., and WGCM, Gulfport, Miss., newspaper. Granted March 10; 250 watts on 1490 kc.

MISOURI
KIMO, Hannibal—Licensed to Courier Post Publishing Co.; Henry K. Jones, manager; W. C. Green, secretary, and owner of WGRM, secretary-treasurer. Granted March 10; 250 watts on 1490 kc.

OHIO
WFIN, Findlay—CP issued to Findlay Radio Corp.; C. W. Calley, local type writer agent, president, 10% stockholder; W. R. Reilly, manager of local Coca Cola bottling company, vice-president, 10%; Fred H. Hixson, retail dealer, secretary, 20%; Herbert Lee, city attorney, and owner of WLWW, Lima, 10%; Grace E. Blom, former radio engineer at Louisiana State University, 10%; Don T. Decker, 10%; R. R. Taylor, 10%; six others, stockholders, 85%; Granted Aug. 3; 1,000 watts on 1490 kc.

OREGON
KWRK, Pendleton—CP issued to Western Broadcasting Co.; James K. Van Pelt, vice-president and secretary, 25%; Granted Aug. 12; 250 watts on 1490 kc.

PENNSYLVANIA
K＊R＊B＊U＊, Butler—Licensed to David Rosenblum, local department store owner, Granted April 1; 250 watts on 1490 kc.

WMBF, Lewistown—Licensed to Lewistown Broadcasting Co.; president, secretary-treasurer, 25%; Granted Aug. 12; 250 watts on 1490 kc.

VIRGINIA
K＊V＊E＊S＊E＊, Covington—Licensed to John and Mattie Shumate, operators of WCVH; Charles E. Beaver, secretary, Granted Aug. 3; 250 watts on 1490 kc.

WING, Winchester—Licensed to Richard Field Lewis Jr., chief owner of WFVA, Granted Feb. 4; 250 watts on 1490 kc.

WASHINGTON
K＊E＊T＊E＊, Everett—Licensed to Cascade Broadcasting Co.; T. S. Lyle, banker, president; W. E. T. Cooper, vice-president, 25%; Graham A. M. Walker, telephone engineer, vice-president, 10%; R. C. Hogan, vice-president, treasurer, 10%; William J. Woods, manager and superintendent; 50% stockholder; L. E. Wallgren, telephone engineer, vice-president, 10%; C. A. Hamm, radio dealer, manager and secretary, 25%; Granted May 6; 600 watts on 1490 kc.

WISCONSIN
K＊T＊R＊N＊, Racine—CP issued to Michael J. Finn, president, secretary and treasurer, Granted May 7; 1,000 watts on 1490 kc.

K＊T＊B＊, Milwaukee—Licensed to Tacona Broadcasting Inc.; C. C. Cavanaugh, lumberman, 50% stockholder; T. S. Lyle, banker, vice-president; T. W. Zannes, president; W. V. Booth, vice-president, secretary, 10%; William J. Woods, manager; 25% stockholder; L. E. Wallgren, telephone engineer, vice-president, 10%; C. A. Hamm, radio dealer, manager and secretary, 25%; C. S. Chapman, lumberman, secretary, 1%; James Dempsey, lumberman 1%; Roy E. Davis, president; connected with the Standard Paper Co.; B. R. Beacham, secretary, president; Granted April 28; 3,000 watts on 1490 kc.

Jewelry Tie-Up

In PROMOTING diamonds for DeBeers Consolidated Mines Ltd., big South African concern, N. A. Ayer & Sons, Inc., New York, are using tie-ups with jewelers to do more advertising and has prepared a set of 10 one-minute radio spots to be used by them over stations in major cities on local stations. Availability of the discs is being called to the attention of all jewelry trade by jewelry and department store trade journals in ads which state the records are available through DeBeers Consolidated Mines Ltd., 80 Broad St., New York, at $10 each. Seven of the recordings are designed for use by jewelers selling diamond and gold jewelry, while the remaining three are for use by jewelers doing business in jewelry stores and wearing diamond and gold jewelry.

Note: CP issued Feb. 18 to Hawaiian Broadcasting Co; CP issued to KGOL April 1; 1,000 watts on 1490 kc, recalled pending further hearing.
serves the booming Tri-City Market, an important United States defense area (Davenport - Rock Island - Moline)

Collins 21A measures up!

Says WHBF management:

"After most careful study and investigation of all factors concerned WHBF chose Collins 21A," says Les Johnson, WHBF Vice President and General Manager. "We have not been disappointed. Equipment and service is fine, we could ask no more."

WHBF is going places with the new Collins 21A. So, too are its satisfied clients, a rapidly growing list comprising some of the most important buyers of radio time in the nation.

From 100 watts to the Collins 21A 5000 watts power full time in three years and the tripling of its business is the WHBF trend that the wise radio time buyer heeds. He knows behind this activity and growth is alert public service, sound management, progressive policies.

And what a market WHBF serves! Nearly two million people in 52 counties of Illinois, Iowa, and Wisconsin; nearly half a million radio homes; half a billion in retail sales; a billion dollars industrial payroll—these and more comprise the WHBF 1/2-mv daytime area. Add this to the smooth running Collins 21A, a hard working, capably staffed radio station and you have an unbeatable combination.

alert stations use COLLINS 21A — alert advertisers use WHBF.

besides WHBF

WADC ★ WGBF ★ WING ★ WIND ★ WBAA ★ WKBH ★ WSFA ★ WSIX

have purchased 21A's
Funds Are Sought To Probe Business

Senate Business Would Look Into Defense Program

ANNOUNCING last Thursday that a million-dollar allotment would be requested of Congress to carry on the committee's work, Chairman Murray (D-Mont.) indicated that attention of the special Senate Small Business Committee would focus initially on the problems of small businessmen in connection with the Government's defense program.

Just what shape the committee's consideration would take was not revealed, although it is expected hearings will be started soon after necessary funds are available, at which testimony will cover a broad field, probably including big businesses' advertising practices.

OPM Activity

Following recent conversations with Floyd B. Odum, well-known financier and director of the new Commercial Division of OPM, Chairman Murray indicated that an immediate function of the committee would be to consider the "extremely muddled" administration of the "opportunity for an eye to giving small businesses their share of the huge Federal defense orders. Although it is not determined where advertising practices fit into this picture, it has long been felt the advertising and merchandising techniques of big business firms are sure to draw fire from the committee.

With the passage of the National Industrial Recovery Act, legislation has been introduced in the Senate to give the Federal Reserve Board authority to order small business firms to cooperate with the board in reporting on their financial situation. The committee would consider the advisability of a Federal directive to small businesses for a similar purpose.

ADLAIDE HAWLEY

A MERICAN women control 85% of the nation's buying, but many women who buy do not know a great deal about what they are buying. But for the first time in history, the average American woman will be able to go into a store and see the whole housewife market.

A Missouri woman, Miss Adela Hawley, editor of WABC's Women's Page of the Air, realizing this idiosyncrasy of her own sex, has built a steadily increasing New York audience by personalizing advertising. Two of present sponsors—Krug Baking Co. and the New York State Bureau of Milk Publicity—provide a unique study of the housewife market.

The New York bureau is distinctive because it is not selling goods competitively; it is not urging the purchase of any special brand of milk; it is emphasizing the buying of milk instead of some other beverage. Its sales message is simply, "Buy Milk." Krug Baking Co. sells coffee, bakery products and a specialized home service, stressing the service angle.

Krug service goes to 90,000 homes in a restricted area—not the whole WABC area. Nevertheless, it has been profitable: It has made listeners "Krug-conscious" in the distribution area and in other areas for distribution when Krug expands to them.

The New York bureau was organized in 1935, by law, when surveys revealed that fluid milk sales had been declining. The cost was to be shared by distributors and farmers jointly. Results of the Bureau's operation were beneficially felt in a short time.

Besides immediate newspaper advertising, local spot broadcasting was utilized throughout the State. Then a few experimental spots were purchased on local home economists' programs in various communities. These two forms of broadcasting were studied, and it was decided to concentrate on a home economist program in each locality.

A steady increase in the sale of milk in the New York metropolitan area has occurred during the life of the bureau, while during the same periods surveys in Boston and Chicago have shown a decline. This comparison proves that the change in sales is definitely due to publicity and not economic conditions.

One reason is found in the commercials, emphasizing vitamin content and the nutritive value of milk—more food for less money.

The publicity campaign is definitely of an educational value. Recently Miss Hawley broadcast an offer for a free booklet about milk. The offer was made for four weeks. There were 14,000 requests.

The history of Krug Baking Co. broadcasting started shortly after the company was organized in 1928 on 250 watts. It was advertised the following year through a weekly 15-minute pro-

Pearce for Camels

R. J. REYNOLDS TOBACCO CO., Winston-Salem (Camel), following a summer lay-off, on Oct. 3 resumes Al Pearne & His Gang on 96 NBC network picks up 6:30 p.m. (EST), with West Coast repeat, 7-7:30 p.m. (PST). Besides Pearl Bailey feature will be Hal Devine, radio and film actor, who formerly had a spot on the NBC Jack Benny Show. Also added will be Hal Borne and Gail Laughton, piano and harp musical team. Ray Erlenborn of CBS Hollywood sound effects department has been signed for a comedy spot. Artie (Kitzel) Auerbach and Mel Blaine, comics, replace Bob and Tom for the present season. Lou Brier continues as musical director with Wendell Smith, Paul Girlsen and Don Willett. Steve Hammer, Ken Peters, Ben Finberg, Stan Davis and Marvin Fisher. Bob Cannon is producer, Bill Gay representing Wm. Esty & Co., Agency servicing the account.

Benny Returns

GENERAL FOODS Corp., New York (Jello-O), for the eighth consecutive season on Oct. 5 resumes The Jack Benny Show on NBC network stations, Sundays, 7-7:30 p.m. (EST), with West Coast repeats on Pacific Blue stations, 8:30-9 p.m. (PST). Cast remains the same as last season. Besides Jack Benny, it includes Adam West as Romeo; Alice and Norma Jean as Rochester; Denis Day, vocalist; Don Wilson, announcer; and Charlie and Carol Ross, stars of the show, with Ned Tollerig representing the network.
A Mr. Hooper is breaking up my home...

My Joe and I are drifting apart.

Joe is a good husband... or at least he was until a Mr. Hooper came along.

It seems this Mr. Hooper makes surveys or something, and a while ago he made one on the Pacific Coast and found out that in lots of the cities all of the people (100%) were listening to the Don Lee Network.

"Madam, I control the radio listening habits of hundreds of thousands of people..."

"Joe says it's all due to hills and valleys, etc."

Well, Joe's job is to pull a lever down at Don Lee that lets the network programs out to the Pacific Coast. He figured that if he didn't pull that lever some night, hundreds of thousands of people wouldn't be able to hear one "peep" out of their radios. Because the mountains and valleys and things keep the other networks from reaching lots of important towns, Joe says.*

It gives Joe a feeling of power when he thinks so many people depend on him (and Don Lee) and, frankly, this feeling of power has been going to his head. For instance, sometimes he leaves the dishes in the sink for two or three days without doing them. And the other night when I came home from Bridge, instead of having supper ready, he merely glanced at me when I came in and said, "Madam, do you realize the listening habits of hundreds of thousands of people depend entirely upon me?" (and Don Lee)

Joe and I are drifting apart.

What shall I do?

*And Joe is right. With 31 stations, Don Lee is the only network to release programs locally in each of the Pacific Coast markets. Advertisers and agencies may have this survey by writing to Wilbur Eickelberg, General Sales Manager, for complete Hooper Survey.

put yourself in their place!
"Beyond any doubt, our WOR program is the soundest medium of advertising we have used. It has more than repaid us for every dollar spent on it."

a banking concern

"Boy... Oh, Boy! And I mean just that. What a wow of a job you people did on those individual store plugs on WOR!"

a maker of household goods

"When we started on WOR about five months ago, we had less than 50 dealers. Today we have over 600 in WOR's area."

a radio manufacturer

"Our company has made effective use of WOR for the last 14 years. It is greatly responsible for our present success."

a food manufacturer

"WOR is doing a better job than any other station (in New York)—and bringing more results. It is the most successful media we have yet used."

a New York agency timebuyer*

"We are indeed gratified over the results pulled by WOR—especially since there has been no additional sales effort. Also, growing response from out-of-town jobbers and consumers indicates the wide nighttime listening area of WOR."

agency account executive*

TOBACCO MANUFACTURERS—please copy!

A maker of cigars who has used WOR for no more than 3 months, tells us that his sales have increased 32%. In fact, demand for this cigar brand has shown such an increase that this sponsor expects to double his sales.

*Names on request

NOTE—These are verbatim excerpts from WOR's file of more than 80 success stories. They are not unusual, but typical of that advantage-for-less enjoyed by those advertisers whose messages are backed by WOR's impact of 50,000 watts.

WOR

—that power-full station
Toward Harmony?

EVEN BEFORE radio came of age there were family squabbles, ranging from pea-shooting affairs to rump movements to set up new trade associations. Now another family fight is on, with a well-defined movement toward a new trade association launched under the banner of National Independent Broadcasters, and with the future of NAB involved.

The NIB convention in Chicago last week did not crystallize into a move toward wholesale resignations from the NAB. That is fortunate. There was no precipitate action, and there is time for calm consideration. There still can be industry unanimity on the fundamental considerations, even though certain branches evidently are destined for perpetual conflict.

One thing is evident. Changes are in the offing, whether they be through a reorganization of NAB, building up of NIB as projected, or the operation of two competitive associations. The last move, resulting in a wide-open break, would be deplorable.

Charges are made that the NAB, as at present constituted, is network-dominated and therefore is persona non grata with Washington officialdom. There is also the charge that because of the strength of the networks, independent stations are economically dominated. But the NIB, should it pursue the course of all-out collaboration with the FCC, might place the industry in the strait-jacket of regulatory domination. Neither should be permitted.

The spirit manifest at the NIB convention should not be taken too lightly. Many influential broadcasters were there—a number of them old-timers who haven't attended industry conventions for several years. They admitted that, after years of convention abstinence, they wanted to "get back into radio." They were curious. They wanted to see what sort of leadership is available. Three of the prime movers of an expanded NIB were members of the six-man committee that reorganized NAB in 1938.

We have watched the passing parade in radio practically since the NAB was born nearly a score of years ago. We are confident that no single trade association ever will satisfy all elements in the industry. We're just as confident that an outcropping of trade groups, representing this segment or that, with inadequate personnel, would prove a calamity.

The answer may be the setting up of a Federal Broadcast Commission to hear and rule on applications for broadcast facilities and a renewal of its term while the matter of trade associations is under consideration. It is too early to say that we have the answer. But something must be done. And it will not be done by the FCC, for it cannot be done by an agency that has been so assailed as the Commission has been. It must be done by the industry.

**FCC Double-Talk**

THE FCC is still muddling through its widely advertised inquiry into the propriety of newspaper ownership of broadcast stations. The going hasn't been so good of late, however, and there are abundant signs that the major-ty will be busy for a while. It has already benched its chief prosecutor, David D. Lloyd, head of the Commission's own "Junior G-Men," who had rifled newspaper and press association files. But--to the astonishment of examination is Donald M. Harris, who joined the legal staff Sept. 8, fresh from a New York law firm. He is not to be confused with Thomas E. Harris, senior assistant general counsel, who also had handled part of the prosecution.

But the ways of Government, particularly the FCC, sometimes are strange. FCC Chairman James Lawrence Fly in his impassioned, brilliant and disarming address before the NIB in Chicago last week, said the newspaper investigation is concerned primarily with grants of FM licenses to newspapers. And he observed that if any measures or recommendations should grow out of it, "they will not be concerned with existing licenses, but rather to future acquisitions"—and then only to FM.

We have no doubt that Mr. Fly meant what he said. But the scope of the Commission's inquiry and the very terms of the Communications Act itself refute this. The law makes no distinction between standard, FM or any other kind of broadcast station. Thus, without a basic change in statute, a policy applied to one automatically must apply to the other.

Even more striking is Chairman Fly's comment that regulations, if any, will apply only to "future acquisitions" of broadcast facilities by newspaper interests. The law states and the courts repeatedly have proclaimed that all eration of Broadcasters with each group, properly constituted and with paid personnel, functioning under it. It may be that the networks should exclude themselves from the parent operation, just as the press associations are not part of the American Newspaper Publishers Assn. All these questions require deliberation.

The answer should not be prolonged indefinitely. The industry leadership should undertake the task of realignment promptly. Outside influences, whatever their objectives, must be brushed aside. It calls for initiative and work. The task—the ultimate existence of commercial broadcasting itself—warrants it.
We Pay Our Respects To —

**Personal Notes**

**LEWIS ALLEN WEISS,** vice-presi- dent and general manager of the Du-Lee network, Hollywood, accompanied by Mrs. Weiss, on Oct. 1 starts a Caribbean cruise, sailed out of the U. S. from New Orleans. Mr. Weiss will attend a Mutual directors meeting in Chicago.

**JOHN W. HUMNLEY** last week was named assistant director of CBS short- wave stations. Received his M. S. in electrical engineering from University of Illinois. Has been in the communications business with NBC and CBS. Named to the CBS short-wave outlet, WCRX. He came to CBS in 1933 as a member of the WARC announcing staff and later became an assistant to the short-wave department.

**JACK THORONQUIST** has been ap- pointed manager of WING, Dayton, and WIZE, Springfield, O., with Richard A. Roper coming over from WGV-WSAI to become commercial manager of WING, according to Ronald H. Wood- ward, vice-president of the Sawyer Broadcasting Co. At the same time C. D. Miller, former WEAE-WPAI announce- named WING production director, re- named WSAI program director. The new chief of the studio is Dale, now chief of special events.

**STANLEY A. MILLER,** program di- rector of WLW, Cincinnati, has been appointed assistant general manager, Madison Cooper, women's editor, of the station. Erwin was named assistant program director.

**PAUL S. ELLISON** has been named advertising and sales manager for both WING, Dayton, and WIZE, Springfield, O., with Richard A. Roper coming over from WGV-WSAI to become commercial manager of WING, according to Ronald H. Wood- ward, vice-president of the Sawyer Broadcasting Co. At the same time C. D. Miller, former WEAE-WPAI announcer, was named WING production director, re- named WSAI program director. The new chief of the studio is Dale, now chief of special events.

**STANLEY A. MILLER,** program di- rector of WLW, Cincinnati, has been appointed assistant general manager, Madison Cooper, women's editor, of the station. Erwin was named assistant program director.

**JOSEPH RHEE,** director of public service programs and coordinator of sales and promotions of the Hygrade Sylvania Corp., was formerly advertising and re- sale manager of the company's radio tube division.

**EDWARD WRIGHT** of the commer- cial department of WATN, Minne- tonka, Minn., recently married Hilda Mitchell.

**LAMBERT B. BEEFWSKE,** station promotion manager of KYW, Philadel- phia, and WIP, with headquarters in Philadelphia, has been appointed sales promotion and publicity director of WIGS, Detroit.

**CLAIR R. McCULLOUGH,** president of WGAL, Lancaster, Pa., was recently named assistant in charge of radio problems at the conference of advertising and trade representatives of advertising agencies looking toward cancellation of the 1941-42 season. Also recently named was the office of sales promotion and publicity director of WIGS, Detroit.

**LAMBERT B. BEEFWSKE,** station promotion manager of KYW, Philadel- phia, and WIP, with headquarters in Philadelphia, has been appointed sales promotion and publicity director of WIGS, Detroit.

**WALT WINCHELL,** host of the popular KFWB-AM and WRAK-FM, Los Angeles, has been appointed sales promotion and publicity director of WIGS, Detroit.

**JAMES WALTER REISS,** formerly associated with the executive office of public relations of First National Bank, has been married recently on the trans-Atlantic liner "Queen Mary." He has been on the executive staff of the Bank of Michigan Radio Network.

**WALT WINCHELL,** host of the popular KFWB-AM and WRAK-FM, Los Angeles, has been appointed sales promotion and publicity director of WIGS, Detroit.

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QUINCY HOWE, news commentator of WQXR, New York, discussed "The News and How to Understand It" before the Sales Executive Council of New York, on Tuesday, Sept. 23.

MORTON GOULD, noted young American composer and conductor, has joined the NYA Radio Workshop, New York, as director of popular music.

RUSSELL WILKINS, formerly news editor of WGN, Newburgh, N. Y., has joined the news staff of WHK- WCLE, Cleveland, replacing Connie Freyer, who resigned to join the Cleveland Associated Press bureau.


Allen's Own

A MARRIED Man's touch was added when KTRI, Sioux City, Ia., decided to assign Del Allen, a beneficid to conduct His Majesty, the Baby, a program dedicated to new borns. Previously the announcers had been unmarried. However, the situation took an unusual twist when on Sept. 16 Allen was obliged to discuss a new arrival, Doug Paul Allen—his own first child.

MARY PAXTON, m. c. of the early morning Waking Well on WBBM, Chicago, sponsored by Carson Pirie, Scott Co. & Chicago, is making trans- scripts during a two week vacation on the Coast which are being used on the program.

CHARLES RYDEN, CBS Hollywood director-cum-auditor, recently walked off with the low gross trophy when he billed 37-37-76 for opening a player at the second annual Transcontinental Western Golf tournament.

PERRY KING, KFAC, Los Angeles, announcer-producer, and Jean Can- non, McPi-Erickson, producer of the weekly CBS Dr. Christian series, sponsored by Chesebrough Ponds Co., were married in Santa Ana, Cal., Sept. 12, it was recently revealed.

D. L. (Doug) PARSONS (sports writer), has joined KOA, Denver, an- nouncing staff. He conducts a twice- weekly sport program.

JOHN HARTON, of the Barton Family program, Troy Gibbs, staff musician, and Fran Booton, program director, of WDZ, Topeka, Ia., each became the father of a girl within the last month.

PERRY HILLERY, formerly of KHV, Spokane, has joined the writing staff of KYT, Phoenix.

