"BUT WHY DON'T YOU HAVE JUST ONE BIG SIGN?"

- Stop us if we're wrong—but isn't it a fundamental principle of advertising that one big sign in any location is better than many small ones?

Well, the same general idea applies to radio stations in Iowa. Most Iowans have radio sets that will "bring in" at least several stations. But 59.5% of all Iowans "listen most" to Station WHO (night-time), whereas the next-most-popular Iowa commercial station gets only 5.8%!

(Incidentally, the people who name WHO as "listened-to-most" spend 71.2% of their listening time with WHO alone—only 23.7% with stations named as "heard regularly"—only 5.1% with all others!)

In other words—WHO alone in Iowa gives you most of the attention of most of the listeners. This means that WHO's cost, per actual listener at any given moment, is the merest fraction of what you'll pay for any other individual station or group of stations . . .

And this isn't rhetoric. Ask Free & Peters—or write us direct. How about it?

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. . . . National Representatives
In our language, "MM" has come to mean "more mail". In 1940, WMMN pulled 327,495 pieces of mail (most of them containing proof of purchase). We're going to smash that record this year—and imagine what we'll do in 1942 as we enter the year with an increase in power (from 1000 to 5000 watts night-time).
Entertainment...education...information, these, not power, are what make them listen. And that's why WSM so conscientiously studies listening habits...why WSM programs have won two Variety showmanship awards, Radio Stars Program Award, Radio Varieties Gold Cup Award and Billboard's Exploitation Award. Yes, that's why one of radio's largest talent and technical staffs keep always alert for new and better programs...and prove their worth with national favorites like the "Grand Ole Opry." Showmanship! That's the difference between power and effective advertising, and when it's coupled with 50,000 watts on a clear channel with one of America's lowest frequencies, you get a sales power that reaches a lot of people, makes them listen...and buy!

WSM's market is right in the heart of the South...America's fastest growing market which produces 70% of America's rayon; 67% of the nation's crude oil; 60% of the natural gas; 48% of the coal; 100% of the bauxite.

HARRY L. STONE, Gen'l. Mgr.

NASHVILLE, TENN.
When you think of

NEW ORLEANS
you think of:

The first "SKYSCRAPER" in the Mississippi Valley

and

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

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FOUND: $108,500,000.00.* Part of this money is yours! Write KOIL for details on getting your share.

KOIL
OMAHA, NEBR.

*Retail sales last year in the city of Omaha.
WHO IS THE BEST DARN SALESMAN IN RADIO ADVERTISING?

Plenty of people cast their vote for the BROADCASTING YEAR BOOK. Neat, intelligent, accurate and easy-to-understand, the YEAR BOOK Number is respected and esteemed throughout the radio advertising industry. It's a glutton for work, and a real master-mind when it comes to answering the industry's questions. Buyers consult it every day in the year (Sundays and holidays included). This salesman extraordinary wants to work for you at an amazingly low yearly wage: $192 per page; $108 per half page; $60 per quarter page, subject to regular frequency discounts. Reserve space in the 1942 YEAR BOOK Number. Write to BROADCASTING, National Press Building, Washington, D. C.
Almost every advertiser we've talked to agrees that he isn't going to let his regular customers forget him during this Defense period. You agree, too, no doubt. But how will you keep your customers reminded?

From the standpoint of psychology as well as economics, we believe that radio is the answer. Radio gives you really effective mass coverage at lower cost. And in times of stress, the big demand is for entertainment, for music, for release from the tension of the times. And that automatically means radio.

That's why radio in 1941 and 1942 is the best medium you can select for your "future-insurance" advertising program. And speaking of such matters—would you like a list of stations which really reach the million-and-a-half men now in the Service—the big new cities of 1941? Ask your Agency to ask the Colonel!

_Free & Peters, Inc._

_Pioneer Radio Station Representatives_

_Since May, 1932_
House to Probe FCC; Fly Pops Net Rules

New Draft Viewed As Even Worse; Durr Slated

WASHINGTON'S radio regulatory front erupted violently last week with the disclosure by Chairman Clarence F. Lea (D-Cal.) that the Commerce Committee will begin hearings in January on the Sanders Bill to reorganize the FCC. This move came just as FCC Chairman Toward blooms launched a new move to invoke modified chain monopoly regulations by Nov. 15. A special meeting of the FCC was to be held Saturday (Oct. 11) to consider and possibly vote out the revised rules. Chairman Lea's announcement, hailed as significant in view of futile efforts to run concurrent to revere the 15-year-old Communications Act, cited the need for revision of the present law and took cognizance of sharp complaints against the FCC's actions under Chairman Fly's direction.

This likewise came hard on the heels of the revelation the preceding week [BROADCASTING, Oct. 6] that Speaker Sam Rayburn had admonished Chairman Fly against any move toward "social reforms" in broadcasting during the national emergency.

Railroading Tactics

Meanwhile, Chairman Fly last Wednesday called a meeting to consider final chain monopoly rules, held to be more "vicious" than the original mandates which reverberated up and down Pennsylvania Avenue. He sought to have the Commission vote on the rules last Friday morning, with the object to have them in effect by Nov. 15, but illness of two members plus the observation by a third that he would not be prepared to vote, forestalled this, since a quorum would not have been available.

The revised rules, carefully phrased, in effect would make all network outlets non-exclusive, despite a veiled inference to the contrary. Affiliates would be permitted to anchor to networks under two-year contracts on this non-exclusive basis, with station licenses issued to run for the period.

The mooted forced sale by NBC of the Blue Network would be compromised by indefinite suspension of this rule. The hearing date call that it would not be invoked except under six months' notice. This was designed, it is presumed, to reassure Blue Network affiliates that there won't be a sale overnight.

It is expected Chairman Fly, who has directed the preparation of the revised rules by the law department of the Commerce Commission vote on them promptly—probably at the Saturday meeting. But there a battle looms. Chairman Fly last week tried several times reaching the Pittsburgh and indirectly from CBS, the commission that they would not seek to enjoin the FCC from making the rules effective if certain concessions were made. So far as known, such commitments were not made.

Await Durr Action

Also having a bearing on the regulatory outlook is the imminent appointment to the Commission by President Roosevelt of Clifford J. Durr, assistant general counsel of the RFC, who refuses that nomination was not sent to the Senate because it was in session only two days and because the President was represented as having been preoccupied with defense matters. In informed quarters it is stated the nomination will be transmitted to the Senate this week and mediaable able in New York, in the President's conclusion to name the Alabamian as the successor to Frederick J. Thompson [BROADCASTING, Oct. 6].

Mr. Lea has unqualifiedly committed his committee to consideration of the Sanders Bill and "other proposals for revising the Radio Act." In an interview the last Thursday, Mr. Lea said the committee had not yet decided definitely when it would hold hearings but that "we expect it to be around the first of the year—about Jan. 1." "The committee has no ideas and no axes to grind," said the Californian, "but we feel that it is our duty to consider questions raised in connection with the administration of the Act and developments in the industry since the original Act was passed. There have been complaints about the doubtful use of authority by the Commission. We believe that if there is doubt over the use of authority that it should be cleared up—either the Commission be given the authority or to make it clear it isn't the authority it exercises.

Preliminary Study

Mr. Lea commented on current Commission activities and said that on the newspaper-divorcement issue, the question would be gone into extensively. Some people contend, he declared, that the Commission does not have the authority and he feels it is up to Congress to clear it up.

Assembling that a preliminary study already been made, Mr. Lea said the committee has been forced to put off the hearing until January because of pending legislation involving projected revision, a

Strikes Threatened in Several Areas

Pittsburgh, New York, Dallas, Fort Worth Are Affected

STRIKES and threats of strikes rose last week to upset the normal broadcasting routine on several fronts as negotiations between broadcasters and union leaders failed to achieve agreement on the number of men that should be employed and the wages they should be paid.

In Pittsburgh, the American Federation of Musicians local pulled its members from the local stations, WJAS and KQV, and the national AFM office ordered all remote band pickups from CBS and NBC-blue to prevent such programs reaching the Pittsburgh stations. In Brooklyn, the Associated Broadcast Technicians Unit of the International Brotherhood of Electrical Workers called a strike of the technical employees of WBYN, throwing the station off the air 45 minutes.

In New York, Broadcast Local 1 of the American Communications Assn. authorized its officers to call a strike at WHN when and if they deemed such a move necessary, lowering a break-down in negotiations. In Fort Worth and Dallas, Emily Holt, national executive secretary of the American Federation of Radio Artists, conferred with executives of KGKO and WFFA and with officials of the AFRA local who were on the verge of calling out all AFRA members employed by those stations.

Remotes Cancelled

Details of the difficulty between the musicians union in Pittsburgh and WJAS and KQV were not immediately available. However, where the AFM national headquarters reported their information was limited to a report from the local that after a week's negotiation with the stations' management for a renewal of their previous contract had shown no signs of progress, the local had withdrawn the staff musicians from the stations.

Immediately following receipt of this information on Wednesday evening the union requested CBS and NBC-blue not to feed any more musical remotes to the stations. Since the networks' contracts require them to supply such service to all affiliates, they met the union's request by cancelling these pickups from the entire networks, replacing them with studio programs.

NBC a few weeks ago had faced a similar situation with its Red network, when an AFM strike was called against WSMB, Red outlet in New Orleans, and had built up a strong schedule of late evening programs, fed to the network from the studios of various Red affiliates. This schedule has been continued to the present time, despite the settlement of the strike which ended the necessity for it, on the theory that there might be listeners for other types of programs than dance music after 11 p.m. as well as in the earlier hours.

So, when the Blue's remotes were cancelled, NBC temporarily linked its two networks together after 11 p.m. to carry this already proven schedule, meanwhile rushing to prepare a similar program lineup for the Blue, with the expectation early this week of again providing its normal dual program service throughout the complete broadcast-

(Continued on Page 54)
of the Securities & Exchange Commission Act. The committee will be able
to decide in a few weeks on the
the former, the FCC and the
industry would be given “ample time for the
head, and then be in a
position to set the Sanders Bill
hearings date. In that fashion,
declared, the FCC and the
industries would be given ‘ample time for the
hearing’. Two-Division Plan
The Sanders Bill (HR 5497) was
introduced last August by Rep.
Jared Y. Sanders (D-La.) and
proposes a thorough-going
rearrangement of the FCC, splitting it into two
two autonomous divisions—broadcasting
and commercial carrier—with
fully delibera
tion, separately for each.
The Commission would be precluded from exercising regu-
lar control over business aspects
of broadcasting and the chairman
would be made the executive head
and not be assigned to either of
two autonomous divisions.

While Chairman Fly, in another
of his oft-repeated attempts, tried
to explain the “whys” and
port of the proposed new rules,
trickled out. Observers felt
they were even more
outlandish than the
original regulations.
In that exclusive time options are
eliminated entirely, since stations
would be free agents to option
time to any network on 58 days
advances notice.

Where the rules as originally
drafted would have banned exclu-
sive affiliations, a compromise ar-
rangement wherein stations could option time only to
particular networks in markets having three or
more fulltime outlets had been
projected.

The revised rule on option time
proposes three hours of option
time in each of four-hour seg-
ments, but no differentiation was
made between cities having less than
three stations and those hav-
ing a multiplicity of outlets.
The presumption was that stations
could deal with all chain organiza-
tions at the same time on a
first come, first served basis, and
could exercise the right to reject any
commercials for valid reasons.

Will Want the Best
Such a provision, network rep-
resentatives had commented in
testimony before the Senate Inter-
state Commerce Committee and be-
fore the FCC, would only mean
that choice network business would
gravitate to the top station in each
market, with the description of
exclusion for whatever remained.
Moreover, they contended it would
reduce the status of the major net-
works to that of commercial pro-
gramming agencies rather than active
for production of sustaining programs.
Clearance of national defense pro-
grams over networks, it was
pointed out, would become exceed-
ingly difficult, for since free agent affili-
ates would not be disposed to re-
move the commercials of one chain
to make way for the sustainer
of another.

If non-exclusive option pro-
vision remains, no network would
be able to guarantee given facilities
in any market. While the regu-
lations talk about time options as
such, the effect of the regulations are
said to preclude anything of
that nature. Time could not be
cleared satisfactorily either on a
commercial or sustaining basis, it
is felt.

In effect, only two of the eight
original rules are redrafted. These
are Rule 3.103, defining an affiliate,
and 3.104, the “penny强大”
That banning of dual network operation remains on the books but
is suspended indefinitely, with the
statement of policy by the Com-
mission that it opposes the dual
network operation but that in
order to avoid a “forced sale” at
least six months’ notice will be
given if the Commission proposes
to invoke that regulation.

The manner in which Chairman
Fly stated the proposals of the
proposed rules provoked consid-
erable intra-Commission agitation.
The meeting suddenly was called by Chairman Fly last Wednesday
morning for 11 a.m.

Shortly before the designated
hour, however, the meeting was
postponed by the chairman, who
asked members to stand by. Shortly
after 12 noon, it was announced that
the proposed rules, covering some 15
typewritten pages, were dispatched
to each Commissioner. The meet-
ing then was called for 11:15 a.m.
Thenceforth the exchange on the
“blitzkrieg” tactics, it is
understood, and finally it was de-
cided to postpone consideration un-
til Friday morning.

Thursday afternoon, however, it
was learned that Commissioner
George H. Payne was ill in New
York, while Commissioner Norman
S. Case, who has opposed the regu-
lations, suffered a relapse of a
foot ailment. Commissioner T. A.
Craven, who has led the opposition,
attended reported to Chairman Fly
that he would not be prepared to
discuss the regulations at the
suggested early Friday meeting.
Chairman Fly then called the Sat-
urday morning session, presumably
satisfied that Dr. Payne would attend.

The indicated vote, if one is
taken, is 4 to 2 with Craven and
Case dissenting, probably in writ-
ten opinions. Both Case and Payne
have in their presentation the former
against and the latter for the rules.

Ready to Appeal
It was obvious that if Chairman
Fly mustered sufficient votes to
ratify the revised rules, NBC and
CBS would seek to enjoin the Com-
mission from enforcing them.
The time option rule has been the main
bone of contention, conferences
having been held over a period of
several months with Chairman Fly
and the networks to evolve an
acceptable compromise.

But these fizzled, and Chairman
Fly several weeks ago issued what
amounted to an ultimatum to the
networks. This did not, how-
ever, and the effective date of the
regulations, originally set for
Sept. 16, was postponed indef-
ite, with arguments being held
before the Commission Sept. 12, at
which last-ditch efforts were made
to prevail upon the FCC to sus-
pend the rules for the duration of
the emergency.

The whole tenor of the proposed
new rules was regarded as mis-
leading, in that they mention exclu-
sive options but actually did not provide
for them. It was expected the
($('text'))
But Regional and Independent Groups Take Strong Steps Against Early Approval of New Music Contracts

DESPITE intra-industry steps to delay ratification of network contracts with ASCAP for prompt return of its music to the air, both NBC and CBS last week reported their "fair of deal" responses from affiliates were coming in satisfactorily. But there was no indication that contracts would be consummated by Oct. 15 or even shortly thereafter.

Action of a group of regional stations in Chicago last week, calling a meeting of some 100 seek clarification and possible posals, among other things, plus expressions at current NAB district meetings and by other trade groups, appeared to augur for con siderably more discussion before the whole industry is aligned with ASCAP. NIB President Harold A. Lafont said his organization is opposing acceptance of the contracits until they have been clari fied.

Storer's Proposal

While the number of favorable responses received by NBC and CBS in support of the proposal for a rebate of 5% of affili- ite net work income from commercial pro grams, was not divulged, NBC said that when it first reached an agreement last August with ASCAP, a majority of NAB stations had resisted. CBS, whose first letter on the contracts was not mailed until after completion of the drafting two weeks ago, apparently does not yet have a substantial majority of its affiliates aligned.

A proposal that the networks call meetings of their affiliates promptly to explore and explain the ASCAP proposals, was made by George B. Storer, president of the Fort Industry Co., operating stations in Ohio, West Virginia and Georgia, and promptly was echoed by a number of affiliates.

Indicating the temper of AS CAP was its action last Thursday, overriding General Manager John G. Paine on the release of the musical score of the Disney picture "Dumbo" for free use by unlicensed broadcasting. ASCAP announced following a meeting of its board that it had disapproved Mr. Paine's action in authorizing the release on the ground that Mr. Paine had acted beyond his authority in authorizing free use.

ASCAP said it has "repeatedly granted free licenses to religious, educational and charitable institutions for the use of the society's music in connection with the programs" and that its entire catalog has been released for use on the programs sponsored by the Treas ury Department and part of the nation's defense programs but "the board felt that granting a free license for the use of music for com mercial purposes would be contrary to the public interest and welfare.

What steps will be taken by Dis ney and by Irving Berlin Inc., pub

Texts of statements on ASCAP-network proposals by George B. Storer, Fort Industry Co., CBS Committee of IRNA and Ed Craney, KGIR-Z Bar Network, will be found on pages 22-23.

Answering Mr. Storer's argument that equally as important is the principle of maintenance of BMI and that the network license be considered in the position in which it found itself with ASCAP, Mr. Woods said that before consenting to the blanket license, NBC analyzed this possibility and felt suf ficient safeguards had been provided.

Support for BMI

In the first place, he said NBC intends "to continue the support of BMI". Moreover, NBC extends "to use and publicize BMI music on its network's sustaining pro grams." He continued: "I believe that advertisers will use both BMI and ASCAP on the majority of their musical programs especially if BMI music continues its popularity.

Regional stations will take a sustaining per program license with ASCAP paying for its music on a 'pay-as-you-go' basis and also will continue to use library services and phonograph records of BMI music.

"As far as the local stations' commercial licenses are concerned, most of them will return to the musical programs as contrasted with their spot announcements and other non-musical programs to determine whether or not to take a per- program or ASCAP commercial license or a blanket license."

Mr. Woods concluded that the whole formula is designed to maintain a "free and open market for music and I sincerely believe that this will be the result."

Not a Dissenter

In his reply of Oct. 8, Mr. Storer advised Mr. Woods that he was not insensitive to the "compelling reasons given in your letter for acceptance by your network of the blanket ASCAP license arrangement." He added, however, that his position felt a per-program basis commercial license payment with a 1% incidental music or sustaining program fee would be infinitely more desirable and "might have been negotiated".

Inasmuch as the payments under such a plan would approxi mately equal those under the 5% network blanket license fee pro posal, he asked if there was not a possibility that ASCAP "would accept this tender even now, especially so if 100% of the network affiliates were to do so, prior to submission of same to ASCAP."

Under the 5% and 1% network payments, based on a per-program analysis, Mr. Storer estimated the per-station weekly payment against $632,603 under the 2.5% blanket deal.

Assi sting as he did not wish to be an obstructionist, Mr. Storer said that "against our better judgment", his organization would be prepared to accept the current pro

(Continued on Page 62)
Independent Regional Outlets Projecting a Protective Group

List of 88 Stations Invited to Oct. 14 Session In Chicago Following Action Last Tuesday

PROPOSING to establish a "protective group" that would represent independent regional stations in combating the demands expected to arise from the new network power, dealing with the musicians' union and acting on the ASCAP license problem, 19 operators of 26 stations met at a midnight session in the Hotel Drake in Chicago last Tuesday to lay the groundwork of a permanent organization designed to function entirely apart from the NAB, NIB or IRNA.

After spending a full day in discussing mutual problems, the group designated a committee of five to send a telegraphic invitation to selected lists of 28 stations to be represented at a formal organization meeting to be held at the same place on Tuesday, Oct. 14. The committee signing the invitation comprised William J. Scripps, WWJ, Detroit; Eugene Pulliam, WIRE, Indianapolis; Hoyt Wooten, WREC, Memphis; Stanley Hubbard, KSTP, St. Paul; Bill O'Neil, WJW, Akron.

No Clears Present

The committee, in its telegraphic call, emphasized particularly its stand against the proposed ASCAP licenses, asserting they should be "modified and clarified" before they can be accepted, and expressing the view that the contracts do not "reflect the opinions and desires of a majority of affiliates in view of the fact that affiliates never were polled for their opinions and desires." The committee which called the initial meeting had conferred with FCC Chairman Dry during the NIB convention in Chicago Sept. 29-30.

The list of invited stations was not divulged, nor were the names of the 19 operators attending, all of whom were pledged to deepest secrecy. It is reported that the five persons signing the invitation were present, as were, among the others, Walter J. Damm, WTMJ, Milwaukee; Henry Slavik, WMC, Memphis; Ronald Woodyard, WING, Dayton; Wesley Dumm, KSFO, San Francisco; Truman Ward, WLAC, Nashville.

It was made clear that only owners of stations or duly appointed proxies of owners attended last Tuesday's meeting and were expected at the meeting this week. No clear-channel stations and members of network and operated stations were invited, although it is understood all of the stations on the list of 88 are network-affiliated.

The group is to hold the new-organization, a name for which has not been selected, utterly free of "network domination." One name suggested at the meeting was Independent Radio Stations, and it was indicated that most of the stations expected to join are located in major markets.

Discussion at the meeting covered the whole gamut of independent broadcasters' problems. None of those present had as yet signed the proposed new ASCAP contracts. All that was said, it was said, had attended the recent NIB convention but they were not satisfied that the organization of NIB into an entity paralleling or rivaling NAB was the answer to their particular problems.

Personnel of the proposed organization was not discussed, but it was generally conceded that a one-man office would probably be able to handle the common problems of the station. All that the group would make public was the text of the telegram calling the Oct. 14 meeting, after which it was said full details of organization plans, name of setup and positions would be released.

The telegram read as follows.

"At a meeting of independent regional broadcasters representing 28 stations affiliated with the major networks held in the Drake Hotel here today it was unanimously agreed that there is an immediate need for an organization of independent broadcasters to protect our interests in combating the demands of the superpower suppliers before any of these applications are granted, in dealing with the demands of the musicians' union and by immediate action, to refuse to sign the ASCAP license proposal, consideration of which has been expedited by the request of the networks for a refund from affiliates on network payments to ASCAP.

ASCAP Opposition

"The group meeting here today believes proposed ASCAP licenses should be modified and clarified before they can be accepted notwithstanding the approval of ASCAP contracts, including the per-program compensation by ASCAP and IRNA. The group meeting today does not believe these contracts reflect the opinions and desires of a majority of affiliates in view of the fact that affiliates never were polled for their opinions and desires.

"Therefore this group is issuing an invitation to you as one of a selected list of independent regional broadcasters to join in a meeting at the Drake Hotel at 10 o'clock next Tuesday morning, Oct. 14, at which time only not the ASCAP license proposal but also the musicians' union contracts and other problems of immediate urgency confronting us will be discussed and an organization formed to protect our interests in the matter of whether or not we can count on your attendance at Chicago on Oct. 14."
The power of a giant tank is almost irresistible as it crashes all before it in a mighty surge of power.

And the power of 50,000 watts, crashing through one of the nation’s richest industrial areas, is also irresistible in producing sales.

Yes, the rich Tennessee Valley area, developed from prime power, economically produced by more than $500,000,000.00 worth of dams, is to be the happy hunting grounds of station WLAC.

Find out what that means to you.

Covered fully and intelligently by WLAC

Nashville, Tenn.

J. T. Ward, Owner  F. C. Sowell, Manager

Going to 50,000 watts before the end of 1941

Paul H. Raymer Company, National Representatives

The Station of the Great Tennessee Valley
FCC Probe Touches News Services

Tries to Show Efforts To Keep News From Radio Stations

PINNING DOWN individual instances in an attempt to show purported coercion exercised on news stations by newspapers, to the detriment of broadcast stations seeking press service reports, FCC counsel developed the framework of its case in the press association on newspaper-ownership inquiry at a two-day session last Thursday and Friday.

The Commission, sitting en banc, heard testimony of eight witnesses called by it in the inquiry, along with rigid cross-examination led by Judge Thomas D. Thacher, chief counsel of the Newspaper-Radio Committee.

With hearings scheduled to resume for two days on Thursday and Friday, Oct. 16-17, no announcement of coming witnesses had been made by the FCC as BROADCASTING went to press. However, it was understood the sessions will continue with testimony by Joseph V. Connolly, president of King Features Syndicate, parent of International News Service, which began the inquiry when FCC Chairman James Lawrence F. F. Freeley recessed the proceedings last Friday, and an appearance by Herbert Moore, president of Associated Press service.

It is also thought the FCC will offer some of the corrections called for in Commission exhibits offered 24 days ago, and resistant judges to their accuracy by industry counsel.

Commission examination of witnesses was handled by Marcus Cohn, FCC special counsel to whom the press for two days, including the inquiry was assigned. Counsel Cohn and Judge Thacher occasionally precipitated snappy exchanges, although the sessions lacked much of the fireworks of precedents meetings.

During his examination of witnesses, Counsel Cohn emphasized the series of individual cases, in which radio stations attempted to secure press association news service in the face of strong newspaper opposition, with the opposing papers exercising various restrictive powers on the news service. Both station operators and news service officials were heard in connection with these situations, with the press the Newspaper-Owner asserting flatly that their radio policies provided open sale of their services to any and all stations with which proper terms could be arranged, and without regard to any newspaper opposition that may develop in particular cases.

The eight witnesses including Mr. Connolly, were Rogan Jones, president of KVOS, Bellingham, and KPQ, Wenatchee, Wash.; W. J. McCambridge, vice-president and general manager of Press Association, and AP assistant general manager; Lloyd Stratton, AP assistant manager and assistant secretary; Louis Wasmier, owner of KHQ-KGA, Spokane; Edwin M. Williams, UP vice-president and sales manager; Trumbull Grimes, editor of the Tampa Tribune and in charge of the newspaper's station, WFLA; James D. Poag, counsel of WMRC, Greenbush, S. C.

In marked contrast to previous sessions, there was little bickering between the bench and Commission counsel. Mr. Cohn was the fifth member of the FCC staff to participate actively in the proceedings. Flanking Judge Thacher, as associate Newspaper-Radio Committee counsel, were S. E. Hopper, New York, and A. M. Her- man, Forth Worth, along with Louis G. Caldwell, counsel for WGN, Chicago.

Rogan Jones Tells of Press Service Problems

The press association phase of the inquiry, conducted by Marcus Cohn, special FCC counsel, opened with the appearance of Mr. Jones, president of KVOS, Bellingham, and KPQ, Wenatchee, Wash. Mr. Jones related his difficulties with the last two transradio press association press service for the two stations.

Mr. Jones stated that the stations had suspended their contracts with INS early in 1940 because the INS regional service available to them was considered inadequate. The stations next used Transradio Service for several months, but decided to dispense with this service also when it was thought that the Transradio bureau in Seattle was to close.

Mr. Jones stated that he was first approached by a representative of Press Association in March, 1941. Early in April a PA contract for the Wenatchee and Bellingham stations was signed, he said, after conversations had shown that AP was anxious to avoid stirring up a 1934 fight in Bellingham between KVOS and the Bellingham Herald, an AP member, at that time had charged KVOS with "pirating" its AP reports for use on the station's signal.

Mr. Jones continued that a few days after the contract had been signed, and pending final approval by the AP board, he had been advised that the PA service for KPQ had been approved but that approval of the KVOS contract would have to await a meeting of the AP Board, scheduled for the end of the month. He voiced opposition to the station's use of the service. However, he stated, he had decided to "take a chance" on securing PA service, covering 123 stations, Don Lee, and MBS, as of June 30, 1941. Mr. McCambridge explained that PA has access to the entire AP news report, which is rewritten by special editors with a view to providing "service for the listener rather than the reader." He pointed out also that PA is a 24-hour operation, necessitated by the 24-hour radio service.

Counsel Cohn offered a series of 12 exhibits which traced developments incident to the Bellingham Herald, a national query of supplying AP and PA service to radio stations in one way or another. One document to which Mr. Cohn called particular attention was a letter from Cooper, AP general manager, from North-west AP newspaper members, asserting their right of protest.

The group of publishers "emphatically protest the sale of the AP news report to radio stations, either in the abbreviated form or otherwise, with the consent of the AP member in the community in which the radio station is located."

Another of the exhibits, a letter to Mr. McCambridge from Joseph Pigney, president of the Northwest, indicated that Charles L. Sefrit, business manager of the Herald, also was opposed to any such move, contending that "the owners of the Herald if KVOS and AP news report in view of the court fight between the paper and the radio station.

It was also indicated that the paper "might consider" discontinuing its AP franchise if the KVOS deal with AP went through. The letter to Mr. Jones from Mr. Pigney in April, 1941, told of the AP board's action in postponing indefinitely its approval of an agreement with KVOS "because of the situation which develops here and KVOS is involved in a large financial expenditure," i.e. the protracted litigation following the alleged "piracy" of the Herald's AP dispatches.

Qd. Mr. McCambridge declared he knew of no instance of a refusal to sell PA service to a radio station where the station and PA could get together on terms. Responding to a question from Chairman Fly, he said PAD had not refused any application from a Greensville, S. C., station, since no application had been received, although AP had approached the non-newspaper affiliated station there.

Under cross-examination by Judge Thacher, Mr. McCambridge readily admitted that service was available to any and all stations on "proper terms." He said he knew of no case where a proper application would be turned down by a member paper and member newspapers have no right of protest against any PA applicants.

Questions by WGN Counsel Louis G. Caldwell, Mr. McCambridge said AP serves 1400 newspapers in the United States, Canada, Latin America and Europe, uses about 300,000 miles (Continued on Page 58)
Congratulations, old man!

Becoming the chief engineer of a radio station is a big job with a lot of responsibility. It's a job which should give you a great deal of personal satisfaction, for it puts you on the road to accomplishing many things you've dreamed of doing.

The roots of your job go deep. For the chief engineers of the past 20 years—through their eternal quest for new and better ways to put a signal on the air—have contributed much to the high technical plane on which the industry is now established.

Now and in years to come, you can count on Western Electric to help you in every way possible to advance the art of broadcasting still farther.

Since radio began, Western Electric has played a leading role in changing it from a dream into a vital part of everyday life. Stabilized feedback, crystal control, vertical radiators, directional antenna arrays, the Doherty high efficiency amplifier, are a few of the improved tools provided by Bell Labs and Western Electric to help you in your job.

