Serving

MORE LISTENERS AND MORE ADVERTISERS

* NETWORK
* SPOT
* LOCAL

THAN EVER BEFORE

DENVER'S STANDOUT STATION

5,000 WATTS ON 560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY — REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.
They're talking about BUSINESS IN BALTIMORE!

Sales in the Baltimore area continue to exceed the national rate of business gains through this most active fall season in history. Baltimore has been rapidly converted into the defense capital of the Central Atlantic States.

The new WBAL, with 50,000 watts power and "One of America's Great Radio Schedules" is telling the story of outstanding local and national products and services to this rich territory.

LISTENERS KNOW of WBAL's great schedules thru a gigantic promotion campaign including use of radio, newspapers, billboards and direct mail.

RETAILERS KNOW that practically all the fast selling brands are publicized on WBAL and they find that prominent display of such products pays big dividends.

ADVERTISERS KNOW that WBAL provides the only low cost method of telling their story to residents of the Central Atlantic States.

JUST OFF THE PRESS

The November issues of "Business In Baltimore" and "Eastern Retailer" are off the press. Five thousand copies of these WBAL publications are being mailed to retailers in the Central Atlantic States.
WSYR has gone to 5000 watts on 570 KC night and day — The Perfect Combination.

"Perfect" because: 5000 watts at 570 KC will deliver a 2-millivolt signal 52 miles. At 1400 KC, to deliver a 2-millivolt signal the same distance would require 340,000 watts!

This means WSYR now has the Perfect Combination for an advertiser! One station at one cost will give effective listening and selling coverage of over half the counties in Upstate New York!
When you think of

**New Orleans**

you think of:

The first "SKYSCRAPER" in the Mississippi Valley

and

**WWL**

**NEW ORLEANS**

50,000 WATTS
(CLEAR CHANNEL)

The greatest selling POWER in the South's greatest city

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**BUSINESS OPPORTUNITIES:**
Big, responsive agricultural market open for progressive advertisers. Good returns on your investment.
Alike? Equal in size, equal in power; but only one runs "in the money"

IT TAKES MORE THAN POWER TO PUT RADIO PROGRAMS "IN THE MONEY"

Power is important to a radio station. WSM has 50,000 watts... the maximum for commercial broadcast stations. But power is only one reason why the "Air Castle of the South" brings home the money for alert advertisers. For instance, there's a low frequency that gives this power wider, clearer coverage. There's one of radio's largest staffs of artists and engineers whose close-knit cooperation has produced some of the nation's outstanding programs. Then there's WSM's complete production and technical facilities; WSM's low cost that gives you towns (500 to 1500 population) at eighty-one cents apiece. A market that's growing faster than any in the nation. Add all these advantages and you'll put your advertising dollar "on the nose" of WSM... for greater coverage... greater programs... greater sales.

A word about markets: The South, known as America's No. 1 economic opportunity, has 60% of the nation's natural gas; 100% of the bauxite, 70% of the rayon; 42% of the nation's lumber. This is a $500,000,000 agricultural region alone! Your WSM message pierces the heart of this great market.
You've felt it, we've felt it — in times of stress like this, you get so that you crave nothing in the world but a release from tension and worry. You want amusement, and entertainment.

That, we contend, is the one big new fact in the advertising business these days — in times of stress, the world turns to happy entertainment. Today, radio is the world's biggest mass entertainer. Today more than ever, therefore, radio is in step with the times.

For results today, put your advertising message in the mood of the day, in the medium of the day. Radio! And if you need market or station data of any sort, we believe you know where to get it.
Arnold Aggravates Net Monopoly Worries

Anti-Trust Chief Calls Chains to Conference on Oct. 29; NBC and CBS Not to Be Sidetracked From Appeals

INDUSTRY unrest over the effect of the FCC’s revised chain-monopoly rules upon station operations and sponsor relationships was ag-gravated last week with entrance into the controversy of Assistant Attorney General Thurman Arnold. This portends a possible dispute on jurisdictional and litigation phases of the problem.

With the regulations still slated to become effective Nov. 15 and NBC and CBS poised for appeals to block their enforcement, Mr. Arnold, chief of the anti-trust di-vision of the Department of Just-ice, has invited attorneys of all three major networks to a confer-ence on Wednesday (Oct. 29), pre-sumably to explore the litigation outlook.

FCC Chairman James Lawrence Fly, who forced through the new rules and who has counseled with the Department on purported monop-oly tendencies of NBC and CBS, also may participate.

Not to Be Squeezed

Reports that NBC and CBS might be dissuaded from their an-ounced intentions to appeal by virtue of intercession of the anti-trust division were quickly dis-pelled by the networks. Equity suits, seeking temporary injunctions, are in process of preparation, it was said, and will be filed as expeditiously as possible and prob-ably not later than Nov. 1.

Mr. Arnold’s action gave rise to considerable speculation but does not occasion real surprise. The FCC had transmitted its voluminous re-port on the chain-monopoly pro-cedings, including the ponderous record amassed during the 1938-1939 hearings, to the Department early this year. Victor O. Waters, special assistant to the Attor-ney General in charge of radio-music activities, has been making a de-tailed study of the record, plus events which have transpired since, and it has been an open secret that the Department proposed to take steps once the Commission’s action became final.

Meanwhile, despite emphatic re-port to the contrary from FCC majority sources, the networks as well as other informed elements in the industry expected postponement of the Nov. 15 effective date of the regulations which, in the final analysis, now provide for only one drastic change—the so-called “op-tionless” time option rule. Whether this will come by virtue of tempo-rary injunctions of the courts, or through Congressional interven-tion, is still problematical.

Chairman Fly, it is understood, advised NBC counsel last Wednes-day that he was not inclined to postpone voluntarily the effective date of the regulations pending ad-judication of the basic jurisdic-tional issue, but that he would put the question to the Commission. That, it is presumed, would not come until the networks had ap-pealed and petitioned the statuto-ry three-judge court in New York for a stay.

The Arnold conference probably could, if it de-sired, interpose no objection to the temporary injunction, but Chair-man Fly has indicated clearly he personally would not be disposed to act that way, despite statements he made to the Senate Interstate and Foreign Commerce Committee on the White Resolution. It is reported, also, that Mr. Fly feels his purported com-mittments to the committee to grant such a stay were “misinterpreted” and that the committee understood his position applied only to licensed stations, rather than to networks, which are not licensed by the FCC.

It is expected the CBS repre-sentatives at the conference on Wednesday will be Edward Klau-ber, executive vice-president, and Judge John J. Burns, chief counsel; for NBC John T. Cahill, chief coun-cel in the monopoly proceedings, and Judge A. L. Ashby, vice-presi-dent and general counsel; for MBS, Louis G. Caldwell, chief counsel, and Fred Weber, general manager. In addition to Mr. Arnold, Mr. Waters and Holmes Baldrige, chief of the litigation section of the antitrust division, are expected to sit in.

The Arnold conference originally was called for Saturday, Oct. 25, but a postponement was granted by Mr. Arnold upon the plea of Judge Burns. Mr. Waters, acting on behalf of Mr. Arnold, it is re-port, called NBC, CBS and MBS attorneys, inviting them to the discus-sion. The best information that could be gleaned was that the con-versations would be “exploratory”, since there is a fundamental ques-tion of jurisdiction involved in monopoly proceedings.

Industry observers, however, were inclined to regard this new phase as double trouble, particu-larly since recent precedent under Mr. Arnold’s dynamic direction invari-ably has resulted in “consent decree” negotiations. This happened in the ASCAP-BMI matter, after suits had been filed.

The plight of individual stations

MBS ‘White Paper’ Lauds Net Rules

Commission Exalted as Other Nets and NAB Are Rebuffed

UNQUALIFIED support of the revised chain-monopoly regulations of the FCC as beneficial “to the industry, the public and the adver-tiser” was expressed last week by MBS in a “Second White Paper” which the network said had been distributed to a list of 50,000 to stem “misrepresentations” attributed to the other networks and the NAB.

Besides endorsing the regulations and commending the FCC major-ity, MBS admonished all stations to refrain from any commitments with other networks which bind them to “a course of action incon-sistent with the regulations after Nov. 15.” It pointed out that affiliate contract provisions which violate the revised regulations may make stations liable to punitive action by the FCC, and may pos-sibly run counter to the anti-trust laws.

Not only did MBS go all-out for the new rules, but it also commended the Commission’s jurisdiction and power to adopt them are clear and predicted its action “will be upheld in court”. The 20-page pam-phlet was signed by Fred Weber, MBS general manager, and ap-proved by Alfred J. McCosker, chairman of the board (WOR); and E. M. Macfarlane, president (WGN-Chicago Tribune).

Praise for Fly

MBS found nothing whatever wrong with the rules, and praised FCC Chairman James Lawrence Fly and other Commission repre-sentatives for their “infinite pa-tience” and “self-sacrificing readi-ness” to arrive at a workable solu-tion during the conference of last summer. It pulled no punches in criticizing the positions taken by NBC, CBS and the NAB in opposition to the rules and to the FCC.

After analyzing the changes effected by the FCC majority in its supple-mentary report of Oct. 11 [BROADCASTING, Oct. 20], MBS said that following careful study, and after consultation with its counsel, it expresses “confident and unre-served belief that the revised regu-lations will not only have the harm-ful effects ascribable to them, but will benefit the radio industry, the public, and the advertiser”.

It viewed with “amazement” the broadsides of criticism and con-demnation which greeted the Oct. 11 order, citing the statements of the presidents of CBS, NBC and the NAB. While all of these “loose generalizations”, save that of NAB President Neville Miller, had been discussed in the MBS first “White Paper”, issued May 23, it said nevertheless that the matter is so important, and the danger that station licensees, the public and advertisers “will be misled by the widely publicized misrepresenta-tions” was sufficiently great to warrant publication of the new analysis. MBS contended the option-time provisions, though non-exclusive,
affiliated with particular networks, in the light of the regulations, has had industrywide reverberations. Until there is a postponement of the regulations, stations are faced with the necessity of revising their network contractual arrangements to conform with the rules which apply differently in varying markets, depending upon the size of the station, the number of outlets available, and other factors.

Cream for the Powerful

Consequently, no hard-and-fast yardstick can be applied in all cases. Stated another way, it is expedient, as it is reported, to decide upon individual courses of action, complying with the regulations as written, and taking maximum advantage of their separate positions and requirements.

The view still predominated, however, that under the regulations the cream of network business is destined to gravitate to the best station in a particular market, despite the "first call" privileges permitted during the transition.

The series of angry exchanges which erupted immediately following issuance of the revised regulations Oct. 1, between network heads, the NAB and FCC Chairman Fly died out last week. But MBS stepped into the breach with its "Second White Paper" horizontal attacks, supporting its view that the FCC majority was being outmaneuvered. The war games will continue through November, and WPTF is covering them, along with other stations, on a daily schedule. In this picture, made at First Army headquarters in Camden, are (l to r) Capt. Newton Jacobson, writer and radio artist who has worked with CBS; Corp. Robert Button, former assistant program manager, NBC-Blue; Mr. Kirby, WPTF Engineer William Dean; Mr. Wallace, WPTF announcer, WTAG, Worcester; Private William Davidson and Sgt. Leon Leek, both formerly of NBC.

Sarnoff Repeats

DAVID SARNOFF, president of RCA, from his office in New York, officially opened by Senator Clark, the news of the new radio-phonograph department of the John Wana
des made a spectacular appearance on Philadelphia Oct. 24. It marked the second time Mr. Sarnoff has been called upon to handle opening honors for the store. He put the store's one-time radio station on the air as engineer of WOO, which marked Mr. Sarnoff's first entrance in the radio field.

contention of the Commission that it has jurisdiction over purported radio monopolies.

If the Department should have in mind antitrust proceedings against the networks, because of "block booking" operations under the exclusive time option provisions or for other reasons, it would have to be brought on the basis of violation of the Sherman Act. That would be in fundamental contro
versy with the FCC conclusions, according to informed attorneys.

The Department has focused primary attention upon NBC and CBS maintenance of artists bureaus and recording-transcription operations. While it has taken no formal position, the inference has been that these operations have tended to suppress competition in these fields. The Commission majority also held the same view, but inferentially referred these matters to the Department of Justice. Since the hear
ings developed, CBS has disposed of its artists' bureau and has not engaged in an out-and-out commercial electrical transcription manufactur
ing business, though it is in the home recording field.

 Merrily Informal

NBC is in the process of negotiating sale of its artist's bureau or at least a full-scale divestment, and in the transcription field has eliminated what it believed to be the primary source of complaint — refusal to permit lines of other transcription companies into its studios for recording purposes. What bearing these modified operations would have on the Department's view is another of the undetermined issues.

The only information that could be procured on the scope of the conference was that it was called as an "informal discussion" to ascertain the course the Department should pursue, if any. It was emphasized there is no immediate in
ention of seeking indictments and that the Department felt it had to protect itself against allegations in Congress or in other high places that it had been dilatory in failing to prosecute a monopoly. It was clearly inferred that Chairman Fly had asked the Department to in
tervene, and in some quarters it was thought this reported action may have been the basis for Mr. Fly's statement on Oct. 13 that he would be "surprised" if the networks appealed from the rules.

Lime Cola on 78

LIME COLA Co., Montgomery, Ala., through Davis, Harrison & Simmonds, Los Angeles, with local bollers, Chicago, has launched a 13-week national campaign on approximately 178 stations. A quarter-inch musical program featuring Texas Jim Lewis & His Lone Star Cowboys will be utilized. Tie-ins will also be made with theaters during personal appearances of the aggrega
tions. Musical group has been signed under a five-year contract by Lime Cola Co., with Don L. Davis, advertising director of the firm, setting the deal, and currently lining up station list.

Carter Coal on 15

CARTER COAL Co., New York (Olga Coal), on Oct. 19 started its fifth year of sponsorship of Hermit's Cave, weekly mystery serial. Original radio series is produced at WJR, Detroit, the series is pro
duced by The Rummers of The Little Theatre of the Air. Stations carrying the new series WOJR, WCLY, WFOS, WFCB, WBIG, WCHV, WBFM, WGAN, WING, WEJE, WJR, WSJV, WQX, WNOQ, WPTF, WBBM, WOR, WRCA, WOR, WPTF, WRFV, WSJS, WHTA, Ralph H. Jones Co., Cincinnati, handles the account.
Key Priority Figures to Meet Oct. 29

Sidney J. Weinberg, chief of the OPM Bureau of Clearance of Defense Industry Advisory Committees. Acting as chairman of the committee will be Jesse L. Maury, chairman of the Consumers' Durable Goods Branch of the OPM commodity section.

A meeting of the RMA priorities committee also is to be held in Washington on Oct. 29, before the OPM machinery. The RMA committee is to continue to function on immediate industry problems and as liaison with the OPM group.

One development of the Oct. 20 DBC committee was the feeling that a single overall blanket statement on the needs for equipment and plant and repair parts for communications systems for several months should be evolved, it was understood. It was indicated this formula for a reasonable and logical forecast of the requirements of a communications system is being considered favorably as a practical time-saving method for priority handling.

Blanket Forecast

Under the plan the DBC Priorities Committee would review this blanket forecast and then transmit recommendations, tantamount to a final determination, to OPM, which would actually grant the priority rating for the communications company. This is the program temporarily under consideration if the DBC committee is to play the major role in communications priorities, it is thought.

However, small companies and individual broadcast stations would follow the usual procedure of filing application for priority ratings. It was indicated. Because broadcasting accounts for the bulk of FCC activity, it has been felt this presented a possible danger since that field might be given undue weight in any grouping of the entire communications industry under the DBC committee.

When top-ranking DCB officials-might be no cost to them except Director Donald M. Nelson and his aids to discuss the communications industry situation, he showed interest in determining a practical method for handling the priority requirements of the communications industry, it was learned authoritatively. Mr. Nelson, who also is executive director of SPAB, indicated that he wants to arrive at a solution to the communications industry situation as soon as possible, it was said, and he expressed confidence in the ability of DBC to study the problem.

At the Oct. 20 meeting of the industry representatives with the DBC Priorities Committee, each industry committee gave an exposition of the priority problems of its particular service. It was unanomously held by industry representatives that the expanded maintenance and repair Order F-22 (Broadcasting, Oct. 28), authorizing an A-10 rating to all industries,

made that classification practically worthless for the communications industry.

Another development on the priorities front came Oct. 21 with announcement by a draft of an OPM conservation order which closely restricted the use of copper in more than 100 "non-essential" consumer products, such as home radio receivers, from now until Jan. 1 and banned its use completely during the coming year. The move was regarded as a definite step in the direction of priority allocations rather than the present priorities policy, set up on a project basis. Director Nelson has indicated on several occasions that he feels an allocations system, in which OPM would work from the supply source rather than its present restrictions on purchasing of materials, would be more practical.

$2,150,000 to cover FCC overhead, the proposal has been considered by the Commission intermittently during the last several months, but no action has been taken.

On the proposal the broadcasting industry would be called upon to contribute approximately $1,000,000, with telephone and telegraph and cable companies contributing the balance [Broadcasting, Aug. 28]. Insofar as broadcasting is concerned, the tax would be in the nature of a gross levy, with only a $25,000 deduction, and it might be subject to an increase in excess of that minimum, whether or not they earn profits. FCC figures indicate that some 300 stations operate in the red, and it is presumed most of these would be hit by the proposed levy.

Treasury Studies Radio Levy On Instructions by Congress

The Treasury Department definitely is at work on a study of franchise tax possibilities for the radio and communications industries, it was learned by Broadcasting last Friday.

Although there is no set "time schedule" for the Treasury report on its studies, they are under way in pursuance of instructions from Congress. This was revealed along with details of a reported meeting between John L. Sullivan, Assistant Secretary of the Treasury, and FCC Chairman James Lawrence Fly for a discussion of the radio franchise tax proposition.

Franchise Tax, Perhaps

Just what form Treasury tax recommendations along this line might take remains a mystery, but the report is that a flat franchise levy may be suggested which may gross as much as $5,000,000 from the radio and communications industries. On the other hand, another report indicates that the Treasury Department has been convinced any form of tax that might be regarded as "punitive" should be avoided. Such a tax had been advocated in some Congressional quarters on grounds that broadcasters were being presented a "valuable Federal franchise" to the extent of whatever taxes they might pay under general tax schedules.

The FCC during the last several weeks has passed over a proposal for assessment of franchise taxes on a cost-of-regulation basis, as espoused by Chairman Fly Aug. 18 at an appearance before the Senate Finance Committee during consideration of the 1941 Revenue Act. It was finally deleted a controversy proposal for a 5-15% Federal tax on radio's net time sales of $100,000 and more annually.

A comprehensive legislative proposal under which an excise tax based on gross receipts would be imposed on all branches of the communications industry, including broadcasting, was drafted several months ago by the FCC rules committee. Designed to raise approximately $2,150,000 to cover FCC overhead, the proposal has been considered by the Congress intermittently during the last several months, but no action has been taken.

On the proposal the broadcasting industry would be called upon to contribute approximately $1,000,000, with telephone and telegraph and cable companies contributing the balance. Insofar as broadcasting is concerned, the tax would be in the nature of a gross levy, with only a $25,000 deduction, and it might be subject to an increase in excess of that minimum, whether or not they earn profits. FCC figures indicate that some 300 stations operate in the red, and it is presumed most of these would be hit by the proposed levy.

May Act in November

Assistant Secretary Sullivan, after a meeting with Chairman Fly, indicated last Friday that the Treasury Department study definitely had been under way for some time, and that it was expected to remain in compliance with instructions from Congress. At the time the proposed 5-15% radio tax was stricken from the Revenue Act, House and Senate leaders revealed that such a study had been ordered, and that action on a radio tax might follow when Congress convened after legislation affecting administrative changes in the Revenue Code. It is thought this legislation may come before Congress during November.

Several members of the FCC, it is understood, hold that the Commission should not take upon itself the responsibility of developing and advancing to Congress any proposals for legislation affecting the radio and communications industries. Rather, they feel, the FCC should assemble its views on the matter, along with whatever suggestions it might receive from other sources, submit them available in the event Congress or the Treasury Department or the Joint Committee on International Revenue Taxation asks for them.
Networks See Early Approval
Of New ASCAP Music Pact

Over 80% of CBS Stations, 90% of NBC, Are Said To Have Agreed; Changes Dispel Opposition

WITH REPORTS of “better than 80% of affiliates” having already ratified the CBS proposed contracts with ASCAP and nearly 90% ratification by NBC stations, network spokesmen expressed the opinion last Friday that completion of the task of securing approval from the few remaining stations was just a matter of time and that the contracts would probably be signed within a couple of weeks.

Edward Klauber, executive vice-president of CBS, and Mark Woods, NBC vice-president and treasurer, appeared before the ASCAP board Thursday and while no details of the session were divulged, it is believed they gave the board assurance that the contracts will definitely be signed and ASCAP music returned to the networks.

Meanwhile, both networks admit they are doing everything possible to get their affiliates 100% agreed to rebates through their approval of ASCAP contracts that ASCAP has submitted to them and through contract negotiations between the networks and ASCAP. The networks appear in complete accord on the matter.

