One year ago a tobacco company picked WOR only to increase its business and put over a new cigar. Sales during the first 3 months on WOR were 32% greater than sales for the year before. Orders for the new cigar came in from wholesalers in 6 states. Sales this year show every indication of being double those for last year.
Would You Like to Know

25 Ways to Fix HAMBURGER?

12,000 WLS Listeners Did!

JANE TUCKER'S PROGRAMS

Jane Tucker has several programs with woman appeal: Kitchen Kettle, Child Clinic of the Air, How Human We Are, Love Stories of Famous People and others. Her friendly air personality has made these radio features singularly successful for a variety of advertisers. For the story of Jane Tucker and her successful, selling radio features on WLS, write us . . . or ask any John Blair man.

ON ONLY three WLS programs (Thursday, Friday and Saturday at 9:45 A.M.) Jane Tucker offered a leaflet on "25 Ways to Fix Hamburger."

12,536 requests for this leaflet have been received at WLS—and they're still coming in more than 100 a day!

Here again is proof that WLS influences listeners . . . that they respond . . . that WLS Gets Results!
DRIVE WHEEL... SETS 18 OTHER WHEELS IN MOTION

WITH WNAC as the key station, sales power is put simultaneously into motion on The Yankee Network's 18 other stations in focal buying centers throughout New England.

That's applying intensive action where it will get the most effective results... the areas where population is largest... the markets responsible for 90% of New England's retail sales.

This is the method that scores of national advertisers have found successful year after year, because Yankee Network stations have the complete coverage and thorough, long-established acceptance essential for building dealer good will and consumer buying.

Information about The Yankee Network is as easily accessible to an advertiser in San Francisco as it is to a Boston business man.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON, MASSACHUSETTS

EDWARD PETRY & CO., INC., Exclusive National Sales Representatives
CATTLE: Large, heavy animals that Nebraska farmers like to sell at $12.25 per cwt.

HOGS: Fat creatures that are bought almost faster than they can breed. Nebraska farmers currently get $11.15 per cwt. for them.

SHEEP: Mild, lovable things—which fact, however, does not prevent Nebraska farmers from marketing them for $11.75 a hundredweight.

DOLLARS Silver and paper objects that Nebraska farmers get by the millions, in trade for cattle, hogs, and sheep alone. They'll trade these dollars for your products, if you tell 'em your story over KFAB. Remember, you need KFAB, to cover the vast farm areas of Nebraska and her neighbors!

KFAB Lincoln, NEBR.

DON SEARLE, GENERAL MANAGER
ED PETRY & CO., INC., NAT'L REPR.
"I got into Broadcasting back in '23..."

"Looking back on those days, I have to laugh at some of the things we did. But I've never laughed at the equipment we've used."

"Our first transmitter was a 100 watt Western Electric. Plenty of things gave us trouble in those days, but that transmitter caused us least worry of all. When we increased power, we sold the 100 watter and bought a 500 watt Western Electric."

"Each time we stepped up—to 1 KW, 5 KW and then to 50 KW—we stuck with Western Electric. And each time, we found a ready market for the old transmitter."

"Perhaps there were times when we could have bought a transmitter for less money—or maybe one with more shiney metal trim. But we looked at the works and workmanship. In 18 years, we've never bought a piece of equipment that didn't have the name Western Electric on it—and we've never regretted a single purchase."

"I'm no engineer, but I got a real kick out of some of that equipment. It was a thrill when we went to crystal control—and when we received a transmitter with stabilized feedback! Later, thanks to Western Electric and Bell Labs, we had the first single mast radiator in our territory. But about the biggest thrill of all comes each month when I look at our power bills and realize the savings made possible by the Doherty circuit in our present 50!"

"For 18 years it has always been Western Electric for me—and it always will be!"
TULSA—THE OIL CAPITAL OF THE WORLD!

Tulsa, Oklahoma, is the gold-rush city of the Twentieth Century—though of course this time it’s black gold! In thirty-five years, Tulsa has grown from virtually nothing to more than 160,000 people. And within the 75-mile radius of Tulsa (28% of Oklahoma’s area) is concentrated 40% of the State’s total population, who account for 44% of its entire retail trade.

In such a market, a live radio station gets results that would be unbelievable in older sections of the country. And in Tulsa, KTUL is the live station! Owned by a great wholesale jobbing organization with thousands of interested friends all over the territory, KTUL knows its territory, knows its audience, and knows what sells goods. Hence KTUL is a “natural” in all phases of merchandising—won the Armour Silver Merchandising Plaque in January of this year, for instance. . . .

Whatever you make or sell, KTUL can help you do a top job in the Tulsa area. Ask your Agency to ask the Colonel!

KTUL
5000 Watts • CBS

FREE & PETERS, INC.

Pioneer Radio Station Representatives
Since May, 1932
Seek Injunctions to Stop Enforcement; Conference at Justice Dept.

FACED WITH wholesale cancellation of station affiliate contracts by Nov. 15, NBC and CBS last Thursday plunged the FCC's "sudden death" chain-monopoly regulations into litigation by filing separate equity suits against the Government in the U. S. District Court for the Southern District of New York.

The equity complaints seeking issuance of permanent injunctions against enforcement of the regulations were supplemented by motions for temporary restraining orders and preliminary injunctions. The court was asked to convene a statutory three-judge court to determine the issue, as provided under the Communications Act and in other statutes.

Joining in the NBC action were Woodmen of the World Life Insurance Society, operating WOW, Omaha, an NBC-Red outlet, and Stromberg-Carlson Telephone Mfg. Co., operating WHAM, Rochester, N. Y., an NBC-Blue outlet. In the main complaint of NBC, as well as in separate affidavits, these stations contended that invoking of the regulations would cause irreparable loss and serious undermining of their operations, built up over long periods of affiliation with the respective NBC networks.

Authority Challenged

Claiming irreparable injury and a "descending spiral" of developments that would seriously undermine the entire broadcasting industry, the two networks also challenged the FCC's jurisdiction to issue the regulations. The constitutionality of the Commission's exercise of power likewise was sharply questioned.

The suits were filed a day following a conference of representatives of NBC, CBS, MBS and the FCC with Assistant Attorney General Thurman Arnold, relating to possible institution of anti-trust actions by the Department of Justice against the networks.

That the FCC, through the Department, will oppose the issuance of temporary relief was evident immediately following filing of the actions. Decision on the temporary injunction is expected in advance of the Nov. 15 effective date of the restrictive rules.

NBC, WOW and WHAM jointly filed with the court a detailed complaint together with a motion for preliminary injunction and for a temporary restraining order. These pleadings were supplemented with a detailed affidavit of Niles Trammell, NBC president, setting forth the manner in which NBC's operations purportedly would be disrupted and establishing the historical background of NBC. John J. Gillin Jr., general manager of WOW, and Edward A. Hanover, vice-president of Stromberg Carlson in charge of WHAM, filed separate affidavits setting forth the degree of injury which would be done them if relief is not afforded. NBC's pleadings were filed by John T. Cahill, of New York, chief counsel for the network in the chain-monopoly proceedings; John B. Dawson, of New York, counsel for WOW; and Thomas H. Middleton, of New York, counsel for Stromberg Carlson.

Given Five Days

CBS, through former Judge John J. Burns, its head counsel throughout the three-year-old chain-monopoly proceedings, filed its detailed summons and complaint, a motion for temporary restraining order and preliminary injunction, a detailed affidavit by CBS President William S. Paley, and an affidavit by Herbert V. Akerberg, vice-president in charge of station relations.

The voluminous papers in both suits were filed with the clerk of the New York District Court Thursday afternoon, with District Judge Henry W. Goddard sitting. Service subsequently was procured on the Department of Justice and the FCC as the Government defendants. Under ordinary procedures, the papers were to be returned Saturday before Judge Goddard, who was asked promptly to convene a statutory three-judge court comprising one Federal circuit judge and two District judges.

Under the court procedure, it was learned, the Government has five days in which to answer the complaints and more particularly the motions for temporary restraining orders and preliminary injunctions. Because two holidays intervene in New York (Sunday and Tuesday, election day), answers are not due until Friday, Nov. 7, or Saturday, Nov. 8.

Ultimately the court will seek additional time in which to answer was problematical, though the length of the charges augured for such a plea. MBS, through its chief counsel, Louis G. Caldwell, has served notice that it intends to intervene, as a friend of the Government, and oppose issuance of injunctive relief. It endorsed the revised chain-monopoly regulations as beneficial to the industry, the public and the advertiser, and has maintained that no upheaval in the industry will result.

Anti-Trust Status

Whether the Anti-Trust Division, at the time the Government files its answer to the NBC-CBS suits, simultaneously will file cross-complaints against the networks, likewise is not clearly indicated. There was no statement forthcoming from the Department as to its plans, though it was clear that Anti-Trust Division lawyers felt they had a basis to proceed against the industry under the Sherman anti-trust laws.

The only comment that could be gleaned from Department sources was that no commitment has been made as to what types of suits will be brought, if any. Thus, it was indicated that if the Department decides to move, it must yet determine whether it will do so civilly or criminally. Past indications have been that only a civil action might be undertaken, if cross-litigation is decided upon.

It was expected that another conference with Mr. Arnold, Holmes Baldridge, chief of the litigation section of the Anti-Trust Division, and Victor O. Waters, special assistant to the Attorney General in charge of radio matters, would take place with network-FCC representatives prior to any separate or counter-action. Such a conference may develop within a fortnight.

Should the Department proceed criminally, which is thought less likely, it might enjoin many elements of the industry. Conversation in the past, however, has centered around proceedings against all three major network organizations, plus possibly the NAB and other industry entities.

Speculation has centered around the character of action the Department might take as a countermeasure in equity proceedings. Based on the net worth of the three-year-old record in the chain-monopoly proceedings, it is thought the Department might strike at such factors in all network contracts as (1) exclusivity; (2) time options; (3) 28-day clearance; (4) five-year affiliation contracts; (5) the local versus national rate differential formerly invoked by NBC on network time cancelled by affiliates for performance of other commercials; (6) artists and concert bureau sub-sidary operations; (7) transcription operations.

Baldridge, Waters Assigned

The latter two items—artists bureaus and transcriptions—presumably do not relate to CBS, but would affect NBC. Similarly, certain of the provisions also might affect MBS, which has contended it has been forced into exclusive contracts with certain of its affiliates as a measure of self-defense.

Measures. Baldridge and Waters, it is understood, already have been assigned to the case and will handle the Government's answer to the NBC-CBS suits, in collaboration with the FCC. They also would handle, it is presumed, any direct actions brought by the Government against the industry. Both participated in the ASCAP-RIAM consent decrees, with Mr. Waters handling the preliminary litigation phases early this year. The Anti-Trust Division, under Government procedure, acts as the law office for a number of administrative
tive agencies, including the FCC.

Attending the momentous Wednesday session at Mr. Arnold's office, which lasted for about an hour and a half, under the chairmanship of Mr. Arnold, Baldridge and Waters for the Department; Telford Taylor, FCC general counsel, who appeared in lieu of FCC Chairman James Lawford, and former Judge John J. Burns, chief counsel, and Joseph H. Ream, general counsel, for CBS; Judge A. L. Ashby, vice-president of Associated Press Television, and Mr. Caldwell, chief counsel, for MBS.

In opening the sessions, it is understood that Mr. Arnold described it as purely a preliminary discussion. As a consequence, no comment was forthcoming from any of the participants. Mr. Arnold, however, under the cloak of FCC regulations, cited the questions of the licences and the licence fee. As a result, some amendments were ordered and the special counsel in charge of the regulations had not decided definitely upon its course of action.

Loss of Revenue

Forced to meet the indefinitely postponed FCC ban against dual network ownership and multiple ownership of stations in the same market, as well as the time option, exclusivity and other regulations, NBC advised the court that it was suffering stupendous losses in revenue and that its affiliated stations likewise were confronted with substantial injury. It opposed all of the regulations, including those indefinitely postponed by the Commission under its revised regulations of Oct. 11.

CBS held the combined effect of the rules would destroy the present structure of network broadcasting and argued that immediate injunctive relief is necessary to protect its business from disruption. The result of the order will be to encourage "fly-by-night operations on a get-rich-quick basis and to prejudice the permanent and stable network...in which we now obtain," Mr. Paley told the court in his affidavit.

Both networks, in their complaints, pointed out that substantial numbers of their affiliates already had served notice on them of cancellation of affiliation contracts to conform with the FCC regulations. Effectively, the networks would be forced to renew or extend existing contracts, as well as to sign new affiliates are frustrated by the rules, they said, because of the FCC's announcements of taking punitive actions against stations which do not conform with the new regulations.

