Last Week We Made These Statements

in full-page advertisements in the
New York Times, News, Mirror and Herald-Tribune

1 More WOR programs are heard today by more people than hear the programs of any other New York station.

2 Year after year—for more than 4 years—WOR has shown the greatest and most consistent audience growth of any station in Greater-New York.

3 Year after year, WOR has added more new listeners to its sports, news and general entertainment audiences than have been added by any other New York station.

Further facts and material supporting the statements made above will be gladly presented to interested agencies or their clients by WOR, at 1440 Broadway, in New York. Phone PE 6-8600.
32,000 People Came to the WLS National Barn Dance

13,000 at the Indiana State Fair 12,000 at the Wisconsin State Fair 7,000 at the Illinois State Fair

More than 32,000 people paid up to $1 apiece to see the WLS National Barn Dance broadcast this fall from three Mid-Western state fairs: Illinois, Wisconsin and Indiana.

These impressive figures were rung up in spite of the fact that the WLS National Barn Dance has been playing these three fairs annually for an aggregate of 20 years—10 years at Indiana, six years at Illinois and four years at Wisconsin. This is the same show that has played to almost 1,000,000 people in Chicago's Eighth Street Theater in the past nine and one-half years. Yet within 200 miles of Chicago, 32,000 interested people again turned out to see their favorites in these three state fair performances of the WLS National Barn Dance.

Here, then, is again evidence of the good will the people of Mid-West America have for WLS—a good will that extends to all the programs on the station and to the advertisers who sponsor them.
Acceptance...is Clearly Defined!

Applying the definition of "receiving what is offered with approbation" to The Yankee Network presents a correct and significant description of the most important reason for using these 19 key-market, hometown stations.

Acceptance of The Yankee Network has been built by consistent service to the communities day-by-day...year-by-year. As a result, each station is as much a part of the buying area it dominates as a pioneer citizen.

Add to this loyal listenership the complete coverage that's given, and it becomes obvious why more and more foresighted advertisers rate The Yankee Network's 19 stations as a "must" in selling prosperous New England by radio.

A letter or wire will bring you prompt information about this market...the network which covers it...and time available.

The Yankee Network, Inc.
21 Brookline Avenue, Boston, Massachusetts
Edward Petry & Co., Inc., Exclusive National Sales Representatives

Memo to Narragansett Brewing Company

The renewal of your participation in the six o'clock edition of the Yankee Network News, through your agency, Arthur Britch Advertising, has just arrived at my desk. Please accept my thanks for this contract which brings you into your fourth year in our News Service. We are proud of your acceptance of our Network.

John Shepard, III


Property U.S. Air Force.
Here's exactly what a high-ranking executive in one of the nation's largest meat-packing organizations recently said about KOIL 7-Point Plus Merchandising:

"We particularly appreciate that your 7-Point Plus Merchandising service continues week after week, without any special reminders or prodding from this end."

THAT 7-POINT PLUS MERCHANDISING STATION IN OMAHA, NEBRASKA.......

KOIL
DON SEARLE, GENERAL MANAGER
EDWARD PETRY & CO., NATIONAL REPR

FLORIDA Sport Fans LISTEN TO

WFLA
TAMPA

970 kc.
full time

NBC RED

IT'S Programs THAT Pull THE Listeners

Page 4 • October 6, 1941
The story of defense needs is being thoroughly told to the Middle West over WDAF. There is no defense bottleneck on WDAF.

Fifty-seven regular news broadcasts each week ... plus news bulletins when they break. Quality rather than repetitious quantity in news dissemination has made WDAF the accepted station for news dependability and news integrity in the Kansas City area.

Whether it's news, defense, charity, schools, churches—the community looks to WDAF ... and does not look in vain.
THE BEST "TEXAS STEER" IS KGKO!

Fort Worth and Dallas are statistically the second and fourth cities in Texas. From the standpoint of radio, however, they are one city—the largest in Texas by a margin of nearly 90,000 people. Because Station KGKO, with its transmitter only a few miles from the center of both cities, covers them both completely!

More than that, actual field intensity tests prove that KGKO, 5000 watts at 570 KC, has a 185-mile radius of daytime primary coverage—a larger primary daytime coverage than any other station in the Southwest, excepting only one nearby 50,000 watt! The third station, another 50,000 watt, has a calculated average radius actually less than KGKO's!

And more than that, the rates of KGKO average approximately one-half the rates of other major stations in this territory. In other words, KGKO is the best buy in Texas. Ask your Agency to ask the Colonel!

KGKO
FORT WORTH—DALLAS
NBC...5000 Watts...570 KC

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
ASCAP Approval Asked by Nets, NAB

Combined Drive Started to Obtain Acceptance of Pact; Affiliate Opposition Noted; BMI Future an Issue

WITH THE future existence of ASCAP held to be at stake, NBC and CBS, unqualifiedly backed by the NAB executive committee, last week combined in an effort to restore peace on the music front through acceptance of the new contact proffered ASCAP, already agreed to by the networks.

While it was generally conceded that dollar-wise, the ASCAP proposition is a "cheap deal" in contrast to demands of former years, there nevertheless was a strong undercurrent among affiliates against acceptance of the network rebate principle plus the repeatedly expressed view that, to the contrary, Broadcast Music Inc. would go by the boards as part of the transaction.

Wont Drop BMI

Both NBC and CBS, as well as NAB President Neville Miller, disclaimed any intention whatever of abandoning BMI, and while Mr. Miller said the millenium in copyright has not been achieved, he regarded the present agreements with ASCAP as a "step forward".

A new deadline of Oct. 15 has been set by CBS for return of the music to its network. NBC, however, is trying to effect an ASCAP reunion as expeditiously as possible, but did not specify a date.

The networks made no bones about their desire to restore ASCAP to their networks. Advertisers want the advantage of a greater selection of music, they insisted. Mr. Miller also reflected this view, in his own detailed analysis of the contracts sent to all broadcasters last Thursday, following the network letters dispatched the previous weekend.

Affiliate Response

NBC and CBS each reported receipt of a handful of wires and letters from affiliates indicating 2% of their revenue from network commercial programs so that ASCAP music might be brought back to the networks, at least.

At its Thursday board meeting, the ASCAP directorate voted to extend for another weekend its blanket permission to all broadcasters, stations and network alike, to broadcast ASCAP music players at football games being sired, without charge or fear of infringement suits. Concerned largely with internal matters, the board did not, as had been loudly prophesied, establish a deadline date of Oct. 10 or 15 and demand that the networks sign their contracts by that time under penalty of having ASCAP toss the whole deal over and fill its antitrust suit if NBC and CBS failed to meet this date.

The board took no action at all on the radio contract situation, nor was the matter one for general discussion, according to informed sources, which report that most of the society's directors felt that since the contracts had been mailed out to network affiliates only the preceding weekend, the stations had not by Thursday sufficient time to study the lengthy documents. By next Thursday the situation will be different, however, and it was reported that if the networks cannot at that time show a satisfactory response, the ASCAP board may produce the fireworks which some had expected this last week.

Network executives agreed with ASCAP that no volume of answers, either favorable or unfavorable, could be expected in such a short time, but that this week should pretty much tell the story. Such replies as that from Clarence Wheeler, vice-president of WHEC, Rochester, who last Tuesday wired CBS an enthusiastic acceptance, were bound to be the exception rather than the rule, they stated. Both CBS and NBC, however, expressed the optimistic view that their affiliates would in the main sign up promptly and that ASCAP music would be back on these networks in the very near future, quite possibly by Oct. 15.

Wheeler's Support

Mr. Wheeler's wire, addressed to Edward Klauber, CBS executive vice-president, read: "Have read your letter of Sept. 27 thoroughly and am sending you signed copies of agreement between WHEC and CBS. I have followed the negotiations from the beginning and feel that all parties are to be congrat-

President May Name Durr to FCC Post

Alabaman's Name Slated For Place Vacant Since June

BARRING unforeseen developments, President Roosevelt will name Clifford J. Durr, top-flight New Deal attorney, to the vacancy on the FCC that has existed since last June 30.

At a press conference last Friday, the President said he was about ready to send a nomination to the Senate, though he did not mention Mr. Durr by name. The Senate reconvenes Monday (Oct. 6) and the nomination may go up noon that day, or shortly thereafter.

The 42-year-old Alabamian, who has the support of practically the entire Alabama Congressional delegation, originally had been mentioned for the post in August [BROADCASTING, Aug. 25], but afterward it had been reported he was not particularly anxious for it. Since then, however, it was stated in one informed quarter that inquirers at the White House had been advised the President already had decided upon Mr. Durr, but that he desired to finish certain tasks at the RFC, where he is assistant general counsel, and at the Defense Plant Corp., an RFC subsidiary, of which he is general counsel, before accepting the appointment.

FCC Chairman James Lawrence Fly conferred with President Roosevelt Sept. 24 and discussed the FCC vacancy. He is understood to have expressed Mr. Durr's appointment.

The FCC post has been vacant since the retirement last June 30 of Frederick I. Thompson, of Alabama, who was not renominated by the President. Mr. Durr's appointment would be for seven years from last June.

Durr Highly Regarded

Mr. Durr, if nominated, will have the support of Senators Bankhead and Hill of Alabama. He is a brother-in-law of Supreme Court Associate Justice Hugo Black and is highly regarded in Administration legal circles. He received his A.B. degree from Alabama U and his law degree from Oxford in 1922, as a Rhodes scholar. He has been in Washington since 1933 as a member of the RFC legal department, and was named assistant general counsel in 1937. With the creation of the Defense Plant Corp. last August, he was named its general counsel.

Mr. Durr, after his graduation from Oxford in 1922, returned to the United States and worked with the Montgomery law firm of Rush ton, Crenshaw & Rush ton for a year; with Fawsett, Smart & Shea, (Continued on page 58).
published house, while that covering "Dumbo" is through Irving Berlin, Inc., with the numbers written by Ned Washington, Oliver Wallace and Frank Churchill, all ASCAP writers.

There were no complete reports last weekend as to how many affiliates had signed the NBC-CBS commitments, in which they agreed to pay the networks 2% of compensation due from them for broadcasting of network programs, with one negative vote—that of John J. Gillin, Jr., [BROADCASTING, Sept. 15].

After summarizing the proposals, Mr. Miller recited objections which had been raised and essayed to answer them. He pointed out that the NAB has no authority to act for any station or to commit them to the proposals, and made it clear that no commitments had been given ASCAP.

It is important to remember, Mr. Miller said, that individual station problems may still be made the subject of negotiation. For example, he brought out that the contracts do not cover the operation of regional networks, but that negotiations now are in progress.

Recounting the history of the ASCAP negotiations, Mr. Miller stated that three years ago the NAB considered ASCAP a "important thing not to get the national network situation settled and that the regional networks rights to preferential treatment will be gone into later on.

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It was further pointed out that in dealing with NBC and CBS, ASCAP has prepared only blanket licenses, which were the only ones requested by these networks. If the regional networks had been asked, his more competitive with individual stations and so should be the terms of station licenses, network program payments, which had worked out, a matter which will take a good deal of time and thought.

It was apparent that unless ASCAP soon reached an effect with the broadcasting industry, it would lose writer and publisher members who left and right. Also, it was reported that ASCAP's only recourse would be the use of a series of long-threatened triple-damage suits against the industry, although there was some question about the validity of such actions.

Last week publisher members of ASCAP displayed their anxiety to get back on the air when two of them licensed radio directly to perform music in new picture productions. With both a clearance through ASCAP. These contracts the RKO film "Playmates" and the Disney cartoon extravaganza "Dumbo." The RKO music, written by Jimmy Van Heusen and Johnny Burke, has been licensed through Southern Music Co., a BMI music.
Congress Checks Fly's 'Reform' Drive

Speaker Rayburn Takes Steps to Slow Down Violent Trend

CONGRESSIONAL intervention to quell the FCC's stampede against commercial radio already has occurred and the Fri. (Aug. 17) House Appropriations Committee, under the chairmanship of Speaker Rayburn, has maintained a few days with Speaker Rayburn following legislation that introduced the Senate Commerce Committee, and because of his anti-administration status on the war issue.

Moreover, there have been complaints that the broadcasting industry, influenced by persistent pressure from the isolationists, has tried to lean over backwards in giving time to those groups, throwing off balance the time used by the Administration or by interventionists.

Interest in Sanders Bill

It is presumed that while Speaker Rayburn is not disposed to push legislation for amendment of the Communications Act, to spell out the limitations of the FCC's jurisdiction., he nevertheless is keeping a watchful eye on the FCC. If the commission can provide constant industry unrest persists, it is not beyond comprehension that he personally will step in.

Meanwhile, Rep. Sanders has repeatedly expressed his interest in his bill to remake the FCC, setting up autonomous divisions, one of which would handle broadcasting and related matters and the other private carriers falling within the public utility field. This committee has before it proposed amendments to the Securities & Exchange Act as the only immediately urgent business. Several committee members are pressing Chairman Lea (D-Cal.) for appointment of a subcommittee to hold hearings on the Sanders Bill.

At the FCC, it is understood the law department now is redrafting the chain-monopoly regulations, with possibility of submitting them for consideration this week. In sharp contrast to previous violent denunciations of the networks, hardly a whisper has been heard from the FCC regarding these regulations.

Talk was current that the Commission, through an intermediary, has sought to procure from NBC and CBS agreement on their minimum demands with respect to rewriting of the time option rule, so as to avoid a court test and jurisdictional dispute. So far as is known, however, no such commitments have been forthcoming.

Networks May Appeal

At this writing it appears evident that both NBC and CBS will be disposed to go into court as soon as the new rules are issued, on the ground that there is no real need of a mid-group compromise. The networks consistently have taken the position that Chairman Fly, in issuing the statement, not as an isolated action, but as a part of a general policy, is still determined to break the status quo of network operation.

No further word has been forthcoming officially since Chairman Fly conferred Sept. 24 with President Roosevelt. From usually well-informed quarters, however, it was said that the question of super-annes (as well as the vacuum) had been discussed, along with other current problems. Chairman Fly, following custom, declined to comment on this conference.

Several members of the House, obviously incensed over the FCC's new course, have indicated that they regard the Commission as being on a punitive expedition and as improperly intruding in the business management of stations.

If the FCC avoids any drastic moves, in line with the reported suggestion of Speaker Rayburn, it is expected that the legislative outlook will be quiescent. On the other hand, should it resume its mailed-fax course, the demand for legislative action will probably manifest itself. A subcommittee to consider the Sanders Bill, according to well-informed Congressional sources.

Air Attack in East Will Utilize Radio

Stations Will Cooperate in Army Plane Maneuvers

RADIO will play an important part in the East Coast Civilian Army Air Maneuvers starting Oct. 9 and running until the 16th. Stations from Boston to Norfolk will be utilized by the Navy to keep air raid spotters informed and for general orders. The maneuvers will be the first to cover such a large area in the East Coast cities.

The FAA stations in key cities along the Atlantic seaboard have assured the War Department they will cooperate with the First Interceptor Command at Mitchell Field, L. I., which will coordinate efforts to repel simulated enemy bombing attacks on major East Coast cities.

To Notify Spotters

The stations will use 10 to 15 second announcements on three daily newscasts to inform civilian spotters, numbering 40,000 in the whole area, of the services which will be needed. Stations will be kept informed by Mitchell Field as to the announcements to be made.

NAVY Valley Air Station and Mitchell Field is acting as liaison officer between the stations and the Air Forces and cooperating also is the Radio Branch of the Bureau of Public Relations of the War Department.

In addition to civilian spotters, radio locators will be used to keep the defending forces along the coast informed of "enemy attacks" which may come at any time or place in the Boston-Norfolk area.

Stations promising to cooperate to date are:


Bristol-Myers Acquires Sunday Period on Blue

Bristol-Myers Co., New York, has purchased the Sunday 9:45-10 spot at 100 ASCAP stations for a new show to feature a name band and a singer. Though neither has yet been chosen, Dinah Shore, who has been given the top billing and the Eddie Cantor Time to Smile show, has been chosen as sponsor. The show is to begin Sept. 29 [BROADCASTING, Sept. 29], with a new show for Tuesday afternoons.

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AFM Defers Action on Discs Until Meeting Next January

Petriel Says Board Must Form Policies First; WSMB and Local Union Reach an Agreement

SETTLEMENT of the last outstanding conflict between the AFM and the broadcasting industry was reached last Wednesday when WSMB, NBC's Milwaukee station, and AFM agreed to stay out until AFM and industry leaders can reach agreement with the AFM local in that city, following which the national union lifted its ban on remote dance band pickups on NBC-Radio stations, with which WSMB is affiliated.

Network, however, plans to make only sparing use of such pickups as it is devoting its late evening hours to testing studio programs from its various affiliate stations in accordance with a theory propounded by Sidney N. Strotz, NBC vice-president and chief of programs, that there should be an audience for other than dance music on the networks after 11 p.m., which is earlier in the country's other time zones [BROADCASTING, Sept. 22].

At AFM headquarters in New York it was reported the WSMB settlement ended for 90 days to continue to employ six musicians as previously and at the same scale with the new contract going into effect on Monday, Oct. 6.

Action on “canned music” by the American Federation of Musicians has been temporarily postponed until the union's midwinter conference,

The AFM international executive board convened in Chicago for a two-day session at the Palmer House, last Tuesday and Wednesday, to mull over union problems, and high on the list was the possible regulation or curtailment of recorded music.

At the outset Mr. Petriel said, “We have to consider what we will grant and what we will lose by placing restrictions on recording by union musicians. If anything at all, we have to formulate general policies first. After all, there are some things we can, and some things we can’t do.”

No Action Taken

However, after the two-day session he declared no action had been taken and the matter was temporarily postponed. He did not reveal whether there had been any discussion on the recording of recorded broadcasts prepared by attorneys for Local 802 for presentation at the meeting [BROADCASTING, Sept. 22].

The recorded music situation, with emphasis on its use by radio stations, was aired at the AFM Seattle convention last June by Ben Segal, secretary of Associated Music Publishers, who was engaged by the AFM to make a survey on the effects of mechanized music on musicians’ jobs. Mr. Selvin reported to the convention that, of an average of seven hours of music broadcast daily by stations, only 58 minutes represented live music played in the studio.

A rule to prohibit union musicians from making phonograph records was proposed at the Seattle convention following Mr. Selvin’s report, but no action was taken on the proposal. Since that time, it has been presupposed that some action on recorded music would be initiated by Mr. Petriel.

In response to a query as to whether the board meeting had considered action on mandatory increases of personnel of studio bands, Mr. Petriel replied that any such action is up to the locals. “However,” he said, “I feel that the locals have been very reasonable as to the number of men employed. For the same time, I believe that the radio industry is doing a whole lot to solve our problem. They haven’t tiptoed down our demands and we have been able to compromise in every case, settling all our disagreements satisfactorily. Since I have been president of the AFM, there have been 20 strikes involving radio stations, and during that time I have never pulled a studio band. But where a local is in a dispute, we are, of course, right behind them if they need help.”

Concerning his double-barreled criticism of Assistant Attorney General Arnold and the Dept. of Justice delivered at the AFM Seattle convention last June [BROADCASTING, June 16], Mr. Petriel declared that “newspapers at the time carried stories that the remarks made against me were not caused”.

Mr. Petriel left after the board meeting for Seattle to attend the American Federation of Labor convention.

Major Market Group Planned, Will Meet Oct. 7 in Chicago

CREATION of a small group of major market broadcast stations having common interests, to function as a sort of trade association, was the reported objective of a meeting to be held at the Drake Hotel, Chicago, Oct. 7, to canvass the prospects for such an organization.

Upheld as a score of broadcasters, is understood, have been invited to the session, the call for which was issued by Eugene C. Pulliam, WIRE, Indianapolis; W. J. Petri, WJAI, Waukegan; J. Dann, WTMJ, Milwaukee, and Stanley Hubbard, KSTP, St. Paul.

Were at NIB Session

All of the committee members attended the special convention of National Independent Broadcasters in Chicago Sept. 22-23 and, it is presumed, discussed the plan in a general way with FCC Chairman James Lawrence Fly, who was the principal speaker at the NIB meeting.

While details were lacking, it was understood the committee had in mind a small, compact and active group to handle current industry matters of common interest. Among these, it was indicated, were such questions as ASCAP, the musicians problem, superpower, network-affiliate relationships, and newspaper ownership.

Meanwhile, officials of NIB, pursuant to the reorganization resolution adopted at the Chicago convention, were preparing plans for state and territorial meet-
We're not supposed to know, but it came to us straight that few stations in the U. S. dominate their markets to the degree that WKY dominates Oklahoma City. We've been saying for a long time, and we had stacks of proof for it, that in Oklahoma City "It's WKY 3 to 1."

The little bird told us that among NBC-Red stations in 33 leading markets of the country WKY stands right near the top in station rating. From 3 to 5 p.m., for instance, it stands at the very top! At other periods of the day it ranks 2nd, 3rd, 4th, 5th . . . never lower than 7th all day long.

It just happens that no other Oklahoma City station even comes close to WKY in station rating. It's easy to understand, therefore, that a station which ranks near the top nationally could be and IS the 3 to 1 choice of Oklahoma City listeners and a "must" for advertisers who want to do the best possible selling job in Oklahoma.
Gene Shumate, KSO-KRNT rapid fire sports announcer for 5 years, has THE sports following in Central Iowa.

Don O'Brien is new this season to WNAX. He has years of sports experience and WNAX area fans like his style.

Mac McElroy is the popular sports announcer who handles baseball and other local sports events on WMT.

Sports fans listen to the Cowles Stations because they get sports broadcasts aimed at their special interests. Localized programming has built regular Cowles Stations listeners in this great $2,000,000,000 market.

In the Cowles Stations, you buy a group of stations individually tuned to the likes of a million and a half radio families. You buy active local loyalties. You buy regular audience built by individualized station planning.

The Cowles Stations give you broad, productive coverage — created through the intensive impact of localized station performance.
Crosley Asks FCC to Explain Just What Hearing Is All About

Multiple Ownership Proceeding Aroused Mystery
As Stations Can’t Figure What Is Wanted

WITH CONFUSION still running riot because of the ambiguity of its proposed regulations to ban multiple ownership of stations where overlapping service is involved, the FCC, on the eve of the opening of its oral arguments on the issue Oct. 6, was confronted with a request that it specify the “mischief sought to be avoided” by the proposed regulation.

Filed on the eve of the hearing last Thursday was a statement by the Crosley Corp., operating WLW and WSAI, requesting the Commission to issue a statement “as to the premises upon which the proposed regulation is based.” It did not file an appearance as such. Similarly, at least a score of other stations which presumably would be affected by the regulation, if invited as written, did not file briefs or appearances but merely deferred to remain on the sidelines to watch the course of the proceedings.

Just a Day or Two

With only 16 of an estimated 40 separate “overlap situations” thus far parties to the arguments, and with no unanimity even among those as to the question of the FCC’s jurisdiction, there was little to indicate any concerted move toward uniform opposition to the regulation. The FCC on Oct. 1 announced that written notices of intention to appear at the hearing could be filed by Oct. 4, thus relaxing its present edict that all briefs and appearances should be filed by Sept. 22.

FCC Chairman James Lawrence Fly indicated he did not expect the arguments to run for more than one week, and a filing of 29 (Sept. 29) a group of attorneys representing stations which had filed appearances at the office of Horace Law, Washington, but the two-hour session yielded no unity of view.

The result, it was indicated, was that each attorney would act separately on behalf of his particular clients. Briefs filed on Sept. 22 [BROADCASTING, Sept. 29] indicated that in most instances the stations affected were disposed to argue extending circumstances beyond than oppose any ban on duplicating ownership as such. There was still considerable talk of station trades and reassessments, though no one announced as consummated, pending the outcome of the hearings.

The Crosley statement, filed by William J. Dempsey and William C. Koplovits, former general counsel of the Corporation and assistant general counsel of the FCC, respectively, recited that the corporation had operated WLW since 1922 and WSAI since 1928, the latter station having been transferred to it with the consent of the Federal Radio Commission under the Federal Radio Act of 1927.

Explaining that the Crosley Corp. knows of no facts or reasons which have come into existence since it acquired WSAI which would in any way be a basis for the Commission reaching a conclusion that the two stations are operating in the public interest, the statement said that the Crosley Corp. takes the position that its operation of the stations is serving public interest. It also holds that the deletion of either station would not only not serve public interest, but would be contrary to it.

Merely Hypothetical

“The Crosley Corp. is not in a position to argue and does not believe any useful purpose would be served by arguing the hypothetical question of whether the operation of either station WLW or station WSAI by some hypothetical licensee other than the Crosley Corp. would or would not be in the public interest, because that question obviously cannot be argued in the abstract,” said the petition. Crosley added that a careful study and consideration has been made of the proposed regulation, but that it had been unable to determine why the Commission feels that public interest would be served by adoption.

In the absence of a statement by the Commission of facts, principles or theory which would justify its proposed regulation, it was added, Crosley does not feel that any useful purpose could be served by an attempt on its part “to speculate as to such reasons and argue as to their validity as a general application to the existing situation in Cincinnati.”

In the absence of any indication by the Commission as to the “mischief sought to be avoided” by the proposed regulation, the pleading recited that Crosley does not feel that it can be of any aid to the Commission making suggestions as to the “remedy intended to be afforded”. Finally, Crosley requested that the Commission issue a statement as to the premises upon which the proposed regulation is based.

CBS Executives and ABTU to Meet On Oct. 6 for Selection of Arbitrator

CBS EXECUTIVES will meet with officials of Associated Broadcast Technicians Unit of International Brotherhood of Electrical Workers this Monday, Oct. 6, to attempt to select an arbitrator to rule on ABTU’s original proposal for wage increases for CBS engineers, which would average roughly 20% over the scale.

Negotiations were started early in September, broken off, resumed and again broken off after the networks counter offer of a flat 6% increase had been rejected by the union. Without any provision that any unsettled points which arise during negotiations for a new contract at the expiration of the present five-year agreement a year from now be submitted to arbitration [BROADCASTING, Sept. 29].

Present contract provides for annual consideration of wages, hours and traveling expenses if either side wishes to discuss changes and further provides that if no agreement is reached, either side may unilaterally submit the arbitration panel set up by the American Newspaper Publishers Assn. and the International Printing Pressman & Assistants Union.

Russ Rennaker, national business manager for the union, delivered ABTU’s request for arbitration to CBS last Tuesday and on Thursday the network suggested the Monday meeting. Meanwhile Mr. Rennaker is carrying on negotiations with WBYN, Brooklyn, and WPAF, Paterson, N. J., for contracts covering the staff technicians at those stations.

