Better than we thought

One sponsor has been on WOR for 15 years; another for 14 years. Six have profitably used WOR for 13 years—two for 7 years—one for 12 years—one for 11 years, and nine for 5 years. The only reason why WOR is here to report these facts is the same reason why these people are still with the station: WOR sells a lot of things fast—at low cost—to more people—more often.

WOR . . . THAT POWER-FULL STATION
People Listen to WLS REGULARLY

Most people in radio and advertising know that WLS has a tremendous farm audience ... that it's probably the nation's dominant station in that field. Ask any big advertiser or agency man with an agricultural account. But don't overlook this, either: There are 70 cities with over 10,000 population in the WLS Primary Area—and WLS has a tremendous audience in these cities, too!

Last year WLS received a letter from one of every 3.4 families in these 70 cities—definite evidence of "action" listening in these city markets, too. There was a letter from one of every four families in Metropolitan Chicago, half the families in Bloomington and Danville, Illinois; Michigan City, Indiana, and Janesville, Wisconsin, and two out of three families in Niles, Michigan. Other cities, large and small, in the WLS Major Coverage Area responded in like manner.

People in the cities do listen to WLS and respond. They have confidence in WLS, the kind of confidence, too, that extends to any product associated with the WLS name.
CUT THE CLOTH
New England
TO FIT THE PATTERN...

THE COLONIAL NETWORK, with 19 stations in key locations is “tailored to measure” for coverage and “perfect fit” in the New England market.

Because each of these stations is an integral part of the buying area where it is located, loyal listenership is a local, long-established custom.

This is the type of thorough, effective acceptance that has delivered consistent results over a period of years for scores of national advertisers. That's why they renew their contracts with The Colonial Network year after year.

Right now is a good time to reserve time for intensive, inexpensive promotion on the network and in the market of proven sales responsiveness... and right at the bottom of this advertisement is the information you need to get action.

Investigate before you make any radio investment for fall and winter in New England.

The Colonial Network
21 BROOKLINE AVENUE  ·  BOSTON

Humpty Dumpty sat on the wall... 

... BUT DIDN'T FALL.

In fact, eggs this year are higher than ever—over twice the 1940 price level. All dairy products are up. So are beef cattle. And hogs and sheep.

Nebraska farmers have money. Plenty. And they're spending it!

Reach them quickly, economically, through their station—KFAB.

KFAB sells farm and small town market, because it knows how!

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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.

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*(Retail sales last year in the city of Omaha)*
CONVOY YOUR SALES

with

WFIL
Charted Merchandising

MULTIPLY THE STRIKING EFFECTIVENESS OF YOUR SALES CAMPAIGN

It pays to buy WFIL—the only Philadelphia station offering merchandising cooperation tailor-made to meet individual sales problems. CHARTED MERCHANDISING! Unsolicited letters of commendation from agencies and advertisers conclusively demonstrate its “plus value.” WFIL CHARTED MERCHANDISING has received national recognition winning both Billboard’s and Canada Dry’s “Information Please” top awards.

You can sell more effectively in Philadelphia when you use WFIL CHARTED MERCHANDISING plan. This year 52.5% more advertisers are using WFIL facilities as compared to a year ago. Join this growing army of new advertisers who have learned that WFIL’s CHARTED MERCHANDISING plan is definitely helping them to do a more concrete Philadelphia market sales job.

NATIONAL REPRESENTATIVE—EDWARD PETRY & CO., INC.

NBC BLUE—KEY STATION QUAKER NETWORK
WHAT DO YOU KNOW
ABOUT OKLAHOMA CITY?

If you have never stopped to look up the facts about Oklahoma City, listen to this: Oklahoma City alone accounts for nearly one tenth of Oklahoma's total population—does nearly one fifth the State's entire retail business—does nearly HALF its entire wholesale business. And remember—in effective buying income, Oklahoma City ranks ahead of Birmingham, Miami, and Nashville!

But Oklahoma City is only one dot on the KOMA coverage map. KOMA, near the center of the State, has primary in 40 of Oklahoma's 77 counties—and this includes a lot of the very best agricultural and industrial counties in the State.

Best of all, KOMA is a merchandising station that actually does capitalize on the full potentialities of its territory. We've got some interesting case histories that will convince you better than ten thousand words. If Oklahoma is anything less than one of your best markets, let us show you what KOMA can do. “Ask your Agency to ask the Colonel”.

KOMA
5000 WATTS • C.B.S.
OKLAHOMA CITY

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Relief From FCC Up to Courts, Congress

Banning of All Option Time a Mystery; House Group Plans January Probe

AN ALL-OUT battle is under way against the FCC chain-monopoly regulations, now reduced to a ban on time options which threaten to cripple NBC and CBS while providing succor for MBS, with both the courts and Congress to be enlisted in the offensive.

While a Nov. 15 effective date faces the networks and all affiliated stations on the time option ban, industry spokesmen optimistically predict a stay, either on the FCC’s own motion, through injunctive relief by the courts, or through Congressional intercession. Dislocations that would result to the industry, it was pointed out, are of such far-reaching magnitude that it is felt the Administration would not be disposed to risk such eventualities in these tense times.

Forced Through By Fly

Forced through the Commission under the spur of Chairman James Lawrence Fly by a 4-to-2 vote Oct. 11, the new rules in effect make every station a free agent, since no network may exclusively option time on any given outlet. Stations, however, can have “first call” on the time of a given network but the network would not enjoy the same privilege.

Indefinite postponement of the forced sale of the Blue, which resulted from the furore precipitated by the requirements of the original rules, developed, it is understood, with the consent of the White House. But the banning of all option time found no explanation in any quarter, other than statements by Chairman Fly that it would eliminate the tendency toward monopoly and result in public good.

Close on the heels of the announcements of William S. Paley, CBS president, and Niles Trammell, NBC head, that their networks would appeal from the FCC rulings on jurisdictional grounds, the House Interstate Commerce Committee last Wednesday at a special meeting decided definitely to begin hearings in January on the Sanders Bill (HR 5497) to reorganize the FCC and clearly delineate the limitation of its functions [Broadcasting, Oct. 13].

Simultaneously, Senator Wallace H. White Jr. (R-Me.), co-author of the existing radio act, took steps to have the Senate Interstate Commerce Committee reconsider his resolution to stop the FCC rampage, which was the subject of hearings last June.

The networks also placed reliance upon statements made to the Senate Interstate Commerce Committee by Chairman Fly in his Oct. 11 appearance that the Commission would stay the operation of the regulations pending adjudication of the jurisdictional issue. No new statement came from the Commission on this phase, however.

Delay In Filing Suits

Precisely when NBC and CBS will carry their grievances to court was not indicated, though both network heads said they would promptly institute proceedings. A postponement of the regulations as revised and perfecting of the suits, it was thought, might entail delay until latter October or early November.

It was expected the suits would be brought before a three-judge statutory court, probably in New York, where the networks are headquartered. To be brought in equity, the cases presumably will seek injunctive relief and a “stay” of the regulations, pending their final adjudication.

Fly-Paley Battle

Bitter exchanges between Chairman Fly and CBS President Paley ensued immediately following release of the amended regulations Saturday, Oct. 11. NBC President Neile Miller also sharply denounced the regulations, with the industry generally (save for MBS) lining up solidly behind the minority opinion of Commissioners T. A. M. Craven and Norman S. Case. (For texts of majority and minority reports plus statements, see page 48.)

MBS officials made no formal statement apropos the regulations, though the network was represented as being “highly pleased.”

Broadcasters were pleased with the Commission’s decision to issue broadcast licenses for two years instead of one, and with the indefinite postponement of the sale of NBC’s Blue network. Utter confusion, however, prevailed over the banning of exclusive time options.

The view most generally expressed was that the large stations in each market would be in a position to pick the choice network programs, with other outlets forced to divide the leavings. While stations would be free agents, and theoretically could decide to work on a “first call” basis with a given network, few broadcasters thought the top stations in each market would be disposed to operate on that basis.

Rough On Sustainers

Deterioration of outstanding programs was also predicted, on the ground that no network would be disposed to spend money on other than revenue-producing features. Moreover, network spokesmen said the national public service feature, so important in the emergency, may be all but blocked out as a network undertaking because networks will not be in a position to option or clear time for nationwide presentations. Commercial time disposed of to other networks or for national or local spot could not be cleared easily or with-

Fly’s Promise to the Senate

To Stay Net Rules if Appealed

IRRESPECTIVE of what the courts or Congress may do to forestall the Nov. 15 effective date of the FCC’s new rules and regulations applicable to chain broadcasting, attention is focused upon commitments made by FCC Chairman James Lawrence Fly to the Senate Interstate Commerce Committee last June during hearings on the White Resolution.

On several occasions during his examination, Mr. Fly said the Commission would be disposed to stay the operations of the proposed regulations pending the adjudication of the Commission’s power.

His statements to the committee became timely now that the die is cast, and the networks have announced their intention of filing suit (though Chairman Fly said he would be “surprised” if litigation were initiated).

Rely on Fly’s Promise

Niles Trammell, NBC president, announced Oct. 12 that NBC in good faith and as expeditiously as possible, is ready to appeal the far-reaching questions raised by the regulations. He added:

“We rely upon Chairman Fly’s statement that he will stay the operations of these regulations, pending the final outcome of the court proceedings.”

The transcript of June 2 reveals that at one point Senator Clark (D-Idaho) asked Chairman Fly: “If the broadcasting chains feel themselves aggrieved by your regulations should decide to go into court and test out the question of jurisdiction, or whatever other question might be permissible, I take it from your statement that as long as the court proceeding was undetermined you would not press the matter, even though an injunction or something of the kind might not be obtained from the court. In other words, you would not undertake to force the doing of something that could not reasonably be done within that limit in the interest of the industry. Do I make myself clear?”

To which Chairman Fly responded: “Yes; I think you are clear. Now, as to the application of these rules to any station or to any (Continued on page 58)
out protest over independent stations which had no responsibility to a given network, it was said.

Moreover, on the sponsor side, industry spokesmen predicted the time option ban would be reflected in an upsurge of national spot and transcription business. They pointed out that the inevitable confusion stemming from network competition would make desirable spot placements, where stations could be picked in particular markets without regard to network affiliation, and where the expense of line charges, loops and connections would not be entailed.

Hearings Planned

As Chairman Fly and the network heads engaged in angry exchanges, steps were taken on Capitol Hill toward revision of the Communications Act. Chairman Lea (D-Cal.), of the House Interstate Commerce Committee, called his committee together last Wednesday, Oct. 15. An agreement was reached on pending hearings on the Sanders Bill, as well as any other legislation which might be introduced, looking toward rewriting of the Communications Act. The hearings were set for Jan. 1 and Feb. 1, it was said, and probably will run three or four weeks, with the committee sitting for two days a week.

Chairman Lea stated that ample time would be given the FCC and the industry to prepare for the proceedings, and a date probably would be set for the first day of the hearings, in December. There was no opposition to the proposal that hearings be held, with the preponderant committee sentiment in favor of revision of the Communications Act, which has now been in force nearly 15 years. It was pointed out that terms of the original Radio Act, which became law in 1927, were carried into the Communications Act of 1934. During that span, radio has made swift progress and it is felt the law is not abreast of the art.

Whether the committee will seek to hasten the FCC's work, if the Senate acts before December, its inquiry, was not indicated, though there was some discussion of such a move. Moreover, there was a possibility the Senate committee might step in, particularly since it has pending before it both the White Resolution to stop the Commission in its tracks until it has a reappraisal of the law, and the White Bill (S-1806) to reorganize the FCC, setting up two separate autonomous divisions of three men each—one to handle broadcasting and related services, and the other common carriers. The chairman would be the executive officer.

The Sanders Bill is similar, in its organization provisions, to the White measure. Whereas the White Bill would clearly define the limitations of the FCC's jurisdiction, pending hearings would determine any control over business aspects of broadcasting stations, the Sanders measure propounds a series of questions dealing with this subject, on which testimony would be sought to shape future legislative policy.

White To Act

Senator White, immediately following release of the Commission's regulations, sought to confer with Chairman Wheeler on reopening of hearings or reconsideration by the committee of his resolution. Last Tuesday, however, Senator White was called back to his home in Auburn, Me., to attend the funeral of a friend and was gone the balance of the week. It is expected he will take up the matter with Senator Wheeler early this week.

A consistent critic of the FCC because of its purported unauthorized forays into fields purposely closed to it, Senator White did seriously question the Commission's power to issue the regulations. He declared he would ask Chairman Wheeler to reconvene the committee as soon as possible, either to act on his resolution or on his bill to reorganize the FCC. In his resolution, he asked that the FCC regulations be stayed until such time as Congress investigated the whole subject of its jurisdiction, contending that the rules "constitute an attempt upon the part of the Commission to exercise a supervisory control of the programs or the business management of the policy to be employed by radio broadcasting stations".

The FCC majority sugar-coated its Saturday afternoon announcement of the modified rules with the statement that they were designed to achieve "a greater measure of stability throughout the broadcasting industry". Chairman Fly announced the Commission "will always stand ready, upon any appropriate showing, to review the rules in the light of actual operations".

The Craven-Case minority, however, reiterated previous objections to the original report, when issued last May, holding that they exceeded the Commission's power and that the public interest would be hurt rather than helped.

COKES WERE SERVED by Steve Hannagan (left), publicist, to Alfred J. McCooksey (center), MBS chairman of the board, and Price Gilbert Jr., Coca Cola vice-president in charge of advertising, during the recent Coca Cola convention in Atlantic City on behalf of its new MBS program.

The bulk of the 16-page report of the majority dealt with the controv-ered time option rule. This proved the only point in real controversy. Headline-making drama came from continuing negotiations between Chairman Fly and the network executives, which followed the June hearings on the White Resolution. The majority walked out of the discussion on the first day, leaving its position, striking at the hold of NBC and CBS over affiliate operations.

The Minority

Following release by the Craven-Case minority of its report expressing fear that the nation's radio would be "seriously impaired at a time when efficient service is most needed", Chairman Fly issued a second press release.

In this he reiterated that the committee's objective was to achieve greater stability. He talked about the benefits accruing from the two-year license period and the suspension of the rule favoring NBC to dispose of the Blue.

After Mr. Paley had launched his attack on the rules and had charged that Chairman Fly had been "tacitly trying to make greater commitments that were announced to the major networks, if they agreed not to contest the Commission's jurisdiction, Chairman Fly issued a third statement, asserting that the regulations contained "generous modifications not even discussed with Mr. Paley", and charged that CBS had consistently refused to submit to any form of regulation.

This brought another rejoinder from Mr. Paley that "Columbia's reputation is in its own keeping, not in Mr. Fly's", and that he did not believe "demagogic charges that we defy lawful and proper regulation will fool a public that has known us all these years".

Chairman Fly followed up his attack on networks at a press conference last Monday, Oct. 13. He said he would "be surprised if anybody goes to court" on the regulations, reiterating his view that the rules should be given "an actual trial through operation".

That 'Pressure' Crack

He said that most reaction has been "quite favorable" and that "a considerable degree of optimism" had been expressed by responsible persons in the industry and the Government had got the basis of stable operations here, particularly in view of the open door policy", he asserted.

Asked about Senator White's concern that he would request hearings on his bill or reconsideration of his resolution, Chairman Fly said it was his impression that "that is all over". He said the matter had been completely discussed and even over two weeks ago and now it's time to get down to brass tacks and see how it will work, not in terms of extreme

(Continued on page 57)
ASCAP Modifies Provisions on Logging

Quick Return of Music Is Seen; Nets Ready

See Regional Meeting on Page 14

APPROVAL in toto of modifications in the standard program contract worked out in Chicago earlier in the week by ASCAP officials with officials of the newly-formed Independent Broadcasters Inc. was announced last night by the ASCAP board of directors. These were said to clear up all objections raised to logging and reporting provisions, among others, made them acceptable.

At a meeting Friday at ASCAP headquarters in New York, Ed Crane, KGR, Butte, a member of the IBI copyright committee, William J. Scripps, WJW, Detroit, acting secretary of IBI, and Walter J. Damm, WTMJ, Milwaukee, perfected a letter covering the changes. They met with G. Paine, ASCAP general manager, and E. Claude Mills, chairman of the administrative committee.

A letter covering the changes previously was sent all stations Friday night (Oct. 17) by the committee, along with a covering letter from ASCAP. It was made clear that the changes were in the nature of interpretations, to be appended to the contracts. Mr. Crane procured approval of E. C. Pulliam, WIRE, Indianapolis, IBI acting chairman, and Hoyt C. Wooten, WREC, Memphis, copyright committee member.

It was explained to stations that this completed the committee's work on this phase of the problem and that it therefore would be unnecessary to call another IBI meeting for ratification.

Quick Action Seen

With the acquiescence of ASCAP to the wishes of the broadcasters who have rebelled most strenuously against ratification of the network ASCAP licenses, predictions were made that these contracts will be signed within the next few days and that ASCAP music will be back on NBC and CBS "before the end of the week".

Officials of both NBC and CBS reported Friday that approximately 75% of their affiliates already had agreed to renege to the networks 2% of their revenue from commercial network programs, to enable the chains to restore ASCAP music. It was deemed likely that granting of their demands for modifications in station contracts would lead most of the stations to give their approval to the network contracts, since what is held to be a feasible "pay-as-you-play" method now has been adopted.

With this favorable prospect, the ASCAP board again gave blanket permission to all networks and stations to use the Society's music as desired in connection with the broadcasts of football games during the weekend, the fourth successive week such permission has been granted. At a special meeting earlier in the week the board heard the plea of Saul Bornstein, general manager of Irving Berlin Inc., for reconsideration of its veto of the release of the score of the Disney picture "Dumbo." (Broadcasting, Oct. 13), but permitted its rejection to stand unaltered.

Meanwhile, Southern Music Co., which recently secured the score of the RKO picture "Playmates," and made it available for use by all broadcasters whether ASCAP licensees or not, repeated the process with another RKO picture, "Four Jacks & A Jill," in each case the publishing house, which is an ASCAP member, secured the consent of the writers, as required under the consent decree, and notified ASCAP of its intention of licensing without charge all broadcasters without ASCAP licenses.

Film Rebellion

The agreement on per program contract changes was reached tentatively at a conference last Wednesday in Chicago, attended by members of the IBI copyright committee and the ASCAP officials [see page 14]. It is said to comply with virtually every suggestion advanced from the floor of the IBI meeting on Tuesday as conditions precedent to full acceptance of the much-revised ASCAP proposal for return of its music to the air.

It was freely admitted prior to the final conversations with the ASCAP executives that unless some agreement was consummated by Oct. 20 ASCAP would face a serious reorganization. Several of the more important publisher members, notably those owned by motion picture producers, were said to have decided to get performance of production numbers on the air with or without ASCAP because of the exploitation value reflected in their box-office receipts.

Tacit agreement on the changes was reached at the conference at the Drake Hotel Oct. 15, attended by Messrs. Mills and Paine for ASCAP and by Messrs. Crane, Eugene Pulliam, WIRE, Indianapolis, temporary chairman of IBI; Hoyt C. Wooten, WREC, Memphis, and Stanley Hubbard, KSTP, St. Paul, members of the IBI copyright committee. Others present were John Shepard 3d, president of Yankee-Colonial Networks, and Walter J. Damm, WTMJ, Milwaukee.

The memorandum on modifications reminded that time "is of the essence" and that the IBI committee would do everything possible to expedite earliest consideration of the revised proposals by independent stations.

Aside from the changes accepted in the station contracts, it was agreed the IBI committee, representatives of the transcription companies would meet as soon as possible to work out a clearance-at-the-source formula for transcriptions, as the date for the meeting has been set.

Contract Changes

Modifications in the station contract, approved in substance, were as follows:

(1) Warranty covering foreign repertoire—It was understood that upon application from a broadcaster, ASCAP will clear or refuse to clear a definite composition or list of compositions for a particular program or programs. If cleared, ASCAP's warranty fully applies for the particular cleared use only. ASCAP will endeavor as expeditiously as possible to adjust the entire foreign copyright situation with or without ASCAP's consent. It is understood that ASCAP will endeavor to secure a definite warranty covering the entire repertoire of the British Performing Rights Society.

(2) Music logs under per-program licenses—To comply with objections made by the broadcasters to the Hongen manuscript station incident to fulfilling requirements for musical logs as to both sustaining and commercial programs, it is agreed that Clause 5 of the "IBI program contract" under ASCAP's "rcmmercial license" be interpreted so the rigid requirements calling for minute description of each number performed are eliminated. However, the requirement that FCC logs be supplied to ASCAP is eliminated.

As to reporting all library transcriptions, manufacturers will furnish ASCAP complete detailed lists of numbers recorded, showing the serial number of the transcription and a complete list of the numbers recorded. As to such transcriptions, stations may report simply the serial number of the record, name of the manufacturer and number of the cut which was played. As to transcriptions not reported until they have been received by ASCAP, the station will be obliged to furnish full details of titles, names of composers, authors, etc.

As to ordinary commercial phonograph records, if listed to stations on sustaining radio reports, it will be sufficient for the station to report manufacturer's name or brand, serial number and side of record. However, if ASCAP has not listed the record on its usual service reports, the station is required to list the full details shown on the label.

Sustaining Programs

Detailed reports on compositions played on sustaining programs will not be required if the station has either a blanket sustaining license or no sustaining license. In the latter instance, however, if an ASCAP composition is discovered to have been sustaining on a sustaining program (not licensed), it may be regarded as an infringement and treated accordingly. It is clearly understood that if a station has a "per-program composition" sustaining license, it reports only on music used on commercial programs, or if only a "per-program" sustaining license it reports only on music used on sustaining programs.

(3) Use of music at football games—Special consideration must be given to work out a plan for temporary regional networks set up for the immediate playing of football games. Otherwise, it was agreed that the terms of the contract as stated are acceptable. It was agreed that such temporary networks must be regarded as chains and fees paid in respect of broadcasts over them must be paid at the source. It was agreed that for these special sets of stations will furnish or make a special written application setting forth details, such as listing of stations to be interconnected, amount to be paid, etc., and apply for particular

(Continued on page 83)
Agreement Is Reached In AFV's Walkout

Sustainers Upset By Pittsburgh Discord

At 7:30 p.m. Friday as BROADCASTING was going to press, it was announced in New York that an agreement was reached with AFV and NBC, Pittsburgh, curtailing the supply of music available to their stations from these networks—CBS and NBC Blue, respectively—and permitting immediate resumption of normal operations, had been reached.

Attempts of the American Federation of Musicians last week to speed a settlement of the strike of staff musicians at WJAS and KQV, Pittsburgh, by curtailing the supply of music available to their stations from these networks—CBS and NBC Blue, respectively—produced one of the most mixed-up situations in radio history, with union and network executives issuing completely contradictory statements.

Practically the only point on which AFV and network spokesmen agreed last Friday was that negotiations had been resumed Thursday in Pittsburgh between the stations and the AFV local in that city and that every effort was being made to effect an early settlement. Situation was complicated by the absence of H. J. Brennan, director of stations, who was confined to his bed in Chicago after a gall bladder attack suffered Tuesday, his physician refusing to allow him to return to Pittsburgh. G. S. Wasserman, general manager of WJAS-KQV, and R. M. Thompson, commercial manager, were handling the negotiations for the stations.

Substitute Sustainers

While negotiations in Pittsburgh continued, AFV also continued its efforts to replace the 130 staff musicians at WEAF and WJZ, NBC New York key stations, from all sustaining program work at the network headquarters. Network officials reported program work “continuing as usual!” and stated they had arranged a line-up of substitute programs, both from New York and from the NBC affiliates throughout the country, which would be more than ample to fill vacancies in the network schedules created by the withdrawal of the New York musicians.

In pulling their men from New York, AFV had by Friday evening cut off all musical network sustainers on CBS and NBC Red and Blue networks originating from New York, Chicago and Hollywood, and for NBC only from San Francisco. These are the network key city stations from which programs originate for the major networks, which brings the number of network stations which have suspended their programs for Monday, April 3, due to the strike, to 400. In addition, 26 stations, of which 24 are Black stations, are suspending their programs in protest of AFV's stand.
"Don't ask me where I got the dope, Chief, but there's no question about it... WKY is miles out in front in Oklahoma City! Not only that, Chief... it's actually right up at or near the top in rating among NBC-Red stations in 31 leading U.S. markets.

"Take afternoons from 3 to 5, for instance: WKY has the highest rating of the whole 31! During other periods of the day it's 2nd, 3rd, 4th, 5th... never lower than 7th among those 31 stations!

"The other Oklahoma City stations? Oh, them? They don't even come close to WKY at any time of day!

"That sort of puts WKY out in front, doesn't it Chief? No wonder they say 'It's WKY 3 to 1 in Oklahoma City.' I guess you know where to put your business now, don't you Chief?"
Superpower, Clear Channels Slated for Early FCC Probe

REAPPRAISAL of the clear-channel policy, embracing possible solution of a long-standing controversy over the number of Class I-A stations, largely as a national defense measure, is expected to be the subject of a hearing soon to be called by the FCC.

A technical study on relocation of clear-channel stations, prepared by the FCC engineering department, was discussed at the FCC meeting last Tuesday. The FCC had been passed over for further consideration—possibly this week. It is understood to cover the pros and cons of retaining clear channels, or of breaking them down, in the light of improvement of broadcast service throughout the country.

Maximum Service

One phrase of the report is understood to discuss at length the virtues of a new allocation structure which would embrace some 25 superpower stations, each using 200,000 watts or more, strategically located to provide maximum service. By and large, the report concludes there would have to be a full-scale reassignment of clear channels to set up such a structure, without regard to economic considerations but based solely on geography. Clear channels along the East and West Coasts would be eliminated entirely, since presumably maximum coverage could not be supplied with superpower at present locations.

Because of the controversy over clear channels and superpower, it is expected the whole issue must be set for hearing. There are now pending a half-dozen applications for new superpower stations in the greater area of clear channels, with several other licensees contemplating revision of applications pending since 1936, to make them conform to current regulations.

Indicative of the FCC’s apparent desire to move slowly on the superpower issue was its action last Tuesday in designating for hearing the application of WSOO, experimental superpower transmitter of WLW, seeking changes in the transmitter to increase maximum operating power from 500,000 watts to 800,000 watts. The station operates with 500,000 watts during the early morning hours. WLW also has pending an application for increase in regular broadcast power to 1,200,000 watts.

On the other side of this picture are a batch of applications seeking a breakdown of East-West Coast clear channels, which forcibly placed before the FCC the whole question of redeployment of 650 kc. Breakdown of the 850 kc. channel through granting of fulltime to WHDH, Boston, over the protest of WJAR, Providence, R. I., on the wave, is regarded as the first step in the direction of a change of policy.

There now is pending, also, the application of KGIR, Butte, Mont., for an increase from 5,000 watts to 60,000 kc, the clear channel occupied by WEF, New York, NBC-Red key. Mr. Craney seeks a ‘I-A assignment on the channel without any antenna and proposes to reduce the status of WEF to a ‘I-B or II station. He seeks amendment of the existing regulations.

Wheeler Resolution

Another complicating factor is the so-called Wheeler Resolution, adopted in 1936, expressing it as the sense of the Senate that power in excess of 50,000 watts should not be granted any standard broadcast station. The Commission, it is believed, would be loath to authorize power in excess of that output until there is a new expression from the Senate. It is felt the fact that a resolution has been presented in the Senate before any alteration of existing policy.