In its main complaint, NBC reiterated that it is striving to keep two networks it has a staff of 2,300, many of which have employment contracts. Real estate commitments aggregate in excess of $15,000,000 and the value of studio, office and other properties and assets, exclusive of broadcast transmitters and goodwill, was given as in excess of $5,000,000, with network activities having created a gross loss of $10,000,000. Existing advertising contracts exceed $22,000,000, aside from contracts with artists and production personnel.

Losses Foreseen

Imposition of the requirements imposed under the rules "would disrupt the ordinary course of NBC's, Woodmen's and Stromberg Carlson's respective businesses as corporations engaged in radio broadcasting and radio network broadcasting, would damage NBC by loss of revenue in an amount in excess of $1,000,000 per year, and would damage Woodmen and Stromberg respectively loss in amount in excess of $100,000 per year," the complaint stated.

Striking at the ban on dual network operations as well as the requirement that NBC affiliate with stations in each of four markets where it has two owned or leased outlets, NBC said that while the effective date of these provisions is enunciated by the FCC, the "ascertainment of power" contained in the regulations has the necessary effect of "rendering uncertain and less valuable the operation by NBC of its single network...for several years in the future, if not indefinitely," said NBC.

Advertising revenue is the major source of NBC's income and any elision of it would make the operation of NBC's dual network operations "impossible," NBC said. NBC's market is the "nation's largest network," NBC said, and "the indians of NBC's operation...as its single network...in any city is indispensable to the continued operation of other network organizations...It is the adoption of the foregoing procedures is without prejudice to the rights of any person who may petition the Commission for modification or stay of the Chain Broadcasting Regulations'.

Bulova Defense Talks

BULOVA WATCH Co., Toronto, is replacing the time following three daily time signals on 37 Canadian stations during November with talks on the war. The Bulova Watch Company, who now dictates drive instead of the usual commercial announcements.

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Weaken the Network

Because "states fear the loss of their broadcasting licenses as a result of their actions," CBS said, "will not negotiate for or enter into the affiliation contract" heretofore invoked. More than 115 stations licensed by the Commission have such contracts with CBS, exiring at various times between the original effective date of the rules and Dec. 31, 1947.

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THE location of WBEN's new transmitter on beautiful Grand Island, N. Y., is technically strategic—and symbolic. Just across the Niagara River from metropolitan Buffalo and connected by bridge, Grand Island was chosen after long study by consulting radio engineers. Its location intensifies WBEN's signal and concentrates the station's power over its service area. The transmitter site is approximately a mile from the Canadian border, making WBEN probably the closest U. S. station to our friendly neighbor. Buffalo is the home of great defense industries that link nations of good neighbors in the common cause of democracy's defense. WBEN is the friendly voice to carry your message to 400,000 U. S. families and to additional thousands of their Canadian neighbors.
DCB May Improve Radio's Priorities
Broad Advisory Powers for Communications Group

AIMING at more efficient use of available material supplies for communications operation, the Priorities Division of the Office of Production Management is understood to be ready to recommend new priorities which would vest in the Defense Communications Board and its new Priorities Liaison Committees, or some similar group, broad advisory powers in priority and allocation matters for the entire communications industry, including broadcasting.

Although the DCB committee would act only in an advisory capacity, it is thought the practical effect of the plan would be to improve and expedite the classification of the industry in priorities matters, since specialized attention could be given to the special needs of communications and recommendations would receive OPM's attention.

Under the broad authorization expected, supervision of priorities for the communications industry would rest at least in part under an agency capable of intelligently weighing the relative needs of the various types of communications service, it was felt.

Types of Service

Machine, or procedure for dealing with priority requests for the industry are being formulated. At an Oct. 29 meeting of the DCB Priorities Liaison Committee with about 46 of the industry "industry priorities representatives," representing each of the DCB industry technical committees, recommendations were made for the certification of communications services from the standpoint of national defense, civilian defense and non-defense civilian services. DCB may receive these recommendations at its next regular meeting Nov. 6, although no definite decision may be reached immediately.

Committees in charge of communications priorities policies to the Supply Priorities & Allocations Board, including the rationing of service according to relative importance, is understood to be a major power to be granted DCB under the plan.

The specialized knowledge of technical experts of DCB and the experience of the OPV in handling priorities and allocations are expected to dovetail and yield a much more satisfactory result, so far as securing a reasonable supply of materials for the leading manufacturers than has been the case in the past.

Also tying into the picture, but not conflicting with the projected function of the committee, is the idea that radio engineering was pointed out that the radio manufacturers advisory committee would function from a manufacturer's standpoint, while the DCB

FULL MOBILIZATION of network and affiliate defense facilities was mapped last Wednesday at a meeting of NBC-Blue regional representatives held in New York at the call of Niles Trammell, NBC president. Later Red representatives held a similar session.

At the Blue meeting were (1 to r) Samuel Rosenbaum, WFIL, Philadelphia; Elsey Roberts, KXOK, St. Louis; Mark Woods, NBC vice-president and treasurer; Col. Harry C. Wilder, WSYR, Syracuse; Frank Mullen, NBC vice-president and general manager; Harold Thomas, WKY, Fort Worth; Harry A. Totten, OKTO, Oklahoma City; Harry N. Johnston, WSGN, Birmingham; Mr. Trammell; Howard Lane, KFBK, Sacramento; Tracy C. McCracken, KFBC, Cheyenne, Wyo.

Timebuyers' Likes in Program Listings, Rate Cards and Coverage Maps Outlined

TIMEBUYER'S preferences in rate card schedules are reviewed in a letter sent to sales executives of the NAB by Frank E. Pellegrin, director of the NAB Department of Broadcast Advertising. The letter is based on a report of a meeting held held Oct. 9 by the timebuyers' sub-committee of the American Association of Advertisers who, of which John Hymes, Lord & Thomas, New York, is head.

In making up spot campaigns, timebuyers desire that station schedules show the following, it is explained:

1. Time of each program.
2. Title of program.
3. Type of show (transcribed music, hillbilly live talent, quiz, etc.)
4. Type of Program

Many titles, say the timebuyers, do not describe a program. They suggest that schedules should show the type of program by marginal symbols, which also would indicate whether the program is sustaining or commercial, and whether local or network.

The timebuyer voiced a desire to receive schedules showing names of sponsors or products, so that spots will not be bought following competitive programs. Weekly schedules suggest they should be shown "across the board."

Recommended is a four-page folder with seven columns, one for each day of the week, and with broadcast periods ranging down the left-hand side. They prefer that the folder should fold down to standard filing size of 8½ × 11.

On the subject of rate cards the timebuyers recommend that rates be stated as the actual amounts which apply for given frequencies, rather than by a schedule of discounts. When rates are based on frequency each rate should apply to a minimum number of broadcasts customarily purchased, such as 13, 26, 39, etc.

Coverage maps, it is recommended, should show both signal strength and audience mail returns, both broken down into primary and secondary areas, day and night shown separately. Basic figures are desired on the map rather than merely a group of counties in color.

Since methods of conducting surveys are not uniform, the timebuyers suggest they would credit highly any studies undertaken cooperatively by stations within a city and conducted by an impartial authority. They refer to the AAAAs Newspaper Reader Surveys conducted in leading cities.

The timebuyers recommend that all stations establish good business practices and ethical standards, and then inflexibly maintain them; that fair rates be established and adhered to, without special "deals" for various clients, or one price to an agency and another to a local distributor; that per inquiry or contingent deals, or any other unfair requests, be turned down; that there be no rebates or secret discounts; that agency commission be allowed only to recognized agencies and never on business placed directly or to so-called "house agencies"; that all unfair trade practices and unfair demands be reported to the NAB for publication to the industry.

The CBB College Broadcast Service, which started last year as the first public opinion division exclusively for college editors, is now releasing weekly news on all three major networks to 450 editors of university newspapers and magazines, written by Walter Murphy of CBB publicity staff.

NBC and Affiliates Adopt Defense Plan

A FOUR-POINT radio defense program, calling for full mobilization of the combined resources of NBC and its 243 affiliated stations, was adopted by committees representing the Blue and Red network representatives convening on Wednesday and the Red network committee meeting on Thursday. Each committee represents one of the regions into which the country has been zoned for the defense plan, and representatives are to be elected by Red and Blue stations in their respective zones by Nov. 16 will replace temporary committees that met last week.

Defense program comprises: 1, Development of a coordinated plan of operations by NBC and affiliates to insure maximum efficiency of service through effective cooperation with all national defense agencies; 2, To study plans for the maintenance of public morale and physical well-being during any unexpected emergencies; 3, To maintain normal broadcasting schedules, as far as possible, in the event of emergency to the end that our national life and normal business shall suffer a minimum of dislocation; 4, Establishment of a clearing house of information to expedite the procurement of radio equipment and replacement parts.

Representatives of the temporary committees who participated in the meetings were: Paul W. Morency, WTIC, Hartford; James D. Shouse, WLW, Cincinnati; John J. Green, WOW, Omaha; Edwin W. Craig, WSM, Nashville; O. L. Taylor, KGN, Amarillo; Sid S. Fox, KDYL, Salt Lake City; Howard Lane, KFBK, Sacramento; Harry C. Wilder, WSYR, Syracuse; Sam Rosenberg, WFIL, Philadelphia; Elsey Roberts, KXOK, St. Louis; Henry J. Johnston, WSGN, Birmingham; Harold V. Hough, WBAJ-KGKO, Fort Worth, and Tracy McCracken, KFBC, Cheyenne.
"Selective SPOT BROADCASTING of football and baseball assures us intense interest from our best prospects!"... SAYS JOSEPH R. ROLLINS FOR ATLANTIC REFINING

You won't find magic in Spot Broadcasting's solid success at Atlantic Refining. Instead, you'll find a typical example of the way Spot Radio's inherent flexibility fits and solves tough merchandising problems.

Through unrestricted choice of top stations, Spot Broadcasting insures complete blanketeting of selling areas, without waste. It provides an unlimited range of programs and times...assures intense selective audience interest for Atlantic's sport broadcasts. Consequently, Atlantic Spot Radio influences customers constantly (with peak interest during vital Fall and Spring merchandising campaigns). It appeals equally to dealers...inspires aggressive cooperation from present outlets and gains important added distribution. The result is satisfaction...and success!

- Powerful Spot Broadcasting will bring this same sharp-focused flexibility to your advertising problem. Ask a John Blair man.

JOSEPH R. ROLLINS
Advertising Manager
THE ATLANTIC REFINING COMPANY

Mr. John Blair,
John Blair & Company,
320 W. Michigan Avenue,
Chicago, Illinois.

October 6, 1941

Dear Mr. Blair:

For the past five years spot broadcasting in the form of local baseball and football games has occupied the major portion of The Atlantic Refining Company's budget.

Naturally, we of the Atlantic Refining Company as well as Atlantic dealers are more than satisfied because selective Spot Broadcasting of football and baseball assures us intense interest from our best prospects. We know of no other form of advertising that creates good-will and sales so effectively.

Speaking for The Atlantic Refining Company and our dealers, I want you to know that we all appreciate the splendid cooperation your stations have given the Atlantic Refining Company in connection with our advertising programs.

We are looking forward to an even greater football season during 1941.

Very truly yours,

Joseph R. Rollins
Advertising Manager

THE ATlANTIC REFINING COMPANY
PETROLEUM PRODUCTS
320 SOUTH BROAD STREET
PHILADELPHIA, PA.
Peace Again Reigns in Copyright Field

ASCAP Catalog Returns After 10 Months

The music-radio war is over.

True, the majority of individual broadcasting stations have not yet taken out ASCAP licenses and there are a few details still to be worked out, such as a per program plan for regional networks and the way in which clearance at the source for commercial transcriptions is to be handled, but the contracts enabling the return of ASCAP music to CBS and NBC were signed last Wednesday and at midnight ASCAP music again was broadcast on those networks after an absence of 10 months.

Signing of the contracts, which included those for the individual use of ASCAP music by NBC and CBS M & O stations as well as by the networks themselves, might have taken place several weeks sooner had the networks not required ratifications of affiliates, whom the networks asked to agree to rebate 2% of their income from network commercial programs as their share of the networks’ payment to ASCAP. Officials of both networks reported that “better than 90%” of their stations had so agreed before the contracts were signed.

Contracts Mailed

Since MBS had signed with ASCAP May 11, returning the Society’s music to its network programs two days later, all nationwide networks are now broadcasting this music, in addition to 500 individual stations, 295 of which have blanket licenses and 5 per program licenses, ASCAP reports. Immediately following the signing of the NBC and CBS contracts, ASCAP began mailing out contracts to all stations, sending to each forms covering blanket and per-program arrangements for both commercial and sustaining programs.