CLAUDE SWEETEN, KFRECKA, Los Angeles musical director, has written a song, "When Love Is Near," for the current RKO film, "They Meet Again," which features Jean Hersholt as Dr. Christian, and is based on the radio series by that title.

JOHN B. HUGHES, Hollywood com- menerator, is in New York for con- ferees with executives of the American Home Products Co. (Amphone), sponsor of his five weekly MBS-Day Line network newscasts, News of Tiers.

KENNETH W. STOWMAN, news and publicity director of WCAU, Philadelphia, has been appointed to the teaching staff of Temple U. Phila- delphia. He will conduct a course in program preparation.

BILL CONNER, formerly of WMMG, Hibbing, Minn., has been named chief announcer of WEAU, Eau Claire, Wis. Mike Knutson, of WDSD, Duluth, and Marie Helmer also have joined WEAU.

EDWARD J. NICKEL, for eight months assistant to Lester Gottlieb, WIBS publicity director, on Sept. 22 joined the editorial staff of Parade, Sunday magazine.

ALFRED DRIER, former correspondent for the United Press, has joined the NBC staff in Berlin. Charles Lanua, former correspondent in the German capital, has taken over the net- work's Berlin office.

JOHN MADIGAN, formerly of the Baltimore News-Post, has joined the NBC news department in New York.

GENE CHARBONNEAU, of Filo Phon, Man., and Bill Valentine, of Sudbury, Ont., have joined the an- nouncing staff of CJRC, Winnipeg. W. A. Effen, of CJRC, is the father of a girl born Sept. 9.

SAM HAYES, Hollywood news com- micator, has an announcer role in the Warner Bros. film version of "The Man Who Came to Dinner."

John ALEXANDER, Hollywood radio announcer, has been assigned to the weekly half-hour mystery crime unit, "The Whodunit," under sponsorship of Albers Bros. Milling Co. on CBS West Coast sta- tions. Series will be written by Lew X. Lasawr.

MILTON STUCKEY, formerly an- nouncer of WDZ, Tomah, III., has joined the announcing staff of KDKO, Sedalia, Mo.

A. T. BROWN, formerly of the announcer staff of WCBS, Springfield, Ill., has joined WEJN, Racine, Wis. He will assist in sales and production in the new studios in Kenosha, Wis.

RICHARD L. PECKINPAUGH, music director of WDTS, Marion, Ohio, has resigned to take a brief vacation before volunteering for the armed services.

JERRY BELCHER, formerly of WOK, Amarillo, Tex., has joined WOKA, Cincinnati.

CHARLES MCCLURE, of Canton, Ga., has been added to the merchandising staff and Alvis Miles appointed music librarian of WSB, Atlanta.

JAMES H. WICKS, former secretary to Hazen Thompson, Assistant General of New Brunswick, Canada, has joined the continuity and program departments of WHB, Portsmouth, N. H. Mrs. Gladys McParland, formerly of the Davenport (Ia.) Commercial Xeriscope, is now handling the WHB Classified Page of the Air.

NORMAN PANAMA and Marvin Frank, Hollywood radio writers, who recently sold an original series script to "My Favorite Blonde," to Paramount Pictures, have been signed by that studio to term writing contracts.
HENRY E. LITTLEHALES, sports editor of the Washington (Pa.) Reporter for the last five years, has joined the news staff of KDKA, Pittsburgh.

LOYD CHIAPMAN, news editor of KDKA, Pittsburgh, and Carl Staske, of the office staff, have been drafted into the service.

BETTY CAMPBELL, graduate of Mills College, has joined KMOX, St. Louis, as assistant director of education.

JOSEPHINE HALPIN, women newscaster of KMOX, St. Louis, is to resign soon to join her husband, Capt. Thomas C. Henning Jr., circuit attorney and former Missouri congressman, now stationed in Puerto Rico.

NOVEL CORBETT, of NBC publicity staff, has been promoted to picture editor.

FRANCES FARMER WILDER, CBS Pacific Coast educational director and Clinton Jones, KNX, Hollywood, news editor, have started weekly classes in radio technique and writing at U of Southern California. Andrew Love, NBC western division literary rights director, has started a radio writing class for the extension division of the U of California, at Los Angeles.

EDWARD PAINE, of CBS Hollywood guest relations staff, has been promoted to the sound effects department.

GENE CHARRONNEAU, formerly of CFR, Elgin, Ill., has joined the announcing staff of CJRC, Winnipeg.

ED FAREY, announcer of CJBC, Winnipeg, became the father of a 74-pound daughter, Janis, on Sept. 9.

DON DUNCAN, formerly with the Winnipeg Free Press and lately with the continuation department of CJRC, Winnipeg, has been appointed one of two newscasters on CJRC, sharing the job with Everall Dutton, chief newscaster.

RAYMOND LAFORÊTTE, formerly with CKLW, Windsor, Ont., is now in England with the Royal Canadian Signals Corps.

BUD DAVIES has taken his father’s place at CKLW, Windsor, Ont., as announcer of the Quiet Sanctuary. His father, Rev. C. O. Davies, is now Flight Lieut. Davies of the Royal Canadian Air Force.

WALTER KAINER, conductor of What’s Your Hobby on WWRL, New York, has been elected to membership in the National Hobby Hall of Fame sponsored by the Hobby Guild of America.

DON KEARNEY, formerly on the announcing staff of WAGE, Syracuse, has been appointed to the public relations staff of UB New York headquarters.

PHIL CAMERON, announcer of WENY, Elmira, N. Y., and his wife the former Ruth Antiel of Ina Bay Hutton’s recent Melodears, are the parents of a son.

MRS. JOHN CANNING Jr., the former Kay Bedden of WHOL and KYKX, Des Moines, and John Blair 4th., is the mother of Edward Sanatorium, Naperville, Ill.

JOHN BOYER, announcer of KDIA, Pittsburgh, is the father of a baby girl, born Sept. 15.

BOB FORWARD, announcer of KFRC, San Francisco on Sept. 29 was to move to KIJK, Los Angeles.

HARLAN DUNNING, announcer of KFPO, San Francisco, recently resigned to join KFRC, that city.

VIC PAULSEN, announcer, recently resigned from KFRC, San Francisco, to join KSAN, San Francisco.

DALE CARTER, former Broadway actress, has joined WBTM, Danville, Va., as director of women’s programs.

WWRL Royalty

WWRL, New York, has a bit of royalty on its staff—if names mean anything. Included in the regal group are King Niesen, Jewish announcer; King Anthony, Polish announcer; King Page, English announcer; D. H. (King Tut) Tuthill, sports announcer; and Lady Suzanne Wilkins, singer. To top it off, WWRL is located in Queens County, N. Y.

J. A. BLACK, of the WBPT production department, and Berenice Elizabeth Fenstra have announced their engagement.

FELIX ADAMS, formerly of WLOG, Logan, W. Va., has joined the announcing staff of WCBI, Columbus, Miss., succeeding Joe Evans, who has joined WCOV, Montgomery, Ala.

AL BRANDT, recent Missouri University journalism school graduate, has joined the news staff of KXO, St. Louis.

AD FRIED, formerly manager of the Santa Cruz studios of KDON, Monterey, Cal., and KSAN, San Francisco, has joined KROW, Oakland, as sales promotion manager.

BILL COPE, formerly program director of KWH, Poughkeepsie, N. Y., and WNN, Trenton, N. J., has joined the announcing staff of WLML, Minneapolis.

BILL TRIEST, former radio and stage actor, has joined the announcing staff of KROY, Sacramento, Cal.

CHARLES TAZEWELL, Hollywood writer, for the third consecutive year has been signed to handle writing assignments on the weekly CBS Screen Guild Theatre, which resumed Sept. 28 under sponsorship of Gulf Oil Co.

DICK MACK, Hollywood producer of McKee & Albright on the NBC Rudy Vallee Show, sponsored by National Dairy Products Corp. (Sealtest), has recovered from an infected foot.


VAN WOODWARD has been promoted to continuity director of WLW, Cincinnati.

Because of this kinship, WGN can most effectively and influentially deliver your message to the people of Chicago and the middle west.

WGN, because of its genuinely "Chicago" origin and viewpoint, is an integral part of Chicago and the great area that surrounds it.

Rooted in the history and commerce of the middle west, the Board of Trade is truly "Chicago." . . . Likewise.

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JOHN E. REILLY, program director of WMEX, Boston, a lieutenant in the Naval Reserves, has been called to active duty and assigned as radio officer in the public relations office of the First Naval District, Alfred J. Pote, WMEX managing director, will assume Mr. Reilly's duties during his absence, assisted by several staff members.

BILLY SHARP, formerly of KEYS, Corpus Christi, and KROD, El Paso, has replaced Dave Naugle at KRGV, Weslaco, Tex. Naugle returns to North Texas Agricultural College where he is a senior. Mary Louise Gunther has joined the continuity staff.

JOHN THORPE and Bill Long have resigned from the announcing staff of KWW, Philadelphia, but both continue with the station on a free-lance basis.

EDDR COONTZ, program director of KVOO, Tulsa, is to marry Evelyn Lynas, staff vocalist of NIC Chicago, on Oct. 25 in Chicago. His father, the Rev. John W. Coontz, will perform the ceremony.

TONY SAWYER, formerly of WLOF, Orlando, Fla., has joined the announcing staff of WINX, Washington.

LARRY ELLIOTT, who recently resigned from the CBS announcing staff to form a new network, has joined the announcing staff of WBGU, Fort Wayne, Ind.

JIM RILEY, formerly a featured player on the friendly Continental program on KXOK, St. Louis, has been appointed instructor in the radio technical school at Fort Knox, Ky.

MRS. NATHANIEL SINGER has been elected president of the Radio Board on Children's programs, succeeding Mrs. Harold V. Milligan, who becomes a member of the board.

FRED DIGBY, Jr., publicity director of WWL, New Orleans, has resigned to enter the priesthood. In 1939 Mr. Digby was graduated magna cum laude from Notre Dame U., and went to work in the sales office of a New Orleans paper, later joining the station. In announcing Mr. Digby's resignation, the station said, "In four years Publicity Man Digby will be known as Father Digby."

WOWO Farm Director TOM L. WHEELER, for 33 years editor of the Indiana Farmer's Guide and well-known radio speaker on WIBC, Indianapolis, has resigned to take charge of the WABC, New York, and the Studio, Inc., New York.

ROBBY WILLIAMS, former WJR, Detroit, and WRN, New York, has resigned to conduct a Monday through Friday shopping guide program on WQXR, New York.

Gech Named Chairman Of KRLD, Dallas, Board

UNDER a reorganization of the executive staff of KRLD, Dallas, owned by the Dallas Times-Herald, announced last Wednesday, Tom C. Geich, president and publisher of the newspaper, has been elected president of KRLD, and John W. Runyon, vice-president and managing director, D. A. Greenwell is secretary-treasurer, and Clyde W. Taber, plant superintendent, was named a director of KRLD. The executive staff of the station remains unchanged, with C. W. Rembert as station manager, Roy M. Flynn, chief engineer, Hyman Charninsky, musical director, and Douglas Hawley, publicist director.

Enoch Heads Okla. Net

ROBERT ENOCH, formerly with WKY, Oklahoma City, recently named general manager of KTOK, in that city, has been appointed managing director of the Oklahoma Network, the post left vacant by the death of Kenyon M. Douglas last Aug. 25. At the same time the Oklahoma Network board elected Joseph W. Lee, general manager of KGFF, Shawnee, secretary-treasurer.

HUGH BRUNDEG, Holland announcer, has been assigned to the weekly five-minute telecast program featuring Ginny Simms, vocalist, sponsored by International Geller Products Co. (Kleenex), on CBS stations, Friday, 9:35-10 p.m. (EST). Lou Brin has the orchestra. Until Thomas Conrad, Sawyer returns to Hollywood. Ed Cushman is producing the series for Lord & Thomas, agency handling the account.

SAUL C. WALDMAN, attorney and business manager of Broadcast Local No. 1 of the American Communications Assn., Philadelphia, has severed connections with the CIO union.

TWENTIETH CITY in the United States to be visited by Dr. I. G., sponsored by Mars Inc., Chicago, on NBC-Red, will be Birmingham, Ala., starting Oct. 13. Grant Adv., Chicago, handles the account.
Premium Conference Told That Radio Is Effective Means to Boost Offerings

RELATIVE importance of radio as compared to other media in advertising premium offers was discussed by E. P. H. James, sales promotion manager of NBC-Blue Network, and others at a roundtable conference on the use of premiums held Sept. 11 in New York as a section of the seventh annual Atlantic Coast Premium Buyers Exposition.

Dodging the necessity of expressing his own opinion, when questioned by Frank H. Waggoner, editor of Premium Practice and conductor of the discussion, Mr. James cited a Cleveland survey in which 3,064 women were asked how they learned about the premiums that prompted them to buy the items with which the premiums were offered.

Radio Leads Surveys

The figures given in this survey—adding up to more than 100% because many women named more than one advertising medium—were: Radio, 52.7%; newspapers, 51.0%; magazines, 37.7%; seen on or in the package, 24.8%; store displays, 16.6%; children's suggestions, 9.6%; hearsay, 6.5%; clerk's suggestion, 4.2%.

Answering the same question, Glen Towns of the Charles P. Holland Co., said: "My own experience with premium offers would indicate that radio is an exceptionally effective means of promoting the premium deal, provided the presentation is carefully planned, expertly written and properly executed. I believe it can be successfully used as a single medium. It goes without saying, however, that supporting media are desirable.

"In my opinion, the type of premium would have an important bearing on whether or not radio or space advertising should be used, provided one of the other was eliminated. Jewelry lends itself to the type of premium that can be dramatized over the air more effectively than many other types of premiums and, I believe, more effectively than could be done through the medium of space advertising.

"To another question, "Which is the more effective as a sales builder, a contest or a widely advertised premium offer," Mr. James replied: "I believe it all hinges on the word 'builder.' I think a contest may sometimes be a greater sales-maker at a given time, but it is our general feeling that as a builder of sales over a period, an offer widely advertised has a greater and more permanent appeal, particularly as it avoids the disappointed loser, we always have to bear in mind in radio contests."

Louise K. Tiedman, in charge of premium purchasing for Compton Adv., stated: "Sales results depend on the nature of the contest prize of the premium article, as well as upon the amount of advertising support given. Where prize and premium are both of known desirability, the contest has greater appeal. As the entry does not require any cash outlay beyond boxes, it contains an element of chance, and the value of contest prizes is, of course, far greater than the value represented by a premium article."

Going Places

THAT radio is still a young man's game, especially in view of the recruiting of so many of its personnel for the armed services, is proved by the case of Bruce Mayo, just named chief engineer of WGBE, Goldsboro, N. C. Graduated last June from the local high school, he received his operator's license about six weeks ago. Since then he has been working at WGTU, Greenville, N. C. He showed such proficiency that WGBR offered him its No. 1 technical job.

WALMAC Co., licensee of KMAC, San Antonio, has applied to the FCC for a secondary station in Alice, Tex., to operate with 250 watts on 1320 kc. W. W. McAllister, San Antonio insurance man, and Howard W. Davis, general manager of KMAC, are owners of Walmac Co.

WHO Plowing Contest Is Witnessed by 23,000

TWENTY-THREE thousand persons crowded along two miles of fence lines Sept. 20 to watch the third annual Corn Belt Plowing match sponsored by WHO, Des Moines, and directed by Herb Plemsbee, farm news editor of the station. Cash awards totaling $800 were given to top ranking plowmen in the four divisions of the contest. In addition trophies were awarded by the Iowa Horse and Mule Breeders, Iowa Implement Dealers, Albia Commercial Club and the station.

More than 400 Monroe County residents, representatives of Iowa State College, Farmers Union, Farm Bureau, Grange and other farm, civic and government organizations cooperated with WHO in putting over the giant farm sports event. Leo Dralie, of Memphis, Mo., won top honors, taking the Champion of Champions division of the contest.

Here's the kind of preferred "stock" that OUR FAMILY specializes in. No engraved certificates or corporate seals . . . but every steer instantly negotiable for more than $125.00 a head.

What's more, dividends from this "stock" represents extra, spendable income! OUR FAMILY already has a fat profit from this year's bumper crop—sold at the highest prices in years. No wonder they're buying, building, spending.

WIBW offers you an extra dividend, too—a 500% night time power increase—an extra 2½ million listeners—PLUS the same friendly, neighborly programs and personalities that have consistently been producing such outstanding results for our advertisers. Let us show you how economically you can reach and sell OUR FAMILY.

WRNL
ALWAYS RINGS THE BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS
Movie Group Advocates ASCAP Consent Decree

URGING that measures be taken to secure a consent decree from ASCAP for motion picture theatre owners, similar to that granted the radio industry, the Allied States Assn. of Motion Picture Exhibitors at the close of its three-day national convention in Philadelphia at the Benjamin Franklin Hotel, passed a resolution calling for the movie industry to add its complaint to the "blitzkrieg of complaints" against the music performing society.

The resolution resulted from a report delivered to the convention the previous day by Leonard Rosen- thal, an attorney and a motion picture exhibitor from Troy, N. Y.

Abram F. Myers, former Federal Trade Commissioner, general counsel and chairman of the board of Allied States Assn., indicated the best legal talent available will be sought by a committee to be set up to study the music-theatre situation. However, Mr. Myers advised the convention that any action against the society was basically a legal problem and a somewhat complicated one.

Members of the staff of the four Syracuse stations attended a luncheon given for Dorothy Lewis, vice-chairman of the radio council for children's programs of New York. The luncheon was given in the main balcony of the Onondaga Hotel.

Fly's Address

(Continued from page 26)

Concern is primarily with grants of FM licenses to newspapers, since in the PM field the number of newspaper applicants makes the problem acute. In the event that any measures or recommendations should grow out of the investigation—on that I express no judgment—they will not be concerned with existing licenses, or investments, but rather with future acquisitions.

That wackeroo

It seems to me that in matters such as these, or any other matters of common concern, the NIB should take a real interest and have a real voice. Representing as you do hundreds of independent station owners all over the country your carefully considered views and opinions should carry real weight. In this body is concentrated the free and untrammeled opinion of a free industry. Ventrioloquism is an entertaining art, but it is hardly necessary in your relations with the Government. You need not hide behind the skirts of women's clubs or the cloak of religion, or come to Washington with a piece of hay in your teeth. Yours is the voice, and your voice is entitled to be heard.

I much appreciate your President's criticisms as well as recommendations. Let us have more of this frank and constructive policy.

I have no doubt that on many points you will be critical of Commission policy. Let me assure you that criticism honestly presented will be welcome. Good government rests in part upon the freedom of all concerned to criticize its administration. It might be urged that public criticism might well disclose the private interest which inspires it. But it is of transcendent importance that freedom of all concerned to express their opinions be unimpaired and that it be exercised by men unafraid. Upon that principle democracy itself must rest. Our only concern is with the public interest and we may not always agree with you. But whether we agree or disagree, you may be assured of our thorough consideration of your views.

One day last May I was fortunate enough to receive from a network official a queer little plastic figure called a "wackeroo." A "wackeroo" is a duck—a duck--a duck—why not have one, is an object specifically designed to be smashed. Thrown against a wall or other solid surface, it is guaranteed to fly into enough fragments to relieve the tension, lower the blood pressure and cool the brow of the person hurling it.

You may be interested to know that the "wackeroo" still sits on my desk—unsmashed. Mine is a tough job—you may not know how tough. Yet should I be so fortunate as to be invited to your annual convention in 1943, I hope to show you that little "wackeroo"—still intact.

Barn Dance Anniversary

THE NATIONAL BARN DANCE of WLS, Chicago, celebrated its eighth year on NBC Oct. 4. Starting as a local program on WLS in 1924, the Barn Dance is now in its 18th year of broadcasting.

Wise Quacks are now being heaped upon the head of Harry Becker, conductor of the 1440 Club, of KHMO, Hannibal, Mo., who in the spirit of fun heckled and wise cracked to his audience about sending him a duck for a program mascot. Result was that one morning a live duck was left on the KHMO doorstep for Becker who now is frantically seeking someone to advise him on the proper care of the fowl.

NBC Names Conductors

ELEVEN of the best-known symphonic conductors of the Western Hemisphere will conduct the NBC Symphony Orchestra during its coming season which opens Oct. 7 [Broadcasting, Sept. 15]. The complete schedule includes: Dimir- tri Mitropoulos, Oct. 7, 14; Efrem Kurtz, Oct. 21, 28; Leopold Stokowski, Nov. 4, 11, 18, 25; Juan Jose Castro, Dec. 2, 9, 16; Sir Ernest MacMillan, Dec. 23, 30; George Selli, Jan. 6, 13; Dean Dixon, Jan. 20, 27; Dr. Frank Black, Feb. 3, 10; Alfred Wallenstein, Feb. 17, 24; Fritz Reiner, March 3, 10; Maestro Caster, March 17; Leopold Stokowski, March 24, 31, April 7, 14.

Pond's Extract Co., New York, and Jergens-woodbury Sales Corp., Cincinnati, have been ordered by the Federal Trade Commission to stop certain advertising representations, in publications and commercial radio scripts, for several of their respective complexion and cleansing cream products, according to a Sept. 17 FTC announcement.

NBC Basic Red and Yankee Networks

Edward Petry & Co., Inc.—National Representative Owned and Operated by The Worcester Telegram-gazette

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Broadcasting • Broadcast Advertising

WBNX NEW YORK

The Most Intimate and Effective Sales Approach to America's Largest Market.

5000 WATTS Directional Over Metropolitan New York
Little Rock Grand Jury Indicts Brinkley Group

DR. JOHN R. BRINKLEY, former Kansas medico-broadcaster and until early this year operator of the now silent XEAW, Reynosa, Mexico, along with his wife and six employees of a hospital he formerly operated was indicted by a Federal grand jury in Little Rock, Ark., Sept. 23. The charge was mail fraud in connection with gland rejuvenation services offered by his hospital, the indictment citing 15 counts based on letters and pamphlets mailed to persons in many States.