The clear-channel study, with emphasis on geographical location and range rather than the ability of the particular station to support superpower stations, was ordered several months ago by the Commission at the instigation of Chairman Atwood. While it has been discussed at several recent Commission meetings, the voluminous report of the engineering department, prepared by Chief Engineer E. K. Jettersen, is up for official scrutiny until the meeting last Tuesday.

TELETYPING INQUIRY ORDERED BY FCC

TELETYPING INQUIRY ORDERED BY FCC

FCC last week, on its own motion, ordered an investigation into the “costs, charges, classifications and practices of the AT&T intercity and long-distance private-line teleotyping service. Hearings will be held in Washington.

The investigation is the outgrowth of a complaint filed last January by the Commission by Transradio Press [BROADCASTING, Jan. 20] charging that AT&T rates for this service are unreasonably high; that the ratio between the charges for 60-word service and 40-word service is unreasonably high and that the ratio between the charges for duplex (one-way) and simplex is unreasonably high. The complaint also pointed out that the present rates were set in 1916 and there has been no reduction since then, this resulting from a change in the method of computing mileage.

AT&T in February denied [BROADCASTING, Feb. 24] Transradio’s charges and asked the FCC to dismiss the complaint. No action has been taken on Transradio’s charges until last week when the investigation was announced.

INVISIBLE FLASHLIGHT was used to shoot this photo during a blackout. Warde Adams, assistant chief, FCC, took picture with the flash bulb of the type which was developed in London.

GROSS ENDS STUDY OF BRITISH RADIO

GERALD C. GROSS, assistant chief engineer of the FCC, returned to his desk last Tuesday after six weeks in England to study the use of radio in war time. He made the trip with Robert E. Sherwood, assistant to William J. Donovan, coordinator of information for the President.

Returning to this country by clipper, Mr. Gross said he would submit a report to Col. Donovan on his observations. It is expected Mr. Gross’ report will cover technical details, while that of Mr. Sherwood will relate to other factors in connection with use of radio in England.

The two officials surveyed activities throughout the nation during their six-week trip. It is assumed certain phases of British radio operations and intelligence methods will be adapted in planning of both the Donovan office and the Defense Communications Board.

Dr. Pierce’s Spots

Pierce’s Proprietaries, Buffalo, through H. W. Kastor & Sons Adv. Co., Chicago, has announced one-minute spot announcements 5-10 times weekly for Dr. Pierce’s Proprietaries. The spots, on WHAM WHP WEEU WGBI WBT, will be done in the WJAC WLOL WDAS WPRO WWL KWKH WWJ WRNL WAPI WGBI WPIC KQV WBT, WBT, WBT.

Elgin’s Plans

ELGIN NATIONAL WATCH CO., Elgin, Ill., will return to network radio for the first time since 1936 and run a six-week program during December, starring Shirley Temple in a group of Christmas specials. The scale of the campaign makes it one of the most ambitious holiday coverage so far staged for a network, according to William Esty & Co., New York, the agency.

FOR THE THIRD successive year, Elgin, the watch division of the International Harvester Co., is broadcasting three of the Army football games from the West Point field, with Joe Haxel as announcer.
“Science says I Cheated!”

...BUT NANCY BOOTH CRAIG, WJZ’s FAMED “WOMAN OF TOMORROW” FINDS A WAY TO PUT 45 MINUTES INTO A HALF-HOUR...MORE OR LESS!

1. "WOULD-BE SPONSORS SNORTED" when I explained that we couldn't pack more than a bare 30 minutes into our half-hour! There must be a way, they insisted: Call in the Scientists! You see, they wanted to participate in The Woman of Tomorrow 9 to 9:30 morning program on WJZ... and we had all the sponsors we could really talk about in 30 minutes! Besides, The Woman of Tomorrow is a very short half-hour (our listeners tell us)... one of the shortest on the air! We've been sold out for some time!

2. "THOUSANDS AND THOUSANDS OF WOMEN" had been writing in for months about the products I mentioned, these indignant late-comer buyers reminded me. They wanted to get their products in. Edgewise, even! They were very flattering. They said I had a Golden Touch that had skyrocketed sales for over 40 sponsors, in the world's richest market. They said females simply stormed the stores, after hearing The Woman of Tomorrow! Do something, they added... or ELSE!

3. "SO SCIENCE TO THE RESCUE..." but Science failed. And then—I worked it out all by myself! Like this: We've added ANOTHER QUARTER-HOUR! From 12 noon to 12:15, Monday through Friday, in fact! Maybe that's not exactly the same as getting 45 minutes into a half-hour. Science says I cheated... but it works, doesn't it? And besides—noon time is a grand time* to reach women! Already, some new contracts have been signed for this new period... but there's still room for a few** non-competitive products, as we go to press!"

*Nancy's right—80% of all women in the area are available for listening, 12 to 12:15 P.M.

**Nancy's right again—but better work fast! Phone or wire your nearest NBC Spot Sales Office. First come, first served!

1921—1941

WJZ

NEW YORK'S PIONEER STATION
50,000 WATTS - 770 KC.

KEY STATION OF THE NBC BLUE NETWORK
Represented Nationally by National Broadcasting Company. SPOT Sales Offices in New York • Chicago • San Francisco • Boston • Cleveland • Denver • Hollywood • Washington

BROADCASTING • Broadcast Advertising

October 20, 1941 • Page 13
Regional Hit ASCAP, Favor BMI

Chicago Meeting Takes Firm Stand Against Superpower

FORTY-FOUR invited broadcasters representing the ownership and management of some 70 stations gathered in Chicago's Drake Hotel last Tuesday to vent their criticisms of the projected contracts with BMI that SCOR had before them. They voiced their conviction that BMI must be preserved at all hazards and to a firm stand against what some of them foresaw as the re-advent of "superpower" under the guise of national defense.

Meeting to set up a new organization of regional network affiliates, which will be known as Independent Broadcasters Inc., the group setup three committees were organization, copyright and superpower—which were ordered to begin functioning at once. The organization plans, however, were deferred until another meeting at the same place to be held in about two weeks by the temporary chairman, Eugene C. Pulliam, WIRE, Indianapolis.

Protective Function

Mr. Pulliam, prime mover in the new association, was one of the five members of the telegraphed invitation to 88 selected regional station owners to attend the Oct. 13 meeting after a group of 19 had met the week earlier to lay the groundwork for the organization [BROADCASTING, Oct. 13].

The organization was originally projected as a "protective group" to represent the invited stations in their common problems, such as copyright, superpower, network monopoly and the telco's dispute over a Union issue. The six hours of discussion of copyright and superpower last Tuesday were devoted to little more than union problems, which some of those attending asserted were matters of local jurisdiction anyway, and no time at all was devoted to network monopoly despite the fact that it had been added to the tentative agenda.

While Mr. Pulliam was designated temporary chairman and William J. Scripps, WWJ, Detroit, temporary secretary, it was indicated that a full slate of officers would be elected at the next meeting and that counsel and possibly an executive officer would be named. Most of the active duties, however, will be with the committees, particularly the copyright and superpower committees, and it is planned to elect a board of directors of 12 members—three affiliates each from the four major networks.

Besides the 44 station men attending last Wednesday's meeting, telephoned apologies came from almost 20 others unable to be present but endorsing the movement were received by Mr. Pulliam and the original invitation committee. This—plus the fact that membership is now open not merely to a restricted invitation list but to all regions that are network affiliates but not network owned or operated—was said to augur a larger turnout at the next meeting.

The organization committee, which will also function as the membership committee and which has already drafted some by-laws, comprises Walter J. Damm, WTMJ, Milwaukee, chairman; Henry Sla- Vick, WMC, Memphis; Ronald Woodward, WING, Dayton; Campbell Allard, WFOR, Norfolk; William M. O'Neil, WJW, Akron.

Copyright Group

The copyright committee, which spent last Tuesday evening and Wednesday in huddles with ASCAP, BMI, NBC and CBS executives who were in Chicago expecting to be called into the main meeting, comprises John J. Gillin Jr., WOW, Omsha; Hubert Taft Jr., WKRC, Cincinnati; Hoyt Wooten, WREC, Memphis; Stanley Hubbard, KSTP.

MR. PULLIAM

S E R E T A R Y of Navy Frank Knox said last week that plans for Navy censorship of overseas and economic information to enemy or unfriendly powers. As the "first line of defense", it was pointed out, the Navy is charged with the responsibility of cebple and radio communications censorship.

The Navy's plans are being made to insure a minimum of interruption and inconvenience to legitimate business, it was stated. At present officer personnel enrolled from various businesses which are the heaviest users of cables and radio communications—press, banks, shipping, export and import trades—are being trained so that the traffic of these interests can be handled by experts. The training classes are being conducted under the direction of Rear Admiral C. W. Albritton, Commandant of the Third Naval District in New York.

This confirms a published report [BROADCASTING, Sept. 22] that a floor of a downtown office building in New York—near the location of headquarters of the various overseas communications agencies—had been taken by the Navy with a view toward setting up censorship headquarters there.

Possibility of an inter-departmental conflict was seen in Mr. Knox's statement inasmuch as the Office of the Coordinator of Information, headed by Col. William J. Donovan, also is making plans to check shortwave broadcasts. Under the plans made before the Oct. 2 session, however, President Roosevelt, the Navy was to be charged with the operation of external communications while the Army was to have jurisdiction over internal communications, including broadcasting. The entrance of OCl complicates this picture for if both the Navy and the OCl carry out their intended plans, it would appear that both would be doing a similar operation.

The Donovan office has repeated stated that it does not plan any type of censorship, but is highly interested in the content of shortwave programs broadcast abroad by American international stations.

Desired by Navy

Possibility that the Navy might turn the censoring of outgoing international station material to the OCl was suggested in Washington sources, but this was considered doubtful unless the President specifically ordered such a setup, for the Navy has not only gone ahead with plans to perform this task, but it is known to consider it essential to its other operations.

"Trick Clauses"

For the most part, it was learned, the expressed sentiments at the closed meeting were strongly opposed to the present terms of the station ASCAP contracts. The discussion, it was said, was largely along the same lines as the NIB convention and their statement that they must go to their board before expressing opinions on certain of the subjects brought up.

"Trick Clauses"

(Continued on page 60)
United Press began distributing radio news six years ago to an initial group of 14 stations.

Today the number of United Press radio news clients has reached the record height of 525—topping the total of all other news services combined. And today the rate of climb is faster than ever before.

United Press was the first—and is the only news agency—to establish a coast-to-coast wire service exclusively for radio, the first to provide a bonus of sponsorable wire features expressly for radio.

United Press radio news is pre-eminently first in usage because it is consistently first in service.
New Transmitter of WABC Is Opened; Island Plant Has Technical Innovations

THE NEW 50,000-watt transmitter of WABC, New York key station of CBS, began regular operation last Saturday evening between 10 and 10:15 p.m., if all went off according to schedule. Switch was made during a local broadcast, but at 10:15 WABC joined the network for a dedicatory program featuring New York's Mayor Fiorello H. LaGuardia, as well as most of the CBS "name" talent, with Alexander Woollcott making his contribution from London.

The transmitter is located on Columbia Island in Long Island Sound, about a mile off the mainland, a site selected because it is in the center of the New York, Westchester and Long Island population areas and because it is completely surrounded by salt water.

Federal Equipment
A custom job, the transmitter was built by the Federal Telegraph unit of International Telephone & Radio Mfg. Corp., manufacturing subsidiary of IT&T, to specifications of CBS and WABC. Federal engineers also collaborated with CBS technicians in designing the unique antenna system. The 400-foot tower was constructed by the Pittsburgh-Des Moines Steel Co. Complete installation, from plans to operation, was supervised by James Middlebrooks, CBS transmitter construction chief, at a cost between $600,000 and $700,000, Middlebrooks said. "The other stations, being located in the Eastern part of the country, cannot serve the Orient. Distance is too great, and the path through the North Pole regions plays hob with transmission. Yet the desirability of broadcasting across the Pacific is self-evident in the light of international conditions. The Defense Communications Board urged additional facilities, and the Coordinator of Information has arranged for delivery of a 100-kilowatt transmitter from the General Electric Co. to speed this new service."

Starting with a point of granite about the size of a 10-ton truck at high tide, CBS now has an artificial island 150 feet square.

From the white, one-story, 75-foot square transmitter building, housing both apparatus and personnel, rises the antenna tower, supported by four yard-thick concrete pillars with the top 50 feet without touching it, making the tower an independent structure.

Within the transmitter building are the main 50-kw. unit and an auxiliary 5-kw. transmitter.

The Federal vacuum tubes in the main transmitter are water-cooled; the auxiliary transmitter is air-cooled so that failure of the water supply would not completely cut off service.

The auxiliary unit can be used to provide desired power to the high power output of the transmitter in case trouble develops in the low power stages of the main transmitter. Parts of the equipment are provided in duplicate. Current at 4,400 volts comes to the transmitter by steel-armed cable, along a different route. A gasoline-driven generator is available. Program transmission lines are encased in steel cable and laid beneath the Sound in duplicate. If both fail, an emergency cable can be unreel and hooked to a short terminal within 20 minutes and an ultra-high frequency radio system connects the studio and transmitter buildings.

Rule On Time Signals
ANNOUNCEMENT of the requirement, as revised last June 13, to be fulfilled by stations wishing to rebroadcast Naval Observatory time signals has again been made by the FCC, complying with a decision of the Federal Communications Commission, that they be released publicly at regular intervals to remind stations of the availability of the service. The FCC simultaneously released a schedule of the Navy stations and time signals. Washington, San Francisco, Honolulu, Puerto Rico and the Canal Zone transmitting the signals listing times of broadcasts.

Engineering Teachers Join Technical Drive
TO ENCOURAGE radio technical training courses in educational institutions and provide an adequate backlog of trained personnel for the war emergency, a meeting of professors of engineering in North Carolina, South Carolina and Virginia will be held Oct. 24 at Norfolk, Va., at the invitation of Dean Van Leer, head of the engineering department of North Carolina State College. Dean Van Leer also is administrator for this area for the engineering, science and management defense training project of the U. S. Office of Education.

Lynne C. Smey, engineering director, and Arthur Stringer, professor and industry consultant, director of the NAB, will address the session. The NAB has sponsored development of engineering training courses throughout the country since the war emergency because of the fast growing need for trained operators, engineers and technicians in the broadcasting industry, in defense pursuits and in other industrial efforts.

Third Fresno Station
A THIRD station in Fresno, Calif., was authorized last Tuesday when the FCC issued a construction permit for a new local outlet to J. E. Rodman, Fresno Chevrolet dealer. Grant was for the facilities about to be vacated by KARM, Fresno—250 watts on 1340 kc. KARM at the present time has a construction permit outstanding for 5,000-watt operation on 1420 kc. The other Fresno station is KJM which operates at 5,000 watts on 580 kc. The new station is the 43d thus far authorized this year by the Commission.

Hedding Heads Teletype
STANLEY BRACKEN, recently named general manager of manufacture of Western Electric Co., on Oct. 14 was resigned as president of Teletype Corp. Gustave Heding, associated with Teletype Corp. and predecessor organizations since 1907, was elected Teletype president.

BASIL (Bud) HEATTER, 23-year-old son of Gabriel Heatter, MBS news editor, has volunteered in the U. S. Navy and is stationed temporarily on Staten Island, New York. Bud has written several radio scripts which were produced on the network.
As designers and manufacturers of the transmitting equipment for this great new broadcasting station, the Federal Telegraph unit of the International Telephone & Radio Manufacturing Corporation is proud to be associated with this magnificent project by the Columbia Broadcasting System, to bring to its millions of listeners quality and performance characteristics unsurpassed by any similar installation in the history of broadcasting.

International Telephone & Radio Manufacturing Corporation
1000 Passaic Avenue • East Newark, N. J.
Defense May Take All Radio Output

Billon Dollars Worth Of Equipment Said To Be Stated

STOOGEMA of practically all broadcast equipment production, to accommodate the requirements of the Army and Navy for communications equipment, is foreseen unless prompt steps are taken to keep the industry supply lines open as a national defense measure.

While no official announcement has been made, it is understood the Army and Navy are offering in excess of one billion dollars worth of communications equipment orders to the radio manufacturing industry—an amount said to be over three times that budgeted for tank manufacture.

Irrespective of priority ratings for broadcasting and related fields, it is felt, the handling of this tremendous production will foreclose routine manufacturing and broadcast equipment under existing regulations and procedures. Only by provision of a separate source of supply to accommodate the minimum needs of the Army and Navy and the military aviation, police and other services dependent upon replacements will be served.

Big Plants Swamped

Moreover, it was thought in informed quarters that eventually the military installations will be such that even receiving set plants will be saturated with Government orders, precluding any appreciable civilian set production. Already several of the larger manufacturing plants, such as RCA, Philco and Westinghouse, are so swamped with Government work that regular receiver production of necessity has been curtailed sharply.

FCC Chairman James Lawrence Flynn took cognizance of the situation last Monday, on the heels of the order of the Supply Priorities & Allocations Board banning all public and private construction projects using critical materials.

At his press conference, the chairman said “there is an awfully difficult problem to be met. New construction of ordinary broadcast stations in areas already adequately served will be faced with “dead ends” and protests.”

Military Needs

While the FCC has no plans under way to delay applications or grants, Mr. Fly said he would not be surprised if prior to the last chance the proper action would be necessary. The simplest rule of thumb would be to provide against any new grants unless there is a definite defense angle such as provision of service to an area not now receiving primary service, he said. Broadcasting already is pegged as a vital defense operation insofar as maintenance of public morale is concerned, as well as the most expeditious means available of keeping the public informed.

What effect the SPAB order, plus the production bottleneck, may have on power increases and other modifications was described as questionable by the Chief of the Broadcasting Management [BROADCASTING, Oct. 13], it was stated that priority allocations would be made after consultation with the OPM or the Defense Communications Board, of which Chairman Fly also is head.

The military project, which is said to involve also production of upwards of 60,000,000 in vacuum tubes and other electronics items, far surpasses the capacity of the radio manufacturing industry.

Details of the Army-Navy radio construction project, for military reasons, have not been divulged. But it was pointed out by observers that in modern warfare, two-way radio communications is the key to the operation of fighter planes, tanks, field forces and virtually every branch of military and naval power. This lesson, presumably, has been learned from the Nazi brand of mechanized operation, with radio serving as the eyes and ears for attacking forces.

As for priorities per se, it has been apparent since the emergency broadcasting law was passed that the most aggressive industries are getting preferred treatment. The broadcasting industry has gone to bat with SPAB officials. It is pointed out that there is a bottleneck in production, however, it is thought that less important industries, due to their diligence, will get preferential treatment.

Radio’s Priority Is Affirmed

But There Are Still Doubts

POINTING UP the uncertain effect of expedited priorities for commercial broadcast operations was an announcement last Thursday by Donald M. Nelson, Director of Priorities, of an amendment to Preference Rating Order P-22 reaffirming an A-10 priority rating for maintenance and repair materials for commercial broadcasting and communications and including a large number of other industries beyond the 20 “essential industries” originally encompassed by the order when it was announced Sept. 10 [BROADCASTING, Sept. 15].

Although broadcast operations ostensibly become eligible for a desirable defense rating status in the priorities schedules—contrasting sharply with the non-defense ratings formerly accorded radio manufacturers—industry observers have expressed doubt that the A-10 rating amounts to all it is cracked up to be.

They point out that while commercial broadcasting definitely has been included among the essential industries accorded an A-10 rating under Order P-22, amendment of the order has included so many industrial plants that available supplies of material, even for maintenance and repair, must be split up to such an extent that radio’s position in reality is improved only a little, if at all.

Restrictions Imposed

On the other hand, it is pointed out, amendment of the order holds potential benefit for broadcasters since it definitely prescribes an A-10 rating for maintenance and repair parts—although the original Order P-22 period of support of provision, OPM’s practical administration of the plan extended only to repair parts, with no preference given to maintenance parts and operating supplies which probably would be held in store until an emergency arose at a station. Several stations are known to have had to secure special A-1 ratings to secure immediate delivery of transmitter tubes and such equipment when tubes suddenly burned out without replacements on hand.

The situation remains critical in other phases of the material supply picture as it affects radio. Manufacturers for domestic consumption appear to face further production cuts for certain, with Government orders for such items as vacuum tubes far in excess of actual production facilities [BROADCASTING, Oct. 13]. Receiver construction, in general outside whatever priority protection may be accorded other phases of radio construction, will suffer increasing curtailment, observers freely predict.

Under amended Order P-22, any plant or business qualified to use the A-10 rating can do so without making application to OPM. A station or manufacturer needing a repair or replacement simply places his repair order with a supplier, writing on the face of the order the following statement:

“Materials for maintenance, repair, or operating supplies—Rating A-10 under Preference Rating Order P-22, as amended, with the terms and conditions I am familiar with.”

The order provides that such purchase orders must be made up separately from all other orders, and the A-10 rating must not be used if the material can be obtained without a rating. OPM also pointed out in its announcement that misuse of the plan may result in direct punitive action, and emphasized that anyone using the plan should become acquainted with Order P-22, as amended.

In its definitions the order provides that “maintenance”, “repair”, and “operating supplies” do not include material (1) for the improvement of a producer’s property or equipment through the replacement of material in the existing installation with material of a better kind, quality or design; (2) for additions to, or expansion of, such property or equipment; (3) which is of a type not heretofore carried on the producer’s books.”

REMEMBRANCE GIFT from the staff of KMOX, St. Louis, in the form of a silver key set was presented to Kenneth W. Church, left, by Merle S. Jones, KMOX manager, as the former left the station after nine years to become the director of national sales and sales promotion of WKRC, Cincinnati.
Philadelphia's 507,000 places of family dwelling have justly earned for it the designation, "city of homes". Today with latest available figures showing 102 radios for every 100 homes, Philadelphia rightly becomes "the city of RADIO homes".

Radio will reach people in Philadelphia for you quickly and surely. WCAU will do it quickly, surely and economically, for WCAU has 32.7% more regular listeners than any other Philadelphia station.

* The Only 1-A Clear Channel Station in Eastern Pennsylvania, Delaware, Maryland or New Jersey

Philadelphia • WCAU Building, 1622 Chestnut Street • New York City • CBS Building, 485 Madison Avenue • Chicago, Ill. • Virgil Reiter, 400 North Michigan Avenue • Boston, Mass. • Bertha Bannon, 538 Little Building • Pacific Coast • Paul H. Raymer Company
Prompt Senate Approval Seen For Durr FCC Nomination

Early Decision by Committee Is Indicated as No Signs of Opposition Are Apparent

PROMPT Senate approval of the nomination of Clifford H. Durr, as member of the RFC, as a member of the FCC, was foreseen last week by members of the Senate Interstate Commerce Committee.

Possibility of committee approval this week was seen, though no definite meeting has yet been scheduled. The nomination was sent to the Senate last Monday by President Roosevelt, confirming previously published reports [BROADCASTING, Aug. 25, Oct. 6] that Mr. Durr would be named. Whether the committee will ask the 42-year-old Alabaman to appear in person for questioning is problematical.

May Poll Members

There is no indication of opposition. Because of the pressure of defense legislation, if the committee does not act, it is expected to hold to a formal hearing its membership may be polled, with a favorable report regarded as assured. Senator Lister (D-Ala.), one of the chief FCC sponsors, is expected to work for Chairman Wheeler to expedite consideration in the hope of confirmation this week.

Mr. Durr preferred not to comment on the appointment, other than to express his gratification. He said he was not familiar with FCC activities, problems or procedures, and therefore was not in a position to discuss current policy or other considerations involving broadcasting or communications. He said he is devoting his immediate attention to clearing his desk at the RFC, where he is assistant general counsel, and at the Defense Plant Corp., RFC subsidiary, where he is general counsel.

Friends and associates of Mr. Durr described him as a tactful, modest man, who expresses himself in no uncertain way once he has reached a determination on a given issue. He was described as a tremendous worker and as highly intelligent.

The White House apparently did not follow customary procedure by notifying the committee in advance of the actual transmittal of the nomination.

Senator Hill announced Monday forenoon that he had been advised that the Durr nomination would be sent to the Senate that day. The committee, of which Senator Wheeler (D-Mont.), is chairman, had not been notified, however.

Precisely how Mr. Durr will fit in at the FCC, now split into two definite camps on major policy questions, has not been definitively described. A newspaper Publisher and a lawyer, Mr. Durr was represented as adhering more or less to the philosophies of his liberal brother-in-law, Supreme Court Justice Hugo Black. At the RFC, working under Jesse Jones, Mr. Durr has accumulated vast experience in administrative legal practice since he first joined the agency in 1935.

With Mr. Durr's appointment there will be five lawyers on the seven-man FCC. Other barristers are Chairman James Lawrence Fly, former Gov. Norman S. Case, Paul A. Walker and Ray C. Wakefield. Commissioner T. A. M. Craven is an engineer by profession and a former Naval officer, while Commissioner George H. Payne has served in the newspaper and publicity fields and is a former Tax Commissioner of New York.

Rejected It Once

Mr. Durr succeeds Frederick I. Thompson, fellow Alabaman whose term expired last June 30 and who was reappointed. The President, Mr. Thompson had served for two years, filling the unexpired term of former Commissioner E. O. Sykes. The new appointment is for seven years from June 30.

The next vacancy on the FCC occurs June 30, 1942, at which time the term of Chairman Fly expires. The Chairman of the Commission is designated by the President. Mr. Fly was named in 1939 to fill the unexpired term of Frank R. McNinch, former chairman, who resigned because of ill health.

Mr. Durr originally had been offered the post last June, but it was understood to have expressed little desire for it. Afterward, however, he was prevailed upon to accept but asked to be permitted to finish certain work at the RFC. He was selected from among a group of more than a dozen candidates.

Clifford Judkins, former a-l, was born in Montgomery on March 2, 1899. He married Virginia Heard Foster, of Alabama, in 1926. They have three daughters—Anne Patterson, 14; Lucy Judkins, 5, and Virginia Foster, 2.

The Commissioner-designate received his A.B. degree from Alabama U and his law degree from Oxford in 1922, as a Rhodes scholar. After his graduation from Oxford he returned to the United States and worked with the Montgomery law firm of Roushlen, Crenshaw & Roushton for a year. He then served with Fawwett, Smith & Shea, of Milwaukee, for a year-and-a-half, and with the Birmingham firm of Martin, Thompson, Turner & McWhorter from 1925 until 1933.

Four years after joining the RFC legal department in 1933, Mr. Durr was named its assistant general counsel. With the creation of the Defense Plant Corp. last August, he doubled as its general counsel. Mr. Durr was a member of the advisory committee of lawyers while the 42-year-old Alabaman to appear in person for questioning is problematical.

Durr’s Radio Purr—

WHILE the FCC Commissioner designates, Clifford H. Durr modestly disclaims any wide knowledge of radio, it was recalled in Washington last week that he has at least one interesting experience in the field. It was Mr. Durr in 1937 who handled the case of J. Reynolds & Co., in which the FCC was asked to expedite consideration of a radio station's renewal petition because it was a member of the Ku Klux Klan. In that case, after several days of hectic pulling and hauling among networks, newspapers and newsmen—the latter agencies being barred from the scene of the speech—Mr. Durr remarked, "I would never have gotten into this thing, if I had known it was going to be like this."

HEAVY ASSIGNMENT is given Hiwzoner Cliff Arquette, Hollywood star of the weekly NBC serial, Point Sublime, sponsored by Union Oil Co. who was recently elected mayor of Sherman Oaks, Cal. Expectantly awaiting gravel fall are (1 to r) Jim Jordan, president of Encinal Chamber of Commerce, who also portrays Fibber on weekday NBC Fibber McGee & Molly Show, sponsored by S. C. Johnson & Son (floor wax); Andy Devine, mayor of Van Nuys, Cal., and featured comedian of CBS Al Pearce & His Gang, sponsored by R. J. Reynolds Tobacco Co.; Cliff Arquette; Don E. Gilman, NBC Western division vice-president; Robert W. Reed, writer-producer of Point Sublime; William J. Fringle, Los Angeles account executive of Lord & Thomas, agency servicing Union Oil Co. account; Robert L. Philliani, advertising director of later account.