And now, although our energies are engaged in cooperating with the Defense Program, you may be sure that our interest, and the interest of our distributors, in broadcasting and in you who are a part of it, is as keen today as in the past.

DISTRIBUTORS:
In U. S. A.: Graybar Electric Co., New York, N. Y.

Western Electric
EQUIPPED FOR
BETTER BROADCASTING

October 13, 1941 • Page 13
Another Radio Coordinating Agency

**New OFF to Give Clear Picture of Defense Policies**

DEFINITE indication that the Administration is developing a far-reaching plan for cooperation among existing Government radio agencies for a more effective dissemination of military information. The new OFF, it was learned last Tuesday when it] was learned that President Roosevelt had approved the creation of a new Government agency, the Office of Public Information, to coordinate the work of established Government agencies in presenting a clear and detailed picture of the Administration’s defense and foreign policies.

To be set up in quarters now occupied by the Office of Civilian Defense, the OFF administrator was reported to Mayor Fiorello H. LaGuardia, OCH, chief. It is understood the OFF directorship has been offered to Archibald MacLeish, Librarian of Congress.

**Lewis May Direct**

Although detailed organizational plans cannot be completed until the chairman is selected, it was indicated that an OFF radio division, presumably to be headed by some well-known industry figure, is to be organized. Probably playing the vital role in the setting up and operating of this group would be William B. Lewis, CBS vice-president in charge of programs, who several weeks ago was called to Washington, on leave from CBS, to serve as expert broadcasting consultant to Director LaGuardia.

It also has been indicated that the OFF radio division would function as part of the big OFF plan, and would not operate as an OCR radio office. It was explained that OCR’s radio needs would continue to be served, as heretofore, by the OCR radio division, directed by Bernard Schoenfeld.

Col. William J. Donovan, Coordinator of Information, now organizing a world-wide American information service to combat enemy propaganda, will continue control over external defense activities.

**Not to Censor**

An important factor in the plan to clarify the picture offered to the public will be the Interdepartmental Advisory Committee, headed by Col. MacLeish, who has already been established, with members from the Departments of War, Navy, State, Treasury, Justice, Interior, OEM, OCR and OCR. Among the members on this committee are Lowell Mellett, director of the Office of Government Reports, and Col. Donovan.

Mayor LaGuardia has emphasized that this could not be used to censor facts essential to complete public understanding of the purposes and progress of the Administration. Its purposes are rather to reveal than to conceal the facts of defense and foreign policy, he said. It was also stated that the new agency, which bears the “OFF” in its official title, dealing with national defense, will not be a super-special bureau. It will issue no news releases and have no direct contact with information media.

Although OFF is not to displace Government press departments, nor has it the authority to dictate what the new Cabinet member said it has its function to attempt to prevent one department not having all the facts about defense at its disposal from issuing information distorting the overall defense picture, it was explained.

Revelation of the new OFF plan came a fortnight after Mayor LaGuardia had expressed his deep regret that the district had been left to the radio and press bureaus. The term “unfortunate” by many observers, resulted in a furor of opposition in the affected agencies, and OCR apparently dropped any intention of following through on its request that each agency furnish a complete list of its radio activities to enable Mr. Lewis to familiarize himself with Government radio activity.

“Whatever anybody says, OFF is not a propaganda agency,” the Mayor said last Tuesday. “The OFF is a sort of reservoir with a purification process. It is not a news-sheet, hand-out agency. The people are entitled to the facts, and they’re going to get them.”

The new agency is understood to have been formed principally for two considerations—agitation in Congress for “more facts on both national defense and foreign policy,” and insistence by the President that the public not only is entitled to know the facts, outside the narrow field of military information, but also deserves to be presented a body of well-organized facts rather than a hodge-podge.

Mayor LaGuardia also revealed last week several personnel appointments made at his request—Kaminski, WHO radio division, and Lieut. Barry Bingham, publisher of the Louisville Courier—Journal and owner of WHAS, who were leased by the War and Navy Departments for special duty with OFF, and Dr. Frank King Don called as a special consultant with OFF.

**SPECIAL MEETINGS SCHEDULED BY NAB**

STARTING last Thursday in the District 7 meeting in Louisville, a tentative schedule for the special meetings to be held in all 17 NAB districts before the new year was announced last Friday. The meetings are scheduled to go on through the middle of January.

Tentative schedules as announced by the NAB are:

- **District 1:** Worcester, Mass., Oct. 28; Boston, Hotel.
- **District 2:** Syracuse, N. Y., Oct. 29-30; New York, Hotel.
- **District 3:** Philadelphia, Oct. 31-Nov. 1.
- **District 4:** Greensboro, N. C., or Richmond, Va., Nov. 4-5.
- **District 5:** Atlanta, Nov. 5-6 (Georgia, Alabama); Jacksonville, Nov. 7-8. (Florida, Georgia, Alabama).
- **District 6:** Memphis, Nov. 17-18, Peabody Hotel.
- **District 7:** Louisville, Oct. 9-10; Cincinnati, Oct. 13-14, Panhandle Hotel.
- **District 9:** Chicago, Dec. 15-16.
- **District 10:** Omaha, Oct. 16-17, Fontenelle Hotel.
- **District 11:** Minneapolis, Dec. 11-12, Hotel Nicollet.
- **District 12:** St. Paul, Minn., Oct. 17-18.
- **District 13:** Tulsa, Hotel (to be held concurrently with AFA Southern District convention).
- **District 14:** Fort Worth or Dallas, Nov. 29-30.
- **District 15:** San Francisco, Nov. 28-29; Los Angeles, Nov. 29-30.
- **District 16:** Portland, Dec. 1, Seattle, Dec. 2.

U of IOWA has issued a bulletin booklet in which some of the activities of the university’s WSUI, Sioux City, Ia., are reviewed.

Coca Cola Series Conflicts on Blue

**NBC to Hold Stations for Sterling Products Fair**

STATIONS which are affiliated both with NBC-Blue and MBS and which station outlets for both the Coca Cola broadcasts on Mutual and the Sterling Products commercials on the Blue have received notice from NBC they will be expected to carry the Sterling Products programs.

In sending the 28-day removal notices to the six stations involved, NBC pointed out that the two programs, Monday night “Round for Dr. Lyons’ toothpowder and Melody Hour for Bayer’s aspirin,” occur at 10-11:30 p.m. on Monday and Wednesday evenings respectively, which is network time, and that the stations are obliged to carry them under the terms of their affiliation contracts with NBC.

**Other Dispute Solved**

These programs start on Oct. 20 and 22. The Mutual Coca Cola and KXRL, Nov. 3, calls for 10:15-10:30 p.m. broadcasts Monday through Friday, and 10-11:30 p.m. on Saturday. Blackett-Sattler, who has the contract for the programs on the Blue, D’Arcy Adv. Co., St. Louis, handles the Coca Cola advertising.

Signaling of the Wednesday evening program requires NBC of the necessity of settling a dispute between R. J. Reynolds Tobacco Co. and American Tobacco Co.

Sale of the Wednesday evening spot to Sterling got NBC out of the middle of a dispute between two tobacco companies over seven Blue outlets in the West. When R. J. Reynolds Tobacco Co. moved its Penthouse Party to the Blue on Wednesdays, 9:30-10 p.m., it requested that these stations be removed from the schedule Oct. 20. The broadcast will probably originate in Hollywood. Agency is Lord & Thomas, San Francisco, and ABC stations.

**Sunnyvale Spots**

SUNNYVALE PACKING Corp., San Francisco (Rancho Soups) has used a spasmocid user of radio, hence on a small scale, on Dec. 1 will start for 13 weeks a daytime-quarter-hour dramatic series in six western stations. It is to be heard on ABC and CBS stations in the West. Account was closed by Charles E. Morin, owner of the agency. The broadcast will probably originate in Hollywood. Agency is Lord & Thomas, San Francisco, and ABC stations.

**Shaler on 46**

SHALER Co., Warpun, Wis. (Rialtone motor oil), through Kirk-gasser-Drew, Chicago, has purchased daily one-minute spots on 46 stations for the week ending Saturday. The announced transmissions, produced by Hal R. Makelkin of the company, Chicago, were placed on the following stations:

- **KADA** KOB KGNC KYSO WSBO WEEB WENB WBWM WTMK KOB WHO WOIR WOIR
- **KTSN** KRC KFPH KPRC WIRE WJAX WDAD KLRX KRQA WNLA
- **WCCO** KDIW WSBM WABC TKTR WO KYY WCAS KOL KIN KSF KSF KWSF KWH WIKO KGGF KMXO KOMA KOME KANS.

**Old Dutch Mills Spots**

OLD DUTCH MILLS Inc., New York (Old Dutch coffee), on Oct. 12 started a series of announcements for 26 weeks on four New York stations and WHMA, WHIN, WMCA. Starting Oct. 13, the company is to sponsor Space of Life Monday through Friday, 8:30-9 a.m. on WEAF, New York. Program also for 26 weeks, features oddities of New York, humor, music. AGENCY is Peck Adv. Agency, New York.
WORL—ONLY RADIO STATION USED!

Selling $4,000 worth of merchandise in one week through WORL advertising is no miracle! Phenomenal sales increases are being registered every day for advertisers using the 920 Club on WORL. The 920 Club, unique in format, with a powerful sales impact—gets results... and by results we mean sales. It's America's outstanding radio program.

MOVE MERCHANDISE OFF RETAILERS SHELVES...but fast!

Doughnut sales up 147% in one week! Sales increase over 100% for a soft drink! Whatever your client's product... high priced—medium priced—low priced, the 920 Club on WORL will sell your merchandise in Boston—and in volume!

BUY A PARTICIPATION IN THE 920 CLUB NOW!

15 minute programs are open! Write for availabilities and 15 big success stories today!
KQW, San Jose-San Francisco, To Become Affiliate of CBS

Agreement Reached With Brunton, to Start Jan. 1; KQW Asks Dismissal of Protest by KSFO

KQW, SAN JOSE-SAN FRAN-CISCO, will become the CBS Bay Area outlet in lieu of KSFO on Jan. 1 under an affiliation agreement reached by Ralph R. Brunton, president of KQW, with CBS officials in New York last week.

Notice of the shift was divulged in a pleading filed with the FCC last Thursday by KQW in conjunction with KSFO’s opposition to a recent grant of 50,000 watts to the Brunton station on 740 kc.

KSFO also is an applicant for this facility with 50,000 watts.

The present KSFO affiliation with CBS expires Jan. 1. The network has not exercised its option to renew and has notified Wesley I. Dumm, owner of KSFO, of the KQW contract with KQW. No details regarding the contract were announced, but it is understood that it does not encompass the project for acquisition of CBS of a 39% interest in KQW.

Opposition Filed

The disclosure of the new affiliation came in the filing of an opposition to KSFO to the petition of KSFO for reconsideration of the FCC’s action of Sept. 9, granting the KQW application for 50,000 watts, subject to approval of a plan of independent financing.

When the Commission granted the KQW application, it simultaneously granted the KSFO application for the same facilities for hearing [BROADCASTING, Sept. 15-29].

KSFO, through former Commissioner E. O. Sykes, on Sept. 24 petitioned the Commission for reconsideration of its grant to KQW, contending that the Commission has “unwittingly done a gross injustice” to KSFO. It asked that a consolidated hearing on the competitive applications be set in San Francisco.

In the opposition filed last Thursday, Elmer W. Pratt, attorney for KQW, asked that the Commission dismiss and deny the KSFO petition on the ground that it was not a “party aggrieved or adversely affected” by the KQW grant. It is understood that the Commission shortly will consider the KSFO motion and the KQW opposition.

The affiliation contract of KQW with CBS, it is understood, covers its operation on 740 kc. as a 5,000-watt station. It is not possible, however, that provision is made for a revised arrangement in the event the station successfully prosecutes its 60,000-watt construction permit. CBS, however, is desirous of procuring a 50,000-watt outlet.

KSFO, in its quest for 50,000 watts on 740 kc, proposed that KQW be given its present facility on 560 kc. with 5,000 watts day and 1,000 watts night. KSFO at present utilizes the CBS studios built several years ago at a cost of approximately $135,000. Whether these will be turned over to KQW under lease, as a part of the move,angement, was not divulged. It was evident, however, that KSFO proposed to resist, all down the line, the effort of KQW to procure a regular grant on 740 kc.

Sale Commitment

KQW is a sister station of KJBS, San Francisco. It is understood that as one of the conditions to the grant of the 50,000-watt construction permit to KQW, FCC Chairman James Lawrence Fly excised from the Brunton company the commitment that KJBS would be dissolved. Morrell for K-Z Out has deferred policy against multiple ownership where duplicating service is involved. It is reported that several transactions involving disposition of the station are under consideration.

Two Morrell Series

JOHN MORRELL & CO., Outtumwa, Ia. (Red Heart dog food), on Oct. 8 started six-one-minute live announcements weekly for 11 weeks on KLZ, Denver; and on Nov. 3, five participations weekly on WDQ, Madison, Wis.; Margaret McBride, WEAF, New York for 39 weeks. Company is renewing three-weekly participations on WIS for July; Bodo, WNY, New York; and the transcribed three-weekly quarter-hour Shopping With the Missus on WBBM, Chicago. Morrell for K-Z Out has placed the quarter-hour transcribed shopping program three days a week, 52 weeks, on KDKA, Pittsburgh; WABC, New York; WCAU, Philadelphia. Henri, Hurst & McDonald, Chicago, is agency.

Band Plays On

DESPITE reported threats by the American Federation of Musicians against the Royal Canadian Air Force Band playing on Canadian Broadcasting Corp., networks [BROADCASTING Oct. 5], the RCAF band has had a weekly series of Monday evening concerts on a CBC western network originating at WCAP, Algoma, Minn. Power recently was reported as saying the band would have been moved from Wisconsin to South America if the union had not pleased. The new series is believed as part of a recruiting campaign.

Join KDAL, Duluth

RECENT additions to the staff of Duluth radio are salesmen, formerly of WNOO, Wino- nau, J. Patrick; and Dave Hay, from WDSM, Duluth-Superior; Charles Ross, announcer from KMPC, Beverly Hills, Calif.; Herb Green, bookkeeper; Bud Lade, publicity and promotion from WDSM.

COPPER CONTAINER, hermetically sealed, placed in the cornerstone of the Milwaukee Journal’s new Radio City by Walter J. Damm (left), general manager for the city’s four-station group, and Tomy, operator WTMJ and W55M. The box holds transcriptions, including recordings made with the}
The Station Most People Listened to First! Joins the Network they Listen to Most!

To Spot Radio Advertisers, 50,000-watt Westinghouse Station KDKA has become a bigger buy than ever! For more dials than ever, throughout the booming Tri-State Area, will stay tuned to KDKA by day and by night, stimulated by the unmatched leadership of NBC RED programming.

And when we say “unmatched” ...we mean just that! For instance:

NBC RED had the highest average daytime audiences ... the highest average nighttime audiences ... during every month of 1940. And during every month of 1941 so far! First in top-ranking programs, too, NBC RED boasts seven of the top ten network shows now on the air ... more than twice as many as all the other networks combined!

Add that kind of programming to the power and prestige of KDKA—which ALONE blankets the expanded 71-county Pittsburgh market of today—and you have a story typical of the kind of leadership NBC offers to spot and local radio advertisers in 11 great American markets ... the Golden Zones where money flows freely and products sell fast!

Check the list of NBC Key Stations yourself ... then ask to hear the whole story. A phone call to your nearest NBC Spot Sales Office will bring it in a jiffy!
Tillamook Gets $10.90 for Every $1

Coast Creamery Has a Radio Formula That Works on Low Budget

By DAVID M. BOTSFORD
President and General Manager
Botsford, Constantine & Gardner

WHEN the trumpets blare and the expensive comedians tear off gags and the guest stars perform for their fancy checks, the men who made Tillamook just sit back and smile. For the peaks in the audience surveys mean nothing for them. Instead, they are riding along contentedly with a low-cost regional network program that brings $10.90 for every $1 spent on advertising—principally radio. This great creamery cooperative on the Coast needs only a moderate budget to command a premium price from the buying public. And Mr. Botsford tells why.

of the pat formulas for successful radio programs. What it does have is perfect correlation between program content and commercial content. When the sales plug is inserted it stands as a natural concomitant of the roll, good-natured, food-loving Bennie Walker’s cheery patter. As the Portland Oregonian wrote in its radio column last May 16, “Bennie’s appetizing recipes do known famously from host to host; you can practically smell his concoctions over the radio.”

And of course Walker brings to Kitchen the vast following he won through a dozen years as m.c. on NBC-Red’s Woman’s Magazine of the Air, KGO’s Homestead Amateur Hour and hundreds of personal appearances up and down the Coast.

What does all this prove for others? We think several things:

1. Regional radio can be successful for advertisers with a budget of little more than $400 a week.

2. A program can be successful without high-priced music, drama, stars—or even quiz!

3. Daytime radio can be successful without the necessity of programs three or five times a week.

4. Radio offers a prime opportunity for food cooperatives, wherever located.

We have found out our 15-minute program a week an effective and economical basis for a campaign covering the West Coast market.

New Chicago Newspaper Shows Interest in Radio

CHICAGO’S new morning newspaper, financed by Marshall Field III, will devote considerable space to news that stars advertising. Publisher Silliman Evans at a press conference held last week at which the appointment of Rex Smith and Managing Editor George DeWitt, formerly manager editor of Washington Times-Herald were announced.

Mr. Smith, editor of Newsweek, and who has supervised the production of the current weekly quarter-sheet, Ahead of the Headlines sponsored by the publication on NBC-Blue, said he considered radio one of the most important news fields, and newspapers generally have not done as adequate a job as the national news magazines on the coverage of radio. The radio editor will be announced shortly, it was said.

In the meantime promotional plans on NBC-Red radio, are moving forward with the announcement of a $10,000 contest for the selection of a name and the best reply to the question, “Why does Chicago need another morning newspaper?” An intensive schedule of events will be placed on Chicago stations through Schwimmer & Scott, Chicago. It is expected that the paper will be in publication by the first of the year.
"There is no station on the White King schedule that is doing better than KLZ when it comes to rendering co-operation." Multiply that voluntary statement from the Raymond R. Morgan Company by the number of KLZ accounts, and you'll have some idea why KLZ's merchandising service is a STANDOUT in the minds of advertisers throughout the country ... why program productiveness is higher on this station than in most places.

"Sheer genius!" they're saying of "Junior Genius"—a KLZ kid show that is piling up fan mail from six states at a pace unusual even for this station. Produced on Saturday mornings, "Junior Genius" is a striking demonstration of two important points for advertisers: 1. KLZ's programming and production experts know how to build STANDOUT shows; 2. There's no such thing as poor time on this station ... a 'round-the-clock audience stays with KLZ, every day in the week.

Is your market the rich, populous, balanced Rocky Mountain zone east of the Great Divide? Do the buying regions of Colorado, northern New Mexico, Wyoming and western Kansas and Nebraska, with their lush farms and teeming industrial and mining centers, offer profit for your products? Then reach them, economically, efficiently and completely, through Denver's STANDOUT station ... the pioneer station of the West ... KLZ.

With increasing use of spot copy, advertisers are viewing approvingly KLZ's array of STANDOUT Fall and Winter shows ... knowing that a larger-than-ever audience stays tuned to this station. With station mail more than double last year to date, advertisers are finding KLZ's audience bigger, more responsive, than ever.

When Hugh M. Woods, president of the mercantile company bearing his name, signed a recent KLZ renewal, it marked the 14th year of association between the two companies ... established Mr. Woods as KLZ's oldest advertiser. Like many another Denver merchant, Mr. Woods credits radio with a large share in his business success ... uses the city's STANDOUT station exclusively.

DENVER'S STANDOUT STATION
5,000 WATTS
AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
Federal Warning on New Tax Indicates Widespread Violation

Price Quotation Attributing Increase Is Due to Recent Levies and Liable to Heavy Penalty

EXTREME CAUTION must be exercised by stations and advertising agencies quoting prices on such articles subject to the proposed Federal manufacturers’ excise taxes, as the result of a warning by Commissioner of Internal Revenue Guy T. Biddle in a letter.

Mr. Helvering warns that any person stating in writing or orally that any part of the sale price of such articles consists of a tax imposed by the Federal Government and knowing that such a statement is false or that the tax is not as great as the portion of the sale price attributed to the tax, may be subject to a $1,000 fine or to imprisonment for a year or both.

Many Violations

Special agents of the Bureau have been instructed to be on the lookout for such violations, which, it is understood, are fairly widespread evidently due to a misunderstanding of the law or inaccurate interpretation. Mr. Helvering and the commissioner that manufacturers are prohibited from quoting the tax separately, although they may add the tax as an element of cost and thereby raise their prices, is incorrect. However, he said, when the tax is passed on, the manufacturer may bill the amount of the tax as a separate item or add it to the price in the sale price of the article.

Leon Henderson, administrator, Office of Price Administration, has asked manufacturers, wholesalers and retailers dealing in articles subject to the excise taxes to exert their utmost efforts to prevent price increases to ultimate consumers exceeding the actual amount of the additional taxes. Manufacturers excise taxes, that is taxes which must be paid before the goods are sold to jobbers or retailers, effective Oct. 1, apply to such articles as automobiles, tires, tubes, radios and household refrigerators already carry excise taxes, but under the new law the amount has increased double or nearly double.

Seek Prosecution

The Bureau of Internal Revenue will first seek prosecution of a merchant, who for example, increases the price of an article 20% to cover a 10% tax, and then advertises that the entire increase is due to the added tax. Any dealer who, by purchasing in large quantities, undersells smaller competitors and calls attention to his accomplishment by telling the public, through advertising, “we absorb the tax.” The only articles taxed on the retail price are furs, jewelry and cosmetics.

Tax on Old Stock

Another violation, considered to date as inadvertent by the bureau, is interested in reporting that consumers a tax on goods in the retailers’ hands before Oct. 1. The manufacturers excise taxes apply only to articles delivered to retailers after that date and Treasury Department officials have told consumers they need not pay such taxes if they can determine that the goods were on hand before that date.

Section 3325 of the existing Internal Revenue Act provides that anyone who knowingly makes a false “statement in writing or through advertising” that the price of the excise tax or part of the price of any article subject to a manufacturer’s excise tax due to the imposition of an internal revenue tax shall be considered guilty of a misdemeanor and shall be subject to a fine of $1,000 or a year imprisonment or both.

The Act, which became effective Oct. 1, provides “that whoever makes any statement, written or oral, in advertisement or otherwise, intended or calculated to lead any person to believe that the price of the article in question includes the tax imposed . . . shall on conviction thereof be punished by a fine of more than $1,000.”

FIRST FM commercial contract in the Deep South is in the claim made by W45BR, FM affiliate of WJBO, Baton Rouge, La. Watching T. J. Daigre (right), local Coca Cola dealer, affix signature is H. W. Anderson, vice-president and general manager. The beverage firm is sponsoring all Tulane games on W45BR. Club Chanticleer has signed to broadcast all high school games.

Oelwein List

OELWEIN CHEMICAL Co., Oelwein, la. (Oeco Mineral Compound), has started a 26-week campaign using a three-weekly schedule of one-minute announcements of WNXN KWAT WDAY KGDE KATE KFAM KROC KYSM WLS KMA WHO, and a quarter-hour news broadcast on WMT, Cedar Rapids, KMA-W7, which is Cary-Ainsworth, Des Moines.

Rit Announces

RIT PRODUCTS Corp., Chicago (tints and dyes), has started a campaign of 15 one-minute transcribed announcements weekly on 20 stations, continuing for the balance of the year. Agency is Earle Ludgin Inc., Chicago.

Industry Is Expected to Get Off Easily In Probe as Clark Praises Fair Policy

PRESSING a comparatively easy time for radio, as against motion pictures, when broadcasters are called to testify on the alleged use of propaganda for political purposes, Chairman D. Worth Clark (D-Ida.), of the Senate Interstate Commerce subcommittee holding hearings on a Senate resolution proposing a full-committee investigation of charges that radio and the movies are being used to arouse interventionist feelings, in an Oct. 4 CBS broadcast from Washington declared that “by and large the radio networks have been eminently fair in granting time to both sides on debatable public questions.”

Handled With Fairness

“If they had not been, I would not be speaking to you tonight,” Senator Clark commented. “If one of our interventionists gets 15 minutes to whom it up for war, then anti-war Senators can usually get 15 minutes to reply. “So to this extent, at least, the radio industry has handled its enormous power with fairness and without discrimination. Whether, however, war propaganda has crept into the radio programs to an unwarranted degree is a question for future study.”

Since the subcommittee hearings started Sept. 8, observers have seen definite indications from members’ comments that radio would have little difficulty in meeting and defusing the propaganda charges [BROADCASTING, Sept. 15, 22].

More Movie Witnesses

With several more movie industry witnesses scheduled to appear before this phase of the inquiry is completed, it is thought hearings on the radio phase could not possibly start before early November. In some quarters it is even predicted that the radio phase will not be covered, since radio was not the primary target of the propaganda campaign and members appear cognizant of its efforts to remain nonpartisan.

Simpson Charges Biddle Censorship

Claims U. S. Official Was Factor in Cancellation

CHARGING New Deal censorship in the suspension of the broadcast contract of a Sept. 30 NBC broadcast by Attorney General George F. Barrett, of Illinois, Rep. Simpson (R-Pa.) in a prepared statement last Wednesday declared that the situation “appears to merit inquiry” by the House Committee on Interstate & Foreign Commerce. He charged that U. S. Attorney General Biddle had called in broadcast agents and committees, abolished about cancellation of the broadcast, which had been arranged and cleared with NBC several weeks in advance.

That a move to Rep. Simpson, Attorney General Barrett, scheduled to address an Indianapolis meeting of the National Assn. of Attorneys General on Sept. 30, submitted a resolution, termed “a vigorous attack upon Communism and Fascism and an appeal for a restoration and revitalization of American government procedures in Washington,” to NBC a week before the broadcast.

Censorship Charged

The speech was cancelled after a conference between Attorney General Biddle and Earl Warren, of California, president of the association. Rep. Simpson declared, “Regrettably, the resolution, after a conference with the association, later delivered his address over an Indianapolis station, he added.

“This is not an isolated case of New Deal censorship,” he commented. “There have been many other instances recently which suggested growing radio censorship by the Administration—a festering unwholesome and thoroughly un-American development. I think it proper for our committee to inquire whether Attorney General Biddle influenced this cancellation.”

“Suppression of free speech must not be tolerated in America. If our great broadcasting systems have been so intimidated by the FCC (Federal Communications Commission) as suggested, it is time the Government is given an opportunity to assert itself—complete as that prevails in the dictator countries of Europe.”

Alkine Placing

ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn) on Oct. 7, started a campaign on Rambus & Blue TalkTalk. On Oct. 10 at 3 p.m. and Wednesday and Friday 10:45-10:55 p.m., on WOR, New York. At the same time company is planning an intensive campaign of spot announcements, participations and programs in other free markets, also to get under way during the latter part of this month. Redfield-Johnstone, New York, handles the account.
AIM YOUR ADVERTISING AT THIS

Connecticut's INCREASE over last year in Effective Buying Income is $424,000,-
000. (Sales Management's current report).

When this amazing sum of money is added to Connecticut's normally good income, this state leads the country in spendable money per family.

Here's a target worth shooting at—and you can score a bull's eye in this market by using WDRC in Hartford.

You cover the best part of the state on this one station—at a low cost and with real efficiency.

WDRC
CONNECTICUT'S PIONEER BROADCASTER
5000 WATTS • HARTFORD
☆ BASIC CBS FOR CONNECTICUT
ASCAP Contract Plan Fair, Says IRNA-CBS Committee

Holding that the request of CBS for reimbursement by affiliates of a portion of its expenditures for ASCAP music is "fair under the circumstances", the CBS committee of independent network affiliates on Oct. 7 sent to all CBS outlets a letter urging approval of the contract provisions.

The letter is a sequel to that dispatched by the NBC committee of IRNA last month to NBC outlets. Members of the CBS committee are John A. Kennedy, WCHS, Charleston; Don S. Elias, WWNC, Asheville and I. R. Loinsberry, WGR-WKBW, Buffalo. The letter follows in full text:

You have received from the network copies of the proposed ASCAP contracts and its letter of analysis.

You also have received an analysis prepared by the NAB. We believe that no purpose would be served by repeating the explanations given in these various communications and we have no wish to add the volume of material which you will have to go through in arriving at your decision on this subject. However, there are certain points of major importance, or points which we feel have not been sufficiently stressed, which we would like to make in this letter.

In the first place, we do not think that the ASCAP contracts are perfect, but we do believe that they are the best that can be obtained; and that they are more fair and equitable than most of us thought would be possible.

Music Victory

We believe that the reporting provisions required under the per program contract are much more voluminous than need be, but ASCAP has claimed that the information called for in these agreements is the minimum with which they can get along. They take the position, however, that they have no more wish than the stations to handle unnecessary paper work and that as experience shows that some of the forms are unnecessary, or that they are calling for greater detail than is necessary, they will consider the matter with an open mind.

Another point we should like to make is that this music victory is one of which the entire industry should be proud. It never could have succeeded without the support of all elements in the industry—networks, affiliates and independents. A united industry did the job.

We went into this fight with the understanding that no element of the industry was going to try to take care of itself and stick the cost on another element of the industry. That is, that we weren't going to try to load all the costs on the network, and vice versa, that we weren't going to load them off on the stations.

An analysis of the costs of music which was contained in the network letter showed how substantially the costs have been the increased music costs to the network and how substantial the savings to stations. We don't think that there is any use in repeating these figures, which with you are already familiar, but we do think that they clearly demonstrate a good deal is now being offered. Likewise we feel they completely justify us in urging upon you your prompt agreement to help get ASCAP music back on the air on network programs.

Columbia has given its assurances that it will continue to give adequate support to BMI over a long period. We quote Mr. Klauber's letter:

"Broadcast Music Inc. should be strongly and adequately supported by the entire industry in order that we may never again find ourselves without an alternate source of music. Broadcast Music Inc. is willing to bind itself to giving such substantial support so long as the stations are willing to maintain BMI."