Dr. Brinkley last winter filed proceedings in bankruptcy, and his Del Rio, Tex., establishment as well as his hospital near Little Rock were ordered into receivership. It was reported that his superpower border station, licensed to a Mexican corporation, was silenced by order of the Mexican Government largely as a result of the Havana Treaty.

XERB Judgment

BORDER ELECTRIC & TELEPHONE Co., Tijuana, and M. P. Badger, executive of that firm, have been awarded $71,060 judgment against Lawverence and Willis Allen, Hollywood founders of the "Ham & Eggs" old-age pension movement, and M. P. Dexter, in a U.S. Federal Court suit involving ownership of XERB. Judge Harry Holzer ruled that evidence showed defendants to have failed to fulfill agreements for the acquisition of XERB and its transfer from Tijuana to Rosarito Beach, Mex. He further said that although defendants represented to have spent $30,000 for equipment, they were insolvent and that judgments totaling several thousand dollars were outstanding against the Allenes.

WHEN DENVER'S GAS WENT OFF

KLZ Aided Public Utility and Enough Gas Was Available for Cooking Needs

DURING SHUTDOWN of gas service, KLZ, Denver, supplied bulletins by the thousands giving operating instructions for householders. Here Frank Fleming (left), KLZ news editor, hands a batch of bulletins to T. W. Henritze, Denver manager of Safeway stores.

KLZ, Denver, was credited with "rendering splendid public service" when Denver and the Rocky Mountain region had a complete shutdown of natural gas Sept. 23, by Frank Jamison, public relations officer of the public utilities. Mr. Jamison said the station's efforts reduced the consumption of gas to a point that made possible maintenance of cooking facilities through use of artificial gas manufactured by an auxiliary plant in Denver.

Two breaks in main pipe lines serving the city were caused by floods north of Clayton, New Mexico, cutting off the natural gas supply. When it became apparent the city's supply was threatened by the breaks, KLZ installed a special line into Mr. Jamison's office, where broadcasts appealing for cooperation from the public were made at frequent intervals. These were supplemented by announcements from the KLZ studios. The public was asked to turn off all appliances possible and was given verbal instructions on how to turn on again when the normal supply of gas was restored.

The station's news department distributed 52,000 special service bulletins giving printed instructions for shutting off appliances. The bulletins were distributed through the three largest chain store groups in Denver, the Safe-way stores, Miller Super Markets, and Save-A-Nickel Stores.

A. & S. Lyons

A. & S. LYONS Inc., celebrating 25 years as an artists management service, on Sept. 26 formally opened its new offices at 356 N. Camden Drive, Beverly Hills, Cal. At a reception, Arthur and Sam Lyons officially introduced the organization's two new vice-presidents, Noll Gurney and Nat Wolff, to its client roster of players, directors, writers and other entertainment personalities. Wolff is vice-president in charge of radio. Also presented were other new associates, Wynn Rocamora, Bill Shiffrin, Louis Artigue, Charles Beahm, Roy Silver, Jack Findlater and Vivian Leslie. Firm occupies the entire two story new air-conditioned and fluorescent-lighted building. Besides large reception rooms on both floors the structure contains executive offices, a board of directors room and an audition studio.

KSAN, San Francisco, recently signed a contract with IBEW for the technical operation of the station. The contract called for salary increases retroactive to July 15.

ON JANUARY 1, 1941 ST LOUIS KWK WENT EXCLUSIVELY MUTUAL. • ASK YOUR RAYMER REPRESENTATIVE TO SHOW YOU EVIDENCE THAT KWK IS A BETTER BUY THAN EVER.

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HOUSTON'S WAVE
3000 WATTS... 870 K.C.K... A.E.C. Blue Rd
FREE & PETERS, INC.
National Representatives

DOUBLE HANDY

Opening through its own passegeway directly into Grand Central Terminal, the Hotel Roosevelt offers you perfect convenience on your arrival in New York...And because of its location at the heart of Manhattan's great mid-town section, it affords the same kind of convenience for all outside activities... Doubly handy and doubly enjoyable...Large outside rooms with tub and shower, from $4.50.

SLEEP IN LOUISVILLE'S WAVE

LAFOUNT (Continued from page 28)

survive. This means less time for public service broadcasts, pickups and sustaining, so the real result is that the stations are exposed to criticism because of impairment of public service. Competition of this kind is especially damaging to smaller and medium stations, he said.

"I hope the FCC will take careful note of these facts when it considers applications for licensees to operate new stations in the regular broadcast and also FM," Mr. Lafount asserted. "We are not afraid of fair competition, but we do believe that the Government should not by its own acts make it impossible for us, the public interest when the law requires us to do so. Both the public and the Government will benefit if we are allowed to maintain high broadcasting standards and earn a fair profit; for after all, the Government receives in the form of taxes a large portion of what we make. And that is the way I think it should be."

Survey Problem

Mr. Lafount also cited the problem of listener surveys as one facing independent broadcasters. Unless correctly interpreted, he said, these surveys tend to mislead advertisers into believing that the public listens almost exclusively to network programs. He insisted many programs produced locally have unusually large audiences and that NIB should work out a plan to acquaint advertisers with the facts regarding such audiences, so that a greater share of national business can be procured.

A warning that imposition of a license fee upon stations would work a hardship on independents which might easily impair the quality of the public service was sounded by the NIB head. Among other problems cited were:

1. The question of priorities for the allocation of repair and replacement parts as well as material for expansion construction;

2. The willingness of independent broadcasters to serve the listeners of their stations as we do as well as a result of the FCC rules and regulations which permit to a serious degree the gradual shrinking of the effective service area by the granting of additional stations on the same frequency in too close proximity;

3. The effect on independently owned stations if the Commission grants a number of super-power stations to non-adjacent localities throughout the country;

4. The coordination of requests by various Government agencies for free time so that operating schedules of stations will not be so burdened that adequate income from sponsored programs would be jeopardized and sustaining audiences curtailed.

We should not forget our relations with the AFM require almost immediate cooperation. There is only a few of the problems; however, they can be handled only by an efficient and formidable organization.

JOE MESSER

QUIET mannered with a crisp sense of humor, Richard Edward Bayford Messer, general manager and timebuyer of Raymond R. Morgan Co., Hollywood, is known to the trade as Joe. He entered radio in October, 1929, by assisting in the management of Adolph Opera of the Air, sponsored by Adolph Milk Farms, Los Angeles, on KFI. Now he buys approximately $125,000 worth of time monthly for Morgan clients.

Born in Southampton, England, on Aug. 27, 1886, Messer was graduated from College of Preceptors in 1904, where he played football and took part in theatricals. He was clerk for American Steamship Co., London; joined Cox & Co., India Army bankers, remaining with that London firm until 1911; went into the steamship business. In April, 1916, he joined the London Rifles as second lieutenant. For more than three years he saw active duty in France and was invalided out of the service with the Military Medal.

During an early 1923 vacation jaunt he came to the United States to look around. He landed as a clerk's post with American-Hawaiian Steamship Co., Wilmington, Calif., then joined a Los Angeles agency in 1929, getting his first real experience in radio. He took over his present duties in February, 1936.

Joe is married (Glady Edith Goodwin), has one daughter. Every possible move from business is devoted to writing and producing shows for British War Relief.

Bassett Joins Morse

MORTON BASSETT, assistant to Jack Greene, NBC circulation manager, has been appointed timebuyer of Morse International, New York, succeeding Lynn Barnard, who resigned recently to join BBDQ, that city's broadcasting. Sept. 1. Bassett will assist the Morse radio director, Richard Nicholls, with supervision of the Chicago salesman's extra and campaign, to get under way this week.

Federal Survey Reveals School Disc Equipment

RESULTS of a questionnaire sent to 14,982 junior and senior high schools in the United States and its Territories by the Educational Radio Script and Transcription Exchange of the Federal Radio Education Committee, U. S. Office of Education, were released Sept. 15 by that agency.

The survey showed that of the 11,382 replies, 2,745 schools with an enrollment of 296,000 students, reported having either portable transcription machines, central sound systems, or both; 2,309 had the portable playback machines; 725 had central sound systems; and 239 schools had both. The questionnaire had been designed to find out whether the schools had any equipment for use of 16-inch transcriptions at 39 1/2 rpm, to which the answers were in the affirmative. The survey report also lists in state order the individual schools and their answers. A similar questionnaire is contemplated among elementary schools, parochial schools, and in colleges and universities, with results to be released later in the fall.

‘Big Town’ for Lever

LEVER BROS. Co., Cambridge, Mass. (Rinso), for the fifth consecutive season, after a summer hiatus on Oct. 8 brings back Big Town on 53 CBS stations, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 6:30-7 p.m. (PST). Edward G. Robinson will continue to be featured as Steve Wilson, the commanding news editor, with Ona Munson portraying Lorelei Kilbourne, girl reporter. Leith Stevens has been named as musical director and Ken Niles, announcer. Crane Wilbur resumes as Ruttauff & Ryan producer and Paul Forman as DP. Policy of buying scripts from well-known writers will be continued. An extensive merchandising and promotion campaign is planned.

Scoony N. H. Games

SCOONY VACUUM OIL Co., Inc., New York, has entered for sponsorship of eight games of the U of New Hampshire on WHEB, Portsmouth, N. H. Four will be telecast games and the other four will be carried via line. Owner is J. Sterling Getchell, New York.
Boom Town Study Issued by World
Spot's Opportunity During Defense Rush Emphasized

WORLD BROADCASTING System has just published a study of 231 "boom towns", new advertising opportunities which the defense program has created. Analysis prepared by WBS with the cooperation of Ross Federal Service, shows the 1940 population, 1937 industrial wages, the defense appropriation and a brief description of its nature and effect on population and market of each "boom town", together with World's recommendations for radio coverage, giving the call letters, rates, power and affiliation of each station.

The Case for Spot
Volume, which World is sending to more than 2,000 advertising executives, includes a strong sales presentation for spot radio as the best way to deliver a sales message to the "boom town" people, which reads, in part, as follows:

"You want a fast medium. You want it to get in there and pitch right away. You want it to appeal to a great army of people-half of them old citizens but half are foreign to the city, too new to be interested in the local news, living in hastily converted garages, trailers, tents or doubled up with other families in over-crowded apartments and houses ... awaiting new hom"es under construction. Whatever they lack, they own radios ... that is their chief entertainment when they come off shifts at usual hours, before they go to work, before they tumble into recently vacated beds. Radio gets to them wherever they are. Radio with constant repetition. Radio in one and two-minute announcements, five-minute tabloids, 15-minute programs.

"Your transcribed program, spotted in the Boom Towns, is the answer. When it comes to Boom Towns, network defers to spot. Boom Towns follow no network pattern. Located in out-of-the-way places, near army camps, forts, and in many cases built from the ground up on vacant land, the Boom Towns need spot broadcasting, and obviously spot broadcasting needs high-grade transcribed programs built by professional radio producers in talent centers."

Camel Grid Scores
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camels), on Sept. 27 will begin sponsorship of All American, a Saturday 8:15-8:30 p.m. program of up-to-the-minute football scores for United States armed forces serving in American Territories, on WRCA, NBC's international shortwave station. Stations PCAN and PCAC, of the Panama Artillery Command of the U. S. Army, will pick up and rebroadcast the programs as will KFAR, Fairbanks, Alaska. Agency is William Esty & Co., New York.

"E. B. did it again!"

'Twas a balmy day last April and E. B. Rideout, WEEI's weather forecaster extraordinary, had said it was going to get colder—fast. It did—dropping from 81° to 60° in 2 minutes—then down to 50° in the next quarter hour.

With a three hundred year history of the wind, rain, snow and sun in their hair, New Englanders are mighty interested in the weather. They learned long ago that when "E. B." forecasts the weather, it's about a six-to-one bet that he's right. Consequently, "E. B." has a tremendous following even far beyond the reaches of WEEI's primary listening areas.

And consequently, WEEI's E. B. Rideout Weather Service has never lacked sponsorship in all its fifteen years.

That's the way it is at WEEI. The listeners get what they want—entertainment and service to fit their tastes and needs. And advertisers get what they want—audience and attention and sales.

WEEI Columbia's Friendly Voice in Boston
Operated by CBS. Represented by Radio Sales with offices in New York Chicago Detroit Charlotte St. Louis San Francisco Los Angeles

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Up from the Ranks

YOUNG MEN and women under 30 from the New York area, who have come up from the ranks to win success in some line of endeavor, are interviewed each week by high school students interested in the type of work followed by the day's guest. Students ask about his work and how he happened to get into it. Program, titled Under 30, is heard on WNYC, New York through the cooperation of Youth-builders Inc., that city.

**Household History**

NEW HALF-HOUR sustaining program, Every Woman's World, has been started on WBBM, Chicago. Program is heard weekdays and is conducted by Lorraine Hall, who writes each script around a different household item or woman's product, dramatizing new uses, describing the historical background of materials and processes.

**For the Boys**

SERVICEmen provide the tempo for an informal program on WMAN, Mansfield, O., of songs, letters to boys and exchanges of humorous anecdotes for those in service. Entitled Our Boys Say, broadcasts have developed the Home Service Club, an organization for servicemen.

**Schools Own**

NEWS of high schools, students and their activities are reported by Julius Gleem in High School Highlights each Friday evening on WGAR, Cleveland. The program, which has received the enthusiastic okay of the schools, is written entirely by the high school correspondents, each one chosen in a competition. Sports and scholastic achievements rank first in the high school news reports, followed closely by gossip, items and news of social activities.

**Grid Game**

NEW FOOTBALL show on WTJM Milwaukee, Touchdown Parade, gives listeners a chance to play quarterback. Listeners are given the score, minutes to play, yardage, previous few plays, and are then invited to select the proper play from a choice of three possibilities. Ten seconds are allowed for this "signal calling", then the play is described, exactly as executed in an actual game. No prizes or awards are given.

**Pianos in Dallas**

STARRING a different piano instructor or piano prize pupil on a weekly series, Sunday Recital, KGKO, Dallas, is already selling pianos for Brook Mays and Co., Dallas, according to Hilda LeBlanc, KGKO sales representative. The quarter-hour recitals give the teachers an opportunity to advertise their own talents as well as the product. Contract for 52 weekly programs was placed direct.

**Negro Achievements**

FIRST AIRING of Freedom's People, a new series of six educational programs, was heard on the NBC Red Sept. 21. The series is presented under the auspices of the U.S. Office of Education and a special committee with which the Office cooperates. It is a dramatized account of the achievements of Negroes in national defense, science, agriculture, social service, and the arts.

**Speeches of the Week**

FOR THE OCCASIONAL radio listener and the businessman who misses many of the addresses broadcast during the daytime, WIP, Philadelphia, has designed a once-a-week series called Speech Digest of the Week. The program presents in transcription the highlights of portions of the most important speeches of the week, both here and abroad.

**The Winners**

FOOTBALL summary program, The Victors, broadcast Saturday at 8:30 p.m. on WOR, New York, features Waite Hoyt, former star of the New York Yankees, and Staff. Loman, veteran sportswriter, announcer, reading scores and saluting winning teams. Program also reviews the day's outstanding plays and supplies college tunes via an orchestra and glee club.
After the Games
SATURDAY NIGHT quarterbacking will be the order of the day when six experts on college football get together on Second Guessers, a new program which made its debut Sunday, Sept. 14, at 12 noon on NBC-Red. Commenting on top-ranking gridiron battles on the previous day are Lou Little, Columbia U coach; Henry McGlenor, syndicated columnist; Lynn Waldorf, coach of Northwestern U; Francis J. Powers, Dayton Daily News sports writer; Clark Shaughnessy, coach of Standford U; and William F. Leiser, sports editor of the San Francisco Chronicle. Pick-ups from New York, Chicago and San Francisco bring the experts together each week.

Always an Answer
JOE FRASETTO, musical director of WIP, Philadelphia, feeling there should be a musical answer for every song that asks a question in its title, has designed a new musical show so that the songs that are asking questions are answered by another popular song of the day. Started Sept. 18, the weekly half-hour show is called Questions & Answers. Listeners are solicited to send in their musical questions.

Prop Wash
AVIATION in three portions is served by Col. Roscoe Turner, famed pilot, in a weekly quarter-hour on WISH, Indianapolis. The first five minutes are devoted to current aviation news, the second five to a semi-dramatized version of Col. Turner's career, and the balance of the program to answering listeners' aviation questions.

Gaslight Days
WISCONSIN through the years will be presented in story and song in a new series on W55M, FM station in Milwaukee. Material will be gathered from the morgue file of the Milwaukee Journal dating back to 1900, and will include everything from playbills and business advertisements to news stories.

Quiz of Two Theatres
TWO local theatres are utilized for an audience participation quiz for the Cash Quiz of WGBR, Goldsboro, N. C., with announcers in each theatre alternating in asking movie-goers the questions.

To the Troops
KGEI, General Electric shortwave station in San Francisco, the Examiner and KYA are presenting a weekly series of broadcasts for Uncle Sam's servicemen overseas. Titled Musical Mail Bag, the program is presented Sunday nights for uniformed men in the Army, Navy, and Marine Corps in Alaska, Hawaii and Pacific waters. Letters from the servicemen in these points are acknowledged over the air, their requested musical numbers played, and relatives and friends of the servicemen are brought before the mikes to send greetings. The programs originate in the KGEI studios. KYA broadcasts the programs simultaneously for the benefit of Northern California listeners. The Examiner is running daily promotion stories on the series and prints a form coupon to be filled out by parents, relatives and friends of the uniformed men in distant posts who wish to appear on the international broadcasts.

Musical Milestones
A NEW SERIES of afternoon programs, embracing great works of symphonic, operatic and chamber music, to be heard Monday through Friday, 4–7 p.m., will start on CBS, Oct. 1. Historic but unfamiliar milestones in the development of American music, orchestral and vocal excerpts from great operas, seldom-performed concerti of the great masters are to be included in the programs.

Beauty Tips
RICHARD WILLIS, beauty and makeup expert, who conducted the Here's Looking at You series on WOR, New York, last year, will start a new series of beauty analysis programs on WOR in October. Scheduled as a weekly quarter-hour, the program will feature a general makeup lesson and Willis will analyze beauty problems sent in by listeners.

All Aboard
DESIGNED to find out where and why people travel, Paul Hodges, formerly of WLW, Cincinnati, originates the Travel Time show from the Pennsylvania Station in New York for WMCA. Hodges queries people in the terminal and on Wednesday night the program is piped to WLW.
GARDNER NURSERY
ON 140 STATIONS
GARDNER NURSERY Co., Osage, i.a., large grower of plants, shrubs, and trees, has announced its fall radio campaign which calls for direct use of the Nursery on 140 stations. About 50 additional stations will be added between Oct. 1 and 15, according to Edwin A. Kraft, manager of the National Radio Broadcasting Co., Seattle, which handles the Gardner account.

The business of broadcasting

Station accounts
- studio programs
- transcription
- sound commercials
- transcription announcements

WLS, Chicago
Consolidated Broadcasting Co., Chicago (Orchardville, Ill.) (network), 35 e. p. w. thru Mass Aud, Peoria.


Good & Reese Nursery, Springfield, Ill., 5 e. p. w. thru Lelo Roulette, Springfield.

Dr. Hess & Clark Inc., Ashland, Ohio (live-stock and poultry remedies), 3 e. p. w. thru N. R. Ayer & Son, N.Y.

Flex-O-Glass Co., Chicago (transparent window glazing compound), 44 e. p. w. thru Fellers & Fellers, Chicago.

Hulman & Co., Terre Haute, Ind. (Clawber Girl baking powder), 3 e. p. w. thru Ackerly Urn, Philadelphia.

Junio Studios, Lincoln, Neb. (photo finishing), 45 e. p. w. thru Buchanan-Thomas Adv., Omaha.

Klob-Benson Co., Chicago (Farm feed), 38 e. p. w. thru Simmonds Co., Simmonds.

Luther Advanced Educational Institute, Chicago (trade school), 30 e. p. w. thru First United Brotherhood, Chicago.

Corne Electrical School, Chicago, 48 e. p. w. thru J. E. King, Chicago, Ill.

Glass Rugs Co., Chicago (broadloom rugs), 3 e. p. w. thru Fellers & Fellers, Chicago.

Russell-Miller Milling Co., Minneapolis (commodity farming), 4 e. p. w. thru N. W. Ayer & Son, N.Y.

Procter & Gamble Co., Cincinnati (Ivy soap), as weekly, thru Compton Adv. N. Y.

WRC, Washington


Guthrie Mfg. Co., Philadelphia (wood, etc.), 4 e. p. w. thru New York, Castle & Pierce, N. Y.


Eisenbeiss Mfg. Co., Chicago (iron fence), 25 e. p. w. thru J. W. Thompson Co., N. Y.

Phil. & Reading Coal & Iron Co., Phila., 7 e. p. w. thru McKee & Albright, Phila.

Scott Paper Co., Chester, Pa. (towels), 3 e. p. w. thru J. Walter Thompson Co., N. Y.

Stock Bros. & Co., Indianapolis (Van Camp beans), 104 e. p. w. thru Calkins & Holden, N. Y.

WDAY, Fargo, N. D.


Perfection Stove Co., Cleveland, 35 e. p. w. thru Champion Adv., Cleveland.


Chamberlain Sales Corp., Des Moines (clothing), 78 e. p. w. thru New York, Des Moines.

Gentile Lamps & Stove Co., Chicago, 25 e. p. w. thru Ferry-Handy Co., Kansas City.

Furniture World, Chicago (Aug. 25), 30 e. p. w. thru Norman & Quin, Seattle.

CKX, Brandon, Man.

Dr. Bell Medizin Co., Kingston, Ont., 3 e. w. thru Dominion Broadcasting Co., Toronto.

CFRC, Kingston, Ont.


KDKA, Pittsburgh

Cleveland Cooperative Stove Co., Cleveland (closed ranges), 6 e. p. w. thru Lang & Kirt, Cleveland.


Simonis Co., Chicago (black rolls), 13 e. w. thru George H. Hartman Co., Chicago.

Carretto & Hamilton, Mass. (Father John), 156 e. p. w. thru John W. Queen, Boston.