Present licensees as well as stations not now licensed by ASCAP, received the forms, ASCAP stated, as the former, who signed up on the basis of 3% for blanket licenses and 10% fees under the per program plan, are now entitled to switch to the new contracts and reduce their fees 2% and 8% respectively, under a most-favored nation clause in the contracts negotiated by MBS.

MBS is also entitled to a reduction on its network programs, to the 2% blanket license fees negotiated by NBC and CBS in place of the 3% which MBS now pays. Application of this reduction may occasion further friction between broadcasters and ASCAP, as MBS announced it “will enjoy any reduced rate that ASCAP effects with other broadcasting networks retroactive to May 19,” while ASCAP maintains the reductions did not go into effect until Oct. 30, when the NBC and CBS contracts became effective.

Since the individual stations had not received their license forms from ASCAP, the Society’s board of directors on Thursday voted to extend again its blanket permission for use of ASCAP music at football games during the weekend. Reason the forms were not sent to stations until NBC and CBS had signed was that they constitute offers by ASCAP of reduced fees which the Society did not want to make to stations until it had achieved the network deal, of which the lowered station fees is a part.

Monopoly Broken

For radio, the new contracts mark a major victory, achieved through an industry solidarity which, although since broken, persisted long enough to break the music monopoly which had formerly appeared invincible. On the financial side, radio has reduced its annual payments for ASCAP music from $5,100,000 paid in 1940 to an estimated $3,000,000 for each year through 1949, in contrast to the estimated $9,000,000 which ASCAP would have received under the terms it first offered to broadcasters. But the major victory for radio is the achievement of a competitive market for music, assured by the successful establishment of BMI as an alternative source of music for radio.

For ASCAP, the new contracts bring back what is still the Society’s best customer, and on a basis of sound business relationship which should avert most of the difficulties which were inherent in the old scheme.

Immediately following the signing, a joint NBC-CBS-ASCAP statement was issued:

“Solution of the music problem is welcomed equally by radio and ASCAP. Never before has there existed such complete understanding and friendly relations between ASCAP and broadcasters as is the case today. We believe that the contracts entered into today between radio and ASCAP will result in years of useful implementation in the fulfillment of that duty and that cause.”

Since the after-midnight musical programs on the networks had been cleared for broadcasting before the contracts were signed and the network music rights departments declined to accept the last-minute changes, the first ASCAP tunes on NBC and CBS were not broadcast until the regular broadcasting day on Thursday. Some ASCAP tunes appeared during the daytime, but it was evening before they were back in full force on commercial musical programs, practically all of which included both ASCAP and BMI numbers. The Major Bowes Amateur Hour on CBS included 8 ASCAP tunes in its total of 19, a ratio which is probably representative of all musical programs that evening.

BMI Statement

No ASCAP numbers were included among the 10 winners on the Hit Parade on Saturday, as there were no ASCAP tunes among the 10 most popular during the previous week, but the three “extra” selections on the program were all ASCAP numbers.

BMI’s official reaction to the conclusion of the contracts of NBC and CBS with ASCAP is expressed in a statement made the day of the signing by Sydney M. Kaye, BMI executive vice-president.

“BMI is glad to see ASCAP music return to a wider audience. That ASCAP music should be available has always been part of BMI’s ultimate hopes for the music business. It is important that active competition between publishers, licensing agencies and writers should exist in the field of music, just as competition exists in all other artistic and business fields. BMI will continue to serve the broadcasting industry and other music users.

“We are proud of the fact that the establishment of BMI has resulted in the entry into the music field of many publishing firms which were previously unable to gain access to the American public, and, more important, that there have been created scores of solid musical hits written by young composers who were previously unknown. It has been proved that there is musical talent in every corner of our country.”

Chesebrough Back

CHESEBROUGH MFG. Co., New York (vaseline), through McCann-Erickson, that city, on Nov. 3 starts its fifth year sponsoring the weekly Dr. Christian program on 64 CBS stations, Wednesday, 8:30-8:55 p.m. (EST), with West Coast repeat, 8:30-8:55 p.m. (PST). Jean Hersholt is featured in the title role, with Lorene Tuttle supporting. Joan Cannon is agency producer.

Card Campaign

U. S. PLAYING CARD Co., Cincinnati, on Nov. 3 is to begin a 13-week campaign of one-minute live and recorded announcements on two stations in New York and two in Chicago to supplement a magazine campaign to get under way about the same time. Agency is J. Walter Thompson, New York.
A Scoop! that ends the equipment delivery "bug-a-boo" . . IF YOU ACT NOW!!

GATES INTRODUCES and offers you prompt guaranteed delivery on the

NEW 250C TRANSMITTER

An unexpected opportunity to make an immediate replacement or new installation

Here's a brand new member of the now famous Gates family that introduces entirely new standards in transmitter equipment. The 250C will please the most critical station executive because of its pleasing appearance. This feature plus the year-after-year trouble-free performance that is built into all Gates equipment will appeal to the engineer.

It is a real achievement to offer this new transmitter at this time and to insure prompt delivery is important news to any station that is planning to make equipment improvements anytime in the near future. Our present materials stock is sufficient at present to fulfill a limited number of immediate orders. Therefore, we suggest you investigate the 250C Transmitter immediately for complete details.

A Completely New, Advanced Design With a Score of Technical Advantages Important to You—

The exclusive INTEGRATED DESIGN is a completely new mechanical arrangement available for the first time, which places the 250C years ahead of even the transmitter in the latest installations. A single vertical panel is used for mounting all the components except the tubes which are placed on shelves. Thus, all parts are visible and easily accessible—providing better ventilation and more efficiency than was thought possible. Another outstanding feature is MOTOR TUNING which eliminates complicated methods of adjusting the condensers and provides smoother, easier operation than was possible by hand.

"Showmanship with a Plus Performance"

Smart, attractive designing makes the Gates 250C the dream of every station executive and engineer. The front panel is outstanding. The entire front is satin black, trimmed with pleasing tones of ivory and red applied in fine sweeping lines that lend real "eye appeal".

WIRE! PHONE! WRITE! Whether you are planning to replace equipment or interested in a new installation it will pay you to read the entire exciting story of the Gates 250C Transmitter. Completely detailed, illustrated bulletin gladly sent on request.

GATES
QUINCY, ILLINOIS, U.S.A.
Indepedents Call Convention To Effect Reorganization Plan
LaFont Sees Possibility of Ferrah Which Will Represent All Branches of the Industry

FIFTY-TWO broadcasters, representing every state in the United States, the District of Columbia, Alaska, Puerto Rico and the Hawaiian Islands, will meet in Chicago sometime between Nov. 15 and 20 to elect officers of National Independent Broadcasters and to effect reorganization of the NIB as an industry-wide organization, including all broadcasters except the networks and their M & O stations.

Announcement of the meeting, made last week by Harold A. LaFont, NIB president, is in line with plans adopted at a special NIB convention held in Chicago Sept. 22-23 [BROADCASTING, Sept. 29].

Foreases Federation

Stating that members of Independent Broadcasters Inc., recently formed organization of regional station federations, will join networks [BROADCASTING, Oct. 20], are cooperating with NIB in calling the Chicago meeting the middle of this month, Mr. LaFont intimated a consolidation of the two groups was a probability. Going even further, he said he could visualize under the proper circumstances and with affiliations and or just the whole industry united in a federation of broadcasters, including all branches. Each network—network affiliates, nonnetwork stations, clear channel stations and every other group with its own particular problems possibly including even the transcription companies—would have an organization to handle its own affairs.

But whenever a problem arose affecting the entire industry, the united federation could act as a single voice, united and unification. Aside from such all-inclusive problems, however, each group would maintain its independence and all groups would have equal voice in the policies of the parent organization, so that there would be no possibility of domination by any single interest.

Letters Sent

To assure selection of delegates who would truly represent the stations of their states, the NIB has inaugurated a novel procedure. Letters were sent to all broadcasters in the United States, except the networks and their M & O stations, asking each broadcaster to name the man in his territory best qualified to call and conduct a meeting of all stations in that area. From the names suggested by the 430 broadcasters who responded, an appended list of 52 was compiled.

Last week, Mr. LaFont and Edw. M. Spence, NIB managing director, drew up a letter which was sent to the broadcasters selected by their fellows, asking them to hold State meetings for the purpose of electing and instructing their delegates to the forthcoming meeting. Complete list follows:

K. G. Marsh, WBBC, Birmingham; Barry Simms, KJYW, Kansas City; J. Brenner, KTHS, Hot Springs, Ark.; Arthur H. Soares, KRE, Berkeley, Cal.; Gene O’Fallow, KFEL, Denver; Roderick L. Morey, WJAG, Des Moines, lowa; R. C. Lowder, WDNL, Wilming- ton, Del.; Glen A. Hudd, WNOH, Dayton, O.; Maurice Coleman, WAGA, Atlanta; Frank E. KFXX, Memphis; Lee Colough, WDEL, Wilmington; Glenn W. Brown, WAPI, Asheville, N. C.; Robert E. Thomas, KSAN, St. Louis; R. M. Brown, WCBE, Columbus; B. Church, KMBC, Kansas City; E. B. Wrenn, KGIR, Butte; Lloyd C. Thomas, KGW, Portland, Ore.; Darrell J. Childs, WABC, New York; Paul A. Dunlap, WEMP, Milwaukee; Albert R. Smith, WOKO, Albany; W. F. J. Jameson, WCBL, Des Moines; Ben Ludry, WIBH, Topeka; S. A. Cliner, WGRG, Louisville.

Harold Wheelahan, WSMB, New Orleans; William H. Rines, WCSS, Portland, Me.; Hope B. Beckett Jr., WBBM, Chicago; Quincy A. Drakeett, WSPR, Springfield, Mass.; James F. Hopkins, WJFB, Deforest; Stanley E. Hubbard, KSTP, St. Paul; L. M. Segh, WBAL, Baltimore; Frank H. WOAI, Kansas City; L. H. H. Miller, WSO, Des Moines; Bradley C. Player, KFRA, St. Louis; Walter R. LaFont, WOC, Davenport, lowa; Fred Sonne, KGET, Bakersfield, Cal.; Ken Reineke, WDAY, Fargo; Warren P. Williams, WKDN, Youngstown.


$4,553,693 GROSS OF MBS 9 MONTHS

CUMULATIVE gross billings of MBS for the nine months of 1941 total $4,553,693, according to MIB statistician, who revealed that these billings are based on issuing monthly gross billing figures.

These data, formerly released each month by all station groups, were discontinued the first of this year and the task of supplying comparable figures for business done by networks and stations was turned over to the NAB, which has inaugurred a nonconfidential system of reporting, with a bulletin hour stations used instead. NBC and CBS, still members of the MBS resigned at the A. J. Louis convention last spring, are continuing to withhold their figures.

MBS gross for the year to date represents an increase of 64.0% over the $2,777,833 gross for the first nine months of 1940. Comparison of 1941 with 1940 months follows:

<table>
<thead>
<tr>
<th>MBS Gross Monthly Time Sales</th>
<th>% Gain</th>
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<tbody>
<tr>
<td>1941</td>
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<tr>
<td>Jan.</td>
<td>99.0%</td>
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<tr>
<td>Feb.</td>
<td>39.9%</td>
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<tr>
<td>Mar.</td>
<td>30.0%</td>
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<tr>
<td>Apr.</td>
<td>82.1%</td>
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<td>May</td>
<td>83.5%</td>
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<td>June</td>
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<td>July</td>
<td>85.6%</td>
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<td>Aug.</td>
<td>83.8%</td>
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<td>Sept.</td>
<td>83.1%</td>
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WHEN THEY HELD a huckermakers convention at Lynchburg, Va., WLVA carried a 30-minute remote from convention headquarters. Announcer Cobb (left) donned a net and carried a smoker for protection but Engineer Maynard Duvall was satisfied with his pipe.

WINS IS ORDERED TO REESTABLISH KING

WINS, New York, has been ordered to reestablish Walker King, announcer, with full back pay, in an American Arbitration Assn. decision given last week, following a hearing held Oct. 23 of the dispute between WINS and the American Federation of Radio Artists.

AFRA has signed an eight-week "interim" agreement with WBNY, New York, covering staff announcers at the station during the time that operating adjustments are being put into effect by the station management. Negotiations with WATF, Jersey City, are practically completed, with contracts expected to be signed momentarily, Mr. Heller said last week.

Becson Joins Rep

STERLING B. BEESON, formerly of Joseph Hershey McGilivray, representative, and previous manager of WTOL, Toledo, and assistant merchandising manager of the Michigan Network, has joined Headley-Reddy Co., New York, as radio representative, as senior solicitor.

Collins Named V-P

KENNETH COLLINS, an executive in the merchandising department of Arthur Kudner Inc., New York, has been appointed vice-president in charge of merchandising.