Bargaining Weapon

ASCAP’s acquiescence to the demands for modifications in the contracts made by various station groups (BROADCASTING, Oct. 20) has put a virtual end to organized opposition of ratifying the network contracts, leading to the presumption that broadcasters who have not yet given their approval are using the networks’ desire to get these approvals as a bargaining weapon in their negotiations with the networks on matters which have no connection with the ASCAP contracts. Every confidence was expressed at network headquarters, however, that unanimous station support will be forthcoming in the near future.

It is understood the readiness with which ASCAP agreed to modify the logging provisions in its station contracts as requested by Independent Broadcasters Inc. (BROADCASTING, Oct. 20) was to some extent due to advice received from the Department of Justice that the requirements of the original contracts, while perhaps conforming technically with the consent decree, might have proved onerous in their application. These could not be confirmed, however, ASCAP stating merely that it had submitted the contracts to the Department of Justice and that any further comments would have to come from the Department.

Among the details still to be worked out is the matter of applying clearance-at-the-source to commercial transmissions. It is expected the copyright committee of IBLI will meet with representatives of ASCAP and of the transcription industry for a general discussion of the problem, but no such meeting has yet been called.

When discussions were resumed with BROADCASTING, John G. Paine, ASCAP general manager, emphasized the point that his organization was concerned solely with performing rights and that the question of recording rights, which are handled for the copyright owners by Music Publishers Protective Assn., is one in which ASCAP will not become involved. The question has frequently been raised if the fees extracted by MPPA for commercial use of transcriptions of its music on stations who have paid ASCAP for the right to perform that music did not constitute double payment for the same thing.

Per Program Study

ASCAP’s radio committee is now working on preparation of a per program network license, at the request of John Shepard 3d, president of Yankee Network, who conferred with the committee last week. Since the national networks expressed no interest in obtaining the rights to use ASCAP music on any but a blanket basis, it is believed such license has already been drafted, Mr. Paine said, adding that it will be submitted to ASCAP for approval and then submitted to the networks for their approval.

DULY VESTED with the title of Nawa Kara-Rah (Flying Talk), Neville Miller, NAB president, received the Other broadcasting honor at Tulsa Oct. 17 during the Convention of the 10th District, Advertising Federation of America. Watching in center is William B. Way, vice-president and general manager of KVOO, sponsor of Mr. Miller. Chief Sunatana (right) made the presentation.

ASCAP was going ahead with the task, however, so that Mr. Shepard could see how it would compare with the network blanket license before deciding which form of agreement he preferred for his Yankee and Colonial networks.

At its Thursday meeting the ASCAP board again agreed to give all broadcasters blanket permission to use any ASCAP music in connection with football broadcasts during the subsequent (last) weekend. With the network contracts so near to the signing stage it is expected the board will continue such permission at least until these contracts are concluded, with possible further extensions for individual stations who are negotiating for individual ASCAP license.

Network Rebate of 2 1/2% Is Accepted
By Ed Craney in Letter Sent Trammell

ACCEPTANCE by KGIR, Butte, Mont., of the 2 1/2% network rebate provision on ASCAP payments was announced last week by Ed Craney, president of the station and one of the most ardent proponents of the rebate plan.

In a letter to Niles Trammell, ASCAP president, Mr. Craney said that to express his faith in a material way “in your honesty and integrity, I am herewith giving you authority, in order to help you pay your copyright license fee to ASCAP, to deduct 2 1/2% from the actual amount of money which is due me each month for the sale of my station time.”

Not a Precedent

Mr. Craney herebefore has opposed the rebate principle on several grounds, containing, among other things, that it would set a precedent for other percentage rebates to networks. He advised Mr. Trammell the ASCAP payment “in no way is to be constructed as including any deduction for any other sums as for free hours. Further, this is not to be considered a precedent to be followed in the payment of any charges which may be made against NBC from time to time on copyright or for any other purpose.”

Mr. Trammell ten days earlier had wired Mr. Craney that he had received his “implication of dishonesty and attempt to belittle the issue on the part of NBC and me in relation to the entire industry.” The telegram was in reply to one sent by Mr. Craney to the NBC president, opposing the rebate formula and the blanket license pact. (BROADCASTING, Oct. 13.)

Mr. Trammell wired Mr. Craney Oct. 8 that the clearance at the source arrangement in his judgment was an equitable idea “which results in great savings to affiliated Stations and materially increases music costs to NBC.” He said NBC only asked that out of the savings so obtained for the stations by clearance at the source, the stations should bear a “small part of our increased cost of music which was not contemplated at the time of our last agreement.” He said four stations were established under our affiliation agreement.” He sug-

(Continued on Page 47)

Directors of BMI Discuss Licensing

New Contracts May Run Until 1949, Under Proposal

FUTURE licensing plans of BMI furnished the main topic of discussion at a board of directors meeting held in New York Oct. 21, according to Mr. Robert F. Womack, executive vice-president of the radio music organization, who said new licenses will be issued in March and that before that BMI will decide what form these licenses shall take and how long they shall run.

Mr. Kaye declined to reveal details but it is understood longer licenses than the present one-year forms are under consideration, possibly to run until Dec. 31, 1949, terminating coincidentally with the new ASCAP licenses.

Network Support

Representatives of the networks are reported to have reiterated their promises to support BMI for as long as a time as the majority of the industry desires. It was also learned that a committee was appointed to work out details of the new contract but a representation to the board at its next meeting, scheduled for Nov. 14. Names of the committee members were not divulged.

Meanwhile, the meeting of the board and the stockholders’ meeting which preceded it were “strictly routine,” according to Mr. Kaye. The stockholders reelected the entire BMI board and ratified its actions; the board then reelected BMI’s officers for another year.

BMI board members are: Neville Miller, NAB; Walter J. Damm, WTMJ; Edward Klauber, CBS; Niles Trammell, NBC; Paul Morency, WTIC; John Shepard 3d, Yankee Network. Officers are: Mr. Miller, president, Julius P. Mark, Jr., president-elect; Edward Klauber, vice-president; Merritt E. Tompkins, vice-president and general manager; Charles E. Lawrence, treasurer; Julius P. Mitkam Jr., assistant secretary.

Meeting was attended by the full board, with Messrs. Caney and Tompkins; Carl Haverlin, BMI director of station relations; Mark Woods, NBC vice-president and treasurer, and Mefford Runyon, CBS vice-president, also present.

Berle’s BMI Song

BMI has signed contracts with Milton Berle, Bert Pelle- lish and John Ewing for the publication of their song “Would It Make Any Difference To You,” with the printed copies to be distributed in two weeks. Berle and Pellelissie, ASCAP members, are granting BMI the performing rights to stations and have notified ASCAP of their attention.

(Continued on Page 47)
"THEM GUYS SURE DO WASTE POWDER!"

- Pardon the corny analogy, gents, but there's quite a good parallel for advertisers here. Filling the air with radio messages really isn't the way to get results. You've got to HIT your prospect.

Out here in Iowa, there are sixteen commercial radio stations on which you can buy time. Most of them do a swell job, no doubt, in their own home towns. But there's only ONE of them—WHO—that's "heard regularly" all over the State.

Also—in a State-wide survey, thousands of typical Iowa listeners were asked to name the stations to which they had actually listened by quarter-hour periods. Answer: 46.4% of all daytime listening by all radio families in Iowa is to WHO—only 8.2% with WHO's next "competitor"!

Yes, that sounds almost too good to be true. But the proof of the pudding is in the results that advertisers get from radio in Iowa. We'd like to give you some facts. Drop us a line—or just ask Free & Peters.

WHO for IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. . . . National Representatives
Nothing's Wrong
Money Won't Cure

TELEVISION today is "behind comparison" with other current advertising media for effective presentation of an advertising message, according to Norman D. Waters, president of Norman D. Watkins Associates, New York advertising agency.

"I have no patience with people who say television will be great when we have color, or 'Television will be wonderful when the pictures are larger,' or 'we'll put advertising on television as soon as there are enough sets out to make it worth while,'" he told BROADCASTING.

They've Got to Learn

"Television is a practical advertising tool right now," he declared, "but like any other tool it will do a good job only if it's properly used. The chief trouble with television today is that there are too few advertising people who know how to use it, and too many who are afraid to learn by experimenting for fear of risking their prestige in the event that the shows are poor.

"Take our own case," he continued. "In the 15 years this agency has been in business we've used all available media for our clients, including some radio, although not very much of that, as in the fashion field illustration is generally an essential part of the advertisement. As television developed we believed it held great possibilities for advertising our clients' merchandise, so as soon as commercial television became a reality last July we set out to make use of it.

"After months of study and talking to television executives at the broadcasting companies we believed we had a formula for presenting fashions via this new medium, and we convinced two New York department stores, Bloomingdale Bros. and Abraham & Straus, to give it a trial. So, on Sept. 15, at 5 p.m., Fashion Discoveries of Television made its debut on WNBT, NBC's television station in New York, and the first in the country and the only one in the city now operating commercially.

"Our idea was to get away from the formal fashion showing, with models dashing garments in the traditional manner that has become as set and stylized in fashion shows as the steps and positions in classical ballet dancing. Instead of a parade of girls and gowns before the camera, we planned a program which, we hoped, would be entertaining, and at the same time effectively present merchandise by showing it in its proper background and in action."

A Bit of Plot

"Our first program, Five O'Clock Party, was supposedly set in a Park Ave. apartment, where the hostess' birthday provided an excuse for new wardrobes which guests modeled informally. A slight plot held the half-hour together and allowed for dancers and musicians to provide interludes in the style show. The second program, Football Fashions, featured campus clothes and the third, Career Girl, presented a complete wardrobe for the big city business girl.

"In presenting this series," Mr. Waters continued, "we were frankly experimenting, feeling our way in an uncharted field with no precedents to guide us. While ours were not the first sponsored programs on television, our predecessors had presented sight-and-sound versions of their radio programs, had sponsored sporting events and the like, so with our series we lay claim to be the first commercial programs especially designed for television.

"In a way we were tackling at the outset the most difficult type of commercial program, for despite the sugar coating of entertainment—which, incidentally, was good enough to give our programs audience acceptance comparable to that of the most popular sustaining programs—our show was essentially a half-hour straight commercial. That is, our goal was to display merchandise and to present its good points to our audience, and that's what we did, with a fashion commentator describing each garment and giving its price while it was being shown.

"As I told the audience at the end of our third program," Mr. Waters said, "we are convinced that our basic formula is right, judging by the enthusiasm these programs engendered, but we must stop for a breathing spell so we can have time to recapitulate our experiences, before continuing our regular program series, which will come a little later on."

Mr. Waters continued, "This pause does not mean that we are going to stop for any length of time, or to wait for any television improvement. We are more convinced than ever that television today, just as it is, is the greatest medium of advertising that our industry has ever had at its disposal. The immediate need for improvement is not in the medium itself, although of course many technical improvements will be made as time marches on, but rather in the creation of ideas and development of technique by those in the advertising field whose function is to study ways and means of making the use of all media more effective to advertisers.

It Brings Prestige

"What does television offer the advertiser today? First it gives prestige—merchandisable prestige. To be among the first television advertisers is a sign of distinction, just as it was for the first users of radio. And distinction, in the fashion field at least, is a very valuable asset for any firm or product. Botany Mills, for example—and the company is not one of our clients, by the way—used national trade paper space to advertise that it was first in television in its field.

"Next, television today offers publicity to its users, and publicity is also valuable. When a department store spends hundreds of dollars to put on a fashion show in its store, that expense is justified not only by the small group of women attending the show, but by the newspaper reviews which carry the story of the store's new styles to hundreds of thousands of women throughout the store's service area. Television today also brings publicity; our first telecast was reviewed widely by the press.

"Third, and I put it third advisedly, is the fact how large the television audience is right now is estimated to be about 35,000 to 40,000 television in the New York metropolitan area. That figure is based on 1,500 home receivers, with an average audience of about five people each, and some 600 sets in restaurants and bars throughout the city. As the case of outstand- ing programs, such as championship sports events, the actual audience is greatly expanded. One recent television prize fight on the small screen receiver in this establishment.

Eyes and Nine

"Accepting, however, 40,000 as the potential for the average commercial telecast, we must remember two facts: First, what the advertiser gets from his advertising on television is not only on his potential audience but on the effectiveness of his advertising on that audience.

"Second, psychologists tell us that on average bring us nine time as much information and knowledge as that gleaned by our ears and other senses, so that in comparing television, which offers a combination of sight and sound, with radio circulation we should multiply our video audience by at least nine to get a fair comparison of the effectiveness and sales impact for an advertiser. A more than nine-to-one ratio was further proven by a survey, which found that fancy about 90 per cent remembered by between ten and ten times as many persons who got them from television as by those who heard them on any other forms of advertising combined.

Furthermore, we must consider the fact that the listener may give only partial attention to a radio program, if a television program is on, it receives full attention of everyone in the room. Lights are turned down, seats are arranged to make the set the center of attention, and if anyone turns away it is because he does not like a particular set or message, not because of some distraction.

"Television's attractions, however, are its immediacy and spontaneity, which gives the audience the feeling of being in on what is happening as it occurs, with immediate reaction. For that reason I am convinced that television should strive for an informal attitude, and not cold, studied person.

"To inject those qualities of immediacy and spontaneity into commercial programs in a natural way presents a challenge to the advertising profession.
RUN Your Brand
On the Fertile Panhandle-Plains

Good short-grass pastures, fine row crops, countless herds of sleek Herefords, cattle prices high and going higher! That's one view of the prosperity picture of the rich Plains market. Other angles are: wheat to feed the nation in an era of national defense—vast oil reserves for the wheels of industry.

Amarillo is the distributing center and undisputed capital of this great empire. KGNC, the area's NBC Red outlet, is its radio station.

Here's good grazing for aggressive national advertisers . . . an opportunity to establish brands in an up-and-coming, year-around market.

Get the attractive combination rate on these four close-knit stations.
DIES LETTER LISTS EMPLOYEES OF FCC

HIGH ATTORNEY NAMED AMONG ALLEGED COMMUNISTS

TWO unidentified employees of the FCC were among the 1,124 Federal Government workers listed last week by the Dies Committee as members of subversive organizations or as advocating overthrow of the Government, in a letter sent to Attorney General Francis D. Biddle. The letter was sent the Attorney General by Chairman Dies, in reply to a request for any information the committee might have in connection with Government employees connected with subversive groups.

A HIGH ATTORNEY

While no names were made public by the Dies committee, it was learned that names of other employees in its records linking them with at least two purported Communist- front organizations were turned over to the Attorney General by the Dies committee. It is known that one of these, holding a high legal position, is involved with the office of an organization which committee attaches term "out and out Communist and they'll admit it".

It was considered highly significant that one of these employees listed by the Dies committee is identified with the FCC newspaper investigation.

The Department of Justice has been allotted $100,000 by Congress to investigate employees believed guilty of belonging to subversive or disloyal groups and those advocating the overthrow of the Federal Government. When the investigation of the two FCC employees is completed, the findings will be turned over to FCC Chairman James Lawrence Fly.

Food-Drug Primer
A BOOKLET titled "Procrurals For Hostile Propaganda" as "hostility to Germany" has been issued by the station relations division of the Canadian Broadcasting Co. at Toronto, and is being distributed to all food and drug advertisers advising them to avoid German and Canadian broadcasting stations. The seven-page booklet gives the latest data on how to meet the C.B.S. Regulation 12, dealing with food and drug advertising continuity.

CENSORS STRICTEST: FLANNERY CLAIMS
"NAZI censorship over broadcasts from Germany is becoming more and more strict," Harry Flannery, recently returned CBS correspondent from Berlin, told a group of New York radio correspondents at a luncheon given in his honor by CBS last Wednesday.

All expressions of opinion are ruthlessly censored out of any script, he said, and an attempt is being made to have the radio make only direct statements, censors balancing at quotations even from the German high command. The word "claimed," in such sentences as "The German high command claimed that seven British planes were shot down over Berlin last night," has been entirely eliminated from the correspondents' vocabularies, he said.

Where William Shirer, whom he sees constantly in Berlin, is able to get his ideas across to America through the use of slang and of voice inflections, there is no longer possible, Mr. Flannery stated, explaining that his censors included a former New York banker and ex-professor from the U of Chicago, both of whom were thoroughly conversant with American radio. Furthermore, broadcasts to America are now recorded for future reference.

 Asked about conditions outside Berlin, in German-occupied Europe, he said there is little difference, as the Berliners seem to travel with him wherever he traveled. In response to another question he stated that he had not been bombed, although there had been some hits near by. Formerly a marketplace landmark, located on the East-West axis and near a lake, the site has been wonderfully camouflaged, he said. The lake has been covered with water and the axis studded with steel poles covered with netting, with leaves and vines set on the netting to simulate a forest and so confuse hostile aviators.

Richardson Named
ROBERT J. RICHARDSON JR., formerly West Coast sales representative of KWK, St. Louis, has been appointed sales service manager, according to Robert T. Convey, president of Thomas Patrick Inc. In his new capacity Mr. Richardson will handle the station's cooperativ e activities and any national spot and local advertising.

Mr. Richardson counts. Mr. Richardson joined KWK in 1934, having been in store for two years at The Principia and Washington U. Lloyd C. Smith, formerly of the national sales department of WNS, Milwaukee, has also joined the staff of KWK and will work with Mr. Richardson.

BROADCASTING • Broadcast Advertising
This might be your show... Large or small, your job is a mighty important job to the National Broadcasting Company Radio-Recording staff, at every stage of its progress! Experienced men select talent, stage careful rehearsals, make sure everything is letter-perfect before engraving the master record.

This might be your problem... The NBC Radio-Recording staff will start at the very beginning, if need be—analyze the audience to be reached, the type of program needed, make recommendations... and then write, cast, direct and record the entire program!

NBC Orthacoustic recording seals "live-talent" flavor into your transcriptions. This battery of record-cutters is only a part of the precision equipment used by NBC Radio-Recording Division... and operated by top-notch engineers, technicians and recording specialists.

The final "package" represents hours of thoughtful, skillful work by dozens of specialized hands and brains... the type of show that only NBC could produce. Yet the cost is amazingly low!

47 SHOWMEN WANT TO WORK FOR YOU!

Here is your staff... your facilities
When NBC prepares your recorded programs!

Imagine the kind of radio shows you could turn out with a 47-man staff of experts working with you... and for you!

That's exactly what you get when you turn your problem over to NBC Radio-Recording—whether you want a series of simple announcements, a musical program, or a full-length script show. For the 47 NBC Radio-Recording men are on our payroll... but they're here to work for you! Engineer or writer, technician or producer or director, each of the 47 is a showman first and last, his work contributing towards a single, invariable result: outstanding excellence in the final disc!

But that's not all: for this staff is backed by the unsurpassed facilities of NBC; costly precision equipment, access to the finest talent in the country—even an organization to process, manufacture and distribute your pressings.

Expensive—? Not a bit. You'll be amazed at how economical this service really is. May we tell you the whole story, soon?

NBC Radio-Recording Division
NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset & Vine, Hollywood
FCC Hearing Recessed Until Nov. 13 for Further Data

WITH the FCC's expansive case against newspaper ownership and operation of broadcast facilities nearing completion, the FCC last Thursday recessed the newspaper-ownership inquiry until Nov. 13. Announcement of the three-week recess came after the Commission heard Mr. W. McCutchen, final witness in the press association and "academic" phases of the proceeding.

According to the indicated schedule, the FCC will hold the stand for several days when sessions resume, introducing new statistical and documentary exhibits, along with corrections on exhibits previously included in the record, some of which were involved in the previous week, Mr. Moore declared, adding that without this facility Transradio probably could not have developed as it has. Under questioning by Counsel Caldwell, he indicated that Press Wireless Inc. has operated Transradio from 1931 to 1935 in securing a broader interpretation of the term "public press", to include radio broadcasts of a pseudonymous character. The described Press. Wireless' multi-directional transmission service as "one of the outstanding developments of news transmission".

Various Services

Mr. Moore stated also, under questioning, that one reason behind formation of Radio News Assn. was to supply "a news service" to other stations in a city where Transradio was bound by an exclusive agreement with another client. The basic service of Transradio, which may aggregate 50,000 words of news daily, is furnished via wirelines, he explained, while its RNA operates entirely as a wire-free service, sending between 6,000 words daily. Transradio service also is available via wireless, he commented, although this service amounts to only about 4,000 words a day. In some cases a client will take both RNA and the wireless Transradio service if either of them alone are not sufficient for his needs.

Questioned closely on Transradio's foreign coverage, Mr. Moore indicated the agency has had no representative in European centers like Berlin or Paris since it was war started in 1939. However, he contended, "In current day Transradio has access to all the news sources of Reuter's, British news service, which have included Havas (French) and R.C.A. Warner, and has also, with the reports of Germany's Transocean and DNB, Italy's Stefani, and Japan's Domei, although there are no actual contracts now with a but Reuter's.

Brant's Views

Mr. Brant, formerly head of the editorial board of the St. Louis Star-Times and now a contributing editor to that paper as well as the prospective new Chicago morning paper to be published by Marshall Field, favored the three books—Dollars & Sense, published in 1933, Storm Over the Constitution, and 1936, and the first volume of biography President James Madison, which appeared early in October.

Questioned only indirectly on his writings, with most testimony drawn from his opinion as a newspaper writer, Mr. Brant said he though that in the field of public expression radio beats the newspapers, and that the newspapers are not ready to face the test of broadcasting.