Woolworth Queries

F. W. WOOLWORTH Co., New York (in its agency, Lynn Baker Co., New York, has been querying stations directly on local rates for announcements of new store openings and local anniversaries. Last year Woolworth placed similar business through station reps, but the agency stated that the different type of promotion planned for the coming year required the company to handle it directly and accurately executed by the direct contact route.
ALREADY UNAPPROACHED
BY ANY LOCAL STATION
IN AUDIENCE ACCEPTANCE

WBEN
beams your message
via a NEW transmitter
to the Great Western
New York Market

NBC Basic
Red Network

WBEN
BUFFALO, N. Y.

930
KILOCYCLES
in the center
of the dial

Represented by
EDWARD PETRY & CO.

WBEN now operates on 5 KW day and night, with complete new transmitter and antenna installations geared to the compact Buffalo area of 400,000 families. But long before this increase in power and facilities, WBEN was outstanding in audience acceptance. All this means further supremacy in one of the nation's major centers of inland industrial and agricultural production.
FOR 15,000,000 LISTENERS

A mile from shore, in the middle of Long Island Sound, stands a man-made island—sea-born foothold for a giant tower with a giant’s voice. This is WABC’s new 50,000-watt transmitter—the perfect voice of radio, serving 15,000,000 listeners as they have never been served in the past. Serving 10,000,000 of them with a signal two to ten times stronger than before!

The secret?

The secret is that mile—the most important mile in radio—the mile of salt water which surrounds this engineering miracle on all four sides.

That “salt-water-start” for a radio program, that first perfect mile, is like the first perfect skip of a stone—which sends it true and far.

WABC is the only 50,000-watt station on the eastern seaboard with this over-water start in all directions—east to both shores of the Sound—south through Queens and Brooklyn—north through New York and Connecticut—west through the heart of Manhattan and the homes of New Jersey.

Key station of the Columbia network, feeding CBS programs to 124 network stations and 120,000,000 listeners from coast to coast—the new WABC delivers those programs to the 15,000,000 nearest listeners with new strength, new clarity, new brilliance!

The New WABC, New York
KEY STATION OF THE COLUMBIA BROADCASTING SYSTEM
Station Operation Is Permitted Under Revised FCC Rules

Clarifying its regulations covering early-morning broadcast operations, the FCC last Tuesday amended its rules to allow daytime facilities apart from certain specified exceptions and cases where undue interference would result, to start operating as early as 4 a.m.

Interference Clause

The new Section 3.37 of the FCC rules supersedes Order No. 74, as issued by the FCC on June 10, 1940, which had drawn the criticism of some operators on grounds that it operated unfairly against them.

Under the new regulations, daytime stations may begin operating as early as 4 a.m. and until local sunrise—provided that time-sharing stations agree between themselves which shall operate before local sunrise; that no Class II stations causing interference by use of the daytime facilities shall use them during the early-morning hours; and that Class II stations on I-A channels not assigned to this country under the Havana Treaty shall not transmit programs during these hours using the daytime facilities.

The rule also provides that stations causing interference through such early-morning operation shall, upon notice from the FCC, stop such operation, and that the period from 4 to 6 a.m. shall not be included in determining compliance with the rule requiring a specified daily operation period for daytime facilities.

Text of Changes

Text of the amended section of the rules and regulations follows:

Section 3.37 Program Transmissions Prior to Local Sunrise.

(a) The provisions of Section 3.3, 3.3.1, 3.3.10, 3.3.15 and 3.3.4 that prevent the transmission of programs between 4 o'clock a.m. local standard time, and local sunrise, of standard broadcast stations having authorized daytime facilities, provided:

(1) stations regularly sharing time during daytime hours under either a daytime sharing agreement or operating specified hours reach an agreement as to which of such stations may operate prior to local sunrise.

(2) no Class II station causing interference by use of the daytime facilities (as determined by the Standards of Good Engineering Practice and the North American Regional Broadcast Agreement) may transmit programs between said hours unless they are authorized to operate during such hours.

(b) No station operating during such hours receiving notice from the Commission that undue interference is caused shall transmit programs during the daytime facilities.

(c) All stations operating during such hours receiving notice from the Commission that undue interference is caused shall transmit programs during such hours pending further notice from the Commission.

(d) Nothing contained in outstanding instruments of agreement for such stations shall prohibit such operation, except as herein provided.

(3) The period 4:00 a.m. to 6:00 a.m. local standard time, shall not be included in determining compliance with Section 3.31 of these rules.

---

**FOOTBALL FANS**

keep tuned to

ST. PAUL

WTCN

STATION MINNEAPOLIS

**THE STATION THAT IS THE CENTER OF ATTRACTION IN THE NORTHWEST IS A GOOD PLACE FOR YOUR ADVERTISING.**

FREE & PETERS, INC., Exclusive National Representatives

New York Chicago Detroit Los Angeles San Francisco Atlanta

**1000 WATTS • 910 KC • NBC BLUE**

Johnson City, Tenn.

International Radio Sales Representatives

W. Hanes Lancaster Manager

**Broadcasting • Broadcast Advertising**

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**THEM PREFER JINGLES**

Variety Show Replaces Series

But Gets a Squawk-

ELMER CANDY Co., New Orleans, for 60 weeks sponsored a half-hour quiz show, *Jingle Jamboree*, for 60 weeks on WWL, New Orleans. During this time the program averaged some 3,000 letters a show and drew audiences of 700 to 800 persons. After 60 broadcasts the sponsor decided the public might like a change, replacing the quiz feature with a variety show costing twice as much.

After the first broadcast of the new show, Morel Elmer, advertising and sales manager of the sponsor, called Howard Summerville, WWL, manager, requesting an immediate conference. The candy company had been overwhelmed with phone calls, letters, wires, and personal requests from listeners and dealers, all protesting discontinuance of the original show. The following week Elmer Candy Co. had returned *Jingle Jamboree* to the air—augmented by a studio orchestra.

**FEATHER SERIES**

PROGRESS FEATHER Co., Chicago (feather merchants), on Nov. 3 will start a new advertising campaign of one-minute live spot announcements on eight midwestern stations, WEAU, WBBI, WBIA KNTT WMTW WNNX KSAL KGGF. Present schedule of three announcements weekly will probably be doubled in December, when other stations will be added. Agency is Lieber Adv. Co., Chicago.

**Sets Cut in Canada**

A CUTOFF IN 25% has been ordered by the Canadian Government in the production of certain electrical appliances, including radios. The announcement was made by Munitions and Supply Minister C. D. Howe on Oct. 1, and means that there will be 125,000 less radios built annually in the Dominion. The reduction was made on the 1940 output, and no guarantee was given manufacturers that materials will be available for the production on the lower basis. Substantial quantities of steel, copper, brass, aluminum, bakelite, hardwood veneers and other materials as well as foreign exchange will be saved for war purposes by this move. Much of the labor saved will be absorbed into essential wartime production of radios for the armed services.
"Mechanized Division"

"It may surprise you to learn that the biggest company owned fleet of motor vehicles in industry belongs to the Bell Telephone System. This great 'mechanized division' of ours is made up of about 22,000 vehicles — trucks mostly, but along with the trucks, large numbers of other kinds of cars.

"Some of our heavier trucks are rigged up with earth-boring machinery — so that we can set poles quickly. Others have bodies especially designed to carry winches, derricks or reels for wire or cable. Each truck in fact is designed, equipped and bought for a particular type of job.

"Even more important is the fact that throughout the Bell System this special equipment is of uniform design. Repairs, replacements and substitutions can be made quickly without delaying the job. The common sense of this was shown in a recent emergency when 600 motor vehicles were mobilized in one area — from far and near and from many different Bell companies — and they all did yeoman service.

"With such equipment, the Bell System is prepared to act promptly to keep the lines open and ready for service — no matter what the test may be or where it may come."

This quotation is from The Telephone Hour, a regular program heard each Monday night over the N. B. C. Red Network. It helps to point out the value of uniform equipment in the unified telephone system which has served radio networks since the very beginning.
LADIES OF THE RADIO and press from Washington went on a junket to the North Pacific to follow Naval Operating Base for how it treats its young enlisted men. Before the junketeers left the Nation’s Capital, Ellinor Lee, women’s activity director of WJSV, interviewed some of the party on the deck of the steamer District of Columbus. Starting at the left is Ann Cottrell, Newspapers; Mary Van Tufty, Michigan League of Home Dailies; Melvina Stephenson, Kansas City Star; Mrs. Louise Daniels, newly-appointed women’s editor of the Navy Department press and radio bureau.

KENNETH YEEND, director of WKSC, the 5,000-watt non-commercial station of the College of Washington, accepts Dr. Wald D. Abbott’s challenge to any institution to produce a larger list of students now in radio than the U of Michigan’s list [BROADCASTING, Aug. 15].

Here is the list of Washington State College graduates who are now professionally engaged in radio broadcasting.

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PROF. YEEND’S 89 GRADUATES
Washington Education Claims Larger List of Radio Graduates Than Prof. Abbott!

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ASSOCIATED PRESS
INTERNATIONAL NEWS
TRANSRADIO NEWS

AS THE only station in New England and one of the few in the whole country subscribing to these three services, WTIC now offers its advertisers the most complete news available.

A few choice periods are now open for sponsorship as indicated in the following schedule:

WTIC NEWS BROADCASTS

WEEKDAYS
6:25-6:30 A.M. (sold)
6:55-7:00 A.M. (available—new)
7:25-7:30 A.M. (sold)
8:00-8:15 A.M. (sold)
1:00-1:15 P.M. (sold)
6:00-6:15 P.M. (available 3 nights)
11:00-11:15 P.M. (available 3 nights)

SUNDAYS
8:00-8:10 A.M. (available)
11:00-11:15 A.M. (available)
12:45-1:00 P.M. (sold)
6:00-6:15 P.M. (sold)
11:00-11:15 P.M. (available)

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network
Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco
MRS. BLOOM BOOMS ELSEWHERE
Greensboro Furniture Store Finds Radio—Solves a Merchandising Problem—

TREKKING northward after a successful season at WJS, Columbia, S. C., Winefred Bradford Bloom Sr. returned to Greensboro, N. C., for a visit some weeks ago.

Gil Hutchinson, station sales- man, thought the name sounded familiar. Bloom? Oh yes, it must be the heroine of an article in the July 14 Broadcast magazine titled "Mrs. Bloom's Boom Zooms Sears' Sales". That gave him an idea. He reached the Morrison-Neese furniture store was having trouble selling its budget line since installation of a fancy floor of expensive rooms.

W. W. Morrison, head of the big store, was interested when he saw the magazine article. He was sold when Mrs. Bloom was presented and offered her ideas.

Now Morrison-Neese is heard three mornings a week on behalf of the budget line. Monday mornings Mrs. Bloom tells about the Store Room of the Week. The Wednesday program consists of a straight, chatty copy; Fridays Mrs. Bloom tells about the store and its personnel.

"And does this informal, artistic creation that is Winefred Bradford Bloom's morning broadcast sell the listener," rhetorically inquires WBIG. Its answer is:

Others Present
"You can bet your life it does! Even though she has been at WBIG less than a season, she's already taught the public that Morrison-Neese is as ripe with fine furnish- ing as any other dealer in town. And what is more, she has sold furniture. "One salesman traced $370 in sales directly to her, in one day. Another accounted for seven cus- tomers who, in the space of six or eight hours, had been drawn into the store. And the Morrison-Neese switchboard girl is getting used to calls that run like this: 'Can you tell me if that Mrs. Bloom talked about yesterday is still there?' Winefred Bloom, who just happened to come up from Columbia, is doing 'em out at Morrison-Neese.'"

Davidson Taylor Back

DAVIDSON TAYLOR, producer of the Columbia Workshop programs on CBS last season, will return as producer with the Nov. 9 broadcast, first to follow the "26 by Corwin" series presented through Nov. 2. As last year, Mr. Taylor will encourage new writing, acting and directing talent, with emphasis on new comedies and comedians. Two directors, de- veloped by Taylor last year, have since been added to the director's staff of the CBS program department—Guy della Cioppa, who has been collaborating with Bur- ton Morgan on Report to the Nation and Spirit of '41, and Perry Laf- ferty, now directing Kay Thomp- son & Company.

ADDITION of KAST, Astoria, Ore., to the Mutual network, has been announced for immediate effective date, and the network should appear on Oct. 8, due to telephone line avail- ability difficulties.

Coca Cola Starts Mexican Program

Foreign Network Series to Be Heard Four Weeks

SERIES of four special programs featuring Mexican music and Spanish- speaking news is scheduled to start last Friday on the Mexican network of 27 stations hooking up with XEQ, Mexico City, under sponsorship of Coca Cola Co. Titled "Culpa al Nacho," the programs will probably be heard Fridays, 8-8:45 p.m., according to D'Arcy Adv. Co., New York, which was not sure of all details as Broadcasting went to press.

Alfred Steele, D'Arcy account executive on Coca Cola, and George Zachary, director of The Pause That Refreshes on the Air, Coca Cola's programs on CBS, flew to Mexico last week to arrange the programs, which are acted before a studio audience and staged in a typical Mexican style.

Land o' Lakes Is First Northwest Net Sponsor

WITH Land o' Lakes Inc., Minneapolis (creamery) as the first sponsor, the newly-formed North- west Network keyed from KSTP, St. Paul, has gone into operation, according to Stanley Hubbard, KSTP director. The creamery company, largest cooperative in the world, purchased the 6:45-7 a.m. slot for a six-weeks' period, starting Tuesday, July 14.

The new hookup comprises, in addition to KSTP, WBEC, Duluth; WDAY, Fargo; KFYR, Bismark; WEAU, Eau Claire; KROC, Rochester; KFAM, St. Cloud; KYSM, Mankato. This network will operate separately from the Minnesota Radio Network, on which Shell Oil Co. is sponsoring, on a deal reached between the partners. Land O' Lakes will transmit six days weekly, directing the programs to the farm audience. Campbell Mithun, Minneapolis, handles the account.

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Paquin Adding

PAQUIN, Inc., New York (hand cream), sponsoring the twice- weekly hourlong Speaking of Glamour with Frances Scully on 6 NBC-Pacific Blue stations (KECA KGO, KBBK KBK KWK KERN KOH), on Oct. 12 added KTMS, KMJ, KEX, KJF, KFSD to the list, Sunday, 10:30-10:45 a.m. (PST), with program continuing on KECA KGO, Thursday, 4:30-4:45 p.m. Sponsor, on Nov. 2 adds five additional stations (KGG GTAR KYUM KGLU KVOA) to Sunday release with KEX KJR added Thursday, starting Nov. 20. Agency is Wm. Eatty & Co., Hollywood.

“Aldrich” Most Popular

WINNER in the “most popular program” classification in a survey of the entertainment tastes of children conducted by the magazine Young America was The Aldrich Family, sponsored on NBC-Red by General Foods Corp. Only radio program in the survey, taken through 5,000 questionnaires distributed in urban, suburban and rural schools, was the “most popular actor” poll, which asked Bob Hope and Jack Benny, followed by Arrest Stone, star of The Aldrich Family.

FOURTH scoring center as a source of exclusive thing broadcasts has been signed by NBC with National Sportswriters Inc. of Cleveland, and for sponsor- ship by Adam Hat Stores of all boats in the Cleveland Arena.
ARE YOU CAUGHT IN
1941's Most "Vicious Circle"?

1. THE PRODUCTION CHIEF
   reports that the rising prices
   of raw materials have added
greatly to his own costs.

2. THE PERSONNEL MANAGER
   reports that higher hourly
   wages add still further to the
cost of production.

5. THE MANUFACTURER
   is faced with the necessity
   of lowering his cost of dis-
   tribution if he wishes to keep
   his profit margin from dis-
   appearing entirely.

4. THE TREASURER
   reports that with sharply
   increased production costs
   and virtually static prices,
   the margin of profit is fast
disappearing.

3. THE SALES MANAGER
   reports only a slight rise
   in selling price and warns
   against attempting to pass
   increased cost of produc-
   tion on to the consumer.

Turn the page and find out how 47 well-known manufacturers
are lowering their cost of distribution
22 New Campaigns Start on

19 CONTINUE UNDER CURRENT

And here's how the

STRATEGIC STATION LOCATIONS. Blue Network stations are located in the “Money Markets” where the buying power is heaviest. The Blue is designed to cover markets, not just areas, to provide sales where selling is most profitable.

JUDICIOUS USE OF POWER. The Blue has high power stations only where power is needed. Elsewhere it conserves its power and your budget.

UNIQUE SYSTEM OF DISCOUNTS. The famous “Blue Plate” system of discounts en-
the Blue Network of NBC

CONTRACT-6 RENEW

Blue lowers your cost of Distribution!

courages the use of the entire network. As you expand your list of stations you receive savings up to 20% of your total time cost, thus helping your talent budget.

MODEST TALENT EXPENDITURES. Radio's finest sustaining schedules of news, sports and public service features, develops steady listening to the Blue. The result—Blue evening commercial programs have a C. A. B. average of 10—yet their average talent expenditure is 44% less per quarter hour than their major network competition. And this fall's lively new sponsored shows mean still higher C. A. B. ratings on the Blue!

These four factors explain why the Blue Network of NBC costs from 11% to 36% less per thousand listeners—a fact that is being recognized more and more often by thoughtful advertisers today. Why not follow the example of the successful clients listed here, and buy Blue to lower your cost of distribution?

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

THE Blue NETWORK OF NBC
Sales thru the air with the greatest of ease

WE WELCOME:

THESE 6 RENEWALS FROM ADVERTISERS, FOR WE HAVE LONG BELIEVED THAT A RENEWAL IS AS SINCERE A TRIBUTE AS A NEW CONTRACT

Adam Hats
"Boxing Bouts"
Modern Food Process (Scrapple)
"Olivio Santoro"
Modern Food Process (Thrivo)
Dog Food
"Moylan Sisters"
Ralston-Purina Co. (Cereals)
"Tom Mix Straight Shooters"
Welch Grape Juice Co.
"Dear John"
Williams, J. B., Co.
"True or False"

WE REGRET:
The contract-expirations of these 10 advertisers and hope that, as in many previous cases, they will return in the future

Axton-Fisher Tobacco Corp.
American Chicle Co.
Clapp, Harold, Inc
Colgate-Palmolive-Perx
Emerson Drug Company
Lance, Inc.
Land o' Lakes Creameries
Lever Bros.
Pacific Coast Borax
Pepsi-Cola
MANAGING editors and their wives from newspapers throughout the country, who were in Chicago attending the annual Associated Press Managing Editors Association conference, were guests of WGN, Chicago, attending MBS Chicago Theater of the Air broadcast, Oct. 28, when the operetta "Sari" was presented.

DURING the current remodeling of its studios KFRC, San Francisco is utilizing studios at Photo & Sound Inc. and the Telenews Theater to present its live talent shows.

WSB, Atlanta, is cooperating with the Georgia Educational Assn. in its meetings on audio-visual education. Speakers at various GEA meetings included WSB General Manager J. Leonard Reinsch, Production Manager Marcus Bartlett and News Editor Walter Paschall. The regional GEA meetings precede the Audio-Visual Conference in Atlanta, scheduled for later in the fall.

KROD, El Paso, played a major role in the success of the local Community Chest Drive which ended Oct. 9 with a campaign of numerous dramatized spot announcements. As a climax to the drive, the KROD Players presented a program the audience heard on an actual case history from the files of the El Paso Social Welfare Council.

WLW, Cincinnati, will take a leading part in activities of the annual convention of the Indiana Republican Editorial Assn. in French Lick Springs, Ind., Oct. 21-Nov. 1. Peter Grant, WLW commentator, is to be principal speaker at the annual banquet while three staff artists-Paul Arnold, bartons; Lucille Norman, contralto; and Ronnie Manfield, tenor-will furnish entertainment.

WSYR, WFBL, WAGE and WOLF, Syracuse, all participated in an hour program for the Syracuse Community Chest Drive providing talent for the broadcast which also included a re-reading of the celebrated Liebermann chorus from Liederabend Hall. Twelve five-minute transcriptions, prepared by the Syracuse U. Workshop, will be used by the stations during the campaign.

WIZ, Boston, and WIZA, Springfield, added five new sets and 12 new artists to its personnel during the first two weeks of October. Included are five new singers, all Massachusetts girls, who won their chance on the air through public auditions.

WELL, New Haven, celebrating its sixth birthday Oct. 16, still has two religious programs on the air that started with the station. They are a weekly 15-minute program of the Church of the Latter Day Saints and the New Haven Council of Churches daily devotions.

KEY representatives of WLW, Cincinnati, was assigned to field work east in Cincinnati Oct. 11 for a semi-annual conference conducted by Russell Strawway, WLW director of merchandising and Joseph Bauer. Attending were: Robert Fluhme, Indianapolis; Robert Williams, Columbus; Edward Pitch, Dayton; Edward Hale, Fort Wayne; Gilbert Ormsby, Huntington; Edward Fletcher, Cincinnati; James Sandner, rural representative.

CIGA, Edmonton, Alta., held a staff party Oct. 9 to bid farewell in several of its personnel. Manager Gordon Henry on the occasion made presentations to Joe Sunders, who left to become chief engineer of CJVI, Victoria, B.C.; Esther Mair and Gladys McLeod, both resigning to be married; and Alta Magoun who has joined the Canadian Women's Auxiliary Air Forces.

KBRM, Jonesboro, Ark., which on Sept. 22 joined MBS, announced in mid-October that it is constructing a new studio and office building, which is to be completed about Dec. 1. The new building, a one-story structure in the business district, will be of modern design and air-conditioned.

RECENT CHANGES in the staff of WMOB, Mobile, have placed Ross Smith in as program director, Eleanor Boyd as office manager of entertainment and women's programs. Alva Williams in as news secretary, and Dan Webster as announcer.

CJLS, Yarmouth, N.S., has started two weekly 15-minute periods to the Canadian Army and Air Forces. The solders and airmen write, produce and act in their own show.

WOCB, West Yarmouth, Mass., culminated its drive last week for funds to buy an ambulance plane for the RAF. The campaign, held solely amongst the Cape Codders, financed a two-motted Gruennan 44 amphibian which was turned over to a representative of the RAF with appropriate ceremonies over the weekend. The $51,000 drive was under the supervision of Miss Harriet Allen, president of WOCB.

WOIL, Boston, has been granted permission by the FCC to remain on the air an extra hour—from 5 to 6 p.m.—in order to make special Federal Government announcements. The permission has been granted for the month of October.

ZENITH RADIO Corp., Chicago, has increased the power of its FM station, WZSC, from 5 to 50 kw., providing coverage in the Chicago trading area of the FCC— stipulated 10,880 square miles. Station is on the air every day with 16 hours of programming.

WBAL, Baltimore, has issued its rate card No. 16, covering its 50,000-watt operation. Advertisers placing business before Nov. 15 are protected at old rates for one year from that date.

INSTALLATION of a new $50,000 machine op, the new ZENITH building in San Francisco was scheduled to start this month.

Yarn Test

FREDERICK HERRSCHER Co., Chicago (needlework yarns), new to radio, will start a test campaign on 50 stations Oct. 22, it was announced by Edwin A. Kraft, manager of Northwest Radio Advertising Co., Seattle. Daily 5-minute and 15-minute programs will be used.

Heckler Piped

CANADIAN Broadcasting Corporation's service to Canadian soldiers in Great Britain was interrupted Oct. 13 by a German heckler who could be heard between news items broadcast on one of the British Broadcasting Corp. stations for Canadian soldiers. The CBC cable the news to London, where it goes on the air. The heckler was silenced towards the end of the newscast when Canadian pipers played between news items, drowning out the Nazi heckler. According to Gladstone Murray, CBC general manager, Ottawa, the heckler broadcast from a station in occupied Europe.

You always get your limit whether it's hunting in North Dakota or advertising on KEYR... here's an invitation to do both!

NBC Affiliate

WABC, New York City

Meyer Broadcasting Company

BISMARCK, NORTH DAKOTA

JOHN BLAIR & CO., National Representatives

Page 32 • October 20, 1941 BROADCASTING - Broadcast Advertising
A LIVESTOCK MARKET PROSPERS
Use of Broadcasts Brings Improved Business
To Portland Union Stockyards

BACK IN MARCH the Portland Union Stockyards, along with eight commission firms of Portland, Ore., made "the smartest move in years" when they inaugurated the newly-formed North Portland Livestock Market News & Educational Foundation started a daily noon quarter-hour livestock market commentary on KEX, Portland. Now going full blast, the program not only has established itself as an outstanding farm service feature in the Northwest, but it has greatly increased the KEX rural audience.

Doing the Job

Harry Burdick Jr., president of the market, commenting on the results of the new radio series, indicated that it was "only starting, doing the job he wanted it to do, that his added business is directly traceable to the broadcasts. He estimates daily listeners at a conservative 250,000 and notes that more shippers than ever before are coming to the Portland market, some from as far as 800 miles distant. And he points out also that surveys are showing that the producers seeking cash outlets for their livestock are deriving a great deal of benefit from the program.

The story began in 1938, with a survey of Midwest livestock producers—In Iowa, South Dakota, Nebraska and Minnesota—by Livestock Marketing Service Inc., Chicago, for the Sioux City Central Public Market. The survey showed that farmers just did not know what a central public market was. They were living in the distant past, when there were no markets for public-price setting. But with the advent of the central public market system years ago, prices had become directly dependent on the principle of supply and demand. Price setting had been systematized for livestock, just as for any other produce. But still the farmer-producers were at the mercy of the buyer that called personally at the farms to do business.

Radio came into the picture when it became evident that if the farmer knew prevailing prices, he would be equipped to deal on equitable terms with stock buyers calling at his farm. Unless the producer lived near a city, the market news in his newspapers was too old to use when he was ready to sell. A daily radio program was started on KTRI, Sioux City, and WNAX, Yankton, S. D., about this time, covering daily market quotations, representative sales, and various educational features. The show was an immediate success, and soon there were 10 similar programs among the 69 public markets of the nation. The North Portland market was one of these pioneers.

Personal Survey

Before he decided to go on the air in Portland, President Burdick instructed his field representatives to make a personal survey among producers to determine if there actually was a demand for such broadcasts as were contemplated. Four men spent a month on the survey. Every farmer contacted, they reported, promised to listen to the program and offered to see that his neighbors tuned in, too.

The Foundation was organized as a separate corporation through which the group of sponsors could share the expense of the project. On March 3, 1941, the first program went on the air with the KEX's new livestock program. Harry Burdick Jr., of the Livestock Marketing Service in Chicago, was sent to Portland to handle the announcing job. Although without radio experience, he proved to be a good man for the program. A special studio was set up in the stockyards with a KEX technician on the job.

Mr. Burdick Jr. writes his own script and does his own research. He arrives at the studio at 5:30 each morning, checks prices, looks over stock to observe condition, watches as many actual sales as possible, meets shippers and gets a complete picture of the day's prospect. From the studio at noon he gets into a quarter-hour rapid-fire down-to-earth report of the price indications for cattle, hogs and sheep.

He also quotes at least 35 or 40 representative sales each day, using shippers' names and other facts.
particulars. This feature is of particular value, in that it enables many producers—neighbors of the ranchers whose sales are mentioned—to get first-hand information on stock they have actually seen and which they can compare to their own.