Ballentine Moves To Blue Dec. 12

Will Finish First 13 Weeks Of Program on Mutual

CONTRARY to Oct. 24 reports that P. Ballantine & Sons, Newark, was shifting its Three Ring Time series from MBS to NBC-Blue prior to termination of its 13-week contract with Mutual, the company announced last week that the program will finish its initial 13 weeks on MBS, shifting to NBC Dec. 12.

This announcement partially upended plans to implement the network's rejection of Ballantine's offer to pay full time charges for the remaining five weeks of the contract.

Change in Policy

Shift of the program radically changes NBC's policy, established earlier, of carrying no beer advertising on its networks. MBS contends the situation is a perfect illustration of the evils of exclusive option on time of affiliate stations, a practice which would be eliminated if the new FCC rules for networks were put into effect.

Mutual's explanation is that the reason the program has shifted to the Blue was that when the Blue sold opposite Three Ring Time to Canada Dry for Michael & Kitty, it exercised its option on those stations which are affiliated with the Blue, the agreement with MBS, thus raising the number of MBS stations recording the Ballantine show for delayed broadcast to approximately 30% of the outlets, which in turn brought about the cancellation by Ballantine.

NBC, however, stated that only five stations were asked to drop the program and network broadcasts in favor of Michael & Kitty.

In a hasty presentation to J. Walter Thompson Co., agency in charge of the Ballantine advertising, MBS pointed out that a similar situation would prevail in the program's intended time on the Blue, as Information Please on the Red during that time currently uses 13 Blue stations as part of its network. NBC reported, however, that the 28-day recapture clauses are included in the contracts signed by American Tobacco Co., sponsor of Information Please, and that this company has been notified these stations will be withdrawn as of Dec. 12 for the new Blue network client.

Paramount Fund

PARAMOUNT PICTURES, New York, has allocated $250,000 for radio, newspaper, national and fan magazine and trade paper exploitation for forthcoming technicolor picture "Louisiana Purchase." Buchanan & Co., New York, handles the account.
"I'm just telling you what I've heard, Colonel. It's all up and down the lines, too. That NBC-Red station in Oklahoma City by the name of WKY occupies an almost impregnable position with listeners in its market.

"The fact is, Colonel, that WKY is one of the highest-ranking stations in the country from a program-rating standpoint. Among NBC-Red stations in 31 of the nation's most important markets—pretty fast company, you'll admit—WKY leads them all in program rating from 3 to 5 p.m. It's in second place from 7 to 9 p.m. and in third place from 9 to 11 a.m. as well as 1 to 3 p.m. At no time, morning, afternoon or night, does it rank lower than seventh among these 31 outstanding stations. Nor does any other Oklahoma City station come close to WKY's rating at any time of day.

"Hadn't we better line up with this WKY outfit, Colonel? They ought to be a pretty potent force to have on our side."
Advertising Industry Plans War Council

Means of Meeting Attacks to Be Devised

A WAR council among advertising groups to map means of meeting a growing anti-advertising movement and effects of the emergency will be held at Hot Springs, Va.

Participating will be executives of leading advertising media and leaders of industries using advertising, who have been invited to sit with members of the ASSN of National Advertisers and the American Assn. of Advertising Agencies at a special joint meeting of the ANA and AAAA.

New ANPA Bulletin

As the advertising industry and related media ponder the growing attacks on advertising, the American Newspaper Publishers Assn. on Oct. 27 issued a revised bulletin, “Government Takes a Hand in More Advertising Matters.”

The first version of this summary of antagonistic Government measures toward advertising was published Aug. 20 by the ANA and AAAA.

A number of recent attacks against advertising by persons connected with Government are included in the bulletin.

A detailed survey of the wounding Government anti-advertising front showing how both Congress and Federal agencies are gunning for advertising as an institution was printed in the Aug. 18 Broadcasting.

In a prospectus issued by the joint ANA-AAAA committee handling the meeting, it is pointed out that advertising is seriously menaced by the impact of anti-advertising forces, accelerated by the national emergency. The purpose of the meeting, it is pointed out, is to bring before those most directly concerned with this problem—national advertisers representing business management, agencies and the national media—a carefully prepared presentation of the actual situation and the facts about advertising’s place in the American system of free enterprise.

The ANA-AAAA groups have been gravely concerned in recent months about advertising and what may happen to business in the immediate future. This concern is shared by agency executives, magazine and newspaper publishers, broadcasting networks and stations, and other members of the advertising industry.

When these leaders get together at Hot Springs, they will take up a four-point program: Part I will be a presentation of the facts about the opposition to national brands and the advertising thereof; Part II will be a presentation of the facts about the economic effects of advertising and its vital place in the American system of free enterprise; Part III will consist of experience by high-ranking executives in business about the indispensability of advertising as a selling tool under the American economic system; Part IV will consider the question “What can we do about it?”

This four-point program is based on the conclusions of the ANA and AAAA that its course of action should include (1) a cooperative effort; (2) establish the facts; (3) effective presentation of those facts.

Two Sources of Attack

The two trade associations have voiced concern recently over the growing frequency and severity of the attacks on advertising, which they describe as the show window of business. These attacks come first from those who would destroy the American system of free enterprise and second from those who are sincere but wholly ignorant of the true function of and the facts about advertising.

Some of these attacks are based on the unsound doctrine, according to the ANA-AAAA, that advertising is simply an added cost to the consumer, that it fosters monopoly, that it is an economic waste, that trade marks are an unreliable guide to quality, that advertising should be disallowed as a cost in Government contracts. All such attacks have had their effect on the American public, on consumer leaders, advertisers, and Government officials, according to the ANA-AAAA.

Furthermore, these groups point out that there has been increasing talk of curtailing advertising as a means of controlling inflation and restricting it as a means of controlling production. Two instances cited are the last-minute attempt to include a tax on radio and outdoor advertising in the revenue bill of 1941, and the actual incorporation in the bill of attacks on electrical advertising signs. In addition, there is the movement for mandatory standardization and mandatory government grading of consumer goods, halted by many as a means of replacing brand names and their advertising.

In calling the joint meeting, the ANA-AAAA emphasized that the danger lies not so much in what the extremist elements in the anti-advertising forces are trying to do, but in the fact that the more moderate elements, those in charge of the nation’s machinery and in Congress, “simply don’t realize what is taking place because they don’t fully understand what advertising is and how it functions”.

Furthermore, there is growing realization that one of the first and most important jobs is to bring about a better understanding of the dangers to advertising and its vital place in the American system among the rank and file of businessmen, employees, merchants, etc., as well as among those in the advertising business itself.

Three Myths

There is a general feeling that advertising, like other parts of the business system, is being affected by adverse influences, the ANA-AAAA officials believe. Just how significant this is and what can be done about it will be discussed at the meeting, which will serve to crystallize the situation and perhaps lead to constructive action.

Past attempts have been made to hold joint meetings but nothing has come of them, says the prospectus issued by the ANA-AAAA.

The reason for this has been the realistic fact that the self-interests of the respective groups as viewed from a short-range, individual and competitive angle, have obliterated the longer range view of the interests of the whole. This has obscured the really important problem and the imminence of the danger to all”, the prospectus says.

“Conditions are changing, however, and with such rapidity that now it seems that a sufficient number of leaders are aroused to the realization that something must be done, and done soon, about our common problems. But the essential requirement is that we approach the task with the simple conviction that the salvation of the whole is the all-important job.”

“Second, we must have the facts. There has been far too much disinformation, rumor to advertising’s defense; in all too many cases the ‘facts’ have not been substantiated. There has been too much resorting to glittering generalities and unsupported presentations, that job will provide their own weight for want of a firm foundation.”

“In short, the attacks on advertising have not been adequately answered. Our need is to have in the case for advertising properly prepared, to marshal the basic facts in such a way that they will prove of themselves how advertising is going in maintaining our national economy and the necessity of keeping it going on a rational scale, as a part of the whole national program.”

Calling the Attack

Those who need to have that story brought home to them are, in order of importance: (1) Those in or closest to the advertising business including advertisers, agencies and related interests, both small and large, and those in Government that can do something about advertising; (2) those in responsible positions in government; and (3) important influential consumer leaders and groups (now being done).

“Now it appears that we have more of the necessary material to present the facts that by casting the net upon the resources of the ANA the AAAA and the media we can gather together in one place matter to compose a thorough, comprehensive case, indicating the potential of the advertising industry in the long run in maintaining the real fundamental position of advertising in our economic life. Properly coordinated, such a job will provide the basis for answers to the attacks upon advertising by those who either would destroy it or do not understand its true function.

“As might be expected, it is a time-consuming job to digest the material and put it into the most effective form of presentation. Yet the first and most pressing job is to get the facts before the parties most concerned, namely, the national advertisers, the agencies, and the media. Beyond that, it is important to get the facts brought home to manufacturers throughout the country, especially management.”

“The quickest and the most effective way to do this is in convention where at one and the same time the story can be presented in logical order and in a true perspective to a representative audience of all related interests—business men

(Continued on page 44)
KDKA is worthy of the plaudits and best wishes of the entire radio industry. Twenty-one years of usefulness, of public service and of ethical broadcasting.

Chairman Fly of the F. C. C. designated WWJ* as “a veritable Methuselah among radio stations.” As one Methuselah to another, we say, Congratulations, KDKA.

*On the air daily since August 20, 1920
The Story of Two Novembers...

This is November—and our Birthday Month: The Fifteenth Birthday of the NBC Red Network—But this isn’t just a story about us.

This story is about some things that grew up with us Between two Novembers, 15 years apart... a story that’s bigger than we are.
And we know it.

It isn’t only something on a calendar.

And it isn’t the sort of thing that you can analyze By counting the colored counties on a map.

Though a map’s one way to look at it...

A map can show you how, for instance, In nearly every county of America, We can bring our people together, as into one room—Out in Montana, down in Rhode Island, across the plains of Texas—

When the President speaks to the people... when the destiny of the nation rests with the people... or when the people want to be told The facts that a people should hear.

Yes—and a map can make you feel, perhaps, How rich and poor, strong, weak, young, old (But Listeners all!) Are gathered today into a transcendent unity Beyond achieving in that other November 15 years ago. We have removed forever Cracker-barrel sectionalism... misunderstandings between City and City, State and State.
And something has been born that was not here before.

Other generations may have dreamed What these last 15 years have made come true: The pioneer, rolling westward through days of dust And days of snow, May have dreamed how some day we should end
The isolation of geography,
Binding New York to Cheyenne with the speed of
light: hurtling darkness and storm; and through
wind and lightning speaking
From the Atlantic to the Pacific, with

One voice
To one nation
Indivisible!

* * *

But the story isn’t only in the maps . . .
It’s in the people, after fifteen years.
It’s a pattern in the people.

One-fourth of our people have lived with Network
Broadcasting
Since the day they were born . . .
And more than a third of us have lived with it
Since we were five years old.

Count that, when you measure
The strength, the power, the influence
Of Network Radio today
On the minds of Americans!
It’s a pattern in the people . . . Look around you.

It’s a pattern in their living: their waking, their work-
ing: their leisure and laughter: their dancing and
buying. They get up to network radio, and they go
to bed to network radio.

It’s a habit . . . and you can’t erase it.

* * *

During these 15 years, the NBC Red Network has
become a part of America.

It belongs.

Let’s say it simply:—

For 15 years, the National Broadcasting Company
has been proud of its job. It’s been a big job, and
we’ve tried to give our best to it. We must have.
For the network the country listened to first is still
the network most people listen to most!

NBC Red NETWORK
The Network MOST People Listen to MOST
THE NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
KOB 50 kw. Grant

Protested by WJZ

NBC Charges It Was Given No Chance for Hearing

PROTESTING another case having all the earmarks of a clear-channel breakdown, counsel for NBC, based on New York Blue network key, WJZ, filed with the FCC last Wednesday a petition for rehearing on the Commission's rejection of a grant of duplicating facilities on WJZ's 770 kc. frequency to KOB, Albuquerque, N. M.

The brief charged that the FCC on Oct. 14, without application or hearing, had denied priority to KOB to operate unlimited time simultaneously with WJZ on 770 kc., 50,000 watts day and 25,000 watts night power, without affording WJZ an opportunity for hearing. The NBC petition was filed as a score of applications were pending with the FCC to secure increased facilities through duplication of clear channels.

Merely An Experiment

From the FCC side, it has been indicated the shift of WJZ's 50-25 kw. operation from the previously authorized 1030 kc. to 770 kc. had been approved as a "special temporary authorization" because of complications in connection with Havana Treaty reallocations involving WJZ. The brief had characterized the shift as purely an experimental move to secure "factual" information, indicating that further change was not now contemplated.