Facsimile's Effect

Asked point-blank for his opinion of whether the FCC should exclude facsimile from favorable operation, Mr. Brant declared: "When facsimile becomes a commercial probability, it will produce its profound alteration of the publishing field that you can't lay down a hard and fast rule now to do this." He pointed out that such a rule might very well change the entire consolidation picture, for instance.

FCC Hearing Recessed Until Nov. 13 for Further Data

WHAT WAS regarded as another possible deviation from the FCC's policy of throwing all newspaper applications in the suspension file, except where an "existing situation" would not be disturbed, developed last Tuesday with the appeal of transfer of control of the Pacfic Radio Commission in Portland, Ore., to Sheldon F. Sackett, 50% owner and owner of KOOS, Marshfield, as well as a publisher of newspaper, in the same city. At the FCC it was stated this was not regarded as a "deviation" of its policy under Order No. 79, since Mr. Sackett already owned 50% of the station and since certain of the smaller stockholders are so close to him that control actually reposed with the newspaper publisher. Moreover, it was stated that the Coos Bay Times in Marshfield, Ore., published by Mr. Sackett, is some 200 miles nearer the newspaper market in 1939 than it was in 1930 that therefore the issue of concentration of control in the same community was not present.

Demand of Order No. 79. Earlier this year, the FCC had made several authorizations which were cited as deviations from Order 79—one authorizing an FM station in North Carolina for Gordon Gray, and the other dealing

with a power increase to 50,000 watts for KTRH, Houston, identified with the Jesse Jones interests. Since then, however, there has been no other deviation from the all applications not regarded as altering "existing situations" have been relegated to the suspension file.

Past Deviations

Under the Oct. 21 action, Mr. Sackett, inquirer of five additional shares of stock from D. Elwood Caples for $312.50. He had already held 100 of the 200 shares of stock.

Deal gives Mr. Sackett as publisher of the Coos Bay Times, Marshfield, Ore., as well as owner of KOOS, Marshfield, 105 shares while Mr. Caples, a local attorney, retains 31 shares, Mr. Sackett was one of the original stockholders in the station when it was founded back in 1928, but later relinquished his holdings to Walter L. Read. Mr. Read, upon his retirement in 1940, re-sold his interest back to Mr. Sackett.

The FCC last Tuesday also authorized KVAN to modify its license increasing its power to 500 watts daytime. Station operates now on 910 kc. with 250 watts daytime only.

print a broadcast speech in full text because "the broadcast stimulates the interest of listeners in reading the speech if it is a good one."

Admitting to a "working knowledge" of the newspaper-ownership question, drawn from familiarity with "comments that pass in newspaper circles" and newspapers' first impulse to enter the broadcasting field came from the desire to exert power and influence both to be in the public interest. Other considerations, he added, were the promotion possibilities for the paper, a "business hedge" in which the newspaper sought to protect itself from advertising revenue, and a look into the future of such developments as facsimile broadcasting. Radio, through its news bulletins, has eliminated extra editions of newspapers, he said, "but this is a good riddance". He said he did not believe many newspapermen thought radio could supplant newspapers.

Reviewing newspaper consolidations in his experience in Iowa and St. Louis, Mr. Brant declared there is a tendency toward concentration of control in newspapers and paper field, and "anything that concentrates control is bound to have an effect on expression." Responding to another question by David L. Lloyd, chief of the FCC inquiry section, handling the examination, Mr. Brant said he saw harm in both newspaper and radio chains, as well as in any concentration of power in broadcasting in general. He declared this was a "dangerous thing" and that "diversity is desirable."

Control of KVAN, in Vancouver, Wash., Granted Sackett Despite Order No. 79

Page 16 • October 27, 1941
STRETCHING from the lower tip of Kentucky, south through northern Alabama and Georgia, all the way east to the Great Smokies is the Great State of Prosperity.

We at WLAC call it by the more familiar phrase, The Great Tennessee Valley.

Here, more than $500,000,000.00 worth of TVA dams are producing an industrial area that is one of the nation's richest.

The Great State of Prosperity will be covered handsomely and economically by WLAC's 50,000 watts.

GOING TO 50,000 WATTS BEFORE THE END OF 1941

THE STATION OF THE GREAT TENNESSEE VALLEY
Shortwave Outlet To Cost $250,000
Dunn-Dellar Laying Plans to Operate Pacific Station

THE NEW international broadcast station authorized for San Francisco by the FCC a fortnight ago, with the approval of the Defense Communications Board and Col. William J. Donovan, coordinator of information, will be built at a cost of approximately $250,000, according to an announcement by Associated Broadcasters Inc., owners of KSFO, standard broadcast adjunct of the new station.

The grant will give San Francisco the largest operating shortwave station in the world, it was stated, equivalent to that authorized in Moscow and Paris, but not now operating. While it will have an authorized power of 100,000 watts, the directional characteristics will give the beam a power equivalent to over 4,000,000 watts, according to Royal V. Howard, KSFO chief engineer.

In Many Tongues
The station will serve the Far East, Australia, the Orient, and Central and South America, utilizing six frequencies on a sharing basis. It will operate 20 hours daily airing news and entertainment in English, French, Dutch, Spanish, Portuguese, Japanese, and possibly Chinese, Thai, Russian and Korean.

Despite priority limitations on materials for construction of stations, Associated Broadcasters was given full priority rights. Wesley J. Dunn, owner of KSFO, will supervise the construction of the new outlet, and Lincoln Dellar, manager of KSFO, will be its directing head. Full facilities of the station will be available to the Government for any services required "in the best interests of national defense", Mr. Dellar said.

The coordinator of information arranged for delivery of a 100,000-watt transmitter from the General Electric Co., to speed the new service, because of the desirability of broadcasting across the Pacific. Two sites in the San Francisco Bay Area for the transmitter, which together with the studios will cost approximately $250,000, are under consideration now. Shortwave experts from the East are conferring with KSFO Chief Engineer Howard on the installation.

BLOWING OUT the WJZ 20th Anniversary Cake are members of NBC's spot and local sales department with Ed East who conducts WJZ's early morning participation program Breakfast in Bedlam. In first row are (l to r) Bob Eastman; Tom Neals; Phil Porterfield; Jim McConnell, sales manager; Walter Scott; George Wallace and Jim Gillis. Second row, Willard Butler; Bob Hutton, recently appointed WEAF and WJZ promotion manager; Bill Roux, national spot sales promotion manager; Ed East; Bill Tilenius, assistant sales mgr.; D. Close and J. D. Van Amburgh. Decorating the cake were 20 lighted candles.

Kalamazoo Asked By Gross, Shields
Would Surrender Saginaw CP
To Build New Station

APPLICATION for a new station in Kalamazoo, Mich., submitted to the FCC by Harold F. Gross and Edmund C. Shields, who propose to surrender their construction permit for the new WHAL, Saginaw, Mich., if the new station is granted, was designated for hearing last week by the Commission. The applicants, under the name of the Southwestern Michigan Broadcasting Corp., are seeking the facilities of WHAL to operate on 980 kc with 1,000 watts.

Two Were Granted

WHAL was granted to Mr. Gross, who is also operator of WJIM, Lansing, Mich., and Mr. Shields, attorney and Democratic National Committeeman from Michigan, on Oct. 26, 1939. The same day the FCC authorized another new local in Saginaw, WSAM, to be constructed. WSAM went on the air seven months later while the license of WHAL made no effort to further their construction permit. Kalamazoo, at present, is served by the 1,000-watt WKZO on 990 kc.

Surrender will mark the fifth instance in which a new station, authorized simultaneously with another station in the same community, has chosen to turn in its construction permit. Others were WMWD, Salisbury, Md.; KFUN, Las Vegas, Nev.; KYAN, Cheyenne, Wyo.; and WMWH, Augusta, Ga.

KCFAR, Fairbanks, Alaska, on Oct. 21 received authority from the FCC to rebroadcast certain sponsored programs from NBC's shortwave station WHCA on a commercial basis for a period ending Dec. 6, 1941.
74% of Iowa's well paid industrial workers live in the WMT primary area.

THE spiral of Iowa farm prosperity is still going up, cash farm income will be the greatest since World War I, now estimated at more than $815,000,000. Add another $800,000,000, the estimated industrial income for 1941 in the Tall Corn State, by far the largest in the State's history, and you have a total of more than a billion and one-half, a ready money market that no alert advertiser can afford to ignore.

And because Radio Station WMT is located in the center of concentration of the largest cities in Iowa, with the best wave length in Iowa, 600 kc., almost all of Iowa's industrial workers live in the WMT 0.5 millivolt area and 74% of them actually live in the WMT primary area. The 500,000 people in these cities and the million other Eastern Iowans on farms and in small towns depend on WMT for their radio service. WMT is the dominant station in the area. With this one station you can reach more important trading centers in this area at a fraction of the cost of any combination of stations coveting the same markers.

Money is flowing freely in the corn country now. Reach these markers and reap a greater return from your advertising dollars spent in the Middlewest by using WMT. Write today for complete information.

CEDAR RAPIDS-WATERLOO

*B 0.5 MILLIVOLT AREA, WHITE CBS PRIMARY OUTLINED IN RED

WMT

A COWLES STATION

THE KATZ AGENCY INC. REPRESENTATIVES

BROADCASTING • Broadcast Advertising  October 27, 1941 • Page 19
Appeal of Decision Is Filed by ANPA

Hanson Contends Action by FCC Is Discriminatory

CARRYING on one of the early opposition moves against the FCC's newspaper-ownership inquiry, Elisha Hanson, ANPA counsel, last Wednesday filed a brief in the U. S. Court of Appeals for the District of Columbia, appealing an August District Court memorandum opinion upholding the FCC's right to require the appearance under subpoena of James G. Stahlman, publisher of the Nashville Banner and former ANPA president [BROADCASTING, Aug. 18].

Backed by the position of Justice James W. Morris, of the District Court, is thought the FCC will file an answering brief with the Court of Appeals well within the 20-day period provided under court regulations. In brief, it was incorporated the court will probably push the Stahlman case ahead of others on the docket in order to decide as soon as possible the question of whether the FCC can, within provisions of the Communications Act, hold a general fact-finding inquiry and issue subpoenas requiring witnesses to appear at such proceedings.

Sees Discrimination

In his brief, Counsel Hanson argued that the FCC, through its Order No. 79 and the inquiry provided by it, "singles out as a special class for discriminatory treatment the applications of persons associated with newspapers," which he claimed constituted a violation of the Constitution as well as the nondiscriminatory policy written into the Communications Act by Congress. The brief maintained that "since Order No. 79 exceeds the FCC's powers, it is without warrant of law, and the subpoena issued is not served upon applicant pursuant thereto is a nullity."

The Stahlman case came to court after Mr. Hanson, on the opening day of the newspaper-ownership hearings, had revealed to FCC Chairman James Lawrence Fly he had suggested to four witnesses subpoenaed by the FCC that they refuse to appear in what he described as "illegal proceedings."

In addition to Mr. Stahlman, now on active duty with the Navy Public Relations Office as a lieutenant commander, the quartet included Edward B. Robinson, business manager of the New York Sun; Arthur Robb, editor of Editor & Publisher, and William A. Thompson, director of the ANPA Bureau of Advertising [BROADCASTING, July 25].

CBS PUSHES PLANS FOR LATIN HOOKUP

WITH CONSTRUCTION on its new 50,000-watt transmitters for WCBS and WOR nearly 80% completed, CBS has announced its new Latin American network will begin "full swing at the outset of 1942." Announcing to Edmund A. Chester, CBS director of shortwave broadcasting and Latin American relations, affiliation contracts with 72 stations have been negotiated to date with other deals under way. Briefly explaining the network, he explained, was necessitated by national defense priorities causing a holdup in the delivery of equipment for two stations.

Mr. Chester stated also that the size of the CBS staff for the new network has been increased from 10 to more than 20, New York offices, while the executive staff has been expanded by the addition of noted journalists, musicians and broadcasters from the Latin American republics.

The new transmitters are located at New York and Long Island, with eight directional antennas designed exclusively for transmissions throughout the United States. Four other antennas, with eight more combinations, have been assigned for service to Mexico and Central America.

WEATHER THAT'S SEEN

Talking-Singing Lamb Used

— By Video Station

AFTER numerous experiments by NBC to find an interesting and informative method of arriving television viewers nightly weather forecasts on the network's television station WNBT, Douglas Leiber, creator of the animated cartoon signs on New York's Broadway, has solved the problem with a talking and singing lamb specially created for television.

Six nights a week about 9 p.m. the weather forecaster combining his forecasts with sales talks and cartoon demonstrations of the forthcoming products produced by Botany Worsted Mills, Passaic, N. J., sponsor of these first animated cartoons specially prepared for commercial television.

More than 3,000 individual drawings were made and photographed to build 8 and 16 mm. film each forecasting a different kind of weather, and all opening with the Botany lamb anxiously scanning the skies with a telescope. Agency for the Botany account is Alfred J. Silberstein Inc., New York.

GUILD NOMINEES

NOMINEE for the next president of the Radio Writers Guild is Henry Fisk Carlton, who will serve a one-year term. Terence Savage of Chicago. Nominees for the Guild's national and regional council, to serve two years, are voted on at the election Nov. 7 include Stuart H. Raikes, Harriman, Richard McDonagh, L. W. Martin and Addy Richmond. Alternates, to serve one year, are George Conroy, Vera Oldham and Helen Walpole. RWG representatives to the council of the Authors League of America, include Norman Corwin. Elaine Sterne Carrington, Merrill Denison and Phil Higley, all to serve two years.

Greeting

JIM KANE, publicity director of WBBM, Chicago, received an armed reception during a recent visit to his native New York. In need of cigarettes, he stopped at a corner drug store near midnight and was greeted by a gun in his stomach, and "Don't say a word, buddy and you'll be okay." Under the revolver's muzzle, Kane was led to the rear of the store and locked in a closet where the proprietor kept his dogs. After ten minutes in the locked closet with the druggist, Kane knocked the door down and left—without the cigarettes.
Glancing at our current list of national spot accounts, we’re forced to agree that birds of a feather do flock together—and we do mean flock. Unanimously, it seems, America’s biggest and smartest spot radio advertisers are buying KMBC. Literally in droves, they’ve moved in to enjoy KMBC’s intensive and efficient salesmanship in this vast Missouri-Kansas area. So that now—

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

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

We’re proud of the number of national spot accounts on KMBC. We’re prouder still of the quality of these accounts. And by delivering results to one and all, we intend to make sure the wise birds of advertising continue to flock together on KMBC.

KMBC of Kansas City
Free & Peters, Inc. CBS Basic Network
Davis Memorial Award

HIGH IN PIGEON-ROOST (Ky.)?

No foolin', fellers, Pigeonroost (Ky.) is a bona fide town (Pop. 25)! But like many another "town" in Kentucky, it's far too small to make a noticeable impression on your sales chart! But to reach every radio set in the great Louisville Trading Area, with 56% of the State's retail business, all you need is WAVE! Rates are so low you'll think we're nuts! Send for all the dope, now!

FLYIN' HIGH IN PIGEON-ROOST (Ky.)?

It's the same in Richmond as it is elsewhere — tops. And with it you have the tops in local— WMBG.

WMBG offers you the Red Network audience —5,000 watts daytime—1,000 watts night and equal density of coverage at lower rates. Before you buy—get the WMBG story.

BROADCASTING • Broadcast Advertising
Now WEBC, the pioneer radio station in Duluth-Superior, at the Head of the Great Lakes, where National Defense is born, jumps to 5,000 watts night as well as day. And, we remain at the same familiar spot on the dial, where most people listen most, to our NBC Red and Blue programs, as well as the finest locally-produced shows. In the above picture, you see the twin towers at our Transmitter, which combine, to beam with triple intensity, the message of WEBC, thoroughly in the Twin Ports, and into ALL of Northern Minnesota.

In the picture below, are WEBC’s original “Twins,” a boy and a girl, born on the day the station first went on the air, June 19, 1924. For power, programs and performance at the Head of the Lakes, plus consistent promotion for both spot and program advertiser, there is no better medium, no better station than WEBC! And we can prove it!
Glenn Dimmick Winner Of Annual Movie Medal
GLEN L. DIMMICK, sound engineering expert of RCA Laboratories, last Wednesday was named winner of the Progress Medal given annually by the Society of Motion Picture Engineers in recognition of contributions to the motion picture art. Presentation was made by Emery Huse, president of the society, at the 50th semi-annual banquet in New York. A citation of Mr. Dimmick's engineering accomplishments was read at the dinner by Otto S. Schairer, RCA vice-president in charge of RCA Laboratories.

Among television papers read at the convention was a description of the advances in color by Dr. Peter C. Goldmark, CBS chief television engineer. Dr. Alfred N. Goldsmith, inventor, told of his new "increased range" system. Four engineers of the Allen B. DuMont Laboratories, R. L. Campbell, R. E. Kessler, R. E. Rutherford, and K. V. Landsberg, told of new equipment.

Plugs in Advance
TO LIGHTEN the Christmas mail burden, the U. S. Treasury now is preparing to send to stations immediately all copy promoting defense bonds and stamps for November, December and January. According to Charles J. Gilchrist, assistant chief of the Treasury radio section, all announcements to be used through Jan. 5 are to be mailed from Washington by Nov. 15.

Withdraws CBS Suit
TEST ACTION brought against CBS by Calvin E. Fritts, holder of 50 shares of Class B CBS stock, was discontinued Oct. 17 in New York Supreme Court, with no explanation for the withdrawal of the suit given. Plaintiff protested CBS' recent sale of its Artist and Concert Bureau to Music Corp. of America, claiming that the prices of $150,000 and $175,000 obtained by CBS from MCA were "inadequate."

Chicle Series
AMERICAN CHICLE Co., Long Island City, has appointed Grant Adv, Chicago, to handle advertising the Beeman's Pepsin gum. Through the new agency, the company is testing a 13-week varied schedule of transcribed one-minute announcements and station break announcements on KSD WLS WTMJ WOW KOIN KDCA KFRC WENY. Probable expansion of radio, either in spot or network, is being contemplated for the first of the year.

Ward News on WJZ
WARD BAKING Co., New York, the week of Oct. 20 started sponsorship of a news period on WJZ, New York, Monday through Friday, 8:45-8:50 p.m. and participations on the Uncle Don program, on WOR, that city, also on a Monday through Friday basis. Company in addition is using spot announcements on an unnamed number of stations. J. Walter Thompson, New York, handles the account.

Things that are TRULY CHICAGO
Chicago's Art Institute was one of the earliest centers of culture in the Middle West. This building with the two bronze lions guarding its portals is truly a Chicago landmark.

WGN, a pioneer broadcasting station, represents "radio" to Chicagoans and the Middle West. Like the Art Institute, WGN's studio building is a prominent Michigan Avenue landmark.

A Clear Channel Station
WGN Channel 7
MUTUAL BROADCASTING SYSTEM
EASTERN SALES OFFICE: 220 E. 42nd street, New York, N. Y.
PAUL H. RATNER CO., Los Angeles, Calif., San Francisco, Calif.

Donald Nelson Praises Radio's Role in Defense
PRAISING radio's "important role" in keeping the public informed on defense matters, Donald M. Nelson, executive director of the Supply Priorities & Allocations Board, last Tuesday announced appointment of Kate Smith, CBS radio singer and woman's commentator, as liaison officer between the radio section of the Office for Emergency Management and the field of broadcast radio, "in helping to inform the public about the contribution that can be made in conserving scarce materials."

Commenting on Miss Smith's volunteer job, Mr. Nelson wrote in a letter to her:
"The public must be clearly and fully informed if it is to make its most useful contribution. In this task of informing our citizens of how they can help and why this help is sought, the radio must play an important role. The defense program has now reached the point where your assistance can be invaluable. Therefore, I hereby request you to help us carry the story of conservation to your millions of listeners."

Conti Spots
CONTI PRODUCTS, New York (shampoo and face cream), during the week of Oct. 20 started a series of minute announcements and participations in KYW WPEN WOL WJSV WFBR and WOR, for a period of nine weeks, subject to renewal. WGN, Chicago, will be Nov. 3. Agency is Birmingham., Castileman & Pierce, New York.

In the heart of Missouri!
Strategically located to do a big selling job for the advertiser. A Blue Network station with an exceptional reputation for public service.
1400 KC. * 250 Watts
The Other Fellow's
VIEWPOINT

WFTL On the Job

EDITOR, BROADCASTING:

I have been requested by R. M. Tigert, station manager of WFTL, to call your attention to the omission of WFTL from a story appearing on page 23 of the Oct. 13 edition of BROADCASTING. WFTL was the only station in the Miami area that remained on the air continuously during the emergency. Our series of storm broadcasts started Saturday morning, Oct. 4, at 7 a.m. and concluded Monday night at 11 p.m., a total of 62 hours continuously on the air. This was made possible by the use of an auxiliary power unit which was used for a period of 12 hours during the time the local power company was forced to close down. All three Miami stations were off the air at some time during the night.

In addition to our storm warning service to our listeners, we were also the only station in South Florida which was designated by the police department as official headquarters for dispensing police information. The local police department was forced to do this because of the loss of power for their own transmitters.