Last week ABTU announced it had extended its activities into the recording field by negotiating a contract for the technical employees of Columbia Recording Corp. in New York, Chicago and Hollywood. These men, it was explained, have duties closely approximating those of radio engineers, and so it was decided it would be best to add ABTU to the bargaining unit of ABTU. All men covered by the CRC contract, which follows the standard broadcast form with practically all the advantages, have been declared eligible for ABTU for some time, the union reported, and the negotiations had been under way since last summer. It is understood ABTU may seek similar contracts with other recording firms in the near future.

Cigar Spots

CONSOLIDATED CIGAR Corp., New York (Harvest cigars), on Oct. 6 will start sponsorship of three-five-minute news periods on WCBS and WMJ in New York and CBS and WCBS and will place a series of five-minute transmissions titled “Lion of the Week” on 11 other stations. Transcriptions, also three times weekly, dramatize use of products 50-100 years ago and compare them with those now in use. Station list includes: KBUR WHO WH BO DIAL WEAU WTVG WABC WMJ WMJ WHBFP WJHJ WMT. Contracts are for 13 weeks. Erwin, Wasey & Co., New York, handles the account.

Tea Garden Spots

TEA GARDEN PRODUCTS, San Francisco (jellies), has started a campaign on 21 stations, using 35-word chain breaks. Campaign will run from 10 to 30 weeks. Agency is Erwin, Wasey & Co., San Francisco. The station list: KFRC KSFO KPO KAIN KARM KDYL KGHL KGVO KGIR KPBB KRBM KIDO KOMO KIRO KHQ KIO KTUC KSUN KOH KFBK KGW. In addition Tea Garden Products, on behalf of its syrups, is using 100-word spots in participating programs, five times weekly, on KFRC KFBK KARM KQW KQIN. The syrups likewise are being advertised during a 15-minute portion of Jack Kirkwood’s Breakfast Club on 15 Don Lee Mutual stations in California [BROADCASTING, Sept. 1].

Mouse Seed Test

W. G. REARDON LABS., Port Chester, N. Y., in mid-September started a test campaign for its Mouse Seed using 100-word spot announcements four to six times weekly in six cities. Spots, to run through the cold season when mice are apt to be pests in the home, feature the name and address of one local dealer carrying the Mouse Seed. If this first use of radio succeeds, the company may expand the campaign next year, according to H. B. LeQuatte Inc., New York, the agency.

Hasty Maid Spots

HEYMANN PROCESS Corp., New York (Hasty Maid coffee), through its newly-appointed agency, Weiss & Geller, that city, is planning a test campaign of announcements in Buffalo, Rochester and Syracuse, to start in late October.

BROADCASTING Broadcast Advertising October 6, 1941 • Page 13
Major Media Programs Of National Advertisers Are Analyzed by Dyke

Of 1,106 national advertisers who spent $35,000 or more in 1940 in one or more major media—magazines, newspapers, and network radio—those who used the latter spent 60% or $219,046,379, according to a survey recently completed by the NBC research division under the direction of Ken R. Dyke, promotion director.

The entire group of 1,106 advertisers spent $367,665,739 in all three media, but the 156 using network radio purchased rights to the 15-minute transcribed serial, "Julia & Jane," by A. Folger & Co., of San Francisco, which is continuing sponsorship in its western markets, and on Sept. 29 began Monday-through-Friday broadcasts on WOR-WBZ-WBWA-WJAR-WFIL-WBEN-WKLY-TVWTRY. In addition the company on Oct. 6 will start a series of one-minute transcribed announcements six times weekly on KMJ, Fresno and KNX, Los Angeles. Agency is Maxon Inc., New York.

Hecker Placing

HECKER PRODUCTS Corp.—Flour & Cereal Div., New York (60% of $26,000); distributed by newspapers and network radio—those who used the latter spent 60% or $219,046,379, according to a survey recently completed by the NBC research division under the direction of Ken R. Dyke, promotion director.

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Smith Carpet Spots

ALEXANDER SMITH & SONS Co., Inc., New York (60% of $219,046,379), spent the entire group in newspapers, totaling $67,467,025, and 26.4% for newspapers, totaling $57,069,413, for the grand total of $129,046,379.

Of those using network radio 91.7% were repeating their use of that media, with 72.4% using it for five years, 32.7% for 10 years, and 4.5% using it since 1927 when the networks first organized. Political advertising was excluded from the study.

Photo Firm's Spots

FRIENDSHIP STUDIOS, Elmira, N. Y. (photographs), on Sept. 15 started a 13-week campaign of one-minute live spot and networks three to six times weekly on the following stations: WWVA WCAR WJAS WEQQ WOR WORW WPMH WDBW WSOB WABY WCLC WHRC WCBS WHEN WIZC WJAC WABC WPRO WSMR WAVY WBNW WPIC WOSU WCBS WOR WORW WPMH WDBB WDBW WPMH WOR WORW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB WDBW WPMH WDBB
"We have abundant proof that SPOT BROADCASTING has done a real job of delivering prospects"

says K. B. ELLIOTT
Vice-President in Charge of Sales
The Studebaker Corporation

Spot Broadcasting has proved its selling power to Studebaker sales management...proved it in results! Factory, distributors and dealers alike have seen the way Spot Broadcasting delivers prospects to Studebaker showrooms. They know this powerful flexible advertising hits hard...where and when they want it. They know Spot Radio works more effectively, more efficiently because Studebaker itself can select...without restriction...the big, known audiences on the best stations in the most profitable markets.

Furthermore, John Blair stations have added to Studebaker success through local tie-in merchandising...parades, displays, special broadcasts and publicity. It's a Spot Radio bonus that you should know about. Ask a John Blair man.
Seminar on Freedom of Press Features Newspaper Hearing

Philosophic Slants on Newspaper Ownership Are Given by Harvard Professors at Hearing

FEATURING a two-day academic seminar on freedom of the press, the Constitution, censorship and public opinion, the FCC last Thursday and Friday opened up on various phases of its philosophy under-lying the newspaper-ownership in-
quiry.

Supplying reams of philosophic testimony, the FBI, in testimony appearing at invitation of the FCC revealed that a major premise in the Commission's argument against ownership of radio stations by newspapers lay in the idea that freedom of the press, as provided in the Bill of Rights, must be re-inter-
preted in a modern light.

Guffey Blast

Credence to this view, as represen-
tative of New Deal thought, was given last Thursday when Senator Guffey (D-Pa.), in a speech on the Senate floor, blasted the operation and management of the Scripps-Howard newspaper chain.

Three witnesses appeared at the Thursday and Friday sessions—Morris L. Ernst, counsel for the American Civil Liberties Union, Prof. C. J. Friedlich, Harvard gov-
ernment professor, and Prof. Zechariah Chafee Jr., of the Har-
vard Law School. Mr. Ernst, who was on the stand all day Thursday, is scheduled to return and conclude his testimony Friday, Oct. 10, under cross-examination by Louis G. Caldwell, counsel for WGN, Chicago.

The FCC hearings are scheduled to resume Thursday, Oct. 9, with appearances by representatives of United Press, Associated Press and International News Service. These appearances will reopen this phase of the proceedings.

FCC Chairman James Lawrence Fly, at his press conference last Monday, indicated the hearings would continue for "some weeks," although he refused to hazard a guess on a date for finishing the inquiry. However, it is believed that they may run on indefinitely, par-
ticularly since it is becoming ap-
parent that the plans for three-
day sessions each week are not working out.

Bulky Exhibits

Apart from the long philosophic dissections on the Constitu-
tion and free press rights, which were the main course through both days, the hearing record grew con-
siderably through addition of such items as several full-sized published volumes from which excerpts were read during testimony and cross-
examination. Counsel tables were piled high with bundles of pamphlets and mounds of pamphlets, only part of which were offered for the record.

The constitutional guarantees of freedom of press and speech consti-
tute one of the many considerations in the newspaper-ownership situa-
tion, Mr. Ernst declared, observing that the Bill of Rights in the Con-
stitution is this country's great contri-

He pointed out also that the right of a free press in 1787, at the time of the Constitutional Convention, was a very different thing than in 1941, since it must be considered in relation to the situation of the times. "This business of freedom of thought is a proposition expand-
ing and contracting like an accor-
dion," he stated.

Much More Literate

With the world always worried at any new means of educating humans, it must be kept in mind during times like the present that the society of today is much more literate than that of years ago, and that it is easily reached through such means as the press, radio and motion pictures, he said. Although the actual number of newspapers has been shrinking for years as the result of consolidations, they are reaching more and more people in the country, he observed, adding that the traditional freedoms not only are threatened but cannot con-
tinue to exist if this trend con-
tinues, i.e., fewer and fewer people controlling the pipelines to the market place of thought.

Declaring that there are evils implicit in the mere power to bottle up these pipelines, Mr. Ernst ques-
tioned that the answer could be found at either extreme, implying rather that the problem lay in where to draw the line on such propositions as newspaper owner-
ship of radio stations—whether they should be allowed to own none, a few, 300 out of 800, or all of them. He maintained that both newspa-
pers and radio are going to lose their vitality unless they are set up so they can criticize each other.

If there were too much abuse of a dominating position over these pipelines, threatening to wipe out the freedoms provided in the Bill of Rights, the people themselves would rise up and cry, "Take 'em over," he declared. "But what frightens me most is that the Gov-
ernment might take over," he added.

If the press of the country does not have the vitality to stand with-
out the radio and movie moguls, then the time has come when something new is needed, he de-
clared. He held that the networks refused to carry a debate on the network-monopoly rules, in favor of which he proposed that their respective presidents participate, because "no-
body was there to razz them into it."

Pointing out that "truth will pay out in the market place," Mr. Ernst maintained that newspapers in cov-
ering the newspaper-ownership in-
quiry should use the whole of their prejudices, tell them outright that the newspaper has a definite stake in the outcome of the pro-
ceedings.

Commissioner Craven, who took an active part in the examination of Mr. Ernst, asked what difference it made whether one applicant or another got a license, so long as the Government has the final say on whether he can keep operating. Mr. Ernst answered that no commission in the world could completely rem-
eye regulatory power, get a grip on the air for all programs that should be heard but cannot get time.

Cross-examined by Judge Thach-
er, Mr. Ernst reiterated that he fa-
vored a ban on newspaper owner-
ship of radio stations. He held that the FCC should lay down a broad philosophical rule on that matter rather than try to approach the problem piecemeal basis, because the odds go against control as time goes on. Maintaining that it often is an ad-
vantage to keep something off the air, he stat-
ed to Judge Thacher, "Don't tell me the owner of a nickel doesn't have a tremendous advantage."

'Less Than Honest'

Asked how he would have it de-
cided as to who should get on the air, Mr. Ernst declared he would have it determined on "about the same basis as now," except that he would "cut under" the station owner-
er who also has a newspaper or otherwise dominates the market place of thought.

He declared that it was "far less than honest" for the press to carry news stories on the inquiry without revealing that newspapers have a substantial financial stake in the proceeding. He declared that one cannot maintain the theory of the Bill of Rights, with the networks in place without disclosing financial interests. This drew the answer from Judge Thacher that apparent-
ly a newspaper, in writing about
With defense activity raising industrial output to the highest point in history and with factory wages pushing buying power up to new peaks, advertisers in the great Detroit market now have an opportunity for profitable selling that has not been equaled since the late '20's.

Especially is this so for advertisers employing Radio Station WWJ for it is a survey-proven fact that more Detroiters listen to WWJ than to any other station in this big, booming market. For low cost coverage in America's most prosperous major market, investigate the unusual opportunity afforded by WWJ now.
INDIAN CUPIDS decorate the walls of the new Studio D at KOY, Phoenix. The little cuties were applied by the adept hands of Charline Bisch, young Arizona artist, who displays her ladder-sitting technique.

Radio has barred such things as the crusading editor, Prof. Friedrich observed, adding that for commercial reasons stations were unable to carry as many forum programs as they should. Pointing out that "monopoly in the communication industry" is quite different from economic monopoly, he said that the station he was trying to get would be able to "steal" funds from the Spanish-American War. Diversified News

The public does not get what it wants in either press or radio, he declared, maintaining that no survey would show otherwise. He said he would favor a newspaper law that would protect the good newspaper from the bad one.

Trammell Urges Forming of Committees To Coordinate NBC Defense Activities

PROPOSAL to form two radio planning and advisory committees for closer coordination on national defense has been offered to the 239 stations of NBC's Red and Blue networks. As stated in a letter dated Oct. 6 by Niles Trammell, NBC president, with temporary members for the two committees already invited to attend organization meetings in New York, Nov. 4 and 5.

To provide a flow of advice on local broadcasting conditions from all sections of the country, each committee will consist of seven members representing the seven different regions into which this country is segmented, according to the plans. Representatives will be ultimately selected by the members of NBC's Red and Blue services in the respective districts, on a basis to be determined by the affiliated stations. Objective of the committees is better to integrate broadcasting service with the growing demands of the nation's defense and the maintenance of public morale.

Joint Problems

In his letter, Mr. Trammell suggests that the major problems of the industry be considered "first, as they pertain to the national emergency, and second, as they pertain to our joint needs of network and station operation. Certainly we will want to evaluate program and sales policies and public service requirements together with the general economic and social situations that confront us."

Temporary representatives already invited to meet with Mr. Trammell to determine plans for the selection of those to be chosen regularly in the future are: On the Red network committee, Paul W. Morency, WTIC, Hartford; James D. Shouse, WIL, Cincinnati; John J. Gillin, WDQ, Omaha; Edwin W. Craig, WSM, Nashville; O. L. Taylor, KGNC, Amarillo; Sid S. Fox, KDFL, Salt Lake City, and Harrison Hollyway, KFI, Los Angeles. On the Blue committee are Harry C. Wilder, WSYR, Syracuse, and WTRY, Troy; Sam Rosenbaum, WFIL, Philadelphia; Elzey B. Rolfe, KOD, St. Louis; Henry P. Johnston, WSGN, Birming ham; Harold Hough, KGKO, Dallas, and KTOK, Oklahoma City; Tracey McCracken, KFBC, Cheyenne, and Howard Lane, KFBR, Sacramento.

After their first meetings, the committees will convene quarterly, on the first Tuesday and Wednesday of each third month. The committees will also be available for special call in the event of an emergency either at the request of NBC or of the chairman of either committee.
EASY WAY TO ZIP OPEN A CLOSED MARKET

The Scranton—Wilkes-Barre Market (17th in the U.S.) is clamped tighter than an oyster to the signals of outside stations. The Pocono Mountains and a few other natural obstacles see to that.

But inside the 17th Market WGBI really gets around. It gets into every nook and corner... it's the only station heard throughout the area. That's not hard to understand when you know that WGBI is the only regional or clear channel station serving this industrial population of 652,000.

A Dr. Starch Survey found that 98% of the daytime listeners and 96% of the nighttime listeners in Scranton's home county (largest in this Market) tune in WGBI regularly.

WGBI
SCRANTON, PA.

A CBS Affilite
880 kc - 1000 WATTS DAY
500 WATTS NIGHT

JOHN BLAIR & COMPANY
National Representatives

SCRANTON BROADCASTERS, Inc.  Frank Megargel, Pres.
How a Station Covered the Manuevers

Local Angles Brought To Audience With Disc Programs

By DAVE BAYLOR
Production Manager, WGAR, Cleveland

FOR THE ARMY, the recent bat-
ttle of Louisiana was an ambitious
experiment, mainly for the purpose of
showing the world what combina-
ted artillery and numerically
superior infantry could stop well-
armed and speedy mechanized
divisions.

For radio stations and networks
attached to either side, however, it
was an experiment to see whether
or not radio could perform a public
service by broadcasts directly from
the warfront. According to incom-
plete returns just now coming in,
it can be done.

Radio's aim appeared much the
same as with the World Series, the
National League more difficult, of the
National Games— to bring its listeners
a play-by-play account of a special
event. But there is another and more
important two-field service which the
industry has consciously or unconsciously
performed. Namely:

1. A combination reportorial job on the
actual happenings, and a job of telling the
history of the training progress of the Army
to civilians.

Local Interest

The manner in which the various
stations involved in the Sept. 18-30
maneuvers went about the job they
had to do varied according to the
results they desired to achieve. The
coverage varied all the way from
an over-all picture, as given by the
networks to a purely localized treatment
of human interest features as covered by some
of the independent stations.

The WGAR aim fell in the latter
category. The interest was with the
37th Division which is made up of
Ohio National Guardsmen and
Selectees.

We did not depend upon direct
broadcasts, but used mobile trans-
scription equipment which we felt
gave us greater flexibility in the
remote sections where the front-
line action occurred. Thus we were
able to bring descriptions of Cleve-
land boys on the firing line to the
Cleveland audiences. For the
networks, where lines were involved,
it was a more difficult job, since
when lines there were in such remote
sections, were either taken over by
the Army or not suitable for broad-
cast. For the area in which the
maneuvers took place was sparsely
inhabited, with roads all but im-
passable for any but Army vehicles.

We were given the use of an
Army truck which carried a 110
volt, 60 cycle, 1-kw generator cur-
rent for our transcription equip-
ment. This gave us the advantage of
being where the action was hot-
est, at the very time it was taking
place. Unfortunately, however, the
real thing" where a battle is con-
cerned is considerably less dramatic
than radio listeners have been led
to believe.

One of the most heartening
things was the excellent cooperation
we received from all the officers and
the men with whom we came in contact. They realized that
radio offers a new source of pub-
llicity which is so necessary if they
are to get the proper civilian re-
action. Their loan of Army vehicles
and drivers for the operation was
ample of such fine cooperation, since
it is no military secret that the
Army is as yet not up to full
equipment where vehicles are con-
cerned.

It's No Picnic

If your station, Mr. Broadcaster,
plans war manuever broadcasts, or
similar features, advise your staff
that they must be rebroadcasts of
fine hotels at company expense
and luxuries of a like nature if
they are to see and broadcast the
real thing. Like the soldiers, we
went without baths, without
sleep, and at times without foods for
limited periods, in order that we
could be there when "the shootin'"
started.

To be accurate and authentic
you must move when and where
the Army moves. If they sleep on
the ground, you must also. If
they're where the chiggers bite,
don't think for a moment that these
little anti-social creatures will
grant you the immunity to which
your civilian status entitles you.
Travel lightly, and be ready to
move on a moment's notice.

Don't think you know where your
next meal is coming from, because
you might not be there at meal-
time. You'll learn to buy canned
foods which can be consumed cold,
or you will get on the good side of
a mess officer who will issue you
some "iron rations" (which, in-
initely, are delicious) when you
start for some unknown destina-
tion.

The consensus was that the big-
gest difference between radio and
other coverage resulted from the
refusal of broadcasters to "expert" the
battles. Radio correspondents told
the tactical story in terms of
Army's Largest Peace-Time Maneuvers
Bring Tribute to Radio for Coverage

For additional news and pictures of maneuvers see pages 50, 51

Radio, which faced the project with
some misgiving because it in-
volved new and untried technique,
soon will receive official commenda-
tion for doing an excellent job of
covering the recently concluded
Army maneuvers in Louisiana.

The September war games, larg-
est peace-time shambles of
American history, involving some
500,000 troops, presented broadcast
crews with some novel problems,
but they came through with flying
colors, according to War Depart-
ment officials.

Earning the enthusiastic ap-
preciation of these officials for a
magnificent job of keeping the
American public informed on the
progress of their Army in its im-
portant initial test, it was indi-
cated to Broadcasting last
Wednesday that official praise to the
networks, stations and indi-
viduals participating in radio's
coverage of the maneuvers will
come from the War Department.

June Training

The story of radio's coverage of
the big Louisiana maneuvers goes
back several months, to the Second
Army's Tennessee maneuvers in
June, when broadcasters had their
first taste of covering "true man-
uevers"—where opposing forces
operate entirely uncontrolled by
any preconceived plan of attack
or defense. The Louisiana games,
apart from the lack of real shoot-
ing, were described as "just like
war" for officers, troops, corre-
spondents, and especially radio
crews.

New radio techniques had to be
developed. There was such a short-
age of wirelines in the 20,000
square mile maneuver area that
live broadcasts were all but pre-
cluded—networks teamed up to
handle a few live pickups daily with
the least possible tie-up of
wirelines sorely needed for the
military operations proper. All the
individual stations participating tran-
scribed their shows on the spot,
rebroadcasting them on definite
schedule.

Because of the uncontrolled
nature of the games, radio observ-
ers could not know definitely be-
forehand where a good pickup spot
might be established to handle a
good special event. Radio crews and
correspondents operated under
strict war rules, were subject to
capture and imprisonment if they
were caught beyond the lines of the
force to which they were ac-
credited.

The CREW covered the Louisi-
ana Army maneuvers, especially Ohio
maneuvers, from WGAR, Cleveland.
Carl George (left), WGAR program
director, stands by as Maj. Gen.
Robert S. Beightler, commander of
Ohio's 37th Division, tells about it.

Army correspondents told
the tactical story in terms of
the average man and woman, along
with accounts of what the soldiers
were doing to add to their mil-
terial missions and how they were
taking it. The only exceptions to
this general observation would be
the rare shows like the three
Major George Field Eliot for CBS,
which were largely from the point
of view of a military analyst.

Network Pickups

With four stations maintaining
special crews in the area through-
out the maneuvers, the network
headquarters, which concentrated on
recorded pickups and descriptions, the
direct pickups fell to the networks.
MBS carried three shows weekly from
the maneuver area and WWJ
(broadcasting by some of
using WNOE, New Orleans MBS
affiliate as originating station,
along with three transmitted
programs weekly from the area.

Jimmy Gordon and Jon Duffy
were MBS correspondents with the
Blue Army. The three recorded
each show each week were air
expressed back to MBS headquarters
on MBS from that point. Record-
ing equipment recently acquired by
the Radio Branch of the War De-
partment was used.

WGAR, Cleveland, through special
agreement, helped solve the wire-
line dilemma by scheduling their
broadcasts within the same 30-
minute period. Thus, the telephone
companies had no trouble for
wiring and transmission for as lit-
tle as two hours on days of four
network shows and only one hour
for two shows in the case of NBC
special events in Chicago, was in
charge of NBC operations in the
Blue area, with Bill Slocum in
charge for CBS and Brewster
Morgan as the three WGN, Chicago CBS
Spirit of '41 shows originated at
the maneuvers. These three, along
with Jimmy Gordon, for MBS, and
Jack Harris, network and special
events director of the Radio
Branch, headquartered at Lake
Charles, where they coordinated
pictures, were with the Red Army.

Not including direct network
pickups, a total of 107 programs
were originated during the four
weeks in Red (Second Army)
territory. Superintendent and aided
by Brooks Watson, of the Radio
Branch, special crews were main-
tained in Red territory by WLW,
Cincinnati, WJAS, "MBS," WLS,
WNSH, Nashville and WKKH,
Shreveport. Of the 107, 12
were produced for Texas State Network, six for MBS, and the remainder for
the four public stations—among
them WLN for WLW, which released the programs through a special 18-
station network, and 10 more for
WLW, Crosty shortwave outlet.

Regarded as an outstanding ac-
complishment was the "captive"
radio" in the Second Army
Radio Section in "captive"
KALB, Alexandria, on the opening
day of the maneuvers and using it
for "combat purposes" [Broadcast-
ing, Sept. 29]. The same group
had previously demonstrated the
military operation of KELD, Eldorado,
Ark., as a goodwill gesture.
because it combines thorough, concentrated coverage of Buffalo and Western New York with audience acceptance not even approached by any other station.

**WBEN** hits the bull’s eye because it offers the best of the NBC Red Network programs, outstanding local productions, news reports and public service features. Its news bureau is second to none.

**WBEN** was born of a fight against monopoly. It never has wavered in its expenditure of effort and expense to remain thoroughly independent and to justify the confidence and good will of its large and loyal following.

**WBEN’s** new 5 KW transmitter on beautiful Grand Island, N. Y., just licensed by the Federal Communications Commission, is the latest of a series of improvements to give the public the best there is in radio.

"The preference of the audience is the choice of the advertiser"
BMI Shows Profit For Opening Year

Miller Points to Record of Achievements for Period

BMI's first report to stockholders, covering the fiscal year ended July 31, 1941, was issued last week, showing total income of $2,230,457 for the year, comprising $1,751,017 from license fees paid by radio stations, $119,589 from royalties and $349,850 from the sale of sheet music.

After deduction of operating expenses and provisions for taxes, depreciation and amortization, there was a net profit of $2,177. Consolidated balance sheet shows total assets of $869,524, of which $256,881 is in cash.

A Busy Year

In his letter to stockholders, BMI President Neville Miller points with pride to the record of BMI, which has at present 703 subscribers, representing 87% of the commercial broadcasting stations in the United States and 94% of the industry's dollar volume. "At the beginning of the fiscal year covered by this report," he states, "this company was still in the process of organization and faced a task which many thought was insuperable. Needless to say, it has been a year of intense activity during which BMI has engaged its personnel, negotiated contracts with composers and publishers, got its music onto the market and into the hands of broadcasters and be prepared in other respects to replace a catalog which represented the accumulation of more than 25 years of monopoly in the music field.

"With no original assets other than the subscriptions of its licensees, BMI during this fiscal year secured and published large quantities of new music, entered into agreements with 500 of the following publishers whose combined catalogs approximate 500,000 titles, and made a large number of arrangements of standards (public domain) music . . . ."

"All this was accomplished at a moderate cost in comparison to the $5,000,000 a year paid to ASCAP, and ASCAP's increased demands, which if granted would have aggregated $9,000,000. Now that the necessity for emergency operation is over, BMI is operating on a decentralized and self-supporting basis."

"At the expiration of the first licenses the cost of licenses to broadcasters was reduced. Under the present license system, BMI publishing rights license cost to broadcasters 1% to 1.66% of the receipts from the sale of time during 1939, as opposed to the 6% and 7% which broadcasters paid to ASCAP previously in commercial and sustaining fees."

"Due to BMI's competition, ASCAP has lowered its rates to broadcasters. With these reductions in effect, ASCAP music will find new outlets in the future."

HIGHLY AMUSED was this trio at questions and answers given on initial half-hour broadcast of Don't Be Personal, started Oct. 3 on 6 NBC-Pacific Coast stations for sponsorship of P. Lorillard Co., New York (Beechnut cigarettes). They are (1 to r): Sam Pierce, Hollywood manager and announcer-producer of Lennen & Mitchell, agency servicing the account; Ed Barker, NBC Hollywood account executive; Art Baker, m.c. of the weekly audience participation show.