Allied Mills, Fort Wayne (food), 156 e. p. w. thru Louis E. Wade Inc., Fort Wayne.


Boot House for Children, Chicago, 39 e. p. w. thru Fellers & Fellers, Chicago.

WHBL, Sheboygan, Wis.

Quality Biscuit Co., Milwaukee, Wis., 5 e. w. thru 13 weeks, thru George H. Hartman Co., Chicago.

The Pen Man, Chicago (pens), 6 e. w. thru United Adv. Co., Chicago.

Incelo Co. (Union movie candy), 15 e. w. thru United Adv. Co., Chicago.


Maaso Soap Co., New York (sweetheart soap), 70 e. w. thru Franklin Brinck Adv., Chicago.

CHMI, Hamilton, Ont.

Gilette Safety Razor Co. of Canada, Montreal, 3 e. w. thru Mason Inc., N. Y.

Canada Starch Co., Toronto (corn syrup), 2 e. w. thru Vickers & Benson, Toronto.

Dodds Medicine Co., Toronto, 6 e. w. thru United Adv. Co., Chicago.

Dr. A. W. Chase Medicine Co., Oakville, Ont., 6 e. w. thru Ardell Adv., Chicago.

Gorham Ltd., Toronto, Canada (miscellaneous), 6 e. w. thru Richardson-Macdonald Adv., Toronto.


Cornell University, Montreal (anti-freeze), 6 e. w. thru McConnell Co., Montreal.

Royal Canadian Tobacco Co., Toronto, 4 e. daily, thru Metropolitan Broadcasting Service, Toronto.

WCBF, Columbus, Miss.

Purina Mills, St. Louis (feed), 3 e. w. thru United Adv. Co., Chicago.


Miles Labs., Elkhart, Ind. (Alka-Setzer), 4 e. w. thru Wade Adv. Agency, Chicago.

WHK-WCL, Cleveland

Friendship Studios, Chicago (photographs), 3 e. w. thru Philadelphia Agency, Chicago.


Riverside Inc., New York (cosmetics), 2 e. w. thru Cranwell & Hedges, New York.

KMYC, Gardner, Mass.

Complete coverage with a single contract

The Walker Company

2 NET, THREE STATIONS THAT PRODUCE ASTRONOMICAL RESULTS

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<tr>
<th>Station</th>
<th>Frequency</th>
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<tr>
<td>WOUS</td>
<td>570 kHz</td>
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<td>WYOUS</td>
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<td>WHUS</td>
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WHN, New York
C. A. Briggs Co., Cambridge, Mass. (B. C. Briggs), as daily, 14 e. thru Horton-Noyes Agency, N.Y.

Pinco Co., Fort Wayne, Ind. (cigars), 3 e. w. thru New York.

CJOY, Vancouver

York Knitting Mills, Toronto, as series, thru Cockfield Brown & Co., Toronto.

Page 54 • September 29, 1941

Broadcasting • Advertising
HOTEL WARWICK, Philadelphia, has bought time on KYW, Philadelphia, for a series of regular programs to originate from the hotel. Each Monday, the Warwick presents a series called Luncheon at the Warwick, originating from the cocktail lounge, at which time prominent guests resident at the hotel are interviewed and interviewed. The account is handled by Allied Advertising, Philadelphia, and L. D. Taylor, of the KYW sales staff, is contact man for the station.

FOUR New York stores have joined in a cooperative campaign over WONR, New York. Boswell Teller, Charles of the Ritz, W. J. Sloane and Hammer Master Scheffmnn will participate jointly in a shopping guide series entitled Let's Talk Shop five days weekly for 16 weeks. Program is heard from 9:45 to 10 a.m. The program was arranged by Edgar Belmont, independent producer. Miss Ross Williams, formerly of Vogue, is feature writer. W. E. Long Co., Chicago, baking specialists and representatives, has sold transcribed feature service to Asheville Baking Co., Asheville, N.C., for 52 weeks on WWNC and WISE, Asheville; E. T. Lambert Co., LaCrosse, Wis., for 52 weeks on WKEL, LaCrosse; to Secliffe Bakers, San Jose, Calif., for 52 weeks on KJW, San Jose; KDON, Monterey; and KJH, Hillsboro, Ore.

FORD DEALERS of Indianaapolis have signed with WIBC for a special 3-hour show to introduce new models, the onetime program to consist of 11 remote pickups from local dealer salesrooms as times were mutual interludes. WIBC has also signed L. Streus & Co., one of the city's largest department stores, to sponsor seven Purdue and Indiana U football games, to be handled by E. P. Wilson.

SUNNYVALE PACKING Co., San Francisco (Kaucho Soups), recently renewed for its 13-weeks its announcement campaign on 7 western stations. It is using one-minute transcribed dramas five times weekly on all stations. Agency is Loral & Thomas, San Francisco.

WARD BAKING Co., Chicago, (Tip Top bread), thru W. E. Long Co., Chicago, has started a three-weekly quarter-hour show thru KNX, Chicago, featuring Charles W. Hamp; also a quarter-hour show to air in 15 cities on a week of WAAF, Chicago. Transcriptions featuring Hamp will be placed on other radio stations in the Chicago area, as yet unselected.

NEWEST MEMBER of the staff of KOA, Denver, is C. L. (Pops) Parangan, a noted Western sports writer, here signing up as a sports commentator as General Manager Lloyd E. Yoder, himself a Carnegie Tech All-American, looks on. Dr. Parsons, a former nine-letter man at Iowa U and a member of Grantland Rice's All-America football board, on Sept. 25 started a series of football dopecasts which will include pre-game selections and interviews. Formerly Denver Post sports editor, he also will assist on KOA's nine-game schedule of Big Seven play-by-play broadcasts.

RUSSELL-MILLER MILLING Co., Minneapolis (Occident flour), after a summer lay-off has resumed for nine months daily quarter-hour Finnish news broadcasts on WECB, Dubuque, WMPG, Hibbing, and WHL, Virginia, with Omi Ilanik as newscaster. Commercially and news are both in Finnish. N. W. Ayer & Son, Chicago, handles the account.

BREAKFAST CLUB COFFEE, Los Angeles, has contracted on a 52-week basis for a six-weekly quarter-hour newscast on KFAC, that city. Firm also sponsors Voice of Friendship on 9 BBC Pacific Coast stations (KNX, KARM, KSFO), Mon., Wed., 8-8:15 a.m. (PST). Lockwood-Shackelford Adv. Agency, that city, has the account.


DR. J. O. LAMBERT, Ltd., Montreal, announce his 10th, (Oct. 5) start Memoirs of Dr. J. O. Lambert, dramatic quarter-hour transcriptions of his travels throughout Canada on a large number of Ontario, Quebec and eastern Canadian stations. Account is picked by J. E. Huot, Ltd., Montreal.

To Honor Spang

J. P. SPANG Jr., president of the Gillette Safety Razor Co., will be presented with a plaque by Sporting News in a pre-World Series broadcast Sept. 30. The plaque is in recognition of Gillette's sponsorship of the series for the third consecutive year. The company paid $100,000 for the rights to the games, which will be aired over MBS.

CONSOLIDATED ROYAL CHEMICAL CORP., Chicago (proprietary), has taken over the eastern Canadian stations. Program has been retitled Breakfast Time Frolics, and features transcribed hillbilly music. Agency is Benson & Dali, Chicago.

BYERS FLOUR MILLS, Camrose, Alta., (rewards), has started Adventures of Pickwick three times weekly on CJRC, Winnipeg; CCKK, Regina; CKQO, Lethbridge, Alta.; CKOV, Kelowna, R. C. Account was placed by Stewart McLouth, Calgary, and transmission from Exclusive Radio Features, Toronto.

THE FONT OF DEMOCRACY

America will never betray the principles of its founding Declaration of Independence; "all men are created free and equal."

It is this unceasing voice upholding the ideals of freedom, couched in many different languages that sets this radio station apart as the font of true democracy.

A LISTENING AUDIENCE OF 5,000,000 PEOPLE

THEM WELCOME NEW IDEAS, SATISFACTORY SERVICES

WHOM

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

AMERICA'S LEADING FOREIGN LANGUAGE STATION

BROADCASTING • Broadcast Advertising
PREMIER FOOD PRODUCTS for the Jewish field has bought Dear Editor, 8:30-8:45 a.m. Tuesday and Thursday beginning Sept. 30 on WBYD. Y. Y. Advertising will be continued in Jewish dailies, ntl. accross through Joseph Jacobs Jewish Market Organization.

BROWNS' BREAD Ltd., Toronto (above), on Sept. 22 started transcribed and live spot announcement campaigns several times daily, six days a week, on CFRB, Toronto; GCIL, Toronto; CICL, Hamilton, Ont. Placed through McCann-Eastman & Co., Toronto.

WEINBERGER DRUG Co., chain drug store operator, has signed with WIRK, Cleveland, to sponsor an average of three spot announcements daily, seven days a week, for one year, starting Oct. 1. Agency is Littig Adv. Agency, Cleveland.

AG NEW SURPASS SHOE STORES, Toronto (chain), on Sept. 20 started C.O.D. (Cash on the Date) half-hourly audience participating quiz and game, weekly on CFRB, Toronto. Account was placed by Dickson & Ford, Toronto.

HIRSCH CLOTHING Co., Chicago, on Sept. 30 started a three-weekly quarter-hour recorded program. A. K. Rubelers, on WGN, Chicago. Account was placed by Schwimmer & Scott, Chicago.

PIJO Co., Warren, Pa. (1000 Club), on Oct. 1 started a five-minute program on WENY, Schenectady, N.Y., five days a week for 26 weeks. Agency is Lake-Spiro-Sharman, Memphis.

CHEVROLET MOTOR Co. has bought 30-30 weekday station breaks for 11 days Monday through Sunday beginning Sept. 16 on WINS, New York. Agency is Campbell-Ewald Co. of New York.

George Bayard to Join Russell M. Seeds as V-P

GEORGE BAYARD, CBS contact man for six years, will join Russell M. Seeds Co. Oct. 15 as vice-president in charge of the recently opened New York office and service center for the Menomonee Falls account. A graduate of the U of Indiana, Mr. Bayard was with Hearst Publications, and produced their Emmy magazine before joining CBS.

Tom Wallace, executive vice-president of Russell M. Seeds Co., Chicago, will relinquish his executive duties Oct. 15 to devote his entire time to the preparation and exploitation of Uncle Waldo's Dog House, sponsored by Brown & Williamson Tobacco Corp., Louis and Gladstone Co., (Sir Walter Daley pipe tobacco), heard Fridays at 9:30-10 p.m. on NBC-Red, Mr. Wallace and the cast will make a movie and have tentatively planned a six-month series of personal appearances.

Jack Richardson Jr., assistant to President Freeman Keyes, becomes vice-president on Oct. 15, with headquarters in Chicago.

Ad Club Course

THE 15th year of the New York Advertising Club's advertising and sales training program opens Oct. 27. The course consists of 26 lectures by leaders in the advertising and sales fields and offers giving opportunities to do practical work in any one of the following subjects: Sales promotion, advertising copy, radio production, sales, and salesmen's problems. The radio production course is directed by Eugene S. Thomas, sales manager of WOR, New York. Lectures will be given by Julius F. Seebach Jr., executive vice-president in charge of programs at WOR; Robert A. Simon, director of commercials, WOR, New York; Roger Bower, producer, WOR; William Spier, CBS director of scripts; Robert T. Colwell, J. Walter Thompson; Mrs. Harold Milligan, of the New York Federation of Women's Clubs.

Arnold, Rubicam to Talk

THURMAN ARNOLD, assistant attorney general, and Raymond Rubicam, chairman of Rubicam, New York, will discuss, not debate, the general subject of "Advertising" at a dinner sponsored by the Advertising Women of N. Y. and Advertising Club of New York in cooperation with the Advertising Federation of America, the Sales Executive Club and the American Marketing Assn., at the Hotel Biltmore, New York, Tuesday, Oct. 7, at 6:30 p.m.

Pacific AAAA Plans


Paul Schwankel, formerly of John H. Riddick & Sons, Los Angeles, has joined the copy department of Milton Weinberg Adv. Co., that city.

WALTER K. NEILL, head of the Los Angeles office of Wickens, Neill, and Maxine Upham, Hollywood publicists, announced their engagement. Wedding is planned for early December.

FREEMAN KEYES, head of Russell M. Seeds Co., Chicago, was in Hollywood for initial broadcast of the weekly NBC program, Capt. Pigeon, and is practicing the part of Mr. Keyes, in the TV program. The supervision of J. W. Ayer & Son, New York, has joined the cast of the New York U Radio Workshop.

ARTHUR EDDY has established publicitv offices at 1655 N. Vine St., Hollywood, and will concentrate on radio as well as film accounts. Telephone is Gladstone 3505.

MCCONNELL, EASTMAN & Co., New York, has moved to larger offices in the Stock Exchange Bldg., West 49th St., New York.

STEWART - MCINTOSH, Calgary, has moved to larger offices in the Southern Bldg., 11th and 12th Aves., New York.

FRANK YOS, formerly of Erwin, Wasey & Co., and Hoeger Mfg. & Sales Co., has joined the copy department of Schwab & Best, New York.

CHARLES F. BEARDSELY has resigned as merchandising manager of WARN, Marion, O., to join Eyer & Bowman Adv. Agency, Columbus, O., as merchandise manager.

ADRIAN SAMISH, producer-superintendent of Young & Rubicam, New York, has resigned effective Oct. 15 to become producer-director of Paramount Pictures. Mr. Samish has been associated with the production of "Heaven's Theatre, Allerch Family, Silver Theatre and many other shows.

Johnson Heads Council

WILL S. JOHNSON, president of Vick Chemicals Co., was installed last week as president and chairman of the executive committee of the Market Research Council of New York. Other new officers are Elmo Roper, vice-president, and D. C. Lucas, of New York U, secretary-treasurer. The council, together with the retiring group—Mr. Johnson, of the National Bureau of Economic Research, Walter Thompson Co., and Hugh M. Behrle Jr., statistics division of NBC—composed the executive committee.

An Investigation of Six Marketing and Distributing Practices of the Tobacco Industry, not including advertising business, has been started by the Federal Trade Commission at the request of Leon Henderson, FTC administrator.

Paul Schwankel, formerly of John H. Riddick & Sons, Los Angeles, has joined the copy department of Milton Weinberg Adv. Co., that city.


Freeman Keyes, head of Russell M. Seeds Co., Chicago, was in Hollywood for initial broadcast of the weekly NBC program, Capt. Pigeon, and is practicing the part of Mr. Keyes, in the TV program. The supervision of J. W. Ayer & Son, New York, has joined the cast of the New York U Radio Workshop.

Arthur Eddy has established public relations offices at 1655 N. Vine St., Hollywood, and will concentrate on radio as well as film accounts. Telephone is Gladstone 3505.
“If you were passing through the Bell Telephone Laboratories in New York City, you might hear these strange sentences being repeated by an electrical mouth into the transmitter of a telephone - 'Joe... took... father's... shoe... bench... out. She... was... waiting... at... my... lawn.'

'These sentences contain all the fundamental sounds in the English language that have anything to do with the intensity of sound in speech. By listening to them, by measuring the accuracy with which each sound is carried over the wire, our engineers test the quality of the transmitter.

'Of course, this is only a small example of the work at the Bell Laboratories. There research is carried on constantly in the interest of the telephone user. Experimenting, testing, figuring out ways to create new equipment or to improve present methods is the daily job.

'In times like these, the work of the Bell Telephone Laboratories takes on added importance. Swift, dependable communication is a big factor in preparedness.'

This is a quotation from THE TELEPHONE HOUR—a regular program heard each Monday night over the N. B. C. Red Network. Laboratories of the Bell Telephone System are constantly at work to improve telephone facilities for network broadcasts.
**1918 GADGETS FOIL STATIC**

**RCAC DODGES AURORA BOREALIS BY LONG DETOUR**

—and use of antique alternators.

A 12,000-MILE radio detour aided communications engineers in combating effects of recent magnetic storms attending the Aurora Borealis display in the skies. RCAC engineers report that it has been determined that when a magnetic storm rages more havoc is wrought on radio waves traveling in an east-west direction than those traveling north-south.

To keep messages and transcription broadcasts moving, traffic was routed from New York to Buenos Aires and thence to London, thereby dodging the main effect of the magnetic storms.

**1918 Alternators Used**

Engineers also reported they were successful in bringing into use 1918 model longwave alternators. While the latest model vacuum tubes were overpowered by the storms, the old alternators—the only ones in service in the United States—were successful in cutting through the storm to reach European points.

While radio veterans agreed that the latest display was one of the most dazzling and bewildering from a visual standpoint, they pointed out that brightness and scope of the "aural pyrotechnics" did not necessarily signify the intensity of the disturbance on the radio. The storm, incidentally, had no influence on television. Engineers said the ultra-short waves used to transmit pictures are immune to static and fading.

AT&T reported over last weekend that while overland broadcasting circuits were unaffected, transoceanic telephone circuits were hard hit. The Trans-Pacific circuit to Honolulu, however, was one of the few operating without static. Telephone engineers termed the storms severe but not approaching those of last Easter.

The storms evidently had their own sense of humor. Two intimate telephone conversations were interrupted on the broadcast signal of WAAT, Jersey City, for a time. One involved a discussion of blind dates between two young ladies, which was described by listeners as "spicy". Another between two gentlemen was about a rather young lady and is said to have been "strong but not objectionable". Studio attachments were kept busy reassuring listeners that it was all a mistake and not a change of program policy on the part of WAAT.

**SITE IN MILWAUKEE**

**Journal Co. Lays Cornerstone**

—for Radio City

CORNERSTONE laying of the new Radio City in Milwaukee, being constructed by the Journal Co., was announced Sept. 27 on WTMJ and its FM affiliate, W56M. The building is scheduled for completion in 1941.

Walter J. Dannem, the Journal Co. general manager of radio, wielded the trowel, with an address being given by Harry J. Grant, chairman of the board. Among other speakers were Chairman James Lawrence Fly, of the FCC and Gov. Julius P. Heil of Wisconsin.

Highlights of the speeches and individual voices of WTMJ-W56M personnel were placed in the cornerstone. The Radio City also will house the Journal Co.'s projected television station.

Addressing himself to an audience in the year 2041, FCC Chairman Lawrence Fly in his recorded "cornerstone speech" commented: "You may be interested in learning what we had in 1941 and how the immediate future appeared. We had only as an integral part of our daily lives what we know as amplitude modulation or standard broadcasting. Television and facsimile broadcasting and FM aural broadcasting are all in their very infancy and are available only to a limited number of people in our larger cities. But on the technical side the progress of radio into these and every newer fields seems assured. It seems safe to predict that within the next 10 years television, colored television, and eventually stereoscopic or three-dimensional television will become as commonplace as broadcasting is today in 1941. Likewise, facsimile broadcasting and what is to us a new technique in the radio art—frequency modulation—will be available everywhere. You will have forgotten the distinction."

**FM for Kansas City**

KANSAS CITY was awarded its first commercial FM station when the FCC last Tuesday granted a construction permit for a new station to Everett L. Dillard, trading as the Commercial Radio Equipment Co. The 44.9 mc. channel was assigned under the grant to cover service for 4,440 square miles. Commercial Radio Equipment Co. is engaged in the radio equipment business as well as consulting engineering, frequency checking, and other services for broadcasters.

**FM Weathers Storm**

FM'S CHANCE to really prove its claims of static free reception came during the recent Aurora Borealis display when standard broadcasting facilities as well as all line communications were virtually blacked out. Except for an occasional tendency toward freak long-range transmissions over hundreds and even thousands of miles, the FM band was not susceptible to the blanket of noise that usually disrupt atmospheric conditions, it was reported.

Philo不能 read

FRANK THORPE VREELAND, a veteran of 11 years in the motion picture industry, has been appointed dramatic director of WPTZ, Philco's Philadelphia television station, according to the station manager. Simultaneously the addition of Ernest Welling, formerly production manager of the Barter Theatre of Abingdon, Va., famous for its policy of accepting livestock and crops in lieu of paid admission, and Gilbert Gould Brown, formerly a sound engineer for RKO pictures for nine years, to the production staff of the station director was announced last week.

**Video Newswheel**

THE first specially edited television newswheel released in the West has been completed by Photo & Sound, San Francisco transcription firm. It features scenes of the defense centers and has a commentary on Russia by Walter Duranty. The initial release uses public domain music and will be sent to all television stations.
Johnnie Doubles
VERSATILE is Johnnie O’Hara, the master of ceremonies of KWK, St. Louis, who does a neat job of doubling in brass by telegraph operator to tackle baseball games taking down the account of the game as it comes over the wire in code. O’Hara once held an extra-first grade license, the highest position grade, and at one time was trans-Atlantic chief operator on some of the world’s largest ocean greyhounds.

CLASSIFIED
Advertisements

Help wanted and Situations Wanted, 7.5¢ per word. All other classifications, 12¢ per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted


Chief Engineer—Southern local station, applying for Kilowatt. Must be experienced in Directional Antenna. Write fully first letter. Box 950, BROADCASTING.

Announcer—First Class Telephone license. By Southern local station increasing Kilowatt. Give full experience, draft status, salary expected and transcription if available. Box 954, BROADCASTING.

Wanted—Experienced commercial man with drive, ability and ambition, able to build and hold sales. Permanent position in expanding market for the right man. Box 953, BROADCASTING.

Wanted Immediately—Experienced, first-class technician for mid-west network 250 watt station. State qualification, salary and references. Interview if possible. Address H. M. Steed, WLA, Grand Rapids, Michigan.

Situation Wanted

Chief Engineer—Desires station west of Mississippi River. Expert maintenance man. Box 957, BROADCASTING.

Copywriter—Also announcing and production. Available immediately. State salary, request details. Box 954, BROADCASTING.

Announcer—Capable, experienced, reliable and loyal, can start work this week. Box 958, BROADCASTING.

Station Manager—Goodwill builder. No high pressure specialist. Fine references and record. Box 957, BROADCASTING.