We believe that this removes all doubt that BMI can and will survive if the broadcasters generally want it to and most certainly we think that it should.

In Close Touch

We would further like to point out that as members of the IRNA Negotiating Committee we have been in close touch with the developments in the music copyright situation ever since it began to look as though a solution with ASCAP were possible. We consulted and advised with Columbia last July, before it made its original offer to ASCAP, and we have been advised and have sat in on meetings, from time to time, ever since.

When the terms of an agreement were finally worked out we attended a joint meeting with the NAB Executive Committee and gave our approval to the agreement. It is this agreement which has since been reduced to final contract form and which was mailed to you last Saturday.

It is because of our familiarity and participation in these negotiations from the beginning of the present controversy that we even presume to take the liberty of calling this situation to your attention.

We are not attempting to give you any advice upon which form of local contract, if any, you should take out for your local operations. We do believe that the network's request for reimbursement is fair under the circumstances, and take this method of announcing that individual networks or guilds or the stations or as members of the IRNA Committee that we will sign the agreement to reimburse Columbia on the basis suggested in its letter.

Crane'y Criticizes Rebate to Network

Argues Chains Continue to Cloud the Music Issue

Contending that the networks wish to "confuse the cloud the music issue," Ed Crane'y, operator of KGIR, Butte, and the Z-Bar Network, and leading proponent of a per-use method of music payment, yesterday telegraphed NBC that he could not agree to "rebate any percentage of gross network receipts of music". His tele-gram follows:

Cannot agree to rebate any percentage of gross network receipts for music. Your acceptance of blanket license indicates your controversy with ASCAP has been one of dollars and cents only. Your statement that advertisers not using music would demand a reduction in rates shows you wish to continue to cloud music issue. Just why should your fees be an additional advertiser to help pay the music cost of another advertiser when you do not follow the same procedure either with special talent cost or in forcing all advertisers to use the complete facilities of your network?

An Open Market

You say it is impossible for you to dictate to a client whether he use BMI or ASCAP music. May I ask how you would have the power to do this any more than it would be right for you to force all advertisers to use the same artists? It is time you face the issue honestly. We can only have a free and open market for music if it is purchased on a use basis. This is the only way to assure to next generation of composers any opportunity to be heard and paid for their talents tomorrow.

You know as well as I that all radio can exist and thrive on but a single license and that, with ASCAP. Your blanket license theory, a dollar-and-cents deal favorable to you only, puts all music negotiations back where they were in 1932 and the fight will still continue. I wonder if this time, though, the non-ASCAP user advertisers will not have something to say. I started early this year to give a reduction in rates to those not using music or clearing music at the source. This is the honest way to conduct your business. It complies with the intent of the Government's consent decrees. Your blanket license theory does not.

Du Mont-RCA Video Pact

CROSS-LICENSING of patent licenses between RCA and Allen B. DuMont Labs., was announced last Tuesday. L. H. McNeill, vice-president of the firm bearing his name. Under the plan Du Mont is licensed under standard RCA patents and DuMont agrees to turn grants RCA a non-exclusive nontransferable license under DuMont patents.
Storer Letter to Networks Gives Basis For Opposition to ASCAP Contracts

GEORGE B. STORER

and especially so since one network has chosen to secure a temporary advantage by accepting ASCAP's proposal.

We wish to reserve final decision on this proposal until the attitude of a substantial majority of the network affiliates has become evident. Were it not for the fact that we sincerely believe that in acceding to the network portion of ASCAP's proposal a wedge will be furnished which can be used to breakdown the entire broadcast industry's independence, we would accept at once without such reservation.

It is not the amount of the 2½% payment which impels us to write as per the above, but rather the hope that we may persuade you and others that a blanket license accepted at this time in the interest of expediency will prove to be unforseen damage to the broadcasting industry.

Danger of Monopoly

We quite agree that it behooves the broadcast industry to make available to the listening public and to the radio advertisers a complete catalog of music.

However, I feel that to agree to pay a license fee generally on the total volume of income for the partial use of any music catalog is a complete fallacy.

In only a short time broadcast stations in the interest of economy will choose to pay such a blanket fee to a single music licensor. This action will result in a growing monopoly which will have to be fought might and main.

I do not agree with the statement that it is impractical for ASCAP to supply a catalog. Whenever the writer has had something for sale my customers have always had the right to know exactly what they are getting, and most of them have been very careful to exercise that right.

The statement has been made that an analysis shows that a few hundred ASCAP tunes are regularly used. A cross-indexed file could be supplied covering these well known works available on application.

A low cost blanket license fee covering both BMI and ASCAP tunes used in sustaining programs, theme, and background music, would, I feel, be far more advantageous.

A Sound Basis

However, we feel that a per piece, cleared at the source contract with ASCAP or BMI is the only sound basis for payment on commercial programs.

The writer is sympathetic with your desire to return ASCAP music to the air speedily via your net revenue.

Your communication of Sept. 25, together with the accompanying alternate proposed forms of contracts with ASCAP have been read and re-read by the writer. At no time since the inception of broadcasting have I supposed, would cooperation between different elements within the industry be more beneficial.

Therefore, it is with great reluctance that I must inform you that my associates and I would prefer not to accede to the terms currently offered by ASCAP.

The basis for our reservation of the acceptance of these proposed contracts is simple.

Partial Use of Catalog

We only desire a license to use music belonging to a licensor upon a per use or per piece basis.

We can see no fundamental reason why the partial use of ASCAP's catalog should compel us to pay a license fee on all of our net revenue.

As an illustration—some years ago in the manufacture of welded steel tubing, in which I was interested, the writer was also engaged, two different patented methods of tube manufacture were developed. The oxy-acetylene method and the electric resistance type.

We were licensed under both patents. We paid a royalty on each foot of electric resistance welded tube sold, and likewise a separate license fee per foot of tube produced by the oxy-acetylene method.

Now the electric weld method, like ASCAP, was entitled to a larger license fee than was the case with the oxy-acetylene method.

However, as time passed we continued to use both processes and the oxy-acetylene process improved greatly, being prodded by the necessity of competing with the electric method. Consumption of the latter, as a result of this, increased.

To continue the illustration and analogy, how utterly stupid we would have been to have agreed to pay a royalty on all of our production to the owners of the electric process, irrespective of whether or not our production was developed by the electric method or by some other method. What possible chance would have been afforded the owners of oxy-acetylene method to do likewise? Gradually we would have found ourselves at the mercy of the owners of the electric process.

Editor's Note: George B. Storer, president of the Forest Industry Co., operating WSPD, Toledo, (NBC-Red), WWV, W L e e i (NBC method); WMNN, Fairmount (CBS); WAGA, Atlanta (NBC-Blue); WLOK, Lima, O. (NBC-Red), and WHIZ, Zanesville (NBC), also is president of the Standard Tube Co., of Detroit, a steel manufacturing company. In the following letter sent to both NBC and CBS, he outlines his objections to the proposed ASCAP contracts for return of its music to the air. Because of the intense interest in the subject, Broadcasting publishes the letter in full:

Earnings by NBC Revealed in Court

Profit From 1926 Until 1941 Shown to Be $30,041,173

TOTAL PROFIT earned by NBC in the period from its organization in 1926 until Dec. 31, 1940, was $30,041,173, according to Manton Davis, vice-president and general counsel of RCA, who revealed the figures Oct. 2 at a hearing before Referee Abraham J. Halprin in New York on the $1,000,000 offer made by General Electric Co. and Westinghouse Electric & Mfg. Co. for full settlement of all pending suits by NBC.

Of this total, Mr. Davis stated, $22,550,000 was turned over to RCA in dividends, while an additional $2,500,000 was contributed by NBC, an RCA subsidiary, toward research activities in the radio field. At present, Mr. Davis testified, NBC is capitalized at $6,500,000.

Other Pleas Denied

Halprin was appointed referee by the New York Supreme Court to determine the fate of the NBC and Westinghouse offer. Meanwhile, Justice Peter Schuck of the New York Supreme Court, in June, denied an application by six RCA stockholders to set aside the hearings and refused them permission to intervene as a stockholder suit for $250,000,000 covering alleged illegal transfer of RCA stock to NBC and Westinghouse in certain patent rights. Justice Schuck ordered six suits pending in courts other than the N. Y. Supreme Court to be consolidated and directed that all RCA stockholders be stayed from prosecuting their suits until Referee Halprin turns in his report.

Earnings of NBC

Survey Shows 4% of Families In New York Listen

SUBSTANTIATION of the well-known fact that new commentators and news programs are popular with listeners was brought out for the first time with conclusive evidence by the latest of WOR's continuing surveys in New York listening habits. This analysis also found that 4% of typical Gotham families are available to listen to their radio during the 2 a.m. to 6 a.m. period. The station researchers arrived at this percentage by personally interviewing members of 11,653 families.

The WOR study showed that while only 19% of the audience checks had been confined to those homes having telephones, the WOR study sampled the homes of all income groups—with and without phones—revealing that certain programs which had been heard last year actually had a lower and higher listener rating. Finally the report showed that baseball broadcasts are favored among all kinds of listeners in all groups of income.

INSTITUTE of Radio Engineers has announced its winter convention will be held in the Hotel Commodore, New York, Jan. 12-14.

Survey Shows That 4% of Families In New York Listen

LATE NOCTurnal survey conducted by the New York branch of WOR shows that in New York 4% of families listen to the radio during the hours of 2 a.m. to 6 a.m. This is the percentage of families who listen during those hours.

OCTOBER 15, 1941 | PAGE 23
Easing of Multiple Ownership Rule Seen

Gradual Elimination of Duplicate Holdings May Be Tried

MODIFICATION by the FCC of its proposed rule to ban multiple ownership of broadcast stations where overlapping service is involved was foreseen in following a full day of oral arguments Oct. 6, pursuant to Order No. 84, proposing the dual ownership ban. Later hearing the views of representatives of a dozen-and-a-half units which presumably would be affected by the proposed drastic rule, the Commission took the arguments under advisement. In virtually all cases, the peculiar interests of the existing dual ownership licensees were cited, as a showing of public service. In several instances the jurisdiction of the FCC under the existing statute was challenged and the impracticability of applying a rigid yardstick was demonstrated.

May Adopt Policy on Future Grants

While no crystallization of FCC view could be gleaned, it was thought the logical move would be for the Commission to revamp the proposed rigid rule to ban, as a matter of public interest, dual ownership operations in the same areas.

In one official quarter it was thought the Commission might decree that it will not license more than one station in the same market except under extenuating circumstances and where it is shown that the public interest, as the paramount consideration, would be served through such dual operation. Thus, exceptions to the rule could be authorized where the Commission feels the public interest would be served.

The FCC, it is evident, already has embarked upon such a policy. FCC Chairman James Lawrence Fly, for example, has exacted commitments in several instances from broadcasters seeking improved facilities, that they will dispose of second stations as a condition precedent to the dominant station grant. Similarly, applicants for second stations in the same market consistently have been advised that their chances are less than negligible.

How fast the Commission may work on the revised rule has not been indicated. Principally, there are two requests before the Commission dealing with the issue. Crosley Corp. [Broadcasting, Oct. 6] asked the FCC for a statement of facts, principles or theory which would justify its proposed regulation and the same point was presented briefly by William J. Dempsey, counsel for WLW and WSAI, Cincinnati, in the arguments last Monday.

Louis G. Caldwell, on behalf of KFI and KECA, Los Angeles, owned by Earle C. Anthony Inc., espoused a legislative hearing on the multiple ownership question, following procedure which he said had been adhered to in the past on all policy matters on which any jurisdictional question appeared to be involved.

Conspicuously absent were a majority of the stations which might be affected by the rule as now written. This, presumably, was on the theory that the order itself specified a six-month effective date and also on the premise that the Commission, by statute, must accord full hearings before it can force such separations. There appeared to be no question that the Commission’s jurisdiction, in one fashion or another, would be challenged under any rule it may adopt, to the point of forcing the multiple ownership ban.

The dominant view was that the Commission majority would seek to knock off multiple ownership situations one by one through suasion, urging stations to sell, trade or move within a reasonable length of time.

Limit Is Placed on Time for Argument

With all six commissioners present as the proceedings started, Chairman Fly in his introductory remarks announced that a 30-day period for oral comments would be enforced. He pointed out that three respondents had asked for more time, but ruled they would be required to stay within this limitation.

The first appearance, by Judge John C. Kendall, was on behalf of Oregonian Publishing Co., owning KGW-KEX, Portland, Ore., and Louis Wasmser Inc., licensee of KHQ-KGA, Spokane. Judge Ken- dall declared he had failed to find, upon his own independent inquiry specifically, any specific instance of complaint against the multiple ownership or dual operation of the stations he represented. He observed also that he was uncertain about just what ground was to be covered in the proceeding, remarking that the 30-day period for double-station owners, never have had any objective indication from the FCC about “what should or should not happen in this case.”

Pointing out that the FCC itself had indicated, before issuing Rule 84, that Congress would be asked for amendatory legislation covering the multiple ownership situations, Judge Kendall declared he could think of no other reason for the rule than prevention of monopoly. With this in mind, he questioned the legal right of the Commission to define “monopolistic practice” and to set out to regulate the matter.

Quotes White and Dill On Intent of Congress

Declaring that “two men are in a position to indicate the Congressional intent” behind the Communications Act, Judge Kendall read comments by Senator Wallace H. White, Jr. (R-Me.) and former Senator Clarence C. Dill, indentified as the originator of the radio acts, indicating the FCC did not have the power it was seeking to assume. Senator White was quoted as saying during hearings on the proposal for a new FCC investigation, that it was quite definitely indicated there had been no intent, in writing the Act, to give the FCC authority “to write an antitrust act of its own nor to say what is or is not a monopolistic practice.”

Judge Kendall also read excerpts of a Sept. 22 letter from former Senator Dill, now in private law practice in Spokane, to Louis Was- mer in which Mr. Dill declared that “the order in effect is a new provision of the law that we had refused to include any such provision in the Act, that by no grant of power in the law did Congress intend to include any general order such as No. 84. Mr. Dill was quoted as saying also that if he were still a member of Congress, he would insist that both houses move to prevent such FCC action, which is purely a legislative function. [See text of letter on this page.]

Buffalo Stations Term Rule Undesirable

Representing Buffalo Broadcasting Corp., licensee of WGR-WKBW Buffalo, Counsel Frank D. Scott declared the proposed rule was “unnecessary” and “undesirable” to secure the results desired by the FCC. Pointing out that Congress had already left the question of licensing of stations, Mr. Scott observed that although the FCC could wield great power through its licensing authority, Congress had defined its operation in a manner “pointing out unmistakably...

Intent of Congress on Dual Ownership Is Explained in Letter by Ex-Senator Dill

EXCERPTED by Judge John C. Kendall, counsel for KGA-KHQ, Spokane, during oral arguments before the FCC last Monday on the multiple ownership question, the following letter from former Senator Clarence C. Dill, author of the organic radio act, to Louis Wasm- ser, owner of KGA and KHQ, was offered as an authoritative indication of Congressional intent behind the Communications Act of 1934.

"Dear Mr. Wasmser:

"My attention has been called to a proposed order by the FCC under which no individual will be allowed to operate more than one radio broadcasting station to serve any one community. This order is in effect a new provision of radio law. Congress placed no such restriction upon station ownership. As a co-author of both the Radio Act of 1927 and the Communications Act of 1934, I recall distinctly that the Commit- tee in charge of writing those laws positively refused to incorporate any such provision, although it was repeatedly proposed and discussed in Committee sessions.

"Power to Renew

"Instead, Congress provided that the Commission should have the power to grant or renew or refuse to grant or refuse to renew a station license upon consideration of individual applications either with or without hearings.

"In Section 303 Congress specifically set out a series of special powers which it granted the Com-

mission. By none of those grants of power nor by any other grant of power in the law, did Congress intend the Communications Commission should have authority to issue a general order with the ef-

fect of a statute forbidding dual ownership as such.

"Not only was it the intent of Congress to refuse to grant this power, but no language of the law can be fairly interpreted to permit the issuance of such a general order, applicable to radio station owners without specific inquiry into the conditions existing in each individual case of dual ownership, as to its effect upon the ‘public convenience, interest or necessity.’

"Nor can the order of the Commission be justified on the ground that dual ownership constitutes a monopoly. Section 313 specifically states that monopolies must have been so declared after judicial proceedings. Again I recall that those who framed the radio law were most careful to set out this requirement of a judicial proceed-

ing as a necessary method of de-

termining whether or not a mon-

opoly in radio service exists in any particular area or in any particular kind of service.

"I hope you will urge these facts upon the Commission most emphati-

cally at the general hearing to be held Oct. 6, 1941. If I were still a member of the Senate, I would insist that both Houses of Con-

gress take immediate action to require the Commission not to exceed this power, which is nothing less than the law making power.”

Page 24 • October 13, 1941 • BROADCASTING • Broadcast Advertising
"This is Station WJZ!"

20 Years ago this week, New York's Oldest Station was born!

October 5, 1921! Harding in the White House... Vaudeville booming... Prohibition a novelty, and — the threshold of the Radio Age!

One-third of all present listeners in WJZ's area were still unborn the night that the ether over Manhattan first vibrated to the words: "This is Station WJZ!"

They were proud words then—for any radio transmitter represented a tremendous achievement ... the surmounting of tremendous obstacles! And they are prouder words today... for behind them lies a record of 20 years of day-by-day service to advertisers and audiences, in the world's richest market.

20 years is a mighty big slice of radio history ... almost all of it, in fact. We've seen radio receivers progress from crystal detectors to home-recording combinations. We've seen development follow development in broadcasting itself, as year by year we found new ways to do the old jobs better!

Today WJZ looks forward to its next 20 years — toward still finer service in the "public interest, convenience and necessity!"
PRODUCTION PROBLEMS absorb the undivided attention of this group of executives during rehearsal for the weekly CBS Arkansas Traveler program sponsored by Campbell Soup Co. They are (1 to r) Ashmead Scott, writer of the show; Merrit Barnum, New York radio executive of Rathrauff & Ryan, agency handling the account; William Forbes, CBS Hollywood network sales service manager; Thomas Freebain-Smith, agency producer of the show.

authority to issue Order 84, she nevertheless maintained that the Commission could not enforce its proposed rule on an equitable basis. Mrs. Willebrandt held that although the FCC may have the literal power to issue such an order, the act contemplated under the rule could not be enforced soundly under equity, pointing out that the question involved was how far "should" and how far "may," an agency go in exercising its powers. She declared that when this exercise of power goes beyond the fair bounds of equity, it becomes unlawful.

In addition to exceeding its equitable powers, Mrs. Willebrandt maintained, the FCC was placing a wrongful burden of proof on licensees. She added that she could not find in any law, whether communications or antitrust statutes, any provision that the burden of proof be assumed by the person charged. She held that the FCC should decide each case on its merits, rather than on any broad, all-inclusive rule, with all licensees assured of a full hearing.

Speaking specifically of the WJJD-WIND operation, she commented that the "community of interest" in the stations has resulted only in better operation and service to the public. She discounted any charge of "monopoly" that might be lodged against the stations, pointing out that they constitute only two of the 18 stations in the Chicago area.

Called "Short-Circuiting" By George Sutton

During his appearance, for Reading Broadcasting Co. (WRAW) and also Berks Broadcasting Co. (WEEU), Reading, Pa., Delaware Broadcasting Co. (WILM) and WDEL Inc. (WDEL), Wilming ton, Del., along with Pittsburgh Radio Supply House (WJSJ) and KQV Broadcasting Co. (KQV), Pittsburgh, Counsel George O. Sutton declared that the proposed rule represented a "short-circuiting procedure" inconsistent with the Communications Act. Mr. Sutton declared that the FCC was not empowered to make rules inconsistent with the terms of the Act, as he held was the case with Order 84.

By its wording that no person may directly or indirectly own more than one station, Mr. Sutton held, the proposed order in effect says that "no license is to be issued," although such words do not actually appear in the order. In an exchange with Chairman Flynn, he declared that if it is to be the policy of the FCC that multiple ownership shall not exist, it probably would be proper to make a statement to that effect, although no rule should be written which the FCC must necessarily follow and which would preclude any benefit accruing to a station from a hearing on its particular case. If the FCC policy against multiple ownership is clear-cut, then the Commission should go to Congress for an amendment to the Act, he declared.

Chicago, West Virginia Groups Testify

Appearing on behalf of Gene T. Dyer, part-owner of three Chicago stations - WGES, WAIT and WSBC - Andrew G. Halsey, commenting on monopoly considerations, declared that one station in a big-city economic and cultural center like Chicago has more of a monopoly on public thought and action than several small local or regional stations. He pointed out that the three stations he represented account for only 2.9% of the power in the Chicago area, and do only 4.4% of the business. He maintained that each case in which the multiple ownership question arises should be examined on its merits and determined on standards of public interest, convenience and necessity.

Expressing uncertainty on the application of the proposed rule to his specific situation, Horace L. Lohnes, counsel for West Virginia Broadcasting Corp. (WWVA, Wheeling) and Monongahela Valley Broadcasting Co. (WWMM, Fairmont, W. Va.), asked the Commission what might be meant by "substantial duplication" under the rule.

Pointing out that although there is no overlapping service between WWVA and WWMM today, with both operating at 5,000 watts, some duplication would occur should WWVA go to 50,000 watts. With 50 kw. operation, he estimated that WWVA will have an audience of about 4,000 listeners both day and night. During daytime operation about 400,000 listeners would get duplicative service, he indicated, with overlap shrinking to 85,000 at night. He emphasized the importance of the FCC's definitely indicating where the duplication line must be drawn, holding that the rule is self-operative and that hearing evidence would be limited to whether there were common ownership or duplication.

NBC Challenges Commission's Power

Duke M. Patrick, NBC counsel, pointed out that NBC owned and operated three sets of stations in New York City, WJJD, Chicago (WMAQ and WENR), and San Francisco (KPO-KGO), while in Washington it owned WRC and leased WMAL under a management contract. Would those combinations be covered by the rule? Challenging the FCC's jurisdiction, Mr. Patrick held that the Act granted no authority to promulgate any regulation such as Order 84 and that the proposed rule did not carry out any provision of the Act.

He declared the rule cannot be justified either as an aid to or an adjunct of the FCC's licensing power. Neither can it represent any "administrative definition of monopoly," because the FCC is given no such power to define and because it is a matter to be adjudicated by the courts and not by the Commission.

NBC asserts that, rather than having an adverse effect, ownership of stations by the network has become a big factor in NBC's success and has resulted in a greatly developed public service, he stated. Declaring that the proposed rule would act in derogation of the public interest, quality of the public service in radio, Mr. Patrick held that parties should have full opportunity to present all pertinent facts in their case and get a hearing free and open-minded by an open-minded and fair-minded commission. He pointed out also that NBC had assumed ownership or operation of the stations only after it had secured full consent of the Radio Commission, and that it had invested several million dollars after obtaining approval.

Appearing for Massachusetts Broadcasting Corp. (WCCP) and Broadcasting Corporation Inc. (WROL), both of Bos-
It was a great pair of wrists that made Craig Wood the acknowledged 1941 national golf champion. It is a great pair of radio stations which advertisers are choosing to drive their messages into the greatest of all the nation's defense-busy markets. The forceful selling power of WJR and WGAR “takes you around in less” in America's foremost industrial area.
How American Family Spends Its Money Analyzed in New Governmental Report

The AMERICAN family and how it spends its income is analyzed in a 260-page book, replete with tabulated data, published last Wednesday by the National Resources Planning Board, reporting to the President.

Taking expenditures of some 60,000 selected families, the report covers the year 1935-36. It is described as the most comprehensive analysis yet made of family spending patterns, varying at different income levels. It includes a breakdown of expenditures into more than 90 items. Separate data are given for farm, rural non-farm and urban families along with comparative estimates for white and negro families, for five geographic regions and for three sizes of family. Also shown is the magnitude of expenditures for durable, semi-durable and non-durable goods.

Third in the series of reports on purchasing power and consumption requirements of the American people, the book includes over 400 statistical tables together with appendices.

How They Spend

Of the $38 billion dollar income received by 26,000,000 families, the report shows, nearly 86% was spent for current family living; about 3% was used for gifts and contributions; 1 1/2% for income, poll and other taxes; the remaining 10% was saved.

Taking the 31 billion dollars devoted to current consumption needs, the report shows less than 9% spent for automobiles, household equipment and other durable goods, with less than 10% for semi-durable goods. Perishable goods accounted for 47%, with food claiming the major share. The remaining 9% was about equally divided between housing expenditures and all other consumer services.

Considering all families together, the average income per family came to $1,622. Food climbed 29% of this amount, averaging $407 for the year, or $2.77 per person per week. Housing expenditures—excluding the imputed value of the use of owned homes and of rental farm houses—came to $248 for the year, and household operation and furnishings to $209.

Rural and Urban

The average family clothing bill was $141, with women spending $47 on the average, men $41, and girls and boys of 2 to 15 years of age $18 and $17 respectively. The average amount spent for the purchase of new and used family cars was $84, and for a motorcycle operation $60. Medical care took $94, recreation $41, barber services and other personal care $28, and tobacco $26.

Comparing rural and urban families, the report shows an average income of $1,218 for the farm group, $1,499 for the rural non-farm group and $1,955 for families living in cities. More than one-third of this lower figure, for farm families, it should be noted, represents the imputed value of use of the farm dwelling, food, fuel and ice, leaving only $786 available for all money expenditures for family living during the year and for gifts, taxes and savings.

The report was prepared by Dr. Hildegard Kneeland and a technical staff under the direction of the Director of the Industrial Commission and the National Resources Planning Board. The estimates are based primarily on data from a nationwide study of consumer purchases conducted by the Bureau of Home Economics of the Department of Agriculture and the Bureau of Labor Statistics, in cooperation with the Works Progress Administration. The results are expected to prove of immediate value both to business groups and to Government agencies, in analyzing changes in consumption patterns and individual savings during the present defense period, and in planning for the post-defense years. It can be obtained for 50 cents from the Superintendent of Documents, Washington, D. C.

KEEPING THEM FIT

Physical Culture Programs

Are Heard on KFBI

WITH interest in physical qualifications reaching an all-time high in the post-World War era, reports of physical fitness programs, KFBI, Wichita, Kan., is capitalizing on a corresponding interest among people to correct physical defects. Promoting the physical fitness program is Dr. Phil Cope, physical director of the YMCA, KFBI started a nightly series on physical culture to make people interested. Dr. Cope explains that while correct exercising and advice will not correct all defects, it will help to build up a person so that they will not be susceptible to future ailments. KFBI executives hope that other stations continue the campaign for higher physical standards.

Boake Carter Returns

AFTER a month's absence from the air, Boake Carter, MBS news commentator, is resuming Oct. 20 with a five times weekly program at 4:45 p.m., to be sponsored Monday, Wednesday and Friday by Land O' Lakes Creameries, Minneapolis. Although the commercial contracts for KFBI Mutual stations, all other MBS outlets may carry Carter's newscasts on a sustaining basis. He also will be heard twice weekly on WOR, New York Mutual outlet, for Piel Bros. beer. Agency for the Creameries is Campbell-Mithun, Minneapolis.
PROGRAM RIGHTS 
UPHELD BY COURT

SETTLEMENT of the injunction suit brought against Muzak Corp., wired music company, by MBS and Gillette Safety Razor Co., was effected Oct. 4 in New York Supreme Court with the signing by Muzak of a consent decree giving Mutual exclusive property rights to its programs.

The plaintiffs brought suit after learning that Muzak was using the exclusive Mutual play-by-play description of the World Series to its subscribers, and sought a preliminary injunction, which was issued. Justice Ernest E. L. Hammer then handed down the decision that Muzak's action was a violation of the plaintiff's rights.

According to the consent decree signed by Muzak, permission was granted for it to carry the remaining World Series games provided that listeners were posted in Muzak outlets stating the games were broadcast by Mutual and Gillette with special courtesy mention at the beginning and end of the broadcasts crediting the plaintiffs. The stipulation established a precedent in giving a broadcasting company an exclusive property interest in its programs so that companies like Muzak cannot take programs off the air and feed them to its subscribers without violating the rights of the broadcasting system. Lawyer representing Mutual was Emanuel Dannett of Leon Lauterstein, New York law firm.

Central Illinois Group 
Holds Program Session

OFFICIALS of five Central Illinois radio stations and representatives of 13 women's clubs met in Peoria recently with Mrs. Dorothy Lewis, vice-chairman of the National Radio Council for Children's Programs, for a discussion of women's and children's programs. Prior to the meeting, the radio officials had met in the studios of WMDO for a conference with Mrs. Lewis, who is scheduled to make other appearances throughout the country. So far she has visited Indianapolis, Peoria, Rockford, Ill., and Cedar Rapids.

Attending the Rockford meeting were: Mrs. L. H. McNiel, WDZ; Tuscola; Edgar L. Bill, WMDO; Brooks Watson, WMDO; Jake Higgins, WDA; Daville; Merrill Lindsay, WSOY, Decatur; Mrs. Ruth Shaeen, WCAQ, Carthage; Mrs. John Fishner, WCAQ; Jo Wetzler, WMDO; Clair Hull, WDZ.

League to Buy Time

RADIO, either as a network program or in transcription form, will be included in the nationwide campaign starting Oct. 25 by the Cooperative League of America in an effort "to acquaint America with the actual facts and advantages of consumer cooperatives and to strengthen the movement by increasing membership, trade and capital." Campaign plans will be discussed at a national membership drive meeting attended by members of regional cooperatives Oct. 23 in Indianapolis, after which details will be announced, according to Wallace Campbell, assistant secretary of the league.

Here's a hand your can play "pat." Push in all your blue chips because you can't lose. KTSM's 1000 watts now enables this influential station—already the favorite in the El Paso zone—to expand its service to many thousands of added listeners in a very materially enlarged territory. And since there's no increase in rates, KTSM's an even better "bet" than ever to win sales for your product in this—one of America's ACE MARKETS.
RADIO PROMOTION on a grand scale in a tie-up between the Thomas J. Lipton Co., Hoboken, N. J., Columbia Recording Corp. and Band-leader Horace Heidt succeeded in placing the Heidt recording of "I'm a Little Teapot" on the Columbia best seller list within three weeks, according to Patrick R. Dolan, CRC advertising manager.