According to the NBC-WJZ brief, the FCC on May 7, 1941, granted KOB a 50 kw. construction permit for 1180 kc. Previously, on March 24, and effective March 29 with reallocations under the North American Regional Broadcast Agreement, KOB had been licensed to operate unlimited time with 10 kw. on 1030 kc. the clear channel occupied by WBZ-WBZA, Boston-Springfield. On June 3, the brief continued, the FCC granted KOB a "special service authorization" to operate with 50 kw. day and 25 kw. night on 1030 kc. Then on Oct. 14, without notice to NBC and without hearing, it authorized KOB to operate simultaneously with WJZ with 50-25 kw. on 770 kc., without application by Albuquerque Broadcasting Corp., the brief declared.

Apart from allegations that a KOB's operation on the WJZ clear channel would result in serious curtailment of the NBC service resulting from co-channel interference, the brief pointed out that WJZ has had pending since April 11, 1936, an application for power increase from 50 kw. to 150 kw. and maintained that the KOB grant amounts to a denial of this application without hearing.

After listing specifications of error, the brief charged that the FCC erred in making the KOB grant without the filing of any application by the station and without hearing, and that the FCC has been forced to "file a substantial modification of the license now held by NBC" to operate WIZ, contrary to Section 312 (b) of the Communications Act, that the FCC is without power to make the grant in view of Sections 325, 1.71 and 1.362 of the FCC rules and regulations; that duplicated operation of 770 kc. "will be prejudicial to the priority rights of the United States on this channel" under the Havana Treaty; that the grant would be illegal and void and violated the Fifth Amendment.

The brief also asked that the FCC stay its Oct. 14 order and reconsider and vacate its action. The brief was filed by D. M. Patric, P. J. Hennessey Jr., A. L. Ashby, and Henry Ladner, NBC counsel. Redfield-Johnston, New York.

FORMER FIRST LADY of Pennsylvania, Mrs. George H. Earle, signs her first commercial radio contract as I. D. Levy (left), chairman of the board of WJZ, Philadelphia, looks on. Mrs. Earle is director of Astra Jewelry Co. of Philadelphia, the sponsor. Mrs. Earle is wife of the U. S. Minister to Bulgaria.

Analysis of FCC License Logs Shows 167 Equipment Projects

WHY MANUFACTURING production lines must be kept open for maintenance and repair of broadcast operations is statistically illustrated by a recapitulation of outstanding Government licenses covering broadcast operations, standard as well as FM and visual.

An analysis of FCC license logs discloses there are 873 licensed standard broadcast stations in the United States. In addition, there are outstanding construction permits for standard broadcast stations under construction, while 120 licensed stations have outstanding construction permits for installation of new equipment.

Others Pending

In the new field of FM there are five actually licensed stations with 52 under construction. In television, one commercial station is licensed and seven are under construction. These are exclusive of experimental television stations in operation or under construction.

According to FCC records, there are 16 experimental FM stations licensed under special authorization. There are 18 experimental television stations licensed, with 27 under construction. Two television licensees hold construction permits for installation of new basic equipment.

FCC and Defense Communications Board officials have indicated that because of the tight priorities situation occasioned by defense requirements, it may be necessary to stop all new stations construction except where deemed essential as a defense measure. In other words, the FCC may find it necessary to forego licensing of new broadcast stations in areas already adequately served. In areas not having sufficient service, however, the FCC, probably through OCB, will certify to OPM authorities that the proposed service is deemed necessary as a national defense measure.

Without considering new station construction, however, it is pointed out that the industry must be kept supplied with tubes, parts and replacements, to operate at maximum efficiency. Recent OPM rulings have tended to open the way for essential repairs and replacement material, but the outlook is regarded as extremely bleak, unless production lines are kept moving on such materials earmarked for essential commercial and private radio operations.

Alkine Spots

ALKINE Co., New Brunswick, N. J. (Flem-O-Lyn), recently started a series of participating announcements 18 times weekly for 9 weeks on WOV WOR WPEN WPW WHOM WCAE. Agency is Redfield-Johnston, New York.

Belko Case Review

By Supreme Court

Highest Tribunal Will Hear Overtime Wage Decision

MOVING toward a final ruling on the question of how overtime pay must be determined under the Fair Labor Standards Act, the U. S. Supreme Court last Monday announced it would review lower court decisions in the Belo Corp. case, which, according to the Wage & Hour Division of the Labor Department, present the most far-reaching issue since the legal validity of the Act was established. Arguments in the case may be heard later this month or in January, with a decision expected about a month later.

The case, bitterly fought through U. S. District and Circuit Courts by the Wage & Hour Division, resolves around a form of employment contract developed and used by A. H. Belo Corp., owning WFAA, Dallas, and a half-interest in KGKO, Fort Worth, and publishing the Dallas Morning News.

Appellate Ruling

The company has maintained before the courts that an employer who guarantees his employees a certain weekly salary might fix by agreement with them the rate to be paid by crediting the guaranteed salary by overtime compensation. This position was upheld June 27 by the Fifth Circuit Court of Appeals, following appeal by the wage hour administrator on an early decision by the Lower District Court.

Gen. Philip B. Fleming, Wage-Hour Administrator, has challenged the Belo contract as an evasion of the law. Should the lower court decisions stand, the Government maintains, most weekly salary arrangements "can be converted by 'contract' into arrangements for minimum or low basic hourly rates requiring no additional compensation for hours actually worked that week." [BROADCASTING, July 7, Sept. 22].

Previously, the FCC granted KOB a "special service authorization" to operate with 50 kw. day and 25 kw. night on 1030 kc. Then on Oct. 14, without notice to NBC and without hearing, it authorized KOB to operate simultaneously with WJZ with 50-25 kw. on 770 kc., without application by Albuquerque Broadcasting Corp., the brief declared.

Apart from allegations that a KOB's operation on the WJZ clear channel would result in serious curtailment of the NBC service resulting from co-channel interference, the brief pointed out that WJZ has had pending since April 11, 1936, an application for power increase from 50 kw. to 150 kw. and maintained that the KOB grant amounts to a denial of this application without hearing.

After listing specifications of error, the brief charged that the FCC erred in making the KOB grant without the filing of any application by the station and without hearing, and that the FCC has been forced to "file a substantial modification of the license now held by NBC" to operate WIZ, contrary to Section 312 (b) of the Communications Act, that the FCC is without power to make the grant in view of Sections 325, 1.71 and 1.362 of the FCC rules and regulations; that duplicated operation of 770 kc. "will be prejudicial to the priority rights of the United States on this channel" under the Havana Treaty; that the grant would be illegal and void and violated the Fifth Amendment.

The brief also asked that the FCC stay its Oct. 14 order and reconsider and vacate its action. The brief was filed by D. M. Patric, P. J. Hennessey Jr., A. L. Ashby, and Henry Ladner, NBC counsel. Redfield-Johnston, New York.
NOW FULL TIME, WFNC offers you an advertising opportunity that's as obvious as a 21 gun salute. WFNC is the favorite station of the largest Army Post in the United States—nearby Fort Bragg with its 67,000 officers and men. The rich, rolling country in WFNC's primary area produces $4,226,000.00 worth of peaches, watermelons, cantaloupes, strawberries and vegetables a year. A year's tobacco crop brings $41,153,000.00 at average price levels. Cotton accounts for $7,241,000.00. These are last year figures. This year the Defense Program is making a bonanza of WFNC-land. Population in WFNC's home county has risen 60% since 1940. Last year there was a total population of 861,257 in this area with a spendable income of $244,451,000.00 (including the 67,000 officers and men at Fort Bragg, who receive $27,600,000 annually). This year... who knows? You won't go wrong in WFNC-land... with WFNC.
Radio Gives Musical Show a Lift

‘Hellzapoppin’ Offers Broadway Success Story

By MARLO LEWIS

ON SEPT. 22, 1938, the popular vaudeville comedians, Ole Olsen and Chic Johnson, opened a musical revue on Broadway called “Hellzapoppin’”—an entertainment which followed no previously-created pattern. A broad revue, it was a large, expensive show, built out of vaudeville units that had kept audiences on the road in stitches for some seasons.

“Hellzapoppin’ met with a lukewarm reception from Manhattan’s calloused theatre critics, who had nothing with which to compare it. But Olsen & Johnson and the Messrs. Shubert, their producing associates, knew they had a surefire audience pleaser, knew its comedy had been tested the public outside of New York and couldn’t miss in New York—provided audiences could be made to forget the critics’ almost madly critical reports and be made to come to the theatre.

Once inside its doors, the producers knew the audience would be delighted.

The Unknown Quantity

The problem was to create immediate and widespread interest in this extraordinary attraction. After much deliberation, a decision was made by C. P. Grehecker, advertising and publicity director for the Messrs. Shubert, and the agency. This decision radically deviated from the promotion usually followed for a Broadway show.

The plan embodied the use of regular classified amusement listing in all metropolitan newspapers, and in addition—radio—a very seldom used medium in show business.

This was the radical departure—the unknown quantity—"Hellzapoppin’ became a sensational success almost overnight. Within eight weeks its audiences had grown too large for its original New York theatre, and it took up quarters in the Winter Garden, Manhattan’s largest legitimate playhouse. "Hellzapoppin’ has just celebrated its third birthday and launched its fourth successful year in New York with no diminishing of its advance sale. It has given more than 1,300 performances. It is not only the longest-run attraction currently on Broadway—it is the longest-run musical show in the history of the entire theatre. To date, more than 2,500,000 tickets have been sold, considerably more than ever before purchased for a Broadway play.

Their First Show

The Messrs. Shubert and the agency were jointly curious about the continued success of “Hellzapoppin’. We wanted to know whether the regular theatre audiences were coming back for a second time, or if this prodigious number of tickets were sold to new customers, people who ordinarily do not frequent the legitimate theatre.

Accordingly, a survey was made in the lobby of the Winter Garden. The results proved that a large percentage of “Hellzapoppin’ audience was witnessing its first Broadway show. Many of the play’s patrons were from the four boroughs, and still more were from suburban areas. The pattern of attendance closely paralleled the primary coverage area of any of New York’s 50,000-watt radio transmitters.

This was interesting because during “Hellzapoppin’s” three years on Broadway, the bulk of the radio appropriation has been spent on the four large stations in the New York area, the largest portion going to WABC.

The survey also disclosed that:
1. Radio helped sell the regular theatre-going audience—directed them where best to spend their money.
2. Radio brought in additional thousands of customers who never before had spent $3.30 for a ticket to a Broadway show.

Experiments made with various types of commercials proved that for "Hellzapoppin’ good-natured ballyhoo of the circus Barker variety produced the best results. Commercials are consistently given the light touch, but also get over such pertinent facts as the number of laughs in the show, the number of performances it has had in comparison to other long Broadway runs, etc.

One series of commercials was recorded by the stars themselves, opening with their familiar "Ha, ha, ha, I’m Olsen . . . Ho, ho, ho, I’m Johnson," continuing with a gag or two and including an invitation to "come down and see us at the Winter Garden."

Other experiments, with the placement of radio copy, showed that sponsored newscasts or announcements spotted next to news worked best for our peculiar product. Time of day does not seem to matter much; news and 8 a.m. and at midnight have both brought us audiences for the commercials which are available for participating sponsorship were somewhat less successful. All in all, however, radio has paid.

Others Follow

And now we have proof that an amusement advertising medium can promote an amusement. That radio can sell theatre tickets. That the theatre’s audience can be increased through the use of radio.

That a demand can be created for an expensive luxury item like a Broadway play through the means of radio.

And “Hellzapoppin’” use of radio during the past three years has pioneered for other Broadway shows. In the past two seasons we have purchased radio time on 10 different stations in the New York area for such shows as “Higher & Higher,” “The Male Animal,” “Separate Rooms,” “Claudia” and “Pal Joey.” This means a completely new field of advertisers for radio.

If this be an indication, radio may begin to look for a realignment of amusement advertising expenditures, not only from legitimate theatre producers who sell seats up to $3.30 and $4.40 apiece, but from the thousands of local motion picture exhibitors, as well as the motion picture producers themselves. The industry will may be the next group of advertisers to move in on the airwaves.

TRUMAN BRADLEY, Hollywood an

Oil Firms Revert To Selling Theme

But Conservation, Defense Thought Is Not Abandoned

WITH THE recent pronouncement by Federal Petroleum Coordinator Harold L. Ickes removing restrictions on the sale of gasoline in the East, oil companies and marketers serving the seaboard are again revamping their commercial radio operations. One of the most sensational "conservation" theme and substituting straight selling copy with some emphasis continuing on "conservation for national defense" theme.

A major reason was that the gasoline curfew went into effect, oil companies have used non-selling conservation copy, without curtailment.

Radio help has gone back to the personal-gain emphasis, as have Socony-Vacuum and Sun. Atlantic will plug White Flash in straight copy, while Cities Service will hold closely to the patriotic theme, emphasizing that each gallon of gas saved can be used for the armed forces. Shell, Gulf and Texaco continue their programmes. They did not change copy since their radio advertising is on a national basis and not localized in the East.