Advertisers Are Urged To Continue Campaigns During Current Crisis

WHY ADVERTISERS should continue to place their messages before the American public during the present emergency even though "products are unavailable, of a different quality or of fewer types than in the past" is the point set forth in "John Doe Looks at Industry in War," a 60-page red-and-blue brochure just issued by Crowell-Collier Publishing Co., New York.

The present program of curtailment, substitution and simplification of materials and how manufacturers are carrying it out can be explained to John Doe through advertising, the brochure states, it being the best way to keep a company in the consumer's eye and save its prestige in a competitive market.

The booklet also emphasizes how only the domestic market is sure with exports, and how American companies can well profit by their example by advertising to the public what they are doing.

ELEANOR ROOSEVELT, speaking as assistant director of the Civilian Defense Committee, will discuss What Students Can Do in Connection With Defense, with a group of student leaders on a special broadcast on CBS, Oct. 1, 44-30 p.m.

That this situation should occur was within the original contemplation of the company. There was no time at which BMI applied to have a monopoly of the music played on the air. The whole purpose of BMI was to bring about a condition of healthy competition. "The day has come when war has been opened. It need never again be closed. With the good-will and cooperation of those in the music business whom BMI has served during its first full year of corporate life, the new composers and new publishers who have found opportunity through BMI's efforts, your company can count upon a just share of the music business."

Department Store Analysis of Radio Shows Preference

Spots Found to Be Favorite Method of Using Medium

SUCCESSFUL USE of radio by department stores requires proper use of the radio technique, according to conclusions reached in a survey of 92 stores conducted by the Research Bureau for Retail Training, U. of Pittsburgh. Covering stores in all parts of the country, the survey was compiled and edited by Mr. H. Van Horn, assistant director of staff. A later survey is to cover consumer reaction.

Of the 92 stores surveyed, 46 are now using radio and have 79 programs on the air. Analysis of types of programs revealed the stores were using 24 spot campaigns, 9 shopping programs, 5 news, 8 recording, 7 variety, 7 women’s, 5 sports, 2 radio jingles, 2 campaigns, one each for institutional, men’s, quiz, Army camp and time signals.

"Can’t Wait"

Thus little agreement was noted among stores in choice of programs, with spots the outstanding favorite signal. There were no production problems for the store and keep the store out of the "entertainment business." Shopping programs are found closer than other types to the stores' merchandising activities.

Many stores become impatient waiting for results from radio, it was found, and the data shows that a program passing the 13-week mark has a good chance of surviving for a year.

A successful store doing over $100,000,000 in sales usually gets a "greater return by far" from radio than from newspaper space, contrasting with the view of some other stores that the rate of return on the radio investment is less than the newspaper dollar. This latter feeling is ascribed to the theory that a public "educated to read relatively heavy department store newspaper advertising for 45 years or more, cannot be expected to react equally to light department store radio publicity of 13 weeks to a few years standing."

Of the 46 stores using radio, 20 thought rates were excessive, 14 did not and the other 12 didn't know. A widespread feeling was noted that radio should be given an opportunity to do a direct selling job. It was found that 31% of stores charge radio back to the department concerned; 63% charge the publisher and the balance, 6%, charge one-half to each; 1% did not reply. Further it was noted that 28% prefer large stations, 72% small stations. As to servicing of accounts by radio stations, 54% reported adequate servicing; 32% not adequate and 14% reported "better service."
FOR PAST EIGHTEEN HOURS KLZ FACILITIES AND PERSONNEL HAVE BEEN EMPLOYED UNCEASINGLY IN COMMUNITY SERVICE. LATE LAST NIGHT FLOODS IN SENeca CREEK AND CORRUMPA CREEK NEW MEXICO WIPED OUT FIFTEEN HUNDRED FEET OF PIPE LINE SUPPLYING NATURAL GAS TO DENVER, COLORADO SPRINGS, AND OTHER COMMUNITIES. AFTER DISPATCHING KLZ'S STATION MOBILE UNIT TO SCENE OF BREAK, DIRECT BROADCAST LOOP WAS INSTALLED IN OFFICE OF FRANK R. JAMISON, PUBLIC SERVICE COMPANY OF COLORADO'S PUBLIC RELATIONS DIRECTOR, TO BROADCAST UP TO SECOND DEVELOPMENTS. FROM PUBLIC SERVICE HEADQUARTERS, EXPERTS BROADCAST INSTRUCTIONS HOW TO SHUT OFF INDIVIDUAL GAS SUPPLY INLET VALVES TO AVOID EXPLOSION. STATION ARRANGED FOR CLERKS IN LEADING FOOD STORES TO TELL CUSTOMERS KLZ IS BROADCASTING COMPLETE AND AUTHENTIC INFORMATION DIRECT FROM PUBLIC UTILITY HEADQUARTERS AND TO DISTRIBUTE HASTILY. PRINTED LEAFLETS DESCRIBING NECESSARY EMERGENCY STEPS. KLZ BROADCAST MENUS FOR PREPARATION OF MEALS WITHOUT COOKING OR USE OF ELECTRIC PLATES; BROADCAST LUMBER AND COAL DEALERS' PRICES, LOCATIONS, AND STOCKS ON HAND; ARRANGED THROUGH MINISTERIAL ALLIANCE FOR USING COMMUNITY COOKING FACILITIES IN CHURCHES WHERE COAL-BURNING STOVES WERE AVAILABLE, ETC. STATION CONTINUING TO STAND BY TO RENDER ANY POSSIBLE SERVICE IN EMERGENCY.
THAT the FCC is not restricting its inquiry into newspaper ownership of broadcast stations merely to future acquisitions and to FM, as had been indicated by FCC Chairman James Lawrence Fly, but that the agency proposes also to cover present newspaper licensees of standard broadcast stations, was gleaned from action taken last Tuesday in connection with the pending application of WMAL, Washington, owned by the Evening Star but leased to NBC.

The Commission, by a 3-to-2 vote, placed in the pending file the application of NBC and M. A. Leese Radio Corp., licensee of WMAL, for consent to voluntarily assign the license of WMAL to the newspaper subsidiary. It explained that it was done "pursuant to Order No. 79", the regulation authorizing the newspaper inquiry, and that Commissioners Craven and Payne voted against the action, with Commissioner Case absent.

Joint Application

WMAL is 100% owned by the Star, but has been leased to NBC for nearly a decade. Several weeks ago, NBC and the Star sought to procure assignment of the license to the newspaper, under a temporary agreement whereby the newspaper would control all aspects of the station's operation but "future acquisitions", and he emphasized that the onset of FM had been responsible for the stalemate.

In the case of the Star, however, it was pointed out, neither the FM issue nor the "future acquisition" question is involved, since the station's transmitter is owned by the Star and NBC simply has operated it under a lease, along general lines similar to those previously in force with Westinghouse stations, which terminated more than a year ago.

Bakery in Southeast

COLUMBIA BAKING Co., Atlanta, operating 14 plants in five Southeastern States, last week started what is its largest fall advertising campaign, backed by 39 radio stations and space in 101 daily and weekly newspapers. A series of one-minute dramatic spots, timed to air Friday through Sunday, and 93 weekly for 13 weeks, will promote Southern Bread and Red-Cut Cake. Freitag Advertising Agency, Atlanta, handles the account.

FCC Action in WMAL License Transfer Held Contrary to Fly's Probe Claims

Texas Sets Up New State Radio, Education Agency

TEXAS State Legislature has appropriated funds to establish and operate a department of radio and special education. The department, tentatively known as "Star," will be controlled by the Texas School of the Air, a cooperative educational program utilizing commercial radio stations in the Lone Star State.

Among the radio executives assisting Mr. Gunstream are A. M. Finch, new director of S. B. Williams Broadcasting Co.; and Ralph Millings, program director of WBAP, and WMAA, Dallas.

The new department will inaugurate its 1941-42 series of classroom broadcasts Oct. 6, using Texas Quality Network and KNGC, Amarillo. The broadcasts will be presented in five series of 25 programs each, paralleling the major courses of the Texas public school curriculum, i. e., language, science, social science, vocations and music.

FINCH TO OPERATE FM IN NEW YORK

ANOTHER FM broadcasting station will soon begin independent operation in the New York metropolitan area. This station, which has been described by William G. H. Finch, head of Finch Telecommunications Inc., and former assistant chief engineer of the FCC, that finishing touches are being put to his W5SY, located on the 48th floor of 10 E. 40th St., New York City. Assigned to 88.3 mc. with a radius of 8,000 sq. mi., W5SY will utilize the new "sweep" method of transmission produced by Western Electric Co.

The station, Mr. Finch said, will have no network affiliation and will devote itself to classical music, news, special features and educational programs.

"We approach FM with no false hope about immediate revenue from this service," he stated. "Our first interest is to build audience acceptance for what we feel is an important advancement in radio and to keep pace with the newest and best methods of industry. Therefore we regard the considerable outlay of time and money involved in entering the FM broadcasting field as an investment in public service and progress."

Philco Spots on WOR

PHILCO Distributors of New York, now featuring a new FM receiving set, have added six announcements per night, six days weekly, on Moonlight Saving Time, all-night program of WOR, New York. Announcements will principally advertise Philco FM circuit sets. Contract, placed direct, is sponsored by moonlight Saving Time sponsors to four.

DUE to the rapidly increasing number of defense programs and features, WOR-L, Cincinnati, has amused its audience with a long succession of dance band remote programs from the Lookout House, night spot over the river in Kentucky.

Baker, Smeybo Appointed To Priorities Committee

World Series Coverage Provided Latin Nations

HIGHLIGHTS of the World Series last week not only reached New York listeners, but also were transmitted to Central and South America on NBC's international stations WRCA and WNBI. For the duration, the EYI (Miami) Canal, head of NBC's Spanish section gave nightly summaries in Spanish, and with commercial announcements tying in with the RCA Victor export division line of radio models, titled "Champions of the Airwaves."

Frankie Frisch, the former "Fordham Flash," also rebroadcast his earlier-in-the-evening NBC Red network summaries on WNIB and WNBI at 8:15 a.m. (EST).

Feature summary program in New York was the first-hand impressions of each day's play on WNEW by Lefty Gomez of the Yankees at 5:15 p.m., and Pete Reiser of the Dodgers at 7:45 p.m. These two-hour periods were sponsored by Pepsi-Cola Bottling Co., Long Island City, through Newell-Emmett Co., New York.

Seven Join MBS

SEVEN new affiliates have joined MBS recently, bringing the total number of outlets for the network to 104. New stations, effective Oct. 1, are WGBF, Evansville, Ind., operating 100 watts day and 1,000 watts night; WESM, Pittsburgh, Mass., 1540 kc., 250 watts; KTRI, Sioux City, Ia., 1450 kc., 250 watts; KFVS, St. Joseph, Mo., 1420 kc., 250 watts; WJSW, Richmond, Va., 1420 kc., 250 watts; WJMS, Iowa City, Mich., 1450 kc., 250 watts; WATW, Alexandria, La., 1000 kc., 250 watts; and, as of Sept. 25, WBBB, Burlington, N. C., 920 kc., 1000 watts day and 3000 watts night.

New York, Long Island, and the Yankee and Colonial Networks, while KTRI, KFVD, WJMS and WATW are members of the North Central Broadcasting System.
YES, SIR. We at REL are proud of our progress in the FM transmitter manufacturing field. And for several reasons. For instance:

On August 29, 1941, W45CM (WBNS) Columbus, Ohio, ordered a 10 kw. FM transmitter from us. The job was completed September 23 and shipped September 27 ready for immediate operation, guaranteed by REL to be completely satisfactory. And in these days, Mr. Broadcaster, that's making progress.

The reason for this speedy delivery is because REL is beyond the experimental stage in FM and is geared for production of all FM broadcast transmitters from 100 watts to 50 kw. Every type of transmitter falling in these categories has been completely engineered, built, tested and proven to be a successful unit. A REL transmitter assures a broadcaster the means of getting on the air quickly . . . assures him that his station will not become an experimental playground for untried equipment.

REL is extremely proud of the company it keeps. Leaders in the broadcasting industry like Major E. H. Armstrong, inventor of FM; John Shepard and Paul deMars of Yankee Network; Walter Damm of WTMJ, Milwaukee; Bill Scripps of WWJ, Detroit; John Hogan of WQXR, New York; Dr. Ray Manson of WHAM, Rochester; Clarence Wheeler of WHEC, Rochester; Roger Clipp of WFIL, Philadelphia, have all specified REL equipment since their start in FM.

Today, more than ever before, thanks to the resourcefulness and research of REL, FM manufacturing has developed to a point where broadcasters can expect deliveries of REL equipment within a reasonable period of time. To protect your investment in FM, be sure to investigate REL before you buy.
THOUGHTFUL TRIO at recent inauguration of the MBS Three Ring
Time program, sponsored by P. Ballantine & Sons, Newark (beer),
consisted of (1 to r), John U. Reber, New York vice-president in charge
time for J. Walter Thompson Co., agency servicing the account;
Milton Berle, Hollywood comedian and m.c. of the show; and Charles
Laughton, film star featured on the weekly half-hour variety show.

GRID SCHEME
COOPERATING with alum-
ni associations of U. S. col-
leges and universities, the
Radio Section of the War
Department Bureau of Public
Relations, is developing a
plan under which homecom-
ing football games all over
the nation will be dedicated
to the respective schools' al-
umni in the armed services.
It is planned to broadcast
brief dedication ceremonies
at half-time, with alumni in
the service invited to attend
the game and participate in
the ceremonies, to be led by
school's alumniChapter of the
Details of the plan, now be-
ing developed as large num-
bers of schools are signifying interest, are available to
stations from the Radio Sec-
tion, it was stated.

College Station Group
GETS CAMEL'S RECORDINGS
R. J. REYNOLDS TOBACCO Co.,
Winston-Salem, has signed to be
spons or a thrice-weekly quarter-hour
Camel Campus Caravan on 10 col-
lege broadcasting stations in the
East for Camel Cigarettes. The
program features the latest re-
corded swing numbers, according
to William Esty & Co., New York,
agency handling the account, and
resembles the Camel Caravan net-
work show.

The contract, signed through In-
tercollegiate Broadcasting Station Representatives, 507 Fifth Ave.,
New York, covers a 15-minute time
block, three evenings weekly throughout the first semester of the
current season on the campus transmitters of Yale, Princeton,
Columbia, Cornell, Williams, Union,
Brown, Wesleyan, Rhode Island
State and Connecticut U. The col-
lege stations, which limit their cov-
erage areas to the campus proper,
are said to represent solid markets
of young men who set fashion and
hobby styles.

Capt. Kent is chairman
of new education group
CAPT. HAROLD R. KENT, direc-
tor of the Radio Council of the
Chicago Board of Education now on
duty in the Public Relations Bu-
reau of the War Department,
Washington, is chairman of the
organizing committee of the new
Association for Education by Radio.

Charter memberships in the
group are now open to educators,
broadcasters and citizen leaders in-
terested in education by radio. At
present AER is publishing a jour-
nal, major feature of which is a
combined guide to all national edu-
cational and public service radio
programs. Ethel B. Geady, direc-
tor of radio for the Los Angeles
County Board of Education, is
chairman of the publications com-
mittee, while James Hanlon of Chi-
ago is editor of the journal. Those
interested should apply to the Asso-
ciation for Education by Radio, 228
North LaSalle St., Chicago.

KANS, Wichita, has appointed Head-
ley-Reed Co. its national advertising representative.

KFEQ GIVEN 5 KW;
INCREASE FOR KDON
FULLTIME with 5,000 watts on
680 kc. was granted KFEQ, St.
Joseph, Mo., in an FCC decision
last Wednesday. The station was
authorized to install a new trans-
mitter with directional antennas for
day and night use at a new site
approximately 5± miles northeast
of St. Joseph. It now operates with
2,500 watts day and 500 watts night
on 680 kc., limited to sunset in
San Francisco, where the 50,000-
watt KPO uses that frequency.
KWK, St. Louis, is an applicant
for 680 kc. with 50,000 watts.

The Commission also
authorized KDON, Monterey, Cal., to increase from 100 to 250 watts fulltime
on 1240 kc.

Rival applications of WLOL, Minneapolis, and WMIN, St. Paul,
for the 630 kc. frequency were or-
dered set for hearing. WLOL, con-
trolled by the estate of the late
John P. Devaney, now operates
with 1,000 watts fulltime on 1230
kc., and seeks 1,000 night and 5,000
day on 630. WMIN, now 250 watts
on 1400 kc., seeks the same assign-
ment. The applications were or-
dered to be heard jointly.

Also ordered to joint hearing
were the 1,000-watt applications on
1460 kc. of KSAN, San Fran-
cisco, and John R. Scripps, West
Coast publisher and owner of
KXUB, Waterville, Wash., the lat-
ter seeking a new station in Ven-
tura, Cal.

Regional, Local Groups
SPONSOR 'BETTY & BOB'
NBC RADIO-RECORDING fea-
ture, Betty & Bob, on Sept. 29
started its second year for two
regional advertisers, A. E. Staley
Mfg. Co., Decatur, Ill. (starch
and allied products), and WENR,
WPTF and KMBC, through Black-
nett-Sample-Hummert, Chicago, and
Union Biscuit Co. of St. Louis, in
KSD, WJDK, WAML, WFOR and
WQBC, through Gardner Adv. Co.,
St. Louis.

The five-week program con-
tinues on WEAF, New York, for
Kirkman & Sons, through N. W.
Wirley & Sons, while current spon-
sors in other cities include Sanitary
Groceries (Safetyway stores), Wash-
ington, on WJZ; General Mills
(Rex Flour), through Knox-
Reeves, on KGIR, Butte; KFRB,
Great Falls; KGVO, Missoula;
KPF, Helena, and KKBK, Bone-
man; West End Dairy on WCSC,
Charleston; French-Bauer Co. on
WCKY, Cincinnati; and for local
sponsors on WDBJ, Roanoke;
WGST, Atlanta, and WMAZ,
Macon, Ga.

Father John’s Spots
FATHER JOHN’S MEDICINE
Co., Lowell, Mass. (proprietary),
on Sept. 29 began sponsoring weather reports and 100-word an-
ouncements Monday through Sat-
urdays, on WTAM, Cleveland;
KDKA, Pittsburgh; and WGY,
Schenectady. Contract was run until
March 29, 1942. On Oct. 5, the
company starts a series of station
breaks on WRC, Washington, to
run throughout the next year.
Other stations will be added. John
W. Queen, Boston, handles the ac-
count.

Page 26 • October 6, 1941 BROADCASTING • Broadcast Advertising
The client hollered uncle...

Recently—over our protests—a WBT advertiser bought spot announcements at a time of day which wasn’t suitable for his particular product. His offer of free samples garnered hardly more than 20 replies per announcement.

The client finally hollered uncle and gave us our own way. We ran his announcement-offer at “our” time—and the very first one pulled 1,273 replies!

You can’t live on intimate terms with a vast radio family for 20 years without knowing exactly what kind of radio fare it wants and when it wants it. So when a client comes along and asks for a time of day to sell his product, WBT makes suggestions. Suggestions aimed to get the best results possible from every radio advertising dollar spent here.

WBT’s familiarity with the likes and dislikes of its audience is one of many strong reasons why WBT boasts a selling record few other stations can equal.

WBT ★ 50,000 WATTS ★ CHARLOTTE

"THE STATION AN AUDIENCE BUILT"

Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco.

CLARK ANDREWS, former Ruthrauff & Ryan, Hollywood radio producer, and more recently contracted to 20th Century Fox Studios on writing-production assignment, has joined Paramount Pictures as an associate producer under Sol. C. Siegel.

FIRST CITIZEN of Prescott, Ariz., is Program Director Mucio Delgado of KYCA. Veterans of the Foreign Wars presented Mr. Delgado with its “American Citizenship medal Sept. 18—honing him number one citizen for his “meritorious programming in the best interests of the community”. This was the first award in Arizona.

Georgia Tech Contract For WGST Operation Scheduled for Hearing

ADvised that the board of regents of Georgia School of Technology has approved a proposed deal offered by Arthur Lucas and William Jenkins to take over the management and operation of WGST, Atlanta, now under lease to the Sam Pickard-Clarence L. Calhoun interests, the FCC on Oct. 1 ordered a hearing on the station’s license renewal. Counsel for the university has petitioned that the hearing, date of which has not yet been fixed, be held in Atlanta. The Lucas-Jenkins deal was made subject to FCC approval.

Messrs. Pickard and Calhoun since 1930 have held a contract to operate the station, dated to run until 1950. The Commission [Broadcasting, Sept. 8] had scheduled a hearing for Sept. 3 looking to restoration of the station to the licensee, Georgia School of Technology, but this was postponed.

Lucas and Jenkins, Georgia chain theatre operators who also are identified with the ownership of WRDW, Augusta; WSAV, Savannah; WMOT, Brunswick, and WLAG, LaGrange, have offered to operate the station under a salary of $5,000 a year each, guaranteeing Georgia Tech $30,000 a year plus 25% of the station’s net income, the contract to be cancellable if annual payments amount to less than $60,000. In recent years the station is said to have earned net profits of about $150,000 a year.

BROADCASTING • Broadcast Advertising    October 6, 1941 • Page 27
Merchandising & Promotion

Pop-Ups—Plugs for Annie—Treat to Pupils—From Home—Cloth for Polishing

ALL-TIME high in intriguing promotion pieces is the fairy-land pop-up book ... From Bottom Up published by Mutual network to promote its sports broadcasts. Each year Mutual tries to do at least one promotion piece "which listeners will want to take home", according to an accompanying letter by Robert N. Schmidt, CBS director of advertising promotion. Opening the text is a poem "Alas ... but No Longer a Leaf," by which reads the other poetry dealing with sports. Fancy pop-ups cover scenes in various branches of sport. They show a baseball player sliding into home plate; a horse raising a cloud of dust; a halfback plowing through center; Joe Louis clipping one to the whiskers.

Final page shows a fireside scene on a manger with this bit of a poetic plug: From all of the preceding dope, one vital point pops up, we guess. We're entering millions who will entertain a thought of you!

Annie's Promotion

PROMOTING its new Orphan Annie transcribed series, WCKY, Cincinnati, has launched an intensive campaign which includes an Orphan Annie contest in 10 Cincinnati theatres, conducted by Helen Roche, with each theatre receiving a prize and a grand prize of an all-expense airplane trip to Chicago, Ill., for Mrs. Roche, sponsor. Window displays in local stores also plug the series, tying in the station and program with the sponsoring Quaker Oats Co. and Sparklies. By arrangement with the Cincinnati Times-Star the daily comic strip will call attention to the WCKY radio show.

'Farm & Home' Book

WITH A COVER illustration "Young Corn," by Grant Wood, "The Nation's Bulletin Board of Agriculture" has been issued by NBC to describe the growth of the NBC-Blue National Farm & Home Hour, which presented its 4,000th broadcast last July 28. How the broadcasts entertain and educate 30,000,000 farm people and provide them with "vital information on agricultural and home subjects" is told in the 30-page booklet, together with excerpts from farm listeners in appreciation of the programs.

Hunters' Help

AS A SERVICE to sportmen, KLZ, Denver, is giving away a map of the big game hunting areas in the State, another map showing where the types of quail and pheasant can be hunted and a sports calendar with dates of the various hunting seasons.

Cokes for Students

TO CHERRY interest in latest fall school fashions a Danville, Ill., dress shop in cooperation with WDN held a "coke" party in the shop inviting all high school girls to attend and originating a broadcast there to create interest.

New to Blue

TO ACQUANT listeners in the Baltimore and Pittsburgh areas of the shift Oct. 1 of WCBM and KQV to NBC-Blue, the network has been conducting an intensive newspaper advertising campaign, totaling some 2,000 pages in each of the daily newspapers of the two cities. The campaign, backed up with full page ads in other newspapers, also takes in promotion for the NBC-Blue outlet, WWVA-Wheeling, W. Va., because of its proximity to Pittsburgh. Promotion is handled under the direction of E. F. H. James, NBC-Blue sales promotion manager.

Bridgeport House

WITH THE opening Sept. 28 of the General Electric "House of Ideas" near Bridgeport, Conn., the company has arranged for a daily radio program on WNAB, Bridgeport, from the house during October while it is open to visitors. The programs feature guest hostesses describing the modern electric gadgets in the house with new ideas for the home for the benefit of listeners.

Salesmen's Talks

TRAVELING SALESMEN's prize yarns are given a chance to pay off on the weekly CBS Al Pearce & His Gang show, which resumed Oct. 3 under the sponsorship of R. J. Reynolds Tobacco Co., (Came Dar Ette). With $100 as the prize, authentic humorous or unusual experiences encountered during selling careers are submitted by listeners for dramatization on the half-hour show.

More Hunting Snooks

IN CONNECTION with the camouflage-Bird and Food House to promote the return of Baby Snooks to the airways, WRJL, Knoxville, used a man-on-the-street-interview program to answer the popular question, "Where is Baby Snooks?". Interviewed was the local assistant chief of police who promised the cooperation of the police department in the search.

Polish It Up

KKXO, St. Louis, has made a promotional tie-up with the Eagle Furniture Co., sponsors of Polish Melodies on that station. Each visitor to the store receives a chemical treated polishing cloth in a cellulose flange bag on which is printed "Compliments of the Eagle Furniture Co."

WOWO Postcards

JUMBO POSTCARD addressed to timebuyers have been sent out by WOWO, Fort Wayne. The giant cards of a jumbo size of 12 x 10 in proportions warn that since WOWO has gone full time, it has enjoyed the greatest rush of spot and network business in its history and that in the future time will probably be scarce.

MERCHANDISING DISCUSSION

For plans to exploit the weekly NBC Helen Hayes Theatre brought together the heads of Robert K. McMillan (1), advertising manager of Thomas J. Lipton Inc., firm sponsoring the program, and George Moskovics, CBS Pacific Coast sales promotion manager.

Marching With Time

IN VIEW OF the return after two years absence from the air of The March of Time on NBC-Blue Oct. 9, subscribers to Time magazine, which will again sponsor the series, are receiving three-page letters proclaiming the series as "the most ambitious journalistic assignment in all the history of radio."