The market does all the promotion for the program. Lately a novel stunt has been started. Burdick transcribes interviews with producers on their farms, then plays them back on the air a few days later—first notifying the farmer when his recording is to be broadcast, and supplying him with 25 postcards he can send to his friends telling them to tune in.

Trucks operating throughout the Northwest carry placards advertising the program; shippers are contacted when they come to the market; dodgers plaster the countryside; surveys, personal and mail, are conducted constantly to keep the program in listeners' minds.

An outgrowth of the broadcast is the formation of cooperative shipping groups. In trying to get the producer to bring his stock to the market, an obstacle arose—the small diversified farmer, who now and then has a couple of hogs or sheep to sell, could hardly afford to ship any great distance; however, in his neighborhood are probably several others in the same fix; the market sent its representatives into the area, found a trucker with a large truck and then put him next to these potential customers. The producer was happy because he could pro-rate the expense of the haul, the trucker was happy because he was busy, and the market was happy because it had additional volume.

NATIONAL LIFE & Accident Insurance Co., Nashville, owner of FM station WATTS and WSM, is the newest stockholder in American Network Inc., FM chain.

Texas, the largest producer, "talks turkey" to the nation each season, as carlot shipments of gobblers move to market. In the production of chickens Texas is second among the states. The two—turkeys and chickens—put more than $18,500,000.00 annually into the pockets of raisers down here. And this does not include the enormous revenue derived from the sale of eggs.

In the Lone Star state the big business of raising turkeys and chickens is centered in South and Central Texas—the same area in which Station WOAI has its primary coverage. This is only another reason why WOAI is on the "must" list of all shrewd advertisers when radio schedules are made up to reach the amazing aggregate of Texas wealth.

WDAS Service
WDAS is taking credit in Philadelphia for the break in the drought. After a month-and-a-half of a dry spell, a rain-making program was scheduled. The program department brought out all its Indian music and Pat Stanton, general manager of the station, read an old Indian prayer for rain. The announcer instructed listeners to turn on their radios to the fullest volume at a designated signal when the station brought out all its sound records of thunder, lightning and rain. Curiously enough, drops began to fall from the heavens the next morning and a few days later, a torrential rain fell. "Just a part of a public service," explained Stanton.

ALMAN TARANTO
ALMAN TARANTO, buyer of radio and other media for Ted Bates Inc., has a particularly soft spot for New York's famed luncheon group, the Radio Executives' Club—at one of the Club meetings he met Ninette May Joseph, a BBDO timebuyer who now is Mrs. Taranto.

Al was born in New York on Sept. 4, 1915. He was educated at Lawrence High School on Long Island and later enrolled for a short term at Columbia U, which he left in 1933 to enter the business world. Earning his own living since he was a youngster in high school, Al has had a variety of jobs—among them soda jerking, caddying on a golf course and managing polo and skeet shooting.

He started his advertising career in 1936 with William Esty & Co. in New York. After holding forth progressively in the checking copy department and radio research and production sections, he was made timebuyer of the agency. In 1938 he was given the title of business manager of the radio department, answering to Dick Marvin, Esty radio director.

In 1940 Mrs. Taranto resigned from the Esty organization to accept the radio and media buying job at Ted Bates Inc., which handles such important accounts as Colgate-Palmolive-Perot (Colgate Dental Cream, Octagon Soap, Kleen Package Soap, Palmolive Shave & Brushless Cream) and Continental Baking Co.

Al Taranto golfs, swims, plays tennis for hobbies and talks advertising incessantly.

Columbia's Station for the SOUTHWEST
KFH

WICHITA
KANSAS

Call Any Edward Petry Office
Canadian to Hold
February Meeting
CAB Directors Lay Plans to
Discuss Vital Problems

CANADIAN broadcasters will hold their next annual meeting at Montreal Feb. 2-3, according to Glen Bannerman, president and
general manager of the Canadian Asn. of Broadcasters following a
meeting of the CAB directors. NAB members are to be invited.

The directors met with the directors of the Canadian Assn. of Ad-
tertising Agencies, Assn. of Canadian Advertisers and Press News.
The joint meetings included dis-
cussions of rate structures, agen-
cy-advertiser-media relations, and
agency franchise requirements. Joint committees of the CAB, ACA
and CAAA will be named soon.

News Problem

The meeting with Press News centered largely on changes to be
proposed in the news sponsorship
regulations of Canadian Broadcast-
ing Corp. At the next CBC board
of governors' meeting at Ottawa in
November, a joint committee of the
CAB and Press News is to appear
before the board with recommended
changes. Press News, radio sub-
sidiary of Canadian Press, Cana-
da's AP, now sells news to sta-
tions for commercial sponsorship,
giving the Dominion three news
services, British United Press and
Transradio being the other two.

The CAB directors voted to poll
all Canadian stations about re-
placement equipment, especially
transmitting tubes. It is understood
the OPM, at Washington, turned

down a priorities rating for Can-
dian stations for transmitting
tubes, practically all of which come
from the United States but are
sold in Canada through Canadian
subsidiaries. The CAB will make
another attempt to procure a prior-
ity rating at Washington through
the Canadian priorities office at Oc-
tawa. A form for emergency use
of stations for transmitting equip-
ment is also being sent out to CAB
member stations.

War activities and the coming
changes in copyright fees payments
were also discussed. BMI Canada
Ltd. and the Canadian Performing
Rights Society (Canadian ASCAP)
file 1942 tariffs by Oct. 31, with the Secretary of State at
Ottawa. Canadian stations will
then have till Nov. 30 to appeal
the 1942 rates.

Du Pont Breaks

E. I. Du Pont de Nemours &
Co., Wilmington, Del. (Five-
Star anti-freeze), on Oct. 17
started a five-week campaign of chain-break
announcements, three times weekly,
on an undisclosed number of
stations in 12 markets in the East
and Mid-West. Stations will be add-
ed on a staggered basis until the
middle of November, all for the
same number of weeks. BBDO,
New York, handles the account.

At Great Lakes Station

PAUL HOLMAN FAUST, vice-
president and radio director of
Mitchell-Faust Adv. Co., Chicago,
and radio director of the 9th Naval
District, has announced

the appointment of

J. WHEC, Rochester, has appointed

J. ROSS JOHNSON, of

mert, Chicago, an executive of

Blackett-Sample-Hum-

mert, Chicago, assistant to chief
doyle; Ensign Dollard, formerly

the station's continuity

writer, WMOO, Aurora, Ill., 요한

second class.

WHEC Names McKinney

WHEC, Rochester, has appointed

J. P. McKinney & Son its national
sales representative, effective Oct. 11.

With the addition of WHEC, Mc-

Kinney now represents all radio sta-
tions owned by the Gannett News-
papers, including WDAN, Danville,
Ill.; WTHY, Hartford; WENY, El-
bridge; WILY, WOWO, Albany;

WHDL, Olean, N. Y.

WMAQ
The Chicago Station
Most Women Listen to Most

Why?

Because it carries 18 out of 24 of the
most popular daytime features on the air.

It's the station with the programs that
gets the listeners - so follow the leaders
and place your campaign on the 50,000
watt Chicago key station of the famous
NBC Red Network.

WMAQ
Superior 8300

Represented Nationally by the NBC Spot Offices in

NEW YORK CHICAGO BOSTON WASHINGTON CLEVELAND
DENVER SAN FRANCISCO HOLLYWOOD
DON MARCO
"Between Friends"

OLIVE KACKLEY
"Goodwill Ambassador"

PAT BURKE

EILEEN GRAHAM

MILTON BACON
"Goodwill Ambassador"

BILL WELLS
"Midnight Club"

WCKY is doing the Real Job or
with CBS doing the Network Job
RADIO STARS ON WCKY

RHODES  Singer

THE HAYMAKERS

BERNARD JOHNSON

WCKY ORCHESTRA

"Uncle Bud's General Store"

REX DAVIS  "Newscaster"

AL BLAND  "Morn Patrol"

LEN RILEY  "Sportscaster"

BILL ROBBINS

Personal Shows

CBS  FIFTY GRAND IN POWER
Warts or Cancer

AMERICA is at the crossroads. The nation is on a war footing. Taxes are the highest in history. Ordinary peace time pursuits have been relegated to secondary status. The public is being exorted to pitch in on the greatest national effort since the founding fathers established the Republic.

So the four-man FCC majority has concluded this is a good time to undertake a "novel experiment" with the broadcasting industry.

If the network monopoly regulations prove onerous and don't work, then the battered networks can limp back to the Commission for relief, the majority states. The industry as a whole is buttered up with the "concession" of two-year licenses. The "forced sale" of NBC's Blue is "indefinitely postponed".

But, says the majority, there shall be no exclusive network contracts or time options. It feels confident that a "healthier industry" will result. But, mind you, if it doesn't then the Commission magnanimously will step in and, presto!, back to the old system we'll go.

Even if the question of the Commission's jurisdiction were settled, such an action by an administrative agency without the advice or consent of its creator, the Congress, would be preposterous. But in time of national stress, to introduce so far-reaching a reform—which it admits is uncertain—is to gamble with a vital medium at the public's expense.

The FCC majority's grab for power is probably without parallel in regulatory annals. It has been disdainful of repeated expressions of members of Congress—of the authors of the statute itself—as to the limitation of its functions and has even defied the Supreme Court. It has talked to the industry about one set of regulations, and has voted out another. It has even questioned the rights of the parties to their day in court on the regulations, by attempting to reach a compromise if NBC and CBS would agree not to litigate.

Beyond that the time-option rule (which is a misnomer because it provides no options at all) constitutes something not even discussed during the protracted "conferences" of FCC Chairman Fly with the network executives. Minutes of the FCC reveal that on Aug. 1 the Commission authorized its "committee" negotiating with the networks to work out an option formula that would permit three hours of exclusive option time in each five-hour segment to a single network by stations in cities having four or more outlets; 2½ hours of each five in cities with three stations; two hours in markets with two stations, and even an allowance of 1½ hours of exclusive network time to a network dealing with the only station in a market.

But the majority kicked all of that overboard and ruled out options altogether. Yet, presumably for public consumption, it talks about "non-exclusive options".

That is rank deceit!

There either is or isn't an option. Under the rules a network cannot anchor to a particular station in any market. This means, purely and simply, that the cream business of each network will probably go to the first station in each market, with the remaining outlets scrambling for the leavings. It means, too, in unvarnished terms, that the incentive to produce sustaining programs will all but be destroyed.

Something probably overlooked by Administration executives "consulted" before the "two New York corporations" were cracked by the majority, is the fact that the free and easy access to networks on defense programming will exist no more, once the rules become operative. Networks will have no exclusive time options over guaranteed nationwide chains. So, it obviously follows, they won't be able to clear time.

We have little doubt that NBC and CBS will procure injunctive relief from the courts, staying the effect of the orders. And we have no doubt whatever that the networks will appeal, even though the FCC's majority's spokesman says he will be "surprised" if they do.

But even before that becomes necessary, Congress should be prevailed upon to intervene. Talk about not brooking any "political pressure" by the industry, expressed on behalf of the FCC majority, is so much poppycock.

The FCC is a creature of Congress. It exists by virtue of an Act of Congress. It is the responsibility of Congress to check its rampages. Besides, this majority spokesman, who talks about industry pressure, himself repeatedly has counselled with key men in Congress to thwart any legislative inquiry.

We do not contend there are no evils in the existing network-affiliate relationship. But we feel that they constitute private contractual relations and that the FCC, by statute, is foreclosed from considering them. We concur wholeheartedly with the views of the Craven-Case minority.

As one observer aptly put it, the FCC majority "is operating for cancer, when the industry has warts".

Congress, we think, must be consulted on the cure.

Receiver manufacturers and even service men are feeling the priorities pinch. Yet broadcasting is labelled a sort of quasi-defense operation. Without working receivers radio circulation will be hit. There's a job to be done on the receiving end, too.

To Avoid Chaos

IF COMPELLING NEED exists for independently functioning groups or associations within the broadcasting industry, and if NIB and the newly-forming Independent Broadcasters Inc. actually jell into well-integrated entities, the better part of discretion would appear to dictate that their membership—and their leadership especially—should avoid any semblance of outside interference.

Bluntly, we mean that these and any other groups that may crop into being should not allow themselves to be led by the halter or even adored by disruptive elements such as the FCC's crackdown majority when it comes to wholly intra-industry affairs.

FCC Chairman Fly's aversion to the NAB and its leadership has been manifested in various ways since the St. Louis convention. There was well-founded suspicion that he personally was espousing the NIB's expansion from a local station group to a projected rival of NAB. Even at the Chicago convention of the new IBI his views were quoted on—all things—the copyright problem with which the Commission cannot conceivably be concerned. His purported remarks were, to be sure, quite innocuous, but the mere fact that he was quoted at all did not set well with some of the broadcasters attending last week's Chicago convention.

We've warned before in these columns against "divide and rule" tactics. Hitler has shown how favors carried or received today may end in disaster tomorrow. Broadcasting as a whole faces tremendous common problems, perhaps even self-preservation against one element in Washington which seems hell bent for Government ownership of at least part of the broadcast structure.

Without passing on the merits of individual organizations, we still think the NAB as a common front should be preserved and necessary reforms imposed from within. At informal IBI group meetings in Chicago the old idea of a "federation" of groups or associations under the NAB banner was freely discussed and favored in many quarters. The best suggestion we've heard thus far is that NAB be constituted into a sort of holding company of the various groups within the industry—NIB, IBI, IRNA, the Clear Channel Group and the networks. Each could have its own executive and organizational setup, but all would join battle under one banner in common causes.

Otherwise, no one will be able to speak with authority for the industry as a whole and chaos is inevitable.
BROADCASTING

THOMAS H. MOORE Jr., for six years on the J. Walter Thompson Co. radio staff, on Oct. 13 was named commercial program manager of WOR, New York. He succeeded Mitchell B. Leos Jr., who joined J. M. Mathes Inc., New York.

ODIN RAMSLAND, of the sales staff, has been promoted to commercial manager of KDAL, Duluth.

DARRELL BANDY has resigned as the sales staff of KDAL, Duluth, to become commercial manager of WSB, Atlanta, Ga., making his headquarters in the Duluth studios.

ALFRED J. MCCOSKER, president of WOR, New York, has donated a trophy in event No. 3 at the Fourth Annual All-Eastern States Championship Pistol and Revolver Matches at Fort Washington, L. I., Oct. 25-26.

EDWIN P. SHURICK, formerly general manager of WLOL, Minneapolis, has opened offices as a radio consultant in that city. In July, Mr. Shurick left the general manager's post of WLOL to assist the late John P. Devaney in his national development of WLIB, New York.

HOWARD DAHL has succeeded Ed Conniff, resigned, as manager of WBKH, La Crosse, Wis.

ROBERT G. VENN, formerly of NBB Chicago sales promotion department, has joined WSGN, Birmingham, Ala., as sales promotion manager. He is succeeded in Chicago by Alvin G. Walser, formerly contact man for California Fruit Growers Exchange, Pecora, III.

WILLIAM H. GRIMDTICH, vice-president, in charge of engineering of Philco Corp., New York, has been appointed a vice-president of Hazeltec Protective Service Inc., New York, subsidiary of Hazeltec Corp.

HARRISON HOLLWAY, KFTV, Los Angeles, Calif., and Harry Malish, manager of KFWB, Hollywood, jointly represent the radio industry on the motion picture division's special arrangements committee of the Community Chest campaign.

HAROLD STORM, formerly assistant advertising manager of the 106th South Central Council Oddfieles, has joined the merchandising department of WAXY, Yankton, S. D.

STUART STANDISH, formerly commercial representative of WSOC, Charlotte, N. C., on Oct. 13 joined Swinson Products Co., Charlotte, as general sales manager.

TED OBERFELNER, assistant promotion manager formerly of Philadelphia Inquirer, morning newspaper, is joining the sales staff of WCAU, Philadelphia.

GEORGE WILSON, son of Howard Wilson, general manager of the company's Kansas City office, has joined the organization's Chicago office as sales manager in the Kansas City office, succeeds Mr. Wilson as manager.

H. MOORE, formerly of WNAX, promotor of WOR, New York, has served as a radio consultant in that city. In July, Mr. Shurick left the general manager's post of WLOL to assist the late John P. Devaney in his national development of WLIB, New York.

Through it all, however, Ty has continued to manage WFLA. It is his baby. In the early days when it all began, Ty was manager of WFLA.

Through it all, however, Ty has continued to manage WFLA. It is his baby. In the early days when it all began, Ty was manager of WFLA.

By high school graduation the United States was in the war. Though only 18, Walt enlisted in the Navy and was shuttled off to the radio school at Harvard. After finishing the three-month course he was commissioned to the destroyer fleet as a radioman third class. Later he was transferred and served on several battleships as a radiophone operator. While on an escort ship carrying President Wilson to Europe just after the war, he had his first experience with broadcasting when the operator aboard the flagship radioed to

"Stand by until the band quits playing!" Starlled, Tison held his breath as he heard the strains of the national anthem over his earphones. (In those day 5-watt transmitters were used by the Navy during fleet exercises.)

After the war Walt returned to Cedartown expecting to enter business. He looked around and decided he just wasn't made for it. Maybe it was because at that time the U. S. Shipping Board was urgently in need of radio men for its fast-growing merchant marine. With his Navy experience, Walt felt this was his place. In three years he crossed the Atlantic 12 times and made trips to South America, Cuba, Africa and where not.

While still at sea Ty began to follow with interest the early experimental operation of KDKA and other Westinghouse stations. Each night at sea he tried to catch their signals, study them, check them. It was his idea of recreation.

The day finally came when he decided to try ashore again. Back in Cedartown he rigged a "ham" transmitter and became an ardent member of the amateur fraternity. Day and night he stayed at the controls, hardly taking time to sleep.

One day, playing a hunch, he went over to Atlanta to see Maj. Cohen. The result was WSB, with Ty as manager.

In 1923, when WSB was switching to 1,000 watts a Florida developer flushed with boom profits bought the old 500-watt transmitter and shipped it to Clearwater, Fla. Ty went along to install it. This same 500-watt outfit went on the air as WGBH, with Tison as manager, and after many vicissitudes wound up as WFLA-WUSN, owned and operated jointly by the communities of Clearwater and St. Petersburg. Ty guided these stations through the years, saw them grow in power, join networks.

In 1935 the City of Clearwater decided to liquidate its half of the station to retire some depression-ridden city bonds. Ty was on the spot. The baby he had nursed from infancy was about to go by the board. He thought it over, went to a Clearwater lawyer and started to talk radio as he had done more than a decade before to Maj. Cohen.

Then he made another sale. Jointly he and the lawyer bought up some $255,000 worth of the bonds, at the same time helping the city get rid of its outstanding indebtedness.

Under the new ownership WFLA was licensed to operate parttime, sharing with WUSN. Ty continued to talk after the general interest had served its stations, though, official capacity was general manager of the former.

In 1939 the lawyer associated with Ty sold his interest in the station to the Tampa Tribune. The split-time arrangement with St. Petersburg continued. But it soon became apparent that both stations would have to operate a full-time schedule. Out of many conferences came the application for the WFLA for WKGA, Tampa, which was granted in September, 1940, and which began operating [as the new WFLA] in January, 1941.

At this time Ty sold his part interest to the Tribune. The deal was a profitable one, and Ty became independent manager.

Through it all, however, Ty has continued to manage WFLA. It is his baby. In the early days when there were only two people on the payroll, and Ty was announcer-engineer-phylsician-luncheon-janitor. But from an old third-hand converted "ham" transmitter working part-time, Ty has watched it grow to a fulltime NBC-Red affiliate.

Ty is one of radio's true pioneers. He has combined his hobby and his life's work; they are one and the same. But the vision of the future, the foresight, the confidence in the future progress and success of a new industry. He has helped to make radio as a medium to countless others so that today, a veteran at 42, he smiles as he looks back—not without nostalgia—to the infancy of radio only twenty years ago.

He has sold his old ham transmitter, which served both WSB and WFLA, put up as a museum piece, together with the old WLS speech output, in the National Telephone and Telegraph Museum, National Institution in Washington.

Nora has used very closely wound up in radio to lose his perspective. He has made himself a student of its every phase. A master at the commercial angle, he has studied carefully the effect of radio as a social force. "Radio," he says, "is a powerful force for good. If properly handled it becomes one of our most powerful educating forces. Station managers should never forget this.

In addition to his managerial duties at WFLA, Tison is district director of the NAB, a former president of the Florida Asso. of Broadcasters, a Shriner and a Kiwanian.

At home at "Tisonia", a beautiful 40-acre estate on the edge of Tampa with shaded trees and an orange grove. Tison says, "...on a summer day any visitor will meet the charming Mrs. Tison, the former Exa Jones of Alabama, and their two adopted children. I'm there all right—and if you drop over be prepared to talk radio. Ty is still at it.

WILLIAM WALTER TISON

BACK in 1921 a young man walked into the offices of the Atlanta Journal. He wanted to see Maj. John S. Cohen, publisher. Asked to state his business, he said he came to talk radio. The Major eyed the youth of 23 with a playful twinkle—ah, that dream-things, Radio.

But Walter Tison was already talking radio. And within a few minutes his earnestness caught the publisher's interest. He listened as Tison talked. A "sale," was made.

Early in March of the next year, with aid of George Isler, an engineer of the Georgia Power Co., Tison took his old "ham" transmitter, gave it voice, and WSB, the Atlanta Journal station, the first broadcasting outlet in Dixie and the first newspaper-owned station in the country, took the air.

Walter Tison had realized the first step in what he felt was his destiny. It was not a callow, uninformed youth with a fantastic whim who approached Maj. Cohen that day. "Ty," Tison knew whereof he spoke. Ever since his high school days in Cedartown, Ga., where he was born May 6, 1899, he had hung around the railroad telegraph offices running errands, talking to operators and learning to operate a key. Things mechanical and electrical interested him.

By high school graduation the United States was in the war. Though only 18, Walt enlisted in the Navy and was shuttled off to the radio school at Harvard. After finishing the three-month course he was commissioned to the destroyer fleet as a radioman third class. Later he was transferred and served on several battleships as a radiophone operator. While on an escort ship carrying President Wilson to Europe just after the war, he had his first experience with broadcasting when the operator aboard the flagship radioed to

We Pay Our Respects To

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ANNOUNCING STAFF

Wendell Palmer, formerly of the radio department of the Minneapolis Star Journal, has joined WTMJ, Milwaukee, as continuity writer.

Marian Martín, St. Louis writer and radio columnist, has been named to succeed Josephine Halpin as women’s commentator on KMOX, St. Louis.

Howard L. Emich, former program manager of WMAM, Marietta, Wpn., has joined the production staff of WHBF, Rock Island, 111.

Jocko Maxwell, sportscaster of WWRL, New York, has signed with Football News, national sports newspaper, to conduct a weekly column covering football happenings. Maxwell conducts column in Colyer’s Baseball World.

Muirillo Schoefield, former stage actor and freelance radio actor, has joined KYW, Oklahoma City, as continuity writer and announcer.

Wash-Room Torches

Following the recent Kentucky-Vanderbilt football game at Lexington, Ky., Dick Brays, sportscaster of WLW, Cincinnati, Ohio, is ready to go on the air with his regular after-game Football Scoreboard quarter-hour only to find that the shades of evening were fast descending and the stadium press box had no lights. Responding to the emergency, Paul Jones, WLW-WSAI, announcer, commissioned two colored boys to stand on either side of Brays, holding flaming paper towels which he busily gathered by the armload from nearby washrooms. Bray read off his scores in the flickering light and the show went on without a hitch.

Florence Woodward, continuity writer of WAIJ, Chicago, has been appointed the station’s national defense program coordinator, handling the national defense programs broadcast on WT.

Hooper White, formerly of the announcing, continuity and production staff of WMVY, East St. Louis, Ill., has joined WCFL, Chicago, as assistant to the program director and production manager, George Case.

Louise E. Hartman, formerly program director of KOCY, Oklahoma City, has joined the continuity department of NBC, Chicago, replacing John L. Lagen who is on leave of absence.

Henry Miscelwitz, Hollywood commentator, and Mrs. Carolyn Cowen of Miami, Fla., were married Oct. 7 in Las Vegas, Nev.

Bob Meikle recently was named publicist of KROW, Oakland, Calif., succeeding Don Locus, who left to join the radio department of Errin, Wasey & Co., San Francisco.

Janet Kistemann, traffic manager of KVA, San Francisco, recently announced her engagement to Lloyd Franke of the U.S. Coast Guard. A December wedding is planned.

Alan Fort, announcer of WIP, Philadelphia, has joined WBNT, Buffalo.

Hal TCNIS, program director of WPFG, Atlantic City, is the father of a baby born Oct. 16.

Bob Tutt, announcer of KBOY, Sacramento, Calif., recently joined KSFQ, San Francisco.

Will Hirt, formerly conductor of the Farm Journal on KSFQ, San Francisco, recently given a commission of captain in the Army, has been transferred from California to Fort Greely, Kodiak, Alaska.

Ruth Turtel, formerly of KLQ, Oakland, Calif., as writer-producer, succeeding Terry Holcicht, who resigned to return to Los Angeles.

Jack Skinner, formerly in the publicity departments of NBC and CBS, and with radio director of the National Community Chest drive, on Oct. 13 joined Warwick & Legier, New York, as publicity director, a position which has been vacant for some time.

Shirley Ward and Philip Van Dyke, Hollywood radio writers, have sold an original drama titled “Three Times Yesterday”, for use on the weekly CBS Screen Guild Theatre, sponsored by Gulf Oil Co.

Mike Pecarovich, Hollywood commentator, has been signed for a similar role in the Century-Fox film, “Rise & Shine”, now in production.

Carey Cronan, news editor of WELI, New Haven, is publicity director for the Republican party in the coming New Haven election.
HELEN WATTS SCHREIBER

HELEN WATTS SCHREIBER—former singer of the New York American, has been in Des Moines, last February with quarter-hour broadcast on home economics, is now on a 30-minute schedule and now has one of the best success stories in radio. Her series has been expanded to accommodate six sponsors and the major audience to those who were included on the first 15 minutes have renewed. Mrs. Schreiber is a native Iowan, born in Des Moines and was graduated from the Home Economics School of Iowa State College. Her career in home economics began when she conducted the Register and Tribune cooking school in the Shrine Auditorium in 1931. She has since become a nationally known lecturer, writer and radio personality.

LOIS DASHER, assistant to Lloyd Dennis, program director of WJZ, Washington, announces her engagement to Hal Elkins, forest of Frederickburg, Va. They met last April at the wedding of Ernest McElveen, WJZ newsmen, and Tony Pagan, secretary to Arch McDonald, sports announcer.

FRED FOX, in charge of radio for the San Francisco Community Chest, has joined KFEO, San Francisco, as a writer.

HECTOR CHEVIGNY, Hollywood radio writer, has had two original stories, Not All Geese Fly South, and The Naturalization of Joe Mendoza published in recent issues of Saturday Evening Post and Liberty, respectively.

EDDIE DOOLEY, who conducts Football Forecast on MBS, Thursday, 11:30-11:45 p.m., last week started a new series of sportscasts three times weekly on WNEW, New York, Tuesday, Thursday and Saturday, 11:30 p.m. Bob Condino is heard on the station Monday, Wednesday and Friday at the same time.

EDDIE EVANS has been promoted to production manager of KOMA, Oklahoma City, succeeding Jack Mitchell, who has gone to Chicago to handle a network show. Bob Duer is returned to KOMA after a year's absence to relieve Dan Bowers, who is going to Chicago with Mitchell.