Lipton adopted the tune for special merchandising and promotion offers, playing it on daily spot announcements on 90 CBS stations and on Heidt's "Treasure Chest" program, sponsored on NBC-Red by Lewis-Howe Medicine Co. The recording of the song also was sent to 500 stations throughout the country with special announcements and mention of the tie-up between Lipton and Columbia.

More Vs WSYR, Syracuse, distributed thousands of "V for Victory-WSYR" buttons during the recent New York State Fair.

**Things that are TRULY CHICAGO**

To shoppers throughout the Middle West, State Street with its great array of department stores and specialty shops is most truly "Chicago."

Likewise, WGN with its Chicago origin and heritage most truly represents "Chicago" to the midwestern radio audience.

Because of this kinship, WGN can most influentially deliver your advertising message to these people.

A Clear Channel Station 50,000 WATTS 720 Kilocycles

**Merchandising & Promotion**

Tea Records—Cork Drama—Bank's Show
Bob's Tale—Novelty Mail

**Contest for Kids**

TO STIMULATE interest and explain purposes of the weekly CBS Armstrong Theatre of Today, sponsored by Armstrong Cork Co., a Southern California employee was chosen to receive $100 Defense Bond and a vacation trip to New York. Winner will be staged in the network's Hollywood studios on Oct. 4. Besides hearing the initial broadcast of the series, the winner will receive a tour of the network's radio stations throughout the country.

**Armstrong Series**

**Book for Bob**

PEPSODENT Co., Chicago (toothpaste), as promotion for the weekly NBC Bob Hope Show, has issued a 56-page book under title of *They Get Me Covered*. Written by Bob, the illustrated book tells progress of the star on stage, screen and radio. A total of 4,000,000 books have been printed with Paramount Pictures Inc., having offered 10,000 copies to be distributed among exhibitors and the press, tying it in with the film "Nothing But the Truth", which stars Bob.

**Ruler, Glass, Peas**

A SERIES of unusual mailing pieces was part of a campaign launched by KMO, Tacoma, Wash., when it increased its power to 5,000 watts. A celluloid ruler was attached to one of the direct-mail origination, a magnifying glass to another, and three seed peas in a cellophone bag to a third. A prize of $100 was offered to the first person who could find a minute sentence hidden in a map accompanying the magnifying glass.

**Minnesota Data**

ASSOCIATION of Twin City Newspapers in cooperation with KSTP, WCCO, WDGY, WLAL and WTCN, Minneapolis-St. Paul, have issued an eighth annual Minnesota Business Index in folder form, citing statistics on farm income, retail sales, employment and other vital facts about Minnesota.

**Color Scheme**

ADVERTISERS in Baltimore received a silver medal and a red carnation reminding them that WBAL, Baltimore, is now a basic member of the Red carnations were also distributed at the Advertising Club luncheon to over 300 guests with the compliments of the station.
Enrich your Music
WITH THE NOVACHORD!

FOR THE CAUSE of national defense, WCOP, Boston, has donated half of this big corner sign to messages about defense bonds, gasoline conservation, aluminum, enlistment and similar topics.

Symphony Service
IN RESPONSE to requests from listeners, a special program note service is available this season for the MBS broadcasts of The Philadelphia Orchestra Concerts to those subscribing for membership in the Philadelphia Orchestra Radio Club. Annotated programs are mailed in advance of each Friday afternoon broadcast. The money accrued from the subscription fee is used to distribute tickets to the concerts free to servicemen.

Scare Copy
CKCW, Moncton, N. B., is scaring its friends with a clever promotion piece announcing its power increase from 100 to 250 watts. Mailed in an envelope marked “personal” is a V-shaped gadget that flies up in your face when the letter is opened. The jitter-bug epistle says “Jump! We did too, from 100 to 250 watts. The only thing that hasn’t jumped is our rate.”

Chest of Hope
CKRN, Rouyn, Que., has started a cooperative program The Hope Chest in which a key to a hope chest is given with every purchase from a sponsoring merchant. To the person holding the key which will open the hope chest will be given the cedar chest filled with $100 in merchandise plus $50 in cash.

BROCHURES

CKCH, Hull, Que.—Four-page two-color folder titled The Prime Minister, depicting in words and pictures the station’s handling exclusively in the Ottawa area of the Canadian premiere of the Warner Brothers picture of that title, and the coverage of the station of the French-speaking population of the Ottawa-Hull region.

NBC-Red—12-page brochure, illustrated with pen-and-ink drawings, on the success story of Vitutia’s Pet Mix Only and Mr. District Attorney on NBC-Red.

Pepper Young’s 1,500th
SPONSORED by Procter & Gamble Co., Cincinnati for White Naphtha Soap, on 67 NBC-Red stations, Monday through Friday 11:15-11:30 a.m., Pepper Young’s Family celebrated the broadcast of its 1,500th program last Friday. Compton Adv., New York, is the current agency.

Any pianist can create an incredible array of distinctive musical styles with the Novachord. He can produce brilliant “fill-in” music... distinctive themes and signatures... and complete musical programs with this remarkable instrument.

With the Hammond Novachord your pianist has at his fingertips a wide variety of rich, colorful instrumental effects... and it’s easy to play!

The Novachord, with its unique adaptability to almost every musical requirement, is a practical and profitable investment for radio stations both large and small.

Call your Hammond dealer for a demonstration of the Novachord’s amazing possibilities... his name is in the classified telephone directory. Or, if you haven’t received your free recording of Collins Driggs at the Novachord, write to: Hammond Instrument Company, 2989 N. Western Ave., Chicago. There’s a full half hour of thrilling Novachord music on its two sides—all in Public Domain for you to use any time you wish.

The NEW idea in music — by the makers of the HAMMOND ORGAN
USED BY ALL MAJOR NETWORKS AND BY INDEPENDENT STATIONS EVERYWHERE.

See... Hear... Play THE HAMMOND ORGAN

HAMMOND ORGAN STUDIOS - in New York: The Hammond Bldg. 50 West 37th Street... in Los Angeles: 3328 Wilshire Boulevard

Your fingers touch the piano-like keyboard... and as you turn the Tone Selectors you color your music with effects of orchestral instruments.
When it comes to sales possibilities, Windy (Ky.) is a soft summer zephyr—typical of lots of small towns in the State! Whereas the Louisville Trading Area—with its effective buying income 33% greater than the rest of Kentucky combined—is a roaring gale! To “harness” this hurricane, all you need is WAVE, the station that delivers the whole Louisville Area at lowest cost! How about us helping blow some business your way?

Louisville’s WAVE

Studies in behaviorism are the focal point of a new series of programs based on the pathological, which started last Thursday 10-10:30 p.m. on WMCA, New York. Written by Marjorie Hayes Camp, staff writer, series is titled Listen to a Strange Tale, and while not shying away from horror, will run the whole gamut of the strange and unusual.

Looking at Ballet

BALLET as it looks to members of the Corps de Ballet, the stars, the composers and the critics, is the subject of a series on WNYC, New York. Titled, Ballet, Backstage and Audience, series features integrated interviews dealing with the four aspects of the ballet. The programs are separately titled: Ballet from the Chorus Line, Ballet Spotlight, Ballet From the Orchestra Pit, and Ballet on the Aisle.

Know Their Business

WITH the Raleigh Merchant’s Bureau as sponsor, WRAL, Raleigh, N. C., presents a weekly quarter-hour titled “He Knows His Business.” Each week the bureau sends a representative of a commercial service in its membership to WRAL to be interviewed by Announcer Frank Mansuy.

Labor in the Crisis

IMMEDIATE PROBLEMS confronting wage-earners in the national crisis will be discussed by leading men and women representing labor, government and academic opinion on Labor—Its Responsibilities & Possibilities to start Oct. 16, 9:15-9:30 p.m. on WEVD, New York. A feature of the forum will be the participation of a trade union audience in the discussions.

FM View of Chicago

NEW SLANT on travelogues is a program series originated by W69C, Chicago, a sight-seeing tour by radio titled See Chicago broadcast five days a week. Program presents little-known facts of Chicago’s history.

What They Say at Mrs. A’s

ROUND-TABLE discussions on current topics held at the home of Mrs. Lionel Atwill, Washington hostess, are heard direct from the Capital on weekly forum programs Dinner at Mrs. Atwill’s on WHN, New York.

Listeners’ Critique

WDNC, Durham, N. C., makes public its letters of criticism by presenting a weekly quarter-hour, For Better or for Worse, during which the listeners’ opinions of the programs are aired.

Abbott and Costello Signed

STANDARD BRANDS, New York (coffee), through J. Walter Thompson Co., that city, has signed Lou Abbott & Bud Costello, comedy team, to a new contract as features of the weekly NBC Chase & Sanborn Show. Contract is for four years, with yearly renewal options at a salary reported to be 50% over their former salary, which was $1,250 per broadcast.

NATIONAL UNION RADIO Corp., Newark, has published the annual edition of Radio Fact Log, edited by Samuel Kaufman. The 28-page magazine contains logs for long and short-wave listening and television, along with features and photographs. The publication is distributed by radio dealers and servicemen.

JOHNNIE O’HARA

FOUR STAR FEATURE

★ Mass Audience Acceptance in the great St. Louis market.
★ Continuous Sponsorship for five years with three sponsors.
★ Listener confidence proved with unusual sales results.
★ A six day feature on the “First in Sports” station.

ST. LOUIS KWK

Represented by Raymer
SKY HIGH REPORT on the progress of the new 500-foot towers of KDAL, Duluth, Minn., was broadcast recently by Ellis Harris, special events director (r), who scaled the rising structure to interview Roy Briley, superintendent of construction of the Ace High Construction Co. KDAL, in preparation for its move to 610 kc. with 1,000 watts, is building the two new towers, a completely new transmitter, auxiliary tower and tuning houses on the banks of the St. Louis River.

Multiple
(Continued from Page 26)

ton, International Broadcasting Corp. (KWKH) and Tri-State Broadcasting System Inc. (KTBS), Shreveport, La., and Fisher's Blend Station Inc. (KOMO-KJR), Seattle, Counsel Ben S. Fisher enumerated inequities resulting under the rule, prominent among them the indication that no provision is to be made for recovering "pioneering losses" incurred by a licensee in developing a second station.

He pointed to the case of KOMO-KJR, declaring that disposal of KJR under the new requirements would amount to a forced sale that would not repay the licensee for all the money spent and losses sustained in developing the facility. He held that the overlapping service limitations should be definitely defined in the rule, along with extent of joint ownership, and that some consideration should be given cases where acquisition of a second station was virtually required of an existing licensee in former days.

Declaring that he was representing the "little fellow", Henry B. Walker, of Evansville On The Air Inc. (WGVF and WEOA, Evansville, Ind.), held that even if the FCC does have the right to enforce the proposed rule, it will be abusing its power if it enforces Order 84. Asserting that sale of the second Evansville station to an independent licensee would be "an enormous loss to us", he maintained that the present operation of the two stations was in greater public interest than if they had been separately owned and operated.

Caldwell Urges Delay In Enforcing Rule

Appearing for Earle C. Anthony Inc., owning KKI-KECA, Los Angeles, Counsel Louis G. Caldwell declared the FCC had gone too far in a "very drastic broad principle" in the proposed rule. Pointing out that he had been unable to prepare any brief because none of the facts wanted by the Commission had been made known to him or any other counsel, Mr. Caldwell declared that in failing to hold the usual legislative hearing on the multiple ownership proposition the FCC had lost its opportunity to do justice and develop a fair policy.

Mr. Caldwell declared that enforcement of the proposed rule should be held up pending the determination that the FCC does in fact have the authority to promulgate such a regulation. He observed also that there appears no need for any immediate, drastic action before court action on the network cases.

For the time being, he recommended, the Commission might develop its multiple ownership policy along three lines—(1) forbid ownership of two stations in the same area to new applicants; (2) refuse more than one station to one applicant in a city having no more than a given number of stations, with the number to be determined by the Commission; (3) forbid extension of multiple ownership in cases where it results in "undue concentration of power" in the light of existing licenses.

Final appearance of the day was made by William J. Dempsey, former FCC general counsel, representing Crosley Corp. (WLW-WSAI, Cincinnati), who merely called attention to the Crosley brief previously filed.

Musical Shows Picked For Sterling on Blue

TWO NEW musical shows will debut on NBC-Blue on the spots purchased recently by Sterling Products, Wheeling, W. Va., for its subsidiaries, E. J. T. Watkins Co., New York (Dr. Lyon's Tooth Powder) and Bayer Co. that city (Bayer's aspirin) [BROADCASTING, Oct. 6]. The new Dr. Lyon's show, to start Oct. 20 and to be known Monday Merry-Go-Round, will feature Ben Wain, formerly soloist on the Hit Parade, Phil Dewey, vocalist, Victor Arden and his orchestra and a chorus of 13 mixed voices, on 63 NBC-Blue stations, Monday, 10-10:30 p. m.

The show for Bayer on Wednesday, 10-10:30 p. m. on the same number of stations, starts Oct. 22 and will be a half-hour of semi-classical music and song with Conrad Thibault and Vivian della Chiesa as vocalists. Title is American Melody Hour. Blackett-Sample-Hummert, New York, handles both accounts.

WRNL, Richmond, on Oct. 1 joined MBS as the network's 183d affiliate. Owned by the Richmond Radio Corp., WRNL operates on 910 kc., with 1,000 watts unlimited time.
AMERICA'S MOST POWERFUL

NEW YORK: 1540 Broadway -
The houselights are dimmed... a brilliant fanfare... the spot centered on the great stage. The audience of fourteen million (America's greatest) awaits the appearance of YOUR SHOW amid the array of bright new talent and perennially favorite stars. We are almost ready... are you?

"On stage! Curtain going up."

UL INDEPENDENT STATION

CHICAGO OFFICE: 360 N. Michigan Ave.
Toward ASCAP Peace?

ASCAP again hits high C as radio's No. 1 problem of dollars versus principle. Many affiliated stations are up in arms over the rebate provisions in the proposed network contract with ASCAP to restore its music for the first time since last Jan. 1. But a strong segment of important affiliates believes the deal is a good one—far better than any hoped for when the contract was erupted last year and ASCAP put on the heat for doubled tribute.

There can be no doubt that the deal is far more advantageous than any heretofore proffered. By the same token, however, the type of contract offered by ASCAP, with the onerous logging requirements and inhibitions, virtually eliminates the "pay as you use" method—the principle for which the industry has fought for nearly a decade. Similarly, ASCAP's lethargy in providing an adequate catalog of its works mitigates against any practical application of a per use system.

At this stage, the booklet is anything but tranquil. Affiliates, before they kick over the traces, must ponder several fundamentals. They must decide whether the proposed contract is reasonable, and provides an equitable solution. Dollar-wise, we are told it saws affiliates 40% of their overall music costs, while the networks must spend 60% more.

Under the Government consent decrees of last March, ASCAP cannot go out of business without serious repercussions for BMI, which provided competition in music. There must be at least two relatively strong competitive pools to provide that competition. Yet that certainly doesn't mean the industry perforce should pay a percentage of its receipts on a blanket basis to any music pool.

NBC and CBS are goading their affiliates into quick approval of their blanket arrangement with ASCAP. Here and there, the rebate provision appears to have boomeranged. Moreover, a number of affiliates are not entirely satisfied that BMI will be continued, either by the individual stations or by the networks, once ASCAP is back on a preponderantly blanket basis.

The suggestion has been made that the affiliates, either as network groups or jointly, should be called together by NBC and CBS to explain their respective positions. This plan, strongly advanced by George B. Storer, head of the Fort Industry Co., has definite merit. But there is one danger to be averted. The industry cannot act in concert, under the Department of Justice consent decrees. With proper safeguards it would appear proper for affiliates to foregather to discuss the whole matter, preparatory to negotiation of individual contracts.

The NAB will hold three important district meetings during the next week—in Grand Rapids, Omaha and Tulsa, aside from that which is in Louisville last week. There NAB President Neville Miller will be able to glean reaction from the cross-section of stations on the deal. If the reaction among affiliates indicates apprehension predominates, then the network-affiliate sessions would seem desirable. Only in that way can any unanimity result.

Broadcasters should make no mistake about one hard, cold fact. A BMI without competition would be even more vulnerable than a monopolistic ASCAP. Litigation might ensue, and the Department of Justice would not be disposed to let the broadcasting industry own and control its own raw material. A deal must be made, but not necessarily that now proffered. It can be done without another overdose of name-calling and rabbit-punching. Mr. Storer's proposal, if found expedient, can supply that safety valve.

Tom Symons

RADIO MOURNS the loss of one of its outstanding personalities with the untimely passing of Thomas W. Symons Jr., who died suddenly Oct. 12, in Newberg, Ore.

He had pioneered broadcasting in the West, having established KFPY, Spokane, in 1922, later participating in the establishment of KQIR, Butte. Even before that, he saw in aviation a blossoming public service and took part in the establishment of one of the first commercial transport services after having served in the last war as a flight commander.

Tom Symons was a credit to American radio. A stalwart independent, he operated his stations, including his recently acquired KXL, Portland, Ore., as institutions dedicated to the public service. In his modest, unobtrusive way, he got things done. His interests transcended his own station operations; he spent much of his time and energies over the years in Washington toward the goal of a stable and healthy industry.

His bereaved widow, his mother, his daughter and his son, now an aviation cadet in the Canadian Air Force, will find solace in the knowledge that Tom Symons was revered and respected by his fellow broadcasters as epitomizing the best in American radio.
EDWIN KING COHAN

EDWIN KING COHAN has been a radioman most of his own life and all of the life of the industry. He has been director of the CBS engineering department for 11 years, and has helped the network grow from a small chain of broadcasting stations to the largest regular network in the world.

A native New Yorker, born Sept. 7, 1890, Edwin Cohen broke into engineering when he was eight years old by rigging up a telegraph system circuit with some other kids in his neighborhood. He remembers his first scientific bo ner as the time he thought “earthing” a wire meant burying it in a flowerpot—but that happened before he was nine.

A 14-year-old veteran in 1914, Cohen ran one of the first dozen ham stations in New York City, 2MY, and he thinks some oldtime amateur operators may remember those call letters. When he was 17, he took a summer vacation job as wireless operator with the Panama Canal Commission and foreshadowed his career as CBS’s globetrotting representative by taking two trips through the Canal to the western coast of South America.

As soon as he got back in New York the Navy asked the promising young engineer to go to work in the Naval Radio Laboratories; he remained there till after the end of World War I. His position with the Navy involved testing and examining equipment and inspecting installations on battleships and merchant vessels entering or leaving the New York harbor.

In 1919 Cohen got back into civilian pursuits and started seven years of hard labor that carried him through every phase of the communications business except broadcasting. During this period, he and L. D. Burgess co-designed the first high-fidelity audio- amplifier kit offered for Eddie sale.

All that was necessary to assemble the parts was a wrench and screwdriver, combined in one tool, and the invention was a sure-fire commercial success. They sold it to the Spartan Electric Co. and Burgess and Cohen tossed a coin to see which one would supervise the manufacturing of the kit and which would travel around the country demonstrating how it worked. Cohen travelled.

In 1926, with plenty of rich experience in designing and marketing behind him, Cohen took a position as engineer with WOR, Newark, which shortly afterward became key station of the 14-station Columbia Network. In those days CBS broadcast ten hours of programs a week and Cohen was technical supervisor for all of them. After constructing and equipping studios for Judson Radio Program Corp., Cohen rejoined Columbia in 1930 as head of all engineering operations. He has been with CBS ever since.

Under Mr. Cohen, the CBS engineering department has supervised all engineering for the Columbia-owned and operated stations, which have constantly been sharpened and spruced up to keep abreast of technical developments. He has had personal charge of the CBS mobile engineering units which help affiliates construct transmitters and studios.

Under Cohen’s active supervision, 16 Columbia stations operate with 50,000-watt transmitters. He has been Columbia’s flying representative at conferences in Washington, Paris, Bucharest, Cairo, and most recently in Santiago, Chile. An airplane enthusiast, Cohen gave up counting his air mileage at 200,000 miles, and that was some time ago. Another of his direct responsibilities is CBS short wave transmission, which is reaching a peak now in owning distribution of two new 50,000-watt transmitters and intense, hemisphere-minded activity in Sonora, Mexico.

Mr. Cohen’s store of radio anecdotes is inexhaustible, but one that tops them all is the story some of his veteran associates tell of him.

Personal Notes

ROB TROUT, CBS ace special events and news broadcaster, on Oct. 14 is flying with Ginger Rogers and Lisbon’s Anthony Dexter as CBS European news chief while Edward Murrow, now in that position returned to the United States (Broadcasting, Sept. 22), for several months of Allied testing, is confined to a hospital following an emergency operation.

CLAY DANIEL, program director of WDNC, Durham, N. C., before joining WJSJ, Winston-Salem last May, has been named night manager of WJSJ.

ROBERT SMITH, salesman of WOR, New York, last Monday received an invited speaking at a sales meeting in recognition of his qualification for membership in the station’s “Million Dollar Club.” Three other WOR salesmen have passed the million dollar mark, to Gene Thomas, WOR sales manager.

LOUIS T. RIGDON, formerly of WOR, and WSBG, on Oct. 15 joins WTOC, Savannah, Ga.

CHARLES BEARDSLEY, formerly of the sales staff of WHIN, Marion, has joined as an executive of a Columbus, O., advertising agency.

HOWARD WALSH, formerly of WLW, and WBCN, a Detroit advertising agency, has joined the sales staff of WIND, Gary, Ind.

GLEN H. TIGER, for ten years a member of the CBC sales staff in San Francisco, has joined KQW as executive vice-president.

STANLEY BRACKEN has been named general manager of manufacture of Western Electric Co. Mr. Bracken has been engineer of manufacture.

WALLACE W. LOCKWOOD has been named advertising manager of the Taylor Instrument Co., Rochester, N. Y., succeeding Elmer E. Way, resigned. Mr. Lockwood was formerly with the David Tynion Adv. Agency of Syracuse.

ROY HUNT, general manager of KOIN-KAEL, Portland, Ore., and Rochester, Minn., where he will spend the winter, and who has just made a six weeks recuperating from an operation.

In the winter of 1932, President-elect Roosevelt was in Miami with the late Mayor Anton Cermak of Chicago. Roosevelt was speaking over local CBS station WQAM, and Cohen, whose car even at that time was radio-equipped, was riding around Miami on vacation but listening in. Suddenly the broadcast was interrupted by two short reports, which Cohen immediately recognized as pistol shots even though the announcer, to forestall a panic, said they were merely photo flash-light explosions. Cohen raced to the scene of the broadcast and found that Mayor Cermak had been killed by a bullet fired by a gang who had been hired to kill the President. He rapidly reversed the network circuit to Miami, and within 30 minutes had an unusual account of the shooting on CBS—the first news the public had of it. That was one of radio’s earliest news scoops, engineered by an engineer in a day when radio news was generally not as quick-gear and independent as now.

Another big day comes in the life of Eddie Cohen, Oct. 15, when the NBC’s 50,000-watt transmitter on Columbia Island in Long Island Sound goes on the air. The transmitter is unique inasmuch as the island was nothing more than a tidalwaste point of sand, until moved in and built an ultra-modern transmitter house and 410 foot tower.

Cohen won a commission as lieutenant in the Naval Reserve in 1934, and this year was awarded the Marconi Medal of Achievement in Radio. His hobby is yachting and he bowled his “largest wood” of 300-foot in the world. It is certainly one of the most perfectly equipped from a radio standpoint, and, incidentally, Electric. He is married and has a daughter, Jane, 10 years old. The Cohens live in New York City.

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Behind the Mike

TOMMY SMITH, formerly program director of WFEN, Philadelphia, now stationed at Indian Head Gap, Pa., with the 105th Engineers, has been appointed editor-in-chief of the Army camp newspaper. He will be transferred to Harrisburg, Pa., to fulfill his new duties.

AXEL GRUENBERG, a former member of the NBC production staff in Chicago, and Roy Lockwood, recently with the British Press Service, have joined the NBC production staff in New York.

ROY COLLINS, page boy of WOR, New York, as well as songwriter, tap dancer and singer, last week won first prize for his acting on the amateur radio theatre program People's Playhouse, heard weekly on WOR, New York.

PAUL HADLEY, news editor and special events announcer of WNYC, Watertown, N.Y., leaves shortly to join the Naval Reserve.

JIM ROSE, formerly of WNYW, New York, and Bob Walters saw to radio, have joined the announcing staff of WNYC, Watertown, N.Y.

ARTHUR VAN HORN, formerly announcer of KFRC, San Francisco, has joined the announcing staff of WOR, New York.

JOHN T. VORPE, formerly production manager of WHK, Cleveland, and previously publicity director of WTAM, Cleveland, has joined MBS as program service supervisor, concentrating on the Coca Cola Co. account and new program ideas.

Mrs. Barber Honored

MRS. WALTER BARBER, wife of "Red" Barber, ace sportscaster of WOR, New York, last week received a fitted traveling case as a token of appreciation from his friends at WOR. An accompanying letter from Alfred J. McCooker, WOR president, stated that the gift was sent to make up in part for "the many hours Red has spent on the air and away from home," and as thanks "for your cooperation and efforts which have spurred him on to greater achievements."

LORING KNECHT has left KFYR, Bismarck, N. D., to join WCAI, Northfield, Minn. He is replaced by Bill Weaver, formerly of Aberdeen, S.D.

TED GRACE, announcer of WJR, Detroit, recently qualified as an ensign in the Naval Reserve, and expects to receive orders for active duty by mid-October.

JOHN D. WHITMORE, formerly director of publicity of WJHP, Jacksonville, Fla., has joined the WLOF, Orlando, Fla.

ROY HANSEN has been appointed chief announcer of WLOF, Orlando, Louise Grant, publicity director, and Charles F. Dallas, chief auditor.

BILL MccORD, announcer of the Boys Town and Easy Chair programs of WLW, Cincinnati, has been called to do civilian work in the emergency personnel department of the Secretary of War. He assumed his new duties Oct. 6.

ALLEN WARD, formerly of WTP, St. Petersburg, Fla., has joined WPAT, Paterson, N. J., as announcer and commercial copywriter. Also new to the WPAT announcing staff is Hal Korn, formerly of WYNY, New York.

JACK MARTIN, formerly announcer on the Hushaks in Military program on WHN, New York, has joined WOPR, Bristol, Tenn., as sports announcer.

RAY REEVES has been promoted to program director of WRAL, Raleigh, N.C.

PHIL COHEN, radio director-producer, recently head of the radio research department of the Library of Congress, has joined WOR, New York.

PRIVATE THOMAS DeHUFF, formerly in the advertising and promotion department of WOR, has received a specialist rating and is serving in the Public Relations Office at Ft. Moulmound, N. J. He recently completed a series of Army broadcasts on WCAT, Auburn Park, N. J. Also serving in the same Public Relations Office and promulgating to corps 2 is Alfrom Gut, formerly in the NBC sound division.

MARJORIE HAYE-CAMP, free-lance radio writer and formerly on the editorial staff of Time and Life in New York, is a continuity writer. Also join WMCL, WOR's production staff, is Waring Gilsett, formerly of J. W. Pepper. Ad Agency.

BILL HUCK, formerly of WQAC, Augusta, Ga., is now in the Naval Air Corps.

WILLIAM S. BARKENTIN, formerly of the Oliver Sayler Publicity Office, has joined WOR, New York, as a continuity editor, succeeding Robert Weke, who last Monday was inducted into the Army.

PAUL STEWART, formerly of KFHL, Wichita, Kans., has joined the announcing staff of KWBB, Hutchison, Kan.

GENE MARTIN, news editor of WFAA, Dallas, Tex., on Oct. 3 married Gertrude Buchanan of Denver.

JIM DOYLE, Hollywood announcer, has been assigned to the regular weekly quarter-hour News of View with John R. Hughes, which started Sept. 30, for five weeks under sponsorship of Studebaker Sales Corp., on 32 Don Lee stations.

HUBERT MORSEHEAD, of Columbus, O., has joined the announcing staff of WMEN, New York, to fill the vacancy left by Tom Dyer, of the promotion department of KSO-KRTV, Des Moines, Iowa, the father of a baby girl born Sept. 28.

BYRON PALMER, of CBS Hollywood Public Relations Staff, has been made an announcer. Clark George has taken over his former duties.

IT'S THE MIKE on the flying trapeze as WSIX, Nashville, goes in an interview with members of the Peaches Sky Revue at the Tennessee State Fair. Jack Wolfe, program director of the station, sits 100 feet up for his interview with one of the members of the act.

BOB SEAL of KGO-KPO, San Francisco, is now conducting the weekly class in radio writing at the U. of California extension division in place of Arnold Marquis who recently transferred to NBC Hollywood.

HAROLD MODLIN, announcer of WIBC, Indianapolis, is taking instructions in flying.

JACK SULLIVAN, formerly of WNBC, New Britain, Conn., has joined WPCI, Pawtucket, R. I., as editor and newscaster.

BILL ADAMS, formerly of WSAZ, Huntington, W. Va., has joined WCHS, Charleston, W. Va., Ronald Martin, formerly of WOL and WJSV, Washington, has joined WCHS as production manager and continuity chief.

BILL MURPHY, continuity director of KIT, Yakima, Wash., is the father of a baby boy born Sept. 24. Dave Lindberg, KIT traffic manager, on Sept. 24 became the father of a girl.

VIC HURLEY, formerly continuity director of KOKO-KJZ, Seattle, has joined KHQ-KGA, Spokane, Wash., as program director. H. J. McAllister, production manager of KHQ-KGA, has been named chief announcer.

GEORGE HALL, former editor of the Greenwich, Conn., Observer, has joined the news staff of KMOX, St. Louis, replacing Don P. Owenby, who has resigned to take a job in the East.