Signed by P. I. Prentice, Time publisher, the letter states that some stories can be told in pictures, but some need "something no medium other than radio can make possible." All of Time's experience and newsgathering facilities will be taxed to make the programs "help our own regular readers get the feel of the news more intimately than they possibly could from the printed word alone," the letter ends.

Award Stunt

TO AROUSE wide local interest in the announcer who will repre- sent WTAG, Worcester, Mass., in competition for the H. P. Davis National Memorial Announcers' Awards, window displays are being set up in leading department stores. Exhibits include portraits and posters about various WTAG announcers. The Worcester Telegram and Gazette is cooperating with eight columns spread on the announcers and by supplying coupons with which readers may cast their votes for their selections.

With the Bills

SOME 40,000 power users in Chattanooga and vicinity received photos of the cast of Chattanooga on Parade, a program designed to promote the community. They were enclosed in power bills. Other in- dustries appearing in the show are sending out photos and stories of the program.

BROCHURES

NBC-Red—Heads, They Won, report on the Hoover survey of the audience listening regularly to Mr. District At- torney and of this audience's use of radio.

KDYL, "Salt Lake City—Four-page folder in three colors featuring station's power increase and showing weight of hair."

WGY, Schenectady—yellow folder on the five times weekly Musical Matinees program.

GENERAL ELECTRIC Co.—Two-color eight-page folder on its Hour of Charm.
WSRR
Stamford, Conn.

NOW SERVING ONE OF THE RICHEST MARKETS IN THE WORLD

SUNDAY HERALD, SUNDAY, SEPT. 21, 1941

TAKING THE AIR
With LEO MILLER

STAMFORD'S NEW STATION, WSRR, is on its way to become the best-known broadcaster in the East, thanks to the enterprise of Owner Stephen R. Rintoul of Old Greenwich, New York radio veteran, Manager Slocum Chapin and Program Director Bill Yoss ... The station's new officers are LeRoy B. Daws and local celebrities will greet visitors at the inaugural banquet at 1 o'clock next Friday.

ELLIOTT EBERHARD, formerly Announcer at WBIG, Greesboro, N. C., is now working for WSRR, bringing a wealth of experience to the station.

We're Pretty Excited About WSRR's New Station

NEWS FROM GREENWICH to Norwalk, daily police station visits and a daily pick-up from Lighthouse's Bob and Ted. Periodic programs, music, recitations and entertainment, will keep the air alive.

Two weeks old, WSRR already enjoys the patronage of 45 local and national accounts. For further details of WSRR's rich primary area of 400,000 population, write Slocum Chapin, general manager.

WSRR
Stamford, Conn.

1400 kc.
250 watts

Owned and Operated by Stephen R. Rintoul
HOLMES RECORDS THE BLITZ
Blackouts the Worst Headache, Holmes of CBC Says Upon Return to Canada

IN RECENT weeks, Canadian Broadcasting Corp. has welcomed back a member of its Overseas Unit, whose enterprise and faithfulness to duty made history during the September blitz of 1940. Arthur Holmes has jotted down a few notes about the difficulties of broadcasting in Britain where conditions for the lads handling the portable equipment are very different from home:

"When the CBC recording van arrived in England," says Mr. Holmes, "it caused quite a flutter of excitement among BBC employers and Englishmen in general, but especially among our own troops. Except for the CBC emblem, the outside was very much like that of the standard army trucks used by the Canadians."

"It was the inside, though, that was a surprise to everyone. The completeness of the unit seemed to be the amazing feature to most, together with the general smartness of the whole layout. The gasoline heater never failed to draw comment, as the English recording cars are not equipped with heaters, despite the raw, cold English winters. Heating, outside of the comfort angle, was found to be a necessity at times, as the discs will not cut properly in cold weather."

Night Driving

"To my mind one of the worst features of the work over there is blackout driving. Quite a bit of this is necessary because, during the winter, darkness lasts for as long as 16 hours and it often happens that the trip back from one of the camps has to be made at night."

"Dipped headlights are allowed, but it is quite a strain if any distance is covered or if the territory is unfamiliar. Conditions in this respect are not nearly as bad now as they were last fall, when nothing but parking lights were allowed during a raid."

"These gave absolutely no illumination on the road, and it was a matter of feeling your way along. On top of this, bombings were new and the BBC asked us to do recordings for them during the raids. This meant a lot of city driving at night. If there were many fires this wasn't hard, but on dark nights there was always the danger of crashing into something or running into a bomb crater. A passenger in the truck is quite a help, as he can watch out his side. Unfortunately it happened that in August and September when the headlight van was on, Bob Bowman and Bert Altherr were on their trip to Canada. This meant driving alone most of the time."

No Sign of Life

"One night, I remember driving about five miles through the city during a raid without seeing a sign for a person or any sign of life whatever. It appeared to be a city of the dead. Another time, coming up from Kent during a raid, I drove halfway through a large town before I realized I was not still in the country. I could just make out the white center marking on the road and was driving by the hedges."

"Summer weather, however, is an entirely different matter. Daylight lasts until about midnight, and it is a distinct pleasure to drive out and visit the soldiers in their outdoor camps."

Philadelphia Teachers

JAMES ALLEN, program director of WFL, Philadelphia, and Joseph T. Connolly, director of sales promotion and special feature broadcasts of WCAU, Philadelphia, have been named to the faculty of The Juhasz Art Institute School organized in Philadelphia. Last week, Kenneth W. Stowe, WCAU news and publicity director, was appointed to the teaching staff of Temple to conduct a course in radio program preparation.

BIG CATCH, right off the salmon counter of Seattle's famed fish market, is claimed by two unsoiled angling cronies, Hugh Feitis (left), commercial manager of KOMO-KJR, Seattle, and John Bates, of Ruthefraz & Ryan, N. Y.

Northwestern Games

BROADCASTS of Northwestern U football games will be sponsored on three Chicago stations this year. All six home games starting Oct. 4 will be sponsored by W.preview KJR (Sus lines), and on WBBM by Congress Cigar Co., Newark (La Palina cigars), which also sponsor broadcasts of three additional Big Nine games. Beaumont & Holman, Chicago, is the Greyhound agency, while Marschalk & Pratt directs the latter account. Ford Dealers of Chicago, through McCann-Brock- son, Chicago, have purchased broadcasts of seven games—five NU home games, one away from home with Ohio State, and the Michigan vs. Illinois games. All Northwestern home games will be played at Dyche Field, Evanston, and the university receives one-hour station time rate for broadcasting rights to each game.

Texas Co. Back

TEXAS Co. New York, renewed the Texaco Star Theatre with Fred Allen on 65 CBS stations for the 1941-42 season, effective Oct. 1. The program will be heard on Wednesdays from 8-10 p.m. There will be a repeat show for the West Coast at midnight. Format of the program will remain unchanged except for the appearance each week of a college singing or instrumental star, chosen as best in the guest university by his schoolmates. Portland Hoffa, Kenny Baker, Larry Elliott and Al Goodman and his orchestra round out the cast. Dick Knight is producer director. Agency is Buchanan Co., New York.

WMCA

First on New York's Dial

In radio, too, it's better to be Lower

There are times when it's better to be lower. Take radio, for example. Stations at lower frequencies have a decided advantage. Lower frequencies mean longer wavelengths; longer wavelengths mean stronger signals, better reception. WMCA is lucky. It has New York's lowest frequency (570 kc.) and plenty of power (5000 watts) so that it can reach over 12,500,000 people economically.

WGN 610

KURU and KALE

CBS • PORTLAND, OREGON • MBS
FREE & PETERS, Inc., National Representatives

Page 30 • October 6, 1941
AURORA BOREALIS AND RADIO
Effect of Magnetic Disturbances Analyzed

By Dr. J. H. DELLINGER
Chief, Radio Section
National Bureau of Standards

The aurora is visible over the entire sky at Washington, D.C., on the evening of Sept. 18. It was of great interest in connection with the Bureau's study of radio wave propagation. Auroras are caused by the electric excitation of atoms in the rare earth's atmosphere known as the ionosphere. The ionosphere is that portion of the atmosphere from about 30 to 300 miles above the ground which reflects radio waves and makes long-distance communications possible.

Aurora and the accompanying radio, magnetic, and electric disturbances are manifestations of a turbulent condition in the ionosphere. This turbulence is caused by the arrival in the outer atmosphere of charged electric particles. These particles are from the sun, and are usually most prevalent when there are large active sunspots (i.e., sunspots in which visible changes are occurring, new spots being born, etc.).

The aurora is visible when the sun is near the zenith along the rays. The peak of the aurora was at about 70° above the southern horizon, and slightly to the east.

The aurora is visible when the sun is near the zenith along the rays. The peak of the aurora was at about 70° above the southern horizon, and slightly to the east.

The aurora increased in intensity for short intermittent periods, interspersed with periods of complete failure. This indicates severe turbulence in the ionosphere with small unstable patches or clouds of high ionization densities. Fluttery transmissions can be heard at frequencies far in excess of those normally useful for long-distance communication. Not only auroral but the more severe fluctuations of terrestrial magnetism occur during this first or turbulent stage of the ionosphere storm.

The second stage, following the turbulent stage of an ionosphere storm, is characterized by an expansion and diffusion of the lower ionosphere, extending into latitudes farther south, the greater the intensity of the storm. This expansion and diffusion of the ionosphere increases the virtual heights and lowers the ionization densities of the ionosphere layer. The maximum usable frequencies for night F-layer and daytime F-layer transmissions are much reduced because of the lowered critical frequencies and increased virtual heights. Thus the higher frequencies are not usable. Frequencies low enough to be received are usually abnormally absorbed, especially during the daytime.

MAN! Can I Actually Get All That Over ONE Washington Station?

Amazing, what you can do with one station in the Nation's Capital.

When you buy time on WWDC you pay for one signal, but you get two. A new W.E. transmitter within sight of the Capitol Dome booms your message through the city proper; a booster station in the heart of suburban Washington does the job in wealthy, closely-packed Chevy Chase, Silver Spring, Bethesda and other Maryland sections.

The one for two rate is low, too. Not a cent more than the lowest rate in Washington.

Because WWDC is Washington's newest station it can still offer new advertisers choice spots at choice hours. That's a situation you can profit by, now.

Edwin M. Spence
General Manager

WASHINGTON, D.C.

LOTS OF VALUE FOR ONE LOW RATE IN THE NATION'S FIRST CITY

- Two signals for the price of one.
- Blanket coverage of Washington and suburbs.
- Choice available spots morning, afternoon and night.
- Wide-awake, veteran programming.
- Full 24-hour AP news, NBC Thesaurus.
- Strategically situated in the busiest city in the United States.
The sky's the limit for the towering giraffe but the giraffe, having no vocal cords, is powerless to utter an audible sound. Little wonder then that he envies KXOK's reaching voice that booms across the rich Mid-Mississippi Valley Market... a voice that is heard and heeded, bringing new sales records to KXOK sponsors. Because of the results they've obtained, advertisers have learned that KXOK offers a solid, responsive coverage of this valuable market at a cost so low that it produces greater profits through volume returns. If you want more for your advertising dollar, remember, the sky's the limit with KXOK.

KXOK

630 KC. 5000 WATTS DAY AND NIGHT

TED WITH KFRU, COLUMBIA, MO., OWNED AND OPERATED BY ST. LOUIS STAR-TIMES
MURDER BY RADIO

IN OUR TIME we’ve heard lots of heavy talk about a “free radio” versus a “controlled radio.” For most people in radio, however, this has been rarified atmosphere stuff—philosophizing about something in the dim distant future.

The other day a couple of news items hit our desk, and struck us between the eyes. It brought home the answer as nothing ever did before.

From within Nazi-dominated Europe came a report that two persons had been sentenced to die before the firing squad for listening to “foreign” broadcasts. Listening to other than the Nazi-controlled radio is an offense now punishable by death.

The other item was from Worcester, Mass., where WTAG told of how radio had saved a life by identifying a little girl injured in an automobile accident, and bringing her mother to her side within a half-hour. Just one of the countless errands of mercy and succor performed by American radio.

Thus in America, where radio is free, it watches, warns and works to save a life. In the Greater Third Reich, where radio is controlled, they risk their necks when they listen.

VICE AND RADIO

THE DILEMMA faced by WGAC in Augusta, Ga., recently, when the station felt obliged to cancel the Sunday sermon of a prominent local Baptist minister, poses a new and difficult problem in public morals which radio must face. With the opening of hundreds of new Army camps, it was natural that the vice problem would become aggravated in towns adjoining military reservations.

In the Augusta case, General Manager J. B. Fuqua acted with dispatch, though knowing well that his action would bring powerful criticism. In this instance a recognized minister of the gospel wished to use his regular Sunday radio time to belabor officials of Augusta for their stand on the vice problem. These officials felt there should be some form of registration of prostitutes, evidently with medical examinations. On the other hand the minister, with the support of other clergymen, advocated a wholesale shutdown of disorderly houses.

Mr. Fuqua, in a statement explaining his action, maintained that the code of ethics of the broadcaster specifically forbade the broadcasting of subjects that would not be in good taste for discussion in a family group including small children. Previous to this he had banned the story from the station’s newscasts on the same basis, though it would seem it could have been handled with proper restraint in the regular newscasts.

The problem, then, is whether this question involving an age-old sociological issue and the always distasteful but necessary topic of public morals should be debated pro and con on a recognized medium of family entertainment. For certainly if the minister was allowed to speak his opinion, it follows that the city officials could rightfully demand and receive time to present their opinions.

It won’t help public morals to have this sociological problem kicked about on the ether. No radio station operator wants to be put in the position of restricting free public discussion of any issue. But the topic in point in Augusta could hardly be placed in that category, but rather one that should be threshed out by those charged with the civic and spiritual protection of public morals.

VACATIONS AND RATINGS

VACATION season is over. We can tell because the top-flight programs are back and because all is verve, vigor and vim, from press agent to president, and almost everybody is already figuring on what to do for a 1942 vacation.

But some of the wiser radio heads are disturbed about this vacation business—talent vacations particularly. They’re glad the summer is over, and they hope it won’t be the same next year. They are mindful of low ratings of network programs during last August, when just about all of the creme de la creme talent took vacations simultaneously. One survey organization, for example, reported there were fewer sets in use on a given August night than was reported in the morning for the corresponding week of last year.

We won’t turn any statistical handsprings to relate the bleak story of who listens when, as shown by these surveys. But it is generally recognized that when the favorite programs are on vacation, listeners in all too many instances follow suit. But if vacations are staggered, so that Jack Hope is on when Kate Benny is aquaplaning at Waikiki, the listening level stands to remain fairly constant.

We’ve never heard of the whole crew of a newsmagazine buying out a department store, walking out for a simultaneous vacation, with a relief crew moving in. Then why in radio?

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BROADCASTING • Broadcast Advertising
WHEN you meet Sidney N. Strotz, NBC vice-president in charge of programs, and observe his square jaw and piercing gray eyes, you conclude that here is a man of experience and one who gets straight to the point... 

Sid entered St. John's Military Academy, Delafield, Wis.; later, he enrolled at Cornell U. But along came the World War and Sid left college to serve in the 326th Battalion Tank Corps. He rose to Sergeant, First Class. Perhaps a key to his character was the fact that while he was in the army, Sid continued his work. He continued to work at the plant where he had been employed before the war. After the war, Sid joined the Automobile Supply Co., Chicago, manufacturer of accessories. He started as an "order taker", and rose successively to higher positions until he became vice-president. 

In 1928 the streak of showmanship that later made him program director of NBC Central Division led him to organize the Chicago Stadium Corp., which built and operated the largest sports arena in the country. Named president in 1930, he promoted almost every form of entertainment from championship fights to grand opera, circuses, indoor football games and ice carnivals.

Sid joined NBC in February 1933 as a member of the program department. Ninety days later he was named manager of the program and artists' service departments of the Central Division. He became manager of the division in January 1939, succeeding Trammell, who was transferred to New York as executive vice-president. In December 1939 Strotz was appointed vice-president in charge of the Central Division. This post he held until last Nov. 1, when he assumed his present position.

Many a prominent network show owes its present popularity to the early decisions of Mr. Strotz. Singing the potential of 'Pot & Sade', he insisted the show be kept on the air, despite the expense and the fact that it was unsponsored for a long time after its debut. 'Fibber McGee and Molly', Ransom Sherman and Don McNel are among the well-known radio names for whose success Mr. Strotz is in a great measure responsible. One personality, however, which might have joined this list was Edgar Bergen. Strotz saw the ventriloquist perform at the Chez Paree, a Chicago night club, and invited him to NBC for an audition. The planning board agreed that the actor couldn't keep up interesting material for any longer time and voted no. Sid agreed, and accepted the decision. "I alone was responsible for this error in judgment," Sid says, which points out still another key to his character.

In his newly-appointed capacity, Sidney Strotz is again hand-clasping his first love in radio—programming. To get a shrewd analysis of the radio industry, ask him what he thinks of radio today and tomorrow. He's optimistic, but he knows the days are gone. Like most businesses, radio took the lines of least resistance. A surprising number of American businesses are still losing money. The answer is, we've got to go out and sell good radio—I mean good shows that are well and intelligently merchandised. Radio has depended too much on other entertainment fields for its talent. This trend, I am sure, will fade for radio must do more, and more, than ever before. We must use radio wisely to sell radio to the public. We can't predict the future, but the one thing holds in store. We must be on our toes every minute, accept changes, interpret trends and when we decide which courses are right, act with determination.

In 1923 Mr. Strotz married the charming Frances Vyse. They have three children: Shirley, Charles N., and Sandra. He is a member of the Chicago Athletic Club, Knollwood Country Club, Merchants & Manufacturers Club, Chicago Golf Club and a Chi Psi. His hobbies include riding, hunting, golf and fishing. In the latter sport he holds the world's record for Yellowtail and his fishing club has no member caught off Catalina Island.
YOU'LL MARVEL at the action, suspense and entertainment packed in these capsule thrillers! Each is complete in itself, with the crime, the clues, and the solution—skillfully produced with top NBC talent.

"FIVE-MINUTE MYSTERIES" is a series that keeps every listener on the edge of his chair...a "Sherlock Holmes" unraveling deep, dark secrets! Each of the 63 programs can be presented in a five-minute spot, with opening and closing announcements, or as a high-spot in a longer show. They have successfully sold coal, drugs, laundry service, meats, beverages, rugs, auto accessories and many other products. Sold as complete series of 63 shows...or in units of 26, 39 or 52 programs. Write for rates and availability.

BOB LOCHNER, son of Louis P. Lochner, head of the Berlin office of the Associated Press, has joined NBC's international division as assistant to Maurice English, the department's national defense editor.

TOM SLATER, MBS sports coordinator, and producer and m.c. of the Mutual This Is Fort Dix program, has been made an Honorary Major of the 44th Infantry Division at Fort Dix.

EDWIN O'CONNOR, formerly of WBEN, WJNO and WPRO, has joined the announcing staff of WDRB, Hartford, Conn.

SHELDON PETERSON, of the announcing staff of KZL, Denver, has joined the international announcing staff, directing. He returned after several years of free-lance producing. He first joined WRC, Washington, in 1929 as studio manager after working for United Press as cable editor and London correspondent.

KEN STOUT and Fred Pfahler, announcers of WHOL, Knoxville, Tenn., have been appointed day and night supervisors, respectively. Roy Bass has joined the WHOL announcing staff.

SPORTS STARS Bud Thorpe and Lee Weelans of KZL, Denver, hold the spoils of victory. Announcer Thorpe won the station's handicap golf tournament, kicking his boss, Manager Hugh Terry, while Musical Director Weelans upset the doyle by defeating acting Chief Engineer Harvey Wehrman at horseclothes. Engineers were favored to win the latter contest because the horse shoe court was located out at the transmitter site.

BENEDICT HARDMAN, news editor of WLOL, Minneapolis, will teach the radio courses at the College of St. Catherine this year. Hardman succeeds Thomas D. Rishworth of KSTP who was recently appointed assistant public service director for NBC's eastern division.

ARTIE MEHLINGER, Hollywood contact man of BMI, has severed his connections and is now in New York. HAL RORKE, CBS West Coast publicity director, has sold an original radio drama, "His Own Backyard" to be produced for the CBS Big Town series, resuming Oct. 8 under sponsorship of Lever Bros. (Rinso).

RICHARD BARKS, NBC Hollywood commentator, has sold three original stories, used on his nightly quarter-hour program, to MBS Filmier Studios, Miami. Stories will be dubbed into a cartoon film.

PEGGY FOLEY, of the special events department at KFSO, San Francisco, left Oct. 1 to join the Hollywood branch of Neudam, Los & Brozyn Chicago agency. She will handle talent and assist in production with Cecil Underwood and Van Fleming.


JACK MARTIN, formerly of the WBN, New York, announcing staff, has joined WOP, Bristol, Tenn. as sportscaster.

LEILA GILLIS has joined the sales promotion and publicity staff of WCCO, Minneapolis, succeeding Betty Carville.

DON KEECHEN, formerly of WHAM Rochester, WKNY Kingston, WFAS White Plains, WAGE Syracuse, has joined the public relations staff of United Service Organizations in New York.

HUGH IVEY, staff announcer of WSB Atlanta, who is also a school navigation instructor at Georgia Tech, will soon start instructing student pilots in navigation at Camp Gordon, Atlanta.

MAX DOLIN, one-time musical director of NBC San Francisco, has been appointed to a similar capacity at KLOS, Seattle.

TED BLISS, CBS Hollywood producer, is the father of a girl born Sept. 27.

HAL CONNEX, Hollywood announcer, has been assigned to the weekly half-hour NBC Capt. Flag & Sergeant Quirt, which started Sept. 25 under sponsorship of Mennen Co. He also collaborates with commentator Frances Scully on the twice-weekly quarter-hour Speaking of Glamour, which started Sept. 29 on NBC Pacific Blue stations with Paquins Inc. (hand cream), as sponsor.

RICHARD KROLIK, graduate of Dartmouth College, new to radio, has joined MBS as assistant to Lester Gottlieb, Mutual publicity director, succeeding Edward J. Nielsel, who has joined Parado.

RAYMOND KAY, summer relief announcer of WIP, Philadelphia, completed his assignment Sept. 25, and on the same day, received a letter from his draft board in Baltimore ordering him into the Army.

TEE CASEL, sportscaster of KIRO, Fort Worth, on Oct. 11 is to marry Dorothy Eisele.

PERRY HILLERY, formerly of KFRC, Spokane, and KELA, Carson, Wash., has joined KOY Phoenix, as continuity writer.

JESS ALEXANDER, gag writer for Bob Hawk and staff member of WAAF, Chicago, has been inducted into the Army. A first lieutenant, Field Artillery Reserve, he has been assigned to the Signal Corps at Harvard U.

DICK LAWRENCE, CBS producer, and Eleanor Eule, CBS actress, both of WMB, Chicago, were married Sept. 18 at Freeport, Ill.

HARRY CREIGHTON, sports editor of WAAF, Chicago, is back on the job after spending eight weeks in bed with two broken ribs which he received while playing baseball.

ROB PROVENCE, formerly of WBBM, Fairmont, West Va., has joined the announcing staff of WKBW, Youngstown, O.

HENDRIK BOORAEM Jr., has been named to direct and produce the new March of Time series which will make its debut on NBC-Blue Oct. 9.

DICK FLIEHR, announcer of WLOL, Minneapolis, has accepted a position in the speech department of the U of Minnesota.

CLIFF HOWELL, program director of KFSO, San Francisco, returns to CBS in Los Angeles where he will be associated with production on several shows.
of the case for motion pictures as a sales promoting device in radio.

The writer has seen how motion picture films did a job for both magazines and newspapers. There is no reason to believe such a medium can't do even better for radio stations. Specifically, here is what a good film can do:

1. Convince the general public on the public service their stations render.
2. Dramatize the efforts of the station to serve the community.
3. Explain why 'the wheels go round' and how they're made to run.
4. Influence important individuals and groups who might be apathetic or hostile to radio.

And as a sales-making tool, a motion picture can:

1. Explain the values of radio to prospects.
2. Help him enthuse his salesmen and dealers.
3. "Pre-sell" the forthcoming radio campaign to the entire trade.
4. Help the station manager 'merchandise' the sponsors' programs—and the station with all trade factors.

It is obvious that a good motion picture can find general audiences, such as those who attend theatres, and selected audiences, such as members of social and political and lunch clubs. This latter audience, of course, includes all the influential men of the community; those in trade, professions, government and the church. But after that, the least obvious use of films comes into its real "dollar-and-cents" own!

While the lustre of radio will never dull as long as those in it keep it exciting, some of the bloom is off the rose; not so frequently any more are heard the cheers and yells of a sales staff when a radio campaign is announced by the sales manager or account executive from the agency. The jargon of broadcasting is nor longer a strange tongue; the salesman pounding his territory talks "Crosseyes"; "platters"; "station-breaks"; "multivotes" like a war-horse engineer.

Yes, dealers have been known to yawn while listening to the salesman explain his big radio show. Night and day, wholesalers and their staffs are exposed to some of the most intriguing picture-presentation by radio's competition—the local newspaper, the magazine and the billboard. All's fair in love and a d-w-a r! The bang of radio "birted" these competing sales-promotion jobs; the quick and economical way in which radio has piled up sales records created this new competition. The writer knows, having bucked it for 15 years.

Both Jobs Important

Undoubtedly, radio presumed no answer was necessary to the intensive jobs other media do with the wholesale and retail set-up in a great number of American cities. "Let George do it", radio said. "We'll stick to the main job of putting on programs and selling them." However, the record shows the most successful stations in the country are those who have considered the wholesaler and retailer, and have 'merchandised' the pants off them. Today, every one agrees that merchandising is the thing! Yet, like the weather, nothing much is done about it.

So, here are the two main uses of a promotion motion picture film:

1. To build goodwill for radio in the community.
2. To "merchandise" the station and the advertisers who use it.

Today, both jobs are equally important. And both jobs can be done with a film!

One suggestion is a "two-in-one film"; the first half a short and vivid picturisation of the history of radio, and a 're-cap' of some of its tremendous achievements. The second half which, for convenience sake we'll call 'The Sell', talks selling, how radio sells, how a wholesaler and retailer can harness this power, and gear it down to where it will work in the store, in the garage, in the bank and so on.

It would be a marvelous thing, for example, if NAB, or another group, would undertake a well-fledged epic of the air to run, say, 25 minutes. This would be a general and inspiring picture of the conception of radio and a dramatic, rapid-fire recountal of its brief history.