DICK MORRIS, formerly of WABY, Chicago, has joined the news and special events staff of WBIS, Indianapolis.

JAY ADAMS, at one time with Pennsylvania stations, has joined WCHS, Charleston, W. Va., as promotion manager.

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ARTHUR SCOHENFuss, formerly CBS studio engineer in New York, who was drafted last March, recently was commissioned at Camp Wheeler, Macon, Ga., as a second lieutenant in the Signal Corps Reserve and transferred to Fort Monmouth, N. J.

CHARLES LINES, engineer of WMAN, Mansfield, O., is the father of a seven-pound boy.

J. C. McCOWEN, former transmitter technician of KSO-KRNT, Des Moines, has accepted a position with the APTU.

ARTHUR TUTTLE has joined the engineering staff of WELH, New Haven, succeeding Ted Kail, now with WEIM, Fitchburg, Mass.

CHARLES W. DYE, formerly of Rohbird-Root Engineers, joined the engineering staff of WOR, New York, succeeding Chet Babcock, resigned.

BOB FITZGERALD, of the engineering staff of WBIG, Glenwood, Ill., has been made Philadelphia consultant of the Capital Radio Engineering Institute of Washington.

LAWRENCE WALKER, formerly of WFPD, Petersburg, Va., has joined the engineering staff of WBLM, Macon, Ga. He replaced Austin Kimball, now in the Coast Guard.

BERT CAPSTAFF, NBC Hollywood field engineer, has been assigned to the weekly "College of Musical Knowledge," sponsored by American Tobacco Co. on the Red network and now on tour for six weeks or more.

Charles A. Hoxie

CHARLES A. HOXIE, 74, inventor of the first process which made possible the recording of the sound track directly on motion picture film, and former research engineer of General Electric Co., died Oct. 13 at his home in Alplaus, near Schenectady. After working many years as a telephone and radio engine-

Fulton Lewis on Tour

FULTON LEWIS Jr., MBS news commentator, on Oct. 20 leaves for three weeks of defense inspections and lectures in the Midwest and West Coast, continuing his five-weekly 7 p.m. news on Mutual, in addition to his Your Defense Reporter program on Sundays at 9:15 p.m. In the event of grounded planes or other such emergencies, Frank Blair will substitute for Lewis on the 7 p.m. show.

For outstanding performance - strength to meet severest wind conditions and low initial cost use Wincharger Vertical Radiators. These superior radiators are already demonstrating their efficiency and economy in over 300 commercial broadcasting and police stations throughout the United States.

SUNDAY AVAILABLE TO VIDEO OUTLETS

SUNDAY, heretofore barred as a regular broadcast day for commercial television stations under Section 4.261 (a) covering minimum operating schedules in the FCC television rules, may now be utilized in weekly operating schedules, the FCC announced last Tuesday in amending the rules.

The previous rule has stipulated that in compiling the weekly minimum transmission requirement of 15 hours, Sunday could not be used. This was done, according to the FCC, to avoid conflict with Sunday blue laws in certain localities. The amendment, it is felt, will enable localities not subject to blue laws to televise unhindered, although the new ruling does not necessarily supersede any local laws. Sunday television is deemed desirable since it provides larger daytime audiences for outdoor pickups as well as contrast to the weekday night and studio transmissions. The amended Section reads:

- Sec. 4.261 (a) Minimum Operating Schedule, (a) The license of each television broadcast station shall maintain a regular program operating schedule transmitting a standard television signal for a total of 15 hours per week. There shall be at least 2 hours program transmission between 2 p.m. and 7 p.m. on six days of each week, including at least one hour program transmission between 7:30 and 8:30 p.m. on five days of each week.

Foreign Rule Extended

EXTENSION to Jan. 25, 1945 of the effective date of Section 4.45 of the Rules Governing International Broadcast Stations as it applies to WCBLX, CBS radio station, was granted Oct. 14 by the FCC. Rule 4.45 provides that all international stations must operate with a minimum power of 50,000 watts.
RECENTLY SIGNED SPONSOR for 156 newscasts thrice-weekly on WXYZ, Detroit, Berry Bros., Detroit paint manufacturers, officials gathered with members of the WXYZ staff at a Berry Bros. dealer convention at the Detroit-Leland. Gathered about are (l to r), Arthur Kiernan, president of Berry Bros.; Ross Mack, vice-president of Fred M. Randall Co., agency; C. E. Gunn, WXYZ; Harold True, WXYZ news commentator; Dave Anderson, sales manager of the paint company; Jack Greene, Berry advertising manager; Ted Hughes, of the agency.

J. A. Goff
J. A. Goff, for many years manager of the Tacoma office of Pacific National Adv. Agency, died Oct. 10 after undergoing an operation Sept. 24. The Tacoma office of the agency will be handled through Seattle headquarters, according to an announcement by William H. Horsley, president.

On 'Martha Deane'

RECENT sponsors signing for announcements on the Martha Deane program on WOR, New York, are O'Cedar Corp., Chicago (waxes and polishes), through H. W. Kastor & Sons, and Skinner & Eddy Corp., New York for Minute Man Soup and placed through H. B. LeQuatte Inc., New York (Savarin coffee), who came on the program shortly after it started a month ago, the show has three sponsors.

Pacific Group to Hear Ad Problems Discussed

EFFECT of the defense emergency on advertising will be the general theme of the annual convention of the Pacific Council, American Assn. of Advertising Agencies, at Hotel Del Monte, Del Monte, Calif., October 23-24. William H. Horsley, president of Pacific National Adv. Agency, Seattle, is convention chairman.

Speakers will include Carroll L. Wilson, director of the Bureau of Foreign and Domestic Commerce; Guy Smith, of Brooke, Smith, French & Dorrence and chairman of the A. A. A. A.; Leo M. Cherne, of the Research Institute of America; Col. Willard Chevalier, publisher of Business Week; Betina Wilson, fashion and beauty editor of Vogue magazine.

Series 32.8 Rating

MBS broadcasts of the 1941 World's Series, sponsored by Gillette Safety Razor Co., were listened to by 32.8% of the radio families in the United States, according to the Cooperative Analysis of Broadcasting. Figure is an average for all five games. Listening this year compares favorably with that of previous Series, the CAB states, pointing out that in 1938 the Tigers-Cubs series attracted approximately 35% of all set-owners; the 1937 Yankees-Giants series rated 25.3; the 1938 Yankee-Cubs games rated 33.2; the 1939 Yankees-Reds series, 21.3, and the 1940 Reds-Tigers series, 25.2.

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
TO PRESENT in terms of radio what we are defending in America and the need for defending it, MBS on Nov. 9 will start a series of Sunday evening half-hour defense programs as a joint presentation of the Office of Emergency Management and WOR, Mutual New York affiliate. Regulars on the series will be Clifton Fadiman, m.c. of the NBC-Red Information Please program, and Morton Gould, WOR's composer-conductor, as musical directors.

Material for guest dramatic stars for the variety part of the show will consist of adaptations from plays and books by Lillian Hellman, Stephen Vincent Benet, R. E. Sherwood, and others. Interviews with OEM officials also will be featured. Arthur Kurlan, production director of the OEM Radio Section, will produce the series, under the supervision of Julius P. Seebach, WOR vice-president in charge of program operations, and Bernard C. Schoenfeld, chief of the OEM Radio Section.

Making It Clear

TO CLARIFY present issues rather than to create new controversies, is the purpose of the new weekly CBS Pacific Coast half-hour program, What's It All About! Produced by Chet Hulten, under supervision of Donald W. Thorburn, CBS Pacific Coast vice-president, and Frances Farmer Wilder, network's Pacific Coast educational director, the series features round table discussions conducted by Dr. Leo C. Kooten, social scientist and lecturer. Persons prominent in educational circles take part in the discussions.

Cancelled Bills

SLANTED to the home folks with offspring at Kansas U, RU Campus Quiz has started on WREN, Lawrence, Kan. The show originates at Brick's, for 25 years the favorite coke hangout of the campus. The tea-time broadcast interviews with students, who identify themselves and outline their academic pursuits, ending up by answering a trick question, with right answers cancelling his hill with the management.

In the Making

TO ACQUAINT young people with the problems, methods and opportunities offered in various fields of endeavor is the purpose of a new Saturday morning series, Young Americans in the Making on WEEI, Boston. Dramatizing the development of citizenship in the public schools, the programs are sponsored by the Massachusetts department of education.

Citizens in Democracy

STEPHENS College radio division is offering a weekly feature on KFRA, Columbia, Mo., dramatizing the problems of citizenship and democracy. Program will be all student participation.

Defense Health

IN COOPERATION with the Washington Medical Society, MBS is presenting a Thursday evening quarter-hour series from WOL, Washington, entitled National Defense Health Clinics.
PUBLIC SCHOOLS IN Philadelphia are provided the transcribed This Is America by WPEN, Philadelphia, for history and social science classes. The series is sponsored on the station by Hershey-California Fruit Products, Pasadena, Cal., for its Contadina Tomato Paste. Mrs. Eleanor Brown, of Aaron & Brown Phillipsburg agency, handling the account, is having the 3⅛ by 7⅛ size cut to 78 for school phonograph use. Although no commercial plugs are made in the class-room teachers advise the students that the history series is broadcast over WPEN.

Cake Competition

COOPERATING with General Mills in a merchandising stunt for Light of the World, KROD, El Paso, is sponsoring a cake-baking contest. Competition closes at midnight on Halloween, with only Betty Crockers "midnight cakes" accepted—the recipe for the cake being found in a sack of Gold Medal Kitchen-Tested Flour. Hundreds of mimeographed copies of contest rules have been distributed to grocers in the area, and prizes ranging from $15 cash to 12-pound sacks of flour are being offered.

Dual Service

PROMOTING the addition of NBC Blue to its previous NBC-Red affiliation, WFBG, Altoona, Pa., carried a full-page advertisement in the Altoona Mirror, listing NBC programs carried by the station, along with program schedules. The ad also included an announcement of the dual NBC service by Roy F. Thompson, WFBG managing director, and a congratulatory message from William S. Hedges, NBC vice-president in charge of station relations.

Red's Pix

TO MERCHANDISE the new NBC-Red Raleigh Program among tobacco outlets, Brown & Williamson Tobacco Corp., Louisville, is distributing through salesmen a 10-page multi-colored brochure containing picture of Red Skelton, comedian, and the rest of the cast, and press clippings from the comedian's latest movie, Whistling in the Dark. Booklet was prepared by the agency, Russell M. Seeds Co., Chicago.

Tell Your Story in Sunshine Land...

The winter vacation land of the southwest offers you a big market that you can reach more easily and effectively over KROD. Let us tell you all the facts about the El Paso Southwest.

Broadcast Advertising October 20, 1941 • Page 45
KMOX, St. Louis
Kroger Grocery & Baking Co., Cincinnati (food), 13 weekly, thru Ralph Jones Co., Cincinnati.
Richmond Brothers, Cleveland (men’s clothing), 5 weekly, thru McCann-Erickson, Cleveland.
Fitzpatrick Bros., Chicago (Kitchen Kettle), 16 weekly, thru Arthur Meyerhoff & Co., Chicago.
Roosevelt Oil Refining Co., Oil City, Pa., 3 weekly, through Kenyon & Eckhardt, Chicago.
General Motors Detroit (Chevrolet), 12 weekly, thru Campbell-Ewald Co., Detroit.
Redstone Motors Co., Chicago (Monarch Finger Foods), 18 weekly, thru Rogers & Smith, Chicago.
Bulova Watch Co., New York (Bulova Wristwatches), 70 weekly, thru Blow, New York.
Vicks Chemical Co., New York (Vicks), 3 weekly thru Marshall & Pratt Co., N.Y.
Dodge Division Chrysler Motors. Detroit (Dodge Cars), 4 weekly, thru Ruth- rraugh & Riddle, Detroit.
Heidji Corporation, Columbus, Ga., (Royal Crown), 4 weekly, thru Battles, Columbus, Ga.
Columbus Brewing Co., St. Louis (Alpen Braul), 10 weekly, thru Olion Advertising Co., St. Louis.
CJC, Winnipeg
National Drug & Chemical Co. of Canada, Ltd., 29 weekly, thru A. McKinnon Ltd., Montreal.
Chem-Hi, St. Louis, 4 weekly, thru John H., 6 weekly, thru John W. Queen, Boston.
Innova Bait Co., Scranton, 3 weekly, thru J. J. Mathies Inc., N.Y.
Mr. Public, New York (molasses), 5 weekly, thru Joseph Katz Co., Balti-
Lever Bros., Cambridge (Syrup), 2 weekly, thru Rothraugh & Ryan, N.Y.
Vick Chemical Co., New York (proprietary), 2 weekly, thru Morse Interna-
New Kettle Co., Cohobus, Ga., as series, thru BBDO, N.Y.
Oyster Shell Products Co., New Rochelle, N.Y., as series, thru Cecil & Freheyre, N.Y.
Artistic Refining Co., Phila., football, thru series, Joseph Kats Co., Balti-
Kroger Grocery & Baking Co., Cincinnati, 17 as thru Ralph H. Jones Co., Cin-
WH, Des Moines
Peter Fox Brewing Co., Chicago, 18 through John L. Spayd & Co., Chicago.
Bunty Bros., Chicago (candy), 180 as thru Froebel, Froebel & Froebel, Chicago.

Z N T, THREE STATIONS CONNECTED BY PERMANENT LINES

Page 46 • October 20, 1941

BROADCASTING • Broadcast Advertising

WLW PARTICIPATES IN FOOD MEETINGS

WLW, Cincinnati, will participate in eight different gatherings of grocers and meat dealers to be held in Ohio, Kentucky and West Virginia during October, according to W. H. Oldham, director of grocers relations for the station.

Miss Bertha S. Newberry, merchandising director of WLW and Mr. Oldham, will speak during the 42nd annual meeting of the Ohio Grocers Assoc. Oct. 21. It is expected to be one of the biggest gatherings of grocers and meat dealers ever held in the state.

The WLW Folios will be present on Oct. 17 at the Northern Kentucky Grocer’s Convention. First Grocer’s Day, the Folios will be distributed.

Other WLW entertainers will attend the Canton wholesale grocers meeting Oct. 20 at Lima, Ohio. The Hubbard Grocery Co. dealers meeting Oct. 21 at Charleston, W. Va., at the Hamilton, Ohio, Retail Grocers Assn. annual banquet Oct. 23, Kanawha County Retail Grocers Assn. meeting Oct. 27 at Charleston, W. Va., and the gathering of the newly-formed Fayette County Retail Grocers on the 31st at South Charleston.

Miss Strawy recently spoke at the convention of the West Virginia Assn. of Retail Grocers, Sept. 29-30, at Huntington. While in the state, Mr. Oldham also addressed the gathering explaining the WLW plan for the national Year of Grocer Grant, station stationer, originated broadcast of a regular news program from the Fairchild Hall Sept. 22, as well as two dummy broadcasts during the course of the program.

Radio Groups Are Named In Direct Mail Awards

MBS and NBC, along with WOR, New York, and WBWA, Tokepa, Kan., were included in a group of 50 award winners the 1941 Direct Mail Leaders announced Oct. 1 at the annual banquet of the Direct Mail Advertising Assn. at Montreux, Switzerland, at the convention of one of 14 special awards announced at the convention, receiv-

The 13th annual contest, sponsored by DMAA, was open to all users of direct mail advertising. Cited for the “leader” awards were Robert Beck, president of the Direct Mail Leaders, for advertising and promoting, for MBS; H. E. Bissom, promotion manager for NBC; and Clyde Lundy, general manager, for WBWA; Joseph Cramer, promotion and research director for WOR, Wash-

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ART DRY CLEANING Co., Cincinnati, is sponsoring on WCKY, Cincinnati, six 10-minute newscasts weekly, featuring Rex Davis. Agency is Allen, Hackett & McDonald, Cincinnati. National Schools, Los Angeles (diesel training), through Huber & Hage, New York, has contracted for sponsorship of daily 7-7:05 a.m. newscasts by Gordon Gray on WCKY.


GROVE LABS, St. Louis (Bracco Quinine), on Oct. 13 started Todd Morning & the News, quarter-hour program, three times weekly for 22 weeks on WBBM, Chicago. Agency is J. Walter Thompson Co., N. Y.

LYON VAN & STORAGE Co., Los Angeles, is sponsoring weekly participation in a late evening newscast, KABC-Music on KKNV, Hollywood. Contract is for 26 weeks, having started in late September. Firm recently renewed for a similar period, to participate in Art Baker’s Notebook and Marshy’s Garden Patch, on KFI, Los Angeles. Radio schedule also includes six transcribed spot announcements per week on KFV, Glendale; KOR, Santa Barbara; KGB, San Diego. Agency is Bredo, Hollywood.

PETER HAND BREWERY Co., Chicago (Meister Brau beer), has started quarter-hour weekly transcribed dramatization of short stories from Liberty magazine on WGN, Chicago. Company is now sponsoring 2½ evening hours a week on WGN. Agency is Mitchell-Vanart Adv. Co., Chicago.

BOOK HOUSE FOR CHILDREN, Chicago (publishers), on Oct. 18 started participation three weekly for 26 weeks on the quarter-hour every Woman’s Weekly broadcast five days a week on WBBM, Chicago. Agency is Presba, Fellows & Presba, Chicago.

PLANTERS NUT AND CHOCOLATE Co., Wilkes-Barre (Planters mixed peanuts), through Goodkind Juice & Morgan, Chicago, affiliate of Raymond R. Morgan Co., Hollywood, started sponsorship of news programs five days a week on WHAM, Rochester, quarter-hour daily; WJR, Detroit, five minutes daily; WPAA, Dallas, five minutes daily.

ACME BREWING Co., San Francisco (beer and ale) recently substituted the transcribed Barrel of Fun program with Charlie Bagdas, on KPO with four weekly five minute programs by Monica, entitled, They All Say Yes on KPO and KGO. Agency is Bratcher, Davis & Staff, San Francisco.

PACIFIC MOLASSES Co. Ltd., San Francisco (Hawaiian cave molasses for livestock and poultry) recently started three participations weekly on the Farm Journal, conducted by Austin Fenger on KSFQ, San Francisco. Agency is Gerth-Kiernan Adv., San Francisco.

BRITISH CERAMICS & CRYSTAL Ltd., Toronto (English china), has started Sunday evening Melody Lane and a twice-daily spot announcement campaign on CKOC, Hamilton. Oct. Account is placed by F. H. Hayhurst Co. Ltd., Toronto.

MAPLE LEAF MILLING Co. Ltd., Toronto (cereals, pastry flours), on Oct. 20 starts three-weekly 10-minute transcribed programs on a large number of Maritime and Western Canada stations. Account was placed by Cockfield Brown & Co., Ltd., Toronto.

WESTERN CANADA FLOUR MILLS Ltd., Toronto (Pioneer Feeds), has started a spot announcement campaign on a number of Ontario and Maritime stations. Account was placed by A. McKim Ltd., Toronto.


RADIO, newspapers and magazines will be utilized by United Artists Studios in its $100,000 campaign to publicize the Walter Wanger Production’s film, “Sundown,” which goes into national release Oct. 31.

In fact, KTAR was invited to plan the entire ceremony officially dedicating Luke Field, new $4,500,000 Army Air Corps Advanced Training Base, near Phoenix. Cooperating fully, Uncle Sam’s Airmen joined in making it a sensational broadcast climax by the dedicatory reflections of Sidney P. Osborn, Governor of Arizona. It was KTAR’s 37th Special Event for the National Broadcasting Company... another example of the type of leadership that makes KTAR the preference of listener and advertiser alike in the rich Arizona market.

HILLS Bros. COFFEE Inc., San Francisco (Red Can coffee), during October is conducting a series of announcements on three Cleveland stations, WTAM WGAR and WINK. Company has been conducting similar four-week campaigns in different markets in the past. Agency is N. W. Ayer & Son, New York.


MILWAUKEE Stockyards has purchased noonday market reports on WTAQ, Green Bay, Wis., which are piped over 115 miles of line direct from Milwaukee daily.

LAUNDRY'S CUSTOMERS
Philadelphia Concern Finds
Program Effective

A FIVE-MONTH campaign on WP, Philadelphia, by Manchester Laundry, Philadelphia, started early in May, has increased the customer list of the concern by more than 1,500. Monthly to advertise the name of "Manchester Laundry", with no direct attempt made to increase consumer sales, the sponsor presented three quarter-hour broadcasts each week at 12:45 p.m.

Sol Reivich, advertising manager of Manchester, decided upon using a musical quiz, awarding 10 sets of movie passes each broadcast to those guessing the correct titles of recordings played by Howard Jones, of the station staff. The program is called Mystery Melodies and tickets are delivered in person to the prize winners by one of the laundry's delivery men. Mr. Reivich gave strict orders to the delivery men that no business is to be solicited during that delivery.

Mail results, according to Mr. Reivich, for the five months of broadcasting, show a steady average of more than 1,000 letters a week. A total of 17,191 have been received during the five months period, of which 1,500 found their way to the sponsor's customer list.

ARTHUR BERGH, composer and formerly head of Columbia Phonograph Co., recording activities, as well as radio director and orchestra conductor, has joined the MGM musical staff.

RED-LETTER DAY in the history of WBAL, Baltimore, is celebrated as the 60,000 watt outlet marks its switch from Blue to Red network of NBC with a luncheon of the Baltimore Advertising Club. Feature of the affair was a transatlantic conversation between NBC correspondents in foreign capitals. Manager Harold Burke here converses with Fred Bate in London. Behind Burke with earphones is A. A. Schechter, NBC director of news and special events.

Death of Elder Thwaites
Delays Debut of KFUN

The death of Ernest Thwaites, president and controlling stockholder, and unfavorable weather conditions for adobe construction have held up the construction of the new KFUN, Las Vegas, N.M., according to E. N. Thwaites, his son, who is now president and general manager. The elder Thwaites, former New York Central Lines western executive who retired three years ago and resided in La Jolla, Cal., died three weeks after the construction permit for 250 watts on 1230 kc, was granted last July 16.

Young Thwaites reports that he hopes to have the station on the air by Nov. 15. He was formerly with KVSF, Santa Fe, N. M. Staff has not yet been selected. The station's studio and transmitter building will be of Southwest pueblo architecture.

Votes for True

HAROLD TRUE, news announcer of WXYZ, Detroit, was one of 16 men and three women nominated in the nonpartisan October primary to contest the nine places on the Detroit City Council. True placed 18th in the list, polling 14,495 votes. The election will be held in November. There was a possibility of a recount, however, inasmuch as the 19th ranking candidate, topping 104 eliminated hopefuls, had 14,491 votes on the first canvas.

AMERICA - THE GUIDING STAR

Americans have come from many lands that speak in many tongues.

The guiding compass has without deviation pointed toward this country as a haven of refuge from persecution and intolerance.

Thus true Americanism and all that it means in life, liberty and the pursuit of happiness has found full expression over this radio station in the mother tongue of eight different nationalities.

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

WHOM
1480 Kilocycles
FULL TIME OPERATION
29 WEST 57TH ST., NEW YORK
Telephone Plaza 3-4206
JOSEPH LANG, Manager

AMERICA'S LEADING FOREIGN LANGUAGE STATION

330,570 RADIO HOMES
In Our Primary — (Certified Mail Count)
"The Listening Habit of Central New England"
750 kc. 1000 Watts

BROADCASTING • Broadcast Advertising
FOLLOWING is the Text of the Supplemental Report on Chain Broadcasting issued Oct. 11 by the FCC (Chairman Fly, Commissioners Walker, Payne and Wakefield; Commissioners Case and Craven dissenting):

On May 2, 1941, the Commission promulgated its Report on Chain Broadcasting by eight regulations setting forth a statement of the policy to be followed by the Commission in licensing stations owned by network organizations. The concluding paragraph of the order promulgating the regulations dealt with their effective date, which, with respect to existing affiliation contracts and station licenses, was set at 90 days from the date of the order. On June 13, 1941, the Commission amended the conclusions of Commissioner Craven and clarified its intent that the 90-day deferment period mentioned in that paragraph shall terminate only on the effective date of any net- work affiliation agreement or replacement for one network as well as to the disposition of individual station licenses. By these actions, it was made evident that the effective date of compliance in either case might be extended from time to time in order to admit the orderly disposition of properties.

Text of Chain Monopoly Order

AT A MEETING of the FCC held at its offices in Washington, D. C., on the 11th day of October, 1941, The Commission having under consideration the petition of the Mutual Broadcasting System, Inc., dated July 2, 1941, requesting that the Commission hold and determine whether or not the regulations promulgated and promulgating regulations applicable to radio stations engaged in chain broadcasting were made in violation of the regulations dealing with option time for contract, arrangement, or otherwise, which prevents or hinders another station serving substantially the same area from broadcasting any program of the network organization.

The broadcast day is divided into 4 segments before the network agrees to the disposition of individual licenses or network organization station.

The last paragraph of said order is hereby amended to read as follows:

Section 3.102. No license shall be granted to a standard broadcast station having any contract, arrangement, or which prevents or hinders another station serving substantially the same area from broadcasting any program of the network organization. Shifts of time options correspondingly cease.

Section 3.103. No license shall be granted to a standard broadcast station having any contract, arrangement, or understanding which prevents or hinders another station serving substantially the same area from broadcasting any program of the network organization. Shifts of time options correspondingly cease.

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Text of FCC Supplemental Report on Chain Broadcasting
in the smaller and less powerful stations, and that the elimination of territorial exclusivity would prevent a regular affiliation between a network organization and a station.

In order to clarify the meaning of Regulation 3.102, the Commission has determined to add the following sentence to that regulation:

"This regulation shall not be construed to prohibit any contract, arrangement, or understanding between a station and the establishment and intended furnishing by the latter of the programs of the network organization."
of station time by networks. Networks have heretofore successfully operated without option time. However, it is clear that some option-time periods and network programs in order to clear the same period of time over a number of stations for network programs will operate as a business convenience.

Within certain limits, it should be possible for stations to sell option time for network programs without interfering too seriously with their local program requirements, with their local and network-spot business, and without restricting the access of competing networks to those stations. The Commission believes that the option-time regulation as herein amended accomplishes that result.

**Day Is Divided Into Four Segments**

Under the amended regulation the broadcast day is divided into four segments: 8 a.m. to 1 p.m.; 1 p.m. to 6 p.m.; 6 p.m. to 11 p.m.; and 11 p.m. to 8 a.m. A station is permitted to schedule anything in these hours each segment to one or more network organizations on a non-exclusive basis.

The regulation provides that the hours covered by option must be specified hours; for, if a roving program were for station, it would be effectively prevented from scheduling any non-network programs during any of the hours on which such roving program might conceivably settle. Stations are prevented by the regulation from optioning any period to be subject to call on less than 66 days' notice.

The call period currently being utilized by networks. This lengthening of the call period will give stations greater freedom in scheduling local and non-network national programs during the hours of the broadcast day which are subject to network option; for such programs, even though subject to be moved, may be assured of at least eight weeks of continuous broadcasting. Now that the increase in the call period will seriously affect national network business for the networks have pointed out that there is a long-range business and that large-scale national advertising network programs and network programs are usually planned on a scale long in advance, that the present system of scheduling one or two of the stations throughout the broadcast days and to two ahead of the actual commencement of the broadcast days. Under such circumstances, it does not appear that a 66-day call period would impose any serious hardship upon national network operations.