I regret very much that this information was not sent to you at an earlier date, and would appreciate any story you might publish to let the readers of your magazine know about the service we rendered during the storm threat. The following is an excerpt from a letter received from the Secretary of the Hollywood, Fla., Chamber of Commerce, Clyde B. Elliott:

"Another thing was mentioned at the meeting in praise of your continuation of broadcasting all Sunday night, Oct. 5 and 6 by the use of your own auxiliary power. I believe we are all rather proud of the fact that our newest radio station of this area led the way in emergency performance. Please accept our congratulations!"

IRVIN F. DUDDELSON
Director of Public Relations
WFTL, Fort Lauderdale, Fla.
Oct. 14

Plane Plant's Program

SPECIAL DEFENSE program from Wichita, city producing quantities of airplanes for defense, was presented Oct. 26 on 30 MBS stations, under sponsorship of the Cessna Aircraft Corp., that city, to celebrate its production of 100 planes per month. Fulton Lewis Jr., Mutual's defense and news commentator, interviewed workers of the Cessna plant on the program and music was by the Wichita Symphony Orchestra.

CKNX, Wingham, Ont., is now owned by W. T. Cruickshank instead of the Wingham Radio Club as licensed till recently by the Department of Transport; it is located on No. 4 Highway south of Wingham, and has temporary night power of 197 watts and 1,000 watts daytime, pending installation of directional antenna. CRSO, Sudbury, Ont., has a new transmitter location in Neelon Township, Ont.

4 out of 5 come back to WJSV

The satisfaction of customers is what makes two purchases grow where one grew before. Which is why WJSV considers its rate of renewals by advertisers a robust proof of selling power.

On local and national spot programs, for example, WJSV renewals are currently a plump 83.3%.

And on Arthur Godfrey's "Sundial"—WJSV's most popular participating show—the renewal rate stands at a healthy 76.5%.

Results that bring such consistent renewals are particularly significant in our case—because WJSV, Columbia's 50,000-watt station in Washington, D. C., serves the country's wealthiest per-capita market.

Ask us about the "Magic Carpet!" It is a time-proved feature (quarter hour) now available.

COLUMBIA'S STATION FOR THE NATION'S CAPITAL • 50,000 WATTS

Owned and operated by CBS. Represented by Radio Sales: New York, Chicago, St. Louis, Detroit, Charlotte, Los Angeles, San Francisco
HLADY TOUSLE, millionaire grading machinery manufacturer and noted philanthropist—WHER, Portsmouth, N. H., and WRLC, Toceon, Ga., have appointed Joseph Herbly McGilvra as national representatives. Bert Georgey's firm has been engaged by the stations. WRLC will shortly be afiliated with MBS.

EARLY morning program Broadcast in Redlam, heard five times weekly on WJZ, New York, with Ed East, now has a total of seven participating sponsors with the recent addition of Lehna & Fink Products Corp., New York, for Hinds Honey and Almond Cream. Agency is Wm. Eady & Co., New York.

NEWSROOM of WTIC, Hartford, was moved into the Centinel Hill Hall as part of the recent annual exhibit of G. Pax & Co., local department store, Oct. 11-18. Here with its Transradio teletype, as well as the recently contracted news services of AP and INS, Newcaster Phil Becker, gives the 1 p.m. news summary, a daily feature of the exhibit.

Hudson Fur Spots
Hudson Canadian Fur Co., Brooklyn (furs), recently started a series of quarter-hour live musical programs on three New York stations, seven a week on WEVD, two a week on WCNW, and six times weekly on WINS. Company has been conducting similar periods on WCNW and WHN for some time in the past. All placements were made direct.

'Cavalcade' for Schools
TRANSCRIPTION and Recording Service of WOR, New York, has completed the recording of 12 more programs in the series of Cavalcade of America series sponsored on NBC Red by E. I. duPont de Nemours & Co., Wilmington, for distribution to schools throughout the country by the American Council on Education.

WBNX Cooks
WHEN MUSICIANS report for work at WBNX, New York, and ask "What's cooking," they're not kidding. To provide vitamins and save wear and tear on program people with irregular hours, W. C. Alcorn, WBNX manager, added a complete kitchen next to the announcers' room two months ago when the station was remodelled. Ned Ervin, whose Prelude to Slumber is broadcast just before midnight, brings samples of his wife's cooking from home for re-heating, while the best cook is Hugo Neri, Italian announcer.

Five Schools in Texas Install Radio Courses
FIVE Texas schools have included technical radio courses in their 1941-42 curricula, the NAB revealed last Wednesday. As of Oct. 17, according to George Cranston, manager of KGKO-WRAP, Fort Worth, who surveyed the State's schools for the NAB, special radio courses are provided at Texas U., Texas Christian U., Rice Institute, St. Mary's U. of San Antonio, and Texas A & M. Under sponsorship of Texas U., the special courses available to engineering students of the schools include instruction in electronics and radio and advanced courses in construction and operation of radio transmitters and receivers. Texas U. during the second semester also will offer a course in ultra-high frequency broadcasting.

CBS Education Posts
LLOYD W. DENNIS, program director of WJW, CBS Washington station, and Robert R. King of KTSA, CBS station in San Antonio, have been appointed CBS educational directors in the East and Southwest respectively, by Sterling Fisher, CBS director of education. Mr. Dennis is a member of the Pan American Council of the CBS School of the Air of the Americas, which was established in 1937, and was made program director, later taking over duties of educational director. Mr. King is director of San Antonio's Studio Theatre and also teaches radio production and writing.

STAR RADIO PROGRAMS, New York, for the sixth consecutive year is releasing its annual Christmas series of 25 half-hour scripts, titled Christmas Tree of 1941.

It was a big moment! Akron officials of the Goodyear Tire & Rubber Company were present. Civic leaders praised the occasion as one of the most significant in Arizona's entire industrial history. Then the first concrete was poured for the foundation of a new Goodyear Aircraft Corporation Plant. . . . a $2,000,000 airplane parts factor, just west of Phoenix, that brings the total National Defense investment in this area to approximately $20,000,000.

KTAR was there because KTAR is always out in front when there's something to be "told" or "sold" to a growing Arizona.

As usual KTAR was there
More Time for Defense Is Allotted by Shouse

FURTHER readjustment of commercial radio schedules to accommodate defense programs, and assurance that time would be cleared for "soe vital defense message" even "if it is found necessary to remove certain periods from our commercial schedule," was indicated by James D. Shouse, Crosley Corp. vice-president in charge of broadcasting, who recently authorized a study of defense broadcasting needs as they concern WLW-WSAI, Crosley stations in Cincinnati. However, Mr. Shouse emphasized:

"We have to recognize that the revenue, making it possible for us to render service, comes from advertisers, and consequently we have to fit the needs of the public and the defense agencies intelligently into the pattern of our operation." He cited figures developed in the study, showing that during August WLW-WSAI originated 42 broadcasts dealing with national defense, and carried nine such network programs, with the number growing to 51 in September, not including 17 network features.

Radio Folk in Films

Broadcast Pictures Co., Hollywood, headed by Morris M. Lewin, New York producer, has been organized to produce a series of one-reelers based on radio characterizations. Barton Yarborough who portrays Cliff Barbour in the NBC One Man's Family serial, sponsored by Standard Brands (Tea leaf Tea), will star in the first film, scheduled to get into production by Nov. 1.

FLUFFY CAKE was the reward for his fluffs when a listener sent pastry to Austin Williams (carving), announcer of KLZ, Denver. Williams was convicted on the weekly Boners' Court but drew only sympathy ... and cake ... from Mrs. Margaret Jagger (seated). Standing are (1 to r) are Bob Harris, Lucille Morton and Bud Thorpe, KLZ announcers.

Smith Bros. on NBC

Smith Bros. Co., Poughkeepsie, N. Y., on Nov. 7 is starting a weekly five-minute program of AP news on an NBC network of 96 Blue stations in the interests of its cough drops. No commentator has yet been chosen for the program, scheduled for 21 weeks. Agency is J. D. Tarcher & Co., New York.

G. Washington Adds


KTKC and WFTC Join Blue Net in Near Future

Two stations will join NBC-Blue Network in the near future, KTKC, Visalia, Cal., on Nov. 15 and WFTC, Kinston, N. C., on Dec. 1. KTKC, operating with 1,000 watts power on 920 kc., will be an optional outlet of the Pacific Coast Blue with a network base rate of $120 per evening hour. Cut-in announcements are $10 at night, $5 during the day and $7 on Sunday afternoon.

Station is now constructing a 5,000-watt transmitter which will be ready for operation about Jan. 1, 1942, at which time the frequency will be changed to 940 kc. and KTKC will become required for advertisers using the Pacific Coast Blue. Advertisers on this regional Blue network now using KMJ, Fresno, may do so until Nov. 15, 1942, after which time they must use KTKC.

WFTC, operating with 250 watts on 1230 kc., will be a bonus station of the Blue Southeastern Group. Cut-in announcements are $6 at night and $3 in the daytime. Both KTKC and WFTC are full-time stations.

NBC has received notice from KGKO, Fort Worth Blue outlet, that it plans to start operation on 5,000-watts nighttime about Dec. 1, while KVOO, Tulsa, NBC-Red station, will begin operation with 50,000-watt daytime within ten days.

ED EAST, conductor of the Kitchen Quiz program on WJZ, New York, is working on the second of a series of shorts produced by Columbia Pictures.

FIRST WITH KIDS

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tbody>
<tr>
<td>5:00-5:15</td>
<td>Orphan Annie</td>
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<td>5:15-5:30</td>
<td>Superman</td>
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<td>5:30-5:45</td>
<td>Jack Armstrong</td>
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<td>5:45-6:00</td>
<td>Captain Midnight</td>
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<td>7:15-7:30</td>
<td>Mandrake, Tho Magician</td>
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<tr>
<td>7:30-8:00</td>
<td>Lone Ranger</td>
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</tbody>
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Station breaks are available preceding and following some of these programs.

ST. LOUIS

KWK

Represented By Raymer
Dear Mom:

This is me—Mickey. And writing, too! Funny, huh? Bet you never thought I'd turn into an educated cat, did you, Mom? Well, it's the old saying—a cat's mistakes...or however the line goes. But that's all beside the point. What I'm really writing to you about is that nice Mr. Caldwell. Remember? The man who bought me when I was just a silly kitten?
Well, Mom, this Mr. Caldwell is now at WOR. Yeah, the radio station. And this is a little note about WOR, Mr. Caldwell and—just think—canaries! You see, it's this way...

...I'm washing my face the other night in front of the fireplace when the door bangs and in comes the Boss—that's Caldwell—whistling. He doesn't even wait to take off his hat; just dashes into the kitchen where Mrs. Caldwell's cooking dinner and shouts:

"Boy—Oh, Boy! Mary, has WOR done a job for those canary people. Wow!"

Well, when I hear the word "canary." I sort of saunter over to the kitchen door, purr quietly, and bend an ear.

"Why the smallest thing WOR did for the Hartz Mountain Products Co. was pull 2,741 dimes—with as many boxtops—from four brief program mentions. And you know the show—just an organ and some canaries on Sunday. Better yet..."

"Your dinner, darling!" interrupts Mrs. Caldwell, wearily.

"As I was saying," continued the Boss, "better yet, sales for the year during which the Hartz people used WOR practically doubled those for the year during which they didn't..."

"And to meet the demand they had to expand their plant and take on more people," added Mrs. Caldwell.

"Exactly!" cried the Boss. "Say—how did YOU know that?"

"It's the usual thing at WOR, isn't it?"

Looks like that WOR's got something, doesn't it, Mom?

---

P. S. WOR was picked to sell a night club—of all things! In less than a month that night club's business was 3 times greater than it had been. Business for the year was 400% greater than the year before. This, we think, makes a point... Makers of uncommon things who have not used WOR, have no idea how subtly and surely this station relaxes the drawstrings of the purse. Our address is 1440 Broadway, in New York.
Squeeze Play

THE SQUEEZE play is on in the last inning of the chain-monopoly game that has been running for three years.

FCC Chairman James Lawrence Fly, just after release of the opinion time-option regulations, blandly observed he would be "surprised" if NBC and CBS went to court—this in defiance of statements made by the heads of the networks that they would appeal. Why this coquetry?

Now it develops that Assistant Attorney General Thurman Arnold has invited attorneys representing the three major networks to a "conference" on the rules. Chairman Fly has discussed the "anti-trust aspects" of network operation in the Department before, and is obviously counselling it in this latest foray. There enters the fundamental question: Who is charged with prosecution of the anti-monopoly laws—the Department of Justice or the FCC.

The whole philosophy of the Anti-Trust Division, it has been evident for many months, is to evolve a "negotiated settlement" rather than institute litigation. That means a consent decree. The question logically follows whether Chairman Fly did not have in mind such a counter measure as the event that would block the networks from going to court on the regulations. The answer will be known after the Arnold-Network-Fly seance next Wednesday.

With all this catch-as-catch-can going on, the House Interstate & Foreign Commerce Committee has decided to reprise the Communications Act and will start hearings next January, Senator Wheeler's Interstate Commerce Committee, after conducting hearings on the same issue last June, hasn't made another move. The White Resolution, to stop the FCC's machinations until there is a clear-cut definition of the scope of the FCC's functions, is in suspended animation.

Chairman Clarence F. Lea, of the House Committee, long has been regarded as a sort of middle-of-the-road Democrat. He is a sincere, deliberate and unsensational legislator—a statesman who commands respect on both sides of the House chamber. He did not order hearings on the Sanders Bill to reorganize the FCC until he had sounded out his committee. They agreed to proceed, without dissent, and after considerable discussion.

Chairman Lea has from President Roosevelt: a letter written in January 1939 advocating a new FCC—a three-man commission—because, as the President put it, he was "dissatisfied with the present legal framework and administrative machinery of the Commission."

An identical letter was sent Chairman Wheeler. Bills accordingly were introduced, but died with that session there has been no intimation of any change of attitude on the part of the Chief Executive.

Thus, as far as the records go, the President, and the chairmen of both the House and Senate Committees identified with radio legislation, are on record favoring remaking of the FCC and rewriting of the Communications Act. Since then the situation has not improved. There is much to attest that it has been aggravated.

This is more than an industry fight. NBC and CBS say it means sudden death to broadcast operations as they exist today. Thus, in the most critical hour in the nation's history, with the nation on the brink of war, a regulatory agency of Government would gamble with the people's primary means of entertainment, relaxation, leisure and enlightenment. And the most direct means of contacting the public would be tampered with, where there hasn't been a murmur of public complaint.

Before any anti-trust or regulatory jockeying seriously sets in, we believe the Administration, through the chairmen of the House and Senate committees, might well ask the FCC to hold up its regulations pending final Congressional consideration of new legislation.

In that epochal hour in January 1939 the President himself said new legislation is needed "to lay down clearer Congressional policies on the substantive side—so clear that the new administrative body will have no difficulty in interpreting or administering them."

That's the public's case, and the industry's too.

10% for Xmas

WITH CHRISTMAS 60 days away, practically every business survey predicts a record breaking holiday season in retail trade. Inventories are way above last year and the indication is that 1941 will not only surpass 1940 but even the banner year of 1929. True, prices will be somewhat higher but there's more money in circulation.

This is all good news to stations and agencies—for they will get the brunt of the windfall from dealer-cooperatives and local concerns. But there is a problem! For 1941 isn't an ordinary year.

Defense programs, announcements, transmissions et al, have gradually eaten into time with the present legal framework and administrative machinery of the Commission."

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JOSEPH EDWARD CAMPEAU

A FRIENDSHIP that sprang up in the training camps of the World War brought radio—
one of its most pleasant personali-
ties, The managing director of CWL, Windsor-Detroit, is the person-
ality. And probably no more effective way can be found of de-
scribing J. E. Campeau than by noting that he is known as “Ted” —
warmly, too—by his staff and his competitors as well as his close friends.

Ted Campeau has a difficult job at CWL, in common with other manage-
s of Canadian stations on the

international border. There is a duality involved in such stations, and there can easily be “situations”. But there are no “situ-
ations” at CWL, for Ted Cam-
peau is as much at home on one side of the Detroit River as the other, and the people with whom he does business are at home with him. There is no way of opening the books of the station, of course, but it is no secret that CWL has been on the upward way since Ted took over three years ago.

The soft-spoken, alert managing director of CWL came into radio on the selling side, out of the zine and trade paper ranks. But as a graduate attorney he was unusually equipped for any kind of administrative or commercial work. He went to school at Ottawa U and Toronto U, graduating from Osgoald Law School in Toronto in 1921. There followed three years of law practice in Windsor, and then he joined the Realty Trust Co., in charge of conveyancing. The real estate depression of the middle 20s in the Detroit area put the Realty Trust Co. out of business, and Ted Campeau turned to the magazine field, joining the Detroit REALTOR as its advertising manager. Subse-
quently he represented the trade publica-
tion Automotive Wholesale-
ing in the Michigan-Ohio-Indiana territory.

About 15 years ago a Detroit Chevrolet dealer, James Hunt, sought a sales manager for WIBM, Jackson, Mich., in which he owned a part interest. He came to his onetime fellow officer of war days and urged him to go into radio. Mr. Hunt’s arguments did not greatly impress his advertising salesman friend. Campeau argued that he knew nothing about radio, but went into the business anyhow in 1930 as sales manager of WIBM — a spot for a radio greenhorn that was complicated by the crumbling of retail business in Jackson under the impact of the depression.

But despite handicaps, Ted did his job so well that CWL brought him home to Windsor in 1932 as its Eastern Canada representa-
tive. He traveled the beehives of Canadian commerce and industry, mainly in Toronto and Montreal, for two years, being taken off the road and installed at Windsor as station manager in 1934. Four years later he became managing director.

Since his accession to the direc-
torship of CWL, Ted Campeau has devoted himself not only to the improvement of the station but to cementing relationships of all sorts in the area of Detroit-Windsor. He is vitally and profoundly interested in such ac-
tivity as a symbol of the growing close ties between the two cities of the United States-Canada. Nor is his work unrecognized. Recently he was singled out for unique distinction by the Michi-
gan Department of the Veterans of Foreign Wars, which presented him with a medal for Americanism— the first time any such honor had been conferred on a Canadian citi-
zen.

Naturally his radio work comes first. Indicative of his standing in the industry is the fact that he has been a member of the Operating Board of MBS since 1939.

Membership in the War Birds Assn., one of the bright spots in Ted’s memory book of the days of 1917 and 1918. He cut his college career short to enlist in the Royal Flying Corps, predecessor of the Royal Air Force of today. There he underwent training until he was given his lieutenant’s commission in August, 1918.

Born May 25, 1898, Mr. Cam-
peau is a native Windsorite. He was married in 1925 to a Windsor girl and they have two sons, 15 and 13. His professional connec-
tions include membership in the Rotary, A德拉ct and Economic Club of Windsor, and the Windsor Advertising & Sales Club.

If you should start a round of golf with Ted at a radio conven-
tion or in his home bailiwick, be cautious about your bets. He enjoys golf to the max and nomimates it as his chief hobby, followed by reading.

BROADCASTING • Broadcast Advertising

October 27, 1941 • Page 31
BOB CARTER, chief announcer of WMCA, New York, is the father of a boy born recently.

ELEANOR TYLER, secretary to Edward Kraeber, CBS vice-president, has resigned to take over the management of the Timber Trails Inn, Connecticut. No successor has been named as yet.

BLAIR WALLISER, Chicago, program producer, has been made Lieutenant Junior in the U. S. Coast Guard and will have charge of public relations in the Chicago area.

EDWARD FIELDING, formerly of WIP and WPEN, Philadelphia, has joined the announcing staff of WPIL, Philadelphia.

RILEY JACKSON, staff announcer of WIND, Gary, has been appointed station program director.

PAUL DEMPSEY and Ruth Barry, freelance script writers, have joined the continuity staff of WBBM, PM adjunct of WGN, Chicago.

KATHRYN HILL, formerly of the Norfolk (Va.) Shipbuilding & Drydock Corp., has joined the program department of WTAG, Norfolk.

JOHN KLEIVE, music director of WPNC, Duluth, has written the golden anniversary song of the Normanna Male Chorus, nationally known Norse choir which he conducts.

BILL HINDS, announcer of KDIA, Pittsburgh, who leads his own dance orchestra, has opened his third consecutive season at the Hotel Schenley Continental room.

LOYD CLAY, continuity assistant of KMOX, St. Louis, has been named continuity editor replacing Larry Neville, resigned. Ellen Lee Brasharer, formerly KMOX director of educational activities, has been promoted to special feature writer. Elizabeth Ann Campbell takes his place.

JOHNNY WYMER, formerly vice-president of Knox Radio Corp., Richmond, Ind., and chief announcer of WING, Dayton, Ohio, has joined the news staff of WCMO, Ashland, Ky. John Wilcox, formerly program director of KWNO, Winona, Minn., has joined the WCMO production staff.

ROSSEL ROGERS, Hollywood script collaborator on the NBC Law & Order program, sponsored by Miles Labs. (Alka Seltzer), is the father of a boy born Oct. 20.

NORMA LINDBLOOM, J. Walter Thompson Co., Hollywood, script girl on the Morro Bay Radio Time, sponsored by P. Ballastee & Sons (beer), and Arthur Wilde, Warner Bros. publicity, were married Oct. 11 at Las Vegas, Nev.


LEE MARSHALL, continuity director of WBHM, Chicago, has been appointed continuity director of Russell M. Seeds Co., Chicago.