Republic Campaigns

RADIO will be included by Republic Productions Inc., in its $100,000 special exploitation campaign for the film, “Lady For A Night.” An extensive campaign, including radio, has also been set up for the Englehardt Smalls film, “The Cowards Brothers.” Rudy Montgelas, New York executive of Buchanan & Co., agency servicing the account, was in Hollywood during late October to complete details.

Illinois Meat Spots

ILLINOIS MEAT Co., Chicago (Broadway Corn Beef and pork meat products), on Oct. 30 started a varied 13-week schedule of transmitted announcements on WGRM and WBEM, Chicago; WABC, WOR, WHN and WEVD, New York; and WAA, Jersey City. Otho W. Welling is the announcer. Laura J. Morgan, assistant agency is Arthur Meyerhoff & Co., Chicago.

DORIS DANIEL, vocalist of KROY, Oskaloosa, has been signed by Universal for a series of singing roles. She is the wife of Kroy Kirby. assistant manager of KROY.
Housewives are true homemakers in the Cowles Stations area. They want worthwhile facts and friendly counsel from radio people who talk over homemaking problems with them.

That is why the three friendly Home Economics counselors of the Cowles Stations get the "tune-in" nod in this area of some 1,500,000 radio homemakers. Each of these homemaking specialists knows her listeners in her locality — and caters directly to their likes and dislikes.

So we talk about results, based on actual response to these friendly, intimate personalities. After all, results are so much more important than far-fetched station claims of having practically all the listeners — and such.

Libbie Vaughan, chief chef for seven years of WMT's Magic Kitchen, performs sales magic for advertisers on her program. "Your Neighbor Lady" — Wynn Hubler — does a plus job for advertisers who seek the responsive, neighborly WNAK audience. Helen Watts Schreiber smoothly handles home economics on KSO, Des Moines. Stand-out sales getting results are her specialty.
Buffalo today has a new radio map—a map that adds millions of listeners to your radio dollar.

Through a new $350,000 transmitter plant—the most modern installation in America—the Buffalo Broadcasting Corporation offers advertisers:

1. **WKBW**, Buffalo's only 50,000-watt station, carrying Columbia network programs, with an eleven-state night time coverage of 12,000,000 people.

2. **WGR**, at the dial's most favorable position—550 kilocycles, carrying Mutual network programs, with the greatest regional coverage of any Buffalo station—5,000 watts by day, 1,000 watts, directionally intensified, by night.

Backed by the most extensive promotional campaign ever launched by any Buffalo radio station, WKBW and WGR now are in position to give advertisers the largest radio circulation per dollar ever offered in this half-billion dollar market.

For top results, make WKBW or WGR your *first* choice in Buffalo.

**BBC's SECOND Major Improvement in 30 Days**

The opening of our new transmitter plant is BBC's second big forward stride in 30 days. The first occurred on September 28th when WKBW became the exclusive outlet for the Columbia network programs and WGR became the permanent outlet for the Mutual network's expanded schedule.
Durr Is Confirmed To FCC Position

Senate Acts Speedily on New Member of Commission

IN ALMOST record-breaking time, the nomination of Clifford J. Durr to be a member of the FCC was confirmed by the Senate last Wednesday.

The Senate Interstate Commerce Committee approved the nomination at a brief meeting last Monday, reported it the same day to the Senate, and after the requisite legislative lay-over, the Senate confirmed the nomination without opposition at its Wednesday executive session.

No Opposition

With a dozen of the committee's 21 members present, Mr. Durr's nomination was ratified unanimously. Because several Republican members wanted to know more about the appointee, he was called to the Capitol Tuesday morning and made a brief appearance.

Mr. Durr, it was stated following the meeting, explained that he was not familiar with the FCC's operations beyond what he had read in the public prints and had heard since his nomination by President Roosevelt last month. He was questioned briefly by committee members and excused.

Senator Lister Hill (D-Ala.), who co-sponsored the Durr nomination, urged the committee in executive session to report the nomination promptly and give the FCC its full quota for the first time since the expiration of the term of Frederick I. Thompson June 30. Mr. Durr's term is for seven years from June 30.

Interviewed by BROADCASTING, Mr. Durr asserted he joins the FCC "with an open mind". He said he had no preconceived notions about any aspects of the FCC's work and proposed to "brush up" on the Act and on FCC activities.

Plans Short Leave

After he is sworn in, Mr. Durr said, he planned to spend a short vacation with his parents at his home in Alabama before assuming his duties.

Mr. Durr asserted that his chief, Jesse Jones, Secretary of Commerce and Federal Loan Administer, had "agreed to me" so he could assume the FCC post.

He has been assistant general counsel of the RFC since 1937, having joined that agency fresh from an Alabama law practice four years earlier. With the creation of the Defense Plant Corp. last August, he was named its general counsel—a $10,000 post. He will draw the same stipend as a member of the FCC.

It is presumed Mr. Durr's primary interests will center around broadcasting and related fields as a member of the FCC. While commissioners function on all FCC activities, particular members have been more prominently identified with specialties. Mears, Fly, Craven and Case, for example, deal primarily with broadcast activities, while Commissioners Walker and Wakefield, by virtue of their background in public utility-common carrier operations, are associated principally with telephone-telegraph matters.

An Alabama Democrat, a Rhodes scholar and a high-ranking lawyer in Administration circles, Mr. Durr has had vast experience in industrial and business affairs during his eight-year tenure with the RFC. That agency is regarded as more closely allied with private business operations than perhaps any other in Government. This background and experience, it was thought, would serve him in excellent stead in dealing with broadcast regulation as a private business pursuit, as well as with the common carrier utilities in the field.

The 42-year-old Alabaman is a brother-in-law of Supreme Court Associate Justice Hugo Black. He is a member of the board of legal examiners created last summer by the President to deal with problems of lawyers in civil service.

THE DOMINANT financial program preference is for spot announcements, according to an analysis of radio advertising by John J. McCann, appearing in the September issue of Banking. The study is based on a canvass of 785 stations and the experience of 688 bank sponsors.

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WCHS Requests 50 kw. on 640 kc.

A FIFTH Petitioner for Facility; WFTL Seeking 710 kc.

Fifth Petitioner for Facility; WFTL Seeking 710 kc.  

Further encroachment on 710 kc., occupied at present by WOR, New York, and KIRO, Seattle, both 50,000-watt Class I stations as well as WMCP, Beverly Hills, Calif., 10,000-watt Class II station, is seen in the application last week of WFTL, Fort Lauderdale, Fla., filed last Tuesday. WFTL would move from its present 1400 kc., increase to 10,000 watts and install a directional antenna for night use.

KXX, Seattle, currently on 770 kc., with 1,000 watts as a limited time station to WJZ, New York, the dominant station on that frequency, has filed an application for the FCC with an increase in power to 10,000 watts and a change to unlimited operation with a directional antenna for day and night use. KOB, Albuquerque, N. M., is also holder of a recent special service authorization from the Commission to operate on 770 kc. with 50,000 watts daytime and 25,000 watts night.

JACQUES Schedule

JACQUES SEED Co., Prescott, Wis. (JACQUES PROVEN HYBRIDS), starts their third broadcasting sessions on Oct. 20 with a schedule of 78 one-minute announcements, an increase over schedules previously used, to unlimited operation with a directional antenna on the following Corn Belt stations: KRCO KWLM KBVU KXMB KJW. WFTL WKNK WDAY WSAU WTAQ WIBA WEAU KWAT. Triangle Agency, Chicago, placed the account.

PROMOTIONS have been ordered for three NMB page boys in New York, Frank J. Jr., becoming clerk in the treasurer's office, Walter E. Hyatt, going to the advertising division, and Robert Larrabure going to the international division as traffic clerk.

NEW MEMBER OF THE FCC

CLIFFORD J. DURR
Photo Taken Shortly After Senate Confirmation

SOME TIPS TO BANK SPONSORS

Basis of Successful Use of Radio by Financial Institutions Is Attributed to Copy

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PROMOTIONS have been ordered for three NMB page boys in New York, Frank J. Jr., becoming clerk in the treasurer's office, Walter E. Hyatt, going to the advertising division, and Robert Larrabure going to the international division as traffic clerk.
Look, mister... I just make surveys. When I ask which of the 4 networks you listen to most, does that make me know why you can only get one... Don Lee?

I get the same story in hundreds of towns up and down the Pacific Coast. Four networks broadcasting, yet listeners can only get Don Lee. They tell me it's mountains. Most of the Pacific Coast towns are surrounded by 'em.

Naturally you get good reception from Don Lee... they have a station right smack in the middle of every important town on the Pacific Coast (32 of 'em), while the other networks' messages often come from hundreds of miles away and sail right over the mountains. You can't get reliable long distance reception in this man's country.

What happens in towns where the four networks are located? Well, I understand in the Los Angeles, San Francisco, Seattle and Portland markets Don Lee ties for first place with 5 firsts out of the top 14 Pacific Coast evening shows.*


You would think most of the advertisers would use Don Lee? Well, as a matter of fact, more Pacific Coast advertisers do use Don Lee than the other three networks combined. Now about my survey, which of the four networks do you listen to most? Oh, that's right—you can only get Don Lee.


Mutual

DON LEE

Broadway Advertising • Broadcast Advertising November 3, 1941 • Page 27
Proposal for Broadcast Franchise Tax Likely to Remain Inactive Until Spring

PROPOSALS for a franchise tax on the radio broadcasting and communications industries probably will get no serious consideration from Congress until April or May, when new tax legislation is brought up. This was revealed last Tuesday when Broadcasting learned that the proposed legislation effecting administrative changes in the Internal Revenue Code to strictly administer franchise tax diversions will not be a part of the way of new taxes or revised rates to be included.

Coming in the face of information that the Treasury Department is considering a franchise tax line and knowledge that the FCC for some time has been working up a comprehensive cost-of-regulation tax plan 44 revised by the broadcasters, the revelation of Congressional plans cast a new light on radio tax prospects.

Previously it was understood that some form of franchise tax diversions possibly would be worked into the amendatory legislation for the Revenue Code, which would have meant that the proposition shortly would have been due for serious consideration by Congressional committees.

FCC Inactive

FCC Chairman James Lawrence Fly stated at his press conference last Monday that there were no developments on the cost-of-regulation plan espoused by part of the Commission membership. The plan has been discussed periodically by FCC officials, but has been passed over for the last several weeks [Broadcasting, Oct. 27]. Chairman Fly indicated that no decision had been made on whether the Commission should advance its discussion in the form of a full-blown legislative proposal for a broadcasting-communications franchise tax. Some members are known to feel that the proper procedure would be to hold official suggestions to the FCC until Congress asks the FCC for its views on the franchise tax idea.

The general idea of the pending plan was outlined by Chairman Fly Aug. 15 in an appearance before the Senate Finance Committee, during consideration of the 1941 Revenue Act, from which finally was deleted a controversial proviso that would have allowed the radio's net time sales of $100,000 and more annually.

Although the Treasury Department has started its franchise tax study, complying with instructions by Congress, it was indicated by the Joint Committee on Internal Revenue Taxation that that group has the decision in its own direction and is not disposed to do so until the administrative amendments are out of the way. Also it was indicated that the committee was considering a proposal involving the taxation of any "half-baked" proposition such as the recent 5-15% tax proposed on radio's net time sales.

Video for Latins

PROPOSAL to secure films from Brazil and the Argentine for American telecasting with set forth last week by Myron Zobel, president of Telecast Productions Inc., New York, in a wire to Col. William J. Donovan, head of the Office of Coordination of Information in Washington, South America, according to Mr. Zobel, will represent an important television area for advertisers and our markets must offer reciprocal opportunities and in the near future television will bridge the distance between the two continents by direct links via coaxial cable and relay stations. Mr. Zobel also cabled Dr. Julio Barata, director of radio for the Departamento de Propaganda of Brazil requesting an interview emphasizing that he proposes to visit that country to bring back a record of Brazilian life and culture and not in an effort to impose our ideas on them.

Video for Latins

MBS Program Meeting

PROGRAM DIRECTORS of key stations will hold their second meeting this year Nov. 10-11 at the Hotel Stevens, Chicago, with Adolph Opfinger, MBS program manager, presiding. Semi-annual affairs, the first meeting was held last January in New York, at which time arrangements were made for the presentation of four football games in the Michigan-Cornell series to shows run six times weekly, and additional news periods.

Digg's Renew

READERS' DIGEST ASSN., Chappaqua, N.Y. (magazine), the week of Oct. 27, renewed another four weeks its schedule of one-minute announcements three times weekly on 66 stations. Agency is BBDO, New York.