MRS. WILL R. ATKINSON, former studio hostess at WLW-WSAL, and former soloist with the Cincinnati Symphony, died Oct. 2 at her home in Cincinnati at the age of 60.

ATTENTION

The Commercial Manager of a New York City Station . . . a young man with an acknowledged record of achievement in Sales . . . considered one of Radio's most prolific producers by the top men in the Industry . . . a salesman to whom the commercial success of several of New York's Independents owe a substantial portion of their national recognition . . . seeks a similar berth in any promising market elsewhere. The deal? One based on results and production of business! All negotiations strictly confidential.

Box 5A, BROADCASTING
BOB BRIT of KMOX, St. Louis, and KSLM, named publicity director BERTRAND Michael.

PARKER Oct. of DAVID Reserve, in which he recently was Oil Co., actor featured CLIFF ROSELLEN score for cal director and publicity director, has resigned Beverly Hills, of Erlenborn on assistant LUCIEN join the sales toing to the special events several years Dumm, son of KGO, San Francisco resigned of KPO picture -Reed Co.

His absence to join ALVIN Oaks, Cal. of KAS, San Francisco.
BOB FORWARD, formerly KFRC, San Francisco, announcer, has joined KHJ, Hollywood.

PAUL HENNING, Hollywood writer of McKeel & Albright, on the NBC Ed Wills, is the father of a girl born Sept. 30.

RANDY BLAKE, formerly WHAS, Louisville, has joined KNX, Hollywood, as announcer, and is conducting a six weekly, early morning program.

EDWARD PADUA, formerly NBC New York television producer, has joined Paramount Pictures, Hollywood, as a director.

STAN WARWICK, formerly KHQ, Spokane, has joined the announcing staff of KOLN-KALE, Portland, Ore.

FRANK HEIDEBACH has been named program director of WLOK, Lima, Ohio, while Harley Lucas has been named chief announcer. Additions to the announcing staff include Henry Stambough and Robert Miller, while Catharine Goede will handle women's programs.

MARTY GLICKMAN, sportscaster of WHN, New York, on Oct. 1 became the father of an 8½-pound baby girl, Elizabeth.

MBS Signs Eaton
RICHARD EATON, newsman who has spent 20 years abroad as Russian correspondent of the London Daily Mail and the Paris Matin, a writer and publisher in Paris, and former managing editor of the French Newspaper Union, has joined the MBS staff of commentators. On Oct. 18 he starts broadcasting Mondays through Thursdays, 8-11 p.m., and 6-9 p.m. on Fridays.

VERSATILE BOB
BOB INGHAM, of WTOL, Toledo, has been voted the most popular baseball announcer in Ohio. But late in September, when a local clergyman failed to appear for WTOL's Morning Ass feature, Bob sprang to the breach and delivered a first-class inspirational message. His treatment of the Scriptures drew a commendation from the Rev. Harlan Frost, executive secretary of the Young Men's Council of Churches. A week later, with the Rev. LaMarr Rice out of the city for a convention, Rev. Frost again performed upon the air, handling the sports commentator to handle the program, giving him further claim to a Billy Sunday sort of life, mixing sports and religion.

KMOX TEACHERS
SIX staff members of KMOX, St. Louis, will teach in their spare time in local schools during the coming semester. Arthur Casey, director of public relations, will teach radio production at the Adult Study Center of Washington U; J. Sou- lard Johnson, director of sales promotion, will conduct classes in advertising at Washington U; Ellen Lee Baumburn, director of education, is a consultant in radio writing at the Adult Study Center; Larry Sheely, head of the continuity department, and his assistant, Richard Sharp, will teach radio writing at Jefferson College; Gordon Shamburg will teach a class in radio principles at St. Louis U.

True Runs for Council
HAROLD TRUE, newscaster of WXYZ, is one of 122 candidates who have filed petitions to run for the Detroit Common Council. Interest in the council race has heightened this year, accounting for the heavy run of candidates, due to the fact that nine members have been ousted after indictment in a housing graft scandal. True, who is 50 years old, has been with WXYZ for 11 years and is widely known in the radio listening audience of the Detroit area. Born in Hornell, N. Y., he attended Cleveland Law School and has been a Detroit resident since he joined the station in 1930.

Rosenberg a Candidate
JACK ROSENBERG, president of Local 690 of the American Federation of Musicians, will be a candidate for New York's City Council in the November majority elections on the American Labor Party ticket. Chairman of the organizing unit committee backing Mr. Rosenberg is Bob Miller, president of the Music Publishers Contact Committee.

VIRGINIA DAVIS
AN AVID interest in news from the woman's standpoint as well as a realization that news broadcasts have become an integral part of the ladies' listening habits, qualities Virginia Davis for her new post of director of women's programs of KXOK, St. Louis. For the past two years Miss Davis has broadcast the KXOK Food Scout program three-weekly. Now in her new capacity she will also do a news commentary, Monday through Friday, in which she will interview prominent and interesting names in the news. Virginia is a graduate of Sarah Lawrence College, Bronxville, N. Y., and the Missouri U School of Journalism. Besides her radio work Miss Davis writes a daily Food Survey column for the St. Louis Star-Times.

WROK Advisors
ORGANIZED by WROK, Rockford, Ill., to give local groups a voice in the station's programming policies, 50 representatives of civic, fraternal and social organizations have volunteered to join the Rockford Radio Council. The council's first conference meeting, held early in October, featured appearances by WROK Director John J. Dixon, Promotion Manager W. R. Tauna and Florence L. Shugars, in charge of public relations.

DOUG EVANS, KFI-KKEA, Los Angeles, producer, has been signed by Universal Pictures for a role in "Melody Lane," currently in production. Evans recently completed an acting assignment in a Dick Tracy serial film, released through Republic Productions.

TED COLLINS, manager and business partner of Kite Smith, noted radio singer, has bought the Long Island Indians, one of the six teams in the American Assn. Pro Football League.

HAVE YOU OVERLOOKED
CENTRAL NEW ENGLAND?

WHEB
PORTSMOUTH, N. H.

1000 Watts on 750 Kc

BROADCASTING • Broadcast Advertising
Mr. A on Symphonies

BY MAURICE CONDON

Mr. K. W. Amplidat, gimpelt-eyed cliché sleuth, having de-clichéd the dance band announcer, and the sportscaster, now turns his attention to the heavy-voiced announcer of serious music programs. Mr. Condon, of WGAR, Cleveland, presented the dialogues between Mr. A and a dance band announcer in the Aug. 11 issue and a sportscaster Aug. 25.

Q. And you, sir, are commentator for the serious music program?
A. Precisely.
Q. At the commencement of a symphony, I assume you inform the audience that the conductor is taking his place before the orchestra?
A. The conductor does nothing of the kind. He ascends the podium.
Q. Is he a capable conductor?
A. An interpretative giant, I assure you.
Q. Does he enjoy the orchestra's cooperation?
A. He plays on the orchestra as on a great organ.
Q. Is he responsible for unusual effects?
A. He moulds subtle harmonies ever-changing nuances.
Q. How do you identify the type of music which is presented?
A. It is music which has endured through the ages.
Q. If there is particular emphasis given to the violins, how do you reveal this fact?
A. I point out that the entire string section will play as one man.
Q. What kind of crescendoes will be heard?
A. Mighty crescendoes.
Q. What might a typical serious music program include?
A. In our delve into the classics, we may include Papa Hadyn, father of the string quartet, and one of the most prolific of composers.
Q. If Beethoven is on the program, you will name him . . . ?
A. The immortal Beethoven.
Q. Haven't you forgotten something?
A. Certainly not. I will make reference to his deafness.
Q. How about Schubert?
A. Schubert is the immortal melodist.
Q. Mozart?
A. The child prodigy.
Q. Haven't you overlooked something?
A. True. It is my custom to speak of this genius as Wolfgang Amadeus Mozart.
Q. You refer to Wagner's music by saying . . .
A. I point to his heroic grandeur, its mysticism.
Q. Tchaikowsky is . . .
A. The gifted Russian classicist.
Q. If there is a guest artist, he or she is what?
A. One of the outstanding virtuosos of our times.
Q. And should the artist play a Stradivarius, it is . . .
A. A mellow Strad.
Q. If there is any doubt in your mind as to the correct classification of a selection, you name it . . .
A. Tone poem.
Q. Very good. And one last query. After the applause that greets the conductor, what falls over the audience?
A. Definitely, beyond all question, a hush.

Book Participation

BOOK HOUSE FOR CHILDREN, Chicago (book publishers), is sponsoring weekly participations on What's New, WTMJ, Milwaukee; Style & Shopping, KDKA, Pittsburgh; Ruth Welles, KYW, Philadelphia; Carol Cabot, WEEI, Boston; Consumer's Foundation, WLW, Cincinnati; Jessie Young, KMA, Shenandoah, Ia.; Barbara Brent, WFAA, Dallas. One station in Chicago, and several in the Midwest and on the Pacific Coast will be added, according to the agency, Pressa, Pellers & Pressa, Chicago.

The famous Chicago Blackhawk hockey games broadcast by WENR Thursday and Sunday nights for the 1941-42 season are now available for sponsorship. 7,500,000 paid admissions is the record of attendance at hockey games last season, and even that represents only a small percentage of the people who are interested in the sport.

The famous Chicago Blackhawk hockey games broadcast to millions over Station WENR—the 50,000 watt Chicago key station of the NBC Blue Network—is a hard-hitting, high-scoring sales weapon.

Here’s your chance to score a winning point with sports-loving people—through a vehicle they will appreciate. Their goodwill is bound to result in more sales and greater profits for you.

Get the sponsorship of this popular series of broadcasts NOW and complete your plans for a BIG sales campaign this fall... Complete information will be sent to you upon request by station.

WENR

SUPERIOR 8300
Or NBC Spot Sales Offices In
NEW YORK CHICAGO BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD

October 13, 1941 • Page 41
YOUR NEWS
in the Washington Market with these programs now available on WRC

KENNETH BANGHART
An established News Program (with AP Service) now on five days per week, 9:30 to 9:45 a.m. Sponsored three days weekly by SweetHeart Scoop—available Tuesday and Thursday, at a cost of only $17 per program, net, plus tax.

THE WRC HOME FORUM
Mary Mason's program has been on the air longer than any other show featuring items and products of special interest to women. On Monday, Wednesday and Friday, 1:15 to 2:00 p.m. and Tuesday and Thursday, 1:30 to 2:30 p.m. the WRC Home Forum has condensed participations available at $15, and detailed participations for $30—subject to regular discounts.

RAY MICHAEL
For more than four years Ray Michael has done football, baseball, golf matches, ice hockey and basketball games, as well as general sports reviews on WRC. His enthusiastic audience likes his delivery as well as his complete knowledge of all types of sports. Available for five minutes or ten minutes 3 times, 5 times or 6 times per week at low program cost, including talent and news.

THE WOMAN'S WORLD
After more than six years of experience in radio, Joan Harding came to Washington and has been doing a news program of interest to women and about women for over six months. The program is unusual—it's new—it's listenable—and men as well as women like it. In ten or fifteen minutes units your cost for talent and program material will be small for either three or five times weekly.

YOUR TIMEKEEPER
By far the highest rated program of any of the musical clocks of any station in Washington, proven by repeated surveys. Gordon Hittenmark has the morning audience. Announcements are available Monday through Saturday from 7 to 9 a.m. (on a rotated time basis) at only $12.50 per announcement, subject to discounts up to as high as 25%. The best mass appeal buy in Washington.

Many more available ... sure to suit your product. Pocketbook or preference. Ask us about them.

980 k.c. WRC
5000 Watts
Red Network of National Broadcasting Company

WGN, Chicago, has recorded an attendance of 10,000 at its studio shows during the month of September. These shows, running through September, and conducted an additional 10,000 listeners on tours. KPAC, Fort Arthur, Tex., is credited with saving ship owners from great danger during the recent Texas hurricane, when the station stayed on the air for 44 consecutive hours tracing the course of the storm for Gulf Coast listeners and bringing latest Government Weather Bureau information every fifteen minutes.

OVER 1,000,000 votes were cast in a popularly contest conducted for children on KOTY, Phoenix, recently. All the votes were noted of purchase, votes being accompanied by wrappers.

KOA, NBC Red outlet in Denver, and KBRC, Cheyenne, Wyo., affiliate of NBC, scored a beat by originating a network broadcast from Devil's Tower, Wyo., where George Hopkins, former RAF parachute instructor, had been marooned. The flyer on Oct. 1 was placed at the top of a thirty-foot natural rock monolith and on Oct. 4, the stations originated their broadcast from the wild region at the base.

DUE TO increased activity out of Chicago, MBS has expanded its Chicago office, moving from the 12th to the 21st floor of Tribune Tower. New telephone number is Whitehall 5-5000.

WPTZ, Philco television station in Philadelphia on Oct. 5, television the cultural performance of the Hamil- Morton Circus, sponsored by the local Shriners, direct from the Phil- adelphia Civic Center.

FIRST MAJOR sustaining religious series to be presented by MBS started Oct. 6th with a weekly pro- gram titled Mutual's Radio Chapel, and produced in cooperation with the Protestant, Catholic and Jewish faiths. Leading speakers of the three denominations are featured on the series, which originates in various cities throughout the country.

CGLW, Windsor, Ont., gave its 50th employs a bonus during September in lieu of a cost-cutting weekly pay increase, as a result of the growth by the Canadian Broadcasting Corp. to most of its employees.

WRC, New York, last week announced its decision not to appoint a new manager for its Chicago office. John Shelton, who had continued as an employee of Chicago, reporting direct from WOR, WOR manual of Lux, WOR sales director in New York.

SOCIAL WELFARE work in Chi- cago is the theme of The Story of Constance Warh, quarter-hour sus- taining dramatic serial started again on WUM, Chicago, on Oct. 11 after a five-month absence.

Annual Report of CBC Has $183,585 Surplus
A NET operating surplus of $188,585 for the year ending March 31, 1941 was disclosed by the Canadian Broadcasting Corp. in its annual report submitted to War Service Minister Thorson by Rene Plourde, chairman of the Board of Governors, and made public Oct. 6 in Ottawa. Income amounted to $4,092,794 against expenditures of $4,280,399.

By far the largest item of income was the $3,140,290 received for radio licence fees, with com- mercial broadcasting accounting for $885,066, and subsidiary hook- ups $44,647. Expenditures on pro- grams totaled $1,721,755; station network $725,969; engineering; $746,154. The surplus of $183,585 remained after deductions for de- preciation of fixed assets and equip- ment.

WHIP, Hammond, Ind., now oper- ating 22 hours daily under new fulltime grant, has moved its general executive offices in Chicago from the Kimball Bldg. to larger quarters at 165 N. Michigan Ave. New phone number is Randolph 3727. Station will continue to broadcast from Hammond and will also carry programs situating in two studios at the new Chicago location.

Mark Love, soloist with the Chicago Symphony Orchestra, and the Chicago Opera Company, has been artis- tic director.

TO GIVE listeners of WELL, New Haven, and members of the New Haven Ad Club a first-hand account of life in warring England, the sta- tion has arranged for Homer Jenkins, New York Press correspondent recently returned from London, to speak Oct. 15 on a half-hour broadcast, followed by an informal question and answer session.

WCED, DuBois, Pa., is enjoying a heavy schedule of minutes of a technician assigned to fulltime han- dling of such programs. On a recent Saturday, WCED carried two foot- ball games, two street quizzes, a kid- die hour, a musical recital, a dance remote and a Saturday night hillbilly jaunt.

WGC, FM adjunct of WGN, Chicago, has published its initial rate card. Between 6:30 and 10:30 p.m. rate is $75 for one-hour, $55 for half-hour, with quarter-hour periods not quoted; before 6:30 p.m., after 10:30 p.m., one-hour is $75, half-hour $27, quarter-hour $20. Discounts are 5-10%, 10-15%, 15-20% off, with addi- tional frequency discounts scaled up to 35% dependent on number of broad- casts per week. Station break annou- nces range from $1.50 to 50, and hourly five-minute newscasts are quoted at package rates scaled downward from $119 for 13 weeks.

KHQ-KGA, Spokane, Wash, has acquired additional space in its Radio Central Bldg., headquarters covering more than 1,000 square feet of floor space. KHQ-KGA now occupy the entire top floor of the building and practically all of the fifth floor.

WDPF, Panama City, Fla., claims one of the longest remotes in North- west Florida radio history. The sta- tion carried a description of the Bay- Penncula High School football game from Pensacola Oct. 3. Panama City is 104 miles from Pensacola.

WLAC, Nashville, Tenn., is present- ing a weekly series of talks from a Washington by Rep. Wirt Couserney (D-Tenn.). They are heard Sunday mornings at 9 a.m.

CFCT, Victoria, B. C., has changed its call letters effective Oct. 1 to CJVI. The station is now operated by the Island Broadcasting Co., and is affiliated with the Victoria Daily Colonist.

Sales through the air
WING Dayton, Ohio 5,000 Watts Day and Night
NBC RED & BLUE
National Representatives PAUL RAYMER CO.
JAY BURNS Inc., has been formed by Jay E. Burns. Chicago banking, business research and management official. The firm will conduct a general advertising agency business and is located at 19 East Washington Drive. Associated in the new agency are Sun T. Pierce formerly with NBC, who will be radio director, and J. H. Latchford, formerly in outdoor advertising.

JOHN TAYLOR, script supervisor of Pedlar & Ryan, New York, will deliver a series of ten lectures on program requirements and the technique of writing and selling programs before the Garden City Community Club, starting Oct. 15 through February 1942.

POTTER & BLACK AD Agency. Hollywood, has moved to larger offices at 28 N. Fuller, Los Angeles. Telephone is "Wyoming 1211.

PEN ALOOK, formerly in the copy department of Sherman & Ellis & Co., New York, has joined the copy staff of Warner-Legler, New York. Dean Avery, formerly with the art department of J. Walter Thompson Co., New York, and Anna Russell, formerly with Compton Adv, the city, have joined the art department while B. L. Pedlar, formerly in the media department of Ruthrauff & Ryan, New York, has joined Warner & Legler in a similar capacity.

DON LOGAN, well known in the Western radio advertising field, has joined the San Francisco staff of Edwin. Water & Co., where he will specialize in radio production. He recently was continuing chief of KROW, Oakland.

JESSIE STAEHR, formerly secretary to J. A. Legler, President, Coast manager of International Radio Sales, has joined the publicity and advertising firm of Lee & Sons, San Francisco.

CARROLL NYE, assistant publicity director of Young & Rubicam, Hollywood, has a role in the current MGM film, "HomeCOM in the Dust".

DON STAUFFER, New York vice-president of A & S Lyons Inc., talent agency, was in Hollywood for the initial full broadcast on Oct. 3 of the CBS At Peace & His Gang program, sponsored by R. J. Reynolds Tobacco Co. (Series Co).

LOUIS GRIM, formerly with RKO Radio Pictures, New York, has joined Ogden & Associates, Hollywood, as account executive.

RICHARD COLE, formerly vice-president of Allen & Reynolds Inc., has established his own agency with offices in the Insurance Bldg., Omaha.

ON HAND TO GIVE "Lum & Abner" a sendoff in the new series sponsored on NBC-Blue, by Milles Labs., Elkhart (Alka-Seltzer), were the sponsor, agency, and NBC executives. The occasion was a party after the premier broadcast, Sept. 29, given at the M&M Club, Chicago, by Wade Adv. Agency, which directs the account. Seated (1 to r) are: Harry C. Kopf (extreme left), newly-appointed vice-president of NBC central division, Norris Goff (Abner); O. B. Capelle, sales promotion manager, and Charles Miles Jr., of Miles Labs.; E. R. Boroff, NBC central division Blue network sales manager, standing (1 to r): Jules Herbeuveaux, NBC central division program manager; Jeff Wade of the agency; Robert McGee, NBC-Blue salesmen on the account; and Chester Lauck (Lum).

Quaker's 52

QUAKER OATS Co., Chicago (Sparklies), has placed transcribed quarter-hour Orphan Annie, broadcast five weekdays for 13 weeks, on 62 stations. Ruthrauff & Ryan, Chicago, is agency.

MacLaren Expands

MACLAREN ADV. AGENCY, Toronto, has installed a complete auditing and moving picture studio in its expanded radio department in the Quebec Towers, 372 Bay St. As far as known, this is the first Canadian agency to build such studios within its own offices, with full Presto and Baldwin equipment for auditing programs and talent. The agency's radio department is headed by Maurice Rosenfeld.

Neh. Mr. Cole will operate a direct-mail agency and counselor-service.

LEWIS CONARROE, formerly of Sherman & Ellis & Co., New York, and previously of N. W. Ayer & Son, New York, has joined the copy department of Lord & Thomas, New York.

JOHN E. PEARSON has been named exclusive national representative of the following Missouri stations: KFVS, Cape Girardeau; KDKO, Sedalia; KHMO, Hannibal.

Leaders in Advertising Slated at Tulsa Session

AMONG the score of national advertising figures to appear before the 16th District Advertising Federation of America convention in Tulsa, Okla., Oct. 16-18 are NAB President Neville Miller; Frederick Gamble, AAAA managing director; John W. Barndollar, ANPA, and Frank Pellegrin, of the NAB department of broadcast advertising. Tying in with convention activity, the District 12 NAB meeting has been scheduled for Oct. 17-18.

Sponsored by the Tulsa Advertising Federation, headed by Willard D. Egolf, commercial manager of KVOD, Tulsa, the convention is to feature, in addition to addresses and discussions by visiting notables, and a western party Oct. 16 at Cafe de Petrole on the grounds of the International Petroleum Exposition. Advertising men from Oklahoma, Texas, Louisiana, Arkansas, Kansas and Missouri have been invited to attend.
MILES DISC SERIES RENEWED 13 WEEKS

MILES LABS, Ind., Alka-Seltzer has renewed the Lanam's "A New" transcription series on 124 stations of the new Northwest Network of Keystone Broadcasting System announced last week. The first 13-week campaign ended Sept. 28. L. W. Slayton, manager of Wade Ad. Agency, Chicago, was quoted by Keystone as follows:

"When we announced this campaign we felt that the secondary markets of the country would respond to the promise of benefit that has never been fully tapped before. We welcome the opportunity to project our advertising message to radio listeners in these territories, in the hope that results will prove comparable to our broadcasting activities in other markets of the country. To the many local stations who have had unprofitable years, the Keystone Network offers possibilities to prove their worth to national advertisers. The coming weeks will tell the story."

Advertisers for the network during recent weeks, as announced by Keystone are: WKY, Kingston, N. Y.; WPPM, Pittsburgh; WBC, Roanoke Rapids, N. C.; KWAT, Watertown, S. D.; KFRO, Longview, Tex.; KEUB, Price, Utah; KTBH, Terre Haute; WJCL, Janesville, Wis.; WIGM, Medford, Wis.; KPOM, Powell, Wyo.; WVO, Dollar City, Okla.; WDQ, Dodge City, Kan.; KFM, St. Cloud, Minn.; WPID, Petersburg, Va.; WSOY, Decatur, Ill.; WHDL, Olean, N. Y.; KRBA, Lufkin, Tex.

Greeting Card Retailers Are Urged to Use Radio Urging retailers of greeting cards to use their local radio stations to promote their products, Mr. Harold Christiansen, vice-president of Henri, Hurst & MacDonald, Chicago, pointed out the convenience of using the National Stationers Assn. at the Palmer House, Chicago, last Monday that they must adopt more aggressive selling methods or lose an increasingly large percentage of their business to house-to-house solicitors.

Mr. Christiansen direets the account of Hall Bros. Co., Chicago, largest manufacturers and shippers of cards, as a sponsor Tony Wons Radio Scrapbook on NBC-Red. "Retail advertising of greeting cards will pay if it is done right—and that means a consistent well planned advertising program. The sale of greeting cards is growing and this year promises to be bigger than ever," Mr. Christiansen told the convention.

Maca Yeast Revision

NORTHEASTERN YEAST Co., Chicago (Maca yeast), has revised its line of yeast products called "Singing Songs of a Dreamer" [Broadcasting, June 2]. Program has been renewed for 13 weeks on the following stations: WJG (twice weekly), WJZ WCCO WMT KLZ; thrice-weekly on WSYR KQY WBA KGBT WKT WAKK KRFM KFJQ. WIB WKB QHOK. Company will also use one-minute transcription announcements twice a week in WDC, Tuscola, Ill. Agency is Hays MacFarland & Co., Chicago.
FORD DEALERS ADV. FUND, Los Angeles, is sponsoring a three-weekly quarter-hour newscast, Bob Greene, News, on KNX, Hollywood. Contract is for 13 weeks, having started Oct. 6. Agency is McCann- Erickson, Los Angeles.

FOREST LAWN MEMORIAL PARK, Glendale, on Oct. 2 started for 26 weeks a weekly quarter-hour program of recorded music, 'Joke Time,' on KNX, Hollywood. Firm's current schedule includes five 15-minute weekly shows, Your Singing Neighbor, on KNX, as well as twice-weekly participation in Art Beier's Notebook on KFI, and the transmitted five-minute Miracles of Faith, three times per week on XHH. Agency is Dan B. Miner Co., Los Angeles.

CONSOLIDATED DRUG Trade Products, Chicago, on Oct. 13 starts for 26 weeks sponsoring an early morning, six-weekly hour program titled Early Bird Hour on KNX, Hollywood. Series features recorded music, with Randy Blake as announcer. Brown & Doll, Chicago, has the account.

KNUDSEN CREAMERY Co., Los Angeles, in a month's campaign to promote a new cream product, Half & Half, is using daily spot announcements on three Los Angeles area stations, KFI, KFAC, KFOX. Firm, in addition, sponsors participation in the half-hour Top O' the Mornin', on KNX, Hollywood. Latter contract is for 13 weeks, having started Oct. 4. Henss, Pickering & Co., Los Angeles, has agency, with W. T. Pickering account executive.

NELSON BROS. Co., Chicago (furniture), has started two 02-week schedules of live quarter-hour programs on WGN, Chicago, Sundays; in addition to Sunday a day a week and Radio's Voice six days weekly, Agency is George H. Hartman Co., Chicago.

ANDY LOTTSHAW Co., Chicago (Body Rubs), on Sept. 30 started the quarter-hour Your Date With Dan Norma program twice weekly for 13 weeks on WGN, Chicago. Arthur Meyhoff & Co., Chicago, is agency.

PISO Co., Warren, Pa. (syrup), on Oct. 1 started a five-minute INX news program five weekdays for 26 weeks on WENR, Chicago. Agency is Lake-Episco-Burman, Memphis.

MINNESOTA MILK FOUNDATION, Minneapolis-St. Paul (local dairies), is sponsoring a half-hour musical show featuring Amanda Show on KSTP, St. Paul. Agency is McCard Co., Minneapolis.

Canada Ruling
THE CANADIAN BROADCASTING Corp. has ruled that "it will no longer be permissible to incorporate in radio continuity appeals for agents on behalf of a product or products advertised." This eliminates from Canadian commercial broadcasting solicitations of agents for products advertised by radio.


CENTRAL MARKETS (supermarket chain), is sponsoring a quarter-hour morning commentary by Col. Jim Healy, Monday thru Friday, on WTHY, Troy, N. Y., Leighton & Nelson, Schenectady, has agency.

WAKE UP SYSTEM, Indianapolis (independent oil chain), on Sept. 20 started quarter-hour Jimmie Allen Murder Mystery, five weekdays, 26 weeks, on WISH, Indianapolis. Program is featured on the station's regular children's hour broadcast. Bart Agsteri, Indianapolis, placed the account.

LAURA RECORD CANDY SHOWS, Toronto (chain stores) has started twice-weekly quarter-hour Songs for Tonight on CFRB, Toronto, and CBM, Montreal; and will expand in November to about eight other stations. The program originates at CFRB where it is recorded for use on the other stations. Account is placed with Cockfield Brown & Co., Toronto.

BRONX COUNTY TRUST CO., New York (bank), starting Oct. 4, is sponsoring a 15-minute program of transcribed music. The Clothing Section, on WMZ and WAFK, New York, each Saturday during the quarter-hour period preceding the football games broadcast on the stations that day. Company has been sponsoring Jule Helner, Saturday and Sunday, 11:15-11:30 p.m., on WOR, New York, but discontinued last week. Agency is a Collo-McNamara-Selborn, New York.

Lundstrom Hat Stores, San Francisco (chain) on Oct. 31 starts 8 Mysterious Huts, a murder mystery series in which the audience is invited to solve the crimes, weekly on KPO, San Francisco. Agency is Theodore H. Segall Adv., San Francisco.


ORANGE CRUSH Co., Chicago (fruit beverages), on Oct. 1 started one-minute transcribed announcements six weekdays, 13 weeks, on WMAQ, Chicago. Aubrey, Moore & Wallace placed the account.

STANDOY BREWERY, Troy, N. Y., new to radio, has signed for three-week transcribed programs daily for 52 weeks on WTHY, Troy. The programs include a live opening, transcribed music and a transcribed one-minute commercial, cut by Advertisers Recording Service, N. Y. Leighton & Nelson, Agency, Schenectady, handles the account.

DON'T PIDDLE AWAY YOUR DOUGH BY TRYING TO COVER THE RED RIVER VALLEY WITH "OUTSIDE" STATIONS. WDAY AT FARGO IS THE ONLY STATION REACHING IT ALL!

WDAY
FARGO, N. D., 3000 WATTS-NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, INC. NATIONAL REPRESENTATIVES

SPOTCASTING BUILDS MORE SALES
...AT LOWER COST!

More money for the HOT SPOTS
Nothing wasted on the DEAD SPOTS

Special attention to the TOUGH SPOTS

BROADCASTING • Broadcast Advertising

October 13, 1941 • Page 45
HUDEPOHL BREWING, Cincinnati, has signed for another 52 week's sponsorship, ending Sept. 29, 1942, of Hudepohl Highlights on WSA, Cincinnati, featuring Roger Baker, sportscaster. The program, heard 6:45 p.m. EST, Monday through Saturday, started in April, 1940, for the baseball season and was extended to cover all seasonal sports.