One of the results of the amended option-time regulation is that during at least two specified hours within each of the important three segments of the broadcast day, in the morning, afternoon and evening, a station may not option time for network programs, so that non-network programs will be available during these hours without fear of removal as a result of network options. During the night segment, from 11 p.m. to 6 a.m., a station may option up to three hours for network programs. For the most part, these programs are popular with those hours have been local programs; but some networks, Colonial, for example, have originated programs during the early morning or late evening hours which

GRAPES MEAN DOLLARS to California's wine industry and so a bumper crop is news to KROW, San Francisco. The station carried three reports from the annual Lodi Grape Festival held 106 miles from San Francisco, all sponsored by the Shewan & Jones Winery. Aiding in the broadcasts were (1 to r), Frank Watson Jr., vice-president of the festival; Grenge M. Steele, mayor of Lodi; John R. Chapel, KROW news editor; James Crescenzi, president of the LODI Chamber of Commerce; Leon E. Munier, of California Wine Institute.

This is an all-important consideration in the many cities which contain only three full-time stations to which all national networks seek access. Where a station options the same period of time to several networks, the mere existence of the option will not preclude network competition; for that period of time will be available for sale by all the networks holding the option. The first network which is successful in selling an individual period under option will, of course, reap the benefit of the option as long as the time remains sold.

Although they have used only a fraction of the time over which their options are currently offered, CBS and NBC have been able to prevent a competing network from using the unused time of their affiliates simply because those periods are under option to them. Under the amended option-time regulation, NBC and CBS will be able to exclude other networks only in the event and to that extent they may actually utilize the time under option.

**Sees More Competition Among Networks**

The non-exclusive option should be instrumental in fostering competition between networks and at the same time should make it possible for a network organization to clear time over a number of stations for a network program. Without any option of time of the greatest obstacle in the way of clearing the same period of time over a number of stations for a network program would be the fact that many of the stations might have scheduled local and non-network national programs during various periods of the broadcast day.

During whatever period of time is included within the non-exclusive option, local and non-network national programs will be subject to be moved on 66 days' notice. A station must remain free, however, to sell or option time, included within the non-exclusive option period but not actually being utilized for a network commercial program, to one or more other network organizations.

After the expiration of the regulation in support of the non-exclusive option against those advanced in opposition, the Commission has come to the conclusion that the non-exclusive option appears to be a particularly appropriate solution of the problem presented by network programs and at the same time of fostering competition in the network advertising field.

The Commission has rejected the proposal, suggested but not unqualifiedly recommended, in the Memorandum of the station to option exclusively to one network the particular periods of time utilized by that network for commercial programs over the stations during the preceding year. An exception to that extent it encompasses the most valuable broadcast hours, approaches the effectiveness that under exclusive option causes a network contract in denying other networks access to a station and, is therefore objectionable.

The Commission believes that a such a restraint upon competition is inconsistent with the freely competitive system contended for by Congress in the Communications Act of 1934. An exclusive option, to the extent that it encompasses the most valuable broadcast hours, approaches the effectiveness that under exclusive option causes a network contract in denying other networks access to a station, and, is therefore objectionable. That is the policy given in the Report for the elimination of exclusive affiliation.

Nor is the fact that a given network is paying a certain rate for a period of time over a station any real justification for placing that time under exclusive option. A network which has a contract for a commercial program with a sponsor and which has been sending the producer a number of its affiliated stations throughout a season already has an almost insuperable disadvantage. A network for a program for another year; for commercial program series are frequently renewed year after year. A network to have an exclusive option over its affiliated stations on the periods utilized for commercial network programs would effectively destroy the possibility of competition for those periods.

**Multiple Network Operation by NBC**

The Commission has determined that suspending the Independent Television Regulations 3.107 which provides that no license shall be granted to a standard broadcast station affiliated with a network organization which maintains more than one network. Separate ownership of what are now considered to be the local stations of NBC is so generally recognized to be desirable that we believe a moratorium will be lifted by the spur of a legal mandate. Any policy requiring the sale of substantial properties should be applied uniformly. For the preservation of fair values, and the Commission wishes to avoid the dismemberment of NBC to effect a forced sale.

In addition to suspending this regulation, the Commission has approved a proposal that the placing the regulation in effect shall provide for a period of at least six months between the announcement of the effective date, and for further extension of the effective date from time to time if the interest of the public will so require. As amended, the paragraph setting forth the effective date of the
In radio, too, it’s Better to be Lower

A low frequency station has a longer wave-length. A longer wave-length means a stronger signal. WMCA at 570 kc. has the lowest frequency of any station in New York. Aided by its preferred dial spot WMCA with 5000 watts is able to reach over 12,500,000 people with a signal strong enough to sell them.

WMCA FIRST ON NEW YORK’S DIAL

Where Power Means People

The biggest C.B.S. shows—plus the best local entertainment—make our 5000 watts penetrate to more people in the Dayton area.

WHIO IS THE DAYTON MARKET
BASIC CBS • 5000 WATTS
G. F. HOLLINGEBY CO., Representative

Chains Broadcasting regulations reads as follows:

It is further ordered that these regulations shall become effective immediately. Provided, That, with respect to existing contracts, arrangements or understandings, or network organization station licenses, the effective date shall be deferred until November 15, 1941: Provided further, That the effective date of Regulation 3.106 with respect to any station may be extended from time to time in order to permit the orderly disposition of properties, and provided further, That the effective date of Regulation 3.107 shall be suspended indefinitely, and may further order of the Commission's opinion said Regulation 3.107 in effect shall provide for not less than six months' notice and for further extension of the effective date from time to time in order to permit the orderly disposition of properties.

Conclusion Reached By FCC Majority

Other considerations have motivated the Commission in this decision. The Commission is desirous of seeing that the network which is disposed of by NBC is transferred to a responsible new owner as a going organization with its personnel, talent, programs and stations intact as far as possible. NBC's existing stations and those that it may negotiate in the future will be an important factor in the continued efficient and effective operation of its networks. Therefore, pending the development of plans for the disposition of one of the NBC networks as a unit, the Commission has deemed it wise to suspend this regulation.

The Commission adheres to the views expressed in its report on Chain Broadcasting. It is of the opinion that the chain broadcasting regulations will tend to decentralize the tremendous power over what the public may hear in the major network organizations, and will remove existing restraints upon competition without interfering unduly with the operations of the network organizations.

The Commission has further concluded that the regulations may be amended as set out above without sacrifice of these objectives, and that the amendments will additionally insure that no aspect of the network broadcasting structure will be unnecessarily or unduly disturbed.

For the reasons stated at pages 77 to 79 of its Report, the Commission has determined that its chain broadcasting regulations should be applicable to regional as well as national networks. Special circumstances and considerations may be applicable in the case of regional networks, and the Commission will examine diligently further representations on their behalf with especial care.

The Commission stands ready at all times to amend and modify its regulations upon the petition of any network, national or regional, or any station or group of stations if it can be shown that these regulations prevent profitable network operations, or unduly disturb any aspect of broadcasting, or that because of special or changed circumstances the chain broadcasting regulations should not be applicable to any particular situation.

Tubes X-Rayed

Instead of waiting until a tube gives trouble, engineers of KSTP, St. Paul, are applying the physicians' technique of diagnosing the illness before the "disease" manifests itself. A specially designed X-Ray machine has been set up at the 8,000-watt transmitter. The machine is equipped for both fluoroscope and photographic operation. Principal defect unearthen by X-Ray examination is filaments which have become unhinged from their fastenings. Heat warped grids also have been discovered before the tube revealed any outward sign of trouble.

Miller Condemns FCC's Net Rules

Claims They Merely Are the Former Ones in New Dress

TEXT of statement Oct. 12 by Neville Miller, president of the NAB, in commenting on the FCC's new network rules follows:

For all practical purposes, the so-called "modified" rules now issued by the Commission are just as dangerous to broadcasting as the original regulations promulgated in May of this year. As the Commission majority says, these rules if enforced "will be certain to result in deterioration of the present excellent public service programs now rendered to the nation by the radio industry."

Legal Authority

The Commission has announced that it will not at this time require NBC to dispose of one of its two networks and that NBC will be given six months' notice if the Commission changes its mind. Did the Commission ever have the right to compel an broadcaster to dispose of his property? The law says that it has not.

The Commission announces that in the future it will grant broadcasting licenses for two years instead of for one year as in the past. The law says that licenses may be granted for three years and, as the minority members of the Commission point out, this is just the time to enhance radio's service to the public by extending the license period to the legal limit of three years.

In a New Dress

The Commission is apparently attempting to create the impression that it wants to aid the broadcasting industry and that it has substantially modified its original drastic rulings in response to widespread public demand. The fact is that these new rules are merely the same old regulations in new dress. They threaten the future continuity of orderly broadcasting as seriously as did the original regulations. And they threaten that service at a time when radio is playing a vitally important role in our program of national defense.

Apart from the manifest danger to broadcasting service in the United States, the Commission's latest action raises a serious pub-

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We take pleasure in cooperating with the American Association of Advertising Agencies by reinstating our 2% cash discount, effective immediately.

We appreciate the business given us in the past, and hope this step further warrants your support.

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The Voice of Central Illinois
Represented by International Radio Sales

BROADCASTING • Broadcast Advertising
War of Statements and Replies Waged By Fly and Paley Over Network Rules

A BATTLE of statements between FCC Chairman James Lawrence Fly and CBS President William S. Paley developed Saturday and Sunday (Oct. 11 and 12) following release of the FCC's chain-monopoly regulations.

Chairman Fly first issued a statement, released by the FCC press room, commenting on the regulations and asserting that the Commission "stands ready to meet with the parties in interest and to make such further modifications as will accomplish the basic purposes".

When Mr. Paley later announced that CBS regarded the regulations as a direct threat to freedom of the air and announced that CBS promptly would appeal, Chairman Fly released a second brief statement alleging that CBS had refused to submit to any form of regulation.

Paley Describes 'Tempting' Offers

Mr. Paley countered with a "reply to the reply" and referred to "demagogic charges" that CBS defined lawful and proper regulation. He repeated his previous statement that the modifications made were not substantial and that "far more tempting ones were offered to the major networks by Chairman Fly, provided we would surrender our rights to contest the legality of the new regulations".

The statements of Chairman Fly and Mr. Paley, in the sequence in which they were issued, follow in full text:

James Lawrence Fly, chairman of the FCC, today (Oct. 11) "stated that the controlling objective in the amendments to the chain broadcasting regulations has been to achieve a greater measure of stability throughout the broadcasting industry. The Chairman expressed the thought that the extension of the period of all broadcasting station licenses from one to two years would tend to produce more stable conditions generally and to lessen the procedural difficulties involved in more frequent renewals. The same consideration led to a like modification of the rule limiting the duration of network affiliation contracts, extending that period from one to two years."

In regard to the suspension of the earlier rule requiring NBC to dispose of one of its two networks, Mr. Fly said: "I believe there has been general acceptance of the principle here involved. In the light of existing conditions, however, the Commission has felt that every opportunity should be extended the company to arrange its affairs and to negotiate the disposition of one of its networks without there being any form of legal compulsion. It is important that at this juncture nothing be done which will materially affect the values of properties or render unstable current operations of any network."

Provision Governing Option Time

The chairman further stated that similar considerations have led to a modification of other of the rules pertaining to the relations of the individual stations to the networks. A period of three out of the five hours of each segment of the broadcast day may be committed to network operation by placing those hours under option to one or more networks on a non-exclusive basis. While additional time may be purchased by frequent networks or contracted outright to them, it is hoped that sufficient time will remain

COMMENDATION for public service was bestowed on George Lasker (left), general manager of WORL, Boston, during a recent Millions For Defense broadcast, New England's own official program now in its fourth month on WORL. Furnishing the verbal laurels is Boston's mayor, Maurice J. Tobin (right), as Gordon Wayne, m. c. of the show, interestingly looks on.

Mr. Fly capped the remarks by concluding: "The question with respect to the powers and duties of Congress and its responsibility to the people. There is before Congress right at this moment proposed legislation dealing with the future conduct of radio broadcasting in this country and particularly network broadcasting. Under a bill now before the House Interest & Foreign Commerce Committee, the FCC is directed to report to Congress upon some of the very matters with respect to which the Commission itself is now attempting to legislate. There is no doubt that the radio law should be substantially amended. It is hopelessly antiquated. But that is a function of the Congress. Radio belongs to the people. It is they, and they alone, who should decide its future course. They can make that decision through their elected representative in Congress."

The question is this: Is radio to be strengthened rather than handicapped at a time when it is performing so essential a part of national defense? In view of the pending radio legislation now before the Congress, the answer to that question, it seems to me, is squarely up to Congress.

"He enlisted after hearing a recruiting spot on WFDF Flint Michigan. Quick, I'll shake you for him!"
"We rely on KRNT to keep our order desks busy"

When his company began selling coal at retail in Des Moines, John Shuler decided to concentrate consumer-advertising on Station KRNT.

From the very beginning, response was so satisfactory that no other form of advertising was necessary. This fall, Shuler is using KRNT for the sixth season.

Over and over again, KSO and KRNT have proved they can "carry the ball" for advertisers using radio adequately. Except for network affiliation, KSO and KRNT are near-twins. Both have 5000 watts. Both have strong trade-recognized. Both have fine records of sales accomplishment.

With Iowa farm-income at a new high ... with defense activity increasing Des Moines payrolls 20% or more ... it's well to have KSO and/or KRNT on the job to increase your sales to more than a million people in Iowa's No. 1 market—Des Moines and its extensive trading area.

KSO NBC BLUE AND MUTUAL 5000 WATTS
KRNT BASIC COLUMBIA 5000 WATTS
The Cowles Stations in DES MOINES

Represented by The Katz Agency

available within the two-hour period to meet the needs for local public expression and other local interest.

Chairman Fly further stated: "The Commission has engaged in a long study of these matters and in extensive discussion with the heads of the networks. It will carefully observe the operations from month to month in the future and will always stand ready upon any appropriate showing to review the rules in light of actual operations. It is our intention to foster wholesome competition and to provide the diversity in the control of the channels of information which is so essential to our democracy."

"At the same time, we recognize that there must be a continuance and indeed an extension of network operations and that those operations must be upon an efficient and profitable basis. Whenever it may be shown that in the course of actual operation these regulations fall short of any one of the basic objectives, the Commission stands ready to meet with the parties in interest and to make such further modifications as will accomplish the basic purposes."

Called Threat to Freedom of the Air

Following is the CBS statement with regard to the FCC regulations issued Oct. 11.

CBS will appeal promptly to the Federal courts to stay the usurpation of power by the FCC which Columbia regards as a direct threat to freedom of the air and therefore as dangerous to the public.

Columbia will ask the court to enjoin the Commission from enforcing a set of disruptive regulations originally announced on May 2, and now ordered to be effective Nov. 15. Changes announced by the Commission today fall to avert the evils inherent in its original action. The Commission, in announcing the modifications today, talks of stability when in reality it is creating instability and only creates confusion when it talks of promoting competition whereas it is merely forcing chaos. These regulations forbid arrangements between networks and stations which are necessary to the orderly and successful conduct of network broadcasting in this country.

William S. Paley, president of Columbia, said:

"From the moment these regulations were issued, Columbia has contended that the American people are greatly satisfied with the present machinery of broadcasting and do not want it wrecked. Columbia has further contended that the present radio law does not give the Commission the power to institute the drastic, revolutionary changes in radio it now seeks to make. Without the justification of any public outcry against the present system, the Commission has chosen a time when the utmost energies of the broadcasters should be bent toward discharging their important part in the national emergency to weaken and undermine our whole structure.

Refers to Offer of Greater Concessions

"Chairman Fly was willing to make greater concessions than those insubstantial ones announced today provided the major networks would agree not to contest in the courts the jurisdiction of the Commission. Columbia, however, believed it owed a duty to itself and to the public to have its day in court, since it is sincerely convinced that if the Commission can exercise the powers it now seeks to exert, its grip on broadcasting will be so throttling that freedom of the air will be a thing of the past, just as a time when the minds and hearts of most Americans are so set on preserving essential liberties at home as well as abroad.

"I want to bring home to the public that the Commission is stretching its loosely defined authority far beyond any area of regulation it has ever attempted to invade before. Never in all the 14 years the present law, in substance, has been on the statute books has the Commission claimed to have, or sought to exercise this drastic power. Thus it is 'moving in' to render broadcasters more and more subservient to it. Soon the broadcasters will not be able to call their souls their own. Imagine a free press surviving under similar encroachment on newspapers and magazines, and you will have some idea of what is happening to radio under the cloak of an unjustified cry of monopoly."

"Columbia believes, and in the past has sought to show, that these

FROM THIS THREE-STORY building WAVE, Louisville, began operations, leaving the Brown Hotel studios it had used since the first broadcast Dec. 30, 1933. WAVE occupies 15,000 square feet in this Radio Center, as modern as any in the nation. The studio auditorium is called the largest in the South. A new 5 kw. transmitter was put into service last November.

Quarters are entirely air-conditioned. Equipment is all of advanced design. Some delays have been encountered because of the defense program, but the studios will soon be opened to the public. Work was under Wilbur Hudson, chief engineer, and C. C. Leonard, secretary-treasurer.

BUILDING FOR THE 'TEXAS' NAVY
It was inevitable that Texas with one of the highest volunteer records in the nation, would one day build ships for those boys of hers—MORE AND MORE NAVY VESSELS ARE BEING BUILT IN TEXAS' GULF COAST INDUSTRIAL AREA.

KOSY Full Time 560 kc 1000 watts
WMU Represented by HOWARD H. WILSON COMPANY

ILLINOIS?
WSOY 250 W. 1340. Full time. Sears & Ayer. Reps. How can we help you?

WSOY - DECATOR BROADCASING * Broadcast Advertising

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new regulations were unnecessary, unlawful, and definitely destructive of freedom of the air. Further, it has been shown that the high standards which the major networks have been able to maintain solely because they were able to build on a stable basis and to profit by the public goodwill they could create, are seriously threatened.

"There is only one possible solution for the present unfortunate situation—a staying of the new regulations and the enactment of a new radio law which will definitely delimit the powers and duties of the FCC and which will embody such changes as the Congress may want to make in the light of modern developments in the art of broadcasting. Columbia is dedicated to doing its utmost to bring about this solution."

Fly's Reply to Paley Statement

Responding to the statement of William S. Paley, Chairman Fly stated:

"It is hardly appropriate for me to engage in a contest in exaggerations of advocacy. The new rules contain generous modifications not even discussed with Mr. Paley. The public ought to know, moreover, that CBS has always refused and continues to refuse to submit to any form of regulation regardless of the public interest reflected therein. The public ought to know also that no member of the Commission has ever questioned the propriety of the company going to court on any issue concerning the Commission."

Paley's Reply To Fly's Reply

Following is Mr. Paley's reply to the reply made by Mr. Fly to Mr. Paley's initial statement:

"William S. Paley, president of CBS, tonight (Saturday) replied to an attack on CBS made in a statement by Chairman Fly of the FCC. Chairman Fly's attack, as quoted by the Associated Press, was in reply to a statement issued by CBS earlier today in connection with the action of the FCC in amending regulations on chain broadcasting."

"The Boss says this Tom Wheeler talks Horse Sense"

Tom is a big shot in a big field—agriculture. His reputation rests not alone on his important work for 33 years as editor of the Indiana Farmer's Guide—his devotion to the farmer has won recognition from such figures as the late President Coolidge, Vice-President Wallace and Secretary of Agriculture Wickard. But more vital, he has always had the farmer's confidence and esteem.  

- Tom Wheeler is now a WOWO personality, and his commentaries are exclusively heard on the new WOWO noon program, "FARM HOUSE". Wheeler's daily broadcasts are another evidence that WOWO uses specialists for its public service programs.  

- The whole story on Tom Wheeler is awaiting your call at NBC Spot Sales. Get your copy of it today.

Universal's Annex

UNIVERSAL MICROPHONE Co., Inglewood, Cal., is erecting a two-story factory annex. Of composite material construction and semi-blackout design, main floor will be given over entirely to production and testing facilities of national defense orders as well as complete assembly lines for microphone orders designated by the Army Signal Corps. Second floor will be for storage.
NBC Relies on Fly’s Promise
To Cooperate in Court Ruling

FOLLOWING is the full text of the statement issued by NBC President Niles Trammell Oct. 12 on the FCC's chain-monopoly regulations, as amended:

"We regret exceedingly that in these critical days when NBC is making every effort to assist the national defense program and is giving every cooperation to the Government through its domestic and international broadcasting facilities that a part of the FCC should insist on disrupting our operations and on revising the whole method of network broadcasting.

In the FCC statement of Oct. 11 announcing new rules to govern the business relations of the American broadcasting industry Chairman Fly referred to his discussions with the various representatives of the established network organizations. It should be added that these discussions resulted in utter disagreement as to the Commission's powers and as to the practicability of the new regulations.

Reference to Minority Report

It is significant that the minority report issued by the dissenting commissioners of the FCC clearly states: "We remain convinced that the majority of the Commission exceeds the power delegated to the Commission in the Communications Act of 1934," and further adds: "We fear that the nation's radio service may be seriously impaired at a time when efficient service is most needed...the present is not the time to force revolutionary reforms upon an industry which has served the public interest of the nation, particularly when such reforms bear no relation whatsoever to the national defense effort."

In the hearings held before the Interstate Commerce Committee of the Senate in June of this year on the subject of Senator White's resolution aimed at a review of the orders issued by the FCC, Senator White declared:

"Of course, what troubles me about the situation is that I see in these present regulations the very definite suggestion of an assertion of authority in the Commission to do practically whatever it wants to do if it says it is in the public interest. It is pretty hard to see if we accept these regulations coming within the authority of the Commission why the Commission could not assert almost anything as being in the public interest and then going ahead to do it."

I said in my own testimony last June—and I quote from the record, "I want to make it clear, however, that I am not opposed to the proper regulation of broadcasting under the licensing powers authorized by Congress and administered by the FCC which is a creature of Congress. Such regulation is essential."

Regulation by Man, Not Law, Is Urged

The position of NBC has been consistently that it does not oppose regulation by the Government but that such regulation should be through the processes of law. We have at all times expressed our willingness and desire to cooperate with the Commission and with Congress in any modification of the existing radio law which the progress of the art may make necessary or desirable.

However, we feel that regulation by an administrative commission pursuant to no fundamental guiding law is regulation by man and not by law. The conception of Chairman Fly as to what the existing law is differs diametrically from that of any or all his predecessors. Conceivably that of his successors in turn may again vary sharply.

The broadcasting industry cannot operate on a stable basis and adequately serve the public if it is to be governed by bureaucratic fiat instead of by law. Chairman Fly in his testimony before the Senate Interstate Commerce Committee earlier this year declared, "Now, as to the application of these rules to any station or any group of stations, where the matter is taken into court upon one rule or upon two rules or upon more rules then nothing will be secured except that license until the matter is finally adjudicated by the courts. That has been our consistent policy in the past and it will be in the future."

I am talking about good faith and an expeditious movement into the courts to get the legal matters decided."

In good faith and as expeditiously as possible NBC is ready to present to the courts the far-reaching questions raised by the new FCC regulations. We rely upon Chairman Fly's statement that he will stay the operations of these regulations pending the final outcome of the court proceedings.

Western Electric Plans Absorption of ERPI

ERPI ELECTRICAL Research Products Inc., wholly-owned subsidiary of Western Electric Co., on Nov. 1 will merge with the parent company. All its domestic activities will be carried on as the ERPI Division of the Western Electric Co., according to C. G. Stoll, WE president.

T. Kennedy Stevenson, former ERPI president, will be WE vice-president in charge of the new division, as well as handling general accounting, treasurer's and secretary's departments of the parent company and acting as a WE director.

ERPI's foreign subsidiaries on Oct. 31 will be transferred to a new company, the Western Electric Export Corp., of which Mr. Stevenson will be president. If foreign business has shown marked expansion, it is reported, as theatre owners cut off from European sources of supply have turned to America for equipment.

In addition to Mr. Stevenson, present ERPI officers who continue their duties in the new division under WE, will have the following titles: D. C. Collins, Eastern manager; Clifford W. Smith Western manager; T. E. Shea, chief engineer, although he is temporarily on leave of absence in Government service; F. B. Foster, Jr., comptroller, and F. L. Palmerton, sales manager.

DON DUNPHY, MBS boxing expert, is conducting a new series of football programs titled Dunphy's Football Review Sunday, 3:45-4 p.m.
Nets Seek Stay
(Continued from page 8)

statement, but in terms of actual operation

Clinging to his view that the option time provision “is better for the industry than anything we discussed with the networks,” Mr. Fly said he did not think it could be reasonably suggested that any less generous attitude is expressed in the rules than was expressed in the discussions with the networks.

Mr. Fly said he did not think those would be any extension on the rule covering contract terms, although he would not say flatly there would be none “if it meant getting started in an orderly way”. Then he threw out an observation that had immediate repercussions. He said the Commission would oppose the networks’ apparent principal means of opposition — “political pressure”. This was picked up in the press and brought stern criticism in several quarters. Columnist David Lawrence branded it an effort to cripple the industry of its day in court through threat of reprisal.

Effect On Regionals

Aside from the effect of the time option ban on affiliates generally, it was pointed out that the rules leave regional networks high and dry. Yankee and Colonial Networks, at the oral argument before the FCC Sept. 12, held that time options were essential if these vital services were to continue.

The majority in its report stated it had determined the regulations should be applicable to regional as well as national networks, but said special circumstances and oppositions may be applicable in the case of regionals and the Commission “will examine any further representation on their behalf with especial care”.

Considerable surprise was manifest over the majority’s action in bodily tossing out exclusive time options. It was ascertained that the FCC on Aug. 1 had authorized Chairman Fly, acting as a committee for the Commission in negotiating with the major networks, to compromise the time option controversy by allowing three hours of exclusive option time in each of three 5-hour segments to networks in cities having 4 or more outlets; 2½ hours to cities having three outlets; 2 hours to those having 2 outlets, and 1½ hours in cities with only a single outlet. Why the majority decided upon discarding exclusive options entirely was not explained.

The Commission’s action with reference to the forced sale of the Blue was viewed as indicative of the position it would take in connection with the question of multiple ownership where overlapping service is concerned, since the situations are on all fours. In other words it was thought the Commission would make a pronouncement of policy along the same line, and then essay to knock off the multiple ownership situations one at a time, within reasonable limits to avoid “forced sales”.

RECORDED QUACKS in lieu of artificial decoys was the inspiration of Neel McGinnis, KSTP, St. Paul, engineer, who juggled 260 pounds of recording to the zoo prior to the opening of the hunting seasons. But after feeding several loaves of bread to the birds and being rewarded with some fine contented quacks, the game wardens at the last minute decreed that utilizing a transcription of the ducks’ voice to lure the fowls would be the same as using live decoys, an illegal method. Now Mr. McGinnis sits in his blind with only a squeaky caller which is reported to be driving the game away.

Fish Where the Water’s Alive

FALLS 260 FEET
But Steeplejack Escapes
With Broken Legs

A STEEPLEJACK, working on the towers of WAYS, Charlotte, N. C., had a narrow escape from death last week when the pole snapped, throwing him to the ground. The steel worker, Learden Eberhardt, of Charlotte, who was at the top of the 260-foot pole, rode the pole almost to the ground and then jumped clear. He suffered two broken legs and possible internal injuries but remained conscious after his fall.

The towers were being erected by the Ace High Vertical Radiator Co. of Sioux City, Ia. Chief Engineer Robert H. Rigby of the station said it was possible the accident will not delay plans for putting the station on the air Nov. 1, if the FCC allows the station to take the air with only a portion of one tower.