MERCHANDISING PLANS for the four broadcasts featuring Shirley Temple to be sponsored on CBS during the Christmas season by Elgin Watch Co. were the subject of this confab held in office of Frank R. Brodsy (seated), advertising manager of the company at Elgin, Ill. Stanley Holt of William E. Crane, New York, agency, reasserting the four programs, points to a still of the juvenile star, while Thomas D. Connolly, CBS program promotion manager looks on. The broadcasts will fill in the four-week layout of Hollywood Premiere, and represent the watch company's first network radio since 1936.

Page 28 • November 3, 1941

BROADCASTING • Broadcast Advertising
The story of defense needs is being thoroughly told to the Middle West over WDAF. There is no defense bottleneck on WDAF.

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

Whether it's news, defense, charity, schools, churches—the community looks to WDAF... and does not look in vain.
The Other Fellow's VIEWPOINT

Strictly Sausage

EDITOR, Broadcasting:

In your Oct. 13 issue on page 22, you show a picture of Don McNeill and other Swift executives seated about a breakfast table, supposedly buckling down to Swift's Premium Bacon.

Actually, this breakfast broadcast was the kick-off for the fall season of sausage advertising.

Swift Sausage executives do not like to be publicized as connected with Bacon.

Please correct.

Buckingham Gunn, Director of Radio, J. Walter Thompson Co., Chicago.


Cartoon Characters form the basis of a child radio program study conducted by Dr. Clarence Morgan (kneeling), director of radio education at Indiana State Teachers College. His classes have built several scoring boards using comic strip and Mother Goose research, which hold attention of the children while they play a game of scoring. Dr. Morgan is heard on WBOW, Terra Haute, as the Hoosier Schoolmaster.

KFBK
Sacramento, California

Receives AS MUCH DAYTIME MAIL PER CAPITA from
1204 Cities, Towns and Villages as from the City of Sacramento

Ask any Paul H. Raymer Company Office for Proof

Mc Clatchy Broadcasting Co. Serving the Rural West KFBK Sacramento

AGENCY

Appointments

Brodie & Haynie, Montreal (Flour), to J. J. Gibbons Ltd., Toronto.


David C. Evans Coffee Co., St. Louis, to Ruthrauff & Ryan, N. Y.

Falstaff Brewing Corp., St. Louis, to Ruthrauff & Ryan, N. Y.


Great Lakes Varnish Works, Chicago, to Evan Hill Adv. Chicago. Radio may be used in smaller markets, with dealer cooperation.


Demand for Talent

WFBL Develops Formula for Regional Bookings

Faced with steady demands for outside appearances of WFBL's Mustel Clock Gang, the management of the Syracuse station evolved a standard booking arrangement to equalize appearances between large and small communities.

Under the plan, the seven-piece studio band, headed by Don Anderson, is available for dances staged by schools or responsible civic groups in need of funds. Charge, regardless of the size of the community or the admission price, is always the same with WFBL charging off whatever deficit there is, if any, to promotion. The agreement also provides for other station features and stars.

New WRUW Frequency

WITU, international school of World Wide Broadcasting Corp. located at Springfield, Mass. last Tuesday was granted a modification of its license to permit use of the additional 9700 frequency, providing no objectional interference results to service of other stations which in the opinion of the Commission have priority of assignment.

WDRC
Connecticut's Pioneer Broadcaster

Up - Up - Up


Basic CBS for Connecticut
MORE DEFENSE TIME
Industry to Aid Observance
From Nov. 11 to 16

RADIO again has been called upon by the Government to furnish free
time during Civilian Defense Week Nov. 11-16. Designed to inform the public on the need for universal
participation in the civilian defense program, the period will feature spot announcements and radio appearances by well-known public fig-
ures and radio personalities.

All stations are being asked, through the NAB, to carry spot announcements promoting Civilian Defense Work, according to Arthur
Stringer, of NAB Washington headquarters. Spots also will be used on the major network com-
creral programs, it was indicated by the Office of Emergency Man-
agement, with a speaker appearing on the Voice of Firestone and other
etwork features.

During the week 14 guest speakers
ers are scheduled to make broadcast
 appearances, among them Mayor LaGuardia, Director of the
Office of Civilian Defense, Presi-
dent Roosevelt, Kate Smith, Donald M.
Nelson, Paul V. McNeutt, Mrs.
Henry Morgenthau Jr., the Lord
High Mayor of London, and Mrs.
Eleanor Roosevelt. Three special dramatic shows also will be
ried on MBS and NBC-Blue.

Canada Cuts Sets

CANADA WILL SAVE annually about $600,000 on imports of parts for receiving tubes from the United
States, in connection with the recent

tem commercial Prismatic receiver running by 25%

of the 1940 production. Statistics issued by the Department of Munitions & Supply at Ottawa show
that the curtailment on receiver production will mean a saving of $700,000 in radio tubes, for the
making of which 85% of the mate-

cials come from the United States.

Other savings for war needs by this cut in radio set production include 250 tons of steel, 85 tons of copper, 30 tons of brass, 15

ons of aluminum, $125,000 for glass
dials, $60,000 for ball bearings, 250 tons of corrugated
carlots, $1,375,000 in paper tubes, 25,000 gallons of paints and shel-
ces, $3,275,000 in ceramics, 105,000

quare feet of plywood, 5,400,000

quare feet of veneers, 1,550,000

ard feet of solid wood.

WMCA Changes

BLACKETT - SAMPLE - HUM-
ERT, New York, which has been
placeing two hours five times weekly
WMCA, New York, for various
drug and cosmetic products of
American Home Products Corp.,
J

eny City, on Oct. 27 changed the format of the period, scheduling
Sweetest Love Songs. Hereafter heard 2-2:15 p.m., to fall
the entire two-hour period. The
period 1:15-2 p.m. formerly in
cluded transcribed repeats of net-
work serial dramas. Two-hour Sat-

day evening dance parade with
Don Phillips and his orchestra on
WMCA will be sponsored by Ex-Lax Inc.,
Brooklyn, starting Nov. 8 for the
full 8-10 p.m. period. Agency is

- It takes a real transcription table to
keep up with a busy radio sta-
tion. WSAU found what they
wanted in the Presto 62-A...5000
hours of trouble free service, one
simple, inexpensive tire renewal.
If you want a table that gives you a
quick jerkless start, always com-
up to speed in exactly 1/2 rev-
olution ... if you want a table so
completely vibrationless you don't
know it's running ... if you want a
"wow-free" table that runs 33 1/3
or 78 RPM, on the button ... BUY
PRESTO.

Once you see this Presto table in
operation you'll know why an
average of 15 radio stations a
month are installing 1 to 3 Presto
tables to replace their present
equipment.

Presto tables give you the per-
formance you've always wanted
and they're ready for immediate
delivery.

Write today for literature and the
name of your nearest Presto dis-
tributor.

- Presto 62-A transcription table for
lateral recordings, list price, $185.00.

- Presto 16" dial speed turntable chassis
only, list price, $155.00.

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Mold of the Future

Not long ago, men laughed at the railroad . . . the steamboat . . . the airplane . . . and radio. They laughed at the ideas that have made American industry the greatest in the world. While industry, research, and invention mold the miracle of tomorrow, American business looks into the future with confidence. New fields are being opened . . . the riches of a great nation are being tapped . . . new markets are emerging! The possibilities for American business are greater than ever before. KXOK, feeling the pulse of things to come, has keyed itself to meet the advertiser’s needs in the rich Mid-Mississippi Valley Market . . . a market where 3,531,700 people spend over $826,000,000 annually in KXOK’s primary area alone . . . and defense contracts total more than $700,000,000. Prepare for the future! Strike while the iron is hot . . . now is the time . . . now is the day . . . write or wire KXOK.

KXOK

630 kc. 5000 watts day and night

Ed with KFRU, Columbia, Mo. • Owned and operated by St. Louis Star-Times
Advertising Outlook

IN THE helter-skelter of war-defense activity, quickened and punitive FCC edicts, and increasing free-time pressures, we in broadcasting perhaps have taken only a side-glance at another pitfall that faces all who live by advertising.

Mindful of the uncertainty that confronts industry generally, with Uncle Sam perched precariously on a keg of TNT, broadcasters perhaps have been too preoccupied with these more intimate and immediate regulatory onslaughts.

It's plain that a fundamental change is taking place in the national economy. War activity provides the golden opportunity for extreme left-wingers to get in their licks. Those close to Washington's boom defense operations note an insidious movement toward complete destruction of advertising, which the long-haired gentry call "an economic waste".

This transcends the consumer movement, or the pot-shots and pin-pricks at national advertising of the pre-defense era. Practically every defense agency in Washington now has its anti-advertising adherents, and some of the veterans who have advocated grading of consumer goods as a mandatory replacement of brand names find it much easier to spread their gospel under cover of the emergency.

Because business generally is good, many advertisers and more than justify this course. Important representatives of media haven't recognized the gravity of the situation. With plenary powers vested in so many individuals and organizations, an anti-advertising movement could spread through the government like wild-fire.

With commendable foresight, leaders in the national advertising and agency field have decided to act. The Assn. of National Advertisers and the American Assn. of Advertising Agencies have called a joint meeting in Hot Springs, Va., Nov. 13-15 to tackle the problem. Because it cuts across all media, key figures in the newspaper, radio and magazine fields, as well as outdoor owners have been invited to the sessions.

ANA and AAAA have concluded that an effective course of action should include (1) a cooperative effort; (2) establish the facts; (3) effective presentation of those facts. It is evident that existing conditions, and the uncertainty ahead, more than justify this course.

Radio, as a major medium, albeit the newest, certainly will pitch in wholeheartedly. Beset with its own troubles, and as the heaviest contributor among the media to the defense effort, radio nevertheless will work with every tool at its disposal to preserve free enterprise, which is the embodiment of advertising under the American system.

Sweeter Refrain

ASCAP, after a ten-month rendezvous with extinction, finally has made its peace with radio. A new high in rancor and name-calling preceded the break with radio last New Year's. The result of the sanguinary encounter, which saw ASCAP drop out of the Hit Parade, along with the ascendancy of the newly-created BMI and several lesser music performance groups, is an approximate two-thirds reduction in ASCAP's asking price.

There is no basis for floating on radio's side. ASCAP readily has admitted that it was "licked", and has learned that radio makes music, not the reverse. There is room for two fully-competitive music organizations—BMI and ASCAP. Radio must have access to a going concern in the field, lest there develop a reputation of the experience of the last decade with ASCAP.

Broadcasters—networks and stations alike—should avoid performance of the catalogs of one licensing group to the exclusion of others. Intrinsically, of course, counts. But the failure to perform one catalog can only result in a reaction that should be maintained in music for the benefit of the writers and of the users—radio and other public performers.

So now let's have a minimum of words over music.

Word-War Crisis

WITH the race toward peace or war for the United States, it was inevitable that radio would find itself caught between the isolationists, the interventionists and the deep blue sea.

Unfortunately the Beckman incident, as it has become known, and latterly the America First incident involving the networks, apparently are only the beginning. As war comes closer it is a foregone conclusion the isolationists will demand more and more time, mostly from the networks. In the final analysis this means allotment of the time of stations.

It's no secret of course that little short of coercion has already been used to obtain time. This is true not only of the isolationists; for the interventionists, more subtly perhaps, have not been derelict in wrangling periods.

This situation isn't unique in broadcasting annals. The matter has come up, in a lesser degree, in the days of the deluge, and goes back to the old days when the FCC was first planted in Congress and in political campaigns. But now the stakes are higher. Viewpoints cross and criss-cross political boundaries. Tension and tempers are near the breaking point. The rules of public decorum are easily forgotten under such circumstances.

We should agree that radio has been eminently fair in the allotment of time for foreign policy discussions. Now, however, the situation gets ugly, with America First, which uses free speech as its keystone, complaining to the FCC. Section 326 of the Communications Act forbids the FCC from exercising any censorship powers. Then why should these proponents of free speech go to Chairman Fly? With the lid off, however, utmost vigilance must be exercised by those who determine who may or may not speak, if this record of fairness and balance is to be maintained.

Those same spokesmen, who now credit radio with fair play because they have had free access to the network microphones, will quickly denounced the medium as a whole if thwarted in their efforts to get bigger hookups.

Networks cannot pledge station time indiscriminately. The public, while it must be kept informed, can't be given an overdose of repetitious talk on the same issue. Broadcasters and stations, if they will transcend the toughness of the political campaigns, but nothing that intelligent management can't handle.
RAY EMMETT DADY

THE BEST LAID plans of the systematized Ray Dady served to bring him into radio—but not according to plan. Looking back to when Dady became a St. Louis radio name, the present station director and commentator of KWK likes to recall the turn of fate that upset his career scheme without upsetting his microphone aspirations.