J. L. GRIMES, advertising manager of the Wheeling Steel Corp., Wheeling, whose program Musical Masterminds made its debut Oct. 5 on NBC-Blue, has been elected president of the newly-organized Ohio Valley Press Club.

CONTINENTAL BAKING Co., New York (Staff break), for one month, during October, is conducting a series of one-minute transcribed announcements on KPO and KSPD, San Francisco. Placements were made through Tel Bates Inc, New York.

BOSCO Co., New York (milk amplifier), recently started sponsorship ofRosco Presents the Music You Want, Sunday through Friday, 11:30-12 midnight on KYW, Philadelphia, while discontinuing its Musical Clock, broadcast on the same station. Company is sponsoring news, music and music and music on eight other stations. Agency is Kenyon & Eckhardt, New York.

TRYCO Co., Los Angeles (ointment), currently using three announcements daily, five times per week, on KPJV, Hollywood, plans extension of its radio schedule to include other Southern California stations in late fall. Agency is T. Tyler Smith Ad. & Merchandising, Hollywood.

WHITING TRANSPORTATION Co., Santa Catalina Island, Cal. (resort), in a 15-week fall and winter campaign to promote tourist trade, is using 10 to 15 transcribed singing spot announcements weekly on a group of Southern California stations. List includes KKNX, KFOX, KFSS, KVDE, KFAC and KMPC, Hollywood. Agency is Arthur Meyerhoff & Co., Los Angeles.

Three new sponsors on Oct. 6 will be featured: Saturday morning two-hour Breakfast Frolic broadcast six days a week on WJJD, Chicago; The Pen Mar, Chicago (pens), through United Adv. Co., Chicago; and Biograph, Los Angeles, through Benson & OAKLAND 1000 Watts 960.

PETER HAN ROAD BAKERY Co., Chicago (Meister Brau beer), has purchased 24 evening hours a week of George J. Kenyon—Here’s Looking at You program thrice weekly on WOR, New York, which gives hints on beauty and make-up and has been running sustain ing announcements on WX. Chicago, for several weeks. Agency is Lord & Thomas, New York.

ALEXANDER SMITH & SONS (Cigarettes), Yonkers, N. Y. (Colorama & Floor-plan rugs), starting Oct. 4 in announcing the Fall Brand, includes a round-up of local scholastic football scores in the Westchester County area, on WPSA, White Plains, N. Y. Program, to be heard Saturdays 6:45-7 p.m. for 18 weeks is of an institutional nature with no products mentioned, and features John Dillon, sportscaster interviewing local high school stars of the day and their coaches in addition to giving the scores. Company is also conducting a spot campaign on 27 stations (Brooke Bond, Oct. 6). Anderson, Davis & Plate, New York, handles the account.

KIVK Labs, Toronto (One-A-Day Tablets, Alka-Seltzer) has started Lums & Abner transcribed quarter-hour programs on CFBR, Toronto, CFCF, Montreal, CFRK, London, Ont.; KFHR, Winnipeg. Account was placed by Cockfield Brown & Co., Toronto.

TEXAS RETAIL GROCERS’ Assn., Fort Worth, has signed for a 26 week sponsorship of We Who Are Young, new program daily on KDRT, Dallas. Harry Deck, on four Texas Quality Network stations—WBAP, Fort Worth, WFAA, Dallas, KFWB, Houston, and WOAT, San Antonio — Tuesday, Thursday, 8:30-9 p.m. Account is handled direct.

SECURITY FIRST NATIONAL BANK, Los Angeles (investments), in a 18-week fall campaign which started Oct. 1, is following six spot announcements per week on a group of Southern California stations. List includes KKO, KVEG, KMJ, KTMS. Firm also uses two announcements weekly on KNX, Hollywood, and Jones Co., Los Angeles, is agency.

SPECIAL PROGRAM devoted to druggists was broadcast by WTAG, Worcester, Mass., during National Advertised Brands Week. Participating were Katherine Norris, WTAG secretary, and Mrs. O’Keefe, with the nifty gams), who naturally enough was Queen of National Advertised Brands Week in Central New England. She is talking to George LaMontaigne (left), of the State Pharmaceutical Assn., and Louis J. Rossetti, president of Worcester County Druggists’ Assn.

![Image](https://via.placeholder.com/150)

**FOCUS**

in the Central Southwest

KWHK is focused on 425,683 listening families—and your campaign clicks in one of the richest and fastest growing markets in the nation, center of the world's biggest producing oil and gas area.

**CLICK**

on an able-to-buy audience

**Broadcasting**

BROADCASTING • Broadcast Advertising

**KROW The Showmanship Station**

SAN FRANCISCO-OAKLAND • 1000 Watts • 960 Kc

Ask Your Agency to ask the Colonel! Free & Peters, Inc., National Representatives

*CBS Audit of Night-Time Coverage*
100% Response

WHEN a 17-day strike at the McKinnon Industries plant, General Motors subsidiary, at St. Catharines, Ont., ended late Saturday night, Sept. 27, with an agreement between the company and the United Automobile Workers Union, question arose about informing all the 4,500 employees that they could return to work Monday morning. With all printed media closed over Sunday, CKTB argued to the occasion, carried hourly announcement on the back-work agreement and had workers to be on the job Monday morning. The station drew a formal letter of thanks from company officials for its work in securing a 100% response from workers.

Many Breweries Using Ziv Transcribed Series

SPONSORSHIP by various breweries of a series of 150 quarter-hour musical shows, featuring Alan Courtney as m. c. with the Korn Kofflers orchestra, has been announced by Frederic W. Ziv Inc., Cincinnati, producers of the transcribed series. A second series of 150 programs will go into production soon, according to the Ziv agency, with a total of 600 quarter-hours planned. Breweries and their stations include: G Heileman Brewing Co., WCCO; TED WAQ KQUR KABR WKBH WBHF; KPTK KMA KOIL KWNQ; Pfeifer Brewing Co., WKNZ WTCM WCQR W3000 WOTL; Pittsburgh Brewing Co., KQV WMHS; Terre Haute Brewing Co., WOL WCGM WMISD WLAC; Falls City Brewing Co., WAVE WMFM; Fearsmeier Brewing Co., WCMI WJLS WHIS WCBS W3AZ WLOG W88; Kruger Cream Ale, WGST; New England Brewing Co., WTIC; Erie Brewing Co., WERQ; Galveston-Houston Brewing Co., KGKO; Brewery's Ale, WBHT; George F. Stein Brewery Inc., WBEN; Hyde Park Beer, KFWS; ROY WJPP WMHI W3OR WPAD WMID WTAQ KDRO W3XK W3TO WDZ WA0W KMOM.

Omar Again

OMAR Inc., Omaha (Wonder flour), has renewed its weekly quarter-hour transcribed program, Musical Meditations, for 13 weeks on all the 12 stations originally scheduled [Broadcasting, Aug. 18]. Hays MacFarland & Co., Chicago, placed the account.

Skornia to WIRE

DR. HARRY J. SKORNIA, who formerly was assistant professor of foreign languages at DePauw University, has been named program director of WIRE, Indianapolis. In his new post he succeeds Josephine Mason. A graduate of Michigan State College and the University of Michigan, Dr. Skornia has spent several summers traveling in European countries and during the last summer was employed as continuity writer at WIRE.

Dr. Skornia

MORNING MILK Co., Salt Lake City (evaporated milk), on Sept. 29 started local sponsorship of This World Today on KSL six times weekly. Sponsor has started a spot announcement campaign, using 18 weeks on KDYL Salt Lake; 30 weeks on KIT, Yakima, and KUJ, Walla Walla, Washington. The firm, using radio for the first time, plans to expand its air advertising to include several additional stations in Washington and Oregon and late this fall will open a campaign in California markets. Agency is Jean Scott Frickelton Adv., San Francisco.

WFDH has a kilowatt on 910. Am I glad to be delivered at Flint, Mich.!
The records of hundreds of CREI students throughout the broadcasting field, who today hold positions of importance, are proof of the high standards and thoroughness of CREI technical training in Practical Radio Engineering.

The success of an educational institution is not marked by dollars and cents...but by the achievements and results enjoyed by its students.

The remarkable achievements made by CREI men throughout the broadcasting industry are convincing testimony that our efforts, properly confined to this one important course in Practical Radio Engineering, have been of real value to radio in the training of better broadcast engineers. The fact that radio men in more than 450 broadcasting stations enrolled for CREI training to increase their ability...and did so...proves the point.

Alert chief engineers are quick to recognize the value of CREI technical training and the important part it plays in increasing the efficiency of their own personnel. CREI-trained men are the ones to whom added responsibilities and added technical duties can be relegated.

We, at CREI, are proud to add our contribution to broadcasting by training men who are equipped to fulfill your demands. The recommendation of our home study courses to your associates is a step in the right direction for them and for you. May we send you our interesting booklet and pertinent facts?

"Serving the Radio Industry since 1927"

CAPITOL RADIO Engineering Institute
E. H. RETZKE, President
3224 SIXTEENTH STREET, N. W.
WASHINGTON, D. C.
CANADA PROVINCES SELL VOTING TIME

PROVINCIAL elections in British Columbia and Nova Scotia, scheduled for Oct. 21 and 28 respectively, are taking considerable radio time in those provinces. Under Canadian regulations all election broadcasts must be approved as to time by the Canadian Broadcasting Corp. to assure a time interval between election broadcasts.

In the current campaigns most radio time has been bought in British Columbia where three political parties are contending. Liberal, Conservative and Co-operative Commonwealth Federation. Eleven newscasts have been bought by the Liberals, seven half-hour broadcasts by CBC: CHWK, Chilliwack, B. C.; CFTV, Victoria; CKWK, Vancouver; CFJC, Kamloops; CKOV, Kelowna; CJAT, Trail; B. C.; CKLN, Nelson, B. C.; Stewart-Mcintosh, Vancouver, is handling the campaign.

The Conservative network campaign of three half-hour and one five-hour program has been placed on CBR, Vancouver, CFJC, Kamloops, CHWK, Chilliwack, CKOV, Kelowna, CJAT, Trail, CKLN, Nelson, with the Vancouver office of Russell T. Kelly Ltd. handling the accounts.

CFJC, Chilliwack, has just been bought for the Nova Scotia election, according to CBC offices at Toronto, where records of all election broadcasts are kept.

DARTMOUTH

New Gaspipe Station is Opened

- at Dartmouth

DARTMOUTH Broadcasting System, new undergraduate controlled-wire broadcast facility, on Oct. 6 started its first trial week at Dartmouth College, Hanover, N. H. The transmission system is similar to others successfully operated at several eastern schools, with radio signals sent by telephone wires to campus buildings where transmitters have been installed to radiate to a specific wavelength, carrying not more than 200 feet from each building.

Directed by Manager William Mitchell, senior from Teaneck, N. J., and an eight-man directorate, DBS during its initial week conducted a listening survey among campus listeners to campus buildings. The college, the station’s income from commercial sponsors is to be used to repay the original investment and meet operating costs and maintenance. Present plans call for a daily three-hour broadcast schedule, with time given each evening to Dartmouth professors for student discussions.

Canadian CP’s Dropped

CONSTRUCTION permits for two new stations issued by the Canadian Dept. of Transport—one in Halif- fax, N. S., and the other in North Battleford, Sask.—have been cancelled. Both were to be newspaper-owned stations. Two years ago a CP was issued to the publishers of the Halifax Journal and Star for 1,000 watts on 1250 kc. Last year one was issued to C. R. McIntosh, publisher of the North Battleford News, for 100 watts on 1420 kc.

1,846-Mile Remote

LONG-DISTANCE remote of the Arizona Broadcasting Co. was accomplished Sept. 27 when the U of Arizona traveled to South Bend, Ind., to broadcast the Notre Dame football team. The broadcast was carried back on a 1,846 mile direct wire.

Need of Audience Data For Video Is Stressed

NEED for a television CAB, which would compile information on video audiences for broadcasting them into geographical, age and income groups, without which it is almost impossible to sell television time to advertisers, was stressed by Myron Zobel, president of Telecast Productions, New York, before a recent meeting of the American Television Society.

In a survey conducted by his company Mr. Zobel said he found there are about 4,800 sets in operation in the New York area with about 250,000 televisions sold to the public each year. The total number of sets is approximately 7,000,000. The sale of more than 2,000,000 sets would make the total number of sets 9,000,000.

Not until 1950 when it is predicted that there will be about 45,000,000 sets in operation will there be a sufficient number of sets to make it possible to sell television time to advertisers.

Power Boosts Awarded

WNAX, WMFD, WBTM

AN INCREASE in power from 5,000 watts to 10,000 watts was authorized last week on WBTM, Danville, Va., by the FCC for better service in the ninth district. WMFD, Wilmington, N. C., was granted a modification to increase its power from 100 watts to 250 watts on 1440 kc. WMFD is operated by the City of Wilmington.

New WRNR Personnel

Warren, O., Is Picked

COMPLETED staff of the new WRNR, Warren, O., which planned to go into operation Oct. 16 [BROADCASTING Oct. 29], was announced last week by the station. Manager is Robert L. Bowes, formerly of WVU, Akron, and WJUD, Chicago, and more recently of WIZE, Springfield, O.

Salesmen are James Sivert, of Warren, and John Trietsch, formerly of WHKC, Columbus, O. Mr. Trietsch will also serve as announcer along with Erik Norman, formerly of WTX, Springfield, Ill., who is chief announcer, and Dick Haton and Harris Martin, both of Warren, Marquita Petrin, formerly of WAKR, Akron, is program director. Engineering staff, headed by James F. Raney, formerly of WFMY, Youngstown, O., consists of Duke Rosenberg, formerly of WJW, and James Barnhart from WCBC, Greenfield, N. C., Margaret Rogers, formerly of WADC, is receptionist, and in charge of women’s features.

WRNR was authorized last Aug. 5 to Frank T. Nielson companies for man for 26 years, and Judge Perry H. Stevens of the ninth district court of appeals, Akron, for 1400 kc. with 250 watts. Studios are located in the Second National Bank building.

LOOK TO LINGO FOR AM-FM

Lingo AM and FM radiators are creating new performance records throughout the broadcasting field. Improved designs and exclusive features are responsible for their high efficiency, unsurpassed stability and low maintenance cost.

LOOK TO LINGO FOR PROVEN, Factual information on modern antenna systems.

DARTMOUTH Broadcasting System, new undergraduate controlled-wire broadcast facility, on Oct. 6 started its first trial week at Dartmouth College, Hanover, N. H. The transmission system is similar to others successfully operated at several eastern schools, with radio signals sent by telephone wires to campus buildings where transmitters have been installed to radiate to a specific wavelength, carrying not more than 200 feet from each building.

Directed by Manager William Mitchell, senior from Teaneck, N. J., and an eight-man directorate, DBS during its initial week conducted a listening survey among campus listeners to campus buildings. The college, the station’s income from commercial sponsors is to be used to repay the original investment and meet operating costs and maintenance. Present plans call for a daily three-hour broadcast schedule, with time given each evening to Dartmouth professors for student discussions.

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Network Accounts
All time EST unless otherwise indicated.

New Business
LAND O' LAKES CREAMERIES, Minneapolis (butter products), on Oct. 20 starts for 20 weeks *Booker Prize* on 20 MBS stations, Mon., Wed., Fri., 4-4:30 p.m. Agency: Campbell-Mithun, Minneapolis.

R. L. WATKINS Co., New York (Dr. Lyon's tooth powder), on Oct. 20 starts Monday-Friday 200-round, on 63 NBC-Blue stations, Mon.-Fri., 10-10:30 p.m. Agency: Blackett-Sample-Humert, N. Y.

BAYER Co., New York (Bayer's aspirin), on Oct. 22 starts American Melody Hour on 55 NBC-Blue stations, Wed. 10-10:30 p.m. Agency: Blackett-Sample-Humert, N. Y.


IRONIZED YEAST Co., Atlanta, on Oct. 15 starts The Living Hand, on four CBS stations WBBM, WABC, WJR, WFMK, Mon.-Fri. 3:15-4:30 p.m., shifting to 5:30-6:30 p.m. on Oct. 27. Agency: Ruthrauff & Ryan, N. Y.

IMPERIAL OIL, Toronto, on Nov. 1 starts National Hockey League broadcasts on 49 Canadian Broadcasting Corp. stations, Sat., 9-10 p.m. (EDST). Agency: MacLaren Ad. Co., Toronto.

Renewal Accounts

PLANTERS NUT & CHOCOLATE Co., San Francisco, on Oct. 1 renew for 52 weeks What's on Your Mind, on 10 CBS Pacific Coast stations, Fri., 9-30-10 p.m. (PST), and on Oct. 10 add 5 stations (KOTK, KXAM, KSFO, KSFM, KSFO), Agency: Raymond B. Morgan Co., Hollywood.

NBC Studio Guards
PASSES for representatives from the trade press and newspapers are now being printed by NBC for distribution in view of the restrictions on visitors to the network put in force on Oct. 2. Certain areas of NBC in New York are posted with guards and the policing of the building is somewhat similar to that in effect in government and technical buildings in Washington as suggested by Defense Communications Board.

BERNARD SCHOENFELD, director, and William F. McMorrow, script writer, of the Office of Emergency Management, are the authors of "America, the Police's Over," a 15-minute drama to be heard on the NBC-sponsored Midday News for Defense on NBC-Blue Oct. 14.


STANDARD BRANDS, Montreal (Feinstein's yeast), has renewed four transmitted spot announcements daily on 38 Canadian stations. Account was placed by J. Walter Thompson Co., Montreal.

Network Changes

COLGATE-PALMOLIVE-PEET Co., Toronto (toothpaste), on Nov. 6 changes its French network program "La Mise d'or a CIB" to CBPI, Montreal; CB, Chicoutimi, Que.; CHV, Quebec; CHL, Quebec; CLS, Three Rivers, Que.; CHLG, Sherbrooke, Que., Agency: Lord & Thomas of Canada, Toronto.

DEBONAIR GROUP representing agency and talent combined dotting of "Life" and taking off tea when they signed a 30-week contract for start Oct. 7 of the weekly NBC variety show, Red Skelton & Co., under sponsorship of Brown & Williamson Tobacco Co. (Raleigh cigarettes). Dotted lines are (1 to r.), John Richardson, vice-president of Russel & Seeds Co., Chicago, servicing the account; Red Skelton, star of the program and featured movie player; Freeman Keyes, agency president.

WJOB and KNET
Transfers Granted
Hammond, Ind., Palestine, Tex. Sales Are Approved

CONSENT for the voluntary assignment of licenses in two cases —WJOB, Hammond, Ind., and KNET, Palestine, Tex.—along with a routine transfer of control of WFEA, Manchester, N. H., was granted at a meeting of the FCC last Tuesday.

In the WJOB transaction, Dr. Fred L. Adair, partner of O. E. Richardson, general manager of the station, gives a 10% interest to his son, George C. Adair. The younger Mr. Adair was formerly commercial manager of WJOB but is now serving as a second lieutenant in the Army. Mr. Richardson's 50% interest is unaffected. The Richardson-Adair combination is interred also in the ownership of the new WASK, Lafayette, Ind., local granted last July 30 by the Commission, with Mr. Richardson having 33 1/3% of the stock; Dr. Adair, 16 1/6%; and Lieut. Adair, 16 1/6%.

KNET Transfer
Bert Horswell, onetime Chicago station representative and later manager of KRIC, Beaumont, Tex., acquires KNET from Boner Frizzell, the present owner, with the Palestine, Tex., authorizations. Mr. Horswell under the new Palestine Broadcasting Corp. setup holds 50% of the stock with his wife owning 33% and his mother-in-law, Pauline M. Gordon, having the remaining 33%. Consideration is reported to be $5,000.

The Manchester deal merely involves the transferring of WFEA from Adelaine B. Rines, executrix of the estate of Henry P. Rines, to Mrs. Rines personally. WFEA operates with 5,000 watts on 1370 kc.
WHIRED cereMENIES when the switch is thrown, putting into operation the new 8,000-watt transmitter of WABC, New York, located on man-made Columbia Island in Long Island Sound, will begin October 18, 10:11 p.m. on WABC and CBS. WABC will carry a local program from 10 to 10:15, midway in which the program will be transferred from the old WABC transmitter in Wayne, N. J., will take place. Then at 10:15 the station will go on the air in a salutary program that will feature such stars as Kate Smith, Orson Welles and Ed (Archie) Gardner among others.

**Big Fight Hookup**

AN AVERAGE of 200 stations in the United States, Canada and Hawaii are linked to CBS for its exclusive coverage of boxing bouts staged by Gillette Safety Razor Co., Boston, setting an all-time high in network stations carrying a major boxing match. Beginning June 1, 1941, when Mutual acquired the rights to the bouts from the 20th Century-Fox, Saturday night football matches have been broadcast with the lists of outlets never totaling under 200 and reaching 205 for the Los-Nevada fight on Sept. 29.

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**ACMA to Meet**

ASSN. OF CANADIAN ADVERTISERS will hold its 27th annual convention at Toronto at the Royal York Hotel, Oct. 30-31. Among problems the convention will be the effect of priorities on the supply of raw materials with consequences, throughout this country, and the importance of market research in wartime. Four awards will be made at the convention for the best advertising of the year with gold and silver medals going to best agency managers, agency executives, advertising art directors and media managers.

**MIKES ON DISPLAY**

*AT&T* Windows Show Types

—Used by Stations

RADIO in its most familiar form, the automobile radio, has spread throughout the greater New York area by the American Telephone & Telegraph Co. and is available in all the various offices of AT&T and have had windows displays of the various types of microphones with descriptive material. On each microphone is given the call letters of the broadcasting company using the particular model and other pertinent information about the station. The mikes are those used by 17 of New York's 24 AM radio stations. The radio display by the telephone company was made because of the increasing public interest in radio and since the telephone company is so vital in network hookups. Of the nation's 880 odd stations nearly 600 are connected by 75,000 miles of Bell System wire. Transmission of radio programs by wire began on Oct. 28, 1922 when WEAF, New York, broadcast the American Professional Football game in Chicago. AT&T established WEAF in July of that year, later selling a portion to the newly-formed National Broadcasting Co. in 1926.

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**THRIFTEE MAKES SOME MONEY**

_Clothing Store, Overstocked, Discovers Radio—Can Start a Shelf-Emptying Wave_

*By BERT A. PHILLIPS*  
United Advertising Agency  
_Los Angeles_

The oft-repeated statement that "advertising costs too much" is a question with which local advertisers remain local to any other mistaken notion having ideas. But you can't tell Thriftee Outlet Co., something that the firm's entire business has been built by radio advertising and at a low cost-per-sale. Advertising dollars well directed on radio shows this firm that "advertising costs nothing". In fact it actually makes money.

**Had to be Moved**

Primarily wholesale jobbers of men's clothing, Thriftee Outlet Co., Los Angeles found its local advertising program at the end of 1940 that was quickly reached to sell direct to the public. But the fact had been announced, so an extensive advertising campaign covering three media—newspaper, direct mail and radio—was scheduled to include only two media, direct mail and radio.

Then a careful check was made with each customer. As a result, in January of 1941 our advertising agency was given the job of determining and advertising. Then in January of this year all programs were rearranged into 30 minutes, one hour and 1½-hour blocks, with recorded western music used exclusively. And we have deviated little from that policy.

Currently on ERKD, Los Angeles, a total of 15½ hours per week of western music is sponsored. This is on a schedule of two half-hours daily, in addition to the morning program. Considerable thought was given to that of the radio that would do the best selling job. Several surveys were made. Then in January of this year the program was rearranged into 30 minutes, one hour and 1½-hour blocks, with recorded western music used exclusively. And we have deviated little from that policy.

Currently on ERKD, Los Angeles, a total of 15½ hours per week of western music is sponsored. This is on a schedule of two half-hours daily, with a mid-morning program titled Prairie Schooner, and a late afternoon show called Songs of the Sod s. In addition to a daily 60 minute early morning program of similar music, there is a one-hour Sunday morning show on ERKD titled On the Range. Thriftee also sponsors a 2½-hour block of time Friday nights on that station, when the program is tagged Merry-Go-Roundup.

Last half-hour of this program is devoted to a western hit parade song contest, with the ten top cowboy tunes selected by written ballot.

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**WOL Names Laws**

FRED F. LAWS, well-known Twin City radio executive, has been appointed sales manager of WOL, Minneapolis. He has been with WOL since January of this year. Mr. Laws was first sales manager of WCCO back in 1926 when the Washington - G. O. B. y. Corp. took it over from the old WLAG. In 1931 he left to join KSTP where he remained until 1940, successively becoming assistant sales manager and assistant to the president of KSTP.

**BMI Disc Clearance**

BMI announced last week it had established a clearance—at the source provision for transcribed commercial programs, applicable to all such transcriptions made since Sept. 1, 1941, and had notified advertisers that where stations are not BMI licensees, licenses for clearance at the source may be obtained from BMI by recording companies or advertising agencies. Rate is the same as the station program license. The rate is with the maximum rate of 5.55% applying unless the station supplies data proving it entitled to a lower classification.

**Russ Hodges to WOL**

RUSS HODGES, sports editor of WBT, Charlotte, resigned Oct. 8 to join WOL, C. G. Thomas, effec- tive Oct. 27. Hodges has been handling the descriptions of the Washington Redskins professional football game since the beginning of the season and will take over two additional daily sports programs. Hodges has been named at WBT. Tony Wakeman, who has been sports editor of WOL, on Oct. 13 joins WIXN, Washington.

**Youngstown America's 35th Market**

*MICKEEFSORT Broadcasting Co. is applying for a new local in McKeesport, Pa., seeking 1,000 watts for daytime operation and 6,000 watts for nighttime operation. Key- pules are George C. Raikes, retired WOL, Washington, D. C., president and holder of 20% of the total stock to be issued; Robert M. Cox, of McKeesport, vice-president, 6 2/3%; Paul Norton, attorney, 3 1/3%; L. J. Shaw, 3 1/3%.

**“Highlight” Listing**

TO GIVE radio advertisers "highlight" listing of their programs in 24 daily newspapers, Broadcast Advertising Programs Inc., New York, is offering a 13-week test service for sponsors to promote their shows in 23 daily and 19 Sunday publications. The cities in the East titled "Today's Selection of Sponsors Programs," the listing gives the time, network and type of program presented and where produced. The list of programs and the package goods sold by the sponsor. Company is located at 356 Madison Ave., telephone is Vanderbilt 6-3696. President is June Sheph-

**Youngstown’s Favorite Station**

*NBC AFFILIATE*  
*U. S. Census Bureau*
ROYAL SCARLET PLAYS ITS NAME

A YEAR-AND-A-HALF is a long time for a distributor of a well-known brand of food products to go with little or no advertising. Many things could happen in the interim to cause the public to forget the brand name.

R. C. Williams Co., New York, distributors of Royal Scarlet brands was aware of this. But since early 1940 when the company was taken over by Jaburg Bros., under the management of Hugo Jaburg, president, it had been going through a period of reorganization and readjustment and had let its advertising lag.

About May of this year, Williams Co. officials came to Alley & Richards, New York, their advertising agency, to talk about an advertising campaign to put their name before the public again. The problem was: What was the least expensive way of reaching a large audience in the Metropolitan area?

The answer was not far to seek. Radio was given a unanimous nod.

A Coffee Test

On June 2 the company started a 13-week test of Arthur Godfrey on WABC, Monday, Wednesday and Friday, 7:15 to 7:30 p.m. But it was not as easy as all that. Williams Co. wanted radio to pass an acid test. It was decided to use Royal Scarlet coffee as the spearhead of the new campaign because "coffee was about the hardest product to hit the New York market with".

Evidently radio proved its worth, for within a month Williams Co. purchased another program, John B. Kennedy News, Monday, Wednesday and Friday, 7:30-7:45 p.m. on WNEW.

Recently at a dinner given by Williams for more than 250 of its sales representatives, fall plans were announced. It was pointed out that radio had done the ground-breaking for a campaign about to be launched in several media—and radio had done its work well. Since July for two-week periods different Royal Scarlet products were plugged a "special" on the programs and salesmen reported retailers and customers getting into the habit of asking them: "What's your radio special for next week?"

During that sales meeting it was announced that a new program had been purchased to supplement the newspaper advertising about to get under way. Starting Oct. 1, Zeke Manners & His Gang was to be heard on WNEW, for 52 weeks, Monday through Saturday, 9:30-9:45 a.m., for Royal Scarlet products.

WNEW, cooperating with Williams Co. in launching the new series, issued a promotion piece to Williams' salesmen, with a picture of Zeke Manners in the upper corner. Written in letter-form, with hillbilly dialect, the piece tells of the new program and Royal Scarlet products. It says in part: "'Hy'ar is news that'll bring cheer to men behind the counters selling Royal Scarlet vittals.—Me and the Gang will be tellin' the good woman-folk of this "hy'ar" town every mornin' of the week ('cept Sunday) all about the goodness and richness of Royal Scarlet food products.

Rapid Expansion

"We tell 'em how R. C. Williams Co. keeps the quality high and the prices low—so git set for what the advertisin' fellers call 'Sales Action'!" A post script adds that John B. Kennedy continues at his regular time on the station for the same sponsor.

Thus in less than four months the Williams Co. has expanded its radio time threefold. Both the company and its agency feel that radio has helped substantially in the job of putting the Royal Scarlet brand-name back into the public's mind and the Royal Scarlet products on the retailer's shelves and in the consumer's kitchen.

Cugat Honored

XAVIER CUGAT, conductor of the NBC-Red Cugat Rhumba Revue, sponsored on WRCA, NBC's International station, by R. J. Reynolds Tobacco Co. on Oct. 5 received the Order of Honor & Merit of the Cuban Red Cross with the Rank of Commander, given at the instigation of the Cuban Dept. of War "for his meritorious service to the people of Cuba in protecting Cuban music and artists in America."
Columbia's Station for the
SOUTHWEST
KFH
WICHITA
KANSAS
Call Any Edward Petry Office

WCKY-UP
NEWS
with
REX DAVIS
THREE TIMES DAILY

INS
"FLASH and EXCLUSIVE are words potent on any news-
cast. INS affords their use often." Henry O r b a c h,
KARK, Little Rock.