Prints could be supplied to the various participating members who would add to this major effort, a locally made film pointing up a personalized story of the specific station. The local film could be in production concomitant to the larger effort. The group appointed to make the film could aid the local station in supplying good professional type of treatment for the local maker to follow.

It Worked for Others

This is just an 'off-the-top of the head' suggestion. If we have succeeded in stirring the imagination of the many creative minds who people this industry; if herein is a pin-point of light showing what the industry can do together in a workable job of needed 'horn-tooting', the writer feels well-paid for this midnight stint.

To sum up! The public service of radio, the drama of radio, the power of radio to influence people who can sell goods at lower costs can be dramatized in the voice-picture technique. The writer has seen it do a job for other forms of media, and for other industries lacking the lure and the color found in radio. Motion picture film "paid-out" for them . . . they can pay out for radio!
Meet the LADIES

HAZEL KENYON

POSITIVE steps to insure the proper handling of public service activities were taken recently when KIRO, Seattle, announced the appointment of Hazel Kenyon to its staff as director of education. Miss Kenyon brings to Seattle a rich background of extensive experience in this field as well as national recognition of her efforts. Until recently she operated KBPS for the Portland, Ore., public schools where her radio productions gained national awards for excellence from the National Council of English Teachers and the Institute for Education by Radio.

A member of Phi Beta Kappa, scholastic honorary, Miss Kenyon is a graduate of the U of Washington. She has also done graduate work at Oregon, Northwestern, Columbia, New York U, California and La Sorbonne in Paris, in drama, radio, education and languages. She is a member of the National Advisory Board, School Broadcast Conference, National Advisory Board, Institute of Oral and Visual Education; National Organizational Committee, Association for Education by Radio; and National Exchange Committee of Radio Writers for Children.

‘Ledge’ Drops Column

GEORGE OPP, radio editor of the Philadelphia Evening Public Ledger, has resigned. With his departure the Ledger discontinued its daily radio column.

Interference in Canada By AFM in Pickup of Service Bands Claimed

REPORTS that the American Federation of Musicians had threatened to cut NBC, CBS and Mutual programming from Canadian Broadcasting Corp. if the CBC again allowed the Royal Canadian Air Force band to broadcast, even the CBC, were current in Ottawa last week. “So much has the musicians’ union interfered with performances by RCAF bands . . . Air Minister C. G. Power recently was forced to rewrite service regulations governing activities of air force bands,” the Ottawa Journal stated. “Mr. Power released to the Journal information taken from a letter recently directed to Walter Murdoch, Canadian member of the AFM, in which General Commander of Air Force districts so decided. But this ‘where and when’ Air Council or officers commanding Air Force districts did so. But this ‘where and when’ does not include CBC networks, even on engagements which might be arranged exclusively for recruiting purposes.”

Ernest Bushe, CBC program supervisor at Toronto, stated the union had made a verbal protest when the RCAF band played three months ago. He said the band was broadcast then and will be again. “Any time the Government wants us to broadcast the RCAF band, we will do so”, he said. “We would broadcast it regardless of any threats or ‘orders’ from other sources. But there won’t be any threats or orders from the musicians; there never have been. All our relations with the union have been on a very friendly basis.

“Three months ago, when we planned to broadcast the RCAF band, Mr. Murdoch of the union told me he was entering a protest. The CBC is not fighting the union. If there is anything to be settled it is between the Government and the union. We shall do all in our power to stimulate recruiting”.

Candy Announcements

CYNTHIA SWEETS Co., Boston, on Sept. 29 started a 12-13 week campaign for its sweets and candy using thrice weekly transcribed and live announcements on eight New England stations, as follows: WBZ, WBZA, WLAB, WEAN, WDR, WICC, WGAN and WLBZ. Agency is Albert Frank-Guenther Law, Boston.

SELL CENTRAL ILLINOIS

An Above Average Market

* BLOOMINGTON—heart of the corn belt, has the third highest per capita income in Illinois.
* McCLEAN COUNTY—ranks first in corn production in the United States, is one of the three richest agricultural counties in the country.

WJBC

BLOOMINGTON — NORMAL

Represented by International Radio Sales
CBS Teacher’s Manual Is Sent to Many Nations

WITH start of the fall school term and the 13th season of the CBS School of the Air of the Americas, which resumes Oct. 6, CBS has distributed 250,000 copies of the corollary teacher’s manual, published in conjunction with the program, to educators throughout the United States, Canada, Alaska, Hawaii, the Philippines and Latin America. Printed in English, 200,000 of the manuals are to be used in this country and Canada for classroom guidance. The other 60,000, in Spanish and Portuguese, are to be sent to Latin American countries through their embassies in Washington.

As in past years, the 1941-42 guide was prepared to assist teachers in making practical classroom use of the School of the Air programs. Included in the 120-page manual are suggestions for discussions, readings and other lessons in connection with the broadcasts.

Weiland Sells Stock

JONAS WEILAND, owner of WFTC, Kinston, N. C., and holder of a minority interest in WGBR, Goldsboro, N. C., was granted consent Oct. 1 by the FCC to relinquish his holdings in WMVA, Martinsville, Va., in which he held in partnership with William C. Barnes, publisher of the Martinsville Bulletin. Under the new setup assigned to the Martinsville Broadcasting Co., Inc., will be 50% controlled by Mr. Barnes, with the other 50% divided among various businessmen of Martinsville with Kennon C. Whittle, an attorney, acquiring the largest share, 14.7%. Total cash consideration in the deal is $13,100. WMVA, authorized last year, went on the air last February and operates with 250 watts on 1460 kc.

Priorities Vex Canadians

CANADIAN Broadcasters through the Canadian Assn. of Broadcasters are now negotiating with the Priorities Branch of the Department of Munitions & Supply, Ottawa, for priorities on replacement and new equipment, a problem now acute in the Dominion where considerable broadcasting equipment is imported from the United States. Until recently Canadian stations had no experience gainfully in obtaining equipment, but now this is becoming more difficult. The CAB hopes to work out a system of priorities similar to that now in force in the United States. No Canadian station, the CAB reports, has at present a complete duplicate transmitter to take care of emergencies, as some in the United States are reported to have.

1-A for Harmon

SAME DAY that WJR, Detroit, entertained top-ranking business executives of the community Sept. 19 to meet Tom Harmon, the station’s new sports director who will handle all U of Michigan football games this season, the All-America star was notified that he was given 1-A status by his draft board in Gary, Ind. His first broadcast was the Michigan-Michigan State game Sept. 27, coincident with the premiere of his picture, “Harmon of Michigan,” in the Detroit Fox.

Mystery Resumes

STANDARD BRANDS, New York (Fleischmann’s foil yeast), for the fourth consecutive season, on Oct. 6 resumes the weekly half-hour program, I Love a Mystery, on 64 NBC-Blue stations, Monday, 8-8:30 p.m. (EST), with West Coast repeat, 8:30-9 p.m. (PST). Cast will continue to include Michael Raffetto and Barton Yarbrough, with Gloria Blondell and Mercedes McCambridge as feminine interests. Paul Carson, organist, will supply musical background, with Dresser Dahle, the All-America star, as Morse, writer-producer. Kenyon & Eckhardt, New York, is agency.

Iowa Station Boosts

TWO IOWA stations procured improved facilities from the FCC Sept. 30 when it authorized KFVD, Fort Dodge, to go to fulltime with 250 watts on 1400 kc. as soon as KQFO, Boone, now 100 watts specified hours on that frequency, is ready to move to 1200 kc. with 250 watts. The latter station, operated non-commercially by Boone Biblical College, was given a daytime assignment and was authorized to make changes in its transmitter and install a new antenna.

LOU LONDON, program director of WPEN, Philadelphia, became the father of a daughter, Dale Roberta, born Sept. 29.

Wichita Airplane Orders to Reach 500 Million

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

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

KFBI is ready—with snappy programs—aggressive announcers and responsive listeners. ARE YOU? Let’s go!

Wichita Aeroplane Co.

Orders to Reach 500 Million

The Wichita Eagle, Sept. 29, 1941

Wichita Airplane Co.

Orders to Reach 500 Million

The Wichita Eagle, Sept. 29, 1941

We don’t mean to boast by reproducing the letter above, but simply to point out what lots of advertisers are happily discovering: that on a results-per-cost basis, WDBJ (the only station completely covering the rich, responsive Roanoke-Southwest Virginia market!) is one of the best radio buys anywhere! Write for details.

WDBJ

ROANOKE, VIRGINIA

Owned and Operated by the TIMES-WORLD CORP.

CBS Affiliate—5000 Watts Full Time—960 Kc.
WHO, Des Moines
Finch Co., Fort Wayne, 101, thru Rus
ell M. Seads Co., Chicago.
Vick Chemical Co., New York, 32, thru Morse International, N. Y.
Chicago Gospel Tabernacle, Chicago, 121, thru.
Johannes Educational Bureau, New York, 52 thru Simmons & Bingham, N. Y.
E. I. DuPont de Nemours & Co., Camna
ington, 121, thru BBDO, N. Y.
Olsen Rug Co., Chicago, 21, thru.
Peter Paul Inc., Nantucket, Conn., 187, thru.

WHN, New York
North America Wine Corp., Long Island City (San Martin Wines), 5 thru.
Thos. Leeming & Co., New York (Baume Banquet), 5 thru.
General Cigar Co. (Chevrolet), daily thru Campbell-Ewald Co., Des
to.
John F. Kelke Co., Chicago (Good Luck mixtures), 7 thru.
Rothko & Ruben, Inc., N. Y.
Mt. Gilead (shoe polish), daily.

WHBF, Rock Island, Ill.
Manhattan Soap Co., New York, 5 thru.
Thos. Leeming & Co., New York (Baume Banquet), 5 thru.
General Cigar Co. (Chevrolet), daily thru Campbell-Ewald Co., Des
to.
John F. Kelke Co., Chicago (Good Luck mixtures), 7 thru.

KDFL, Salt Lake City
Thos. Leeming & Co., New York (Baume Banquet), 5 thru.
General Cigar Co. (Chevrolet), daily thru Campbell-Ewald Co., Des

to.

WXQ, New York
Gambarile & Davito, New York, (wines), 5 thru.
Wm. Esty & Co., N. Y.

WQXR, New York
Gambarile & Davito, New York, 5 thru.

WCAO, Baltimore
Conservation Committee, 101 thru Olian
Adv., Agency, St. Louis.

LITTLE COKING MILLING CO., WASHINGTON, D. C.

WCAQ, Chicago
Conservation Committee, 101 thru Olian
Adv., Agency, St. Louis.

LITTLE COKING MILLING CO., WASHINGTON, D. C.

WCMF, Des Moines
Conservation Committee, 101 thru Olian
Adv., Agency, St. Louis.

LITTLE COKING MILLING CO., WASHINGTON, D. C.

WCOY, York, Pa.
Conservation Committee, 101 thru Olian
Adv., Agency, St. Louis.

LITTLE COKING MILLING CO., WASHINGTON, D. C.

WHO, Des Moines
Conservation Committee, 101 thru Olian
Adv., Agency, St. Louis.

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LITTLE COKING MILLING CO., WASHINGTON, D. C.
SELLING everything from bias tape to ice boxes provided the working background for John Douglas (Jack) Gale, timebuyer and account executive of Charles H. Mayne Co., Los Angeles. After finishing high school in his hometown, he attended U of Wisconsin (1927-1931), majoring English. An Alpha Delta Phi, he picked up extra money selling Real Silk Honesty. Upon graduation he was made assistant branch manager of that firm’s Columbus, O., office.

During the next few years Jack managed to get his finger into many and varied selling pies, gaining valued experience. Contact work included selling thread and notions for Spool Cotton Co., covering the Northwest for Ely Walker Dry Goods Co., and working with his father, engaged in the wholesale grocery business.

September of 1936 found Gale headquartered in Los Angeles as Arizona and California district manager of Dri-Brite Inc, manu-
TO POPULARIZE serious music by American composers WQXR, New York, in cooperation with the National Assn. for American Composers & Conductors, is presenting a Sunday hour program titled Meet American Composers, with Sigmund Spaeth as commentator, composers and critics as guests and recorded music. So that other stations, colleges and organizations can follow the pattern of the programs, notes and commentaries and lists of the recordings played will be sent throughout the country by the association.

* * *

Stars for USO OUTSTANDING Hollywood film and radio talent contribute their services to the weekly half-hour program, Stars Salute USO recently inaugurated on Don Lee Pacific Coast stations. Ted Yerza, who conducts the daily Lamplighter program on KJH, lines up the talent in addition makes arrangements for a different group of sailors, soldiers and marines to be studio audience guests each week. Jim Bloodworth is network producer, scheduling a band, as well as announcer also volunteering services for the show.

* * *

TO ASSIST New York’s Mayor LaGuardia in his campaign to prevent false fire alarms, WNYC, New York’s municipal station, is presenting a series of three dramatized programs on the needless waste of such alarms.

PIGSKIN PARTY, new half-hour variety sustaining feature, has been launched on NBC-Pacifique Blue stations with Hank McCune in charge. Martha Titton is vocalist, and Charles Dant conducts the staff orchestra. During the studio audience broadcast, McCune asks for predictions on the following day’s football games. Those giving best reasons for their prognostications are complimentary dinner guests at the Los Angeles Biltmore Hotel. A wrist-watch is awarded to the week’s outstanding gridiron performer. Ned Tollinger produces the program. Larry Keating is handling the announcing assignment.

Executive Views SPEECHES by business, educational and civic leaders will be broadcast each Friday on WSGC, Chicago FM station. Series started Oct. 5, and each program will originate at weekly meetings of the Executives Club held in the Sherman Hotel.

* * *

No Man’s Land WOMEN-only produce, perform and announce the new Pot & Pan Club of WSGY, Decatur, Ill. Girl singers, recipes and informative chats by Easter Straker constitute these all-women sessions.

Prognosticators PIGSKIN PARTY, new half-hour variety sustaining feature, has been launched on NBC-Pacifique Blue stations with Hank McCune in charge. Martha Titton is vocalist, and Charles Dant conducts the staff orchestra. During the studio audience broadcast, McCune asks for predictions on the following day’s football games. Those giving best reasons for their prognostications are complimentary dinner guests at the Los Angeles Biltmore Hotel. A wrist-watch is awarded to the week’s outstanding gridiron performer. Ned Tollinger produces the program. Larry Keating is handling the announcing assignment.

EVERYTHING from soup to nuts — the soup to be supplied by Home Economist Elinor Lee and the nuts by the president of the show — will be featured in Just for Fun on WJSV, Washington. The show, conceived by Program Director Lloyd Towle, is designed to please most of the people, most of the time between 3 and 4, or thereabouts, five afternoons a week. News, organ music, singing, the amazing Emily, guests and anything else is presented.

Down the Chimney LAZARUS, Columbus, O., department store, will present its juvenile program Santa’s Chimney with Program Director Leon Tilton. An hour broadcast is to be started Nov. 25 and will be preceded by daily appearances by Santa Claus on the streets of the city. The program will cover the Santa’s Chimney nationally and by NBC in the New York area.

Master of the Classics EACH Sunday afternoon Fred Smith, managing director of the College of Music, conducts Face the Music on WKRC. Cincinnati, asking questions about classical music of a different board of musical experts each week. Highest percentage of correct answers by a board member entitled that individual to an autographed album of symphonic recordings.

Sports Quiz IN A HALF-HOUR weekly quiz show on WCBS, Springfield, Ill., titled Sports Quiz with the Experts, men and women well-known in central Illinois sports circles quiz a panel of experts, Sportscaster Sam Molen. Cash awards are paid to the members of the studio audience who answer correctly questions which stump the experts.

* * *

Views of Citizens TO PROBE the mind of Mr. Average Citizen on problems affecting domestic and foreign policy, WMCA, New York, has started a new Tuesday half-hour Corbettome Forum series, directed by Walter W. Stokes, Jr. Arguments are presented each week by listeners who write their opinions on subjects announced in advance.

College Opinions FORUM DISCUSSION of some timely question makes up the new Intercollegiate Forum program released by KKP, San Francisco, Sunday. Representatives of four colleges appear on each program. Ten colleges of the San Francisco area will be on the schedule.

Fillers of Time TO HELP ALONG gasless holidays and wartime economy, the Canadian Broadcasting Corp. has started a Friday late afternoon program Fireside Fun, a series of national network broadcasts which will range from an explanation of how to line up an amateur orchestra to the intricacies of soap carving and furniture making. The broadcasts are designed primarily to help organize home and club entertainment for young and old.

Kayo Quiz BROADCAST from the boxing ring in the West Palm Beach Arena is the Ring Quiz of WJNO, West Palm Beach, Fla. The program, a quiz show, uses four teams with one in each corner and employs boxing terminology in connection with the questions, i.e., wrong answers are called fouls, stalling is clinching, nearly correct answers are close haymakers, “knockout” questions.

* * *

Radio Milquetoa BASED ON the famous cartoon character by H. R. Webster, The Timid Soul series of comedy-drama programs starring William Lynn as Caspar Milquetoa started Oct. 25. Each New York epis- ode is complete and deals with “the human experiences all of us have — a little things in life that complicate living.”

Young America DESIGNED for the youth of today WEEL, Boston, started Oct. 4 its Young Americans in the Making, bringing features of interest to local high school age people. Opening broadcast included a quiz among students about music by a school’s double quartet; and a talk by a graduate now successful out in the world.

* * *

Songs of Conquered A NEW network series, They Shall Sing Again, on Canadian Broad- casting Corp., will feature songs of nations now occupied by Germans. Directed by Leonard Zuckert from Toronto.

ATTEMPTING to reach every type of radio listener with Defense Bond and Stamp information, the Treasury Department this week released a series of special announcements to be used on farm programs and football broadcasts. The farm announcements were prepared by Jud Woods, manager of KFAB, Lincoln, Neb.

BROADCASTING • Broadcast Advertising

Page 42 • October 6, 1941
Radio Advertisers

PRESIDENTIAL SILVER Co., Englewood, Col. (trophy manufacturers), new to radio, and placing direct, on Oct. 3 started for 13 weeks sponsoring a weekly quarter-hour woman's program featuring Eugenia Clair Flatto, commentator, on KNX, Hollywood. Series is based on stories of women in the news. Interviews with prominent women engaged in civic and club affairs are included. Don Kerr is writer-producer as well as announcer of the show.

DR. BELL'S VETERINARY MEDICINE Co., Kingston, Ont., on Oct. 15 starts for the sixth year Circle Bell Ranch three-weekly on CKCL, Toronto; CFYB, Fredericton, N.B.; CKNX, Wingham, Ont.; CKCO, Ottawa; CKX, Brandon, Man.; CJGN, Yorkton, Sask.; CFCF, Montreal; CKNO, Edmonton; CFFG, Grande Prairie, Alta. Program is produced by Dominion Broadcasting Co., Toronto.

BRITISH-ISRAEL FEDERATION, Toronto (evangelical), has started Sunday talks on CPRI, Toronto, which are recorded by Dominion Broadcasting Co., Toronto, for use on CFCF, Montreal; CKOR, Vancouver; CKOV, Kelowna, B.C.; CFHN, Edmonton, Alta.; CJRC, Winnipeg.

DAD'S ROOT BEER Co., Chicago, through Malcolm-Howard Ad Age., that city, is sponsoring the transcribed quarter-hour series, Captain Danger, three-weekly on WMAQ, Chicago. Contract is for 13 weeks, having started Sept. 29. Cascade Milk Co., Yakima, Wash., is also sponsoring that program for a similar period on KIT, with placement through Gordon Smith Ad Age., that city. Series is produced by Bennett-Downey Corp., Hollywood.

FLETCHER PRODUCTS Co., Los Angeles (Calif.), new to radio, on Oct. 6 starts a five-week quarter-hour of recorded music on XEMO Tijuana, Mex. Contract is for 52 weeks. Agency is Chas. H. Mayne Co., Los Angeles.

LOS ANGELES SOAP Co., Los Angeles (White King soap), on a 52 week contract starting Oct. 6 will sponsor a three-week quarter-hour newscast on KOA, Denver. Agency is Raymond R. Morgan Co., Hollywood.

CALLED UP a few weeks back for active duty as a lieutenant in charge of radio communications for the Fourth Naval District, Philadelphia, Dr. Leon Levy, president of WCAU, poses in naval regalia after shucking off his private pursuits in favor of Navy duty.

CHAMBERLAIN'S, New Haven, said to be the oldest furniture store in the United States, has signed a 13-week contract with WELI, New Haven, for a three-weekly midday series featuring songs by Russell Mower from the local Paramount Theatre. At the organ will be Jimmy Morgan, and the program also includes poetry by Charles Wright.

DENALAN Co., San Francisco (dentifrice), has started Cranberry Chorus, quarter-hour weekly program featuring music of cranberry birds, on 3 Don Lee stations in California. KYRC, KFRC, KGK. Agency is Raff Rhoades & Co., San Francisco.

LOS ANGELES SOAP Co., Los Angeles (Scottish soap), on Sept. 22 contracted for 52 weeks sponsorship of a five-week quarter-hour newscast on KGW, Stockton, Cal. Agency is Raymond R. Morgan Co., Hollywood.

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre, on Sept. 28 started sponsorship of a five-week quarter-hour of recorded music on WRE, Wilkes-Barre, Pa. Agency is Carter-McCann, Chicago, affiliate of Raymond R. Morgan Co., Hollywood agency servicing the account. Started sponsoring a five-week quarter-hour program of hillbilly music on WSM, Nashville, Tenn. Firm also uses a similar five-minute broadcast on WHC, Memphis. Contracts are for 13 weeks.

More Listeners in the Intermountain Market

KDYL's new 5000-watt day and night directiona l broadcasting pattern is tailor-made to cover the population grouping in this heart of the intermountain market...and we do mean cover! It means more people tuning in the top-flight NBC-Red Network shows they've always wanted to hear...more response to the always-alert showmanship of KDYL.
SPEND LESS...GET MORE on WCOP

Before you buy Boston radio time be sure you get today's facts. The Boston radio picture is changing fast. WCOP is giving advertisers more for their radio dollar each day. So, check up on how you can make fewer dollars do more on WCOP.

GOING FULL TIME SOON!

WCOP
BOSTON'S STAR RADIO SALESMAN

The selection of WSAI by the 4 largest department stores and 7 local breweries indicates the station which is used most by those who know Cincinnati best.

KARL'S SHOE STORES, Los Angeles (shoes), currently sponsoring a six-week, quarter-hour newscast on KFW, Hollywood, is planning an extensive Pacific Coast late winter campaign, concentrating on similar types of programs. J. B. Kiefer Ad., Los Angeles, has the account.

SMART & FINLAY Co., Wilmington, Cal. (food), sponsoring the quarter-hour program, Johnny Murray Talks It Over, on KFI, Los Angeles, on Sept. 30 renewed the series for 13 weeks and increased broadcasts from three to five weekly. Agency is Hovits, Pickering & Co., Los Angeles. William T. Pickering is account executive.

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs), on Sept. 29 started series of transcribed spot announcements five times weekly on 17 Canadian stations. Account placed by Cockfield, Brown & Co., Toronto.

CLUETT PEABODY & Co. of Canada, Toronto (Archer men's furnishings), on Sept. 25 started a series of five French spot announcements on CKAC, Montreal; CHLT, Sherbrooke, Que.; CHLN, Three Rivers, Que.; CHRC, Quebec; CPCC, Montreal. Account was placed by Cockfield, Brown & Co., Toronto.

ROBERT SIMPSON Co. Ltd., Toronto, national department store chain, on Sept. 27 started What's the Answer? a Saturday morning half-hour quiz and swing program on CFRB, Toronto, with 1,200 in the studio audience in the store's main dining room. Two high school teams compete each broadcast. Account was placed direct.

BRODIE & HARVIE Ltd., Montreal (hour), has started a spot announcement campaign on CKAC, Montreal, and CHHC, Quebec. Account placed by J. J. Gibbons Ltd., Montreal.

SUBS for Plugs

WHBB, Selma, Ala., has initiated a new bit of cooperation with the Treasury Department's defense savings program. Julien Smith Jr., vice-president and manager of WHBB, recently wrote the Treasury Department and, although the station carries many sponsored programs of WHBB, it is putting these shows on hold to carry the commercial copy of the broadcasts. When this series, we know, WHBB will start again, the department says it is pleased to have WHBB participate in the drive.

The Treasury Department, delighted with the idea, has written all MBS stations suggesting that they might follow suit when such programs are included on their schedules.

GENERAL FOODS Ltd., Toronto (Grape Nut Flakes), started on Oct. 1 series of spot announcements Mon., Tuesday and Thursday week on KWHB, Canadian stations. Account was placed by Baker Brown Agency Ltd., Toronto.

IMPERIAL OILS Co., Toronto (Imperial Chain programs), started How We See quarter-hour Sunday program on CFRB, Toronto. Account placed by Vickers & Benson Ltd., Toronto.

CANADA STARCH Co., Toronto (Crack-Bread & Syrup), on Sept. 29 started Secret Service Scout, quarter-hour children's transmitted program on a number of Canadian stations for three weekly. Account was placed by Vickers & Benson Ltd., Montreal.

O. P. CLOTHING Co., New York (men's clothing chain), in late September started an announcement campaign in the San Francisco bay area, using transmitted spots. Agency is Allied Ad. Agencies, San Francisco. The station list includes KFJS, KYA and KKL.

PETRI WINE Co., San Francisco (wines), has started for 52 weeks William Winter, news analyst, on KNBR, San Francisco, five times weekly. Same spot on Oct. 13 will start 75-word copy on WOCF, Chicago, and a 15-minute newscast six nights weekly on the same station. Then on Oct. 20, the same copy is being run on KPR, San Francisco.

BEN MARDEN'S RIVERA, New York (night club), on Sept. 27 placed a five-minute sports news period twice weekly on WABC, New York, with a quarter-hour straight news program, Hughes-reel, featuring Rush Hughes as newscaster. Tuesday and Thursday, 6:30-6:45 p.m. In addition the night club is using spots, news and promotions on WOR WNEW WMCA WQXR J. J. Kaplan Ad. Agency, New York, handles the account.

GENERAL FOODS Corp., New York (Maxwell House coffee), for the fifth consecutive year sponsors a Jewish radio series starring Mollie Picon, Tuesdays 8 p.m. on WHN, New York, effective Oct. 7. Joseph Jacobs Jewish Market organization will produce under supervision of Benton & Bowles, New York.