Engineer—Control transmitter maintenance now five years. Single, draft 4F. Three years college. Box 960, BROADCASTING.

Salesman—Producer with eight years radio experience, married, draft exempt, good record, available immediately. Box 959, BROADCASTING.

Engineer—With Telephone First and Telegraph Second license. Desires position. Broadcast experience. Available immediately. Box 959, BROADCASTING.

Can save—My salary in supervising construction, equipping and staffing your new station, with minimum delay. Box 960, BROADCASTING.

Children’s Programs—Promote your station by an up and coming public service program. Attractive Young Woman, college graduate, experienced with civic and children’s programs on metropolitan radio and television stations. Little theatre and stock company acting experience, able to write scripts, direct, and broadcast. Can fit into any station activities. Box 965, BROADCASTING.

Situations Wanted (Continued)


Operator—Now employed, desires permanent position preferably southern, First Class Telegraph and Telephone license. General experience. Married. Box 959, BROADCASTING.

Studio Engineer—Have first class license. Five years studio experience with RCA and WE equipment, old and new. Classified 2A. Box 960, BROADCASTING.


Announcer—Newscaster, good commercial. Special events, street show, speech. Assist production, continuity, sales. Experienced independents, affiliates five years. Moderate salaries with opportunity. Employed. Transcription. Box 961, BROADCASTING.

Commercial Script Writer—B. A. Degree, Journalism major. Special work in script writing. Microphone experience. Good voice quality. 15 years actual writing experience. Write Miss Lydia Ames, 5411 Bryant Street, Dallas, Texas.

Producer, Writer, Actor—Young, with more than 15 years background in radio and theatre, desires association with leading radio station or agency in or about York City. Originals and adaptations have been produced. Productions have listener and client response. References. Draft deferred. Box 968, BROADCASTING.

Highly Trained Announcer—Continuity Production—NYU Radio Workshop, College, Go anywhere. Draft free. References. Box 972, BROADCASTING.

Production Assistant—Continuity Writer—Excellent educational and secretarial background. Two years production acting continuity with Columbia station. Box 971, BROADCASTING.

Wanted to Buy

Wanted—1-2 KW transmitter. Must be first-class condition. Give full information covering length of service, price, et cetera, first letter. Box 963, BROADCASTING.

For Sale

Western Electric—266 watt transmitter, excellent condition. Less than year old. Station WGY, Newark, New York.

Federal Jobs Open

EXAMINATIONS for information specialists have been announced by the Civil Service Commission for positions paying from $2,000 to $4,000 per annum. Information specialists are used by the Government to prepare interpretive radio broadcasts for the air and in connection with national defense matter for publications. For the radio option, experience is required in educational and informational radio work, including preparation of radio manuscripts and actual broadcasting. Applications close Oct. 25 and further information can be obtained from any first or second class postoffice or the Civil Service Commission, Washington.

WATN, Watertown, N. Y., has appointed Barn-Smith Inc., as national sales representatives.

WANTED

Five kilowatt gasoline engine generator with output of 110 volts AC single phase. Must be in good condition.

WHP
Harrisburg, Pa.

PROFESSIONAL DIRECTORY

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

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

Paul F. Godley
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

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

A. Earl Cullum, Jr.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

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

RING & CLARK
Consulting Radio Engineers
WASHINGTON, D. C.
Munsey Bldg. • Republic 2347

Raymond M. Wilmotte
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference
Bowen Bldg. • WASH., D. C. • 01.7417

Advertise in
BROADCASTING
for Results!

BROADCASTING • Broadcast Advertising
September 29, 1941 • Page 59
EXPERIENCE has shown that a station can get a bigger share of the advertising budgets of stores when supplementary merchandising and promotion is emphasized, with sales, promotion and production departments all cooperating, according to Promotion Director Perry Driggan and Production Manager Glenn Shaw, of KSL, Salt Lake City. When the local Paris Co., last summer set up a trial balloon for radio with three early morning newscasts weekly on KSL, station officials set the stage for an all-out promotion to make the Paris Co. radio-minded once and for all.

A complete promotional campaign was launched at the start of the newscast series. News for store promotion, with teletype and war maps on display, was a principal feature. Pleased with the results, the store recently signed Arthur Gaeth, KSL, news commentator. To celebrate the event, a party was held and the KSL studios attended by more than 100 store employees and the Paris Co. management. Highlighting the party were a special "parade of KSL talent" and a dramatization, Paris March of Progress, along with a lecture on war news by Commentator Gaeth.

Where's Snooks?

TO PROMOTE INTEREST in the return of Panny Brice as "Baby Snooks," who has supposedly mysteriously disappeared and around whose disappearance the whole format of its show is woven, General Foods, sponsor of Maxwell House Coffee Time, has sent out a two-second recording of Baby Snook's voice saying, "Nobody knows where I am," to the 91 NBC-Red stations carrying the program. In addition, many of these stations are conducting contests among listeners to get their views on the whereabouts of Snooks. Recently, Miss Brice is on an extended vacation which carried the opening of the show Sept. 20 until Oct. 2, when she is due to return. Agency is Benton & Bowles, New York.

KPRO's Bow

INITIAL sales promotion brochure directed to advertising agencies and prospective advertisers, has been released by KPRO, new Riverside, Cal., 1,000-watt fulltime station on 1460, slated to start operation about Oct. 12. The ten page mailing piece includes market information and coverage area map, supplemented by tables and photographs. Also contained are brief accounts of services and programs available to sponsors. But covered over carries an architect's sketch of the station and transmitter. W. B. Gleeson is president and general manager.

P & G Contest

PROCTOR & GAMBLE Co., Cincinnati, is offering $25 to $5,000 in a sentence-ending contest for Crisco.

How to Get Publicity

RADIO EDITORS last week received a small box containing a metal scraper attached to a card reading: "We've scratched our heads . . . no luck! Now, maybe you and your readers scratch yours . . . ?" Attached was a copy of the opening script of the new program which Vick Chemical Co. will sponsor this fall. It was used in the show, on afternoons beginning Oct. 5, and a letter from Jerome Patterson, Vicky's advertising manager stating that the show lacks a title and offering $5,000 to the person sending in the winning name. Then, says Mr. Patterson, "we're going to ask the winner what newspaper he—or she—reads, and send the radio editor of that paper a packet of a wallet with a crisp new hundred dollar bill tucked in. This will be used with his cooperation in helping us find a title."

Meanwhile, the letter states, the program, based on the recent best-seller, "And His Sardine," will be called How to Win $5,000.

For Selectee's Mothers

MOTHERS of selectees at Army camps are participants in a new series of weekly programs originated by WCAM, Camden, N. J., called Selectee Mothers, and sponsored by the Hurley Department Store in Camden. The program, held in the chambers of the Camden County Commission, features a drawing which provides an all-expense trip for a selectee's mother to visit her son at the Army camp. In addition to news about the boys at camp, morale officers at the various camps in the territory serve as guest speakers. The program is directed by Walter Maguire and handled by E. Tuke.

Hand on Bell

SILHOUETTE of a hand ringing a bell with the caption "Hear ye, Hear ye . . . Turn Meetin' on the Night", is the design for a leaflet circulated by the NBC-Blue to announce the schedule of America's Town Meeting of the Air which returns to the air Oct. 16, for another season on the Blue, Thurs., 9:15-10:15 p.m., EST.

"Quiz Kids" Trailer

MOVIE TRAILERS plugging the "Quiz Kids" first short subject released by Paramount Pictures will be furnished thru WLS, Chicago, to 400 theatres in the Paramount Chicago area, which includes the greater part of Indiana and Illinois. Included in the animated section of each trailer will be a WLS program promotion tie-in.

Grid Calendar

PROMOTING its football broadcast, KIZ, Denver, is offering listeners free copies of the 1941 KIZ Football Calendar through Sportscaster Jack Fitzpatrick. The calendar indicates last year's scores, current schedules, new rules and other grid information.

125 YEARS of progress for Tuscaloosa was celebrated Sept. 14, with WJR playing a major role in the formalities and festivities of the occasion. Standing behind a huge birthday cake to exchange felicitations, and surrounded by a stuf-"cow" of flowers, are (l to r) James H. Doss, Jr., owner of WJR; J. E. Reynolds, commercial manager, and Hon. Luther Davis, chairman of the Tuscaloosa City Commission.

Week of Brands

LETTERS pledging time and talent to promote Nationally Advertised Brands Week, Oct. 3-13, are being sent by WTAG, Worcester, Mass., to more than 200 Central New England druggists. Dealers are also invited to attend a special broadcast to launch the drive and the letters call attention to the various promotion ideas that WTAG is applying to the week.

BROCHURES

NHC Blue—Four-fold mailing piece in blue and green entitled "Radio Bargain" citing the value of the Southern Group for sponsors.

KSL, Salt Lake City—Red and brown folder, "KSL Coverage", with maps and figures on KSL coverage as defined by the 1941 fifth area survey of CRS.

KSB, St. Louis—Brochure with red and black cover with 18 pages of KSB personnel, coverage maps, features, etc.

KROWN, Oak, Cal.—Booklet entitled, "On the right track to the Northern California market," telling how KROWN is doing in Oak and the coverage of KROWN.

WIZ, Tuscaloosa, III.—Folder titled, "People Are Your Market at WIZ," in three colors, describing the station's intensive coverage of its downtown market.

NBC—Listening in on the World, the story of NBC's listening post at Bellmore, Long Island.
UNLIKE most businesses, successful radio station operation calls for being on the spot . . . and staying on it.

This fall and winter there will be lots of national and regional spot. The outlook is way ahead of last year, miles past the year before. It's the biggest spot season in radio history.

Your job is to put your station on the spot. That's an effort that calls for plenty of coordination, including a combination of your station representative, personal solicitation, effective correspondence . . . and BROADCASTING.

BROADCASTING, of course! Its 9800 circulation blankets radio advertisers and their advertising agencies. Its advertising renewal percentage (85%) is so abnormally high that the answer can't be anything but results. Its rates are amazingly low as shown by the fact that while circulation has grown 400% in 10 years rates have gone up only 20%. Its popularity among time buyers is proved by a whole string of surveys.*

You're heading right when you open the new spot season with a schedule in BROADCASTING.
Found His Photo

WHEN Sidney Adler, an American in the RAF, was shot down several weeks ago over the Channel, his family in New York sought in vain for a picture of the dead pilot. In going over his personal belongings, a carbon of a letter of two years ago in which Adler applied to WLW, Cincinnati, for a position was discovered. With the letter he had enclosed his photograph which WLW immediately returned on request.

WILM and WMJAZ, Macon, Ga., recently carried on hour show from Camp Wheeler, celebrating the post's 80th anniversary. The show was featured by an address by Brig.-Gen. John H. Peirce, post commander; the talent was provided by the men stationed there. The show was arranged and produced by the engineering department by former station men now in training.

WINNIE'S two stations, CJRC and CKY, cooperated during the local Community Chest drive by each building a show for both stations, the first a Sunday evening half-hour originating at CJRC and including a special recording by WINNIPEG's Donnual Durbin, and the second a half-hour originating at CKY and recorded for later broadcasting on CKY. Casey Luhau, CJRC, and Mercer McLeod, CKY, were in charge.

WWRL, New York, is preparing a new rate card of schedule as an increase in its power from its present 250 to its authorized 50,000 watts early this fall.

WXY, Philadelphia, has started work on a new transmitter for its mobile unit. The installation is to be completed next month.

WTAG, Worcester, Mass., is originating a new series of weekly broadcasts. Fort Devens Radio Network, originating from Fort Devens. Programs are under the direction of Capt. William Sawt of the 17th Infantry. WTAG special events chief, who conducts the ad interviews from post headquarters.

KYY, Phoenix, has completed construction of an addition to its program offices and is planning the opening of Studio C and will add an additional audience room.

WGAC, Augusta, Ga., was thrown into the middle of a local controversy over control of Augusta vice conditions last week, when the station cancelled a scheduled radio sermon of Rev. Paul Caudill, pastor of the First Baptist Church, largest in the city. Augusta ministers had begun a crusade against vice shortly after construction began on the 45,000-man Army camp near the city, advocating closing of all houses of prostitution. City officials favored a registration plan and vice control and the resulting word battle has been fought in pulps and in the press. WGAC adopted a policy of barring discussion of the subject on the air and eliminated mention of the controversy from its newscasts.

On Saturday, Sept. 29, General Manager J. B. Fuqua advised Rev. Caudill the station would be unable to carry his sermon on Sunday, which was to include attacks on officials and details of prostitution conditions. Mr. Fuqua issued a statement saying that it was not in keeping with the ethics of the broadcasting industry to allow discussion of subjects such as prostitution on the air. The station's action was called by ministers an attempt to "control the pulp." On the other hand, the station announced that it had received many congratulatory messages for its stand. A Grand Jury investigation of the whole question has now been ordered.

WGBS, largest station in the city, announced an all-day series starting Monday, to carry on a new series of musical numbers and dramatic and commentaries offerings during the forenoon. The programs are a musical summary five free programs a day. The series is an extension of the Constitution on Saturday, and a series review of the history of well-known rhythm songs.

The studio plane of WCKY, Cincinnati, visited U of Cincinnati, Xavier U and the Military Institute in a week for interviews with students. Transcriptions were heard Sept. 27. Interviews gave listeners the student viewpoint on world affairs.

ST. LOUIS sports writers will meet the city's sports writers in a baseball game soon to be played in Sportman's Park. France Lauz, KOKO, play-by-play, will manage the sports announcer team. Gusby Street, former big league catcher, will now a sports commentator for KOKO, and Dizzy Dean, KWK space assignee and former big league pitcher star, will form the broadcast for the announcers.

WABC, New York, devote about one-fourth of its day—for of its daily time on the air, 8 a.m.—1 a.m., to popular music. This is related in a survey conducted by the Radio Dixie Office, Office of Research, Saturdays lead other days in the week for the volume of popular music played on the station. In the Saturday day periods about 2½ hours are devoted to popular music, while in the Saturday night periods about 1½ hours are devoted to this type of music.
of any rule on multiple ownership or, if a rule is adopted, it should contain a provision which will make it compatible with the tenor of the public interest, convenience and necessity provisions of the Communications Act.

West Virginia Problem

Another unique aspect of the effect of the rule was raised by the Fort Wayne Co., which through subsidiaries, operates WWVA, Wheeling, and WMMN, Fairmont. Through Attorneys Horace L. Lohnes and Fred W. Alston, the company contended that the rule should be more definite and should provide for a situation where it may be in the public interest for the same party to own, operate or control two stations having substantially overlapping coverage, but in different communities. WWVA, having a station with 5,000 watts, holds a construction permit for 90,000 watts, which would accentuate its overlay with WMMN.

Under the rule itself it was said, it is impossible to determine what it means by "substantial portion" or by "service". If the Commission has intermittent and secondary service in mind, then the rule might in effect preclude the same party from owning, operating or controlling two stations located anywhere in the United States, it was pointed out.

In declaring it is impossible to determine whether the proposed rule is applicable to the WWVA-WMMN situation, the attorneys recited that the transmitters of the two stations, as proposed, are over 50 miles apart. WWVA is a Class I-B station with 60,000 watts (authorized) and WMMN is a Class III-A station with 5,000 watts.

Technical readings show that of a total of 2,213,400 persons receiving primary service from both stations, only 415,109 would receive duplicate primary service from both stations. At night, 1,788,000 persons would receive primary service from both stations, and only about 84,500 of these would receive duplicate service from the stations.

Westinghouse Objects

For Westinghouse, as operators of WOWO and WGL, Fort Wayne, Donald C. Swailand, of the Westinghouse law firm of Cravath, de Gersdorff, Swaine & Wood, reserved the right to question the Commission's power to adopt the rule, or, if adopted, as now written. The principal objection to the rule as proposed, Westinghouse contended, is that it is "absolute and mandatory" and that it fails to take cognizance of the fact that the ultimate test imposed by law upon the Commission is public interest, convenience and necessity. If the Commission adopts a rule such as this, the brief recited, provision should be made for exceptions and for opportunity for hearing before a determination is reached by the Commission on any particular instance or instances.

Declaring that the Fort Wayne situation does serve public interest, Westinghouse pointed out that the Commission found the service in the public interest by authorizing operation of the two stations jointly on July 9, 1936.

Urging that no general rule be made requiring multiple owned stations to be separated, and that any rule affecting multiple owned stations "shall be broad enough to give each station its opportunity to be heard as to whether or not it is serving public interest in the manner contemplated by statute," Henry B. Walker, attorney of Evansville, Ind., and principal owner of WGBF-WEOA, Evansville, opposed the ban. In addition to the two standard broadcast stations, Evansville On The Air Inc. also operates FM station W4SV, with all three stations housed in the same studios.

Actual cash invested in the broadcast operations is in excess of $150,000, and while over the last decade there have been earnings of more than $100,000, less than $20,000 has been distributed to stockholders, who at no time have received in excess of $5 in any one year, Mr. Walker recited.

He contended that the proposed rule, insofar as the Evansville situation is concerned, is based upon false assumptions and improper reasoning and is "unjust, unfair, uneconomic and improper". He argued the rule should not be made general, but should be limited in order that each station there may be permitted to have a fair hearing as to the actual effect of such multiple ownership in its particular case.

Mr. Walker also contended that the Commission has no jurisdiction to issue such an order; that it is not constitutional and deprives the licensee of property without due course of law, and is an unreasonable exercise of the authority of the Commission.

Chicago Problem

Participation of Gene Dyer, Chicago broadcaster, in the ownership of WSBC, WAIT and WGES, Chicago, was the basis for the opposition to the multiple ownership rule filed by his attorney, Andrew G. Haley. He contended the proposed regulation, without the sanction of Congress, divests the Commission of its duty to determine in a given case whether or not any monopoly in fact exists, contrary to the public interest. The regulation, Mr. Haley contended, is a derogation of the powers specifically and clearly granted by Congress to the Commission.

One clear-channel station located in a metropolitan district in itself tends far more toward a monopoly of public opinion and advertising circulation than several regional or local stations located in the same community, it was contended. The three stations with which Mr. Dyer is connected, when added together, have actually only 2.9% of the power in watts assigned to Chicago stations, and they do only 4.4% of the total business of the station operating in the Chicago metropolitan district, he pointed out. "Obviously these stations do not and cannot constitute a monopoly," he held.

If the Commission sees fit to further implement its present regulations, Mr. Haley suggested it should be restricted to a requirement that no person shall directly or indirectly own or control "an unlimited time standard broadcast stations that will serve a substantial portion of the area served by another unlimited time standard station owned or controlled by such person."

Favors Dual Control

Mabel Walker Willebrandt, former Assistant Attorney General, counsel for WJJD and WIND, Chicago, argued that the rule, in the form proposed by the order, should not be adopted. She made no argument respecting the wisdom, viability or public policy to be served by the adoption of the proposed rule, but contended that the public interest would not be served by its adoption in the form proposed by Order 84.

Instances may exist in which dual ownership or operation is contrary to the public interest, she (Continued on page 88)
A Long Time

THIS TIME it was the manager of WBT, Charlotte, who said to the Governor of North Carolina — His Excellency, Melville Broughton, issued a proclamation returning the Tarheel State to standard time at midnight Sept. 28. Realizing in what a hopeless tangle radio stations, which switch to standard time at 2 a.m. Sept. 28, would find themselves, Manager A. E. Jessel of WBT wisely used the Governor pointing out the confusion which would ensue and the Governor obligingly changing his proclamation to conform with the usual practice. In other words, “in a long time between time changes”.

into the training camps of both Joe Louis and Lou Nova went a routine crew of WPAT, Paterson, N. J., to record interviews with the fighters for broadcast on the eve of the fray. This photo shows the WPAT broadcast crew on the job at Contender Nova’s camp (1 to r): Ralph Sumner Silver Jr., sports announcer; Nova; Steve Ellis, special events announcer and onetime fight manager; Lou Ross, Ross Recording Co.

NI B Opposes ASCAP rebate

(Continued from page 9)

to exceed that which would have been paid under a blanket license.

Log Requirements

Mr. Paine went to extremes in justifying the complicated log requirements on the per-program basis. Declaring they constituted the minimum requirements, he said they nevertheless were experimental and that within six months provision will be made to revise them upward or downward as circumstances warrant. Under the consent decree he said ASCAP must see that the per-program license is not made unnecessarily burdensome so as to force a blanket license.

Commending BMI for its “magnificent piece of work”, Mr. Paine said, “I think we can blushingly say we’ve been licked.” He admitted ASCAP perhaps had been “too arrogant” in the past but implied broadcasters to forget the “blood of the past” and permit ASCAP and the industry to enjoy mutual confidence.

Mr. Paine concluded his formal presentation by urging broadcasters to support their leadership and maintain their trade associations for the industry’s common good.

SESAC and AMP

Mr. Callahan on SESAC’s behalf used as his theme, “It pays to play ball with your best customers”.

Without rancor or feeling, Mr. Callahan said SESAC has aligned some 800 commercial stations for its catalogs and hopes to have the industry 100% enrolled by Christmas.

Alluding to the friendly relationship of SESAC with its members, he said it grows out of the availability of 65,000 compositions of 127 publishing houses; the reasonable rates charged on a flat fee basis; the established policy of cooperation; absence of a restrictive list and SESAC’s “grand staff” of five representatives.

On behalf of AMP, Mr. Keller pointed out that the organization began licensing radio in 1927, originally handling symphonic and concert music. When it still is essentially a serious music operation, he said it nevertheless provides a popular catalog. AMP has never made any effort to high pressure the industry, he declared, and has led a peaceful and conservative existence, having kept both its rates and its blood pressure down.

AMP fees are based upon station rates, with no restrictions. It has operated on the basis of good-will and friendly cooperation as its idea of good business.