INTERNATIONAL NEWS SERVICE

Strikes Threatened
(Continued from Page 7)
ning day. Ironically enough, the
case of the Blue's loss of dance-
pickups was a station which had
joined the Blue only one week be-
fore, on Oct. 1, when KDKA, for-
mer Blue affiliate in Pittsburgh,
turned to the Red network.
The walkout of the technicians
at WBYN on Thursday came as a
surprise to industry observers, as
on the previous Friday, less than
a week before, ABTU had an-
ounced the reaching of agreement
with the station calling for in-
creases averaging about 15% for
their radio and transmitter en-
gineers. According to Union spokes-
men after the agreement was
reached they prepared contracts
for the station owners to sign on
Saturday, but were put off from
day to day. On Wednesday the
union demanded contracts be signed
and returned by the following
morning or a strike would be
called. Thursday morning, when
only three of the four owners had
signed, ABTU extended the dead-
line until noon and then, when the
final signature was still lacking,
called out the men at 12:15 p.m.

Peter Testan, licensed radio en-
gineer who is part owner of
WBYN, rushed to the transmitter
and got the station back on the
air in approximately 30 minutes,
according to WBYN officials, who
stated that "delegates of the union
served a three-minute ultimatum
on the station Thursday noon, and
that "while the conference with the
union delegates continued the tech-
nicians left their posts, putting
the station off the air from about 12:15
to 12:45 p.m."

Brooklyn Surprise
"The only point in dispute in-
volved a management request for a
list of union members at WBYN,
and the management reaction when
it was discovered that some of the
technicians were not members of
the union and the contract would
apparently cost these men their
jobs in the management stated." On
Friday Broadcasting re-
ceived reports from several sources
that the announcers at WBYN
were also planning to walk out of
the station, but at press time they
were still on the job. Group is un-
affiliated with any union at present,
but will ask ABTU to take in a
group and to represent them in
negotiations with the sta-
tion management if a strike occurs,
according to these reports.
There was still hope last week-
end that a settlement without
strike action might be reached be-
 tween officials of WHN and ACA,
each group on Friday waiting for
the other to make the first move.
Negotiations for a retirement con-
tact between the station and the
CIO technicians union had been un-
der way for several weeks, when
they were suddenly terminated last
Tuesday, following which the WHN
engineers met at union headquar-
ters and voted to strike if their
leaders thought it necessary.
Breakdown occurred when WHN
offered to give the engineers a
10% increase in place of a 13% raise previously offered, the union
charging the station with reneging
on its offer and the station stat-
ing that the union had itself rejected
the first offer and that on checking
wage scales for other New York
stations WHN had discovered that
its original offer had been out of
and so when it was rejected had not renewed it.

On her return from Texas last
Friday Mrs. Holt stated that the
managements of WFIA, Dallas,
and KGKO, Fort Worth, have
yet failed to give AFRA recogni-
tion as representing a majority of
staff artists. She said that Vic
Connors, AFRA field representa-
tive will go to Texas within the next
c few days to conduct negotiations,
and predicted that the union would
have both recognition and contracts
within the near future.

Hyman Faine, another AFRA
field man who has been in Cincin-
nati but is now transferring his
headquarters to Boston, will go to
Rochester, N. Y., Mrs. Holt said,
to investigate the situation at
WHAM, where an announcer is re-
ported to have been discharged
for union activities. Mrs. Holt said
she was not very familiar with the
Rochester situation as it has all
been handled by the AFL local
Central Trades and Labor Council
and declined to comment until she
has heard from Mr. Faine. AFRA
has no contracts in the city.

CBS Strike Unlikely

Not all the labor news of the
week was bad, however. Strike of
the technicians at the CBS M & O
stations, threatened when nego-
tiations for wage increases broke
down in mid-September, appeared
extremely unlikely last week when
the network and union agreed on
John Lapp, labor counsel for the
Radio Electrification Administra-
tion, as an arbitrator. If Mr. Lapp
is able to serve, which was not
known on Friday, the union's origi-
nal demands for increases rang-
ing roughly 20% above present
wages will be submitted for his
decision, with arguments pro and
con from union and company.
Selection of Mr. Lapp was agreed
upon on Wednesday, after meet-
ings had been held in New York
the first three days of last week.
Rozek Remmack, national business
manager of ABTU, and Lester
Hattfied, president of New York
Local 1212, represented the union.
CBS Vice-President Meyrord Run-
yon and H. Leslie Alls, who had
come from Chicago for the meet-
ings, acted for the network.

ABTU also reported that a con-
tract had been signed with WPAT,
Patterson, covering technicians.
Continuing its recent move into
the recording field, begun the
previous week when an ABTU con-
tact covering the technicians em-
ployed by Columbia Recording
Corp. [Broadcasting, Oct. 6], the
union stated last week end that
an agreement had been reached
with Brinckerhoff Studios, New
York.

MICHIGAN U OPENS
NEW RADIO SEASON

UNIVERSITY of Michigan on
Oct. 25 starts its 16th season of
programs on WJR, Detroit, and its
second on WCAR, Pontiac, Mich.,
with WJR carrying six programs
lasting two hours and WCAR five
minutes.

Under direction of Prof. Waldo
Abbot, in charge since the service
started, time will again be donated
by WJR and WCAR. WJR has
presented much of the equipment
used at the university studios. Time
donated last year by the stations
had a commercial value of $25,874,
according to Prof. Abbot.

David Owen has joined the uni-
versity staff. He was with CBS 12
years and was the original Jack
Armstrong.

Among the programs this year
will be Dr. Joseph E. Maddy's his-
tory hymn series; a folk song
series by Dr. Maddy; discussion of
world events by Prof. Preston
Slossen; medical drama; series
titled Why Save Democracy?; short
story dramas; program for parents
with babies on WCAU; jazz pro-
grams aimed at promotion of Latin American
goodwill.

Correction

BROADCASTING rights to the
1942 baseball games of the Cincin-
nati Reds have been obtained by
WKRK, Cincinnati, though not on
an exclusive basis as erroneously
stated in Broadcasting, Oct. 6.
BROADCASTING regrets its error.
of domestic wire lines, with from 150,000 to 200,000 words filed daily through the New York bureau. He estimated that about 40,000 words per day are furnished on the PA radio report.

Right of Protest By AP Members

Lloyd Stratton, AP assistant general manager and assistant secretary, upon taking the stand, was asked by Counsel Cohn whether an AP member ever had the right to protest the sale of AP service to another applicant in his territory. He declared that under the AP by-laws, a member of five years or more gets a "right of protest" applying to the sale of AP service in his community. He said various reasons for protest arose, but that they were always different. He refused to estimate any percentage of successful protests, indicating, however, that only "maybe three or four" protests were received in a year.

Mr. Stratton was questioned briefly on three cases in which a station unsuccessfully sought to acquire AP service—KGA, Spokane, KPAB, Laredo, and KWEW, Hobbs, N.M. Pointing out that all these cases had arisen before the organization of PA, he stated that his only knowledge of the individual cases lay in the fact that he had seen letters pertaining to them.

Cross-examined by Judge Thacher, Mr. Stratton commented that the original court in which the Bellingham case arose was found subsequently to be without jurisdiction, and that the cause of action extended only to AP, rather than the local newspaper. He said AP had pursued the case no further.

On redirect examination by Counsel Cohn, he declared there was nothing in the AP by-laws providing a protest right to members against the use of AP news on the radio. He declared also that the AP board of directors could sell PA service to any radio station, despite protests from AP members.

"The board of directors is the one who decides in the end if something is going to be done," he said.

Tell's of Negotiations With Spokane Papers

Recalled for additional testimony on the KGA-KPAB-KWEW cases, Mr. McCambridge stated that late in 1940 KGA had started negotiations with Spokane newspapers to arrange for the use of AP stories. He said it was merely a local situation, and that the negotiations had apparently stalled when the question of newspaper credits could not be agreed upon. As for KPAB, he said, the station had made an inquiry about AP service, and was referred to the local member to work out the situation.

However, the newspaper had turned down the proposition, "under prevailing circumstances," which he said had to do with certain aspects of the management of the station. He pointed out that later, after a change of management at the station, the newspaper had indicated it would be "only too glad" to cooperate. He said the KWEW case had got nowhere because the AP member and station management could not get together on economic considerations.

Called to the stand briefly to review the KGA situation, Louis Wasmer, licensee of KGA and KHQ, indicated that a principal reason that talks with the local newspapers had fallen through arose from failure of the parties to agree on credit announcements. When these negotiations failed, he said, KGA had subscribed to UP service, and that although an approach was made by PA shortly thereafter, the station already had signed the UP contract.

Edwin M. Williams, UP vice-president, indicated that about one-third of UP's revenue, on a "comparable service" basis, came from radio sales. He identified an FCC exhibit, compiled under his supervision, listing 447 UP radio subscribers as of June 30, 1941, along with comparative lists of radio subscribers from 1936 to the present.

He also identified exhibits covering the corporate organization of United Press Associations, E. W. Scripps Co. and the Edward W. Scripps Trust. Copies of the UP standard agreements with radio stations and publisher subscribers also were entered in the record.

Says UP Has No Exclusive Contracts

Mr. Williams declared that UP has no "exclusive" contracts with radio stations, nor with newspapers, although some of the contracts may be interpreted as being "restrictive".

Mr. Williams stated that "asset value" clauses have been included in some contracts since 1929. He declared that these clauses do not in effect preclude UP from serving another ownership in the same community, holding that it only gives a subscriber an equity for having built up the service in previous years.

He claimed that only about 13% of the 1,498 newspaper clients of UP have the clause in their contracts. He said that he thought the asset value provision doubtless would hold for facsimile broadcasting and probably video.

(Continued on Page 68)
Chairman Fly was not present during the Friday morning session. Commissioner Paul A. Walker presided. Mr. Williams remaining on the stand through the entire morning session.

He was questioned on a series of situations involving radio stations' efforts to secure UP service in the face of alleged opposition of UP newspaper subscribers. In addition to the Bellingham case, where UP service eventually was supplied to both KVOS and the Bellingham Herald, somewhat similar situations in Tampa, Fla., Twin Falls, Id., Des Moines, Galveston, Tex., Nashville, Columbia, S. C., San Bernardino, Cal., and Dayton were reviewed.

From his line of questioning, counsel apparently attempted to show that in each of these cases radio stations' difficulties in arranging for UP service arose mainly from the opposition of competing newspapers, which in most cases did not own a radio station themselves.

It was shown that an asset value clause existed in several of the contracts held by the objecting newspapers, although they were not strictly enforced and some of the stations eventually acquired UP service. Mr. Williams stated that where no UP contract resulted between the station and the press association, difficulty came merely because they could not agree on terms.

With Chairman Fly again presiding as the afternoon session opened, Mr. Williams observed, after some discussion with Mr. Judge Thacher, that if UP had listened to newspaper objections rather than following its declared policy, it could have extended service to the 530 radio clients it has today. He commented that although UP may have lost "a paper or two" because of its no policy, it had registered a gain each year since 1935 in both its newspaper and radio clientele.

Truman Green Outlines Tampa Situation

Appearing as a Commission witness, Truman Green, advertising manager of UP, and in charge of its radio operation at WFLA, testified on various phases of that station's acquisition of United Press service.

Referred by Counsel Cohn to a point indicating on their face that the Tribune was interested in an unduplicated news service for WFLA, Mr. Green said that by dealing with UP on behalf of the paper the matter of exclusivity of contract was not discussed as such, although he said it was assumed some day the paper would be afforded the paper through the contemplated agreement for the station.

James D. Poag, counsel for Textile Broadcasting Co., owning WMRC, Greenville, S. C., also appearing as a Commission witness, narrated that station's difficulties in securing any wire press service because of alleged opposition of the Greenville News-Piedmont, which also operated another Greenville station, WFBG. Mr. Poag declared that the Greenville News-Piedmont, at the time Textile Broadcasting Co. was trying to secure service for its new station, license for which had not yet been actually granted, had "a complete monopoly on the dissemination of news in that community."

Noting that the newspapers subscribed to the Tam, IDS, and others for themselves, as well as UP for themselves and the radio station, Mr. Poag pictured his client's futile efforts to obtain service from at least one of the two press associations. He charged that while WMRC was attempting to make a connection with one or the other of these associations it also signed a contract with Transradio Press, completely blanketing the outside news field in Greenville.

In each case, he said, WMRC was confronted with the problem of gaining either the News-Piedmont or WFBC, headed by Senator Roger C. Pease. He stated that Mr. Pease had saved up the news field so tightly that no station could get no service at all, with Mr. Pease indicating that he wanted to do nothing that would jeopardize the primary venture of maintaining the newspaper properties. Under that situation, although UP service ostensibly was available, because of previous commitment to WMRC, the rate to WMRC would have been "so prohibitive as to be out of the question."

Reports Difficulty To the Commission

With WMRC's only news coverage coming from its broadcast of MBS news programs, he finally reported the extension to the stations because Mr. Poag said. When the Peace interests had purchased 49% of the WMRC stock, INS then was made available to the station at the originally offered rate. WMRC still has this service.

Cross-examined by Judge Thacher, Mr. Poag revealed that INS service actually had been made available to the station on Oct. 2, nine days after WMRC had started operating. He also stated that subsequently an open letter was written on the holdings of the Peace interests in WMRC and this stock had been distributed among some 40 local investors.

Responding to a question by Commissioner Cohn, he indicated that the station probably could not afford more than the INS service, and that apparently it would have no difficulty in securing AP service.

Final witness of the session was Joseph V. Connolly, president of King Features Syndicate, of which INS is a subsidiary. Counsel for King Features Syndicate, A. Brennan, and Clarence J. Shearn, Jr., as Mr. Connolly took the stand, reserved the right to challenge the jurisdiction and findings of the FCC, although he did not offer any evidence in opposition of Mr. Connolly, who originally had been a witness when the proceedings ended in July.

Mr. Connolly declared that INS policy was to provide identical service to both newspaper and radio subscribers, with no separate wires and providing each with the same volume of news. Mr. Connolly identified the series of exhibits showing INS radio clients from May, 1935 to 1941, with 159 listed as of July 11, 1941. He also identified a list of 10 so-called "exclusive radio contracts", which he defined as providing that the service would not be sold to any other station without payment to the subscriber with the subscriber in some cases being allowed to drop the service.

FCC counsel Cohn introduced a group of seven correspondence exhibits pertaining to the Greenville situation. Questioned on these documents, Mr. Connolly outlined INS' side of the case, which revolved around a July 8, 1940, "asset value" contract with the News-Piedmont and WFBC. He explained that this contract had been superseded by a new agreement of July 1941, which provided for INS newspaper service only, and which indirectly allowed sale of the service to WMRC.
 Remodeling Under Way For KROS, Clinton, la.

FORMAL opening of new studios and quarters about Thanksgiving Day is planned by the new KROS, located in the Jacobsen Bldg., Clinton, la. The studios proper have been completed, and remodeling of lobby and offices is proceeding.

Since its recent debut on the air the station has signed some 60 contracts, including a heavy sports schedule. Red Stangland, new to radio, has joined the announcing staff. Members of the sales staff are Bob Wickettrom, formerly of WMAM, Marinette, Wis.; Herb Heuer, formerly of WOC, Davenport; Walter Teich, Milwaukee, and Vern Carstensen, of Clinton, both new to radio. In the office are Lucille De Leers, formerly of WMAM, in charge of traffic; Doris Gray and Millie Leahy, of Clinton, both new to radio; Darlene Gordon, formerly of WMRO, Aurora, ill.

NBC Shortwave Beam

A NEW high-gain directional beam antenna specially built to serve the British Isles and Central Europe will be put into NBC shortwave stations WOR, beginning Oct. 15. Schedules and wave-lengths have been rearranged for both NBC shortwave stations WOR and WGBK, to assure best possible reception throughout the world. Among the more important changes will be the increase of the daily Spanish and Portuguese news periods beamed to Europe from 15 minutes to a half-hour.

Beverage Test

CHICAGO Distilled Water & Beverage Co., Chicago (Dad's Root Beer), is testing radio with a transcribed quarter-hour juvenile dramatic program, Captain Danger, broadcast three days a week for 13 weeks on WMAQ, Chicago. Malcolm-Howard Adv. Agency, Chicago, placed the account.

Don Winslow Disc

GENERAL FOODS Corp., New York (Grape-Nut, Grape-Nut Flakes), extensive user of radio, on Oct. 6 began sponsorship of Don Winslow Transmissions, Monday through Friday, 4:30-4:45 p.m., on WGN, Chicago. Agency is Young & Rubicam, New York.

Magazine Breaks

PARENTS magazine, New York (True Comics magazine), is planning a test campaign of transcribed chain break announcements in about six markets to get under way the latter part of October. Joseph, Kass Co., New York, handles the account.

Battle of Britain

IN A RECENT Quiz of Two Cities broadcast for Novema on KFRC, San Francisco, and KXJ, Los Angeles, radio trade paper representatives from Broadcasting, Variety, Billboard and Radio Daily, were pitted against each other. The San Francisco team won with more than double the score of the Los Angeles scrivener.

WHAT YOU WANT IN BOSTON IS... must results per dollar spent! This is the radio station for YOU! GOING FULL TIME SOON! BUY NOW at LOW DAYTIME RATES!
Or Here's Something Just as Good

A Plaintiff Plea to Abolish Change In Time

By WILLARD D. EGOLF
Commercial Manager, KVOKO, Tulsa

TIMEBUYERS want to be lied to. They won't help us go straight. They act as the "fence" for our "hot" spots and sell them to unsuspecting advertisers. The best we can say of them is that they take a spot advertiser's money and deal in "future". They have worse than no assurance of delivery. They have, in fact, every assurance of non-delivery! Aren't they unscrupulous? No! It's the best they can do. They must have something to sell in order to get the appropriation in the budget.

It's not their fault. It's not our fault. Who's fault is it?

It's the fault of Change of Time, the great deceiver, the one thing that makes a radio man ashamed of his business.

Some Choice Spots

Along about July 1, when we've barely recovered from Change of Time in the spring, the first inquiries begin to trickle in from our representatives.

"Sam Glinn, of the Bully Agency, said that Amalgamated will offer a schedule of 10 one-minute day-time transmissions on your station, to start effective with Change of Time, if you can furnish good ATC (Other Time Change) availabilities. Sam says he must have your ATC availabilities not later than Aug. 15, etc."

Now, there's nothing wrong with Amalgamated's starting effective with Change of Time, except that Amalgamated is skipping radio for the whole month of September and probably spending that money with the newspapers. But we drove them to it several years ago, with the uncertainties of Change of Time. We can't holler now that Amalgamated and two or three hundred others withold a few million dollars in radio billing each year for the month of September, until we get through clawing the spots off each other, like a pack of jungle leopards. Why shouldn't Amalgamated keep out of that scrap? It's their money they're spending.

But what happens? I'll tell you what should happen. An honest radio operator writes back and explains that it will be impossible to quote ATC times earlier than two weeks prior to Change of Time. He means that, because "availabilities" include preceding and following programs and no one has any reasonable assurance what they will be—not even the networks.

The representative, however, replies that Sam Glinn's hands are tied. He must have availabilities before he can get the appropriation approved. The station will probably lose the business. Too bad!

Here, the station operator may weaken. If he is strong, he thinks of the advertisers who are running with him at that moment and who will continue right through Change of Time. He owes allegiance to those advertisers. Normally they would move one hour later with Change of Time and retain the same relative positions as to preceding and following programs.

They're All Looking

But he knows that nothing is normal about Change of Time, therefore many of them will be looking for availabilities just like the new advertisers. The regular customers want good positions, too, and deserve them, but again the operator isn't sure where they will be. He tries to explain this to the representative, who replies: "Aw, look, you can pick out 10 one-minute daytime availabilities from your present schedule and hold them for Amalgamated. Sam's gonna have these spots or it's too bad for your station!"

The station operator is weakening. He may inquire timidly, "But does Sam Glinn realize that I can't promise to deliver those spots effective with Change of Time?"

The rep replies: "Sam is my sister and we don't talk about that."

The station operator is caught. Some of them go to the trouble of picking out spots themselves. Others say, "If I'm going in for this sort of thing, I'm going in strong. Here's our present schedule. Estimate what Change of Time will do to it and pick out the best spots you can. Pick out the spots that Sam will like, regardless of who's in there now. Make the Amalgamated crowd happy until you can get ATC schedules, then they can cry their eyes out when they see where they really are."

If the advertising manager of Amalgamated heard these conversations, what would he think? What would old Graypatte think, the chairman of the board?

Somehow, somewhere, would call it fraud, taking money under false pretenses.

How to Choose

Misrepresentation or at least a breach of faith is bound to occur if a station operator handles requests for ATC availabilities one at a time, under the influence of Change of Time. And in a time which is preferable, preferably two weeks prior to Change of Time, with the entire picture before him as of that date. Preferment should be granted advertisers in the following order:

1. Regular advertisers continuing through Change of Time.
2. Advertisers who sign prior to Change of Time.
3. Advertisers who file definite contracts beginning with Change of Time, without demanding definite times.
4. Advertisers who promise to issue contracts starting with Change of Time, if satisfactory availabilities are offered.
5. Advertisers who want to start Change of Time, perhaps within 30 days. (These should be requested to wait until ATC schedules are submitted and approved by all concerned.)

The safest prescription is to abolish Change of Time. Radio is suffering untold agonies in the clutches of this monster. Millions of dollars in revenue are being lost to broadcasters because Change of Time is deteriorating the quality of broadcast advertising. Time schedules are being made to sell a deteriorated product, one that does not have year-round uniformity. This is the worst crime that an industry can commit against its advertisers. I hope that every sales man will join me in a plea to the heads of our industry:

"Don't make me sell a deteriorated product! Abolish Change of Time!"

Last May, at the St. Louis NAB-Convention, there was a resounding salvo from the higher-ups: "Roosevelt will proclaim universal Daylight Savings Time!" This spurious umbrella, lifted over our heads, then, has collapsed. I am reminded of the men in trouble who
cry out the name of the Saviour.

A favorite refrain of these parts is:

"Call on somebody nearer to you!"

That's what we'd better do. Forget about Universal Daylight Saving Time. It would be only temporary, anyway. Forget about Franklin Delano Roosevelt in our emergency. Call on somebody nearer to us. If you don't think it means the networks, who's that fellow looking down your throat?

SPONSORS RECORD

NEW SPOT SERIES

SEVEN new and two renewal orders for transcription services have been received recently by NBC Chicago Radio Recording Division, according to Frank E. Churling, manager.

New sales orders included a series of quarter-hour discs of Jack Armstrong, for General Mills, Minneapolis, through Knox-Reeves, that city; 400 one-minute spot announcements for William Wrigley Jr. Co., Chicago, through Yosemite & Rubens, that city; 78 five-minute programs for Quaker Oats Co., Chicago (Aunt Jemima), through Sherman K. Ellis, that city, announcements for Shaler Co., Waukon, Wis., through Hal R. Macklin Production, Chicago; 451 eight-minute programs for the Loyal Order of Moose, Mooseheart, Ill., through L. W. Ramsey Co., Chicago; announcements for Panex Co., Fort Wayne, Ind., through Russel M. Seeds Co., Chicago, and for Burma-Vita Co., Minneapolis (Burma Shave), through Hyas McFarland, Chicago.

Renewal orders are three quarter-hour Songs of a Dreamer discs for Northwestern Yeast Co., Chicago, through Hyas McFarland Co. and a series for Omar Inc., Omaha, through the same agency.

In Iceland for NBC

BJORN BJORNSON, formerly an editorial writer on the Minneapolis Tribune, who offered to cover Iceland for NBC prior to American military occupation of the island, has been named the network's correspondent in Reykjavik, capital of Iceland, and will be heard on the NBC-Blue News of the World round-up program. Son of a leading Icelandic family in Minneapolis, Bjornson speaks the language in addition to four others. His brother Val is a news commentator on KSTP, St. Paul.

FLETCHER AVE. Savings & Loan Assn. has purchased sponsorships in these parts: Indians and Purdue home games over WFMB, Indianapolis, with Hal Totten coming over from Chicago to handle play-by-play.

OUT OF THE WOODS

Yankee-Colonial Quick to Tell

Abot Tot-

CLAIMING a "first" in presenting the saga of the modern baby in the woods, 6-year-old Pamela Hollingsworth, Yankee-Colonial networks last Tuesday morning carried from North Conway, N. H., two on-the-spot nationwide network pickups, covering the rescue of the Lowell, Mass., tot after she had been lost for eight days and nights without food in the wilderness of Mount Chocorua.

At 8:50 a.m. the Yankee-Colonial special event crew at North Conway broadcast a special program from the scene to all affiliated stations, followed at 10:30 a.m. by a pickup for MBS featuring appearances by the child's parents.

Fred A. McLaughlin, Yankee-Colonial special events director, conducted the interview with the parents and Pamela's rescuers, Forest Ranger Bill Watson and CCC Leader Larry Ruymaza.

WEAJ, CBS station in Boston, also claimed a first with the news of the finding of the child. The broadcast was presented over the New England network of CBS from 9 to 9:15 Tuesday morning by Jay Wesley, special events announcer, and Stuart Novins, who aired the news story from lines set up in North Conway, operation center for news services, newsreels and radio.
One in Four Is Found To Use Broadcasts Regularly

INCREASING use of radio in reporting municipal activities to the local citizenry is revealed in a survey by David D. Rowlands, collector and administrative assistant of Downers Grove, Ill., in the magazine Public Management.

Mr. Rowlands found that at least one in every four cities of 50,000 population or more has made more or less regular use of radio, inasmuch as among them Austin, Tex., Chicago, Cleveland, Cincinnati, Dayton, Grand Rapids, Los Angeles, Louisville, New Haven, New York, Oakland, Rochester, San Francisco, Springfield, Mass., Toledo and Utica.

Free and Sponsored

For the most part, Mr. Rowlands found in his survey response from 47 cities, the typical program is a series of talks by leading officials, but recently there has been a tendency to dramatize everyday happenings in city departments. A few cities, like Atlanta, Camden, Charleston, Cincinatti, Kalamazoo, Norfolk, Portland, Ore., and Racine, Wis., have used radio on special occasions during the year such as for delinquent tax collections, fire alarm week or in explaining proposed bond issues.

“'In one-third of the cities,'” Mr. Rowlands states, “the city’s using the radio was first suggested by the local radio stations. Radio stations invariably grant free or ‘sustaining’ time to cities. Several radio stations in Cleveland made spot announcements about city activities on commercially sponsored programs at no cost to the city. Only a few cities paid for radio time. Asheville paid $35 for each 15-minute broadcast and Boston paid regular rates for weekly broadcasts in the early evening hours. The Know Your City programs of Akron and Knoxville were sponsored by commercial concerns without expense whatever to the municipalities.”

Mr. Rowlands’ article goes on to describe how radio has been used in various municipalities, and he winds up with this list of suggestions based on the experience of cities in the use of radio in reporting to the citizenry or in which he states may be helpful to municipal officials who plan to use the medium:

1. The radio programs should be entertaining as well as educational or informative. Radio listeners want their informative programs to be more than just pedestrian hangovers. A municipal radio program should be of high caliber, appealing to the widest group possible, and sustain interest.

2. Certain advantages are to be gained from a series of programs broadcast at regular evening hour over the same station. Various speakers or in municipal radio programs should be selected on the basis of their qualifications for radio broadcasting rather than on the basis of their positions. It may be desirable, of course, in many instances for city officials to appear on the program because they are well known and because of their knowledge of municipal activities. A good voice and ability to put across the information to the radio audience should be just as important as the message that voice is intended to convey.

3. The script to be used should be prepared or edited by trained script writers. The content of the program or the series of programs must be logically planned before the script is written. The task of preparing the tentative draft might well be assigned to a municipal employee whose work can then be turned over to the person in charge of the program, who, with the help of a trained script writer, will put it into shape for actual use.

4. Writing of the script involves consideration of the method of presentation which will be the most effective. In this connection, city officials will find very useful the 15 radio dramatizations on municipal government which are available from the United States Office of Education. Information on the technique of script writing is available from the Educational Radio Script Exchange in the U. S. Office of Education and from colleges and universities that offer script writing courses.

5. Several radio stations in each city have developed a style of their own. The same person each week introduces the speaker, explains the setting if a drama is scheduled, or conducts the interview—

6. The script to be used should be prepared or edited by trained script writers. The content of the program or the series of programs must be logically planned before the script is written. The task of preparing the tentative draft might well be assigned to a municipal employee whose work can then be turned over to the person in charge of the program, who, with the help of a trained script writer, will put it into shape for actual use.

7. Considerable revision is frequently necessary to synchronize the program accurately to the "continuity" of the program, which includes the introductory remarks, the talk, skit, or other program which follows, and the final closing announcements. In this connection, one of the principal advantages of prepared script is that the programs can be accurately timed and can be improved as a result of rehearsals.

8. The type of the radio station should be consulted for rehearsal plans, especially if the program is to be more of a dramatic or roundtable discussion. Quite frequently the radio station aids in the general preparation and production of the program, because a program with continuity lacks balance and may adversely affect the station’s prestige. Some radio stations may be willing to make a record of the rehearsal, which would make it possible to criticize constructively the shortcomings that are evident in the preliminary program.

9. Most programs on the air have developed a style of their own. The same person each week introduces the speaker, explains the setting if a drama is scheduled, or conducts the interview—

10. The people should be informed as to when and what is broadcast. A station should appear in the radio log of local newspapers on the day of the broadcast. Other means, such as notices in busses, street cars, and schools, should be utilized whenever possible.

11. Offers of anything free—contest prizes, safety badges, or pamphlets—get more response or “mail pull” than merely a request that listeners write in suggestions or criticisms.

COCA COLA BOTTLING Co., Atlanta, is sponsoring all Georgia Tech football games on WSH, Atlanta, which has assigned Marcus Bertlett and Ernie Harwell to handle the broadcasts.
Mantle Lamp Discs

MANTLE LAMP Co. of America, Chicago, has published a weekly quarter-hour transcriptions program featuring Smilin’ Ed McConnell on WYAY, KVCO, WPFA, WSM, KARK, WDAY, WBT, KWT, KFAB, KY, WLBZ, XEAW; half-hourly half-hour of live talent on WBOI, and business manager, six times a week on WIBW KMA. Agency is Presba, Fellers & Presba, Chicago.