UNION INVESTMENT CO., El Dorado, Ark. (insurance), is sponsoring all home and away football games of the El Dorado High School, Andress Oil & Gas, Selma, Ala. (local Phillips 66 dealer) has contracted for sponsorship of a quarter-hour interview program in the stands prior to the game.

WESTERN FARMS DAIRY, Los Angeles, new to radio, in a 6-week campaign started Sept. 18, is sponsoring participation five times weekly in Under Harvey's roof program over KHJ, Hollywood, Calif. Agency is Chas. H. Hayne Co., Los Angeles.

KNOX Co., Hollywood (Cysters), and Social Oil & Refining Co., Los Angeles, through Barton A. Stobbins Adv. and Smith & Bull Adv., that city, respectively, are jointly alternating sponsorship of a twice-daily quarter-hour newscast, six nights per week on KRKD, Los Angeles.

WILLIAM CONNALLY, advertising manager for S. C. Johnson & Son, Racine, Wisc., is in charge of the company's weekly NBC Fibber McGee & Molly program, was in Hollywood Sept. 30 for the initial broadcast.

LUDENS Inc., Reseda, Pa. (cough drops), on Nov. 3 started a twice-weekly Fibber McGee & Molly program featuring Dave Lane, vocalist, on 3 CBS California stations (KNX KSFQ KARM), Tuesday, 3:30-4 p.m. (PST), and Thursday, 2:30-3 p.m. Contract placed through J. M. Mathes Inc., New York, is for 20 weeks. American Chicle Co., Long Island, N. Y. (chewing gum), sponsors a similar five-minute morning program, featuring Lane, six times per week for 20 weeks. Agency is Badger, Browning & Hershey, New York.

MARNEY FOOD Co. of Huntington Park, Cal. (pet food), through Ivar F. Wallin Jr. & Staff, Los Angeles, also currently carrying a singer-conversationalist thrice weekly for a quarter-hour, on that station.

BENEFICIAL CASUALTY CO. Los Angeles (investments), on Oct. 4 started sponsoring a weekly ten-minute news program, Monday thru Saturday, 7:15-7:25 a.m., on KNX, Los Angeles. Contract is for 13 weeks. Firm also sponsors a daily quarter-hour show titled Captain Officer, a news series on KFRC, KFKE and KECA, that city, as well as a weekly transmitted broadcast of that show on KFRC, San Francisco, and KOMO, Seattle. Station was added in late September on a 52-week basis. Agency is Model Ad. Co., Los Angeles.

WILLIAM B. REILLY Co., New Orleans (Luzianne coffee), on Sept. 29 started Louisiana Roulette, Monday through Friday, 3-3:30 p.m., on WDSU, New Orleans. Agency is Walker-Saussy, New Orleans.

W. E. LONG Co., Chicago, basking specialists and representatives, has sold transcribed feature service to Asheville Baking Co., Asheville, N. C., for 52 weeks on WWNC and WIRE, Asheville; to Erickson Baking Co., LaCrosse, Wis., for 52 weeks on WBOZ, Milwaukee, and KBSI, Milwaukee; and M. White Bakery, San Jose, Cal., for 52 weeks on KQW, San Jose; KDON, Monterey; and KHUB, Watson, Cal.

ALFRED CREAMERY, West Palm Beach, Fla., has contracted for 52 weeks, following a 13-week summer test, for a daily sports review as well as all special events dealing with sports on WJNO, West Palm Beach.

JOHN A. COLBY & SONS (furniture), has been signed as first local sponsor for the CBS Sunday news round up, The World Today, on WBBM. Contract, placed direct, is for 15 weeks.

NEW SCHEAphas Series

P. & M. SCHEAFAER BREWING Co., Jersey City, on Oct. 12 started a new program of music and comedy on WZJ, New York, Thursday 7:30-8 p.m. Show features comic team of Harry Savoy and Russ Brown, Allen Roth's 25-piece orchestra and the Schaefer Singers. The program replaces nineteen Schaefer's Wednesday Night Club on WEA, 7:30-8 p.m., which went off the air Sept. 23. Agency is BBDO, New York.
JERRY BRANCH, technical advisor to James D. Shouse, Crosley Corp., vice-president in charge of broadcasting, left Cincinnati last Monday to start a three-month training period at Headquarters on a military matter. It is understood he will be sent to England for practical experience in the unrevealed study.

A reserve lieutenant, Mr. Branch is a 1934 graduate of Ohio State U, where he majored in radio communications.

Jerry Branch to Train For Military Assignment

ASSIGNMENT of a new frequency for the new WASK, Lafayette, Ind., was ordered in a decision of the FCC last Tuesday when it set aside a July 29 new station grant to WFM Inc. (WASK) to operate on 1230 kc. with 100 watts fulltime and re-granted the new station to WFM Inc. to operate on 1460 kc. with 250 watts fulltime, subject to the applicant filing for modification of its construction permit to 1450 kc.

Action was precipitated by the petition of WBOW, Terre Haute, Ind., also on the 1230 kc., which had asked for a rehearing against the original FCC grant claiming that the "proposed station would result in objectionable interference" to WBOW. Terre Haute and Lafayette stations are about 70 miles apart.

World Listening

THE story of the operation and personnel of NBC's new listening post at Bellmore, Long Island, is related in a new illustrated booklet, Listening in On the World, published recently by NBC. The 14 by 11-inch 12-page supplement makes a written story of the development of NBC's listening post with pictures of the new plant, its personnel at work and NBC commentators all over the world.

HAL R. MAKELIN, president of Covert Co., Chicago, radio production, has announced change of the firm name to Hal R. Makelin Productions.

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"He's been awfully unhappy ever since his astroturf convinced he could cover northeastern Michigan without using WDFD Flint."

**Agencies**

RICHARD MARVIN, New York radio director of Wm. Esty & Co., is currently in Hollywood with Hildebrand & Rothenberg, agency consultant, to organize a unit of Camel Cigarettes to be routed into Army camps along the West Coast. Group will be under supervision of Eleanor Fowle, agency executive.

ARTHUR C. RICHARDS, radio director of Adv. Arts Agency, Los Angeles, has recovered from pneumonia and returned to his duties.

HIXON-DONNELLY ADV., Los Angeles, has moved to larger offices on the 10th floor of the former building of 55 S. Flower St. Telephone is Mutual 8381.

JOE LOWE, who formerly conducted the black-Sapato Features, which specialized in radio accounts, has joined D'Evelyn & Wadsworth, San Francisco.

RAY COFFIN, formerly Hollywood television producer of Don Lee Broadcasting System, has been appointed radio director of Davis, Harrison & Simmons, that city. Robert L. Leete has joined the agency as production manager, with David Arlen as public relations director. Added to the staff as account executives are Joseph Miller, Ross Leiland and B. H. Gilbert.

GORDON CATIES, New York account executive of Young & Rubicam, is in Hollywood for the first time. He will be with Allen Show, which starts Oct. 7 under sponsorship of Lever Bros. (Hary Len.) Besides George Burba, Grace Allen and Paul Whitman's band, talent lineup will feature Jimmy Conlan.

ELWOOD K. GRADY, Seattle account executive of J. Walter Thompson Co., has been transferred to the agency's Los Angeles offices. John M. Anderson has also joined J. Walter Thompson Co. as account executive. He was formerly on the staff of Heflin Hollywood.

KEELOE & SITTS Co., Cincinnati, has announced the establishment of a Dayton, O., branch office in the Mutual Home Bldg. Earl Doty, formerly advertising manager of General Motors Magna-Tour, has been assigned to the new office, with authority to operate in a similar position with GM's air conditioning subsidiary, which has been transferred to the same Dayton branch.

NORMA SCHINERLING, formerly publicity director of WFAA-KGKO, Dallas, to American Broadcasting Ad. Agency, same city. Bert Helin, agency's manager of public relations at the Dallas Athletic Club, replaces him at WFAA-KGKO.

HOMER MCKEE, formerly president of Blackett-Sapato Features, that city, has joined Roche, Williams & Simonds, Chicago, in an executive capacity.


SIDNEY GARFINKEL, Adv. Agency, St. Louis, has recently moved to larger headquarters at 26 O'Farrell St.

WILLIAM TUTTLE, formerly a program director of Ruthrauff & Ryan, New York, and presently producer and announcer of WOR, New York, has joined A. & S. Lyons, talent agency. He will supervise daytime programs and continues to direct The Shadow, sponsored on MBS by the D. L. & W. Col Co., on a freelance basis for Ruthrauff & Ryan.

ROBERT FOSTER, station representa- tive in Boston, has been appointed New England representative for the program service of Bashefer, I. A., New York, producer of What Bums You Up, It Takes a Woman and other live and transmitted programs.

**ANA, AAAA Forum**

**PLANNED NOV. 12**

**AT A SPECIAL JOINT meeting to be held Nov. 13-15 at The Homestead, Hot Springs, Va., ANA and AAAA members will analyze current attacks on advertising, formulate answers and seek to determine a proper course to take in fighting the attacks, according to a joint announcement last Tuesday. The special meeting will immediately follow the annual closed meeting of the ANA to be held there on Nov. 12.

Among the joint meeting, according to the announcement, is to place before the producers and users of advertising the facts relating to "the grave losses to national radios and the advertising of them," to present basic facts about the economic operation of advertising and its vital place in maintaining an expanding economy, so that consideration should be given. Because of the exceptional importance of the subject, the cooperation of other advertising groups also will be sought and representatives of these organizations are to be invited to the joint meeting.

**Religious Series**

**HEBREW EVANGELIZATION Society, Los Angeles (religious), through Tom Westwood Adv. Agency, that city, Oct. 5 started for 52 weeks sponsoring the weekly half-hour transmitted program, Hebrew Christian Hour, with Dr. A. U. Michelson as commentator, on 42 stations nationally. List includes KSAN, WKBX, WMIR, WATT WMT KSO WNAX KTSW KGVB WHB KSAAL KBPI WCMI WLAP WGRC WSMB WGBK WZBD KATE WINS KQGE WLOL KYOX KWNW KFAB WINS KGCU KDRL RRMC KLPM WRCN KGCL KABR WSIX KGNC KRSG XXZYZ KTS A KGRV. Program is also being donated daily to the KNTL, Hollywood. In addition, the transcribed series is scheduled to start on a weekly basis in early December, with number on WRK, WNBW, WPON KADA KCRG KBIX TTO KF GG KOME KUN KORE KFJL KOSL KSR O KVS KELA KGA KFQ WEAU WDSM.**

**Pet Milk Resumes**

WITH Jessica Dragonee and Bill Perry as soloists this year, Saturday Night Serenade, weekly half-hour program on CBS, started its sixth season on the air Oct. 4 under sponsorship of Pet Milk Sales Corp., St. Louis. Program is on 56 stations and features Gustave Henschung's orchestra. Agency is Gardner Adv. Co., St. Louis.

Head Los Angeles Club

MANN HOLLINER, West Coast radio director of Benton & Bole, has been elected president of Radio Producers Club, Hollywood. He succeeds Wayne Green, Cermak & Co. producer. Harrington Hillway, manager of KFI-KECA, Los Angeles, has been made secretary of the club. Young, Rubicam & Hreb僳m producer is chaplain, with Tom McNight sergeant-at-arms.

**SPONSOR MAKES NEWS when he himself reads the commercial on a program. When the 7,500th announcement in nine years for Monarch Fine Foods was made recently on WTMJ, Milwaukee, it was read on the air by B. B. Newton (right), advertising manager for Reid, Mardoch & Co., Chicago, who made a special trip to Milwaukee for the occasion. While Mr. Newton does the announcing, he is watched by W. F. Dittmann, WTMJ sales manager (left), and Heine, m. e. of Heine & His Grenadiers, on whose program Mr. Newton was a guest.**

**BROADCASTING**

**Broadcast Advertising**

**CJOR**

Vancouver—B. C.

1000 Watts

**National Representatives**

J. H. McGillivra (U. S.)

H. N. Stovin (Canada)

**We sell your product as you'd sell it yourself . . .**

...sincerely recommending it as one neighbor to another.

And it gets results!

**50,000 WATTS - CBS**

425,683 Listening Families*

**KWHF**

**Shreveport Louisiana**

Dominant Coverage in the Central Southwest

Bronch Co. - Representatives

*CBS Audit of Nighttime Coverage
Broadcasting

WAJ, San Antonio, has named Bill Shomette as field representative to tour South Texas with the clear-channel presentations by Clear Channel Broadcasting Service in Washington, D.C. Shomette, who came to the University of Michigan with community and farm organizations throughout the state.

UNIVERSITY'S Radio Council for the Student Body has been organized with assistance from the Farm Bureau, WROK, Portsmouth, Va., and WIND, WHEB, Portsmouth, N. H. VESCO, an advertising agency in the school year.

ments and gave an al fresco concert at the War Relics and Trophies program features. Dance music and specialties featured the broadcast program from 9 p.m. to midnight, during which all members of the staff were introduced to the audience. Visitors received souvenir postcards.

BFJ, Youngstown, has turned over the broadcast of the All Out for Britain local council, including part of the second floor and building in the basement.

BCRC, Cincinnati, adhering to its policy of bringing sports games to the attention of listeners through its Saturday Quiz Bowl, sponsored and augmented by the secretary of the U.S. Army in the All-American war, is now sports director of WJR, Detroit. Use of program is a test of fans' sports questions.

RANINDI'S keep in touch with In each are a copy of the station's first Educators Radio Notebook, a ten-page monographic booklet that gives the details of local and MBS programs of an educational nature. Suggestions on how radio may be used by schools are included.

BWB, Chicago, has placed George Morris, student of Northwestern U on a one-year service scholarship. Morris, who is taking an M.A. in business administration, will continue his regular studies in advertising at the university and also follow an integrated program at WBMB, spending a few months in each department. This is the second time WBMB has cooperated with Northwestern in providing a service scholarship.

WHM, Greensboro, N. C., late in September celebrated its first year and planned special programs featuring visiting Army talent, including vocalists and instrumentalists, who made studio appearances and gave an al fresco concert at the University of Michigan's Home Ground Road. The broadcasts were arranged with assistance from Lia. T. B. Billiard, morale officer of the 25th division.

KROD, El Paso, will carry the entire ten-game schedule of the Texas College of Mines at Mullen, a branch of the U of Texas, under the sponsorship of Standard Oil Co. Sponsor will also use KBQ, the National Textile Men's Day Sun Bowl game and the Thanksgiving game between the two El Paso high schools. Morris will monitor quarterback play and give the play-by-play.

General Electric's broadcast from San Francisco, broadcast a series of new program features. Six times per week it is presenting William F. Langer, in a report on America's exploration of world events. This is transmitted to The Post Office in French and Dutch and is broadcast across the Pacific six evenings. In addition on Oct. 6 KGFL will augment its Spanish program with Love and Learn, a weekly program prepared by Lieut. Dollar Davis Sanders and Stafford Oates the Americas, with a weekly event.
Crosley
(Continued from page 18)
which the proposed regulation is based”. It added that “until such action is taken by the Commission, it cannot reasonably be expected to present intelligently any views concerning such regulation, and therefore requests that an opportunity to submit views be accorded it when the Commission has published its reasons in support of the proposed regulation and the objectives sought to be accomplished thereby.”

Whether the FCC will comply with the request that a statement be issued was not indicated at the FCC. It was stated, however, that Chairman Fly probably would make an opening statement touching on this aspect.

General Rule, Perhaps
In some quarters the view was advanced that the Commission might have in mind writing a very general rule, sufficiently flexible to permit it to accommodate almost any situation. Then, it was pointed out, the Commission, by use of suasion, might bring about sales, exchanges and other alterations in ownership in given areas, to accomplish the desired result. As a matter of fact, it is known this has been done already in a number of cases, where Chairman Fly has advised applicants that grants of improved facilities would not be accorded one station unless the applicant disposed of a second station in the same community.

Arguments will be heard by the Commission, it is expected, in the order of briefs and appearances filed. These are as follows:


Buffalo Broadcasting Corp. (WGR-WGR), Represented by Frank D. Scott.


Johnson Kennedy Radio Corp. (WIND-WWJ), Represented by Calvin W. Willett.

Louis Wampler Inc. (KHQ-KGA), Represented by John C. & John W. Kendall, Fisher & Wayland.

Reading Broadcasting Co. (WRAW) and Berks Broadcasting Co. (WEEU). Represented by George O. Sutton and Arthur H. Schroeder.

Delaware Broadcasting Co. (WILM) and WDEL Inc. (WDEL). Represented by George O. Sutton and Arthur H. Schroeder.

Gene T. Dyer (WSBC, WAIT, WGES), Represented by Andrew G. Haley.

Pittsburgh Radio Supply House (WJAK) and KQV Broadcasting Co. (KQV), Represented by George O. Sutton and Arthur H. Schroeder.

West Virginia Broadcasting Corp. (WWVA) and Monongahela Valley Broadcasting Co. (WMMN). Represented by H. L. Lohnes and F. W. Alberston.

National Broadcasting Co. Represented by D. M. Patrick and P. J. Hennessey.

Massachusetts Broadcasting Corp. (WOC) and Broadcasting Service Organization Inc. (WORL). Represented by Ben S. Fisher.

International Broadcasting Corp. (KWKH) and Tri-State Broadcasting System Inc. (KTB9). Represented by George B. Porter and Ben S. Fisher.

Fisher's Blend Station Inc. (KDFK-KECA), Represented by Donald G. Graham, Ben S. Fisher, C. V. Wayland, C. F. Duvall.

Evansville on the Air Inc. (WGBF-WAOA). Represented by Henry B. Walker.

Earle A. Anthony Inc. (KFIKECA). Represented by Louis G. Caldwell and Reed T. Rollo.

OUTRIGHT GLOATING is being indulged in by this quartet of KFIKECA, Los Angeles, announcers, who in addition to staff duties have entered the “big time” with start of the fall season by handling network program assignments. Pleased shirt-sleeveers are (l. to r.): Jim Bannom, who announces the weekly NBC Great Gildersleeve, sponsored by Kraft Cheese Co.; Herb Allen, handling commercials in Dear John, sponsored by Welch Grape Juice Co; Wilson Edwards, who has West Coast cut-ins on the Great Gildersleeve, and Bill Stulla, commercial announcer of the NBC Rudy Vallee Show, National Dairy Products Corp.

Wilfred Guenther Joins Office of Col. Donovan
WILFRED GUENTHER, manager of WLWO, Cincinnati, Crosley shortwave station, has been appointed special radio consultant to Col. William J. Donovan, Coordinator of Information for the White House. He accepted his position Oct. 1 in New York and will work with other shortwave program directors throughout the country in assisting Col. Donovan with systematic scheduling and distribution of international programs.

Mr. Guenther joined Crosley three years ago in the promotion department of WLW. Successively he has held positions in the promotion department of WLW, coordinator of facsimile, television and international broadcasting for Crosley and in 1940 was named to his present position of general manager of WLW.

New B & W Program
BROWN & WILLIAMSON Tobacco Corp., Louisville, on Oct. 7 will replace College Humor on 122 NBC-Red stations Tuesday at 10:30-11 p.m. with a new show titled Raleigh Program. The new program, advertising Raleigh cigarettes, will feature Red Skelton; Ozie Nelson’s orchestra with Harry Hilliard; Wonderful Smith, the negro comic, and Truman Bradley, Russel M. Seeda Co., Chicago, directs the account.

Johns-Manville News
JOHNS-MANVILLE Corp., New York, on Sept. 29 took over the five minute news period on CBS at 5:15 p.m. for Frazier Hunt, journalist and correspondent, to give straight news reports with some human interest material. Program is titled Last Minute News From All Over the World. Agency is J. Walter Thompson Co., New York.

FRED ALLEN, star of the CBS Texaco Star Theatre, is the subject of an article in the current Saturday Evening Post, written by J. Bryan III.
Ray Hamilton Is Named As Manager of WKZO

RAY V. HAMILTON, former manager of KXOK, St. Louis, has been named station manager of WKZO, Kalamazoo, by John E. Petzer, president and general manager. He had left his connection with the J. L. West newspaper interests in Texas several weeks ago, and after a brief vacation joined the Kalamazoo CBS outlet.

Mr. Hamilton Appointment of Paul H. Aurandt as program director of WKZO was announced. Originally with KXOK, Mr. Aurandt for two years has handled sports, special events and newscasting for KGU, Honolulu.

Mr. Hamilton was general manager of KXOK and its sister station, KPMK, Colorado Springs, from 1934 to 1940. Prior to that, he was assistant sales manager of WLW-WSAI Cincinnati, and before that was on the sales staff of WTMJ, Milwaukee. He attended the School of Journalism at University of Iowa, and solds newspaper advertising before entering radio.

Press-Radio Hearing (Continued from page 18) pressure under his recommendations, Prof. Friedrich cited charges of news falsification by newspapers and emphasized the necessity for a "defense of truth." He remarked that perhaps the newspapers should install an "honor court," similar to that of the movies and radio, to decide what can be printed.

At one point in the by-play accompanying the philosophical exchanges between witness and counsel, when a joking comment, no doubt, the condition of marriage was passed by Prof. Friedrich, Judge Thacher addressed the bench: "We have already gone into the early days before Christ in this proceeding, what must we now go into the home?"

Citing the Portland, Ore., newspaper-station setup as an outstanding good example, Prof. Friedrich observed that while some newspaper-owned stations have provided excellent public service, with a high standard of programs, there is abundant evidence of others giving "jousy" service, with apparently the newspaper considers the station "a cow that should be milked but not fed."

Summing up his stand on newspaper-ownership, he said that a rule covering newspaper ownership, particularly the wording of a list of prohibitions to newspaper stations, should be developed. He cautioned, however, that he was not sure it would be a wise solution or remedy to lay down a rule prohibiting newspaper-ownership entirely.

Caldwell Has a Reason

With Prof. Friedrich occasionally challenging the relevancy of Mr. Caldwell's queries during cross-examination, Chairman Fly asked the WGN counsel to explain his line of questioning. To this Mr. Caldwell replied that he was attempting to show that "the witness doesn't know what he's talking about."

Observe, that the public does not know what it wants until it gets a choice, which it may often miss in cases of newspaper operation. withdrawing his recommendation, Prof. Friedrich declared that one cannot argue about what the people want "merely because the waves you have on your stand are being bought."

It is the use of the licensing power to control the actions of stations a "crude tool", adding that a code of some kind, for press as well as radio, would be a good influence, particularly if it incorporated sanctions against certain actions.

Prof. Chafee Appears

Third witness at the two-day session was Prof. Zechariah Chafee Jr., of the Harvard Law School, who read a prepared statement and then answered questions for an hour before leaving the stand. He declared that a considerable number of different sources of news and information will make for a more wholesome distribution of these commodities to the public, pointing out that when a newspaper and radio station in a city are separately owned, the public has two sources for its information and discussions. He maintained that danger exists from joint ownership, and a record of past impartiality does not insure future impartiality, and that "he who pays the piper calls the tune."

Voicing scepticism about some surveys showing radio's leadership over newspapers in the news field, Prof. Chafee commented that radio appears to be much more timid than the press in burning questions. He held that a radio station very easily could and does escape criticism for unfairness or partiality by simply not allowing an argument on the air, while the press necessarily opens itself up to criticism because it has to go into such subjects extensively once they have been granted space on the printed page.

From the beginning radio has established a fairly high standard for openness, particularly through such programs as the U of Chicago Roundtable, he commented, adding that "the radio idea of impartiality is very valuable and ought to be preserved."

Sounding a note of caution to the FCC, he pointed out that while radio is the FCC's business, newspaper publishing is not, and since the inquiry itself is on the borderline, the Commission must proceed carefully. He declared that "the use of a political power designed for one purpose for another purpose is risky."

Prof. Chafee held also that stations and newspapers should have unrestricted access to press services whenever they are ready to "pay the fare." Although duplication of service should not be encouraged, exclusivity of service also should not be encouraged, he declared. "There is no reason why, because a newspaper started first, it should always get the news first", he commented.

Urges Flexibility

Concerning possible solutions to the situation, he held that since there are some cases where a newspaper station is the best answer to a particular economic situation, a flexible rule covering the proposition would be better than a rigid rule from the public welfare standpoint. He agreed with an observation by Judge Thacher that the effect of a rule against newspaper ownership of stations would be to deprive a man operating a radio station of his right to publish a newspaper.

He stated that the FCC probably should lay down certain qualifications or limitations on newspaper ownership, then proceed with grants outside these, at its own discretion. This would assure every applicant at least a hearing, he agreed. Answering a query by Judge Thacher, he said he felt a complete prohibition against newspaper ownership would be better as a long-range proposition than allowing the FCC complete discretion in treating the newspaper-ownership question as it arose, case by case. He pointed out that unless there are guiding rules, an administrative body such as the FCC may easily take unfortunate actions.
**New York Radio Luncheons To Enter Third Season**

EMBARKING on its third term, the Radio Executives Club of New York will hold its 5th meeting of the new season, Wednesday, Oct. 8, at Stouffer's Restaurant, 45th & Fifth Ave., New York. Guest speakers will feature the weekly meeting which will be held every Wednesday throughout the year. Over 40 speakers appeared before REC members in 1940-41, including Col. Theodore Roosevelt Jr., Neville Miller, John Payne, Sydney Kaye, Sir Herbert Wilkins, Milton Berle, Jane Pickens, Dr. O. H. Caldwell, Gilbert Selden, Wythe Williams, Bill Stern, Ted Husing, Red Barber, Mel Allen, Stan Les, Harry Gershfield, Benny Friedman, Henry Morgan, Cecil Carmichael, C. E. Hooper, Irving Kaufman, Mark Warnor, John H. Kennedy, Capt. Tim Healy, Phil Cook and others. The club is open to all members of the radio industry. John Hynes of Lord & Thomas is president.

**O.P.O. on Coast**

O.P.O. STORES, New York (men's chain clothiers), to announce opening of five West Coast retail stores, in an intensive campaign which started Sept. 23 is using an average of 90 transcribed one-minute announcements per week on KJBS, KYA, KLX, KFMB, KFSD, KMFC, KFVD, KFOX, KRKD, KFAC, KTAR.

**ARMY GAMES**

ARMY GAMES were staged in September in the rocky regions of New England. Covering the games for WMBX, Boston, were (left photo, 1 to r.) A. J. Pote, chief engineer; Bill Ferrusi, operator; Announcer Joe Grant; Lieut. George R. Beane, WTAG, Worcester, covered a tank battalion, with Gil Hodges, special event chief, listening to Lieut. Richard Reiger (left) and Eugene C. Zeeck, soldier announcer.