Meyer Discs

MEYER BROTHERS DRUG Co., St. Louis (Sheraton B1 tonic), has transcribed its quarter-hour Meyer Brothers Minstrel, live daily on KYK, Springfield, and is using the discs thrice-weekly on WSM, New Orleans, and KARK, Little Rock. Sponsor is also participating on MJB Show six days a week on KWK, St. Louis. Agency is Jimm Daugherty Inc., St. Louis.

Fish Where the Water’s Alive

WTAG

COMPLETE CENTRAL NEW ENGLAND COVERAGE

Retailers from one end of the Central New England market to the other are experiencing record breaking sales, thanks to the market’s five hundred different industries—the greater portion of them humming with defense orders. These same retailers are just as aware of the best Central New England radio coverage. Three to one they told Hooper-Holmes, given the choice of any radio station heard in the area, they would use WTAG for advertising. Scores of them regularly practice what they preach.
Fly's Promise
(Continued from page 7)

group of stations, where the matter is taken to court, upon one rule, or upon two rules, or upon more rules, then nothing will be done to that station or to that license until the matter is finally adjudicated by the courts. That has been our consistent policy in the past, and it will be in the future.

"Now, I would not want to say that that would be true regardless of all the activities that these gentlemen might engage in simply to break down the principles of the rules. I am talking about good faith and an expeditious movement into the courts to get the legal matters decided."

Late during the cross-examination Senator Bone (D-Wash.) observed that the only way a station could test out the Commission's jurisdiction would be by getting down to the legal end of the discussion of the order, but that in so doing it might be jeopardizing its whole future.

A Minor Operation

The record shows that Chairman Fly interposed: "If a station wants to litigate this, sir, that is quite all right. We shall be happy to join in the litigation and leave the station on the air until the litigation is completed. All we want is good-faith litigation: To have him move in and proceed expeditiously with the litigation. Then if these regulations are sustained, as I am sure they will be, the station will still remain on the air. All it need do is conform to the regulations laid down. The station will not be in jeopardy. This is not a wrecking operation; this is a minor operation upon some few small clauses in these contracts. That is all it is, except for the Red and the Blue."

When Chairman Wheeler (D-Mont.) asked whether he understood Mr. Fly to mean that "you will not attempt to purge a station because of the fact that it went into court," Mr. Fly responded: "Oh, absolutely not.

During other colloquies, relating primarily to the "forced sale" of the Blue Network, Chairman Fly said repeatedly that ample time would be given for disposition of the property, if NBC proceeded "in good faith."

Gen. Olmstead Is Named As Chief Signal Officer

BRIG. GEN Dawson Olmstead was nominated Oct. 16 by President Roosevelt as Chief Signal Officer of the Army, succeeding Maj. Gen. Joseph O. Mauborgne, who retired recently from active duty after a four-year term. Gen. Olmstead will be ranked as a major general, and has been acting chief signal officer for several months.

A native of Corry, Pa., Gen. Olmstead was graduated from the U. S. Military Academy June 12, 1906. After serving with the 15th Cavalry he was transferred to the field artillery and later detailed in the Signal Corps. During the World War he served for a time as Signal Officer of the 83rd Division and served on the staff of the Inspector General of the AEF.

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco
New WHN Plant  
To Begin Nov. 1

50 kw. Transmitter Located  
At East Rutherford, N. J.

ABOUT the first of November,  
WHN, New York, will begin  
emanating its programs from the twin  
towers of its new transmitter at  
East Rutherford, N. J., less than  
six miles airborne from Times  
Square, with 50,000 watts power,  
instead of the station's present  
5,000-watt transmitter at  
Astoria, Long Island. Move will mark  
another major step in the history  
of the station, which was first  
transmitted on the air March 18, 1922,  
from Ridgewood, N. J., with  
250 watts on  

760 kc.

New transmitting apparatus is  
Western Electric throughout,  
including not only the main 50-kw.  
transmitter but also the auxiliaries  
5-kw. and 1-kw. units which are  
 housed side by side in the 60-foot  
square transmitter building.

Shortwave Receiver

Modern throughout, the building  
contains a studio, workroom,  
sleeping quarters for emergency use  
and a two-car garage in addition to  
lobby and control room. A built-in  
shortwave receiver will pick up  
European programs directly.

A motor generator will provide  
emergency power and an  
arrowing beam from studio to transmitter  
will allow radio transmission of  
programs should the regular line  
connections be broken. Live and  
transcribed programs can also be  
originated from a special studio in  
the transmitter building.

The 409-foot Blaw-Knox towers  
est on concrete bases, which  
in turn are supported on pilings,  
averaging 62 feet in length, driven  
into the salt marsh on which the  
transmitter is grounded. Antennas are  
directional, away from Philadelphia.

Cost $250,000

Installation, costing about $350,-  
000, is being made under direction  
of Paul Fuelling, chief engineer of  
the station. Jansky & Bailey are  
consulting engineers. Construction  
is said to be the most rapid of any  
50-kw transmitter in the country,  
ground having been broken April  
16.

WHN's FM station, W63NY, is  
also well along and this  
transmitter, located at Cliffside, N. J.,  
is to be ready about Thanksgiving.  
Here also the Western Electric  
supplied the apparatus. The towers,  
600 feet above the Hudson River,  
were furnished by Blaw-Knox Co.  
W63NY will operate with 1 kw. at  
first, but will probably install a  
10-kw. transmitter in the spring.

LOOKING UPWARD as the new 50,000-watt plant of WHN, New York, rises into the skies are (1 to r) Herbert L. Petey, station director, along with Tom Kennedy, New York Times radio editor, and James LaMarque, Graybar sales representative.

R. B. Davis Ponders

R. B. DAVIS Co., Hoboken, N. J.  
(Coromalt), after being off the air  
for a few years, may again consider  
using the medium, depending  
upon results of a test recently  
completed on WEEI, Boston.  
Company went off the air when it  
did not get desired results and decided  
not to use radio again. The agency,  
Murray Breese Associates, New  
York, through the test hopes to  
continue the company to return to  
radio advertising next year.

AGENCY

Appointments

MOSS BROS., Philadelphia and Pittsburgh, to J. M. Korn and Co. Inc., Newspaper, radio and outdoor will be used.

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunset oranges, lemon), after considering presentations from several other agencies, has re-appointed Lord & Thomas, that city.

ORIGINAL LUNDSTROM Hat Stores, San Francisco, to Theodore H. Segal, Adv. Agency, San Francisco. Radio will be used in a campaign to start the end of October.


R. B. DAVIS Sales Co., Hoboken, N. J., to Joseph J. Jacobs Jewish Market Organization in the Jewish field. In addition to a weekday morning program on WBYD, New York, a campaign in various newspapers is being held.


AGASH REFINING CORP., Brooklyn, N. Y. (sulphuric acid), to Blair & Thompson Co. N. Y.


LIBBY TO WIDEN

LIBBY, McNEILL & LIBBY, Chicago (food), recently began sponsorship of 15-minute transcriptions, "Terry & the Pirates," five times weekly on KMBC, Kansas City and WGN, Chicago, with other stations to be added later. Discs were cut by Transamerican Broadcasting & Television Corp., New York. Contracts run for five years with cancellation options. Agency is J. Walter Thompson Co., Chicago.

Many recording engineers have rejected the idea of using paper base discs for recording. You may feel that way about them, too. But we think you may change your mind when you see the new, improved Presto Monogram Disc. We sent samples of this disc to a few stations in July. In every case they started to use them immediately in quantity.

They are not as smooth as our glass or re-coated aluminum discs and we don't recommend them for reproducing delayed broadcasts but they're ideal for reference recordings. They're lightweight, easy to file, safe to handle or mail away and the price is 40% less than our standard discs.

The base of the Monogram disc is cardboard—the flattest, smoothest stock obtainable. The coating material is exactly the same as our highest grade discs. They cut with the same needle pressure and angle. Surface noise is insignificant.

The Monogram disc is made in all sizes up to 16". It's worth knowing about. Order a sample carion of 10 from your distributor today.

RADIO GRAPHIC, October 20, 1941
must be preserved". Certain of the broadcasters present repeatedly as- 
serted their belief that "we can get along without ASCAP but the 
prime movers were quick to declare they were not proposing to "gang 
up" on ASCAP in any way but rather to "get the best terms pos-
sible by negotiation".

From a reliable source it was learned that a raising-of-hands re-
vealed that two NBC affiliates present, two CBS and three MBS ad-
nounced they had notified their net-
works they had already agreed to 
go along on the new network con-
tracts.

Prominent in the floor discussions 
were said to have been Messer, 
Gillin, Shepard, Hubbard and 
Wooten.

Se-
veral of the broadcasters 
frankly stated after the meeting 
that they came as "interested ob-
servers" and as "listeners" and de-
clared they doubted the need of 
a permanent organization. Through-
out the proceedings there ran 
charges of "network domination" of 
NAB, but the leadership stu-
diously avoided any semblance of 
a break with the NAB.

"I don't believe that was the will 
of the meeting", said one broad-
caster. "My feeling is that the 
general sentiment opposes sub-

FILE ATTENDANCE AT CHICAGO MEETING

Eugene C. Pulliam, WIRE, Indianapolis
John J. Gillin Jr., WOW, Omaha
Henry W. Slavick, WMQ, Memphis
William Gipson, KTUL-KO, Tulsa
William M. O'Neill, WJW, Akron
Edward C. Comte, KYO, Tulsa
Arthur Church, KMBC, Kansas City
Lester Lindsey, WFTM, Indianapolis
H. J. Brennan, WJAS-KQV, Pittsburgh
Robert M. Thompson, WIAS-KQV, Pitts-
burg
Stanley Hubbard, KTSF, St. Paul
Luther L. Hill, Iowa Broadcasting System
Hubert Davis, Jr., WSH, Chicago
Dorance D. Roderick, KBOA, El Paso
J. D. Daumen, WOR, NAB, New York
Les Johnson, WHFB, Rock Island, Ill.
Wiley F. Harris, WDJX, Jackson, Miss.
Gilmour N. Nunn, WLAF, Lexington, Ky.
Edgar T. Nell, WKY, Oklahoma City
Gayle V. Grubb, WKY, Oklahoma City
Norman Thomas, WDDC, Chattanooga
John McCormick, KWRE-KTBS, Shreveport
Westmore L. H. Hove, WMBS, Richmond
W. A. Bryan, WMHC, Richmond
Campbell Arnone, WTAR, Norfolk
C. T. Hagan, WTCN, Minneapolis
George M. Berbach, KED, St. Louis
Whitney J. Scipio, WWJ, Detroit
C. D. Brewer, WWJ, Detroit
Henry Skanesker, WWJ, Detroit
Hoyt Wooten, WREC, Memphis
Robert F. Walker, WWJ, Detroit
Ronald Woodward, WING-WIZE, Dayton
Ed Craney, KGIR, Butte
Morton Murphy, WREB-WEAL, Duluth
Eau Claire
The Bridge, WREB-WEAL, Duluth
Eau Claire

BROADCASTING  •  Broadcast Advertising

SQUASH AND CHEESECAKE motif inspired the press relations 
department of WJR to take this shot. The squash at left is a nor-
mal one weighing ½ pounds. The squash at right is what happens 
when Duncan Moore, WJR comment- 
tor, shoots the colchicine into his flora and upsets their muta-
tions. It weighs 30 pounds. Squash 
holders are Miriam Eldred Jr. (left) 
and Lilian Meteker, of WJR.

Mutual Villains

WHEN IN DOUBT as to what name 
names should have in some of MBS' dra-
matic programs, the authors 
have been neatly solving the 
problem of late by tagging 
them with the names of peo-
ple who work at WOR, Mu-
tual New York outlet. "Ar-
thor Hale" was the name of 
the villain on a recent Bull-
dog Drummond program, and 
"Avery Giles" acted leer-
ingly on The Shadow last 
week. The real Arthur Hale, of 
course, is the Courtesy 
Your's news reporter on MBS, 
and Avery Giles is a member of 
the WOR continuity de-
partment.

music problem settled so that a "discordant note" in industry af-
airs would be removed and thus 
help bring about "peace and har-
mony in the broadcasting indus-
ty". Mr. Fly, it was said, added 
that his remarks were not to be 
construed as indicating an in-
tention on the part of the FCC to 
force the broadcasters to enter into any copyright agreements unsatis-
factory to them.

The reaction to this was that the 
copyright problem was no con-
cern of the FCC's, being purely an 
internal business problem. The 
"interjection of Mr. Fly's name into 
the proceeding led one broadcaster to 
remark privately that he was 
more than ever convinced that "re-
form" in the conduct of industry 
affairs should come from within 
the NAB rather than through any 
diverse independent organizations; 
he expressed the belief that the 
latter course simply played into 
the hands of the "divide and rule" 
plans of what he called the "Wash-
ington boys".

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MORE PEOPLE are listening
MORE HOURS

Recent surveys show that the 
WLAW audience is growing... growing in a 
market of more than 400,000 radio families... the important Merri-
mack Valley area. You're missing worthwhile radio coverage in New 
England if WLAW is not on your list.

WLAW
LAURENCE, MAss. 5000 WATTS • 680 KC.
Columbia Affiliate National Representatives
THE KATZ AGENCY, Inc.

KIRO ANNOUNCES THE APPOINTMENT OF
Miss Hazel Kenyon
AS EDUCATIONAL DIRECTOR

Miss Kenyon, who has achieved a national reputation in the field of 
education, brings a wealth of experience to augment KIRO's program of 
greater public service.

KIRO 50,000
SEATTLE WATTS • CBS Affiliate
PACIFIC NORTHWEST'S FIRST SUPER POWER STATION

(Continued from page 14)
Proof That the Public Regards "FM" as More than a Strange Radio Symbol

W47A started operation July 17 with 36 sponsored programs, none less than 15 minutes long. It serves the Capitol District of New York State—covering 6589 square miles—16½ hours daily, 18½ hours Saturdays.

Owned and operated by the Capitol Broadcasting Co., Inc.—devoted solely to FM—it is the first commercial FM station unaffiliated with any broadcast interest.

W47A is also the first station in the country to get a construction permit from the F.C.C. for STL equipment. It will operate on 331 megacycles with W2XEO as the call letters. This studio-to-transmitter equipment is being built by G.E. and will soon be installed.

General Electric offers the only comprehensive line in FM today—broadcast and relay transmitters, receivers, tubes, frequency and modulation monitors, high-gain turnstile antennas, and crystals. G.E. is the only manufacturer of FM broadcast transmitters and receivers operating an FM station as a proving ground. To benefit from actual operating experience look to General Electric for all your FM needs. Just get in touch with the nearest of our 80 offices.

Free!

HOW TO PLAN AN FM STATION
HINTS ON OPERATING FM TRANSMITTERS
HOW TO MAKE MEASUREMENTS IN FM TRANSMITTERS

Three valuable guides, written by G.E. engineers, to help you in the FM field. Get them from your G.E. representative, or write General Electric, Section C160-16, Schenectady, N. Y.

Dwelle S. Hoag, Chief Engineer of W47A, takes readings on the 1-kw FM transmitter
WEBE, KDAL, Duluth, Take Over New Facilities

DULUTH'S two radio stations—WEBE and KDAL—went to their new facilities Wednesday with gala programs celebrating the events. WEBE went to 5,000 watts fulltime on 1,200 kc., while KDAL formerly operating with 250 watts on 1,490 kc., shifted to 610 kc. with 1,000 watts fulltime, using a directional antenna to protect WDAF, Kansas City. The old transmitter building of KDAL has been sold, subject to Washington approval, to the FCC field monitoring service, but the tower and transmitter will be utilized as an auxiliary.

Extensive newspaper advertising, along with other promotion, was used by WEBE in a 10-day campaign preceding its Oct. 15 increase. A full-hour inaugural show climaxd the promotion campaign which covered northern Minnesota and Wisconsin. Transcribed messages from radio figures, including NBC President Niles Trammell and former WEBE performers with networks on other stations and congratulatory transcriptions from Minnesota and Wisconsin officials featured the inaugural show.

Cooperating with local newspapers, WEBE promoted a full-page of cut-away ads, with free accounts taking newspaper space to congratulate the station on its power increase. The station also ran teaser ads and general promotional copy over the 10-day period. A principal stunt of the campaign was "The Invitation" by the station of a Duluth girl and a Superior, Wis., boy who were born on June 19, 1934. When WEBE first went on the air, called the WEBE Twins, the youngsters toured the studios and transmitters and participated in the inaugural show.

Canadian Rules

BECAUSE of new scientific developments in food, drug, patent medicine and other products requiring copy approval by a Canadian Department of Pensions & National Health must submit new copy for broadcast use within a year of approval of previous copy. This change in regulations was announced in a letter signed by J. R. Radford, supervisor of station relations with the Canadian Broadcasting Corp., which was sent on Oct. 11 to all station managers and advertising agencies in Canada. Copy will in future be valid only for one year from date of departmental approval, but the department reserves the right to review such copy within the period of a year if circumstances warrant it.

Suit Settled

EDITOR, BROADCASTING: In your issue of Sept. 15 you carried a reference to an article that appeared in The Birmingham News with respect to a suit that had been filed against Radio Station WIMA and myself, as owner, by three of the former employees of the station.

This action was the result of the young men in question having been misled by a young lawyer of this city. As soon as the facts in the case were made known, the suit was amicably settled out of court and friendly relations restored among all parties concerned. Accordingly, we will appreciate it if you will carry a notice in an early issue of your publication to that effect.

Harry M. Ayers, Publisher, The Ammonite Star, Anniston, Ala.

WEBX, New York

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

BROADCASTING • Broadcast Advertising
ASCAP Modifies Contracts

(Continued from page 9)

licenses covering such particular broadcasts. Upon receipt of such request, ASCAP will quote a fee to be paid by the originating stations. Those quotations will be in dollars instead of percentages. Remaining to be settled is the question of what disposition ASCAP will make about sustaining fees for unlicensed stations receiving only such football broadcasts.

Arbitration Clause

(4) Arbitration — In connection with the subject of arbitrating monetary claims which ASCAP might make against stations under the proposed contracts, or interpretations of any of the clauses in the contracts, this committee concluded that to write an arbitration clause into the contract itself might infringe upon station rights in the courts in their respective states, and therefore came to the conclusion that in their best interests it is well to leave out any arbitration clause, thereby saving the stations all their legal rights in their respective states.

Participation Provision

(5) Participating programs—Apropos the question whether ASCAP would make a claim for compensation on programs such as "early program clubs" which run from 7 to 7:15 a.m., using music, and then are interrupted by a sponsored 15-minute straight news program, after which the second half of the club program is broadcast for the balance of the period, ASCAP agreed it would not expect to be compensated for the revenue derived by the station from the straight non-musical sponsored "news" program.

It was understood that ASCAP does not demand compensation in respect to spot announcements made on "station breaks".

(6) Auditing — ASCAP agreed to notify stations at least two weeks in advance of making an audit and, if for any reason, it is inconvenient to the station to receive the auditors on the proposed date, ASCAP will reasonably postpone the audit.

(7) Anti-ASCAP Laws — After vigorous argument that paragraph 13 of the proposed "local station program commercial license" should be deleted, because it would place the station in a position of being a "watch-dog" for ASCAP, it was agreed that the provision should remain as written. Since it was understood that ASCAP must have the right to withdraw from any station in which it finds under a state law it is impossible to do business and must therefore have the right to terminate licenses in such states. It was pointed out by ASCAP, however, that this paragraph does not mean stations must seek to kill any and all legislation in their state that might affect ASCAP, but that stations in their own interest would seek to prevent enactment of statutes affecting proper conduct of their business.

Restricted Numbers

(8) Restricted Listing — Where-as the present contract reduces the number of restictions of restrictions to compositions from some 1,800 to 500, IBF had suggested the restricted listing be reduced to about 250. It was agreed that the listing may remain at 500 but if, after experience, this is found to be unduly burdensome or restrictive, ASCAP will make every effort toward satisfactory readjustment.

(9) Mr. Damm raised the question whether WTMJ, as the wholly-owned subsidiary of the Milwaukee Journal, in making a commercial announcement on behalf of the Journal would be required to set a value upon such an announcement if incorporated in a musical program, and pay ASCAP on it. It was clearly understood that as to announcements made by owner-licensors in their own behalf, no compensation would be expected. It was also distinctly understood that as to deals made by broadcasters in the nature of trades for service or merchandise, such as hotel background announcements in return for rent, ASCAP should be paid with a reasonable value placed on the time, as provided in the contract.

After considerable discussion, it was understood that as to pending unsettled deficiency claims against stations, these should stand, and that ASCAP might in Justice exercise its discretion as to stations which have been habitually delinquent so far as offering them the terms of the new contracts is concerned. It was understood, however, that such stations, once the new contracts have been effected with other stations, might very well, under the terms of the consent decree, demand such licenses.

Announcer Wanted

For sports and special events. Apply to WSCC, Charleston, S. C.

ANNOUNCER WANTED

P-s-t! . . . to Sell the Tri-City Market You Need that "Inside Pull"

Announcer Wanted

The Perfectly Balanced Market

World's Farm Implement Capital, home of the Nation's Greatest Assa-

insacral industrial payroll totaling nearly a BILLION DOLLARS annually

... TOGETHER WITH 50 of the Na-

tion's richest farm counties, booming with "Food for Defense" production.

"Inside Pull" is a mighty helpful thing to have boosting your product . . . especially when you have the "Flush" Tri-City market at stake. We're a regular "part of the family" in every home in the area of 1,741,442 prosperous people. That's because, for them, we are THE SINGLESource of faithful 6600-watt service 18 hours daily. "Outside" voices register all too lightly compared with this "right-at-home" listening preference. Reach enough why your message on WHBF has that all-important "INSIDE PULL". We have the proof—you'll want it handy. Write


Basic Mutual Network Outlet

PULL TIME 5:00-6:30


THE 5000 WATT

Voice of the Tri-Cities

Rock Island, Moline

October 20, 1941 • Page 63
Radio Regulatory and Labor Problems Considered at Regional NAB Meetings

KEYNOTING the first of a series of 17 regional meetings of the NAB throughout the country, NAB President Neville Miller addressed the seventh district session in Louisville, Ky., Oct. 9-10, warning station executives of serious problems on the legislative, regulatory and labor fronts.

Mr. Miller pointed out to the 60 broadcasters representing 20 stations from Kentucky and Ohio the unlimited opportunities and responsibilities offered by national defense to broadcasters in matters of morale and assisting Government agencies.

Gathering was also addressed by Carl Haverlin, BMI director of station relations, recounting the history and success of BMI with a statement that BMI licenses to date are now held by 724 stations; Edward M. Kirby, chief of the radio branch of the War Department, who complimented radio on its excellent coverage of the recent Army maneuvers; J. Harold Ryan, seventh district director, calling for a free discussion of industry problems with ASCAP; Frank Pellegrin, NAB director of broadcast advertising, conducting a seminar with station sales managers.

Attendance also included: L. M. Brockington, assistant to the prime minister of Canada; William O. Aldridge, WPAY; Leonard D. Callahan, SESAC; Harry Callaway, WHAS; Eugene Carr, WHAS; W. Lee Coulson, WHAS; J. F. Cox, WAVY; Warren G. Davis, WCM; Robert E. Duvaline, WLW; Philip E. Dusenberg, WPAY; Joe Eaton, WHAS; Ralph E. Evlin, WLKO; O. E. Fields, WMAN; E. F. Fiduciary, WSPD; Russell Gehring, WBNS; Credo Fitch Harris, WHAS; Charles Harris, WGRG; Sheldon B. Hickox Jr., NBC; Stanley P. Kettler, WHER; J. M. LeGate, WHIO; Nathan Lord, WAVE; Ben McIntosh, WGRG; Leonard Namsan, WFMJ; William Orr, WBNS; Willis B. Parsons, NBC; John F. Patt, WGRG; George Patterson, WAVE; Howard J. Perry, WGRG; R. J. Pirogy, WAVE; H. Potter, WORI; Jack Harris, War Department; Jack Price, WBNJ; J. H. Ryan, WSPD; Arch Shadrow, WOIL; James Sheehy, WHAS; Alex Sherwood, Standard Radio; J. Porter Smith, WGRG; Neal A. Smith, WQOC; C. E. Schindler, WGRG; Dean Upson, WGRG; Ralph Wentworth, Lang-Worth; George L. Young, WSPD.

Eighth District

General discussion of industry problems marked the NAB 8th District meeting in Grand Rapids, Mich., Oct. 13-14. Featured were talks by Mr. Miller; Carl Haverlin, BMI station relations director; Mr. Kirby; Leonard Callahan, general counsel of SESAC; Ralph Wentworth; and Milton Blint, Standard Radio.

The following attended the meeting, at which John Petzer, WKZO, Kalamazoo, director, presided: J. B. Conley and Frank Tooke, WOWO-WGL, Fort Wayne; Lester Linn, WYBF, Indianapolis; J. J. Flanagan, WIBC, Indianapolis; G. M. Concello, Robert Bauman, and A. R. Jones, WISH, Indianapolis; R. H. Swintz, WSBT, South Bend; George Jackson, WBOW, Terre Haute; Dan Jayne, WHEL, Battle Creek; Mr. and Mrs. Howard Loeb, WFDF, Flint; Leonard Versuisky, WLAV, Grand Rapids; Owen Urde, WJR, Detroit; Ray V. Hamilton and J. W. O'Harrow, WKZO, Kalamazoo; Grant F. Ashbaker and W. C. Weston, WKZU, Muskegon; Angus Paff, WHLS, Fort Huron; Jack Harris, War Dept.; W. B. Parsons, NBC Therapeutics, and Sheldon Hickox, NBC.

A highlight feature of the District 10 meeting in Omaha, Oct. 15-16, attended by about 40 broadcasters, was the sales managers' conference, presided over by Sam Bennett, of KMBC, Kansas City. Jack Harris, director of news and special events of the radio branch of the War Department Bureau of Public Relations, also participated in the conference of news editors, another feature of the Omaha meeting. John J. Gillin Jr., general manager of WOW, Omaha, and 10th District director, presided at the general session.

Tom Connolly, manager of CBS program promotion, addressed the sales managers' meeting Oct. 16, along with Frank Pellegrin, director of the NAB department of broadcast advertising. Mr. Pellegrin also addressed the Omaha Advertising Club on "Retail Selling by Radio".

Attending the sales managers' meeting were: Craig Lawrence, KSN-AM, M. J. LeBar- ron, KGNF; Art Weaver, KOIL- KFAB; Merle S. Jones, KMOX; Al Ramsey, Andy Anderson, J. C. Rapp, KMA; Morgan Sexton, KROK; J. M. Loizman, KOIL- KFAB; Howard O. Peterson, WOW; Harold W. Fulton, Hale Bondurant, WHO; Buryl Lottering, WC; J. Gillin Jr., WOW; Holly Shively, John Blair & Co.; Wm. B. Quarton, WMT.

A correct list of coming district meetings, as released by the NAB last Friday, follows:

District 1—Oct. 28, Hancourt Hotel, Westford, Mass.
District 2—Oct. 29-30, Onademada Hotel, Syracuse, N.Y.
District 3—Nov. 5-6, Henry Grady Hotel, Atlanta, Ga.
District 5—Nov. 17-18, Peabody Hotel, Memphis, Tenn.
District 6—Nov. 17-18, Nicolet Hotel, Minneapolis, Minn.
District 8—Nov. 29-30, Baker Hotel, Dallas, Tex.
District 14—Dec. 8, Denver, Col.
District 15—Nov. 29-30, San Francisco, Cal.
District 16—Nov. 24-25, Los Angeles, Cal.
District 17—Dec. 1-2, Seattle, Wash., or Portland, Ore.