Full-O-Pep Spots

QUAKER OATS Co., Chicago (Full-O-Pep poultry feed), on Oct. 4 started the weekly half-hour transcriptions of Man on the Farm program, broadcasts live on WLS, Chicago [Broadcasting, Sept. 1], for an indefinite period on the following stations: WAPI, KMOX, WLO, WOGB, WGN, XRX, KOX, WBB, WBCC, WCCO, WAFM, KMOS, WOR, WSB, WLM, WBT, WJAX, WMBS, KAIB, WWA, WOAI, WSSA, WRVA. Agency is Sherman & Marquette, Chicago.

FCC’s Quickie

LATEST FCC move to speed up its operations is installation of Telautograph equipment in its meeting room, connecting with the license division and the minute clerk's office. According to unofficial explanations, just like that used by train dispatchers, is to be used in getting snappy service on license information and other filed facts for the Commission while it is sitting.

WTIC News Expansion

EXPANSION of the news department of WTIC, Hartford, Conn., was announced last week by the station with the appointment of a news editor and an assistant news editor as well as the addition of AP and news wires to augment the station's present Transradio Press service. N. Thomas Eaton, for seven years with Transradio, is the new news editor. F. Stewart, also from Transradio, becomes his assistant.

Kelly Joins RAC

JAMES E. KELLY, of Knox Reeves Adv, Minneapolis, who has handled baseball broadcasts for several years, has been appointed to take charge of the Chicago office of Radio Advertising Corp., station representatives, effective Oct. 15. RAC is exclusive national representative of KBAN, San Francisco; KMOX, St. Louis; KOA, Denver; WJTN, Jamestown, N. Y.; WCLE, Cleveland; WHK, Columbus; KWT, Toledo; KBO, Seattle; WMBS, Umtown, Pa.

Randolph Asks CP

REP. JENNINGS RANDOLPH (D-W Va.), chairman of the House District of Columbia Appropriations Committee, head of the Allegheny, Broadcasting Corp., applicant for a new local 250 watt station on 1440 k., in Elkins, W. Va., Promised in addition to Rep. Randolph who is president and holder of 1 of the 250 shares of stock issued is Jas. A. Wilverding, of Elkins, treasurer and business manager, 148 shares; James L. Clark, of Wheeling, secretary, 50 shares; C. S. Hoffman, of Wheeling, 50 shares; E. L. Max- well, of Elkins, 1 share.

IN ADDITION to his Sunday evening quarter-hour news program for General Foods Corp., New York, William L. Shiver, noted CBS Berlin correspondent now in America, is conducting a Thursday evening quarter-hour program of analysis on CBS.

Marion Kyle

MARION KYLE, 44, head of the Los Angeles office of his agency bearing his name, died in San Francisco Oct. 7 from injuries received in an auto accident last week. Mr. Kyle for more than a year was an NBC San Francisco account executive, following which he was associated with both & Thomas before establishing his own agency three years ago. He was a member of the Lafayette service during the first World War, receiving the Croix-de-Guerre from the French government.

Dr. Pepper Audition

DR. PEPPER Co., Dallas (beverages), has auditioned a new half-hour variety program for possible network sponsorship. Featuring Dick Foran and Martha Mears, vocalist, with the Texas Rangers, a transcribed version of the proposed show was produced by Hollywood executives of Benton & Bowles, agency servicing the account, and forwarded to company officials for consideration.

Philip Morris Change

UNA MERKEL will star in a weekly skit, Nancy Bacon Reporting, which Nov. 4 becomes part of the Johnnie Presents show, sponsored by Philip Morris, Tuesday, 8-8:30 p.m. on NBC-Red. The show, reviewing the adventures of a newspaper woman, replaces the dramatizations of well-known short stories, now part of the show. The Biow Co., New York, handles the account.

HOTEL ROOSEVELT

MADISON AVENUE AT 45TH ST., NEW YORK

It's as easy as this!

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

HOTEL ROOSEVELT

BERNARD G. HINES, Managing Director

CALL YOUR JOBBER, OR WRITE US TODAY

AUDIO DEVICES INCORPORATED

1600 BROADWAY NEW YORK CITY

Still more . . .

Safety package...

Specially designed and equipped safety carboys are now available to you at cost for reconditioning 1 to 3 glass base Audiodics.
BRINGING HOME THE FISH are these members of the staff of WAG, Jersey City. The combined catch amounted to 990, and was made on the Atlantic off Brelli, N. J., from the launch of Harold Paynton, rod and real editor of the Jersey Observer. In front of the hail (1 to r) are Henry Dabrowski, transmitter engineer; Lester Giroux, transmitter engineer; Frank V. Bremer, technical director; Jay Sutile, musical director, and Eugene Sywak, recording engineer. In the party, but not shown, was Anthony Castellani, chief engineer.

Changes in Staff

Effect of Wofil

ROGER W. CLIPP, vice-president and general manager of Wofil, has announced a number of changes in the personnel of the station. Edward C. Obrist comes in on Oct. 20 to become program director, succeeding James Allan. Mr. Obrist is now with Ralph H. Jones Co., Cincinnati, and previously was with WSYR, Syracuse, for two years and seven years with WBEN, Buffalo, as producer and writer. He joined the agency in 1937.

To broaden the activities of the Wofil press department, Mr. Allan has been promoted to the position of director of public relations. In addition to publicity, he will handle special events and public service features. He has served as program director of Wofil for the past two years, coming from a similar post with WPG, Philadelphia.

William B. Caskey, now director of sales promotion, will step into the newly-created position of assistant manager of the station. In addition to his executive duties in his new job, he will continue to supervise sales promotion. Prior to joining Wofil, Mr. Caskey was an executive with N. W. Ayer & Son.

The realignment, according to Mr. Clipp, is in anticipation of increased activities of the station, especially in public service features and special events.

LAFOUNT PROTESTS DISC AMBIGUITIES

Says ASCAP Pact Must Be Clarified to Suit NIB

NATIONAL Independent Broadcasters is opposing acceptance of the network ASCAP contracts until they have been clarified, according to NIB President Harold A. Lafount, who stated the license agreements as they now stand are ambiguous in many respects.

As a single example of the need for clarification, he cited the subject of clearance at the source for transcriptions, which is not mentioned in the various station license forms but is covered by a letter from John G. Paine, ASCAP general manager, to Neville Miller, stating:

ASCAP will not decline upon request of any manufacturer of transcriptions, or any advertising agency, under whose behalf the transcriptions are made, to issue its license covering public performance of specified commercially sponsored programs by all stations, subject to the license upon 'a clearance at the source basis', unless a formula providing that payment be made at the rate of 5% of the amount paid for the time, or 2% where only secondary use is made.

Many Inquiries

Mr. Lafount said he had received numerous inquiries from broadcasters pointing out that since the networks are asking their affiliates to rebate their share of the ASCAP network fees it may be expected that the transcription companies will do the same asking if stations which have taken blanket commercial licenses from ASCAP will be asked to pay 5% of their income from those cleared-at-the-source transcriptions. In addition to the 2 1/4% blanket fee, making a total payment of 10 1/4% for the business. The result would be to make the cost of accepting such business prohibitive for the stations, Mr. Lafount declared.

If such a double charge is not intended, the NIB insists that the contracts clearly state that the clearance-at-the-source principle will be applied only to stations which have not taken out ASCAP blanket commercial license. Mr. Lafount stated. This is only one of a dozen or more such ambiguities, he added.

Bmi last week pointed out the requirement of the Government contracts to license agreements accepted by both Bmi and ASCAP that clearance-at-the-source be offered for transcriptions and that Bmi has already established such provisions, applicable to all such discs recorded since Sept. 1, 1941.

Both NBC and CBS last week reported that favorable responses from stations were coming in satisfactorily, although the number received to date was not specified.

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Changes In Staff

Effect Of Wofil
ASCAP Appeals Decision of Court
Asks Reversal of Ruling to Retain BMI as Plaintiff

ASCAP has filed an appeal with the Appellate Division of the New York Supreme Court from the ruling of Supreme Court Justice Aaron Steuer denying ASCAP’s motion to have BMI eliminated as a plaintiff in the Marks-BMI suit against ASCAP to determine whether the publisher or the composer of a musical number holds the performing rights [Broadcasting, Sept. 29].

ASCAP has also asked that it not be required to file an answer to the suit until its appeal has been heard and decided, a move which evoked charges of stalling from BMI executives, who claim that ASCAP, fearing the results of the suit on the morale of its membership, is attempting to prevent it from coming to trial until contracts with NBC and CBS have gone into effect.

BMI has added five new stations to its list of subscribers: WWPW, Lake Worth, Fla.; WGDM, Stockton, Cal.; KPLA, Helena; KRJC, Beaumont, Texas, bringing its total to 722 stations, 66 of which have joined BMI since negotiations between ASCAP and the networks got under way, BMI reports.

Songwriters Suit Active

Further action is anticipated momentarily in the suit for $1,217,500 damages filed last April in New York Supreme Court by 14 songwriters against the NAB, NBC, CBS and BMI, the plaintiffs to seek examinations of all executives under oath of all executives involved before the trial. The two networks, Sydney Kaye, BMI executive vice-president, and other officers and directors of the companies have already been served, and last week papers were being served on members of the defendants, notably BMI.

The group of songwriters, including 13 ASCAP members and one nonmember, charged in the suit that the defendants conspired unlawfully to acquire control of the songwriting business at the time of the ASCAP-BMI agreement, forcing NBC and CBS affiliated stations to buy BMI stock and play BMI music, and issuing “false and misleading statements” about ASCAP. Three months later, Daru & Winter, counsel for the group, filed a brief with the Senate Interstate Commerce Committee requesting “an investigation of the so-called radio music war and all related matters.”

Radio Executive Club Opens New York Season

HOLDING its first luncheon of the 1941-42 season, some 85 members of the Radio Executive Club of New York met Oct. 8 and voted annual dues of $3 for all New Yorkers while out of town stations wishing associate memberships will pay $1.50.

Johnny Hymes, Lord & Thomas, president of the club, announced luncheons would be held every Wednesday throughout the year at Stouffer’s Restaurant, 45th & Fifth. Guest speakers from all branches of business will appear. Visiting station executives were John Runyon, KRLD; Ben Ludy, WIBW; Ken McAllister and Alex MacDonald, WGY; Harold Casfill, WGNY; Mrs. S. B. Berk, WAKR.

CONCERTS FOR SALE

NBC-Blue is offering advertisers a package deal for the NBC Symphony concerts at $500,000 for the 24-week period starting Nov. 4 when Leopold Stokowski becomes guest conductor. That price is fixed minimum, and the deal is not subject to any discounts to advertisers sponsoring other NBC-Blue programs. It is also exclusive of the cost of the announcer and commentator. The concerts started Oct. 7 with Samuel Chotzinoff as commentator, and will be heard through the season Tuesdays, 9:30-10:30 p.m. on about 100 Blue stations.

FIRST FM CLUB in Pennsylvania was organized by W47P, affiliated with WWSW, Pittsburgh. Listeners are admitted if they inform the station of the time and content of an FM program. The reverse side of this two-color membership card, drawn by Cy Hungerford of the Pittsburgh Post-Gazette, contains signatures and membership data.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 4 TO OCTOBER 10 INCLUSIVE

Decisions...

OCTOBER 4

MISCELLANEOUS: WBBY, Waterbury, Conn. granted motion amend application, CP 15540. Case No. 250 transferred: WBBY, licensed May 26, 1941, being continued to 11-3-41; NEW, Wilkes-Barre, Pa. denied Hearings Order granted; NEW, Mishicot, Wis. granted continuance Oct 8 hearing for 60 days pending further order. Alleged petition dismissed hearing date of Oct. 8.

OCTOBER 7


WJDB, Hammond, Ind. — Granted consent voluntary assignment license to Palmetto Broadcasting Corp.


WJNO, Wilmington, N. C. — Granted modification license to 250 w untl.

WOLX, Janesville, Wis. — Granted CP increase 250 w.

KNET, Palestine, Tex. — Granted consent voluntary assignment license to Palmetto Broadcasting Corp.

WJMO, 250 w, Miami Beach, Fla. — Granted permission hearing.

NEW, Nashville Radio Corp., Nashville, Tenn. — Granted new station 1650 kc 250 w.

KGLU, Safford, Ariz. — License renewal (Nov. 14).

OCTOBER 8

NEW, Roy St. Lewis, Norfolk, Va. — Denied in default CP new station.

WORL, Panama City, Fla. — Denied for filing proposed program information.

WORL, Kalamazoo, Mich. — Approved CP new station 1250 kc 250 w facilities of WGRB.


NEW, Raymond C. Harnett, Telliss, Ala. — CP new station 1230 kc 250 w.

WJNO, West Palm Beach, Fla. — Transfer hearing, closed.

WKBV, Canton, Ohio. — CP equipment change hearing.

KDID, Lamar, Colo. — Involuntary assignment license final.

OCTOBER 9

WFBB, Baltimore — CPE to 10 kw install new transmitter directional changes.

NEW, Magnos Co., Inc. — Approved new CP station 1230 kc 2550 w.

WRBN, Youngstown, O. — Transfer hearing.

KSN, Grand Forks, N. D. — CP equipment changes.

WJNO, West Palm Beach, Fla. — Granted petition for hearing.

WRCB, Beaufort, S. C. — CP new station 250 kw 10 kw D equipment change.

OCTOBER 9

Decisions...

TENTATIVE CALENDAR...


WJNO Transfer

CARRYING out the terms of the will of Jay J. McBrien, New York sportswriter and broker, who owned 66 2/3% of WJNO, West Palm Beach, Fla., his widow, Laura O'Brien, has applied to the FCC to transfer the WJNO holdings from the O'Brien estate to her two sons, the stepsons of Mr. O'Brien. Application was made to the FCC for permission to transfer the station to Ritter & Co., Wall Street firm.

Deal is a transfer involving no money. Mr. O'Brien died in April, 1940. The remaining 33 1/3% of WJNO is held by John R. Beacham, West Palm Beach attorney.

To Fete Gen. Mauborgne

VETERAN WIRELESS Operators Assn. and the American Signal Corps Assn. will serve as co-sponsors of a testimonial dinner to Maj. Gen. Joseph O. Mauborgne, who retired Sept. 30 as chief signal officer of the Army. Dinner will be held Oct. 25 at the Officers Club on Governor's Island, New York.

WIP'S FM Slogan

FIRST COMMERCIAL FM contract in Philadelphia was signed Oct. by Benedict Gimbel Jr., president of WIP, for FM station W49PH, and the Harry M. Dittman Adv. Agency, Philadelphia, for the advertising chores stores of Philadelphia, Chesta, Pa., Allentown, Pa., Wilmington, Del., and Tren ton, N. J. Construction of station is expected to proceed soon. FM transmitter and antenna to be set up at the Gimbel Bldg., housing the station, and to be ready for operation in the fall.

WILLIAM L. KELLY, owner of United Broadcasting Co., Philadelphia, will supervise planning and production firm, has applied for a station in Carlin Park, Fla., suburb of Chicago. Request for 250-watt fulltime operation is 1490 kc.


District of Columbia —

Before me, a notary public in and for the County of District of Columbia, personally appeared Norman H. Goldberg, who being duly sworn, deposes and says that he is the business manager of Broadcasting Combined with Broadcast Advertising, and that the following is, to the best of his knowledge and belief, a true and complete statement of the ownership, management, (and business manager if any), and circulation of the aforementioned publication for the date shown on the face thereof, namely: October 1, 1943:

1. The names and addresses of the publisher, editor, and business manager are:

   Publisher — MARTIN CORK, Washington, D. C.

   Editor — SOL TARBOW, Washington, D. C.

   Managing Editor — J. FRANK BEATTY, Washington, D. C.

   Business Manager—NORMAN H. GODFORD, Washington, D. C.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also personally thereunder the names and addresses of stockholders owning one per cent or more of the total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)


3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: None. If there are none give none.

   None.

   4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, do not contain not only the list of stockholders and security holders appearing upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the correctness and completeness of the statements and declarations under which stockholders and security holders are registered. No paper or public document of the company is in the possession of the affiant, any part of which appears from the books of the company as trustee, holds stock and securities in a capacity other than that of a bona fide owner; and the affiant has no reason to believe that any such paper or public document contains any interest direct or indirect in the said table of stockholders and security holders as so stated by him.

   By: NORMAN H. GODFORD, Jr.

   Sworn to and subscribed before me this 2nd day of October, 1943.

   NATHAN SHABLO

   Notary Public.

   (My commission expires November 1, 1943.)

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...and if you need new furniture folks, hurry right over to the Quality Furniture Company...
Opening of KPRO Slated for Oct. 24

Riverside Station Is Delayed By Defense Priorities

DIFFICULTY in obtaining equipment due to national defense priorities has postponed until Oct. 24 the starting date of the new KPRO, Riverside, Cal., originally scheduled to go on the air last Friday, according to W. L. Gleeson, general manager and chief owner in the new enterprise.

KPRO was authorized by the FCC last May with issuance of a construction permit to the Radio Broadcasting Corp. of America for a 1,000-watt fulltime outlet on 1440 kc. Principals in addition to Mr. Gleeson, who is owner of the Progressive Optical Co. and associated with the Miller Adv. Agency, Oakland, as well as 54% stockholder in KPRO, are E. W. Laime, with the same optical firm, San Francisco; H. J. Tolan Jr., secretary to his father, Congressman Tolan, 20%; John B. Smith, attorney, 2%; Loyd C. Davis, attorney 2%; Phil Davies, 26%.

Equipment Ordered

Transmitter and input equipment for KPRO have been purchased from the Collins Mfg. Co. and microphones, turntables and recording equipment from RCA Mfg. Co. Antenna is a 366-foot Truscon self supporting tower located 1 1/4 miles north of downtown Riverside.

Mr. Gleeson, who is also to be commercial manager, announced Harry D. Black, sports writer of the Riverside Press and Enterprise and formerly a publicity man, has been named assistant commercial manager. Other recent staff appointments include Howard Ray, formerly of KTSK, KOB, and WJAY and national radio manager; John Townsend in 1938, to be in the San Bernardino commercial department of KPRO; Hap Polite, former newspaper reporter, commercial department; Dick Gifford, formerly of several midwestern and western stations, commercial department; Barton Bachman, formerly a teacher of music and concert star, program director; Paul L. Fisher, formerly research expert of the Dept. of Agriculture, farm editor; Irene Holcomb, 1940 graduate of the U of California, news and sports announcer; Robert McGaughey, formerly of KYCA, KOY and KPHO, announcer-tec-

Doughnut Scores

AN ENTERPRISING New York doughnut shop designed a unique stunt for announcing World Series scores to the public during the last seven years. With one ear glued to an account of the game on WOR, New York, a white-capped baker sits in a Times Square front window keeping a box score using doughnuts for numerals.

Velvet Planning

LIGGETT & MYERS TOBACCO Co., New York (Velvet smoking tobacco), will sponsor a new variety show of song and comedy, titled Hank Keene & His Radio Gang. No plans have yet been set for a starting date, nor is the agency, Newell-Emnett, New York, certain whether it will be a network show or go to local stations via transcription. Details are being worked out, and will be announced in a week or two, the agency indicated.

Ziv N. O. Office

FREDERIC W. ZIV, Cincinnati production company, opens New York office about Oct. 20 with John L. Sinn, vice-president, in charge. Mr. Sinn will serve as an assistant sales manager and will also supervise casting and production of 'Korn Robbers' and 'Across the Wind'. In a series of comedy and dramatic series of quarter-hour transcriptions recorded by World Broadcasting System.

Co-Op Campaign

LONG ISLAND VEGETABLE Institute, Riverhead, Long Island (cooperative), last Wednesday began a two-week campaign with marketable extensions promoting the season's fresh vegetables on WOR, WXR, WBB, WBN, WC A E, WP IL and WFMJ. Agency is Paris & Peart, New York.

Agash Extends

AGASH REFINING Corp., New York, which has been sponsoring the transcribed weekly quarter-hour program America's Famous Fathers for its edible oils on WBZ, WBZA, Boston, and WFJ, Youngstown, for the past five weeks, on Oct. 10 started the program on WOR, New York, for its French dressing. Permanent M. C. of the show is Howard Lindsay, star of the Broadway play, 'Life With Father,' who introduces well-known fathers. Listeners sending in the best recipes for salad dressing each week receive tickets to the Lindsay play. Newly-appointed agency is Blaine-Thompson Co., New York.

Scott's Campaign

RITCHIE & JANIVIER, Bloomfield, N. J., is conducting a campaign of spot announcements five to six days weekly for Scott's Emulsion cod liver oil in four markets, Houston, Kansas City, Atlanta and New Orleans. Agency is Atherton & Currier, New York.

Colgate Director

JOHN K. COLGATE, secretary-treasurer and a director of Van Strum & Towne, investment counsel, has been elected a member of the board of Colgate-Palmolive-Feet Co., Jersey City. Mr. Colgate is a son of Russell Colgate, who until his death July 31, 1941, was a director of the company.

McAvity Catalog

THOMAS A. MCAVITY, who resigned as vice-president and radio director of Lord & Thomas, New York, last July 18 (Broadcasting, July 28), is now doing free lance production, and is building a catalog of productions to be submitted to agencies on a package basis.

FM Vocalist Contest

A STATEWIDE contest for young men and women singers, 18 to 25, will be started Dec 5 by WJSU, Milwaukee Journal-WSJ FM. Winner will receive $50 cash prizes and paid solo appearance with Wisconsin Symphony Orchestra.

THE early morning devotional show, 'Our Daily Bread,' which is originating at WEW, St. Louis, under the supervision of Father Eugene P. Murphy S.J., is being transcribed by Technisonic Recording Labs., St. Louis, and made available to stations throughout the country.

Why is
WMBD Specified

for network programs?

In November, 1959, the CALIFORNIA FRUIT GROWERS EXCHANGE specified WMBD as a VITAL ADDITIONAL for their program, "Hedda Hopper's Hollywood," advertising SUNKIST ORANGES and LEMONS. This program is still running on WMBD. Significant - when only WMBD and one other station were specified outside the Basic Network group.

Here's Why . . .

WMBD has established GOCD WILL with the family budget-keepers — has become a three-sons women's favorite over other companies heard in the busy industrial and thriving agricultural population of "Pee)-raska. This good will has been created by personalities and programs which appeal strongly to housewives. Add these helpful, local women's programs to popular network features and you'll understand why WMBD is listened to by so many housewives.

Why is WMBD Specified

for network programs?

...for Example

by CALIF. FRUIT GROWERS EXCHANGE

October 13, 1941 • Page 65
**Levine to Manage Artists for NBC**

**All Deals Off, Says Trammell In Making Appointments**

STATING that “current negotiations for the sale of NBC’s talent divisions have ceased,” Niles Trammell, NBC president and managing director of NBC’s Concert Division and O. O. Bottorff and D. L. Cornetet as president and vice-president respectively of Civic Concert Service, Inc., a wholly owned subsidiary of NBC.

Daniel S. Tuthill, who for some months has been negotiating with NBC for the acquisition of the talent divisions, with the deal presumably near culmination, will continue as an executive in the network’s program and talent sales department, the announcement stated.

**Praised by Trammell**

Mr. Levine has been associated with the Concert Division for more than 12 years in various key positions, and in a letter to the artists under NBC’s management Mr. Trammell stated that much of the success of NBC in the artist management field was directly attributable to Mr. Levine’s untiring efforts. Among the many names active in the concert field handled by NBC are, Kirsten Flagstad, Gladys Swarthout, Fritz Kreisler, Sergei Rachmaninoff, John Charles Thomas, Ezio Pinza, Giovanni Martell, Bella Novotna and Efrem Zimbalist.

Civic Concert Service, sponsoring Civic Music Assns. in several hundred leading cities throughout the country, has brought to those cities renowned artists such as those listed above and also the major American symphony orchestras under Koussevitzky, Rodzinski, Ormandy, Goosens and other leaders as guest conductors. The concert managers, organizers of the Civic Music plan 21 years ago by Mr. Bottorff subsequently became vice-president and general manager, a position he held until his new appointment as president of the service. Before joining this organization he had been director of audience promotion for the Chicago Opera Co.

In their new capacities Levine and Bottorff are taking over positions formerly filled by George Engles, who recently resigned as NBC vice-president, managing director of the NBC Concert Service and president of Civic Concert Service [Broadcasting, Sept. 15], reportedly to set up his own talent bureau, although he has made no announcement of future plans as yet.

Mr. Cornetet has been with Civic Concert Service for 10 years, most recently as assistant manager in charge of the western division, with headquarters in Chicago. He

**Radio Gives Time; Army Buys Space**

**Newspaper, Magazine Fund; Navy Lauds Space Test**

THE ARMY, through the recruiting service of the Adjutant General’s office, is placing a campaign amounting to between $75,000 and $300,000 in newspapers and magazines, currently urging enlistment in the Air Forces and flying cadets. It is similar to one placed last week by the same office through N. W. Ayer & Co., Philadelphia. Simultaneously, spot announcements, transmissions and live programs are being broadcast by some 700 radio stations at the request of the Army. Time on the stations is given free of charge in the interests of national defense.

**Navy Statement**

The Navy Department, which had placed a newspaper test campaign a few months ago in Indiana, Iowa, and Missouri, last week announced that enlistments in the test area increased almost four-fold as a result of the campaign. The Navy stated that placement of newspaper advertising came in a letter from Capt. F. E. M. Whiting, director of Navy Recruiting to William A. Thomson, director, Bureau of Advertising of American Newspaper Publishers Assn.

The letter failed to state that virtually every station in those States had contributed free air time of spots and live programs in the interest of Navy recruiting. Nor did it mention billboards or the fact that many theatres in the area carried pictures directly or indirectly urging enlistment.

Capt. Whiting’s letter was in response to one from Mr. Thomson who requests details on what the newspaper campaign had brought in the way of additional enlistments. A compilation of the figures released in the letter shows that in May the Navy sold all of the space on the stations in those States was 371. In September the total was 1,048. The first ad was run the week commencing July 7 and the last in the week of August. The newspaper campaign, placed through BBD, is now running in 16 States in the last two weeks, Michigan and Wisconsin, to be added shortly.

**More on Marin List**

**MARLIN FIREARMS Co., New Haven (razor blades), has recently added to its extensive schedule the following stations carrying one-minute announcements 2-21 times per week: WBBM WABC WSM WJW WOR WHB WHER WQAM WLCN WJZ WMAQ WOR DDS WOR WHJW WHK WGT WQAM WMC WHJ WAGG WREO WBLW WGBF KMJ WROL KNX WHEB WEEU WRAW WPIC WTAG. In addition company has been conducting one or two-week test of announcemen...**
"YES...we listen to WLW"

... every last one of us," say the Harvey Hoewischers, whose farm is located near Sidney, Ohio.

DAD SAYS:
"I've listened to WLW for a good many years, and if there's ever been a loyal booster of the Nation's Station, I'm one of 'em. Even tho' I am quite an active member in the Belgian Breeders Association, much of my work centers about the farm. And so, I'm naturally interested in all the new methods of farming. WLW makes it possible for me to get these new ideas, gives me the market and weather reports. Why...I don't think I've missed that Weather Observer, Jim Fidler once...since he's been on the air."

MOTHER SAYS:
"Well, I'm quite a stay-at-home. I enjoy sewing and listening to the radio. And when I say Radio...I mean WLW for I hardly ever listen to any other station. I have lots of favorite programs. One that I like especially well, 'Boys Town.' I never miss it. I know that there must be thousands of Mothers like myself who are mighty grateful to WLW for their fine programs."

SON SAYS:
"I graduated from Ohio State last year, majoring in Agriculture. I thought when I left school that I'd really have the 'jump' on Dad when it came to new farming methods. But...WLW had the jump on me. I soon found out that Dad was 'right on his toes'...when it came to employing time-saving devices on the farm. Since then, I've got an 'earful' of sound farming ideas by listening to 'Everybody's Farm Hour.'"

DAUGHTER-IN-LAW SAYS:
"I'm being quite frank when I tell you that I wasn't accustomed to getting up at the crack of dawn when I came to live on the farm. But now...I really look forward to Hal O'Halloran and 'Top Of The Mornin' on WLW. I'm sure that in a few short weeks I'll be as WLW-minded as the rest of the family because we listen every day."

YES—PROGRAMS WITH A DISTINCTIVE SECTIONAL FLAVOR PLUS CLEAR CHANNEL FACILITIES MAKES WLW A FRIEND TO FARMERS IN THE MIDWEST!
Complete Flexibility

250 to 1,000 Watts

RCA TYPE 1-K
Broadcast Transmitter

- Frequency-Response within 1½ db., 30-10,000 cycles
- Maximum Carrier Shift less than 3%, 50-7,500 cycles
- Maximum R. F. Harmonics less than 0.05%
- Audio Distortion less than 3%, 50-7,500 cycles
- High Level Class B Modulation
- Frequency Stability within cycles per second

High-fidelity characteristics are combined with extreme simplicity, ruggedness and dependability in the RCA Type 1-K. All parts are easily accessible; all components are protected. And it operates with exceptionally high efficiency at either 250, 500, or 1,000 Watts.

The RCA Type 1-K consists basically of the Type 250-K Transmitter plus a matching amplifier unit. This arrangement permits efficient, convenient operation at 1,000 Watts, 500 Watts, 500/1,000 Watts, or 250/500 Watts...Stations already equipped with the 250-K need to add only the amplifier unit (RCA Type MI-7185).

Extremely low operating costs, too, help to make the 1-K your logical choice. Thanks to its RCA-engineered Class B Modulation, it draws only 4,800 Watts from your power line, while operating at average program-level with 1,000 Watt carrier. Write for complete data and literature, yours on request.

Use RCA Radio Tubes in Your Station for Finer Performance.

RCA Broadcast Equipment

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