The Story of BMI

Boasting 704 members in less than two years, BMI has fulfilled its commitments to the industry in providing competition in copyright, Mr. Haverlin told the convention. One year ago BMI had 10,000 titles as against a half-million today. There are 212 independent stations in BMI, and 90% of the attendance at the NIB convention is enrolled, he declared:

The phenomenal success of BMI also is reflected in the fact that during the last six months 30,000- 000 of the 100,000,000 phonograph records sold were of BMI tunes, and these constituted two-thirds of all popular music recorded.

If the commitment that BMI is here to stay was made by Mr. Kaye, who emphasized the objective of the company was to bring competition to music, and he stated that job cannot be finished without a competitive organization. For BMI to terminate its operation would be a disaster to the entire industry, Mr. Kaye said. He told of the pledge from NBC and CBS to support BMI if the rest of the industry did.

Mr. Kaye pointed out that BMI introduced competition in music, it cannot fear competition from ASCAP, Mr. Kaye declared. It has reduced music costs from 6% to 1%, he declared, but the independents could not have them. He said the networks and their M & O stations or by the independents alone.

Fearing no slackening of the efforts of BMI as long as there is no slackening of the loyalty of the stations, Mr. Kaye said the organization would continue to maintain reasonable insurance against a music monopoly. But the task requires the loyalty of the industry, he warned, and with it BMI can face the future with confidence and without apprehension.

Andrew W. Bennett, NIB general counsel and former special assistant to the Attorney General in charge of copyright, in introducing Mr. Waters, described the man “who has accomplished what I failed to accomplish” as a Government attorney in copyright activities.

Waters explains

In his formal remarks, Mr. Waters said that as he listened to the previous speakers, he believed that at last competition has been introduced in the music field. But he added he had heard no arguments of recent origin, except those arising from changing economic conditions, that have not been a recapitulation of the past.

The Department, he said, has always recognized the rights afforded copyright owners and also the necessity for some type of organization or organizations to act as a clearing agency for copyright related music. But it found that the organization of both ASCAP and BMI went further than the rights afforded by the Copyright Act, and in other respects, and thereby violated the antitrust laws.

In detail Mr. Waters recited the history of the Department’s efforts amicably to settle the controversy, which ultimately resulted in the consent decrees last March. He explained the purposes of the decrees, offering alternative blanket and per-program licenses and clearance at the source by networks and eliminating discriminatory practices.

Some have expressed the belief that the decrees are too loosely written, and that the exact terms of the license should have been included in their scope, he said. They were written loosely purposely, he revealed, so that they might be adaptable to changing economic conditions. The success or failure of any agreement, he said, depends to a large measure upon the good faith of the parties. He added he believed both ASCAP and BMI entered into them in good faith and with the intent of compliance.

Asserting that some stations have expressed the view that the Department is perfecting the requirements stated by both BMI and ASCAP contain provisions intended to force stations to accept blanket licenses rather than to avail themselves of the per-program offer, Mr. Waters said that on the ground that such information is necessary to protect the rights of the parties to the contract, it can be justified “from the academic point of view”. But he added that if from practical operation it develops that these requirements are unreasonable, it will be the responsibility of both ASCAP and BMI to “mitigate the requirements accordingly”. Therefore, he said he couldn’t agree or disagree with the complainants.

Can make or break

If anything has been established in the music field, Mr. Waters observed, it is the fact that the radio industry is possessed “with the power to make or break the popularity of a tune through performance or nonperformance.”

“It is hoped,” he continued, “that this power will not be exercised in a discriminatory manner, thereby preventing the American public from hearing and enjoying the meritorious music of any independent authors and composers of our land.”

Mr. Waters expressed surprise over the fact that “so many in the industry who have clamored so long and vociferously for a per-use or per-program license and who possess every resource to place it in operation are now either contemptuously turned off or are too ingrained in the blanket license after the pur-
portedly desired per-program license has been made available to them by the consent decree*. He said this presupposed that a reasonable and working per-program license is offered "without containing no provision erecting economic barriers to the acceptance of the per-program license."

In the question-answer session that followed the formal addresses, some twosome broadcasters participated, hurrying inquiries at Messrs. Paine, Waters and Kaye. Responding to Cal Smith, KFAC, Los Angeles, Mr. Paine sought to justify the per-program logging requirements, asserting that any such formula would, in his judgment, prove "onerous".

When talent charges are or are not to be computed as subject to the percentage payment, provoked protracted discussion. Mr. Paine said that anything charged the client for recent deductions, whether live or transcribed, but that when a rate is established only for the purpose of avoiding payment on revenues from facilities sold, then the percentage applied.

Card Index
When H. W. Batchelder, WBFR, Baltimore, asked whether ASCAP would sell on a "per-piece" against a per-program basis, Mr. Paine said he thought the answer would be "no". Any broadcaster can clear any program, even if he has no ASCAP license, he said, but he had no idea of the cost in such instances.

Responding to Ben S. McClashan, KGJF, Los Angeles, Mr. Waters said that if ASCAP made any attempt to place a "floor and a ceiling" over royalties, "it would violate the space of a good-sized auditorium. Mr. Craney pointed out that there are only 550,000 copyrighted compositions registered at the Copyright Office, but Mr. Paine said he had in mind literally thousands of arrangements of the same numbers—all subject to copyright.

Mr. Craney said that for the last year he has experimented with per-program payments to ASCAP, and that only "a small amount of work" is entailed to keep track of music performed. He offered to show interested broadcasters his logs and files, which he had brought to the convention.

Mr. Haverlin found himself confronted with a puzzler when he was asked by Joe B. Carrigan, KWFT, Wichita Falls, "Do we need ASCAP music or not?". The BMI official said he might be cited for "restraint of trade" if he attempted to answer in the presence of a Department of Justice official; that he thought the question unfair, and that he felt the record of BMI would produce the best answer.

Joe DuMond, KBUR, Burlington, Ia., brought applause when he told of his own ASCAP plight. Composer himself of 70 selections published by ASCAP publishers, he said he only recently was made a member on "prohibition" of ASCAP, and that his works are performed regularly over stations licensed by ASCAP. He asked Mr. Paine, "What kind of a license shall I have to issue to myself in order to play my own compositions over my own station?" Mr. Paine said he did not know the answer, but that he assumed under the consent decree he could take a license for himself.

H. W. Slavick, WMC, Memphis, raised the question of clearance at the source as a possible violation of the decree if affiliates rebated to the networks as proposed, but Mr. Bennett, responding in Mr. Waters' absence, said the decree does not prohibit such rebates.

Mr. Slavick said he thought there was a need for an organization such as NIB, but that he wanted to know more about its scope and functions. He said he thought IRNA "is dead". Afterward, he offered his resolution that NIB oppose the network-ASCAP negotiations, which carried unanimously.

Feed Firm's Spots
ARCADE FARMS MILLING Co., Chicago (livestock feed), has started a series of weekly quarter-hour Market Reviews & Previews on WLS, Chicago, and WLW, Cincinnati. Agency is Fresba, Fellers & Fresba, Chicago.

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**Co-Sponsorship of Washington Redskins Available!**

Sammy Bough

**Highest Listener Rating of Any Sports Event in Washington**

(Crossley Rating)

All Washington thrills to the colorful play of the Redskins, Pro Champions of the East. And all Washington will welcome your co-sponsorship of the Redskin games over WOL, Mutual Station for the Nation's Capital. Russ Hodges handles the play-by-play, famous sport personages will be introduced between halves, the Washington Post will tie-in to assure maximum merchandising and publicity effectiveness.

*What a 10-Game Schedule!*

Oct. 5 Brooklyn (home)
Oct. 12 Pittsburgh (home)
Oct. 19 Philadelphia (home)
Oct. 26 Cleveland (home)
Nov. 2 Pittsburgh (home)
Nov. 9 Brooklyn (home)
Nov. 16 Chicago (home)
Nov. 23 New York (home)
Nov. 30 Green Bay (home)
Dec. 7 Philadelphia (home)
FM ANTENNA of WFIL, Philadelphia, was dedicated Sept. 19, with Carolyn Lee, seven-year-old screen star, hoisting the V for Victory emblem which will be fastened to the top of the tower. The V, pointing its way skyward to a height of 500 feet, will reach its highest point in Philadelphia. Some reports indicate that the antenna is about 500 feet above the ground. The structure, containing 75,000 pounds of steel, is located atop the center building, Widener Hall, which houses the station. Roger W. Clipp, (right), vice-president and general manager of WFIL, said the FM station, WGES, will go on the air Nov. 1. L. M. Robinson, British consul in Philadelphia, participated in the ceremonies.

Multiple Probe (Continued from page 63)
pointed out, but ample opportunity now exists for the Commission to determine the individual case on its merits. She contended that dual control exists, and, in the cases of WIND and WJJJ, does exist in the public interest. She determined the test for control by them to be ready for the first of the year.

WALTER RUDAK, new to radio, has joined the transmitter staff of CJOV, Windsor, Ont.
VINCENT E. CLAYTON, operator of KSL, Salt Lake City, is father of a baby boy born Sept. 16.
JOHN W. FOSTER, engineer of WMAZ, Yuma, Ariz., is father of a baby boy, James Harold, his fourth child.
JIMMY JOHNSON, formerly of WBTM, Daytona, Fla., joined the engineering staff of WYER, Norfolk, Va., who joined the WBTM technical staff.

Paul Dixon, engineer of WATN, Waterbury, Conn., recently married Alice Witherell.
KENNETH CAMERON, former chief engineer of WJRC, Wilmington, Del., recently joined the Canadian Air Force, on Sept. 16, married Val Johnnneson, former WJRC traffic director.
JAMES V. SIMPSON, formerly announcer and engineer of KERO, El Paso, Texas, now with the Royal Air Force as an American radio technician operating communications.

GEORGE FOSTER, formerly partner in ownership of KENO, Los Angeles, recently joined KFWA, Los Angeles, engineering staff.

SOCIETY of Motion Picture Engineers will hold its 50th semi-annual convention at the Hotel Pennsylvania, New York, Oct. 20-23.

Georgia Grid Hookup
A HOOKUP of 14 Georgia stations has been arranged by J. W. Woodhunt, Jr., WRB, Columbus, to carry all U of Georgia football games during the present season under sponsorship of Nemi Corp., makers of Royal Crown Cola. Bottlers in each city will receive local plugs at station breaks in addition to the regular commercials from the playing field, where play-by-play will be handled by Jack Gibney, of WRB. The special network will consist of WRLB, Columbus; WATL, Atlanta; WBC, Albany; WAG, Augusta; WGA, Athens; WGA, Rome; WBLJ, Dalton; WKEU, Griffin; WLAG, Lagrange; WMA, Macon; WMO, Moultrie; WAXY, Waycross; WMG, Brunswick; WTOC, Savannah.

A series of half-hour Spanish programs titled Stanford University Spanish America will be inaugurated Oct. 6 at 6:30 p.m. at WPSTJ, the General Electric shortwave station in San Francisco.

Nee Furniture Sponsors Redskins Grid Contests
IN A TIEUP with the Washington Post, P. J. Nee Furniture Co., long a user of radio time on local stations, has purchased the co-sponsorship on WMCA of the 11 games of the Washington Redskins professional football team, a new schedule, which started Sept. 28. Russ Hodges, announcer of WMAC, Washington, has been engaged to handle play-by-play, to carry the newspaper's sports staff will furnish sports figures for commentaries at the halftimes. Another commercial is expected to be signed shortly. Harwood Martin Agency, Washington, handles the Nee account.

Sponsors of other teams of the National Professional Football League and the stations signed are: Gillette Safety Razor Co., Brooklyn Dodgers, WOR; Texaco Dealers of Northern Ohio, Cleveland, WGCN; Wadhams Oil Co., Green Bay Packers, WMJW, Milwaukee; Faber Brewing Co., New York City, WSN; Fleischman's, Detroit Lions, WXYZ and Michigan Network; Atlantic Refineries Co., Philadelphia Eagles, WFL; Atlantic Refining Co., Pittsburgh Steelers, WWSW.
HOME TOWN BOY who made good in a big way is Ronald Reagan (right), former sportscaster of WHO, Des Moines, and now a movie star. Interviewed by Announcer Jack Sherman (left) for a transcribed broadcast on WMBD, Peoria, Mr. Reagan had returned home to Dixon, Ill., in mid-September to participate in a two-day civic celebration honoring himself and Louella Parsons, well-known movie columnist and also a former Dixon resident. During the celebration, attended by a large number of other stars, the new Louella Parsons Wing of the Kathryn Shaw Betha Hospital in Dixon was dedicated.

ASCAP Contract
(Continued from page 11)
dpartment of Justice provides for clearance at the source so far as radio is concerned, the same should hold true for motion pictures.

The consent decree states that the originating radio station must pay ASCAP for the rights to include music in motion pictures, the exhibitors hold they should not likewise be charged for projecting the same music.

Weisman, Celler, Quinn, Allen & Spett, counsel for the association, are now collecting information from exhibitors concerning their payments to ASCAP, with the total amount estimated in the hundreds of thousands of dollars. As soon as these data are complete, probably within the week, suit will be filed, it was stated.

Hager Urges Librarians To Adopt Showmanship

THE AFFINITY between radio and the library was discussed by Kolin Hager, manager of WGY, Schenectady, speaking Sept. 25 before the New York Library Assn. Conference at Lake Mohonk, N. Y. He called upon librarians to help radio bring "the drama of life" to the American home, asserting that to complement the bare news bulletins radio is trying to present programs that will help the public understand the facts of the news.

Many attempts at radio education, said Mr. Hager, have failed because of lack of showmanship. "Only by the union of showmanship and education can one effectively teach and hold the attention of the radio audience," he told the librarians.

Composer Revolt Seen Inside ASCAP's Ranks

DECLARING they are "tired of being jostled around", ASCAP writer-composers are reported to have served notice on ASCAP last week that if the Society's music is not back on the networks by Sept. 28 they will negotiate individual deals for use of songs with NBC, CBS and independent stations. Although no "official" statements were forthcoming and no names have been revealed, information is that ASCAP members at several "under-cover" meetings threatened to withdraw from the organization and work independently.

They expressed belief that the present ASCAP-radio deadlock will continue until early next year. Associated with film studios, these ASCAP members for some time have been trying to work out an arrangement whereby tunes they write for musical pictures can be put on the networks. Those urging the break point out that when a song writer is placed under a film studio employment contract, his output becomes the property of the company, to be released for publication and broadcast as the producer sees fit.
WHY reopening of the newspaper inquiry last Wednesday, the FCC’s examination was turned over to the third in a series of FCC counsel, Donald M. Harris. On the stand during the entire Wednesday session, Luther L. Hill, vice-president and general manager of Iowa Broadcasting Co., was questioned by Mr. Harris on the operation of the four Cowles Group stations—KSO-KRNT, Des Moines, WMT, Cedar Rapids, and WNW, Yankton, S. D.—and their cooperative tie-ins with the Des Moines Register & Tribune.

Before examination of Mr. Hill started, WMBI, Auburn, N. Y., through Carl H. Butman, filed a sworn statement for the record, covering operation aspects of the station involving the Auburn Citizen-Advertiser.

Declaring that “a radio station is probably a purer type of public utility than any other form now regulated by Government in the public interest,” the WMBO Inc. statement emphasized the view that although newspapers should be encouraged to operate radio stations in conjunction with their publishing activities, the station management should operate “absolutely free” from the newspaper interest in order to maintain complete separate financial and statistical information that may be requested by the Government.

Describing the Cowles radio-publishing interests, Mr. Hill explained that Register & Tribune stock was owned by about 65 individuals, with members of the Cowles family controlling the majority of the stock, although no individual held more than a 10% interest. Iowa Broadcasting Co. is a wholly owned subsidiary of the Register & Tribune Co., he said. The Cowles interests also extend to other enterprises, he added, among them Look magazine and the Minneapolis Star-Journal.

Register & Tribune Covers All Iowa

Against a metropolitan Des Moines population of about 160,000 and a state population of 2,500,000, aggregating about 625,000 families, the morning Register has a circulation of 176,000, the evening Tribune, 149,000 and the Sunday Register & Tribune, 376,000, Mr. Hill indicated. Of this circulation, only about 34,000 represented subscribers in Des Moines proper.

Asked by Mr. Harris if another paper could operate successfully in Des Moines, where the Register & Tribune has played a lone hand since 1927, Mr. Hill commented that there was “nothing to prohibit anyone from buying two papers”. He explained that although the Register & Tribune was by far the largest paper in the state, there were 43 other dailies in Iowa cities, with circulations aggregating 438,000.

Questioned about his background in the Cowles picture, Mr. Hill explained that he had joined the Register & Tribune newspaper organization in January, 1935, later heading the Cowles radio operations. Since Jan. 1, 1936, the Register & Tribune originally went into radio as early as 1922, he said, but after a year the paper lost interest in the project and surrendered its Federal license. At the time the paper thought of the radio station as a good promotion medium, he commented.

Indicative of the resurgent interest in the broadcasting field was an exhibit advanced by Mr. Harris, a 1929 letter from Gardner Cowles Jr., then managing editor of the Register & Tribune and now president of Iowa Broadcasting Co., to Harry Grant, of the Milwaukee Journal, inquiring into that paper’s operation of WTMJ. Pointed out for special attention by Mr. Harris were passages in the letter asking about the value of a newspaper-radio tieup from a promotional and advertising viewpoint.

Mr. Hill explained that Mr. Cowles at the time was actively trying to sell the radio idea to other members of the Cowles organization. Although promotion benefits for the paper were foreseen in the radio project, Mr. Cowles felt the company should go into radio as a separate undertaking to be run on a strictly business basis, Mr. Hill commented. He pointed out that if he had been interested only in circulation promotion, Mr. Cowles could have achieved the result with less expense and bother by negotiating a tieup with WHO in Des Moines.

WHO Provides Tough Competition for Others

Amplifying on another exhibit introduced by Mr. Harris, Mr. Hill recounted the chronological history of the Register & Tribune radio operation, dating from the short-lived WGF in 1922, skipping to June 3, 1931, with acquisition of KSG, then located at Clarinda, from the Berry Seed Co., and continuing through subsequent acquisitions to the present four-station group.

When Mr. Harris pointed to charges that the Cowles organization had pursued the policy of buying up a number of time-sharing stations, then consolidating them into single fulltime facilities, Mr. Hill remarked that under the State quota system of allocations it was difficult to build up the type of radio service envisioned by the Register & Tribune.

Describing that WHO’s 50 kw. operation yields the best and most dependable signal of Iowa’s 21 stations, Mr. Hill estimated that the Cowles stations have an effective daytime coverage of 20 to 25% of the state, and 50 to 60% at night. The competition was tough for the Cowles stations, he indicated.

Other exhibits reviewed the stations’ network affiliations and indicated efforts to coordinate the advertising policies of the Cowles station and the Register & Tribune in such matters as beer advertising, which was banned in both the paper and on the stations. A memorandum, dated Jan. 7, 1938, from Mr. Cowles to Mr. Hill indicated the desire of the management to make the stations “scrupulously impartial” in allotting time for controversial issues. Mr. Hill explained that the idea of the NAB Code had been presented to the stations in this regard for years.

Number of Housing Units In Florida’s Population Centers

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<td>Duval County, Jacksonville</td>
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More Houses More People MORE SALES

Number of Housing Units In Florida’s Population Centers

1940 Census

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Running Account of Press-Radio Hearings Before FCC

The Mutual Station

The Metropolitan Station

Tampa, Florida

A REGINALION STATION
St. Petersburg TIMES AFFIliate
N. E. STRATTON, Manager

ST. PETERSBURG, FLORIDA

Page 68 • September 29, 1941
City Star, St. Louis Post-Dispatch, Dallas News, Des Moines Register & Tribune, etc., to act jointly in radio matters where our combined influence would be much more effective than that of any one of our individual stations acting alone."

Explaining that Mr. Cowles had written the letter to Mr. McCollum as one newspaper-radio man to another, discussing common problems, Mr. Hill pointed out that in the same letter Mr. Cowles also had commented: "We unfortunately are not important enough in the broadcasting picture to bargain very hard with NBC". Commenting that "we were small fish", he explained that Mr. Cowles was simply looking for some way to improve this position.

**Aids in National Field, But Not in Local**

Pursuing the same point, Mr. Hill declared that although a newspaper owning a station has certain advantages another licensee might not have, when it does get a license it becomes the duty of the stockholders of the licensee corporation to see that the station is operated wisely and well. In the Register & Tribune case, because of the paper's good name, the Cowles stations enjoy some advantages in their relations with national advertisers, he stated. However, he added, local advertisers do not care to spend their money on space in the paper and for time on the air feeling that it all goes into one pot. This puts the stations at a disadvantage so far as local advertisers are concerned, he commented.

No specific offer of so much newspaper publicity for so much time is made to the Cowles stations' advertisers, Mr. Hill declared, although the advertiser can be certain that his program will be covered in some way in the Register & Tribune radio column.

While WHO provides an excellent state-wide advertising medium for big Des Moines merchants, as does the Register & Tribune, KSO and KRNT do not have sufficient primary coverage in this all-state trading area to attract all these merchants, he commented. And although newspaper promotion has been "definitely of some value" in improving the KSO-KRNT position, this has become a smaller value since improvement of the stations' facilities.

The Iowa Broadcasting Co. stations have had "a pretty hard struggle", Mr. Hill declared, pointing out that they aggregated out-of-pocket losses of $180,000 from 1931 to 1936.

**Papers Provide Radio Space Worth $100,000**

So far as WHO is concerned, Mr. Hill declared, the Register & Tribune would be glad to enter into some time-space swap on the same terms as the IBC stations. Offers have been made by the paper, he said, although WHO has preferred to make its arrangements with out-of-town papers.

Referring to a photostatic copy of an October, 1938, Register & Tribune radio page, Mr. Hill explained that the paper carried, in addition to the program logs of the local stations, a regular column by Mary Little and lots of pictures, as many as 100 a week. Complete logs have been carried in the papers since 1935, he said, when increased interest pointed to the need for more than selective listings. Under the stations' arrangement with the paper, Miss Little's salary is paid by IBC, along with the cost of the pictures, while ads are billed to the stations. On the other hand, the paper uses about the equivalent in radio time, he indicated. Space devoted to radio in the Register & Tribune would be worth about $100,000 a year, he estimated.