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**Manuevers**

(Continued from page 19)

It is of the utmost importance that equipment be of the sturdiest, most compact type possible. Fancy cases, with intricate gadgets which are likely to get out of adjustment at the first bump are little more than entirely useless. Plan your equipment with an eye to speed in setting up. When the shooting starts, it must be over or moved to another location unless you can start on a few seconds notice. If you use transcriptions, make sure that you have some sort of arrangements made for motor generated current, because 110 volt AC outlets are few and far-between in the spots the Army picks for its maneuvers. The motor generator we borrowed from the 112th Engineering Regiment of the 37th Division was quite mobile and completely adequate to run our turntable at a constant 3 1-3 speed. Choice of equipment is a point which cannot be considered too carefully.

**Set Up in 45 Seconds**

Our mobile broadcasting truck was in the mud up to its hubs on more occasions than we can remember. The extra equipment carried "just in case" (which somehow never gets used) necessitated another vehicle and many bulky cases which had to be unpacked with every stop, with the loss of much valuable time, and considerable patience, if any transcribing was in the offing.

In short, we were loaded down with broadcasting equipment but minus food and water. A situation we were lucky to get out of within 24 hours. From that day forward we stored the extra equipment, laid in a supply of "iron rations", carried a five-gallon can of water, and with a couple of refrigerators, were able to get our generator running and start transcribing within 45 seconds after we stopped our vehicles.

**Caught by KFYR**

ASSOCIATED PRESS dispatches recently credited KFYR, Bismarck, N. D., with aiding the capture of three youths who robbed the Red Feather Cafe, St. Paul. They were caught in Stanley, N. D., shortly after a man who had just heard a KFYR broadcast of their description spotted them and summoned the law.

**Gov. Rivers on Melee**

FORMER Gov. E. D. Rivers of the last war as the "bullion in Valdosta, Ga., and Mrs. Rivers were attacked last Wednesday night in their home in Lakeland, Ga., by a man identified as H. W. Bikle, of New York City, who later committed suicide. A long-solution found on the assailant indicated he had planned to kidnap Gov. Rivers, who had grappled with him after he gained entrance into the house posing as a Federal radio man and had been struck by a pistol butt several times on the head. Mrs. Rivers was bruised when she also fought the assailant. Gov. Rivers entered the broadcasting field in July, 1940 when he secured a license for the 250-watt WGOV.

**WOSH Gets Ready**

RCA STUDIO and transmitter equipment as well as a Blaw-Knox tower are being installed by the new WOSH, Oshkosh, Wis., which expects to go on the air about Dec. 1, according to Howard H. Wilson, Chicago station representative, who was awarded the construction permit Aug. 5, to operate on 1480 kc., with 250 watts. Ray Schwartz, recently-appointed general manager, is making arrangements for the station personnel shortly.

**War Ace Honored**

KTAR, Phoenix, observed the 23d anniversary of the death of World War aviation ace, Frans Luke, with a special broadcast marking the dedication of the new $5,000,000 advanced training base of the Army Air Forces near that city. The field is named for Lieut. Luke, who was known as the last war "Buffalo." During the program, which was carried by the BBC in the west, Mrs. Frank Luke, mother of the ace, was heard.

**Baldwin Is Named Aide By Signal Corps Chief**

JAMES W. BALDWIN, former secretary of the Federal Radio Commission, and former NAB managing director has joined the office of the Signal Corps, to assume his Government post as assistant to the president and plant manager of Finch Telecommunications Inc. to head the new organization.

Mr. Baldwin was secretary of the Radio Commission from 1930 to 1938. He became assistant managing director of the NAB in 1933 and in 1935 succeeded the post of managing director when Philip G. Loucks resigned to return to private practice of law. He left NAB in 1938 and afterward joined Finch Telecommunications Inc., headquartering both in Washington and Passaic, N. J.

Brig. Gen. Dawson Olmstead is acting chief of the Signal Corps. Mr. Baldwin is assigned to that office, in an expert capacity.

ROBERT PETRIE has joined the announcing staff of KROD, El Paso, succeeding John William Guffrey who was inducted Sept. 25 into the Army.
New Local in Pasadena Would Shift to 830 kc. 

AUTHORIZED last Aug. 22 to construct a new 1,000-watt daytime station in Pasadena on 1450 kc., Southern California Broadcasting Co., headed by Marshal S. Neal, Pasadena merchant, last week applied to the FCC for a modification of construction permit, asking for the same power on 830 kc. Limited time is sought, 830 kc. being the clear channel of WCCO, Minneapolis. Already operating limited time on the same channel is WNYC, New York City municipal station.

The projected new station, to be known as KKWK, was the second within a space of a few weeks granted in Pasadena. The other grant, 10,000 watts full time on 1110 kc. for KPAS, was made Sept. 9 to Pacific Coast Broadcasting Co., headed by J. Frank Burke, chief owner of KPVD, Los Angeles (Broadcasting, Sept. 15).

Lang Protests to Legion

JOSEPH LANG, general manager of WHOM, Jersey City and chairman of the Foreign Language Committee of the NAB has sent to the American Legion a strongly worded protest on the resolution condemning foreign language broadcasts adopted at the Legion’s recent Milwaukee convention. City’s FCC Chairman James L. Fly and other Government officials on the value of these broadcasts in Americanizing our large population of foreign-speaking peoples. Mr. Lang denounced the Legion action as “Un-American” and “Detrimental to the cause of national unity”.

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They Put It At 680. . . . and They Stay PUT!

This is not just an idle claim, but a fact based on an exhaustive study of radio listening habits in the Merrick Valley area. Write for complete information and learn why so many advertisers are making WLAU a “MUST” in New England.

COLUMBIA AFFILATE

National Representatives

THE KATZ AGENCY, INC.

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The RADIO EXECUTIVES CLUB OF NEW YORK

Cordially Invites

ALL MEMBERS OF THE RADIO INDUSTRY TO ITS OPENING LUNCHEON MEETING, Oct. 8, 1941, HELD AT STOUFFERS RESTAURANT, 45th & Fifth Avenue, 4th floor, New York City.

Weekly luncheons, featuring outstanding guest speakers, will be held every Wednesday from October 8, 1941 to June, 1942.

The past season, 1940-41, over 40 speakers entertained REC luncheoners. Some were: Col. Theodore Roosevelt, Jr., Sir Hubert Wilkins, Neville Miller, Milton Berle, Jane Pickens, John Payne, Sydney Kaye, C. E. Hooper, Ted Husing, Red Barber, Bill Stern, Dr. O. H. Caldwell, Alan Dinehart, Irving Kaufman.

John Hymes, President

Lord & Thomas, N. Y. C.

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SOME STATIONS had their own crews, just like the networks, during the recent Army games in maneuver. WSM's schedule calls for coverage of all three of the major 1941 Army games. During evacuation of the Second Army, Engineers George Reynolds and Aaron Shelton of WSM check disc and FM equipment (top photo). Gen. Millard F. Harmon made a radio talk for WLW, Cincinnati, with James Cassidy of WLW at his side.

Sigma Delta Chi asks Nominations for Awards

SIGMA DELTA CHI, professional journalistic fraternity, is inviting nominations for its 1941 Awards in Journalism. Prizes will be given for general reporting, editorial writing, editorial cartooning, radio newswriting, Washington correspondence, foreign correspondence, research in journalism, courage in journalism (to a newspaper).

The awards will be made on the basis of work done by Americans and published or broadcast in the United States during the period of Jan. 1, 1940 to June 30, 1941. The deadline for nominations is Oct. 18, 1941. Clippings or manuscripts should be sent to Professional Awards Committee, Sigma Delta Chi, Suite 1178, 35 East Wacker Drive, Chicago. Albert L. Warner, CBS Washington correspondent, won the 1940 newswriting award.

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Buys Rights to Reds

EXCLUSIVE broadcasting rights to the 1942 baseball games of the Cincinnati Reds have been obtained by WKRK, Cincinnati, according to an announcement last Thursday by Hubert Taft Jr., general manager of the station. Negotiations were completed at that time. Mr. Taft is a son of the late President Taft. WKRK, through MBS, is carrying exclusive broadcasts of the World Series in Cincinnati.

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Because it is now devoting its entire resources to the production of transmitter tubes for national defense orders, Heintz & Kaufman Ltd., San Francisco, reports the sale of its compressed gas condenser business to Lapp Insulator Co., New York (Broadcasting, Sept. 20) involves transfer of all tool dies, patterns, designs and stock of parts.
ACA Signs Contracts With WNEW and WBNY
RENEWAL contracts were signed last week by WNEW, New York, and WBNY, Buffalo, with broadcast local No. 1 of the American Communications Assn. (CIO), covering stations and technicians. The WNEW pact calls for a 15% salary increase during the coming year with an immediate 7.5% increase for engineers and supervisors. At WBNY, wages are increased up to $10 per week with an extra day's pay for technicians unable to take off time for lunch. Negotiations still are in progress between ACA and WOL, Washington, WLAL, Baltimore, and in New York with WHOM, WNEW and WBNX. In the case of WNYC, New York's municipal station, ACA is awaiting a ruling by the courts as to whether or not unions may represent city employees before continuing with negotiations. NLRA hearings on ACA charges that the management of WVO, New York, failed to negotiate in good faith with Local No. 1 of the ACA, will continue this week. ACA members employed by RCA communications are taking a strike vote following a deadlock in negotiations.

SPONSORSHIP of Drew Pearson and Robert Allen, authors of the Washington Herald, formed company, is the Senator Co. on XHR-Blue 6:30-6:45 p.m. (EST) with program for Padget's Christmas, (IT) was started Oct. 3 through Raymond Spectors, New York agency, which announced has signed the Washington's newspaper to a five-year contract for Senator.

The Advertising Who's Who

ADVERTISERS who Use Radio
as well as those who do not
are all listed in the Standard Advertising Register. That is why so many radio stations prefer and use this valuable service, in most instances with the agency account executive.

It lists over 12,000 national and sectional advertisers, giving the executive personnel of each advertiser; including the advertising manager, sales manager, divisional managers, etc. It shows the agency or agencies placing the advertising, in most instances with the agency account executive.

In fact, it gives you all necessary information to effectively solicit the advertiser or agency either in person or by mail. Get more information about this valuable service.

write our nearest office.

NATIONAL REGISTER PUBLISHING CO., INC.
330 W. 42nd St.
535 N. Michigan Ave.
New York
Chicago

54.1% Heard Fight

THE Louis-Novak championship fight broadcast on CBS last Monday evening was heard by 54.1% of the country's radio families, the highest number of listeners according to radio listening reports. The bout ranked third from the standpoint of radio audiences. First was the Louis-Schmeling match of June 22, 1938, broadcast on a combined NBC Red and Blue network, which achieved the top prize-fight rating of 83.6. The Louis-Corr fight on CBS May 16, 1941, ranks second with a CAB rating of 58.2, last week's bout is third, and the Louis-Parrott fight on Sept. 29, 1939, fourth with 47.6.

Bathaways Places


Gen. Foods Plans

GENERAL FOODS Corp., New York (Grape-Nuts Wheat Meal), is planning to use one-minute announcements on an unnamed number of stations in 29 markets in addition to the announcements made on the Kate Smith Variety Hour on 27 stations (BROADCASTING, Sept. 22). Young & Rubicam, New York, handles the account.

Heileman in Midwest

HEILEMAN BREWING Co., LaCrosse, Wis. (lager beer), on Sept. 18 started a quarter-hour transcribed program, Korn Kubbler, one to three weekly for 26 weeks on 12 midwestern stations, as well as for WOR, KYFR KOKO, KTVX KMA WHFB KGK KBBM KPFA WTQIO KDWI KBBM. Agency is L. W. Ramsey Co., Chicago.

Florida Fruit Spots

FLORIDA CITRUS COMMISSION, Lakeland, Fla., is planning its first advertising campaign through its new agency, Blackett- sample - Hummert, New York (BROADCASTING, July 14), to get under way in a few weeks. Radio will be one of several media used with spot announcements to be placed on an undisclosed number of stations.

Football on WOR's FM

THE football broadcasts of four Princeton U games sponsored by Atlantic Refining Co. (Philliby), on WOR, New York, also will be heard on WNTI, WOR's FM station, which also carry the entire schedule of Princeton games as well for the New York alumni and as special promotion for FM.

ON THE LINE for sponsorship of Wisconsin U football broadcasts, eight games to be heard on the nine-station Wisconsin Network between Oct. 4 and Nov. 22, goes the signature of E. G. Six, president of Plankinton Packing Co., Milwaukee. Fred Hessler, of WIBU, Fowey, will announce the games. Witnessing the contract are (1 to r) R. L. Ward, Plankinton advertising manager; Charles A. Lampier, manager, WEMP, Milwaukee; William F. Huffman, owner, WFR, Wisconsin Rapids, and president of Wisconsin Network; Holland Engle, radio director of Cramer-Krassell Co., Milwaukee, the agency handling the account.

May Name Durr

(Continued from page 7)
of Milwaukee, for a year-and-a-half, and with the Birmingham firm of Martin, Thompson, Turner & McWherter from 1925 until 1938. He has been with the RFC continuously since 1933.

Political Backing

Regarded as one of the ace attorneys in the Government, Mr. Durr was a member of the advisory committee of lawyers which studied and made recommendations for civil service employment of attorneys in the Government organization. He is also a member of the board of legal examiners created last June by Presidential order to deal with the problems of lawyers in civil service.

Senator Hill, majority whip, had been committed to endorsement of Mr. Thompson for reappointment. Senator Bankhead, on the other hand, had opposed the reappointment of Mr. Thompson, who had been a political adversary in Alabama campaigns. Both Senators Hill and Bankhead, it is understood, desire to see an Alabamian reappointed and both are agreed that, on a merit basis alone, Mr. Durr is highly qualified for the FCC post.

Clifford Judkins Durr was born in Montgomery on March 2, 1899, the son of John Wesley and Lucy Judkins Durr. He married Virginia Hearst Foster, of Alabama, in 1928. They have three children, Anne Patterson, age 14; Lucy Judkins, age 5, and Virginia Foster, age 2.

Mr. Durr served in the Fourth Officers' Training Camp at Camp Pike, Ark., from October through December, 1918. He is a member of Phi Beta Kappa and Sigma Alpha Epsilon. He is a Presbyterian and resides on Seminary Hill in Alexandria, Va., Washington suburb.

Test Book

HALDEMANN-JULIUS Co., Girard, Kan. (Little Blue books), is conducting a test campaign of five-minute recorded talks by Sidney Walton, broadcast three to six times weekly on 12 stations throughout the country. If campaign is successful, company expects to expand to 50-100 stations during the winter. Huber Hoge & Sons, New York, handles the account.

Page 52 . October 6, 1941 . BROADCASTING . Broadcast Advertising
RCA Repair Ads

RCA MFG. Co. is placing a series of full pages every month in Broadcasting beginning Oct. 11 featuring "what every man, and woman, too, should know about radio service" during the national emergencies. In two colors, the full page initial ad pictures a typical man and wife looking somewhat mystified, into the back of a console receiver while a radio service man points to a worn out tube. Text points out desirability of keeping old radio operating efficiently, in view of the present limitations on the production of new receivers caused by shortages in essential materials.

WANTED IMMEDIATELY

Experienced

Announcer

Answer by letter only, stating qualifications and salary expected.

WHAI

Greenfield, Massachusetts

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. Dl. 1205

Washington, D. C.

PAUL F. GODLEY

Consulting Radio Engineer

Phone: Montclair (N.J.) 2-7859

PAGG & DAVIS

Consulting Radio Engineers

Munsey Bldg. District 1456

Washington, D. C.

A. EARL CULLUM, JR.

Consulting Radio Engineer

Highland Park Village

Dallas, Texas

CLIFFORD YEWDALL

Empire State 3mlg.

NEW YORK CITY

An Accounting Service Particularly Adapted to Radio

Radio Engineering Consultants

Frequency Monitoring


Male Office: 7134 Main St.

Kansas City, Mo.

COVERED AREAS OF THE WORLD

Hollywood, Calif.

RING & CLARK

Consulting Radio Engineers

WASHINGTON, D. C.

Munsey Bldg. Republic 2347

Advertise in BROADCASTING for Results!

October 6, 1941 • Page 53
Here's what you buy when you say "yes" to advertising space in Broadcasting. You buy the all-radio medium because Broadcasting is 100% radio, nothing but radio. You buy prestige because you're using a prestige medium. You buy tested advertising power because 85% of Broadcasting's clients renew. You buy blanket coverage of clients and prospects because Broadcasting completely blankets national radio advertisers and their advertising agencies. You buy economical advertising because Broadcasting's circulation has increased 400% in 10 years, but its advertising rates only 20%. You buy the No. 1 Advertising Choice because Broadcasting is first in the trade paper reading preferences of advertising agency executives and national radio advertisers. Isn't that 50,000 watts of advertising space for your money?

Buy Broadcasting Today!

WRITE FOR 5 SURVEYS OF ADVERTISING AGENCY AND NATIONAL RADIO ADVERTISER TRADE PAPER PREFERENCES.
Miller entered into a detailed summary of the proposals of ASCAP and BMI, he said that the figures indicated that the cost of music to the average station would be decreased by at least 40%, depending upon its classification and the kind of license taken, while the cost to the networks would be increased approximately 60%. He pointed out that in 1940 the industry paid to ASCAP about $5,100,000 and that the estimated 1941 costs, based on the contracts which were rejected, would have amounted to $5,500,000. He computed this to total ASCAP revenue under the proposed new contracts of $3,139,065.

Breaking down the cost to stations, Mr. Miller said that under the former contract a station paid ASCAP an arbitrary sustaining fee plus 5% of its gross, or a total of between 6% and 7% of its gross. Under the new ASCAP proposals and with BMI music available, he said that the total cost would amount to between 6% or 7%, or a savings of over 50% as compared to ASCAP music costs alone under the old contracts. His analysis of costs to stations and networks follows:

COST TO STATIONS: Under the former contracts, a station paid ASCAP an arbitrary sustaining fee plus 5% of its gross, or a total of between 6% and 7% of its gross. Under the new proposals and with BMI music available, a station is able to pay 6% of its gross from transcriptions and on network programs, a station has a variety of choices and can largely regulate its music costs, depending upon what it thinks it needs. For example, a small independent non-affiliated station taking only a BMI blanket license would pay 1% of its gross, or with a BMI blanket and an ASCAP per program could still keep its cost down to the minimum. BMI music (15%) and an ASCAP blanket license (2%) would amount to 17% of gross, or 16% if the BMI went up to 20%.

Special paragraphs were devoted to the reduction of ASCAP's right to restrict the number of stations receiving transcriptions and on network programs, a station has a variety of choices and can largely regulate its music costs, depending upon what it thinks it needs. For example, a small independent non-affiliated station taking only a BMI blanket license would pay 1% of its gross, or with a BMI blanket and an ASCAP per program could still keep its cost down to the minimum. BMI music (15%) and an ASCAP blanket license (2%) would amount to 17% of gross, or 16% if the BMI went up to 20%.

As for network affiliates, they are able to reimburse the network for the cost of % of network business. Formerly, they paid 5% on network business. They too have an opportunity to control their costs on local business due to clearance at the source of commercial transcriptions and the per program local ASCAP license.

If they desire to have available both BMI and ASCAP music on a blanket basis, they may do so by taking a BMI blanket license (at cost of 1% to 1.66%), and an ASCAP blanket license (at cost of 1.91%), or a BMI 1% and an ASCAP blanket license (at cost of 2%, respectively). The total of the above costs, plus reimbursement of the networks of 23% on network business, would in the case of a station, amount to approximately $10,000, or a saving of approximately 30% — a savings of approximately 30%.

COST TO NETWORKS: Priorly no payment was made to ASCAP by the networks on network revenue as such, but the networks paid a much higher rate of sustenance fee on key stations and paid the usual fees for M&O stations.

In 1940, NBC paid ASCAP $410,000. Applying the new proposals to 1940 business the net payment by NBC for both M&O stations and network business after reimbursement for affili- ates would be approximately $260,000. Add to this sum, NBC's payment to BMI of $160,000, and it brings NBC's total cost of music to $460,000 or $250,000 more than formerly—an increase of over 60%.

In 1940, CBS paid ASCAP approximately $384,000. Applying the new proposals to 1940 business the net payment by CBS for both M&O stations and network business after reimbursement for affiliates would be approximately $103,000. CBS paid BMI approximately $80,000 making the total cost of music to CBS about $213,000 or an increase of approximately $257,000 or an increase of over 60%.

Can Be Cancelled
Mr. Miller explained that the contracts run from date of signing until Dec. 31, 1949, with provisions for extension. Moreover, he pointed out the agreement can be cancelled or the fee reduced by arbitration in event of substantial diminution of ASCAP's catalog or impairment of its usefulness.

Objections Cited
Taking up objections which have been made to the current proposals, as well as to "any proposals," Mr. Miller essayed to summarize them and provide the explanations. These he regarded as follows:

WHY MAKE ANY ASCAP CONTRACT NOW? Many broadcasters state that the public and the advertisers are satisfied, that business has increased since January 1, that BMI is furnishing an adequate supply of music, so why incur any additional expense for ASCAP music. On the other hand it is well to remember that broadcasters' primary business is radio, that radio networks were forced into the music business because ASCAP had backed off and would not negotiate. For these reasons it became necessary for broadcasters to create a supply of music through BMI. At that time the public, the advertisers and agencies were sympathetic because the unreasonable terms demanded by ASCAP. However, today ASCAP is offering reasonable terms to those desiring ASCAP and some of the large national advertisers are becoming restless and are insisting on having ASCAP music since it can be had on reasonable terms. Also recently the industry has been faced with new and more threatening problems in the nature of taxes. Government regulations and congressional action and it is believed that any arbitrary or unreasonable action by ASCAP Approval Asked (Continued from page 8)

Saving Avery
WOR, New York, thought it would be a novel idea to air a number of the songs used in the recent motion picture sensations as he rode a bucking broncho. Only it needed the man to do it. A call went out and in Avery, WOW, and WOR, onduction and a former riding instructor answered it. Julius F. Seebach, station vice-president, called Avery into the offices for a few pre-liminary questions which Avery thought OK with me," he said, "but isn't there a chance you might fall?" "Of course I'll fall," Avery came back. "When you get on top of a bucking broncho, you are going to fall. Besides it will make the broadcast better." That settled the idea for Mr. Seebach and WOR.
broadcasters at this time would have serious repercussions in other quarters. Therefore, the majority of the NAB Executive Committee believes it would be extremely wise to settle the music problem now on the terms offered which is the only realistic approach. For those desiring ASCAP music so as to eliminate the problem, protect our public and governmental relations, and devote our time and energy to other problems.

CLAIM THAT DEAL PERPETUATES OLD OBJECTIONABLE PRACTICES: The industry has gone on record a number of times in favor of payment on basis of use of music. Therefore some broadcasters are of the opinion that the proposals should not contain any blanket license provisions and that there should be offered in addition to per program licenses, per piece licenses so they could pay a flat fee for any song they desire played.

No per piece license is offered because it is believed that the cost of keeping records would be prohibitive. It is even thought by many that the logging required under a per program license is extremely onerous. However, so that those who desire to pay on the basis of use might do so, ASCAP not only offers a per program form of contract, but also gives a choice so that a per program license can be their choice, with all business or trade for sustaining, or only for commercial business.

Furthermore, the stations have a right to a second guess as they may revise their choice of licenses each year. It is believed that this flexibility should give the broadcaster the type of contract he desires.

Complaint is also made of the fact that the networks are taking blanket licenses not only for network operations, but also for their MBO stations, and are thereby setting a pattern for the industry. In their respective letters, the networks set out in detail the reasons why each prefers a blanket license. However, no broadcaster need follow this pattern unless he believes a blanket license is more suitable for his operations than a per program license. Again, it should be pointed out that his choice is not final, but he may switch to any combination which experience indicates advantageous.

LAMPSYSTEM NETWORK PROGRAMS HIGHER THAN LOCAL PROGRAMS: Some complaints have been made that the payment on network business is on a basis of 2% which is 4% higher than payment on local business. These percentages were part of the deal and the networks agreed to a higher percentage so as to give the stations a more favorable deal on local business.

EXPECT ON BMI: Many broadcasters believe that acceptance of these proposals will be disastrous to BMI. Furthermore, an estimate of BMI per program licenses have been received from NBC and CBS and the future of BMI is covered later.

LOGGING PROVISIONS: The hearing provisions of our own counsel. These were discussed at length with ASCAP and ASCAP claims that it is in their interest to audit per program contracts, that it is necessary to have complete information both for auditing purposes and for settling disputes and that no request for logging will be made except such as is necessary for the operation of ASCAP. It is hoped that after ASCAP has had some experience with the present contracts, it will be possible to review these provisions and eliminate any unnecessary features.

Future of BMI

Because of the questions raised about the future of BMI, Mr. Miller devoted a section of his letter to that organization. He said:

It goes without saying that everything that broadcasters have succeeded in doing has been due to your foresight in organizing and supporting BMI until it has become the largest and most successful publishing house in the world. What is of vital importance to broadcasters at the present time is that BMI should be continued and perpetuated in order to insure the continuance of our power to deal on equal terms with ASCAP and other license owners at all times. We know that stations are loyal to BMI and that they will support it unhesitatingly. We already have the pledges of NBC and CBS, given at NAB Board and Executive Committee meetings, that they will continue their support of BMI for the entire nine year period of the ASCAP contract and more, provided that the stations will also continue their support of BMI. This is needed not only for the broadcasting stations and other users of the ASCAP licensing while well as well, but to the broadcasters and other users of music BMI means a continuance of the ASCAP contract. It also means that ASCAP or any other performing rights society which now exists or which may hereafter come into existence, will be subject to the normal operation of the law of free competition.

To the listening public and to composers, both old and new, it means an open door to opportunity and thus will stimulate creative effort in this country. We can never close the open door which we have created for American composers and lyricists and for the numerous excellent publishing firms which have come into being as a result of BMI and whose continued competition is essential to the well being of everybody.

Moreover BMI must continue its full service for those stations which do not feel that they need ASCAP music at all, and for those stations which use ASCAP per program licenses and, therefore, purchase music as a backing fee. Moreover, there are numerous questions in the future which cannot be settled here. ASCAP itself says that it does not have television rights. Some day BMI will be of vital importance in this respect.