HILL HINDS, announcer of KDIA, Pittsburgh, who leads his own dance orchestra, has opened his third consecutive season at the Hotel Schenley Continental room.

LOYD CLAY, continuity assistant of KMOX, St. Louis, has been named continuity editor replacing Larry Neville, resigned. Ellen Lee Brasharer, formerly KMOX director of educational activities, has been promoted to special feature writer. Elizabeth Ann Campbell takes his place.

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Fashion Dept.

SOMEBOY said it could only happen in Boston but when Arch MacDonald, sports-caster for WBZ-WBZA, Boston, showed up to describe the Harvard-Dartmouth game he was wearing a cutaway coat and morning pants. It wasn't a new Harvard rule, just the fact that Announcer MacDonald had been best man at his brother's wedding and didn't have time to change, when the game was pushed up a half-hour. (Not to be confused with Arch McDonald of WJSV, Washington.)

WAYNE STITT, for the last three years announcer of KCKK, Kansas City, Man., was to be inducted for military training on Oct. 26. Herb Kerns, has joined the full-time announcing staff of KCKK, replacing Jon Yost, who resigned to free lance in Kansas City.

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Meet the LADIES

PEGGY HILL

IN THIS specialized age it's a surprise to find a radio artist like Peggy Hill (Margaret Buist McGiveny in private life), of WWL, New Orleans. Peggy's only specialization is her original three-weekly serial on WWL, The Life of Peggy Hill, but to this single show she is all things. She writes the commercials, the women’s features and the entire script for the serial. She plays the lead part in the soap opera. And to make the show entirely her own she even wrote the original musical theme that introduces and closes the program. Although she has been in radio with WWL for only a year, she has established her program as a top-flight local feature of the station and herself as a star on WWL’s major dramatic productions.

COMMERCIAL MAIL—inquiring, orders, direct sales, proofs of purchase . . . indisputable proof of a huge, responsive audience, pours into WIBW at the rate of better than 1,100 pieces a day.

HERE'S WHY—Our 5,000 watts on our enviable 380 kc frequency lays down an easy-to-listen-to signal equal to that of a 50,000 watt station in the middle of the dial.

HERE'S WHY—Every sales message carries the full force personalized selling. Friendly announcers and entertainers, known to our audience by their first names, sell your product by recommending it as one neighbor to another.

REMEMBER THIS! When they write, you know they listen. When they listen to WIBW—they write!

WIBW

THE Voice of Kansas

COLUMBIA OUTLET FOR KANSAS

NEW YORK  DETROIT  CHICAGO  KANSAS CITY  SAN FRANCISCO

REPRESENTED BY CAPPER PUBLICATIONS, INC.

October 27, 1941 • Page 33
Cone Gets Post

FAIRFAX M. CONE, vice-president in charge of the San Francisco office of Lord & Thomas, and formerly head of the agency's copy department, has been appointed chairman of the plan board of Lord & Thomas to headquarters in New York, as of Dec. 1. Succeeding him will be Eugene I. Harrington. The agency announced appointment of Walter Weir as copy chief of the New York office. Mr. Weir joined the agency earlier this year, coming from J. M. Mathes Inc., New York, where he headed the copy department.

L. E. WATERMAN Co., New York, has been charged by the Federal Trade Commission with misleading advertising claims for Waterman's fountain pens in an FTC complaint announced Oct. 25.

New Kastor VP

WESTON HILL, copy director of H. W. Kastor & Sons, Chicago, has been elected vice-president and creative director. Mr. Hill, who is also a short story writer of note, was formerly on the New York copy staff of Blackett-Sampson-Hummert and before that with Ruth & Rau & Ryan, New York. During the last war, Mr. Hill served on the USS Nicholson which captured the famous undersea raider, U-68, and with the U-62 commanded by the famed Count Von Luckner. After serving for a year on the Nicholson, Mr. Hill was appointed to Annapolis, later receiving a commission.

Free Time, Paid Space
For Maritime Campaign

FREE radio time and paid newspaper space are being used by the U.S. Maritime Commission in a recruiting campaign for the merchant marine Cadet Training Service, starting Oct. 17 at the end of mid-November. The newspaper campaign, termed a test by the Maritime Commission and handled by Kenyon & Eckhardt, New York, at present extends only to New York and several other eastern cities.

Using free time, the Commission on Oct. 22 set a quarter-hour show on WOR, New York, on WBYC, New York, for another quarter-hour, starting Oct. 25 by another quarter-hour, on NBC-Red. During the week of Nov. 3 programs have been planned on a special 80-station hookup arranged by the Office of Government Reports, covering 40 states. Plans also include use of time on stations in the New Orleans and St. Louis area and before the present campaign concludes.

KRAFT CHEESE Co., Chicago, has been asked by Connie Boswell, vocalist on the weekly NBC Kraft Music Hall, for either a release from her current contract or an indefinite leave-of-absence to be taken at a date mutually agreed upon. Miss Boswell postponed personal appearances when she joined the radio series and now plans to fulfill those engagements.

And that's only part of the story. For complete information as to time and program availabilities consult—

The KATZ Agency • National Representatives
500 Fifth Avenue  New York, N. Y.

WCAE PITTSBURGH, PA.  5000 Watts • 1250 K.C.  BROADCASTING • Broadcast Advertising
ADLEY EXPRESS Co., one of the leading motor carriers operating in New England, operating in six States with 14 terminals, has signed to sponsor Phil Buxbaum Jr.'s nightly sports program six times weekly on WELI, New Haven, aiming its commercials at creating goodwill and furthering the aims of the motor transport industry as a whole. Signing up the Adley Sports Program, believed to be one of the first ever sponsored by a freight carrying concern of this type, are (l to r): Daniel Adley, president of the firm; George Bronson, WELI salesman; Michael L. Adley, secretary-treasurer of the firm; F. W. Stairwalt, Adley, general manager; Phil Buxbaum Jr.

JOHNSON SALES Co., Hagerstown, Md., to Wettlin & Co., Camden, N. J., for its line of Enol and other drug products.

TREESWEEET PRODUCTS Co., Santa Ana, Calif. (lemon juice), to Armand J. Hanson Adv., that city.

AMERICAN CRICLE Co., Long Island City, N. Y. (Bremen's Pegem gum), to Grunt Adv. Inc., Chicago. Radio will be used, probably with an expanded schedule after Jan. 1.

ORANGE CRUSH Co., Chicago (soft drink beverages), to Aubrey, Moore & Waller, Chicago.

Opens Los Angeles Office

PAN-AMERICAN Broadcast Sales Co., which controls all production, program and sales policies of XEAI, Anga Caliente, Mexico, has established business offices at 1062 W. Sixth St., Los Angeles. Firm is headed by Rex Duncan as president, with G. E. Duncan, secretary-treasurer. Duncan is commercial manager and Alan Cameron, program and production director. New 10,000-watt station is scheduled to start operating in early November on 1470 kc.

HERB RINGGOLD, radio director of Philip Klein Adr. Agency, and Wally Sheldon, announcer of WCAU, have replaced James Allen and Joseph T. Consolly as instructors for the radio by The Junto, new adult school in Philadelphia.

CHNS
HALIFAX. N. S.
THE KEY STATION OF THE MARITIMES
Is Rounding Out the Busiest Year in Its Fifteen Years of Existence. Advertisers Would Be Well Advised to Make Their Fall and Winter Bookings AT ONCE.
U.S. Representatives:
WEED & COMPANY
New York City

CASH INCOME and GOVT PAYMENTS
(IN MILLIONS)

NORTH CAROLINA

AVERAGE OF NINE OTHER SOUTHERN STATES

$221.8

$133.3

Source: Department of Agriculture, 1940

WPTF in Raleigh is North Carolina's No. 1 Salesman's AGRICULTURAL STATE!

October 27, 1941 • Page 35
LISTENERS are invited to pay a penny to listen to The Penny Playhouse, new weekly dramatic series featuring original O’Henry plays on WDGC, Washington. Collected pennies go to the Lions Club charity fund. During a coming play, it is planned to offer a prize to the first person solving the murder mystery situation outlined in the drama.

Far East

TO PROVIDE understanding of the peoples of the Far East, and to explain the interests America has at stake and the crisis that confronts the United States will be the purposes of Spotlight on Asia, to start on CBS Nov. 3, in cooperation with the American Council of the Institute of Pacific Relations.

"TAKE A CRACK AT THE BIG BUYING POWER OF THE RED RIVER VALLEY! WDAY IS THE ONLY WEAPON YOU NEED—THE ONLY STATION THAT DOMINATES THE ENTIRE RED RIVER VALLEY AUDIENCE!"

WDAY FARGO, N. D. 5000 WATTS - NBC
AFFILIATED WITH THE FARGO FORUM
FREE & PETERS, NAT’L REPRESENTATIVES

On With the Show
THE CAST of Bulldog Drummond, mystery drama on MBS, went on with rehearsal Oct. 19 in Mutual’s Radio Playhouse on the New American Theatre, New York, despite the fact they had witnessed a scene far more realistic than the one they were rehearsing. From a fire escape just outside the Playhouse a 20-year-old youth had staged a suicide attempt after tossing a nickel to a WOR electrician, saying “call police—you’re going to need it.” New York police dragged the youth from his eighth floor perch. The cast went on rehearsing its murder mystery.

American Music
COMPLETE picture of the well-known and infrequently-heard orchestral, choral and chamber-music works written by Americans in the last 100 years, tracing through the various steps in the growth of style, while at the same time indicating the development of varying schools of thought in American music today, will be presented in Milestones in American Music, to start Oct. 28, 4-4:30 p.m. on CBS. The eight-week series, 22 programs in all, will be presented through the cooperation of the Eastman School of Music, Rochester.

TOPICS OF THE DAY
DIRECTED particularly to social science classes in junior high schools, high schools and junior colleges is the new weekly Current Events, released by KGO, San Francisco, with Newscaster Bill Wood voicing the production. Current events are discussed during the broadcasts, along with historic and background material.

Pages’ Program
PAGE BOYS of CBS are presenting Half Hour Before Midnight, a series written, produced, directed, acted, announced, etc., by themselves on WBNX, New York. CBS, which could not clear time for the group, has donated studio space and an engineer for rehearsals.

Fifth Columnists
ACTIVITIES of fifth column and anti-democratic forces in the United States are exposed and discussed by Bryce Oliver, news commentator of WEVD, New York, in a three-weekly series presented on WEVD under the auspices of the Friends of Democracy.

Columbia’s Station for the SOUTHWEST

BROADCASTING • Broadcast Advertising
WHEN YOU SEE THIS -

Only then YOU'LL SEE A LOWER COST THAN WTAM'S $0.000073 per FAMILY

WTAM, with its Primary Coverage Area of over a million and a quarter families, not only reaches more families but costs less per family. To get at comparative costs, divide the 15 minute daytime rate of each Cleveland Station by the number of families each claims in its Primary Area. Don't stop there! Go a step farther. Take any Survey... and compare the number of actual listeners each station has all day, all night, all week. WTAM leads. The lowest "cost per ear" station in Cleveland. That's why WTAM is first choice with smart time buyers, coast to coast.

KARK

NBC RED

"Arkansas' Preferred Station"

IN THE CENTER OF

The Dial... of Arkansas... of U. S. Projects

The SPOT to CENTER Your Advertising

ED ZIMMERMANN
Vice-Gen. Mgr.

5000 WATTS
920 KC

MEMBER SQA: KARK - KTBS - KWKH - WJDX - WMC
NATIONAL REPRESENTATIVE: EDWARD PETRY & CO.

BROADCASTING • Broadcast Advertising  October 27, 1941 • Page 37
stations

O'Cedar Corp., Chicago (polish), 3 a weekly, thru H. W. Kastor & Sons, Chicago.
Skinner & Eddy Corp., New York (Minute Man Soup), 3 a weekly, thru J. M. Mathen Inc., N. Y.
Pekich Ford, New York (M-M-T dessert), 6 a weekly, thru BBDO, N. Y.
Roma Wine Co., Fresno, Cal., weekly, thru Birmingham, Castlemain & Pierce, Chicago.
Beaumont Co., St. Louis (4-Way cold table), 5 a weekly, thru H. W. Kastor & Sons, Chicago.
Carter Produce, New York (River pirate), 5 a weekly, thru Street & Finley, N. Y.
Berkshire Clothing Mills, Berk., weekly, thru San, 6 a weekly, thru Geo-Mart, St. Louis.
Busch-Budweiser Inc., New York (cosmetics), 3 a weekly, thru Lord & Thomas, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 7 a weekly, thru Franklin Bruck Adv., N. Y.

WPRF, Wisconsin Rapids, Wis.
Marlin Firearm Co., New Haven, 3 a weekly, thru H. W. Kastor & Sons, Chicago.
Van Camps Inc., Indianapolis (food products), 12 a weekly, thru Pen Man, Chicago (pens), 3 a weekly, thru Consolidated Corp., Chicago (proprietor), 3 a weekly, thru First United Broadcasting, New York.
Beaumont Labs, St. Louis (proprietary), 3 a weekly, thru H. W. Kastor & Sons, Chicago.
Alden Smith & Sons Carpet Co., Detroit, 6 a weekly, thru Anderson, Davis & Platte, N. Y.
Television Leasing Co., New York (Baume & Mercier), 7 a weekly, thru W. Eves & Co., N. Y.
Campbell Soup Co., Northfield, Minn. (Malt-O-Meal), 8 a weekly, thru H. W. Kastor & Sons, Chicago.

WRC, Washington
Beaumont Labs, St. Louis (proprietary), 190 a, thru H. W. Kastor & Sons, Chicago.
Carleton & Hovey Co., Lowell, Mass. (Fisher Price), 150 a, thru John W. Queen, Boston.
White’s Co., Radway, N. J. (ceres), 130 a, thru J. P. Ronny Adv., N. Y.

KOA, Denver
Olar’s Bug Co., Chicago (bugs), 3 a weekly, thru Presh, Fields & Proews, Chicago.
Chip’s W. Co., Camden, N. J., weekly, direct.
Cinder Concrete Products, Denver, 2 a weekly, thru Raymond Kane Adv. Agency, Denver.

KKEC, Los Angeles
Flower Flours Mills Co., Seattle (Dissolve mix, wheat germ), 2 a weekly, thru Pacific Auditors, Seattle.
Canada Dry Ginger Ale, New York, weekly, thru J. M. Mathes Inc., N. Y.

KGIN, Ridge City, Kan.
United Drug Co., Boston (Retail sale), 4 a, thru Spot Broadcasting, N. Y.

KSFO, San Francisco
Vick Chemical Co., Greenbrook, N. C. (Vicki), 2 a weekly, thru Nuclear Broadcasting, N. Y.
Miller Brewing Co., Milwaukee, 3 a weekly, thru H. C. Mulberger Inc. Milwaukee.

KCGO, Fort Worth-Dallas
Studebaker Corp., South Bend, Ind., 24 a, thru Noche, Williams & Cannanbrough, Chicago.

FASHION
Coster, New York (women’s clothing), 12 a, thru Franklin Bruck Adv. Chicago.
Dr. W. B. Caldwell, Inc., Montclair, N. J., thru Sherman & Marquette, Chicago.

KINY, Juneau Alaska
Bulova Watch Co., New York, 6 a weekly, thru Bow Co., N. Y.

STATION ACCOUNTS

ap-studio programs
so-spot announcements

T—transcriptions

WOR, New York

O’Cedar Corp., Chicago (polish), 3 a weekly, thru H. W. Kastor & Sons, Chicago.

KSFo, San Francisco
Vick Chemical Co., Greenbrook, N. C. (Vicki), 2 a weekly, thru Nuclear Broadcasting, N. Y.

KCGO, Fort Worth-Dallas

Station List Is Selected For Campaign by A & P

Great Atlantic & Pacific Tea Co., New York (Bokar, Red Circle), as series, thru using nine transcribed one-minute announcements and live chainbreakers in 253 stations throughout the country, to promote the company's coffee brands. Campaign runs through November. Agency is Pearl, New York. Station list includes:

WEN WAFP WBYA WGBN WFCN WGDW WGBR
WJJR WGBM WJBC WGBN WGBR
WJAR WSGN WUID WMFJ
WJCB WJBC WGBM WJBC WJBC
WLJL WJBC WJBC WJBC
WALB WBT WEN WEN WEN
WKY WYLV WQRC WGBK
WYFA WYPC WHK WQMA
WGHI WBGW WHCN
WAGA WAGW WAGU WAGW
WAGA WAGW

OEM Discs Ready

DRAMATIZED transcriptions of Douglas Miller's best seller You Can't Do Business With Hitler will be available to stations, in about two weeks according to Bernard Schoenfeld, director of radio, Office of Emergency Management. Rights to the book, have been assigned exclusively to OEM which will distribute the discs to approximately 400 stations.

FTC Stipulations

Joseph Jacobs Agency, New York, has stipulated with the Better Business Bureau Trade Commission to stop certain representations for Cocomal in advertising for the agency's client, R. H. Davis Co., Hoboken, N. J. Battle Creek Food Co., Detroit, Mich. also has stipulated with the FTC to stop certain representations for LCD. Laso, and Detroit Ford Motor Co., Dearborn, Mich. has been ordered by the FTC to stop misleading representations of prices in the sale of Ford passenger automobiles.

SECOND RATE CARD OF NBC SHORTWAVE

NBC's International Division has issued rate card No. 2, effective September 1, for its service, which is relayed through WRCO and WNB to the West Indies, Central and South America. Although the two international national stations have increased power from 25,000 to 50,000 watts since rate card No. 1 was issued March 1, 1940, no increase in rates has been effected, the only changes being in the total number of daily hours of broadcasting, now eight, instead of nine, and the actual times available for broadcast.

For broadcasts, the Class A time is now 7-10 p.m. at $300 per hour; Class B, 4-5:15 p.m. at $225, and Class C, 11 p.m. to 12 midnight at $150. Portuguese programs at $180 per hour are available between 5:18 and 7 p.m., while English programs remain available between 10 and 11 p.m. at $300 per hour. All times are EST. For review of the establishment of NBC's Pacific Shortwave Network since last the rate card was issued, the new card carries the statement that "in view of the broadcast service, NBC can be rebroadcast locally over any NBC Pan American Network stations which broadcast the coverage is desired in any part of Latin America."
CONSOLIDATED DRUG Trade Products (proprietary), Chicago, has started on WBBM, Chicago, an early morning full-hour program of transcribed hillbilly talent, Cousin Emmy and Her Gang, six days a week. Agency is Benson & Dall, Chicago.

DELEHANTY INSTITUTE, New York (educational), on election day, Nov. 3, will sponsor the New York City election returns on WWARNING, that city, from 7 p.m. to 2 a.m. Delehanty has been participating on Pat Barber, three times weekly on WAF, New York. Agency is Albertson & Dull, that city.


A. GOODMAN & SONS, New York (noodle soup), on Oct. 20 began participating in "Harry and Edith McBride, Monday through Friday on WFA, New York, at the same time placing transcribed spot announcements on WNEW, that city, through Al Paul New York Advertising Co., New York. McBride is also carrying transcribed announcements five times weekly on WINS, New York, through J. W. Pepper Inc., that city.

FONTIANA DEALERS’ Club of Southern California, Los Angeles, in a 30-day campaign ending Oct. 30 is using a total of 160 day and night spot announcements on nine stations. KJH, KGB, KRMK, KVOO, KXOM, KAXO, KJIN. Agency is Al. Manus, John & Adams, Detroit.

FEDERAL LIFE & Casualty Insurance Co., Los Angeles, on Oct. 15 started for 52 weeks sponsoring a six-week, quarterly-news program on KXNN, that city. Firm’s current radio schedule also includes a five-week, quarterly-news program and a three-week, 15-minute show, "General Quiz," with Don Rose m.c., on KFWB, Hollywood. In addition, a weekly, quarter-hour program also featuring Rose and titled "One Man’s Opinion" is sponsored on KFCA, Continental Ad. Agency, Los Angeles, has the account. Julia Rubin is account executive.

KERR BROS., Toronto (candy), has started a Saturday afternoon swing show on CKNX, that city. Company is heard on CKOC, Hamilton, Ont., and has renewed its "Hit Tunes in Review" on the following Monday. Account was placed by Ellis Adv. Co., Toronto.

PREMIER SHIRT & SPORTSWEAR, WORS, Toronto, has started Strange as He Seems transcription feature Sundays on CJOH, Springfield, Ill.; CILE, St. Louis; CFNE, Fredericton, N.B. Account was placed by Ellis Adv. Co., Toronto.

PINEX Co., Toronto (cough remedy), has started three weekly spot announcements on a large number of Canadian stations. Account was placed by Russel M. Seeds Co., Chicago.

PUBLIC FINANCE Corp., Winnipeg, has started spot announcements on CKCL, Toronto. Account was placed direct.

DIL W. B. CALDWELL Inc., Monticello, Ill. (Caldwell’s Laxative Senan), has started a five-quarter-hour program, Caldwell’s Mountain Theater, six days a week for an indefinite period on WLS, Chicago. Agency is Sherburn & Marquette, Chicago.

BLUE MOON FOODS Inc., Thorn Apple, Mich. (cheese spreads), has transcribed one-minute single announcements featuring Phil Stewart as narrator with a background of novachord music to its participation on "June Baker Home Management" weekly on WGN, Chicago. Other markets will be added later. Agency is Reincke-Emil-Younggreen & Finn, Chicago.