The District 3 meeting will not be held until after the first of the year, the NAB indicated.
Results by Radio Explained to AFA
Allison Tells Advantages at Tulsa Advertising Session
RADIO, newspaper, direct mail, outdoor and advertising men of other allied interests met in Tulsa Oct. 16-18 for a discussion of mutual problems, in connection with the Advertising Federation of America's three-day tenth district convention.
Neville Miller, president of the NAB; M. F. Allison, Cincinnati, promotion manager of WLW, appearing for J. D. Shouse, Crosley vice-president, and other radio men called for direct action in improving the merchandising angles of radio advertising and campaigns.

Allison's Talk
In a talk, "How to Get Results from Radio Advertising," Mr. Allison expressed no magic formula for radio campaign successes, but declared the focal point of most successful radio is located toward outstanding retail merchandising.

"I refer," he said, "to merchandising campaigns that jar everybody out of their lethargy from the vice-president on down to the office boy ... a campaign that sends salesmen singing on their jobs ... a campaign that awakens dealers from the moment the stores open in the morning until they creak to a close at night ... a campaign that so closely identifies product-program and dealer that the customer finds it almost impossible to buy anything but your product, at your price.

"Probably radio's biggest reason for success is the fact that intelligent advertisers have diligently merchandised it," he said. "It is entirely possible that other media, except for radio's one inherent advantage (the 8 to 1 radio advantage in impressions per dollar spent in advertising over newspaper and a 12 to 1 advantage over a magazine) could have done the same thing. The most successful advertisers have demonstrated that radio advertising works best when you keep everlasting at it and it's up to the advertiser, the management, the agencies, the radio program department and their promotion staffs to keep everlasting at it, too. Hand in hand, such a program will get results."

Vaporizer Spots

LUDENS SCHEDULE
HAS 108 STATIONS
LARGEST fall and winter spot campaign in the company's history, comprising one-minute live and chain-break announcements 3 to 10 times weekly on 108 stations, is being launched by Ludens Inc., Reading, Pa., for its mentholated cough drops. Campaign got under way on six stations Oct. 6 with others being added on a graduated scale until Nov. 17.

In addition company is starting one 15-minute news weekly early each on WLW, Cincinnati, and WABC, New York, and five-minute musical programs three-weekly on KDKA, Pittsburgh, and twice-weekly on KNX, KARM and KSFO. Contracts run 13 to 26 weeks. Agency is J. M. Mathes Inc., New York. Spot list includes:

Only by TRANSCRIPTION can you
Transmit Your Program
• WHERE you want it
• WHEN you want it
Reach any market, anywhere, anytime
Economically—Speedily—Safely with
ELECTRICAL TRANSMISSIONS
30,000,000 Living Within FM Reach
Growing Listener Response Is Claimed by FMBI

MORE than 38,000,000 people live within an ample listening distance of at least one FM station operating on a regular schedule, according to results of a survey recently completed by FM Broadcasters Inc., national trade association of the high-frequency outlets. The study, conducted among the 17 commercial stations already on the air, also shows that they may hear programs that are from 60% to 100% exclusively FM.

Of the 17 stations, 15 of which are operated by standard broadcast stations, FMBI points out there is surprisingly little duplication of the programs heard over the AM parent outlets in the same area. The breakdown reveals, that 88% of the FM programming is already exclusive with the duplication occurring largely with network and local shows demanded by listeners.

Listener Response

Although the FCC has authorized a total of 59 commercial FM stations so far, 42 are still in the construction stage. The other 17 are on the air in such cities as New York, Chicago, Milwaukee, Los Angeles, Detroit, Boston, Hartford, Pittsburgh, Nashville and in a large portion of New England.

Schedules of these stations range from 8 to 20 hours daily with 13½ hours as the average, according to FMBI's survey.

Growing listener interest on a steadily increasing scale is reported by the FM stations with public reaction, as evinced by the sales of receivers and fan mail, in an "enthusiastic and promising" stage. Widest set distribution, the FMBI research states, apparently has been undertaken by General Electric, Stromberg-Carlson and Zenith, all mentioned as leaders in 12 major markets.

WXYZ Changes

H. ALLAN CAMPBELL, general manager of WXYZ, Detroit, has announced the promotion of James G. Riddell, formerly WXYZ traffic supervisor, to assistant sales manager, and H. Earl Moore, formerly office manager, to studio manager. Lambert B. Beuwkes, formerly of KRY, Philadelphia, has also joined WXYZ, as sales promotion and advertising director, and David H. Hals, of WOOD-WASH, Grand Rapids, Mich., as traffic and continuity chief.

Hartford Store's FM

TUCKER'S RADIO & APPLIANCE Store, Hartford, Conn., Oct. 2, started the second sponsored program heard on W65H, Hartford FM outlet. The half-hour recorded request feature was placed by Julian Gross Agency, Hartford. W65H's first commercial feature, sponsored by Watkins Brothers and featuring Otto Neubauer at the piano and solos, started early in October.

FIRST COMMERCIAL FM contract in Philadelphia, was penned last week by Samuel Feld (left), general manager of Adams Clothes Store, chain of men's furnishing stores in the Philadelphia area, with Benedict Gimbel, Jr., president of WIP, Philadelphia, and its FM adjunct, W49PH, soon to go into operation. In the background lending his smile of approval is Harry Dittman, head of H. M. Dittman Adv. Agency, Philadelphia, handling the Adams account.

PREMIUM TESTING

Sponsors Are Offered New Service by WLW

A PREMIUM testing service will be offered network and spot advertisers by WLW, Cincinnati, effective Nov. 15. Premiums will be submitted two weeks before the offer to a selected group of housewives chosen from the Consumers' Foundation and representing all economic classes.

The group will be asked to evaluate premiums and results of the pre-testings will be made available to advertisers using premiums. The service also "will include the privilege of cut-in announcements by network advertisers referring to premium appeals while all such announcements will not be considered as commercial copy in WLW continuity," the station announces.

New England FM Is Set For Hearing

Three Applicants Seeking the Same Class C Channel

THREE applications for the 43.5 mc. FM Class C Channel in the New England area were designated for consolidated hearing when the FCC last Tuesday ordered the requests of W65H, Hartford, W57A, Schenectady, and Radio Voice of New Hampshire Inc., Manchester, N. H., to be heard jointly.

W65H, owned by WDRC, is already the holder of a construction permit for a new FM station on 46.5 mc., although W65H is operating commercially on the frequency under a special authorization, while W57A, General Electric owned, is permitted for an outlet on the 48.7 mc. channel.

Seek Choice Assignment

The application of The Radio Voice of New Hampshire Inc., licensee of standard broadcast station WMUR, Manchester, is for a construction permit for a new Class C station on 43.5 mc., proposing to cover an area of 20,290 square miles. W65H and W57A propose to serve 13,944 sq. mi. and 15,489 sq. mi., respectively, if their modifications are allowed. As all three are in the same service area the Class C assignment can only be granted to one.

The FCC at the same meeting dismissed petition of WDRC Inc., against the Commission's grant of last June 17 authorizing a new Class C FM station to New York Municipal Broadcasting System on 43.5 mc. However, on its own motion, the FCC ordered that the New York construction permit be recalled and the permit reassigned on the 43.9 mc. channel to serve the same 3,900 square mile area. Action automatically changes the call letters from W35NY to W39NY.

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AFM Walkout
(Continued from page 10)
and the British ambassador, and Vice-President Henry Wallace. Since the symphony musicians are employed as staff members of NBC in New York, withdrawal of this group would have cancelled the broadcast, with possible Governmental repercussions.

Mr. Petriello lost another round in his legal battle with the American Guild of Musical Artists for jurisdiction over instrumental soloists last week when New York Supreme Court Justice Julius Miller granted the Guild's motion for examination of Mr. Petriello before trial, ordering the musicians union chief to appear in court Oct. 24 and to produce books and records necessary for the examination. Guild is suing to enjoin Mr. Petriello and his union for interfering or threatening to interfere with AGMA members.

Plough Spots
PLOUGH Inc., Memphis (aspirin, Brethene), is currently sponsoring a thrice-weekly Quarter-hourly early morning program titled "Afternoon Clock" on 32 Don Lee stations, Monday, Wednesday, Friday, 7-15-7:30 a.m. Contract is for 32 weeks, having started Sept. 29. Series features recorded music with light commentary by Bill Davidson, Hollywood announcer. Agency is Lake-Spiro-Shurman, Memphis.

Elgin for 4 Weeks
ELGIN WATCH Co., Elgin, Ill., through Wm. Esty & Co., New York, on Oct. 5 starts for four weeks a series of Christmas programs featuring Shirley Temple, child film actress, on 70 CBS stations, Friday, 10-10:30 p.m. (EST). Series will fill in for the four weeks' layoff of Louella Parsons' Hollywood Premieres and be inserted on that list of stations by Lever Bros. Co. (Lifebuoy). Richard Marvin, agency radio director, negotiated the deal.

Cosmetic Discs
NATIONAL TOILET Co., Paris, Tenn. (Nadinola cream), has started a campaign of one-minute dramatized announcements six days weekly on 21 southern stations: WOPI, WSCA, WSPA, KARK, WMBR, WQAM, WFLA, WSB, WWL, KWKH, WJDX, WBTM, WIS, WITC, KTRH, WOAI, WTOP, WRVA. Agency is Roche, Williams & Cunnyngham, Chicago.

We sell your product as you'd sell it yourself—person-to-person—sincerely—recommending it as one neighbor to another. And it gets results!

MORE MANEUVERS
Seaboard Stations Aid in
Plane Exercises

RADIO, which played a big part in the success of the initial test of the Aircraft Warning Services in the Oct. 10-16 test exercises on the Northeast Atlantic seaboard, will cooperate further during the week of Oct. 20 during the second phase of the civilian spotting exercises in the Southeast and later during maneuvers on the West Coast. The Northeast exercises indicated definitely that radio plays a headline part in aircraft defense, according to the War Department.

With most of the seaboard stations cooperating in issuing Army bulletins from the First Air Interceptor Command of the First Air Force, about 3,700 civilian observers in the Northeast area participated in the exercises. All three networks covered the exercises. NBC carried a quarter-hour two-plane shortwave stunt, opening and closing from the planes and stressing the part the Interceptor Command plays in fighting off air attacks.

CBS turned over its Spirit of '76 feature to the exercises, making pickups from the information center, where warnings are received and charted, an observation post and an intercepting flight. MBS followed a similar plan, emphasizing the use of searchlight batteries during night operations.

McCarthy, Fibber McGee
Lead Hooper's Ratings

WITH all radio listening showing a sharp increase during the first part of October, Charlie McCarthy with a rating of 28.3 still heads the list of the "first 15" programs listed in the C. E. Hooper national ratings on evening programs, issued Oct. 16.

Second is Fibber McGee, whose ranking of 27.7 was achieved on the second broadcast of the fall series. Third place with a 26.6 rating went to the Aldrich Family, followed by Bob Hope with 25.4, as checked by Hooper on his second broadcast. Fifth on the list is Coffee Time and sixth is Lux Radio Theatre. Walter Winchell and Jack Benny, who battled for first place during May and June, now are seventh and eighth on the list, respectively. Following Benny are Time to Smile, One Man's Family, Mr. District Attorney, Major Bowes, Burns & Allen, Rudy Vallee and Kay Kyser.

MORE Lorillard
P. LORILLARD Co., New York (Old Gold cigarettes), has sponsored a new network show on a coast-to-coast NBC-Blue hookup starting Nov. 3, 7-7:30 p.m., with a repeat 11-11:30. No further details were set by the agency, J. Walter Thompson Co., New York, as BROADCASTING went to press. In addition, company on Oct. 15 started sponsorship of Tony Wademan, a 1-5 p.m. six-time weekly recording and sports results program, on WINX, Washington.

THREE SPOTS DAILY—
ONE NIGHT TIME FOR A YEAR.

WMBG has run four spots daily for one client for a year this month. The contract is being renewed for another year; and additional time is also being negotiated for.

Why? Because WMBG got results.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.
ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION

OCTOBER 11 TO OCTOBER 17 INCLUSIVE

Decisions . . .

OCTOBER 14

NEW, J., Badger Broadcasting, Fresno, Cal.—Granted CP new station 1340 kc 250 w unl. facilities to be vacated by KARM.

NEW, T., Grant Broadcasting Co., N. Kanto, Minn.—Granted modification of special service authorization of 25 kw directional new station (Nov. 1).

WPNC, Fayetteville, N. C.—Granted modification of license 250 w unl. shift 940 kc. DESIGNATED FOR HEARING.—WASH, Hartford, appl. for CP new FM station 145.5 mc 16,000 sq. mi. to WLUS. Sockets for new station are being occupied by 

WQBI, Tuscon, Ariz.—Granted for consolidated special service hearing Class C frequency.

MISCELLANEOUS—WDBC Inc., Hartford, dismissed petition rehearing against grant to WSNY. On FCC’s own motion WSNY reduced to 430 mc.

OCTOBER 15

NEW, Associated Broadcasters Inc., San Francisco—Granted CP new international service station 1060 kc sharing with WCBS and WCRC, 9570 and 11870 kc with WBOS; 13360 kc with WBUL and 17124 kc unl., 100 kw.

DENIED FOR HEARING.—WDCM, Dallas, Tex.—CC for transmitter change inks 746.

MISCELLANEOUS—W71RF, Rockford, Ill.—Granted 1250 kc directional, beam to Alberquerque, N. M., granted modif. special service authorization 1 kw N 10 kw to 15 kw.

KROB, Rapid City, S. D.—CP 1280 kc contingent on WTCN shift increase 1 kw N 5 kw N new directional. transmitter.

NEW, E., 21st Century Network Inc., San Francisco—Granted CP 1500 kc 1 kw increase 1 kw new install transmitter.

NEW, Pale Alte Radio Station, Pale Alte, Cal.—Granted CP new station 1370 kc directional N.


WHAS, Louisville, Ky.—Granted petition directing WJ Flamini to cease and desist at 1460 kc.

KVOA, Tuscon, KGGM, Albuquerque, and KVSF, Santa Fe, N. M.—Granted temporary postponement hearing to 12-22-41.

Applications . . .

OCTOBER 13

NEW, New Jersey Broadcasting Co., Newark—Amended application new FM station 94.1 mc 85,586 sq. mi. 11,194,006 pop.

KZMS, Hiawatha, Ark.—Granted CP new FM station 85 mc 60 kw directional.

KOBH, Rapid City, S. D.—CP 1280 kc contingent on WTCN shift increase 1 kw N 5 kw N new directional, transmitter.

NEW, Pale Alte Radio Station, Pale Alte, Cal.—CP new station 1370 kc directional N.


WHAS, Louisville, Ky.—Granted petition directing WJ Flamini to cease and desist at 1460 kc.

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APPROVED.—W71RF, Rockford, Ill.—Granted 1250 kc directional, beam to Alberquerque, N. M., granted modif. special service authorization 1 kw N 10 kw to 15 kw.

KROB, Rapid City, S. D.—CP 1280 kc contingent on WTCN shift increase 1 kw N 5 kw N new directional, transmitter.

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WHAS, Louisville, Ky.—Granted petition directing WJ Flamini to cease and desist at 1460 kc.
TINY ring-bound booklet titled "Small Talk About Sex" has been issued by WWB, Chicago, to prospective for its sustaining Every Women's Wild program [Broadcasting, Sept. 29]. Booklet uses a light approach on biography of Lorraine Kip, commentator, and describes market with cartoon illustrations.

Help Wanted

Engineer—With first class license, draft station, and expected salary, at once. WSLI, Ogdenbow, New York.


Combination Announcer-Engineer—Wanted by local network affiliated station. In detailed reply state age, experience, starting salary expected, present connection, references. Enclose recent snapshot. Box 28A, Broadcasting.

Saleman—Well established MBS affiliate. Southeast, offers excellent opportunity to producer. Drawing account plus commission. Will consider only experienced, aggressive, sober salesmen. Box 29A, Broadcasting.

Saleman—With confidence and ability to produce in a good market near New York. We want to sell time rather than announcements on a station programmed to refined tastes, specializing in good music. Perhaps the man for this job is currently employed but seeking a steady salaried position in which his earnings will reflect his ability. Give full details in first letter. We need confidence. Our own employees know of this ad. Box 46A, Broadcasting.

Situations Wanted

PROGRAM DIRECTOR, Excellent EXPERIENCE. Box 94A, Broadcasting.


Sports Announcer—Now employed 50KW wishes connection to build real sports department. Box 40A, Broadcasting.

Program Production Man—Fifteen years' experience. Now with CBS 6 days a week. Wishes to make change. Box 81A, Broadcasting.


Idea Man. Announcer—Narrator-writer wishes to identify himself with a station where the accent is on musical. Draft exempt. Box 84A, Broadcasting.

Commercial Manager-Manager—Proven sales record on local and national accounts. Managed regional and basic network stations—eager to make permanent connection. Box 44A, Broadcasting.

Announcer—Good commercial, newscaster, Mutual and NBC Blue—married, now employed NBC Blue. Studio Control Operator. Good reason for wanting change. Box 43A, Broadcasting.

Sex Talk

Minit-Rub Plans

DINAH SHORE will be the singing star of the new Bristol-Meyers show for Minit-Rub to get under way Sunday, Nov. 2, 9:45-10 p.m. on 102 NBC-Blue stations [Broadcasting, Oct. 6]. Under exclusive radio contract to Eddie Cantor who is heard for the same sponsor, Tuesday, 9-9:30 p.m. on NBC-Red, Miss Shore comes to the new show with the comedian's consent but will continue her role on the Cantor Time to Smile show. Name band which is also scheduled to be featured on the program has not yet been chosen. Agency is Young & Rubicam, New York.

JANSKY & BAILEY
An Organization of Qualified Radio Engineers
Dedicated to the SERVICE OF BROADCASTING


PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

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

There is no substitute for experience

GLENN D. GILLET
Consulting Radio Engineer
982 National Press Bldg., Washington, D. C.

JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and Allocation Engineering
Earle Building, Washington, D. C.
Telephone National 7727

HECTOR R. SKIFTER
Consulting Radio Engineer
New York University, 5th Avenue, New York, N. Y.

Washington, D. C.

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A. EARL CULLUM, JR.
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Raymond M. Wilmotte
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Designer of First Directional Antenna Controlling Interference

Raymond M. Wilmotte
Consulting Radio Engineer
Designer of First Directional Antenna Controlling Interference

Swell Bldg. • WASH., D. C. • Di 7417

Advertise in BROADCASTING for Results!
Industry to Present Radio-Press Case

FCC and Counsel Hold Sessions to Agree On Procedure

WITH plans being formulated for early presentation of testimony by industry witnesses, through the Newspaper-Radio Committee, the FCC’s newspaper-ownership inquiry tumbled along to completion of the press association phase of the investigation last Thursday.

FCC witnesses are scheduled to be on hand when the proceeding resume Thursday, Oct. 23, but conferences during the last week indicated the FCC is disposed to have the Newspaper-Radio Committee begin its case as soon as possible.

Conference Held

Counsel for the FCC and the industry held a half-day conference last Friday, acting upon a suggestion of the FCC that counsel get together to agree on a basic list of newspaper stations which could serve as the basis of statistical analysis. The suggestion came at a 40-minute conference Thursday morning, attended by the Commission en banc and counsel.

Another meeting of counsel is scheduled for Oct. 22, after which the FCC will set a date for the industry presentation. Participating in the conferences were Thomas E. Harris, FCC assistant general counsel; David D. Lloyd, head of the FCC newspaper investigating section; Judge Thomas D. Thacher, chief counsel, and Sydney M. Kaye and A. M. Herman, associate counsel of the Newspaper-Radio Committee; Louis G. Caldwell, counsel for WGN, Chicago.

At the Thursday session the FCC heard testimony of J. V. Connolly, vice president of Transradio Syndicate, parent organization of INS, and Herbert S. Moore, president of Transradio News Service, last two witnesses to testify in the association phase of the proceeding.

Exhibits Identified

With Commissioner Paul A. Walker presiding, in the absence of Chairman Fly, who was attending a Defense Communications Board meeting, the Thursday morning session was given over to the concluding appearance of Mr. Connolly, who first testified at the inquiry during its opening days in July.

Mr. Connolly was questioned by FCC Special Counsel Marcus Cohn, handling the press association phase of the investigation, Mr. Connolly spent most of the morning identifying groups of transradio stations which he said were showing correspondence between INS officials and newspaper and radio station executives.

Following his previous tack, Counsel Cohn introduced a series of exhibits indicating the apparent difficulties of radio stations in securing press association service in the face of local newspaper opposition (Broadcasting, Oct. 13). Mr. Connolly identified letters, telegrams and memoranda tracing development along this line during recent years in Bloomington, Ill., Savannah, Ga., Corpus Christi, Tex., and Des Moines.

Only One Side

Pointing out that FCC counsel was emphasizing cases where there was newspaper opposition, stemming from asset value agreements or exclusivity provisions contained in their contracts with news services, Mr. Connolly observed under cross-examination by Judge Thacher that the FCC did not ask for cases in which newspapers had waived asset value agreements to allow the press associations to serve radio stations.

Cross-examined by INS Counsel T. A. Bremner, Mr. Connolly stated that when INS started its radio service six years ago, newspapers generally opposed the move from a competitive angle, considering both advertising revenue and circulation. "However, since then the experience of the use of news on radio stations has been such as to convince newspapers that radio’s use of news helps rather than hinders circulation," he declared.

He said he thought the action of Associated Press in making its news service available to radio stations through Associated Press service has finally dispelled any telling newspaper opposition to extending service to broadcasters. He indicated that radio sales represent about a third of INS’ receipts.

Moore Testifies

Herbert S. Moore, Transradio president, opening his half-day appearance, briefly sketched his newspaper experience leading up to founding Transradio in March, 1934. He said he has been majority stockholder since its organization.

The press-radio agreement signaled the apparent end of independent newspaper service for radio, Mr. Moore observed, pointing out that Transradio had been charged with the primary radio news service despite difficulties and considerable opposition growing out of the agreement.

"Since its start, Transradio has been beset by hindrances, some traceable directly to rival press associations, he cited. Citing the barring of radio correspondents from such places as the press galleries of the national and state capitals, Mr. Moore declared that despite these inconveniences and injustices, radio reporters finally won out after exercising "a little subterfuge" and perseverance. He pointed to organization of the radio press galleries in Congress as an outstanding achievement along this line.

Questions by Counsel Cohn about alleged pressures exerted on foreign news services by the established American press associations as a Mr. Moore said this definitely had been the case, to the detriment of Transradio and broadcasters, since as far back as 1934. He said such "pressure" had been brought on Havas, Reuter’s and Exchange Telegraph Service.

RNA Organization

The editorial side of the operation of Radio News Assn., which he described as a wireless news service, is controlled by Transradio. Mr. Moore declared, although RNA otherwise operates as an independent entity, making its own contracts and selling its own service. He said 49% of its stock was owned by Transradio, with the remaining 51% distributed among a group of New York business and news men, including himself. RNA provides a complete news copy service, immediately usable for broadcasting, rather than skeletonized news, he commented.

Among exhibits identified by Mr. Moore was a compilation showing 111 stations served by Transradio, 12 Transradio newspaper clients and 10 RNA station clients, as of June, 1941. Other exhibits included lists of transradio stations granted "exclusive privileges" by RNA since March 1, 1934 and 30 radio clients granted "exclusive privileges" by Transradio during the same period.

Responding to Counsel Cohn, Mr. Moore termed Transradio reports probably the "most listenable" of any because of "exclusive privileges." He cited several Transradio newsbeats, at the invitation of Counsel Cohn, commenting that while Transradio has had its share of difficulties he could not get on its list of instances where it did not report incorrect facts on outstanding news stories, as he said had been done by some others...

Open Door Policy

Speaking of the 1935 damage suit brought by Transradio against NBC, CBS, INS, AP, UP and ANPA, stemming from alleged effects of the press-radio agreement, Mr. Moore said the affair had been settled in 1937 with a cash payment of $125,000, with both networks agreeing to an "open door policy" regarding press services.

He declared that Transradio’s policy is to discharge exclusive contracts, instead persuading the press to accept, if its contract is "first refusal" provision covering exclusive service in his area.

Asked about alleged efforts of the other news services to buy up control of Transradio, Mr. Moore declared they had attempted to thwart Transradio’s development in a "variety of ways", including purchase of stock. He said that during its first years Transradio had averaged "just over in the black", although it has experienced "some very severe losses".

Mr. Moore, through his line of questioning, led Mr. Moore into a discussion of two cases in Zanesville, O., and Nashville, Tenn., where newspapers took Transradio service after they could get no other because of opposition by the competing local papers, Judge Thacher arose repeatedly to challenge counsel to produce "hard evidence" into the record such cases, which he said involved only a quarrel between two newspapers. Chairman Fly finally indicated to Counsel Cohn that the cases could not be considered pertinent to the inquiry.

Mr. Moore then briefly recounted situations in Baltimore, Buffalo, Indianapolis and Evansville, Ind., in which instances of Transradio cancelled their contracts after local papers made "offers too attractive to turn down" to give newspaper publicity to the station if it supplied "AP or INS" as the case may be. He also briefly reviewed Transradio’s position in the Greenville, S. C., situation.

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Broadcasting • Broadcast Advertising
Recently the 4-H Club boys and girls of Brown County, Ohio, held their annual fair at Georgetown. WLW's roving reporter visited these busy youngsters, snapped them with prize winning projects, noted their comments on The Nation's Station.

Russell Pride, young 4-H farmer, exhibits a prize winning Jersey heifer. Says Russell: "I listen to 'Everybody's Farm' because it helps me with my Club projects."

Pretty Mary Nehus, 16, smilingly reports her achievement, first prize dress-up dress. Mary shows seriousness in her 4-H Club work, likes Newscaster H. R. Gross.

Billy Snider, a healthy young American, displays a prize winning lamb. "Lazy Jim Day is my favorite on the WLW Boone County Jamboree" Billy says, "I never miss him."

Mrs. Albert Liggett and daughters Caroline, Lucy Ann, and Mary Jane walked off with four prizes. Mrs. Liggett particularly likes WLW's Sunday morning devotional programs.
Thanks to Radio Research

Thousands now Look as they Listen!

On the New York air, these nights at 8:30 o'clock, it's television curtain time. It is estimated that 5,000 television receivers—all front-row seats—are lined up, mostly in homes and public places, to see the shows—the matinees and evening performances—15 hours of entertainment a week from the NBC studio stage and from fields of sport.

Study of statistics gathered by the NBC pioneer television station WNBT, which began commercial programs July 1, reveals that the video audience in the Metropolitan area already numbers about 18,000 in the afternoon and 30,000 in the evening. On the average, more than 55% of the sets are turned on in the daytime and 80% at night. Seeing by radio is as simple as listening, as far as the receiver manipulation is concerned.

The programs range from fashion shows to prize fights, from spelling bees to a Wild West rodeo, from baseball to travelogues, and from football to illustrated news; while songsters, dancers, magicians, dramatists and bands add to the variety. That people can sit sixty miles away and look in on Madison Square Garden to watch the rodeo. To see a bucking bronco throw its cowboy rider across the wavelengths is one of the wonders of this age.

Electronic research in RCA Laboratories has put the television shows into space. Electronics—that science which makes miraculous use of infinitesimal bits of electricity—is continuing radio's advance across the threshold of the "Television Age."

The main gateway through which television has emerged to become a service to the public is RCA Laboratories. It is from this magic realm that new wonders in radio sightseeing will come to give this and future generations new and dramatic visions.