Moreover, any long term contract depends upon the cooperation between the parties. Such cooperation exists to a fairer extent where there is balance and honest competition within the field. We will then have more than one supplier of music. That is the situation which exists now and which has been so much to our advantage, and is the situation which must continue throughout all times in the future.

The BMI operating executives point out that since BMI was organized to create competition it must be prepared to face competition and that it expects to serve the industry regardless of who signs or does not sign with ASCAP provided only that the industry as a whole gives BMI its continued support.

It is undoubtedly the desire of all broadcasters to achieve a stable and
Trammell and Klauber Letters Seek Quick Action on ASCAP

AFFILIATES of NBC and CBS were inspired by Niles Trammell, president of NBC and Edward Klauber, CBS executive vice-presidents, to sanction the blank form of contract for network use of ASCAP music in letters received early last week. CBS hopes to have the music back on the air by Oct. 15, if ASCAP's statement is not a further delay, but asked for "earliest possible" action.

NBC's Position

In his letter sent to all NBC affiliates along with copies of the proposed contracts, Mr. Trammell, NBC president, explains why he wants a deal with ASCAP as follows:

"It has always been the belief of NBC, and I believe of the majority of radio stations affiliated with it, that it was desirable to have a full and complete catalog of all available music, in order to be in a position to render a complete service to the public and our advertisers. The only qualification to this statement has been that it was necessary that we be in a position to obtain such catalogs at a reasonable fee, and that music should be an open and competitive commodity. It is our feeling that this has been accomplished in the proposed agreement with ASCAP, and the new arrangement with BMI.

NBC desires to complete the arrangement with ASCAP, the letter continues, because: "ASCAP has offered us reasonable terms for the use of its music;" the anxiety of "a considerable number of our larger advertisers . . . to restore ASCAP music to their programs;" the government contest decree, "effectuated in order that broadcasters might have an opportunity to deal with ASCAP on a fair and equitable basis," and the fact that "one of our competitive networks now has the use of the ASCAP catalog and many of its stations have also entered into local agreement with ASCAP."

After a detailed comparison between the new and old ASCAP contracts, Mr. Trammell declares: "ASCAP, in our opinion, has realized to the fullest extent the mistakes made in the past. It has executed a consent decree with the Government, and experience during the past nine months has demonstrated that its music is not indispensable. I believe for any broadcaster to take an arbitrary position against the use of ASCAP music at this time, in the face of the fair and reasonable offer that has been made by ASCAP, would cause advertisers and others to direct at the broadcasters the same criticism that has previously been directed at ASCAP."

"Furthermore, I am of the opinion that there is a possibility that unless an arrangement is made with ASCAP, the Society may discontinue and that broadcasters will then be in a position of having to deal individually with publishers and composers. This would be an untenable position, not only from a business standpoint, but it could result in immeasurable lawsuits in compensation."

The CBS Attitude

The CBS conclusions, as outlined in the letter to its affiliates, written by Mr. Klauber, are:

"ASCAP music should be restored to the network, and the stations that want it as we do for our owned and operated stations. "Broadcast Music Inc. should be strongly and adequately supported by the entire industry in its efforts to overcome what we may never again find ourselves without an alternate competitive source of music."

CBS, he adds, "is willing to bind itself to any such substantial support as long as the stations are willing to maintain BMI."

The broad basic principles of the music situation he describes as follows: "Broadcasting should be able to obtain the fullest and richest supplies of good music of all kinds so that musical programs may offer to the listening audience the best that there is."

"Broadcasters should always be willing to pay enough for such music so that there may be a substantial inducement to a large number of persons and organizations to produce it for us and so that the source of one of the most important elements in our program building shall not dry up."

"Broadcasters should never be in the position which confronted them for many years, of having to buy their music largely from one source and thus of being robbed of any substantial bargaining or negotiating power."

Trammell and Klauber Letters Seek Quick Action on ASCAP

Affiliates Urged to Sanction Blanket Contract As Fair Basis for Purchase of Music Rights

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Affiliates Urged to Sanction Blanket Contract As Fair Basis for Purchase of Music Rights
It became evident that, although we could and did maintain and increase our business without ASCAP music, since ASCAP controlled the rights over very substantial and important parts of the good popular music of the past 56 years, our programs could never reach their utmost in quality and variety without the ASCAP catalogs. It was, therefore, desirable to get this music back on the air as soon as a fair deal could possibly be negotiated.

"We can say to you that in our judgment the contract into which we now propose to enter with the society is the first fair and equitable one we have ever been able to negotiate with it.

"The fact that some very great advances have been made in this respect is, we hope and believe, testimony that we are dealing with an ASCAP which is manifesting a new spirit and which is now willing and eager to meet the broadcasters on the ground of fair business dealing in the hope of re-establishing with all of us sound, harmonious and profitable relationships, over a long period of years."

Analyzing the network contracts, both letters begin by pointing out that stations have not taken out local ASCAP licenses in order to carry network programs of ASCAP music, under the clearance-at-the-source provision which also requires ASCAP to indemnify stations against liability for network infringement suits.

Former requirement that stations must have ASCAP contracts to ASCAP a strong club to make stations sign up that it no longer has. In place of former five-year contracts, new ones run for more than eight years, with an automatic renewal at the same scale and provision for arbitration or cancellation by the broadcasters if ASCAP requests increases they do not like, the letters state, stressing also the fact that the stations are not asked to pay anything for network sustaining programs and 2% of their income from network commercials, as compared to the 5% formerly paid ASCAP.

Clearance at Source

The CBS letter also mentions the provisions for extension of the clearance-at-the-source principle to transcribed commercial programs as well as network, for indemnifying music in ASCAP's foreign catalogs, and for arbitration or cancellation in case of "substantial diminution in either the use which can be made of ASCAP music or in the present repertory itself" as inevitable improvements on previous ASCAP contracts.

Both network letters illustrate the lowered music costs to stations for both local and network commercial programs under blanket licenses. For local commercials, they state, the station pays to BMI a maximum of 1.66% of time sales, and is asked to pay ASCAP 2.25% of 8% (16% is asked for sales costs), or 1.9% of full local sales. The total is slightly under 3.6% for both BMI and ASCAP music, "a reduction of more than 28% from the flat 5% which you paid for ASCAP music alone in 1940," as CBS explains.

Calculating the Rates

For network programs, the station would pay the 1.66% to BMI plus 2.75% to ASCAP, or 4.41% of its income on such programs for all music in both repertories, compared to 5% for ASCAP alone last year. NBC also describes the per program licenses, pointing out that the 8% fees for commercial programs using ASCAP music and the 2% fees for those using ASCAP music incidentally apply after deduction of discounts and commissions, bringing them down to 6.8% and 1.7%, respectively. On the per program sustaining license of 1% of highest card rate of time used, NBC emphasizes that "in no event shall the total fees paid under this form of license exceed that which you have paid under the blanket sustaining license."

Both networks stress the fact that their payments for music under the proposed contracts will increase as those of the stations decrease. CBS says that "our increased cost for BMI and ASCAP music on the basis of our 1940 revenue is $237,000," while NBC estimates its annual increase at more than $280,000. Both letters ask for prompt replies, CBS expressing the hope "to put this music back on the air on Oct. 15" and NBC stating the importance of closing the agreement and advising its clients "so they can start their programming plans at the earliest possible moment."

Mennen Gift Spots

MENENN Co., Newark (shaving materials), during November and December will use a series of one-minute announcements to plug four Christmas gift boxes designed by leading artists at the end of each broadcast of Captain Flagg & Sergeant Quirt, Sunday 7:30-8 p.m., on the same 62 NBC-Blue stations. H. M. Kieswetter Adv. Agen-
y

Local FM Drive

LOCAL CAMPAIGN to promote sales of its FM radios is currently under way in Rochester by Strom-

Restaurant Resumes

TO GIVE those unable to attend the World Series a play-by-play summary of each day's game, How-

Parker Series on MBS

PARKER PEN Co., Jonesville, Wis., on Oct. 5 started a musical series on MBS using Sunday quar-

5,434 MAIL REQUESTS IN 28 DAYS

"The Listening Habit of Central New England"

HWEB

BROADCASTING • Broadcast Advertising
Sweeney Quits WMCA
RAY SWEENEY, for the last two years director of continuity of WMCA, New York, will resign Oct. 10. He will be succeeded by Irwin Naitove, present assistant director. After a month's rest, Mr. Sweeney will return to his home in Winston-Salem, as yet unannounced. He was formerly a writer with Pedlar & Ryan, New York, and with WMCA, New York. Prior to entering radio he was a reporter on the Kansas City Star.

Five Cities Named For AFRA’s Code
Would Be Added as Points of Network Originations
AMERICAN Federation of Radio Artists, in a letter to radio advertisers this week announcing the union’s intention of adding five cities to the four already covered as network origination points under the provisions of the AFRA network commercial code of fair practice. Code as now drawn covers network programs from WMAL, WABC, WOR, and WBZ in New York, Chicago, San Francisco, and Hollywood, and if the proposed extension goes into effect Cincinnati, Cleveland, Detroit, St. Louis and Washington will be added.

Code extension would establish for all network programs originating from the five extra cities minimum wages at 20% beneath the minimums set for the major origination points. This 20% differential has already been set up for programs in those cities with which AFRA has contracts, the union stated, and the proposed extension would make it uniform for all network programs from those cities.

Fee for Cut-Ins
AFRA has also established a $5 minimum fee to be paid advertisers for making cut-ins on announcements on network programs. Rate will apply, AFRA stated, at all stations where AFRA contracts do not call for a higher minimum for such announcements.

Negotiations between AFRA and the stations of KGKO, Fort Worth, and WFAA, Dallas, have reached an impasse and it is probable that Emily Holt, national executive secretary of AFRA, will go to Texas early this week in an effort to effect a settlement. Stations, according to information available in New York last week, have refused to give the union recognition as exclusive bargaining agent for staff artists. WFAA is licensed to A. H. Belo Corp., publisher of the Dallas News, which is also half-owner of KGKO, whose remaining stock is held by Amon Carter, publisher of the Fort Worth Star-Telegram.

An ADA board last week ratified contracts recently negotiated with WINX, Washington, and WKAT, Miami. Contracts are said to be substantially equal to ADA rates, calling in each case for wage increases for staff employees.

Reynolds Resumes
R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Prince Albert pipe tobacco), on Oct. 30 resumed Jim Bratt’s Sports Review on 18 Yankee Network stations. Program was suspended in New York Supreme Court in a test action brought by Calvin E. Britts, holder of 50 shares of Class B CBS stock. Plans call for prices of $150,000 and $175,000 obtained by CBS were “un deserved.” Britts is seeking appraisal of his stock and payment from CBS. Justice Peter Schenck of the Appellate Division ruled in favor of Britts, allowing the network’s motion for dismissal of the case, and no further action will be taken. The decision is rendered.

Meet-the-Misses Spots
ELITE SOCIAL Introduction Club, Los Angeles (leap year heart club), to promote membership. On Oct. 5 launched its 1974 test campaign, sponsored by a weekly half-hour program of recorded music on KFVQ, which Robert Swank produced. This is said to be the first time that such an organization has included West Coast radio in its advertising schedule.

Smoker Cigar Spots
WEBSTER-EISENLOHR, New York (Smoker cigars), is planning a campaign of one-minute announcements on an unnamed number of stations in the next few weeks. Company is also using spots on 16 stations for Tom More cigarette, with new duties for W. A. Ayer & Sons, New York [BROADCASTING, Sept. 15].

Barber Gets Trophy
WALTER L. (Red) BARBER, sports announcer of WOR, New York, has been awarded the Sport ing News trophy as “best play-by-play baseball announcer.” Presentation was made Oct. 2 by J. Taylor Spink, editor of the magazine. It is the second time Barber has won the trophy. Last year Bob Elson, his World Series partner, was winner.

Rockwood Spots
ROCKWOOD & Co., Brooklyn (chocolate bits), is cutting its advertising for the 1964-65 season launching its fall campaign of participation, 3-6 times weekly, on the following 12 stations: WLBZ, WAAW, WLBZ, WLS, WGR, KLZ, WTC, KHJ, KSTP, WOR, KDKA, WJAR, WSB, WSB, WTD. Campaign is to run through next February, Federal Advertisers, New York, handles the account.

General Mills Discs
GENERAL MILLS, Minneapolis (Wheaties), sponsors of Jack Armstrong, children’s quarterly children’s weather program, has announced a five-city tour MBS Monday through Friday at 8:30 p.m., is placing the serial on 25 stations on a spot basis via trans- mission. Program is recorded off the line by NBC Radio-Recording department, Chicago. Knox Reeves Adv., Minneapolis, is agency.

Nehi Using 325
NEHI Corp., Columbus, Ga., is starting the most extensive radio campaign in the history of the company, using one-minute trans- scribed jingle announcements and change breaks three to six times weekly in approximately 325 stations—a 300% increase over last year’s drive—to advertise Royal Crown Cola. Contracts for 75 weeks were placed through BBDO, New York.

Wilson News
WILSON & Co., Chicago, (ideal dog food), is using a varied schedule of new food programs at WMAQ, KRLD, KDKY, KMOX; participations on WICC, WABC, WOR, KYW, KDKA, WGY; one-minute announcements on WIL, KLZ, KSTP, WREC, and a 50-word announcement six times daily on WDIGY, Minneapolis.

Planes for Lava
PROCTOR & GAMBLE Co., Cincinnati (Lava soap), through its new agency, Biow Co., New York, which took over the Lava account effective Sept. 15, is launching a campaign of one-minute transcribed announcements to get under way Oct. 1 on about 25 stations in as many markets.

Wilbert Series
WILBERT PRODUCTS Co., New York (No-Rub floor and shoe polish), on Sept. 30 launched a campaign of one-minute taped announcements on an undisclosed number of stations. Campaign is to run through November 15. Agency is W. I. Tracy Inc., New York.

Jagger to Compton

January 7, 1964

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Jagger to Compton

Broadcasting
October 6, 1941 • Page 59

KOOL
BEER
82% LAGER

SMOKER CIGARS

THE FRIENDLY VOICE OF THE CAPITOL

1000 WATTS - 5000 WATTS PEAK...

Juneau, Alaska

JOSEPH HERSHEY McGUIVRRA

NATIONAL REPRESENTATIVE

Where Sales Multiply

WRVA COVERS RICHMOND
AND NORFOLK IN VIRGINIA!

MILLIONS

KINY

"THE FRIENDLY VOICE OF THE CAPITAL"

KINY has hundreds of prominent visitors each year. On its guest books are such names as the late William Rodgers, Lew Ayer, Fredman Ork, Harry Taylor. It’s also known as the Fairley and Thomas Seck. Executive Offices Am. Blvd., Seattle, Wash.

1000 WATTS - 5000 WATTS PEAK FOR UNDER $1000

NASHVILLE, TENNESSEE

Where Sales Multiply

THE NATIONAL LISTS AND ACCOUNT ORGANIZATION NATIONAL REPRESENTATIVE, BURLINGTON. H. CORSE & CO.

BROADCASTING

October 6, 1941 • Page 59
Radio Easy to Install
Is Developed for Ships
TO MEET speed requirements of the emergency shipbuilding program, Federal Telegraph Co., a subsidiary of IT&T, has designed and is producing a new type of commercial marine radio equipment which can be installed on board ship in one-fifteenth of the time usually required.
The new unit combines in a single cabinet the radio equipment which ordinarily requires as many as 12 separate units and eliminates the intricate system of interconnecting wires in the radio cabinet. It is practically ready to plug in at the power supply and antenna when delivered aboard ship. Among vessels on which it is to be installed are the 312 Liberty-type ships now being built by the Maritime Commission.

ACM-WHIH Negotiations

NEW YORK COMMUNICATION Assoc. (CIO) reports that negotiations for a contract covering the technical employees of WHN, New York, are under way with the station management. ACM says it has organized engineers at WBAL, Baltimore, and has asked the station for recognition. ACM has also filed charges against WBAL with the NRLRB for the discharge of two men (allegedly for union activities). Station staff was organized by Lou Littlejohn, head of ACM's Broadcast Local 1.

Oral arguments in connection with hearing multiple ownership under order No. 84. (Oct. 6).


WSAM, Saginaw, Mich., modification license 1400 kc 250 watts. (Oct. 7).

KMA, Shenandoah, Ia., reported that an estimated 75,000 people attended the 10th annual KMA Jubilee celebration in Shenandoah, Sept. 24-27.

NEW YORK FM LINK

New Equipment Available

AN ADDITIONAL safety factor to ensure the uninterrupted broadcasting of NBC programs in New York, network engineers have installed FM transmitters at the transmitter houses of WEAF and WJZ. New keyts of the Red and Blue networks, located at Port Washington, L. I., and Bound Brook, N. J., respectively.

These receivers, equipped with special antennas mounted atop the transmitter houses, will always be tuned to W2XWG, NBC's experimental FM station, whose transmitter is located in the tower of the Empire State Bldg., site also of NBC's television station, WNET.

Should breaks occur in the lines connecting the NBC studios in Radio City with either WEAF or WJZ, the programs of that station would immediately be switched to W2XWG, whose signal would then be picked up by the receiver at the transmitter and, by the turn of a key, be fed directly into the input of the transmitter. FM broadcasting's freedom from static caused by storms, which would also be responsible for line breaks, would make an FM link between studio and transmitter a satisfactory substitute for the regular lines, it was said.

KMA, Shenandoah, Ia., reported that an estimated 75,000 people attended the 10th annual KMA Jubilee celebration in Shenandoah, Sept. 24-27.
Streamlined Breaks

WHEN A KXOK announcer makes a station break these days, he no longer rolls out the standard "This is KXOK, the Star-Times in St. Louis." Instead, the break might sound something like: "This is KXOK, the station that is now on at Quarter to 8 o'clock tonight!" Realizing that many listeners identify the station to which they listen not by call letters nor by network, but by their favorite program, KXOK has adopted this streamlined method of plugging station and programs at one swoop.

UNITED OIL Co., Los Angeles. On Oct. 6 renewed for 39 weeks on 7:30 P.M., news analyst, on 3 CBS Pacific Coast stations (KXK KSFO KKM). Mon. thru Fri., 7:30-8:30 p.m. (PST). Agency: Lord & Thomas, Los Angeles.


AMERICAN TOBACCO Co., New York (Lucky Strike), on Nov. 3 renews for 12 weeks on 108 CBS stations, Sat., 9:45-10 a.m. (PST). Agency: Lord & Thomas, N. Y.

Network Changes

GENERAL MILLS, Minneapolis (Cheerios), on Oct. 6 replaces By Kathleen Norris with Stories America Loves on 32 CBS stations, Mon. thru Fri., 7-8 p.m., adds a retread on nine CBS Pacific stations, 1:45-2:15 p.m., on, through initial broadcast, Oct. 2. Agency: Knox & Walker, Minneapolis.


D. L. CLARKE Co., Pittsburgh (candy bars), shifts Service With a Smile on 43 NBC-Blue stations, Thurs., from 8:30-9 p.m. to 5:30-6 p.m. the initial broadcast, Oct. 2. Agency: A. H. Hill Co., Pittsburgh.

PROCTOR & GAMBLE Co. of Canada, Toronto (Oxydol), on Sept. 29 changed Women In White from 10:30-11:10 p.m. to 12:30-12:45 p.m. (EDST). Agency: Blackett-Sample-Hammett, N. Y.

S. C. JOHNSON & SON, Bradford, Ont. (beer) was on. Sept. 28 replaced the previously planned French show Voici-Vous Savoir, Madame with The Old Schoolmaster on CBC, Montreal; CBV, Quebec, and CBC, Chicoutimi. Que... Mon. thru Fri., 8-8:30 p.m. (EDST). Agency: Vickers & Benson, Toronto.

Lambeth Plans Opening Of Greensboro Station

RALPH M. LAMBERT, president and general manager of the new WGBG, Greensboro, N. C. announced last week the new local expects to go on the air in late November. Lambeht has been manager of WMFR, High Point, N. C. for the last two years, is 40% stockholder in the station, with his parents, James E. Lambeth, Thomasville, N. C., furniture manufacturer, and Helen McAlary Lambeth holding 20% and 40% respectively.

The Lambeths, who also own WGBF, received their construction permit for WGBG last Aug. 5 when the FCC authorized operation on 880 kc., with 1,000 watts. Western Electric transmitter, Gates speech equipment and a Blaw-Knox tower will be ordered. Mr. Lambeth expects to announce additional staff appointments soon.

WMUR Joins Blue

WMUR, Manchester, N. H., on Oct. 2 joined NBC as a Basic Blue Supplemental station, while, NBC, switched to the NBC Red network. WMUR, owned by Ralph Lambeht, began operations on 610 kc., 5,000 watts day and 1,000 watts night. WMFR, operating with 1,000 watts, day time, 500 watts, night, is owned by New Hampshire Broadcasting Co.

KC on 100

JAEQUES MFG. Co., Chicago (KC Baking Powder), in the most extensive radio campaign in the company's history, is resuming minute and half-minute live and transcribed announcements 12 times weekly on more than 100 stations. Business is being placed directly by Charles Hendrickson, advertising manager.

WTRY Names Walker

CECIL T. WALKER has been named service director of WTRY, Troy, N. Y., in charge of the station's new merchandising department, according to James R. Miller, A. Riple, WTRY commercial manager. The station will offer a complete merchandising program for advertisers in the Tri-City area for the first time, Mr. Riple stated in making the announcement. Mr. Walker formerly was with WSYR, Syracuse.

WFRG

WMUR joins the Blue Network.

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WFRG

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LATEST LOG OF MEXICAN BROADCAST STATIONS BY FREQUENCIES
(Licensed or Authorized by the Mexican Ministry of Communications and Public Works as of September 1, 1941)

Where two or more power figures are used, upper is authorized power, lower is latest reported operating power.

N—Night Power.  D—Day Power.  C—Ciudad (City)

<table>
<thead>
<tr>
<th>Call Letters</th>
<th>Location</th>
<th>Power in Watts</th>
<th>Call Letters</th>
<th>Location</th>
<th>Power in Watts</th>
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<th>Location</th>
<th>Power in Watts</th>
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<td>XEMU</td>
<td>Piedras Negras, Coah.</td>
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<td>600</td>
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<td>XEFE</td>
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<td>Mexico, D. F.</td>
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<td>1,000</td>
<td>XEDC</td>
<td>Chihuahua, Chih.</td>
<td>500</td>
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</tbody>
</table>

WSON Starts Soon
WITH Hecht Lackey as manager, the new WSON, Henderson, Ky., is expected to start operating on or about Nov. 10, according to Pierce E. Lackey, president of Paducah Broadcasting Co., licensee also of WPAD, Paducah, and WHOP, Hopkinsville. Gates transmitter and speech input and a Wincharger tower are now being installed. Complete staff has not yet been selected, but C. G. Sims has been named chief engineer, with Ernie Hall and William Walker as his assistants. The station will operate with 250 watts daytime on 860 kc.

Cranberries on 29
AMERICAN CRANBERRY EXCHANGE, New York (Eastmor cranberries), on Oct. 19 will launch a campaign of chain-break announcements, four times weekly, on 29 stations in United States and Canada. Contracts are for 8-13 weeks. BBDQ, New York, handles the account.

Drawn for Broadcasting by Sid Hix
"... and Now, Folks of the All-Nite Frolic Club, We'll Play That Old Favorite, 'All the World Is Waiting for the Sunrise!'"

Rice's Campaign
RICE’S BAKERY, Baltimore on Sept. 29 launched a month-and-a-half campaign of one-minute transcribed announcements, 12-20 times weekly, on WRC and WMAL, Washington; WBAL, WFBF, WCAO, Baltimore, and WDEL, Wilmington. William A. Schatts Inc., New York, handles the account.

New UP Clients
TOTAL of 46 stations in 24 States have started United Press radio news service or have contracted for UP service since March, according to A. F. Harrison, UP radio sales manager, bringing the total subscribers to more than 300 stations. New clients are: WHTN: WPRK, WATL, WRL, WAXY, WMHI, WFXG, WHOW, KROQ, WHLN, WRDO, WDCB, WJMS, WMPC, WHEL, WJIP, KOFO, KRMJ, KOPF, WPFA, KCRP, KOPF, KTOP, WQW, WRRH, KDN, KSFO, KSWT, WAZL, WGBL, WMPF, WIP, WKBW, KDKW, KXK, KYWC, WJMA, KKKO, KTIB, KQD, WQW, KMW.

Page 62 • October 6, 1941
"Your forecasts have put money in my pocket, and I know they will do that for every farmer and save him a lot of grief," writes Arthur Roy Kinzer of Route 3, Hillsboro, Ohio, of WLW's weather service. "If we hear the forecast is rain, we wait until the weather forecast is for clear weather for two of three days before we mow our hay down. That gives us a chance to get our hay in dry. When a zero wave is predicted we always clean our chicken house and get it good and dry and adjust our ventilators for it, so it helps in poultry, too."

Mr. Kinzer's letter is just like hundreds of others received every year by James C. Fidler, WLW's staff meteorologist. WLW, one of the few stations with its own staff meteorologist, gives the complete weather picture for the entire United States every six hours. The reports are compiled from weather maps of the U. S. Weather Bureau, and correlated with reports from the Civil Aeronautics Authority.

"Whether it's cold, or whether it's hot, we shall have weather, whether or not" . . . and farmers in WLW's wide listening area will know about it—in up-to-the-minute reports compiled by an expert from the best sources available. WLW's weather service is only a part of the effort we make to discharge the obligation imposed upon clear channel facilities—a service made complete by added emphasis on news, markets, and a well rounded schedule of vitally interesting farm programs.
That big "B" above, and its code counterpart, are a private campaign of ours ... and "any similarity to any other campaign is purely coincidental."

It stands for "Beat the Promise"—RCA's promise to the American Government to deliver the defense-goods we have been called on to deliver. Around that "B" as a symbol, 27,000 RCA workers have rallied enthusiastically to avert waste, to obtain fullest possible production from every production-facility, and—in short—to meet and beat our delivery dates.

Why It's Your Job, Too

We said that "Beat the Promise" is a private campaign of ours. But in a larger sense, it's a campaign in which all RCA customers and friends have a part. We need your support.

Defense Comes First

Defense comes first, we know you agree. Priority requirements on materials may reduce and delay at least a portion of our normal production of RCA Broadcast Equipment. You may have to wait a little for your RCA needs.

But—if you should have to wait a little for RCA equipment—we are sure that RCA equipment will more than ever be worth waiting for!

Use RCA Radio Tubes in Your Station for Finer Performance