YOUngEST AND OLDEST, tie up as L. S. Donaldson Co., oldest Minneapolis department store, signs a contract with WLOL, the city’s youngest station. New booking, making Donaldson the largest store user of radio time in the TwinCities, calls for 8 hours weekly over the station and runs for a year. Seated (1 to r) are Wally Husted, general manager of WLOL; Dave Sanders, sales promotion manager of Donaldson, Fred Laws, sales manager of the store; standing, Nate Kornhauser, advertising manager of the store.

WALGREEN Co. Chicago (drug chain), on Oct. 18 added two five-minute news broadcasts to its weekly schedule on WENN, Chicago, making a total of 14 each week, for 52 weeks. Agency is Schrider & Scott, Chicago.

SEAL-COTE Co., Hollywood (nail polish protector), through Buchanan & Co., Los Angeles, on Nov. 1 starts for 13 weeks, using six announcements weekly on WOV, New York.

When you think of SPOTS... think of John Blair!
S. S. WHITE DENTAL MFG. Co., Philadelphia, has scheduled a five-minute participation daily at 8:30 a.m. on the Musical Clock program on KYW, Philadelphia, for its Oraline toothpaste. The selling campaign is concentrated in the Philadelphia market and only KYW will be used. Agency is Clements Co., Philadelphia.

ATLAS WINE Co., Philadelphia, for its Bon Ton and Fruit Bowl wines has scheduled a Thanksgiving and Christmas holiday campaign on four Philadelphia stations, starting Nov. 1 and continuing through Dec. 31. For the campaign, a total of 285 one-minute transcribed announcements, made by William Robinson Labs., Philadelphia, will be used. Schedule calls for 80 spots on WIP, 75 on WRN, 50 on WDA, and 50 on WPEN. In addition, 30 and 50-word live announcements will be used several times daily on WIP. Agency is Philip Klein, Philadelphia.

IOWA SOAP Co., Burlington, la. (Magie Washir granulated soap), on Oct. 27 starts sponsorship of three weekly quarter-hour women's programs, Dovedale, for 13 weeks on WLS, Chicago. A contest with the Burlington, la. station has resulted in the appointment of a radio editor and establishment of a radio page with complete program listings.

BUFFALO.

Charlotte Listings

THE Charlotte Observer, long an outspoken opponent of any reciprocal arrangements between stations and newspapers, carried program listings last week. But the paper hadn't broken down in long adhered to policy, for stations were paying for the listings, it is reported. In a news story the paper explained that the listing was "purely a business proposition". The Observer's new policy came after Charlotte stations had worked out an agreement with the News of that city which resulted in the appointment of a radio editor and establishment of a radio page with complete program listings.

LOS ANGELES SOAP Co., Los Angeles (Misson Hill soap, Kennel King dog food), on Oct. 20 started for 82 weeks sponsoring a five-weekly quarter-hour newscast on KFWB, Hollywood. Agency is Raymond R. Morgan Co., Hollywood.

PATERNO CONSTRUCTION Co., Greenwich, Conn. (real estate), during the week Oct. Nov. 14 conducted a campaign of four announcements each on WINS, WOR, WMCA, and WPAT WOV to announce an auction Oct. 18 of homes sites in Englewood, New Jersey, and vicinity. Agency is O. W. McKeekee, Co., New York.

FRONT-SALTERS in a notable-studded audience at the concluding broadcast of NBC's Good Neighbor series, originating Oct. 16 from the Pan-American Union in Washington, were these formal folk (1 to 1) — Associate Justice Robert H. Jackson, NBC President Niles Trammell, and Vice-President Henry A. Wallace. In background, between Messrs. Jackson and Trammell, is Frank M. Russell, NBC vice-president.

SUCCESS FOR SUPER MARKET

Operators of Stores Impressed by Radio Promotion Staged in California

CONVINCED of the tremendous promotion and selling job radio can do, Charles Crouch, vice-president of the Super Market Institute and manager of the 22 Lucky Stores in Northern California, recently returned to Oakland after relating an account of the Lucky Stores' radio success story to the Super Markets Institute Convention in Philadelphia.

A few months ago Lucky Stores, on occasion of its anniversary, staged a gigantic KGO-Lucky Stores Party in the Oakland Auditorium. The success of this event, which was preceded by a week of promotion, inspired Crouch.

Others To Try It

His presentation at the only open session at the convention so impressed the capacity audience of Super Market operators, food manufacturers, advertisers, and radio men who heard him, that a number of similar promotional tie-ups are being planned for other sections of the country. Several Super Market executives are expected to visit Oakland shortly to get further information on the KGO-Lucky Stores Party. The broadcast climax a four-week promotion of radio advertised food products, boosting Lucky Sales to new highs. The big stunt was jointly planned by Crouch, Al Nelson, manager of KPO-KGO, and Milt Samuel, head of the NBC press department.

At the Philadelphia convention various phases of the promotional campaign were explained with the aid of colored slides, recordings of the portion of the KGO broadcast and newsreel shots of the two-hour show which attracted more than 30,000 people to the Oakland auditorium.

As a result of the interest in Crouch's story to the convention, the Super Market magazine plans to devote four or five pages of its next issue to the KGO Lucky Stores Party, with pictures and complete description of its handling.

Page 40 • October 27, 1941
List of Outlets Cooperating With Army In Morale Work Reaches Total of 210

COOPERATING with the Army Morale Branch in presenting entertainment and news for soldiers in Army camps as members of the mythical "Red, White and Blue Network" are 210 stations in 21 states. A theme song, "Red, White and Blue," has been specially arranged and transcribed by Don Allen and his orchestra and is played at the opening and close of each program.

Special Releases

News releases from the War Department Bureau of Public Relations are sent each week to the stations participating. Special news bulletins from Army maneuvers also have been prepared for the stations. Stations belonging to RWB are:

ALL RECORDS were broken for Hartford lecture audiences when William L. Shirer, CBS commentator, drew 3,500 at Bushnell Memorial Hall in a WBC promotion stunt. Here is Mr. Shirer (typing) just before the lecture, with General Manager Franklin M. Doolittle looking on. Edward H. Morrow is scheduled to appear Jan. 7.

Vaughn de Leath at WKY VAUGHN DE LEATH, "First Lady of Radio," has joined the staff of WKY, Oklahoma City, as an entertainer. Miss de Leath was one of radio's first featured singers.

KFFR are the call letters assigned to the new station in Frenso, Calif., authorized Oct. 14 to J. E. Kramer, local Chevrolet dealer.

Those studios are located in Van Wert's famous Marsh Foundation School. WLOK, with this undertaking, spreads its sphere of influence, clinches a growing, receptive audience. These faithful listeners have learned to "take WLOK's word for it." Try this pace-setting community market on the medium that's going places.
Religious Expansion
CREW of the Good Ship Grace Inc., Los Angeles (religious), is currently sponsoring the weekly half-hour House of Rest on 32 Don Lee Pacific Coast stations, Sunday, 5-5:30 p.m. (PST), on Nov. 3 expands its use of radio with transcribed version of that program on KOY, Phoenix, KTUC, Tucson, KSUN, Bisbee, KFEL, Denver, with mid-Western stations being added to the list by mid-November. List is now being compiled by Paul (Bob) Myers, business manager of the corporation.

BAND LEADER, and sports announcer, too, was Tommy Dorsey (left), when he sat in the booth of WPAT, Paterson, N. J., with Steve Ellis, WPAT sports announcer, during a pro football game. Dorsey has always had an ambition to broadcast a football game, he said.

New Paper's Drive
CHICAGO'S new morning newspaper, expected to start publication in about eight weeks, has launched a radio promotional campaign on Chicago stations, announcing a $10,000 contest for a name and the best fifty-word reply to the query, "Why does Chicago need another morning newspaper." To date, a varied schedule of one-minute spot announcements have been heard on WJJD WAAF WCFL WAIT WGES WLS WSB WCIND (Gary), and a nightly quarter-hour on WMAG. The paper is being published by Silliman Evans and financed by Marshall Field II. Agency is Schmitter & Scott, Chicago.

Lookout! It's loaded
"Just like we are," says WSAI's Winged Plug, "Loaded for listeners! It doesn't do much good to point a program at your audience then have the hammer click on an empty chamber when you pull the trigger. That's why we plug our programs with street cars and bus cards, neon signs, news pictures, movie trailers, taxi cab covers, downtown window neon signs, a monthly house-organ for dealers and all the other ammunition that guarantees a bulls-eye when you shoot!"

NRC RED AND BLUE—5,000 WATTS NIGHT AND DAY
WSAI CINCINNATI'S OWN STATION

Broadcast Advertising

Newspaper Hearing
(Continued from page 16)
use its regulatory powers over radio "to reduce the attractiveness to newspapers, as adding that it might enforce a rule requiring that no station shall mention the name of its owning newspaper without making time available to other newspapers in patterning the regulation after the political time provision in the NAB code.

He said such regulations might provoke newspapers to try radio only for its promotion attributes to diversify themselves of their broadcast interests, at the same time affording opportunity for orderly sale, with no element of forced sale.

Advertising Angle
Responding to a query by Commissioner Craven, he said that although radio in fact has not made much of a dent in newspapers' local advertising, if it is assumed that radio—or television—does not do so appreciably, the best solution to the situation probably would lie "in the present trend toward greater dependance on circulation receipts".

Mr. Brant also suggested that the FCC might grant FM facilities to groups concerned with controversial matters, arguing "that all on the air rather than try to equalize them on the other stations".

Under cross-examination by Judge Thomas D. Thacher, chief counsel of the Newspaper-Radio Committee, Mr. Brant developed his thesis that the salvation of a daily newspaper, faced with an economic breakdown, would be to turn into a weekly, providing it is located in a relatively small city, rather than try to insure its future by getting into radio as a sideline. He said that the mutual advertising possibilities, both from the view of promotion and solicitation, were eliminated from the picture, he thought there would be no advantage to the paper in radio station or a newspaper in joint press-radio ownership.

He argued that if the station and paper can operate successfully jointly, they should be able to do so individually and independently.

Ruess and Gillin Hurt in Crashes
TWO TOP executives of WOW, Oklahoma, are recovering from injuries suffered last week in two freak accidents.

William Ruess, chairman of auditors of Woodmen of the World Life Insurance Society, and executive head of WOW, is improving after serious injuries which included a broken leg, shock and other lacerations. He was injured in a smash-up of his Chrysler and one car crashed at an intersection west of Omaha. Mr. Ruess' sister, Mrs. Emma Schumacker, was killed and his niece, Jane, seriously injured.

John J. Gillin Jr., general manager of WOW, was slightly injured Oct. 19 at the same spot. Mr. Gillin and Rainey T. Wells, Woodmen of the World general counsel, were examining the scene of the Ruess crash when two other cars piled up in a repetition of the Saturday smash-up. Mr. Gillin was hit on the leg by a headlamp thrown 100 feet by the impact. Three persons were killed and 14 injured, five critically, in the two crashes.

Bewley on Lone Star
BEWLEY MILLS, Fort Worth, on Nov. 2 will return to five Lone Star Charters here, KGK, Fort Worth; KXYZ, Houston; KTS, San Antonio; KRIS, Corpus Christi; KRKY, Waco and KDPM, Beaumont, Tex., with the Chuck Wagon Gang, which it formerly sponsored. The show also will include Dwight Butcher as m.c.. The series is to be heard Monday through Friday, 12:15 p.m., and Sunday, and Kay K. Glenn Agency, Fort Worth, placed the account.

Citing the New York situation, he added that if a newspaper in a city the size of Chicago could not exist as a newspaper alone, without a radio station, it should go out of business.

Asked by Judge Thacher if he were not really pulling for Government control and operation of broadcasting, Mr. Brant declared: "That's another rag on earth I'd suggest!" He added that he never had suggested separating radio from the profit motive, although he could not specify remedies for the evils resulting from operation with the profit motive.

Seasoned Commercial Manager
wants a station deal (outside NYC) based wholly on tangible results.

This man now is commercial manager of a New York city independent. He wants to leave New York.

He wants to affiliate with a station in the mid-West or Southern market which offers a real opportunity to get out and hustle for sales. He knows local selling. He's a veteran of many years on the national side of the station picture. He's an expert merchantiser . . . a recognized authority on commercial ideas that sell.

This man was a partner in a New York agency specializing in radio. He has been an independent and the success of three nationally known independents in New York.

If you think this man fits into your scheme of things drop him a line today. A reply will be forthcoming promptly.

Box 980, Broadcasting
Born by FM

**As an Experiment in**

the relaxing quality of music during childbirth, music via FM, selected by the patient, was broadcast into an operating room at Chicago's Hennepin Hospital last week by special arrangement with W51C, FM station of Zenith Radio Corp., Chicago. The therapeutic program was broadcast during a successful Caesarian operation performed by Dr. Edward L. Cornell, friend of Comdr. Eugene F. MacDonald, president of Zenith. Special ear receivers were designed for the mother who listened to broadcast of Tschaikovsky's Concerto No. 1 in F minor while giving birth to a five-pound boy.

**Green and Rynd Named to NBC Traffic Posts**

In a Shift of its sales traffic department, NBC has separated departments for the Red and Blue operations of the newly appointed F. B. Helvick, formerly sales traffic manager, to head of Red sales operations. Charley Rynd is simultaneously made department to head of Blue sales traffic. Mr. Greene reports to Roy C. Witmer, vice-president in charge of Red sales, and Mr. Rynd to Keith Kiggins, in the same capacity as Witmer for Blue sales.

Elmore and Red traffic has been appointed executive assistant in charge of station relations promotion, succeeding Bert Adams, recently made assistant to Sheldon B. Hickox Jr., manager of Red traffic relations. Robert Jones, former clerk, succeeds Lyford, and Daniel Tushy, new to radio, succeeds Jones.

**Engineers Sought**

CIVILIAN radio engineers are sought by the Signal Corps of the Army. Those chosen will be assigned to Washington D. C., Fort Monroe, N. J., Wright Field at Dayton, O., and other points throughout the country. Salaries range from $2,000 per year for those with limited experience, to $2,600 for two or three years' experience and $3,000 for five years' experience. Applicants having civil service status should contact the office of the Chief Sig.

**Correction**

WFHR, Wisconsin Rapids, Wis., which on Oct. 15 joined MBS along with five other stations, operates with a fulltime power of 250 watts on 1340 kc, and not 250 watts day and night as erroneously listed in the last issue of Broadcasting.

**PARACHUTIST Arthur Starnes is interviewed by Announcer Mel Galliart, on WLS, Chicago, on his projected delayed leap experiment from a stratosphere altitude of 35,000 feet, not pulling the rip cord until 2,000 above the ground. To record the physical reactions while plummeting earthward, portable radio equipment was perfected by WLS Chief Engineer Tom Rowe, to be attached to Starnes along with motion picture apparatus. The experiment, conducted under the supervision of the U. S. Army research experts, will be broadcast by WLS, which will also record the heartbeats during the descent.**

**John L. (Bud) Edwards, KPKE, Los Angeles, production manager, and Alice King of the continuity acceptance department, were married at Yuma, Ariz., July 5, it was just revealed.**

**Join the Swing to WTSP the "Double Bonus" Station**

For Coverage of the Tampa Bay Area

Added to the complete coverage of the Tampa-St. Petersburg Metropolitan area, largest population center in Florida, WTSP offers:

**Bonuses**

1. More than $25,000 in prizes and gift certificates for equipment, plus $40,000 in cash.
2. $500,000 in cash.

The Tampa Bay area is worth $100,000,000. WTSP, the new Mutual station, covers it completely and economically.

**WTSP The Mutual Station Serving the Metropolitan St. Petersburg-Tampa Sales Territory A REGIONAL STATION St. Petersburg Times Affiliate R. S. Stratton, Manager ST. PETERSBURG, FLORIDA**

**A PRIVILEGE EIGHT TIMES**

Seldom has the privilege of continuously serving eight foreign language speaking groups been extended to any one radio station.

Our privilege is the more impressive because it fully reflects the deep sincerity of these adopted Americans, regardless of the foreign language they employ. Most naturally they express their fervent patriotism in their own sacred mother tongue.

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

**WHOM**

1480 Kilocycles

**FULL TIME OPERATION**

29 WIST 577TH ST., NEW YORK

Telephone Plaza 3-4204

**JOSEPH LANG, Manager**

**AMERICA'S LEADING FOREIGN LANGUAGE STATION**

**BROADCASTING • Broadcast Advertising**

October 27, 1941 • Page 43
American Network Asks FM Outlet
Latham Says Organization to Seek New York Station

AMERICAN NETWORK Inc., organization of FM broadcasters with plans for the eventual establishment of a coast-to-coast FM network, will file an application with the FCC for permission to erect its own FM station in New York, according to John R. Latham, executive vice-president of ANI. Decision to file the application, which will probably be done within the week, was reached at a meeting of the board of directors of the organization at the Hotel Ambassador, New York, last Wednesday.

In Lincoln Bldg.

If permission is received, Mr. Latham said, the station will be erected atop the Lincoln Bldg. at 60 E. 42d St. in midtown Manhattan, where the ANI offices are also located. Coincidentally with this application for a construction permit to build a new FM station, ANI will request permission to begin broadcasting with an auxiliary transmitter of Major Edwin H. Armstrong, inventor of FM, at Alpine, N. J.

Arrangements for the rental of this 10-kw transmitter have been completed with Major Armstrong, Mr. Latham stated, subject to FCC approval, adding that the transmitter equipment is in such shape that the station can begin operations about 60 days after approval for such operations is received.

No action is anticipated on the ANI applications until the FCC holds its consolidated hearing on the applications for Class B FM channels in New York. Eleven frequencies may be used in this city; eight have already been assigned and there are now ten applications for the remaining three frequencies: 47.9, 48.3 and 48.7 mc. Hearing was announced by the FCC Sept. 9 [Broadcasting, Sept. 15] but no date has been scheduled.

Roby Robinson, national advertising manager of the Atlanta Constitution, appeared at the ANI board meeting, where the paper was made a stockholder of the ANI. The Constitution has filed an application for an amplitude modulation standard broadcasting station and expects to file for an FM station within the week. National Life & Accident Insurance Co., Nashville (WSM, W47NV), became an ANI stockholder the week previous.

Attending the meeting, which was otherwise occupied with routine business, were: John Shepard 3d, Yankee Network, ANI president; Walter J. Damm, WTMJ, W55M; Herbert Petey, WBN; Harry Stone, WSM, W47NV; Mr. Latham. Gordon Gray, WSJS, W41MM, was the absent director.

New York FM applicants are: American Network; Frequency Broadcasting Corp.; FM Radio Broadcasting Co.; Knickerbocker Broadcasting Co. (WMCA); News Syndicate Co., publisher of the New York Daily News; WBNX Broadcasting Co. (WBNX); Debs Memorial Radio Fund (WEDV); Greater New York Broadcasting Co. (WOB); Wodaam Corp. (WNEW); Mercer Broadcasting Co. (WACC).

W55M Sponsors

With establishment of a woman's department for WTUL, Milwaukee, and its FM adjunct, W55M, three sponsors have been announced for the new W55M feature. It's a Woman's World, handled by Anne Ross, claimed as the first FM woman's commentator. The sponsors are Holsum Peanut Crunch, Gridley Dairy and Drake Furniture Co.

WPEN, Philadelphia, has added 2½ hours to its weekly program schedule. Starting Dec. 27, the station will open 15 minutes earlier at 6:45 a.m.
**Last Trailer**

KMOX, St. Louis, just got in under the wire that it received a new mobile kitchen trailer. The 1500-lb. unit, last allowed off the production line because of the defense program, is used as a promotional aid for Jane Porter and her Magic Kitchen Cooking School broadcasts. Colored in a bright blue and silver, it is equipped with fluorescent lighting, modernistic refrigerator, range, sink and kitchen cabinets.

WWFF, Plattsburg, N. Y., located in the Cumberland Hotel since its inception in 1965, has moved to new quarters, known as Radio Centre. A dedicatory program for the new Radio Centre will be announced shortly.

KROD, El Paso, on Oct. 18 remoted a football game between the Texas College of Mines and Loyola U. in Los Angeles with Morrison Qualtrough, KROD sports director, and Ed Stingley, chief engineer, making the trip to the Coast for the broadcast. All Texas M & M games are sponsored by the Standard Oil Co. of Texas.

KROW, Oakland, Cal., which releases the CBS American School of the Air, has made a trip with the San Francisco Board of Education to broadcast a repeat release on its FM station, KALW. Transcriptions of the Colorado football game were released to KALW one week after the original performance on KROW.

The Alameda School of the Air, for seven years on KLO, Oakland, Cal., has moved to KROW, that city. Broadcasts are devoted to subjects of educational interest to primary and secondary schools.

KWK, St. Louis, early in October was host to more than 100 delegates to the Southwest, District meeting of the American Institute of Electrical Engineers. The group visited the KWK transmitter at Baden, Mo., escorted on a tour of the equipment by Chief Engineer James Burmore and Jack Uhr, plant supervisor.

ARMY BUGLERS of the Sixth Corps Area commanded by Major General J. M. Newby are competing in an organization—John A. Kennedy, president; Howard Clarenoff, general manager; Bill Andrews, program director; Harold Miller, news editor. The awards were made for fireless efforts and unselfish devotion to the cause of public safety.