Resuming the stand for the afternoon session, Mr. Hill was questioned more closely on policy matters. He declared that the IBC stations do have the right to move the paper's radio programs around in the schedule to accommodate either commercial or sustaining shows, although they try to be reasonable about it. In addition to newscasts, Register & Tribune programs on the stations included recorded music, farm talks and occasional special events. He declared that all these programs bring talent to the station which reflect credit on their programs. When station talent performs on the paper's programs, as announcers or actors, they are paid a "talent fee" by the paper, just as for any commercial program. Although the stations buy space in other papers, they pay for it and have no reciprocal deals such as that with the Register & Tribune, he explained.

**Circulation Zoons With Good Iowa Roads**

Commenting on a Commission exhibit showing Register & Tribune circulation figures from 1906 to March, 1941, Mr. Hill declared that it was "very difficult" to assign any relationship between the paper's circulation increases and its use of radio time. Mr. Harris noted that it "might be interesting" to note that the list showed that in a five-year period from 1932 to 1937 the paper's circulation showed a continuous upswing. Referring to the list, Mr. Hill pointed out that this was not the case, that circulation declined steadily from March, 1929, to March, 1933, before beginning a gradual upswing.

He observed that one reason for the circulation rise was the statewide road improvement plan, with the Register & Tribune developing a remarkable delivery service which has attracted many new subscribers. It was pointed out in this respect that circulation doubled from March, 1921, to March, 1931, and that at present more than half the families of the state receive the Sunday Register & Tribune.

Under questioning by Mr. Harris, Mr. Hill said that during the July 5 week KSO carried 28 sustained news periods and 62 sponsored news broadcasts, a total of 85 for the week, or about 12 per day, including network news features. The Register & Tribune sponsored only six out of the 85, he said.

At one point during the discussion of news programs on the IBC stations, Chairman Fly and Mr. Hill exchanged observations for 15 minutes as they scrutinized photostatic copies of a typical log in the paper.

**Company Holds Exclusive Contract With UP**

Going into the Register & Tribune relationship with press associations, Mr. Hill explained that the IBC stations had dropped Transradio in favor of United Press several years ago. Subsequently the stations have added...
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_page_70

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logs, he said, the practice was discontinued except in morning and Sunday editions, after the advertising department began "missing the electrons." Later he explained to Chairman Fly that he thought listeners have come to know when their favorite programs go on the air, so the demand for listings is not so great as in the past. However, if a license were granted to the papers, he continued, they would start running programs since then they would be in the radio business, which is not the case now.

As direct examination by Counsel McGuire concluded, Judge Thacher asked on cross-examination: "Isn't it a fact that you came here today to get a hearing on your own request?" Mr. Ingersoll answered that the appearance might be construed that way, although his only interest was to bring to the FCC's attention some of the considerations in the mind of a newspaper with radio ideas.

Responding again to Judge Thacher, he agreed that what a paper fears most from radio competition is the possibility of a bucked morale and spirit of corps on the part of the newspaper staff which might result if the newsmen find they are not getting the news out first. This is a program log consideration, although it has no tangible measurement, he emphasized.

Wheeling Problem Reviewed by Long

Mr. Long stated that in addition to being vice-president of the News Publishing Co., he was a director and vice-president of Forward Wheeling Radio Corp., which has had pending since January an application for a new station in Wheeling, H. C. Ogden, president of the News Publishing Co., also is president of the radio company and holds interests in a dozen West Virginia papers, including those in Parkersburg, he said.

The company's original purpose in forming a radio corporation was to keep the radio management separate from that of the papers, he explained, adding that the operation plan encompassed only use of the newspapers' news facilities for the station. He declared that although the papers would continue operating even if the station license did not come through, advertising volume had fallen off and several accounts had been lost to their advertising stations, WWVA and WKWK.

He commented that the papers had regularly carried program logs "until we heard that radio stations were giving away radio clippings and saying: 'Buy our time, and here's what you get.'"

Haywood Narrates Troubles of CIO

The final witness of the day was Allan S. Haywood, director of organization of CIO, who read into the record a 10-page statement covering CIO's troubles in securing radio time at various stations. He recommended that the FCC delve into the situation and evolve rules to insure adequate broadcast facilities for labor.

Citing official CIO action in decrying the refusal of stations to provide time for labor interests, Mr. Haywood related several individual cases involving KYA, San Francisco, WISN, Milwaukee, WWJ, Detroit, WINS, New York, WNEW, New York. Newspaper-owned or affiliated stations were not the sole offenders, he said, although the problem was complicated by labor's stand when stations were operated by newspapers hostile to labor because of pressure from advertisers.

According to Mr. Haywood, reports from affiliated unions indicate: That radio stations frequently refuse time to labor organizations; that these refusals in some cases reflect the bias of station owners or their fear of offending certain advertisers; that the most frequent reason for refusal is the station owner's decision on the subject matter is "controversial" and that the NAB code rules against selling time for controversial programs; that when free time is granted, it is not as a rule an adequate substitute for the paid time of program desired; that glaring instances of discrimination have been committed by newspaper-owned stations; that there is a general feeling in labor ranks that most of the daily press is biased against labor because of big business ownership, because of its dependence upon advertising and because of the editorial policy of the particular publishers; that labor unions frequently request time to offset propaganda and misrepresentation in the daily press.

"It is our contention that a less restricted interpretation of the spirit and intent of the Federal Communications Act would reveal that your Commission has the power to act to protect freedom of speech on the air, as it affects labor: that if your powers still prove insufficient to cope with the evils and abuses complained of, your Commission itself should seek amendments to the Act which would definitely prohibit discrimination and provide for summary procedure to deal with such cases of discrimination as arise!" Mr. Haywood stated.

"I hope that your investigation will probe deeply into the question of restrictions of labor's rights by newspaper-controlled stations, and that such recommendations as may result from it will aim at remedying such abuses. On behalf of the CIO, I also wish to express the hope that when the present investigation is completed, you will conduct a further investigation into the whole question of anti-labor discrimination in radio stations, regardless of ownership or control, and will adopt policies or make recommendations designed to accord full protection to labor in the enjoyment of its rights to freedom of speech on the air."

**KTUC Will Build Entire New Plant**

Installation of an entirely new plant for KTUC, Tucson, from microphone to transmitter, was announced last Friday by Glenn MeQ. Snyder, vice-president and general manager of WLS, Chicago, and a director of the Arizona station. The FCC Administrative Board had authorized a construction permit for the improvements.

Mr. Snyder said a new Western Electric 250-watt transmitter and an Allison 179-foot vertical radiator will be installed. Real estate has been purchased on East Broadway, to house both the new studio and transmitter. The overall cost will be in the neighborhood of $20,000, he said. Burridge D. Butler, president of WLS, Chicago, and KOY, Phoenix, is chairman of the board of KTUC, Ralph W. Bilby, Tucson attorney, is president, and John Merino, of Tucson, vice-president and general manager.

**Three Spots Daily—One Night Time for a Year.**

WMBG has run four spots daily for one client for a year this month. The contract is being renewed for another year; and additional time is also being negotiated for.

Why? Because WMBG got results.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.
But It Takes RADIO ATTENTION To Sell RADIO TIME!

SELLING your station and your market takes a special brand of attention. And it takes a specialized magazine to provide it. That's where BROADCASTING comes in. Here's the magazine that thinks Radio and talks Radio 100% of the time. Consequently, its readers are Radio-minded... every last one of them. Small wonder 85% of BROADCASTING's advertisers renew. Small wonder it pays to advertise in BROADCASTING.
LOOK OUT, GENE! This is the kaya punch L. B. Wilson floored them with at Oxford, or Harvard, or wherever he got his schooling. Obviously awed at the awful stanza is Lieut. Comdr. Gene Tunney, ex-heavyweight champ, now in the Navy, Comdr. Tunney was in Cincinnati hunting physical instructors, and L. B., head of WCKY, swapped tales with Gene about their boxing careers.

BUCK FROM DON LEE Real Folding Money Stick —On Net Brochure—

FEATURE of a promotion campaign by Don Lee Broadcasting System among advertisers and agencies is a brochure with a one-dollar bill (the real thing, too) affixed to the cover, which Don Lee couples with a direct shot to the trade. An invitation, "Feel this... feels good, doesn't it?" supplemented by a further urging, "Go ahead, take it. Don't be bashful," is inscribed on the cover. Inside the folder elaborates on the dollar bill by stating there are lots more of the dollars available—$1,558,484,000 of them, as a matter of fact.

Attached to the piece is a 36 x 18 inch panoramic map of the Pacific Coast, listing the entire Don Lee Broadcasting System, the key to the 1,558,484,000 dollar bills. Several figures citing Don Lee coverage as shown in recent Hooper surveys are incorporated throughout the brochure.

WATKINS SYNDICATE is offering newspapers a six-week column written by Kate Smith. Columns, about 400 words each, will be patterned on Miss Smith's noontime broadcasts. Kate Smith Speaks, published by General Foods. One-year contract between Miss Smith and Watkins was set by Bill Maisong of Ted Collins Corp.

FM with Simplified Circuit Design

GENERAL ELECTRIC 1941

THEY BUY CHA-GOBE IN HARTFORD

Test of Street Program Draws a Good Response — And Soon the Sales Start Rolling

By E. S. CHURCHILL
Sales Manager
Cha-Gobe Co., Hartford

IT WAS a balmy August afternoon, and Jules Pinsky of the Connecticut Newsweeks Co., our advertising agency, and I were going over the sales records. Sales were satisfactory—when all good fortune distribution and released some newspaper advertising, we had sold Cha-Gobe Nasal Filters, and the program in the New York Star was very encouraging. Reports from hay fever sufferers using our little filter were encouraging.

But we hadn't tried radio and we felt to discussing the idea of playing around with it. We decided we'd try the Hartford area, because we were pretty solidly established there, and we had good distribution in drug and depart ment stores.

Street Interviews
Mr. Pinsky suggested that we buy Hartford Speaks on WTHT on a one-shot basis. It seemed like the logical way to see if there was one radio advertising might click. It has two well-known local radio personalities—Fred Bieber, stopping passerbys and asking them their opinions on topics of the day. On the air for five years now, it has built a good-sized listening audience, and has sold everything from soap to snuff.

WHTF is a local, so we thought we could concentrate on listeners in Hartford proper, and refer them to stores in the Hartford Metropolitan district. Here's what happened:

Our first broadcast was Aug. 18, 12:30-12:45 p.m. We tried to make the program sound as non-commercial as possible, even though it was loaded with commercials.

We felt that anyone who was at all interested in hay fever would listen to the program, no matter how many times Cha-Gobe plugs were introduced.

The first program started with a commercial, telling of Cha-Gobe as a blessing in no disguise to all those who suffer from hay fever. In the middle of the program I made my radio debut in which I was interviewed, much as though I was just another passkey except that I was introduced as representing the sponsor.

I told that I was interested in Cha-Gobe from an humanitarian angle. I then went on to relate how I had first become interested in the Cha-Gobe filter by the simple process of having it recommended to me, buying one, and having my personal hay fever symptoms disappear almost overnight; how I had sought out the insurance agent thinking him a prospect for life insurance, and found him in need of help in getting Cha-Gobe, where the public had been financial backer had also been "sold" by having his own hay fever stopped by Cha-Gobe.

The program—following the commercial introduced our pet little trick phrase "From now on, whenever you hear a sneeze, don't say Ge- sundheit, say Cha-Gobe," and then went on to point out how simple, effective, and you-don't-even-know-you're-wearing-it the Cha-Gobe is.

And the Response
That first broadcast was on a Monday when the department stores were closed, so we waited, and hoped. Many drug stores reported people stopping by and asking to look at the Cha-Gobe; G. Fox & Co. reported 70% of their sales within the first three days were to people who spoke of the broadcast. (And they had just featured our product in an ad costing almost as much as we paid for our radio spot.) Several stores which had never stocked Cha-Gobe phoned in orders. Sissons Drug, principal Hartford wholesaler, was rushed with orders from small drugstores throughout the area.

We had definite proof that our radio advertising had paid for itself several times over, so we came back for more. Our sales were definitely up, indefinitely attributable to the radio program. Results from the radio advertising were definitely more instantaneous than from the newspaper ads. Dealers in outlying towns became interested. With our seasonal product, we had to have an advertising medium that would produce results on an immediate basis—and radio proved to be it. We bought Hartford Speaks on a one-time trial basis, and it proved a good investment for four programs. It proved that the program already had an established listening audience, that they could be sold by one day's commercials, and that the audience would buy if they were sold on a product.

General Foods Serial

GENERAL FOODS Corp., New York, is bringing back to the air the serial drama "Girl Marries," previously heard on CBS sponsored by Prudential Insurance Co. of America. Program will be heard on NBC-red at 5-5:15 p.m., Monday through Friday, beginning Sept. 29, replacing "Home of the Brave." For the first month the program will advertise Swansdown Flour and Calumet Baking Powder, advertising for which is handled by Young & Rubicam, New York. On Nov. 1, Bakers Chocolate will also be advertised on the program, which will then plug the chocolate on Mondays, Wednesdays and Fridays and the other products on Tuesdays and Thursdays. Benton & Bowles, New York, agency for Bakers Chocolate, will handle production of the program as it did when it was on for Prudential, where advertising is also handled by Benton & Bowles.

In Radio, too, it's better to be Lower

Which reminds us that a low frequency station has plenty to be thankful for, too. The lower the frequency the longer the wavelength; the longer the wavelength the stronger the signal. WMCA has New York's lowest frequency (370 kc.) with enough power (5000 watts) to reach 12,500,000 people economically. Why be giraffe when you can be a lion?

WMCA FIRST ON NEW YORK'S DIAL

BROADCASTING • Broadcast Advertising

September 29, 1941 • Page 73
Story of the NIB Convention
(Continued from page 8)

When this discussion began, Mr. Fly left the rostrum. Mr. Craney, who had fostered an independent trade association, charging NAB with no longer capable of “prioritizing,” opened the discussion. He said he thought NIB was sufficiently flexible to serve as the basis for the new trade group, devoid of network representation.

He paid tribute to Mr. Lafount, Edwin M. Spence, NIB managing director and former NAB secretary-treasurer; Andrew W. Bennett, NIB general counsel; Edward A. Allen, vice-president, and Lloyd C. Thomas, secretary-treasurer, for keeping NIB together during the last several years. (All these officers, under the reorganization solution, retain their offices until the new slate and organization is completed.)

Mr. Craney suggested there be a managing director in lieu of a paid president, as well as delegates from 48 States, with first and second alternates. Broadcasters and members would have to do the “chores,” he said, and not retain an elaborate expensive staff in Washington.

Should Be Flexible
He said he felt there should be no salesmen, announcers or program directors in NIB, but only representatives of ownership, who can “get things done.” He should be a flexible organization, with no frills and no politics, he urged.

A motion by Art Westlund, KRE, Berkeley, Cal., that a committee be appointed to write a reorganization solution, finally carried, but only after considerable debate. Gregory Gentling, KROC, Rochester, Minn., wanted to know about all the “war claims,” and injected copyright into the discussion, declaring the music fight had been won, but now the effort was to make it more effective. He urged the music fight was won because the “networks went into it,” recalling that past battles had been lost, evidently because the networks were not leading the procession.

Mr. Gentling said it was his view that “we want NAB, but we want it with a club, with representation and with changes.” He suggested that the move should be to change the NAB organization where “we think it isn’t right, instead of tearing it down.” Calling it a good organization, he urged that the corrections be made and that NAB “knock out the networks from membership if that’s the reason for present attitude.”

Vice-President Allen disagreed that the music battle had been won, and disclaimed that any NIB officer had recommended “tearing down NAB.” He said, “They don’t have to because it’s going to fall of its own weight.” He charged NAB did not represent independent stations, citing a purported revision of the NAB’s ABC of Radio, which he said delineated the priority of network broadcasting and none to independent stations.

“I’m going to leave NAB regardless of what happens here,” he said. He declared the industry needs representation “more than at any time in its history,” and that he would not continue paying dues to an organization that is “cutting my own throat.”

Cisler’s AFM Dealings
Offering what he described as a “pyramid on the war clouds,” S. A. Cisler, WGRC, Louisville, told of his dealing a fortnight ago [BROADCASTING, Sept. 22] with James C. Petillo, AFM president, who advocated the working of union musicians at all MBS stations. Predicting that the networks “will not stand behind you,” Mr. Cisler said that the Petillo had stated that each and every dollar radio spends for musicians three or four dollars are lost on transcriptions and phonograph records. The AFM meeting in Chicago Sept. 20 will go into the “canned music” question again, he said, and predicted that unless steps are taken, “we’re going to pay a helluva lot more for musicians than for ASCAP.”

MBS, Mr. Cisler said, had planned to drop his station from the network, in spite of possible contract infraction, if an accord had not been reached with AFM. Petillo, he said, is “going to make the rounds, and the showdown may be with you.” He said he felt NIB is a “legitimate instrument” to operate over in this predicament.

Again posing the question of reorganization, Mr. Lafount told of NIB’s past attainments, and re-called the problems ahead in network decisions, contract infraction, and free Government time. Apro pos the latter, he said that if the Government paid for programs, he wouldn’t mind the proposed franchise, but the two combined are confiscatory.

Declaring he asked no station to “leave NAB,” he said that the problems of independent stations are such as to require action, free from network considerations.

“My problems are not the same as NBC or CBS,” he declared. “In NIB we can accomplish a great deal for a small amount. We do not need an organization as elaborate as NAB. We can cooperate with all Government agencies, such as the FCC, Congressional committees, the Department of Justice and the FTC and receive consideration.”

With the discussion concluded, the motion to name a reorganization committee was carried unanimously. Named were Art Westlund, KRE, Berkeley, Calif., chairman; Ed Craney, KGK, Butte; Rayburn Rosell, WLLJ, Bowling Green; A. A. J. Fletcher, WRAL, Raleigh; C. J. Lanphier, WEMP, Milwaukee; H. J. Brennan, WJAS, KQV, Pittsburgh; Hope Barroll, WPBF, Charleston; Messers, Cisler and Stanley Hubbard, KSTD, also appointed, with withdrew their names.

The resolutions committee comprised Vice-President Allen, chairman; T. B. Hubbell, WSYM, Spence; Ralph Atlass, WJJD-WIND, Chicago; S. A. Cisler, WGRC, Louisville; Ralph R. Brunton, KJBS, San Francisco, Arthur B. Chopra, also, had his nomination withdrawn.

A nominating committee for new officers was also named by President Lafount, but because of the nature of the reorganization resolution, setting the date for the planning session for not later than Nov. 18, the committee did not meet.

Not “Engineered”

Joe V. Carrigan, KWFT, Wichita Falls, Tex., inferred whether the convention was being “engineered” by any group, to which President Lafount replied that it represented the broadcasters only and that no transcription company, music publisher or any other offshoot of broadcasting can become a voting member.

Mr. Hubbard, in winding up the session on reorganization, criticized the NAB for not taking part in certain industry fights. He said he had opposed naming Mr. Miller “at the 40.000 a year.” He said he “worked hard for his money.” He urged the association promptly to retain Mr. Louchs to draw up new bylaws for NIB, asserting he reorganized the NAB twice and could do the same job for NIB.

Carnation's 50th

THE 500th BROADCAST of the Carnation Contested program on NBC-Red, Monday, 10-10-30, will be celebrated in Sept. 26. In honor of the occasion Master Percy Faith and his orchestra will weld some of the music which has been so popular during the history of the program sponsored by the Carnation Co., Milwaukee, since its inception, Jan. 3, 1902.

HOMER OWEN GRIFFITH, Hollywood station representative, has been appointed Coast representative of WFEN, Philadelphia; WINN, Louisville; KWJ, Portland, Ore.; KDQ, Wenatchee, Wash.
Radio - Film Probe May Lack Funds

Senator Lucas May Withhold Approval of Vouchers

FURTHER complicating the much-maligned inquiry of a subcommittee of the Senate Interstate Commerce Committee into the alleged use of movies and radio as pro-war propaganda vehicles, Senator Scott Lucas (D-Ill.), chairman of the Senate Audit & Control Committee, indicated to Broadcasting last Friday that he would approve no expense vouchers for the subcommittee until the hearings had concluded and he had some idea of just what figure the total cost might reach.

The situation came to light Sept. 21 when Chairman Lucas indicated that expense vouchers entered by Subcommittee Chairman D. Worth Clark (D-Ill.), covering the appearances of Jimmie Fidler and George Fisher, movie gossip columnists and commentators [Broadcasting, Sept. 22], would not be immediately approved. Mr. Fisher turned in a bill for $287.54 and Mr. Fisher one for $264.50, which were understood to cover airplane travel expenses between Hollywood and Washington.

Viewed as Illegal

Asserting the subcommittee inquiry was "violating the spirit, if not the letter, of Senate procedure", Chairman Lucas pointed out to Broadcasting he was on notice that the hearings are illegal, since they have not been directly authorized or approved by the Senate or even the full Senate Interstate Commerce Committee. He observed that under Senate rules, a subcommittee must present a resolution to the Audit & Control Committee for a specific amount, which was not done by Chairman Clark.

The movie phase of the inquiry is scheduled to continue until well into October, after which radio executives and commentators probably will be called.

Schwartz Heads WOSH

RAY SCHWARTZ, formerly manager of KYSM, Mankato, Minn., has been appointed manager of the new WOSH, Oshkosh, Wis., effective Oct. 15, as announced by Howard H. Wilsen, station owner. Station is expected to be on the air the latter part of the year. Mr. Schwartz will be succeeded at KYSM by John Meagher, commercial manager for the past two years.

CHIEF OF STAFF of the Canadian Army, Major Gen. Crearar, is interviewed by Bakhage, NBC Washington commentator, who went to Ottawa to get a first hand account of the Canadian war effort. While in the Dominion, Bakhage made a guest appearance over the CBC giving a background of happenings in our Nation's Capital for Canadians.