WDAY, Fargo, N. D., on Oct. 15 dispatched a new transmission from the town. President, N. D., where Ken Kennedy, program director, and Bob Dobbin, station agriculturist, directed the corn husking contest. Due to unusual local interest, the program was carried at 11:30 a.m. in place of the Farm & Home Hour.

**Doublly Handy**

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

**In Canada—It's the 'All-Canada' Stations**

In Western Canada—Over the All-Canada Stations

Look at Canada's Western markets from the "High Riggers" perch and you will find them big in sales potential. SPEAK to those markets through spot programmes over the All-Canada stations and conversely, potential sales to orders. For Western listeners are tuned in on all Canada—and All-Canada stations are tuned to the key markets of the West. First in your listener preference—first in local merchandising cooperation—first in technical programme service.

Check with your advertising agency or All-Canada representative

**British Columbia**

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<tr>
<td>Victoria</td>
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**Saskatchewan**

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<td>Swift Current</td>
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**Northwest Territories**

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<td>Yellowknife</td>
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<td>Fort Providence</td>
<td>CFPG</td>
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**NWT TV Stations**

- **British Columbia**
- **Ontario**
- **Quebec**
- **Newfoundland**
- **Northwest Territories**

**U.S.A.—Weed and Company**

**All-Canada Radio Facilities Limited**

**October 27, 1941**

**Page 45**
TOWERS OF WPDR, Toledo, are being dismantled in preparation for the station's move to its new quarters in the Broadcast Building. The towers, a familiar Toledo landmark, stop atop the 18-story Commodore Perry Hotel. Although the towers have remained on the roof, they have not been in use since 1952 when the station's present transmitter was placed in operation.

Masefield Pickup

JOHN MASEFIELD, poet laureate of England, will read selections from his works via shortwave from London on the Nov. 5 broadcast of Froster & Gamble's Against the Storm, Monday-through-Friday, serial 8-9 a.m. on NBC-Red. Appearance of Masefield on the program—which will be his first broadcast direct to U. S. since 1927—was arranged by Fred Bate, NBC representative in London. Plans are being worked out by BBC to pick up the broadcast for the entire Empire, it is understood by Compton Adv., New York, agency handling the account.

WALTER COMPTON, m. c. of the MBS Double or Nothing program, has written lyrics for a song, "I'm Waitin' For Friday," based on selective camp life and inspired by the many soldiers who compete on his quiz show.

ALL PUBLICATIONS of the U. S. Chamber of Congress, headquartered in Washington, were listed in a 40-page bulletin issued by the organization.

CLASSIFIED

Advertisements

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

Situations Wanted (Continued)

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Situations Wanted (Continued)

Help Wanted

NBC’s Firm Offer Of BMI License
Trammell Stresses Position Of Network in Letter

A “FIRM OFFER” by NBC to sign a license agreement with BMI to run concurrently with the proposed ASCAP agreement (or until Dec. 31, 1949), with NBC agreeing to maintain its current payments to BMI during that period, with adjustments up to or down in accordance with changes in BMI’s blanket rates, was contained in a letter sent last week by Niles Trammell, NBC president, to Neville Miller, president of the NAB and BMI, to “clarify” NBC’s position on BMI. If this letter represents the policy the networks intend to follow with BMI, then it was declared evident that the ASCAP contracts, which call for a considerable increase in payments by the networks and a decrease in station payments, will not be used as a pattern for the BMI contracts, when, as required by its consent decree, BMI also institutes a new blanket-at-the-source plan of license next spring.

Letter reads:

“Some broadcasters have requested that we clarify the position of NBC with reference to BMI. We have made the following statements at meetings of the NAB board of directors and the NAB executive committee, and I am pleased to restate them to you at this time:

“NBC believes that there should always be an open, competitive market in music and that no one licensing agency should be permitted to become or remain the sole source of supply of music thus necessary to the continued existence of broadcasting. BMI was formed for the purpose of establishing such an open and competitive market.

Competitive Market

“While the execution of the proposed ASCAP contracts will make available to broadcasters a considerably larger catalog of musical compositions than is currently available, the open, competitive market in music which has now been established can be maintained only by the continuance of BMI and other licensing organizations.

NBC sincerely hopes BMI will be continued and will be happy to do its part in this connection. You may, therefore, consider the following a firm offer on the part of NBC, subject to acceptance by BMI on or before March 1, 1942.

“NBC will execute license agreements with BMI, which shall—

(a) run concurrently with its proposed ASCAP license agreements;

(b) provide for payments to BMI in the same amounts as those currently being made, so long as the BMI revenue and expense budget remains the same; and

(c) provide for an increase or decrease in such payments dependent upon and proportionate to any increase or decrease in the BMI revenue and expense budget.

“So long as BMI music continues to be made available to NBC, NBC will not discriminate between it and the music of other licensors. Assuming the continuance of high quality of BMI music, this should assure its continued popularity.

“I trust that the foregoing offer and statement will reaffirm our position and answer the questions which have been asked as to our position with reference to the future of BMI and its music.”

ASCAP Approval

(Continued from page 10) suggested to Mr. Craney that if he reviewed the facts “unemotionally, you will reach the conclusion that our proposal is in both your and our best interests, as well as for the entire industry.”

Replying Oct. 20, Mr. Craney said he regretted the NBC president’s interpretation of his telegram. He reiterated his opposition to the blanket form of contract, declaring that he believed the action actually puts the industry-ASCAP relations back where they were in 1932.

Mr. Craney recalled the Warner situation in 1935 when he said, it was ably demonstrated that network performance makes hit tunes “regardless of what independent stations do.” He added that he feared that acceptance of a blanket license would result in networks making great use of ASCAP music to the exclusion of other sources.

“You assurance, along with that of Mr. Edward Klauber, CBS executive vice-president (that you would support other copyright owners, including BMI, so there would be ever available a coming pool of music is most heartening,” he said.

90-Day Clause

After advising Mr. Trammell of his acceptance of the rebate proposal, Mr. Craney said the deductions are not to begin until 90 days after NBC’s contract becomes effective or any later date “which is the date to which you are protecting any stations that have not signed their intention to reimburse you. The length of time over which the deductions may be made can only be arrived at after negotiation of our contract with you or until the expiration of the contract (without renewals) you sign with ASCAP, whichever is the earliest.

“Continuance of the above payment agreement beyond the term of one year likewise must hinge on possible similar agreements being negotiated by you with other affiliated stations, including those stations in States where ASCAP today cannot conduct business.”

“I’m Caesar”

WHEN Caesar Petriillo, staff orchestra leader of WBBM, Chicago, and composer of the current hit tune “Jim,” dropped into a west side Chicago hamburger emporium for late evening refreshment, he was greeted by his refrain coming from the jukebox. Petriillo, unheeding, audibly that he could no longer listen to the song, started to leave when the restaurateur asked him why he didn’t like the tune since everyone else did. “I wrote it,” he replied. “Yeah? And who are you?”, he asked Caesar suspiciously. “I’m Caesar—!” Petriillo began when the proprietor cut in, “Yeah, I thought so. If you’re Caesar, then I’m Napoleon. Get outta here before I call the bughouse!”

Citrus Spots

MUTUAL CITRUS PRODUCTS Co., Anaheim, Calif. (orange, lemon juice), in a 13-week campaign supplementing its national newspaper schedule, on Oct. 14 started participating sponsorship and three times weekly in Happy Kitchen, on KMBC, Kansas City; Sally Work on WBEN, Buffalo; Art Baker’s Notebook on KFI, Los Angeles. As merchandising tie-in, firm offers a recipe book and set of measuring spoons upon receipt of carton top or label from the product. Agency is Chas. H. Mayne Co., Los Angeles.

Golan Wine Plans

GOLAN WINES, Los Angeles, will use radio for the first time this fall to supplement a newspaper campaign introducing four brand names—Golan, Largo, I.V.C. and Legend. Radio plans are not yet complete but Brown & Thomas, New York, agency in charge, has indicated announcements will be used on a number of stations.

More Music in Pictures

Being Released for Radio

DEAL releasing score of the RKO film “Call Out the Marines” direct to Broadcast Music Inc, was effected by Harry Engel, West Coast manager, and Robert Burton, New York attorney of the latter organization, on Oct. 18, thus marking the first action of its kind in the current radio-ASCAP controversy, for air exploitation of musical numbers from motion pictures. Numbers were written by Harry Revel and Mort Greene, ASCAP members who recently consulted with Southern Music Co., BMI affiliate, for publication of their score in “Four Jacks & a Jill,” also an RKO production.

Similar action was taken by two other ASCAP songwriters, Milton Berle, radio and film actor, and Bert Pellish, who in mid-October assigned their song “Would It Make Any Difference to You?” direct to BMI for publication. Acting under provisions of the consent decree, it is understood that several other film studios are consulting with their legal departments on similar moves.

NBC Symphony Series

To Charge for Tickets

BECAUSE of the large demand for tickets to the NBC Symphony Number, NBC Blues, conducted by Leonid Stokowski, the network has temporarily adopted a paid-admission policy (55 cents to $1.65) for those wishing to attend the four concerts Nov. 4, 11, 18 and 26. These broadcasts were originally in the Cosmopolitan Opera House, new name of the Meca Temple on W. 56th St., New York, seating 3,200. Proceeds will be used by NBC to pay for the rental of the opera house. Another innovation will be the use of an “acoustical reflector,” to be placed back of the orchestra.

Arturo Toscanini has accepted Secretary Morgenthau’s invitation to conduct the NBC Symphony Dec. 6 and 13 to promote sale of defense bonds. Concerts will take place in Studio 8-H, 9:30-10:30 p.m.

WBNX NEW YORK

THE MOST INTIMATE, CALM AND EFFECTIVE SALES APPROACH TO AMERICA’S LARGEST MARKET.

OVER METROPOLITAN NEW YORK

5000 WATTS DIRECTIONAL

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MBS Second 'White Paper'  
(Continued from page 7)

were not onerous and permit "a liberal amount of option-time, preserve all its advantages and prevent only its abuses". It buttressed this with an analysis of the provisions, and argued that in practice only cities having less than four stations are affected.

Not a Real Danger

In cities having four or more fulltime stations there will be no danger, or so far as can be seen, any real change in existing practice, MBS argued. Each network will have its regular affiliates in such cities and each affiliate will have first call on its network's programs, it said. In cities having four or more fulltime stations it is "inconceivable that any station which is the regular affiliate of one network would be enabled to take the programs of another network unless the regular affiliate of the latter network should refuse the programs fed to it by the network", MBS contended.

It said the alleged danger that the choice of the better programs of all four networks will gravitate to the stations with the best technical assignment "must be ascribed to an overworked imagination".

In cities with less than four stations, the situation for the most part will remain very much the same, with one extremely important exception, MBS contended.

Each station may enter into a regular affiliation contract giving it first call on the network's programs, and, if it chooses, may refuse to take the programs of any other network. But it may not bind itself by contract with one network to refuse to affiliate to another network, or to refuse to opt out or sell away its time to another network.

"In practical effect," MBS continued, "this means that in a city having three stations, two of the stations will probably align themselves with one network and the third station with two networks (if it so desires). Similarly, in a city having two stations, a station may align itself with only one network, or with two networks if it chooses."

'Alarmists' Cracked

Pointing out that the revised regulations provide that no option shall be subject to call on less than 60 days notice, as compared with the 28-day period now commonly specified in network-affiliate contracts, MBS said this is obviously "not a substantial change."

"Overriding 'alarmist distortions'," the White Paper stated that stations, under the explicit statements in the regulations, retain complete liberty of action and are not compelled to "accept programs from another network if requested, in time not used by its regular network."

Covering the effective date of the revised regulations in a separate chapter, MBS said that after the "careful study and consultation with its counsel, it had reached the following conclusions:

1. The regulations are and have been binding as to any affiliate station which has entered its network affiliation since May 2, 1941, whether by way of renewal or continuation of an existing affiliation or by way of a new affiliation.

2. With regard to affiliate stations having network contracts which have not expired by Nov. 15, 1941, the stations may, and should, refrain from any commitments which will bind them to a course of action inconsistent with the regulations after Nov. 15, 1941 (including the exercise by network of their existing 25-day options). It must be kept in mind that all affiliate contract provisions which are in conflict with the revised regulations have, in effect, been found by the Commission to be against public interest, convenience or necessity and that any attempt by legal proceedings to enforce them by a network organization or any subscriber or member of the defense that they are in violation of the anti-trust laws.

3. Very much the same considerations apply if and when court proceedings are instituted by the other networks in an attempt to invalidate the Commission's action to secure an injunction restricting the Commission from enforcing the revised regulations. In the opinion of counsel of making that showing, and, so far as we can ascertain, in the opinion of many other lawyers familiar with the Communications Act, the Commission's jurisdiction and power to adopt the regulations are clear and its action will be upheld in court.

MBS added it is possible that if court proceedings are instituted and pending a final decision, a temporary injunction will be requested by NBC or CBS. "There is grave doubt," MBS declared, "as to whether the court will grant such an injunction for several reasons, including a serious question as to the court's jurisdiction, the fact that the Commission's power under the law seems so clear, and the difficulty in showing that any serious damage will result to the networks by allowing the regulations to go into effect immediately. Furthermore, Mutual knows of no adequate basis for recent broad assertions that the chairman of the Commission has agreed to stay or suspend the regulations pending the final outcome of such court proceedings."

Sound Policy Regardless

"In any event, whether or not legal proceedings are instituted, and whether or not a temporary injunction is requested or obtained, a sound policy for stations to follow would seem to be to adhere to the test of public interests clearly announced by the Commission in its regulations, and, so far as possible, to follow both the letter and spirit of those regulations."

In its conclusion, MBS said the Commission's action will tend to promote and not to injure the industry and instead there will be "no chaos, no disruption of operations, no deterioration of service, no impairment in cooperation by broadcasters in national defense, no bankruptcy risk as a result of the air, and no danger of Government operation."

Stating that it is not willing to assert that the revised regulations will be wholly perfect or that further amendments may not prove necessary in the light of practical experience, MBS called attention to the FCC majority's statement that it stood ready at all times to amend and modify the regulations.

Join Standard Radio

STANDARD RADIO announces the following additional subscribers to its program line: WMBL, Baltimore; WLDS, Jacksonville, Ill.; WGO, Wausau, Wis.; WDS, Dubuque, Iowa; WDDT, Detroit; and WJZ, New York. WLCB, Philadelphia, Pa., has dropped from the Standard program line.

Soundshipmanship That Wins Intermountain Audiences

"The POPULAR Station"

The_red_network

Red Network National Representative

John Blair & Co.
Pressure Claimed In Cleric's Speech

Time Given Others by NBC After Isolationist Talk

WORDY tempest which swirled around New York radio circles last week over a speech, carried Oct. 19 on NBC-Blue, in which Most Rev. Francis J. L. Beckman Roman Catholic Archbishop of Dubuque, severely condemned the Administration’s foreign policy, appeared to be subsiding as the network granted time Oct. 26 for talks by two Protestant leaders.

While NBC officials said that talks of the Protestant leaders, Kenneth Leslie, editor of the Protestant Digest, and James Luther Adams, professor of Meadville Theological Seminary, were not directly answer Archbishop Beckman’s speech, it was assumed that time was made available for the latter talks as an outgrowth of the Beckman incident.

Isolationist Pressure

Hints that Archbishop Beckman, who expressed his own views and not as an officer of his church, was scheduled by NBC only after pressure was brought to bear “by forces too powerful to refuse,” were accepted by competent industry officials. However, the latter pointed out, this is only one of a series of incidents where these “forces too powerful to refuse” had obtained network time for isolationist speakers.

Charges that NBC had deviated from its previous policy of giving time for discussion of such controversial topics only to spokesmen of recognized organizations were discounted after a check of the record by persons familiar with the network’s policy relating to speeches. Described by these sources as “elastic,” the policy was evidently breached when Charles A. Lindbergh first spoke out against President Roosevelt’s foreign policy. In those days, Lindbergh was scheduled as an individual and so said in his speeches. This was before his alliance with the America First Committee. The record also revealed other incidents where speakers, although nationally known, obtained time for network speeches, yet admitting they spoke for themselves and not any organization.

SABOTAGE STORIES

FOLLOWING the order Oct. 9 that all visitors show passes when entering certain areas of NBC’s headquarters in New York, several stories hinting of possible sabotage at the network have been revealed.

Last Saturday it was learned that a suspicious-looking man, ostensibly from a newspaper, was found wandering around the fifth floor of Radio City, and upon questioning by network officials, was turned over to the FBI. Reasons for his presence in that area on a Saturday afternoon were unsatisfactory and it is understood he is still being held by the FBI.

Other stories which the network denies as entirely unfounded include the finding of a container of acid near the NBC control rooms, said to be the reason for NBC’s decision to issue employee and newspaper-trade publication passes. Also hinted and denied was the discovery of a package of bullets near a cable conduit at the WEAF transmitter.

A FEW FREQUENCIES WERE MISSING

BUT THE MAIN IDEA WAS THERE...

The main idea was service, and today, on its 21st birthday, KDKA still adheres to that main idea, in the interest of listener and advertiser alike.

- Service to listener and advertiser alike—it’s a policy that explains why America’s oldest radio station continues to enjoy the goodwill of hundreds of advertisers, and the attention of over a million and a half radio families.

SOLE WESTERN PENNSYLVANIA OUTLET FOR NBC RED NETWORK

KDKA PITTSBURGH 50,000 WATTS

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Paid Time on Nets Increases by 17%

Sponsors Expanding Present Shows, Analysis Reveals

ALTHOUGH the number of network commercial programs on the air this fall is just about the same as a year ago, many advertisers are using larger networks this year than last, with the result that the total of station hours devoted to network commercials in the fall of 1941 is about 17% higher than in 1940. Comparison of typical week shows a total of 10,169 station hours devoted to programs of all national networks this year, an increase of 16.8% from the 8,704 total a year ago.

By individual networks, MBS shows the largest percentage gain, up 67.9% from 793 in the fall of 1940 to 1,331 this year. NBC-Blue is next, reporting 1,443 this year, up 27.9% from 1,131 in 1940. NBC Red this fall shows 3,709 station hours for network commercials, a gain of 19.3% from last year's 3,136. CBS devotes 3,686 station hours a week to sponsored network programs this fall, as against 3,673 a year ago, a gain of 0.4%.

Wider Territory

These figures maintain a trend for advertisers to use increased radio appropriations to expand the territory reached by their present programs rather than to add new programs. This is further demonstrated by the fact that the total of commercial program series on all networks this year is 228, three less than the 1940 fall total of 231.

In the figures above, the heavy political business in 1940 was disregarded and purely regional hook-ups and programs broadcast on national networks but sponsored locally were also not included. MBS totals would be considerably expanded by inclusion of locally sponsored programs, but they were omitted in the interest of gaining a more exact comparison of network business. MBS also did not include the Worlds Series broadcasts in its calculations, which for a week boosted its station hour total tremendously.

NBC Executives Meet

NBC EXECUTIVES, including President Niles Trammell, vice-presidents and department heads, met last week at the Greenbrier, White Sulphur Springs, W. Va., for their annual get-together to discuss policies and plans for the coming year.

ChICAGO Federation of Labor, likewise of WCFL, Chicago, has applied to the FCC for a new commercial FM station in that city on 47.9 mc. to cover 10,800 sq. mi., a population of 4,849,461.

RANK AMATEUR was Bob Sundberg program director of KHSI, Chico, Cal., when he went on his first deer hunt recently. Knowing heads wagged "beginner's luck" when he bagged a five-point buck (at left) within an hour. But he really won his spurs the following weekend when he went out again and bagged a four-pointer. Total expense: License, 15 gallons of gas, two shells.

BALLANTINE QUITS MUTUAL FOR BLUE P. BALLANTINE & SONS, Newark brewer, is shifting its Three Ring Time series from MBS to NBC-Blue, beginning on the latter network Nov. 7. Series, starring Charles Laughton, Milton Berle and Bob Crosby's orchestra, will be broadcast for 62 weeks on more than 20 Blue stations, Fridays, 8:30-9 p.m., a half-hour earlier than its present Friday evening spot on MBS.

Agency in charge of the account, J. Walter Thompson Co., New York, had nothing to say about plans for the program on MBS for the duration of the contract with that network, which runs till mid-December.

In accepting the Ballantine program, NBC-Blue is deviating from the NBC code of policies and standards, which states that "alcoholic beverages may not be advertised on any network program, although individual NBC stations have accepted beer advertising for local broadcasts. When this prohibition was adopted early in 1939, NBC explained that network programs must be acceptable to all parts of the country and at all times, whereas beer advertising was acceptable in some communities but not in others and was much more acceptable at some times than at others.

ACA and WHN again Dickering On Renewal

AMERICAN Communications Association, in negotiations with WHN, New York, for a renewal of its present contract covering the technical employees of the station, New contract is expected to be signed within a few days. Union is also negotiating for renewal at WBAL, Baltimore, WJZ, Newark, WJJD, Jersey City, and WBNX, New York. Wage increases are asked at all stations.

ACA has bargained the engineers and announcers at WBAL, Baltimore, union reports, and has filed a complaint with the NLRB over the dismissal of two ACA members at the station, allegedly for union activities. Negotiations counsel to head off the NLRB Board complaint has been settled.