ABTU-CBS Arbitration Seen

(Continued from page 18)

for the discussion of wages, hours and traveling expenses at this time or at any time prior to the expiration of the contract in 1942. They added that in the conversations, CBS executives made no mention of the national emergency but asked that the contract be extended another year to conform to that of NBC with its technical employs.

Outsmarted, Says Union

The ABTU stand is that every offer made by the CBS officials during the negotiations was made in a way that made it unacceptable to the union. The first CBS offer, according to ABTU, was for a 4 1/4% increase for the three metropolitan stations and a 8/10 of 1% increase for the others, acceptance of which would have resulted in a split in the union ranks.

Union members also charge CBS with having no intention of negotiating honestly from the start, pointing out that in the first few minutes of conversation Mr. Atlass suggested that ABTU ask for arbitration to start with instead of wasting time in negotiations.

Reviewing the past history of the contract, union spokesmen explained that in 1938 neither side asked for any revision. In 1939, they said, the union withdrew its demands after CBS had explained they were then negotiating with the American Federation of Musicians who were asking for a large increase and that if ABTU would stay put then their proposals would get favorable consideration the following year. In 1940, CBS said that expansion in television, short-wave broadcasting and building of new transmitters has cost so much it could afford no increases for engineers, and again the union withdrew, it reports.

Expressing the feeling that they have in the past been out-smarted, the ABTU men stated they now are willing to stand by their demands for wage increases and other considerations. Technicians are the lowest paid of the networks' skilled employees, they stated, with an average wage of approximately $70 weekly, compared to average wages of more than $100 per week for announcers and similar or higher averages for sound effects men and producers. The 16% increase cited by Mr. Runyon is due to continuous service, they explained, and not to the increased cost of living.

Indicative of its willingness to cooperate in national defense, ABTU cites its ruling that continues the dues of members inducted into the armed services by spreading them over the remaining membership.

ABTU reports it has signed a contract with WINS, New York, retroactive to July 28, calling for increases for the station's technical staff and the other standard ABTU provisions. Negotiations are in progress for similar contracts with WBRY, Brooklyn, and WPAT, Paterson, N. J., according to ABTU.

Gains WEA-9WZ Post

HOBERT L. HUTTON Jr., in charge of propaganda and sales promotion of WCCO, Minneapolis, and formerly on the copy staff of BDO, New York, has been appointed sales promotion director of WEA and WJZ, NBC's key stations in New York. In his new position Mr. Hutton will work under the general supervision of William C. Roos, director of sales promotion of NBC's spot and local sales department.

* Like the ice cream on pie NCBS offers an important "plus." Not only do you get the blanket coverage of 12 aggressive stations but also merchandising, sales and service of eight full time salesmen! This staff fulfills our guarantee to you of distribution and display of your product in a minimum of 2,500 retail outlets. Another plus is that your product will be featured in more than half a million retail hand bills weekly! Take advantage of this merchandising masterpiece and join the many national advertisers on NCBS. Write for full details to North Central Broadcasting System, Commodore Hotel, St. Paul, Minnesota.

WOSM Duluth, Superior
KABB Aberdeen, S. D.
WJCC Jamestown, N. D.
KDLR Devils Lake, N. D.
KFLM Minot, N. D.
KGCU Mandan, N. D.

WFL Notre Dame Univ., South Bend, Ind.
WEAF New York City
WOR New York City
WNYL New York City
WOR-AM New York City
WMBF Myrtle Beach, S. C.

Selling through WFL

Executive Offices, Commodore Hotel, St. Paul, Minn.
National Representative: Joseph McGillivra
DECEMBER 29 TO SEPTEMBER 26 INCLUSIVE

MISCELLANEOUS—NEW, WLCW, Columbus, Ohio—changed call letters to WCPQ.

NEW, WTVN, Cleveland, Ohio—changed call letters to WJLH.

NEW, WSHU, New Haven, Conn.—changed call letters to WCTS.

NEW, WLSL, Lima, Ohio—changed call letters to WLSL.

NEW, WDBK, Bridgeport, Conn.—changed call letters to WDBK.

NEW, WRRM, Rochester, N. Y.—changed call letters to WRRM.

NEW, WLB, Milwaukee, Wis.—changed call letters to WLB.

NEW, WNL, Fort Wayne, Ind.—changed call letters to WNL.

NEW, WOC, Des Moines, Iowa—changed call letters to WOC.

NEW, WORC, Rutland, Vt.—changed call letters to WORC.

NEW, WGR, Buffalo, N. Y.—changed call letters to WGR.

NEW, WAK, Atlanta, Ga.—changed call letters to WAK.

NEW, WJLH, Manassas, Va.—changed call letters to WJLH.

NEW, WJMW, Waco, Texas—changed call letters to WJMW.

NEW, WNB, Portland, Ore.—changed call letters to WNB.

NEW, WSPD, Youngstown, Ohio—changed call letters to WSPD.

NEW, WJLP, Los Angeles, Calif.—changed call letters to WJLP.

NEW, WJRT, Cincinnati, Ohio—changed call letters to WJRT.

NEW, WJBS, New Orleans, La.—changed call letters to WJBS.

NEW, WJCH, Chicago, Ill.—changed call letters to WJCH.

NEW, WJIC, Rockford, Ill.—changed call letters to WJIC.

NEW, WIGS, Kansas City, Mo.—changed call letters to WIGS.

NEW, WIFC, Indianapolis, Ind.—changed call letters to WIFC.

NEW, WJUX, Atlantic, Iowa—changed call letters to WJUX.

NEW, WJAM, Birmingham, Ala.—changed call letters to WJAM.

NEW, WJLA, Washington, D. C.—changed call letters to WJLA.

NEW, WJFI, Fort Worth, Tex.—changed call letters to WJFI.

NEW, WJDO, Salem, N. H.—changed call letters to WJDO.

NEW, WJIO, Jackson, Miss.—changed call letters to WJIO.

NEW, WJIN, New York, N. Y.—changed call letters to WJIN.

NEW, WJAV, Chicago, Ill.—changed call letters to WJAV.

NEW, WJIT, Milwaukee, Wis.—changed call letters to WJIT.

NEW, WJIB, St. Louis, Mo.—changed call letters to WJIB.

NEW, WJMR, Richmond, Va.—changed call letters to WJMR.

NEW, WJCL, Augusta, Ga.—changed call letters to WJCL.

NEW, WJCL, Philadelphia, Pa.—changed call letters to WJCL.

NEW, WJCL, Fort Worth, Tex.—changed call letters to WJCL.

NEW, WJCL, Boston, Mass.—changed call letters to WJCL.

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NEW, WJCL, Philadelphia, Pa.—changed call letters to WJCL.

NEW, WJCL, Fort Worth, Tex.—changed call letters to WJCL.
Justin Boot & Shop, Fort Worth, on Sept. 28 starts Genie Van Texas & the Southwest on 4 Lone Star stations (KOKO-KGNC, KXYZ-KXTA, Sunday-Friday), Agency: Evans & LeMay, Fort Worth.

William R. Warner Co., New York ( flown's Linament), on Oct. 10 resumes Gang Busters on 63 NBC-Blue stations Fri., 9-9:30 p.m. EST and on 3 or 4 CBS stations via transcription with stations and times still to be determined. Agency: Warwick & Legner, N.Y.

D. L. Clark, Pittsburgh, (Clark candy bars, on Oct. 18 starts Service With a Smile, on 51 NBC-Blue stations, Thurs., 7-8:30 p.m. EST, on Oct. 9 shifting to 7-8:30 p.m. Agency: Albert P. Hill Co., Pittsburgh.

Marrows Inc., Los Angeles (Mar-Oil shampoo), on Sept. 25 starts for 13 weeks Hollywood Whispers on 70 MBS stations, Mon., 9:30-10:15 p.m. and 2:15-2:30 p.m. (EST), with West Coast repeat 1:45-2:30 p.m. (PST). Agency: Hays MacFarrand & Co., Chicago.

Renewal Accounts

American Chilco Co., Lour Island, N.Y., on Sept. 30 renew for 13 weeks By the Way, with Bill Reno, on 6 CBS Pacific Coast stations, Tues., 8-9 p.m. Agency: Tandy & Goodwin, N.Y.

General Foods Corp., New York (La France, Satinia, Minute Tapioca, Postum), on Sept. 23 renewed for 52 weeks Gaye Intermezzo on 75 CBS stations, Mon. thru Thurs., 10-11:30 p.m. EST, broadcast 6:15 p.m. and 1:15 a.m. Agency: Young & Rubicam, N.Y.

General Foods Corp., New York (Calumet, Baking Powder, Swansdown Cake Flour, Diamond Crystal Salt) renewed Kate Smith Speaks on 75 CBS stations Mondays through Friday 12-12:30 a.m. Agencies: Benton & Bowles, Young & Rubicam, N.Y. (Calumet, Swansdown).

Pet Milk Sales Corp., St. Louis (Pet and Irritated milk), on Sept. 23 renewed for 52 weeks Saturday Night Serenade on 20 CBS stations, Sat., 9:45-10:15 p.m. and Mary Lee Taylor on 64 CBS stations, Thurs. and Sat., 11-11:30 a.m. , rebroadcast 1:45-2 p.m. Agency: Gardner Adv. Co., St. Louis.

Network Changes

General Foods Corp., New York, (Swansdown, Calumet, Bakers Chocolate) on Sept. 29 replaces Home of the Brave with When a Girl Marries on 65 NBC-Blue stations, Tue., Fri., 7-8 p.m. Agency: Young & Rubicam, N.Y. (Calumet, Swansdown and Calumet; Benton & Bowles, N.Y., for Bakers Chocolate.

Texas Co., New York (Texaco) on Oct. 1 runs for the 1941-42 season Texaco Star Theatre with Fred Allen on 55 CBS stations Wed., 9-10 p.m. with West Coast repeat at midnight. Agency: Buchanan Co., N.Y.

General Foods Corp., New York (Maxwell House Coffee), on Sept. 21 renewed for 52 weeks Kate Hopkins on 50 CBS stations, Mon. thru Fri., 10-11:15 p.m. (PST) Agency: Benton & Bowles, N.Y.

General Foods Corp., New York (Post Toasties), on Sept. 21 renewed Young Dr. Malone on 79 NBC stations, Mon. thru Fri., 2-2:15 p.m. rebroadcast 7:15-9:30 p.m. Agency: Benton & Bowles, N.Y.

Colgate-Palmolive-Peet Co., New York City (Sucrets-Soda), on Sept. 22 renewed Ross Johnson for 52 weeks on NBC-Red stations, Mon. thru Fri., 10-11:15 a.m. Agency: Sherman & Marquette, Chicago.

Duos from Harlem

For the first time in over 15 years of depicting the characters Amos 'n Andy and their friends in a mythical Harlem, F'reman (Amos) Godsen and Charles (Andy) Correll will actually originate a program row there. Since it might be impossible for them to rush back to CBS studios in New York for their 11 p.m. broadcast to the Coast after attending the Joe Louis-Lou Nova fight at the Polo Grounds, the N. Y. Giants Ball Club came to the rescue by offering a ticket store-room for broadcast use. CBS engineers have installed sound-proofing and necessary engineering equipment and on Sept. 29 the broadcast for Campbell Soup will come from heart of Harlem, site of the Polo Grounds.

Mr. Knowlson

Known as one of the best known figures in the radio manufacturing field, succeeded Thomas E. McCabe with OPM. Mr. McCabe has been transferred to the staff of Lend-Lease Administrator Edward R. Stettinius Jr. A successor to Mr. Knowlson's RMA, 1939-45, be chosen formally by the RMA board of directors next month.

Roxie Theatre, New York, from Sept. 29 to Oct. 5, is concluded, Dr. Malone campaign of 5 to 6 40-word announcements to promote picture, "A Yank in the R.A.F." on the following New York stations: WOR WMCA WHENOK WINS WWRL WYLD. Agency is Katon-Phillips, New York.


E. R. Squirb & Sons, New York, on Sept. 26 adds 8 stations to Golden Treasury of Song, on 35 CBS stations, Mon. thru Fri., 3-3:45 p.m. to Mon., Wed., Fri., 3-3:45 p.m. (EST). Agency: Geyer, Cortwell & Newell, N.Y.

Welch Grape Juice Co., Westfield, N.J., on Oct. 5 shifts "Spy Who Walt Winks" from WOR to WNYC, featuring Irene Rich, from a split station (CBS); to NBC on 52 blue stations, Sun., 9-9:45 a.m. (EST), with West Coast repeat transmitted, 9-9:45 a.m. (PST)). Agency: H. W. Kastor & Sons, Chicago.

Mennen Co., Newark (shaving products), on Sept. 26 added 8 stations to Capt. Flipz & Bat Quirt, making a total of 42 NBC-Blue stations, Sun., 7-7:30 p.m. Agency: Russell M. Seeds Co., N.Y.

American Telephone & Telegraph Co., New York (Best Phone), starting Sept. 26 will rebroadcast "The Telephone Hour," on 88 NBC-Red stations, Mon., Wed., Fri., 9-9:30 p.m., on 12 NBC-Red Pacific stations, 12-12:30 p.m. Agency: N. W. Ayer & Son, N.Y.

Mars Inc., Chicago (candy bars), on Oct. 13 shifts 2 stations to WGN, on 76 NBC-Red stations, Mon., 9-9:30 p.m. from San Francisco to Birmingham, Ala., for a total of seven broadcasts. Agency: Grand Adv., Chicago.

Bristol-Myers Adds Mexico City News, Expanding Its Extensive Latin Schedule

Bristol-Myers Co., New York (Sal Hepatica, Mum, Vitalia, Ipana, Ingram shaving cream), one of the most extensive users of Latin American radio among American advertisers, has recently added four-quarter-hour AP newscasts in Spanish seven days a week, on XEW, Mexico City, making a total of 46 such programs sponsored by Mr. Myers in 17 of 20 Latin American countries. In addition B-M is sponsoring musical and other programs on 36 stations in four of the countries. Programs are transmitted on long, medium and short waves.

After testing a newscast in Spanish three years ago on WKAQ, San Juan, Puerto Rico, B-M saw the possibilities of this type of program to sell its products. "After that one test", says J. C. Clary, foreign advertising manager of the company, "we were convinced that radio could sell our brands in the Latin American market. We chose news programs because we found them to be universally acceptable and most appealing to a maximum audience in each country," he adds. "B-M has been adding stations all along the line until the present totals have been reached [see article by Mr. Clary on page 30]."

All But Five
All Latin American countries except Nicaragua, Uruguay, Paraguay, Argentina and Colombia carry B-M news programs. Of the 83 stations airing all types of B-M programs on the long, medium and short waves, 82 are located there in Portuguese, one in English, with the remainder using Spanish.

B-M relies only on American news services for its source of news. The company used to supply stations with AP, UP, INS or Transradio Press news:
1. Specially prepared by local offices in South America of the American news services. UP, through its local offices prepares specially packaged 15-minute news programs for the Rio de Janeiro; PRB9, San Paulo, Brazil; HCNJ, Guayaquil, Ecuador; and OAXA4, Lima, Peru. AP does the same for XEW and XEWW, Mexico City.
2. Rebroadcast of shortwave news prepared by the news department of WLWO, Crosley shortwave station in Cincinnati. These shortwave broadcasts are picked up by WGBY, Springfield, Mass.; HRN, Tegucigalpa, Honduras, and TGW, TGWB, TGWC, Guatemala City and rebroadcast on the three wavelengths.
3. Purchase of news through local radio stations which have access to American news services. This method is used in the greatest number of cities.
4. Satellite programs are quarter-hour summaries, except in Cuba where there are daily five-minute spots.

Using a program of Spanish music as far back as 1927, when it sponsored the Ipana Troubadors on a station in Cuba, B-M is now sponsoring such programs on 36 stations in Argentina, Columbia and Mexico. In Argentina, Musical Quiz, a Spanish program following the quiz pattern, broadcast on a seven-station hookup of the El Mundo network, has drawn responses from as many as 20,000 contestants for a single program, Mr. Clary stated.

Other Campaigns
In Colombia 14 stations are airing live and transcribed musical programs for B-M as are 16 stations in Cuba. In Mexico City, the company has two 15-minute musical programs daily, featuring classical and semi-classical music on XELA and an amateur hour which has been on XEW for the last six years and is one of Mexico's most popular programs, according to Mr. Clary, and broadcasts of prize fights every Saturday night and a dramatic hour every Wednesday night on XEB.

WKAQ, San Juan, which was the testing ground for Latin American programs by B-M, now airs three Spanish news programs weekly and a six-time weekly sports program, as well as a Monday-through-Saturday newscast in English, intended for American soldiers and English-speaking residents stationed in Puerto Rico.

Transcriptions Too
At one time Bristol-Myers used live and transcribed spots extensively in Latin America, but has replaced announcements with these other types of programs in the last few years though the company still places them on a few small stations in Brazil.


Bekins Coast Hookup
BEKINS VAN & STORAGE Co., Los Angeles, which stores and retails furniture through 33 warehouses in California, Washington and Oregon, and a heavy consistent user of spot radio for many years, on Sept. 29 starts a twice-weekly sweepstakes program, "The Way," with Bill Henry, on 4 CBS California stations (KNX KARM KSFY KROY), Monday, Wednesday, 5:30-5:45 P.M. (PST). This is the firm's first purchase of network time. Contest is for 52 weeks, with winners drawn weekly by Brooks Adv. Agency, Los Angeles. Firm will also continue to use spot announcements at KFSD KFSD KOIL KLZ, American Chicie Co., Long Island, N. Y., through Badger, Browning & Hersey, New York, sponsors Bill Henry on 7 CBS West Coast stations, Tuesday, Friday, 9:30-9:45 P.M. (PST).

Shell Football in N. Y.
SHELL OIL Co., New York, starting Oct. 4 will sponsor all the home and Oregon, and a heavy consistent user of spot radio for many years, on Sept. 29 starts a twice-weekly sweepstakes program, "The Way," with Bill Henry, on 4 CBS California stations (KNX KARM KSFY KROY), Monday, Wednesday, 5:30-5:45 P.M. (PST). This is the firm's first purchase of network time. Contest is for 52 weeks, with winners drawn weekly by Brooks Adv. Agency, Los Angeles. Firm will also continue to use spot announcements at KFSD KFSD KOIL KLZ, American Chicie Co., Long Island, N. Y., through Badger, Browning & Hersey, New York, sponsors Bill Henry on 7 CBS West Coast stations, Tuesday, Friday, 9:30-9:45 P.M. (PST).

Plough to Use 150
PLOUGH Inc., Memphis (proprietary), is planning a campaign of transcribed dramatized one-minute and 15 and 20-second break station announcements to get under way in the next few weeks on more than 160 stations throughout the country. Lake-Suree, Mem- phis, handles the account.

Blue Net Involved
In Sponsor Battle
Lucky's and Camels Compete
For Time; B-S-H Protest
DISLIKES of advertisers to have their programs neighbored by programs for competitive products last week placed NBC-Blue in the middle of two disputes, neither of which had been solved as the week ended when, after arranging to put the Penthouse Party series for Camel cigarettes into the 9:30-10 p.m. Wednesday spot on the Blue, William Esty & Co. agency, and Reynolds Tobacco Co., informed Blue executives they would have to remove the Kay Kyser Show for Lucky Strikes, broadcast on the Red network from 10 to 11 a.m., Thursday, from the seven Blue stations which have been carrying this program but which are also on the Camel list.

Agencies at Odds
In making its argument, Esty cited to NBC its own rule against neighboring broadcasts for competi- tive products on the same station. Lord & Thomas, however, leaped into the fray for its client, American Tobacco Co., sponsor of the Kyser show, insisting that as users of this full-hour period for several years, they are entitled to first consideration and that if any program is moved from the seven stations under contract it be Penthouse Party. In six of the seven cities there are no Red outlets and in the seventh, the same station is avail- able with either network.

Meanwhile, announcement that Dr. Miles Labs had purchased the 6:30-5:45 p.m. spot, Monday, Tuesday, Thursday, Friday, to broadcast Lamm & Abner for Alka- Seltzer brought a prompt protest from Blackett-Sample-Hummert on behalf of American Home Products, sponsor of Easy Aces on the Blue at 5:30-6 p.m. Monday, Tuesday, Thursday, for Anacin. NBC's stand that the intervening program, Lowell Thomas for Sun Oil, pro- vided a sufficient break between the two proprietary programs, failed to mollify B-S-H and its client, who notified NBC that unless the Alka- Seltzer show is moved they will withdraw from the Blue two two-hour time serials, John's Other Wife and Just Plain Bill, at the expiration of their contracts the end of De- cember. Furthermore, the agency intimated it might also drop Orphans of Divorce and Honey- moon Hill, which with the other two serials fill the 3:45 p.m. hour on the Blue Monday through Fri- day.

Fendrichs Test
H. FENDRICHs Inc., Evansville, Ind. (Charles Denby cigars), is testing radio with one-minute spot announcements three times weekly on a reduced number of selected western stations. Russel M. Seeds Co., Indianapolis, handles the ac- count.

Page 78 • September 29, 1941  BROADCASTING • Broadcast Advertising
I listen to WLW

"YOU BET"

he is right in your own home, talking over the things that we're interested in.

And Mom—is always giving WLW a pat on the back. She gets a great kick out of Hal O'Halloran and Grandpappy Doolittle. Everybody on WLW seems so friendly she says. She listens to all the Women's programs.

There's another reason why we listen, too, but I can't explain it very well. Dad says it's because WLW is a Clear Channel Station. All I know about it is that you don't have to put up with a lot of static. WLW comes in good and clear even though we are 263 miles from Cincinnati.

And that...is the way we Martins feel about turning to '700' on the dial. WLW has for years done their level best to help a lot of us farm folks in Indiana, giving us the kind of programs we like, market and weather reports, news and a lot of swell evening entertainment, and believe you me, we appreciate it.”

Mr. Martin says WLW farm programs give him valuable help in raising sheep, and other live stock.
Designed to Keep You Technically Up-to-the-Minute!

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