"Hey Fellows!" KINY wins the first Juneau, Alaska station to receive special event chain breaks in Alaska, and the first to release special Alaska is hot! Get ready! for chain use in the States.

"We can't miss, Spike. WFDF Flint Michigan pays off $137,933,922."

Super Results for a Super Market!

Baltimore Listeners Daily!

Skeptical? Make us prove it! Write for details—find out why WCBM gives you "Super for Pennies. COVERAGE BETTER THAN ANY!"

WCBM BALTIMORE, MARYLAND

MEMBER NBC BLUE NETWORK

The World's Best Coverage of the World's Biggest News

Dominant IN THE 7TH RETAIL MARKET

KSTP MINNEAPOLIS - SAINT PAUL

Nighttime Signal from Minn.地坪 to the West Equivalent to 133,500 Watts

50,000 Watts

IN PHILADELPHIA

in friends influence listeners

SELL THROUGH WILF

NATIONAL REPRESENTATIVES

DAVID LLOYD LEAVES FCC Inquiry Chief Moves to Defense Position

DAVID D. LLOYD, head of the FCC inquiry section and chief Commission investigator in the FCC's newspaper-ownership probe, has resigned effective immediately, to join the legal department of the Economic Defense Board, headed by Milo Oppenheimer, as an attorney on the staff of General Counsel Monroe Oppenheimer, it was learned last Friday. Although Mr. Lloyd already has taken up his new duties, the FCC gave no indication as to his possible successor.

A storm is brewing in the newspaper proceedings since they started late in July, Mr. Lloyd joined the FCC legal staff July 16, 1940, as special counsel to the investigation unit of the legal department. Later he was named chief of the inquiry section, in charge of gathering material in connection with the FCC's case against newspaper ownership and operation of broadcast facilities.

Before joining the FCC, Mr. Lloyd served in the legal division of the Restatement Administration during 1935 and 1936. He was loaned by that agency to the Senate Civil Liberties Committee 1935 and 1936, and was on the committee, first as acting counsel and then as assistant chief counsel, until he joined the FCC. Mr. Lloyd received an AB degree from Harvard in 1931 and an LLB degree in 1936.

1000 WATTS - 5000 WATTS UNDER COST

Juneau, Alaska

JOSEPH HERSHEY MCGILLIVRY

NATIONAL REPRESENTATIVES

"Hey Fellows!"
Southern Stations Cover Maneuvers

WBT Is Designated ‘Bugler’ For First Army in Games

COVERAGE of the Army maneuvers starting this week in Caroline County, S. C., as well as the present air maneuvers over Georgia, South Carolina and North Carolina, is again being provided by radio through stations in the areas.

During the Civilian Air Defense maneuvers WSB, Atlanta, presented Brig. Gen. Walter H. Frank, commanding officer of the Third Interceptor Command, who utilized the broadcasting capacity of ground observers of the Aircraft Warning Service and to coordinate tactical training of pursuit and bomber squadrons.

WBT, Charlotte, sent a mobile unit to Army headquarters in Camden, S. C., for a daily five-minute report on the war games by Bill Parker. Immediately after this period a second report on both the air maneuvers and the cover maneuvers is given by News Editor Jack Kneill, who receives his information from Carley of the WBT staff. Carley goes aloft each morning from the Charlotte air base in an Army bomber observing all operations from the air.

Radio Bugler

Unusual feature was Army designation of WBT as ‘Army bugler’ for the First Army during the games. Because of the splitting up of units during action there is a shortage of buglers, so WBT gives the official calls at designated times of day which in turn are picked up on portable radios by the Army units. Grady Cole, WBT farm editor, who conducts a daily 5 a.m. program, bluffing up a reveille; assembly at 6:15; mess call at 6:30; and sick call at 7 a.m.

WPTF, Raleigh, also stationed a special events staff as Camden and is presenting the Call of the Butterflies” every day. Broadcasts will continue until the conclusion of the games in latter November.

WSM, Nashville, as a result of its success in covering the Louisiana maneuvers, is covering the Southeastern games.

Program Lines Tie Shortwave Stations, Permitting Combined Use of Facilities

FIRST physical step toward link- ing the majority of American shortwave stations under plans of the Office of the Coordinator of Information headed by Col. Wm. J. Donovan, took place last week when program lines were installed to link up all international broadcast stations with the exception of KGEI, San Francisco.

Under the new setup all shortwave stations east of the Mis- sissippi will carry the same program simultaneously, heretofore impossible. Actually, this step makes possible the first United States shortwave network and allows any one program to be beamed on one country with the synchronized impact of millions of watts.

Already some of the stations are “swapping” programs, one of the principal reasons for the network. In other words when one shortwave outlet has a particularly good Norwegian program and another station is weak in this department although beaming material at Nor- way, the good Norwegian program can be “piped” into the second transmitter by merely utilizing existing lines.

Under consideration for some time, the new service had been held up by various complications but was finally placed in operation last weekend. In addition, the lines are being used for monitoring purposes by the OCI’s New York office. Thus, for the first time the output of all international stations will come under the scrutiny of Government officials. As planned now all programs transmitted by these stations will be heard, through the lines in New York by the OCI, evidently for the pur- poses of checking on not only the quality of program but for Gov- ernment policy.

Officials are quick to point out, that censorship is not involved merely the checking of material after it is aired.

League’s Radio Fund

COOPERATIVE League of America at its national membership drive meeting Oct. 23 in Indianapolis okayed a national radio fund to be raised by a campaign throughout the country conducted by members of regional cooperatives. Goal set in the campaign slogan will be “We want 50,000 $1-a-year men”. According to Wallace Campbell, assistant secretary of the league, the funds, when raised, will be allocated either to a network show or to a campaign in transcription form.

Rexall Sale

UNITED DRUG Co., Boston, will place four-quarter-transcribed programs on 200 stations throughout the country, on alternate days Nov. 2-8 to promote the semi-annual Rexall One-Cent Sale. Rexall, Parade of Stars, transcriptions feature Ken Murray, Kenny Baker, Meredith Wilson’s Orchestra and Harlow Wilson, as m.c. Similar series have been used to promote the sale in the past. Agency is Street & Finney, New York.

General Foods Discs

GENERAL FOODS Corp., New York (Post Toasties), recently began sponsorship of a series of quarter-hour transcriptions, Don Winslow, Monday through Friday, on six stations throughout the country. Agency is Benton & Bowles, New York. Company is sponsoring same transcribed series on WGN, Chicago, for Grape-Nuts and Grape-Nut Flakes, through Young & Rubicam, New York [Broadcasting, Oct. 13].

Gillette Pro Football

GILLETTE SAFETY RAZOR Co., Hudson, is sponsoring two house games of the New York Americans professional football teams, on WINS, New York. First two games were played Oct. 19 and 26 with the contests with additional game scheduled the evening of Nov. 2 and 30 respectively. Don Winslow and WINS sportscaster handles the play-by-play. Maxon Inc., New York, handles the account.

STANDARD contract of the Associated Broadcast Technicians Union providing wage increases, provisional closed shop, and arbitration was signed last week by WCLS, Joliet, Ill.

OKLAHOMA REUNIONS

Bell Proteges Are Active In City’s Radio

WHEN managers of Oklahoma City’s four stations converse to dis- cuss mutual problems a reunion of former WKY staff members ensues. For Gayle V. Grub, WKY manager, is flanked by William Gillespie, vice-president and general manager of KOMA and KTUL, who began his radio career as a member of the WKY sales staff; Matthew Bonebrake, manager and KOKY, who also started in radio on the WKY sales staff; and Robert Enoch, manager of KTOO, and director of the Oklahoma Network, formerly a member of WKY. All four managers take an active interest in their sales de- partments, hence when they meet in competition, they fall back on their early sales training under Edgar T. Bell, business manager of the Oklahoma Publishing Co.

Canadian Shifts

A NUMBER of changes in transmitter location and temporary power permits are expected in the near Future. By Radio Branch of the Department of Transport, Ottawa, CIII, Quebec, is at a new transmitter location at Ste. Foy, Que., and has a temporary 250-watt permit pending installation of direc- tional antenna for the new 1,000-watt transmitter. KKCO, Ottawa, has new transmitting location on Brickyard Rd., Township of Hull, Que., and 250- watts night, 1,000-watts day until directional antenna has been installed.

KWG

"THE KEY TO THE GREAT WEST"

620 KC-5,000 WATTS DAYS; 1,000 WATTS NIGHTS National Broadcasting Co. RED Network

National Representatives: EDWARD PETRY & Co., Inc.

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Tentative Calendar

JUNE

1. Summer meeting of the Engineers’ Club of Philadelphia.

JULY

1. J. W. Patterson, President, National Association of Broadcasters.

AUGUST

1. Annual convention of the American Society of Mechanical Engineers.

SEPTEMBER

1. Fall meeting of the American Institute of Electrical Engineers.

OCTOBER

1. Annual meeting of the Radio Club of America.

NOVEMBER

1. Annual meeting of the National Association of Broadcasters.

DECEMBER

1. Annual banquet of the Society of Motion Picture Engineers.

CONSERVATIVE and practical is this snappy campaign conceived by Kay Woodworth, Penetration Specialist at WSB, Atlanta, Ga. Baffled by current state of the hat makers, his priorities headaches, she rummaged around the station and picked up a worn out transcription, worn-out tube and wrap of ribbon. From that pile of junk was conceived this artistic conception with technical motifs.

Reappraisal of the United States Radio System

A review of the radio system in the United States shows that it is in a state of flux, with many changes taking place. Some of these changes are the result of technological advances, while others are due to the demands of the market.

The Federal Communications Commission (FCC) has been busy in recent months, approving a number of applications for new radio stations, as well as making changes to existing licenses. One of the major changes is the increase in power at certain stations, which is allowing them to reach a wider audience.

Another change is the incorporation of digital technology into radio broadcasting. This technology is allowing for greater clarity and reduced interference, which is improving the listening experience for audiences.

Furthermore, there is a growing trend towards the use of social media for radio advertising, with many stations now offering packages that include social media promotion.

Overall, the changes in the radio system are indicative of a growing industry that is adapting to the changing landscape of media consumption.
**Assets**

**ASSETS:** "... and 100 barrels of three-year-old whisky".

This is what one formal application for a new broadcast station told the FCC. No decision has been made on the acceptance of the "assets", though several commission accountants have volunteered to direct the appraisal.

**Bands to Be Spotlighted On Coca Cola Program**

COCA COLA Co. for its new series on MBS, which starts Nov. 3, has selected the name Spotlight Bands and for its m.c. has chosen Al Hefer, well-known on WOR, MBS New York outlet, for his baseball and football announcing. The programs will feature different bands week nights, 10:15-10:30 p.m., and on Saturdays will "spotlight" the band, which according to weekly tabulation, made the recording which outsold all others.

According to the routing of the bands, it is estimated by MBS that 80% of the programs will be broadcast from the Mutual Theatre, New York, 20% from either Chicago or Hollywood and the remaining 20% from other large cities. Agency is D'Arcy Adv. Co., New York.

**Doss Gets Station**

J. LESLIE DOSS, general manager of WJRD, Tuscaloosa, Ala., was authorized Oct. 21 to construct a new local station in Bessemer, Ala., when the FCC adopted an order granting the outlet to operate with 250 watts fulltime on 1400 kc. Bessemer, with a population of about 25,000, is located approximately 20 miles south of Birmingham. The Commission's order also stipulated that the permittee must file within two months for modification of the construction permit to specify the exact transmitting location and complete radiating system. Grant brings the total number of new stations authorized this year to 54.

**Contract Details Studied In WJAS - KQV Peace Strike of the American Federation of Musicians against WJAS and KQV, Pittsburgh, was settled Oct. 17 when the station management agreed to employ on air of 11 men at each station, according to the AFM national headquarters in New York, where it was said Friday that other details of the contract were still being worked out by H. J. Brennan, owner of both stations, and President M. Meeder, president of the Pittsburgh AFM local.

Assisting the local to withhold musical programs from these stations, the national AFM organization had withdrawn its men not only from remote band pickups, which is customary, but from all musical network supporting programs originating in the major studios of CBS and NBC. WJAS is a CBS affiliate and KQV an NBC-Blue outlet. Negotiations were resumed in Pittsburgh Oct. 14 between Mr. Meeder and Robert M. Thompson, representing the stations in the absence of Mr. Brennan who had been taken ill in Chicago earlier that week [BROADCASTING, Oct. 20].

James C. Petrillo, AFM president, was granted two weeks' postponement of his appearance at the New York Supreme Court for examination before trial by American Guild of Musical Artists, which is suing to enjoin him and his union from interfering with AGMA members. Examination was originally scheduled Oct. 24.

**Mrs. Melrose at WXYZ**

EDYTHE FERN MELROSE, active in the radio and agency fields for some years, has returned to the air on WXYZ, Detroit, as The Lady of Charm. She broadcasts five mornings a week, developing the women's market for Chrysler. Among her broadcasts are stations in Cleveland, Hagerstown, Md., and Akron. In the agency field she served in the radio department of Street & Finney, New York.

**Fred Fear List**

FRED FEAR & Co., Brooklyn, which conducts an extensive campaign each year 10 days before Easter for Chick Chick and Presto egg colors will use announcements and participations this season on KNX WGN WIRE WRJ WOR WCNY WTAM WGAN WDAF WCBS WAPI KLX KGO WJAX WIOD WSF WBST KCKN WHAS WBLW WBNR KSTP KGBX KFBI WNOB WBEN WHAM WBT WADC WBNS WNOX WFAC WWAB KSO WCHS. Agency is Menken Adv., New York.

**Program Hollywood Whispers**

By George Fisher, heard on MBS Sundays at 11:30 p.m. under sponsorship of Marrow's Inc., Chicago, is now being transcribed into Portuguese and Spanish by the Voice of America. NBC is handling the account.
Advertising Urged To Pave Way For Post-War World

Federal Official Tells How Promotion Boosts Sales

LED BY the advertising profession, American business should take the initiative now figuring out how to create new groups of customers in the post-war world, Carroll L. Wilson, director of the Bureau of Foreign & Domestic Commerce, said Oct. 24 in addressing the Seventeenth Annual Convention of the AAAA Pacific Coast Council.

As a first step in the essential program of creating customers, Mr. Wilson cautioned the advertisers against a fear of change from present commercial practices. "This land has always been a land of change," he declared. "Most of our present commercial practices are no older than the Psalmist's three score years and ten, and in all the changes that have swept the face of American life we find no sign of decay, only the recent palloidness of fear."

Makes Them Want

Mr. Wilson also urged the advertisers to dispel the thought of government as being something entirely different from people, as it represents. "I invite you to look upon the Government in the same light as your Department of Commerce views business, industry, labor, farmers, professional men and government employees... all customers of each other's products or services, all doing a part of the huge family list of America, and exchanging what they do for the goods and services of other men."

The advertising profession's place in the post-war economy will be of such magnitude that better advertising than this nation has seen before, Mr. Wilson asserted. "Advertising that not only makes more people want more of a particular product or service, but advertising that makes more people want more and more products."

FCC Passes By Report On Clear Channel Policy

A DETAILED engineering report dealing with possible reappraisal of the FCC's clear channel policy, pending before the FCC, was passed over without action at its meeting last Tuesday. The voluminous report remains on the docket and will be considered at a future meeting, it was indicated.

Alternative plans for relocation of clear channel stations, possibly with superpower, or for breaking them down with multiple station operation, were included in the engineering department suggestions [BROADCASTING, Oct. 20].

Recording and Engineering Standards Are Adopted by Committee of the NAB

FOLLOWING the recommendations of its executive committee, the recording and reproducing standards committee of the NAB adopted a set of 15 standards and referred nine more to four subcommittees for further study last Thursday at an all-day session at the Pennsylvania Hotel, New York.

Lynne C. Smeby, NAB director of engineering, presided at the meeting, which was concerned chiefly with hearing and discussing the report of the executive committee, presented by Chairman Robert M. Morris, business manager of NBC's radio recording department.

A major achievement was the agreement on standard recording frequency characteristics for both lateral and vertical recordings. In the past there has been no general standard, each company setting its own, which made the task of giving the best reproduction to each record a difficult one for station personnel. Other standards adopted were the center hole diameter of records, the center pin diameter of reproducing apparatus, absolute turntable speed, maximum "wow" factor and other essential physical dimensions.

Transition Period

Referred to a subcommittee headed by I. P. Rodman, Columbia Recording Corp., was the problem of recording groove contour. Mr. Morris heads the group which will study distortion, signal-to-noise ratio and maximum recorded level.

Howard Chinn, CBS, is chairman of a subcommittee to study directional recording, record life, glossary of terms and symbols and eccentricity. Reproducing systems is topic assigned to the fourth subcommittee, whose chairman is Dr. S. J. Begun, Brush Development Co., Cleveland.

These committees will report back to the full committee Jan. 16 at a meeting to be held in the Hotel Commodore, New York. So that fullest attendance may be secured, these meetings are scheduled adjucant to other conventions the members believe will be attended. Last week's session preceded the convention of the Acoustical Society of America; the January meeting follows that of the Institute of Radio Engineers.

Stating that the committee includes members from the fields of advertising, education, motion pictures and radio research, as well as from the broadcasting industry and the manufacturers of records and recording equipment, Mr. Smeby expressed gratitude for the way in which all had cooperated, sometimes at considerable cost, to arrive at the point of standardization already reached, and expressed hope that the full set of standards would be agreed upon early next year. Following such agreement, the standards will be published, he said.

He explained that the standards will not be applied immediately and all together, but said there will be a period of transition so that no one gets unduly hurt. The process will be one of orderly change, he stated, with consideration given to the fact that broadcasters must be able to adapt new equipment to their present record libraries and new transcriptions to their present reproducing apparatus. Only two of the major recording companies at present use processes that deviate widely from adopted standards, he said, and they have agreed to change over to comply with the new standards.

Stating that these standards are not hard and fixed but merely are in line with the best practices today, he said standardization is usually followed by new developments and expressed hope that when the period of national defense is over there will be a new spur in recording research. When that time comes, he declared, the industry will alter its standards to make full use of the improvements in recording technique so evolved.

One committee member, Dr. Frederick B. Hunt of Harvard, has done much in this field, Mr. Smeby said, and will return to it after he is released from occupation with defense problems.

In addition to Mr. Morris, the executive committee members who spent several months collecting data on which their recommendations were based, are: Mr. Chinn, Mr. Rodman, F. C. Willia, ERPI, and C. Lauda Jr., World Broadcasting System.
AN ANNOUNCEMENT
OF A NEW SERVICE

Effective November 15, The Nation's Station makes available, through the Consumer's Foundation, a Premium Testing Service for both network and spot advertisers.

Such a service, we believe, will be helpful to both advertisers and listeners. Advertisers will benefit from this pre-testing plan which will give an unbiased appraisal of premiums by a group of typical consumers. Listeners, on the other hand, will be guided by the decision of fellow consumers in determining the true value of the premium offered. The result, we feel, will be a potent added impetus to the promotion effort as a whole.

Advertisers who use premiums will appreciate the promotion possibilities of the endorsement of a group of bona fide consumers. Announcement of premium approval will not be counted as commercial copy in your WLW continuity, and for network advertisers, cut in announcements will be made without charge. The Foundation also makes available the Premium Seal, for use in newspapers and magazine ads.

For sponsors of regular programs, WLW's Premium Testing Service is optional. For direct sale advertisers, it will be mandatory. Premiums will be submitted to Testers two weeks in advance of the first air announcement, and they will be asked to evaluate these premiums in terms of the proposed over-the-air offer. The Premium Testers Group is especially selected from approximately one thousand members of the Consumer's Foundation who have been engaged, since the early part of the year, in testing products submitted to the Foundation by advertisers. These housewives live in all sections of WLW-land; represent all economic classes.

This new Premium Testing Service will add still more effective impact to your WLW dollar . . . will add, also, to WLW's enviable success legend with advertisers who use premiums. We invite your further inquiry.

(November 1, 1941)

THE NATION'S
Most Merchandise-Able
*  *  *  STATION

WLW

THE NATION'S
Most Merchandise-Able
*  *  *  STATION
HOW TO START A STATION

Here's the RCA Transmitter chosen by 84 American Broadcasting Stations!

Starting a new station—? Whether your construction permit has already been granted, or your application is still in process, choose the transmitter that is America's first choice by an impressive margin—the RCA Type 250-K, for efficient, economical dependable operation at 250-watt watts.

All stations, both of the same, have purchased this outstanding broadcast transmitter—foreign as well as American—since its introduction last year. Yet the Type 250-K has been on the market less than two years!

The reasons for such unqualified acceptance are inherent in the Type 250-K itself. For within 3% db. from 30 to 10,000 cycles, it delivers program-quality difficult to match even at a higher price. High-level Class B Modulation, and efficient RCA-engineered circuits, keep operating costs low. It draws only 1625 watts from your power-line while operating at average program modulation on a 250-watt carrier. Installation is simple and inexpensive operation is simplicity itself.

And—a thought for the future—the Type 250-K is easily adapted to 1,000-watt operation at any time, by the simple addition of the RCA amplifier unit, Type M1-7195 and suitable power-supply. Write for complete data today.

American Broadcasting Stations Equipped with the 250-K

Including 1,000-watt stations using it as a 250-watt exciter unit

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...plus still others to foreign countries, American police installations, and for stations now under construction!