It was early in 1934 that the young Dady interested Bob Convey, then KWK's chief announcer, in the idea of a movie criticism program. For six months Ray had been serving an unofficial apprenticeship as voluntary and unpaid assistant to Harry Niemeyer, St. Louis Post-Dispatch drama critic. In that time he had built up a bulky portfolio of dramatic clippings covering all phases of the field.

"How can you qualify as a critic?" queried the younger Convey, whose father, the late J. P. Convey, at that time managed KWK.

"Well, I've built my own encyclopedia of drama!" Ray replied, offering his portfolio. That was enough for Bob and he scheduled an audition.

At audition time, Ray entered a small studio and faced a mike for the first time, reading a continuity reviewing first-run movies in St. Louis at the time and covering current Broadway news, along with an idea he had cooked up of rating movies by one, two, three or four bells.

Over in the audition room Bob Convey listened with interest. About half-way through the elder Convey entered. "What's all this?" he asked, and then listened through the rest of the audition.

When it was over, Ray was summoned. Convey Senior didn't like the idea, but liked the writing and voice. Back in his mind was an idea that radio news had a promising future. And here was the chas to do the job for KWK.

So Ray was told to write a sample news show and come around tomorrow for an audition. This he did, but the audition was cancelled for routine reasons. He came around the next day with a brand new quarter-hour commentary. Again the audition was cancelled. This went on day after day. Finally, after Ray had written his 22nd program, he got an audition. The elder Convey liked it, and on May 7, 1934, Ray delivered his first news commentary.

A curious background proved a blessing to KWK's news commentator. Born June 19, 1908, at Mason City, Iowa, his family moved during his infancy to Kellerton, Ia., where he attended public school, editing his high-school semi-monthly for two years. In 1916 he left Kellerton to go to Washington. The reason: He wanted to go to Washington.

After a few months loading tear gas bombs at Edgewood arsenal—and his eyes still drip as he recalls his initiation into the effects of this lacrymal stimulant—he enrolled at George Washington University, in the nation's capital. In spare time he worked in government departments and served as secretary to an Iowa Congressman, meantime shifting his scholastic activity to National University of Law and marrying a Capital girl, Marcella Hartman.

A bit of bad health ended his Washington career, so he went back to Iowa to carry mail on a rural route. In good weather he covered his route in a few hours, leaving the rest of the day for reading. And reading happens to be Ray Dady's one indulgence. He reads every chance he gets. He always has read, and always will. Even during his present schedule of commentaries and executive duties he devotes every possible minute to serious reading—a practice he recommends to all who would dispense news over the air.

Since his KWK debut in 1934 Ray has been on the air most of the time working news commentaries. His news policy is freedom from bias and opinion, unless the views aches of those under his care are labeled. In 1936 he was named studio supervisor, to coordinate various station departments and in 1939 he was named station director under Bob Convey.

Hale Bondurant, sales manager of WHO, Des Moines, has been named to the advisory committee of the local Better Business Bureau.

Baden Powell, executive assistant of KTTR, Houston, has rejoined the staff after serving in the Army.

John A. Miguel, Jr., since 1933 assistant to the station and photograph sales of the international division of RCA Mfg. Co., has been promoted to sales manager, succeeding J. M. Regottaz.

Sandy Guyer has been promoted to commercial manager of WBTM, Dawson, Va., succeeding John M. Croft.

Wayne Welch, promotion manager of KGK-KKNT, Des Moines, is in Iowa Methodist Hospital suffering from an infected foot.

George Allen of the sales promotion department of WOR, New York, is back on the job after a two-week absence due to an injured elbow.

George Arkedis, formerly of Pedlar & Ryan, has joined the New York sales staff of Joseph Hershey McGill, station representative.

Samuel Chotzinoff, director of NBC's music division, has been appointed by President Roosevelt as a member of the four-man committee of music to assist the State Dept., in its program of cultural relations between the Americas and Europe.

Frederick Leitschner, RCA-NBC Hollywood attorney, is recovering from an illness which has confined him to his home for more than a month.

George Grant, of the local sales department of KCM, is the father of a girl, Barbara Sue, born Oct. 27.

G. L. Winter, formerly of WGOY, Valdosta, Ga., has joined WGBR, Columbus, as sales manager, succeeding A. T. Hawkins who remains as WGBR president.

George A. Landby, manager of the Hawthorne Works of Western Electric Co., at Chicago, has been named head of the sales department of the production division of the Office of Production Management, according to an Oct. 27 announcement by Dr. G. M. Johnson, director of the OPM production division.

Stone Heads KROC

Wallace E. Stone, who in July resigned as program manager of WDGY, Minneapolis, has been named station director of KROC, Rochester, Minn., it was announced last Monday by Gregory Gentling, president of the station. Active in radio since 1928, Mr. Stone has been associated with WCCO, Minneapolis, KSDO-KELD, Sioux Falls, S. D., and KSDO, Los Angeles, in the McCord advertising agencies. Since leaving WDGY he has been vacating in Colorado.

Rambeau on Coast

Fred L. Allen, formerly account executive of Raymond R. Morgan Co., Hollywood agency, and prior to that commercial manager of KLZ, Denver, has been appointed West Coast manager of Wm. G. Rambeau Co., station representatives, and is establishing offices in Los Angeles, St. Louis, and the former city. Firm has been appointed to represent KJBS, San Francisco; KFOX, Long Beach, Cal., and KFBB, Hollywood.

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Who Leads the Parade of Programs in the Tennessee Valley?

- **W apo**

  WITH

  KAY KYSER
  FRANK FAY
  KALTNORN
  RUDY VALLEE
  FRED WARING
  LUM & ABNER
  EDDIE CANTOR
  JUST PLAIN BILL
  TREASURY HOUR
  MRS. ROOSEVELT
  COLLEGE HUMOR
  MARCH OF TIME
  TELEPHONE HOUR
  BURNS AND ALLEN
  REVEILLE ROUNDPOL
  LINCOLN HIGHWAY
  JOHN'S OTHER WIFE
  DR. PEPPER PARADE
  FITCH BAND WAGON
  LIGHT OF THE WORLD

INFORMATION PLEASE

- **MR. DISTRICT ATTORNEY**
- **FIBER McGEE and MOLLY**
- WE'RE FIVE IN THE FAMILY

- 5000 Watts-1150 kc.
- NBC Red and Blue

- National Representatives

**Headley-Reed Co.**

**W apo** Chattanooga, Tenn.

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**BROADCASTING** • Broadcast Advertising
GEORGE COMTE, announcer of WTMJ, Milwaukee, has been signed as commentator for the six concerts of the Wisconsin Symphony.

G. E. (Ted) KNAPP Jr., newest member of the announcing staff of KTRH, Houston, claims to be the tallest mike artist in the business. He stands 6 feet, 7 inches.

CHARLES POINTEL, formerly program director of WFIG, Sumter, S. C., has joined WRDW, Augusta, Ga., as publicity director and special events announcer.

GLENN ADAMS, announcer of WIS, Columbia, has been assigned the leading role in the local Town Theatre group’s play, “The Man Who Came to Dinner.”

BILLY MAC, formerly of WJMA, Covington, Va., has joined the announcing staff of WBMIL, Macon, Ga.

TOM SWAFFORD, a student under Marvin Young in the NBC production department, Los Angeles, has been named program director of KGBO, Harlingen, Tex. Don Phillips, formerly of WACO, Waco, Tex., has joined the KGBO announcing staff.

JACK RUTLEDGE, managing editor of the Valley Morning Star, Harlingen, Tex., has been appointed news editor of KGBO, Harlingen.

CHARLES STONE, program director of WMFR, Jacksonville, Fla., in recognition of his five years of service to the station, was awarded an all expense trip to New York by WMFR. Glenn Marshall, secretary-treasurer of WMFR, accompanied Mr. Stone.

VINCENT PALMERI, continuity director of WJSO, New Haven, is the father of a 9-pound boy born Oct. 16.

BILL MACK, announcer of KDRO, Sedalia, Mo., is in Chicago awaiting induction into the Army Nov. 17.

JACK GREGSON, announcer of KSFO, San Francisco, recently resigned to go to Hollywood.

FRANK J. McLOGAN, formerly of KSTP, St. Paul, on Nov. 1 joined the announcing staff of WJR, Detroit.

ROD HOLMGREN, news editor for WOI, Ames, Iowa State College Station, joined the news staff of KBOE, Des Moines, Nov. 1.

JOHN RUSTAD, announcer of KSTP, St. Paul, has returned to the station after a nine-month tour of duty with the Army. Sergeant Rustad was released from further training under the over-25 age regulations.

A recent 500% increase in nighttime power, together with a new directional antenna for higher efficiency where it counts . . . plus the unquestioned appeal of top-flight NBC Red Network shows . . . makes KDYL a natural for anyone selling in the Intermountain Market.

Here are approximately 785,000 people with money to spend—and a “yen” to listen to The Popular Station . . .
WBT
50,000 WATTS
CHARLOTTE
CBS

The station an audience built

BETTY WELLS, director of women's affairs of KSKR-KRNT, Des Moines, Iowa, is writing a column for Better Homes & Gardens Magazine.

ROY WEINEDEL, formerly of WSKR, McComb, Miss., and KXKX, Sweetwater, Tex., has joined the announcing staff of WSLI, Jackson, Miss.

ARTHUR D. HOWDEN SMITH, author and freelance writer, has joined NBC to handle special assignments in writing and public relations.

JIM BRETT, 15-year-old member of International News Service, San Francisco staff, is featured in a weekly quarter-hour on various stations. Brett is commenting on high school athletics.

EDDIE FIRESTONE Jr., radio actor and Northwestern U student, is legally changing his name to Joey Brewester, the character he plays in That Brewester Boy, sponsored by Quaker Oats on NBC Red.

BILL KASS, former continuity writer of WBBM, Chicago, and co-author of CBS Meet Mr. Mack, has been inducted into the Army and stationed with the Third Battalion at Camp Wheeler, Ga.

JOHN MIDDLEY, continuity editor of WCBS, Springfield, Ill., has been called to military service on Nov. 13.

GUY SAVAGE, announcer of WGN, Chicago, is the father of a boy, Jack Eston, born Oct. 22, in Evanston, Ill.

PHILIP WARNER, for 10 years staff pianist of WCFL, Chicago, has composed a symphony titled "Simbaletta," first movement of which will be played Nov. 4 when Stoicescu makes his first appearance as guest conductor of the NBC Symphony Orchestra. Mr. Warner's composition is the first of several works by American composers which will be presented.

JOHN D. BOWLS of the transcription production staff of NBC, Chicago, has entered the Navy Intelligence Division, and will be stationed in New Hampshire. He is succeeded in Chicago by Robert D. Lamb of the NBC guide staff.

J. STRUTHERS DUNN

J. STRUTHERS DUNN, Inc., Philadelphia, manufacturers of Dunco relays and timing devices, died Oct. 11 after a long illness. Mr. Dunn had not been active in the business for several years. Present management of the company remains unchanged.

ELMER has located his rowboat. Elmer is the Elmer Curtis, noon news announcer of WIBW, Topeka. The rowboat was torn from its moorings during high water on the Kaw River so Elmer announced that several bottles of his sponsor's product—catapult—would be awarded to anyone finding the boat. Shown is the payoff on the left, Elmer with the reward, M. E. McCoy, who found the boat (and lost his the same day) and in the boat, Ole Livgren, announcer of the station, and the Shepherd of the Hills, baritone cowboy. The latter are ready to go duck hunting.

C.B.C. Pact With Staff

CONCLUSION of an agreement between the management of the Canadian Broadcasting Corp. and representatives of CBC employees was announced Oct. 24 at Ottawa. The agreement provides for organization of staff councils at CBC operating points (Ottawa, Montreal, Halifax, Toronto, Quebec, Chicoutimi, Sackville, Winnipeg, Watrous, Vancouver) which will include all members of the staff except heads of division and members of the administration. The agreement also provides machinery for settlement of staff problems and for a meeting at least once a year at which all local staff councils will be represented to consider problems of employees throughout the country. CBC employees may join unions, but the status of the CBC prevents it from bargaining with unions as such.

C.F.R.C, Kingston, Ont., will change its call letters to CKWS on Jan. 1, 1942, when it will start operating with 1 kw. on 960 kc.

Here They Are Again!

Those Aristocrats of the Range

THE SONS OF THE PIONEERS

Produced and Distributed by ROY ROGERS, INC., HOLLYWOOD, CAL.

Staff Members Named By WCRS, Greenwood

STAFF of the new WCRS, Greenwood, S. C., which went into operation last Sept. 1 has been announced by the station to include Dan Crossland, formerly of WFBC and WMRC, both in Greenville, S. C., as general manager; W. D. Davis, previously connected with a local newspaper, sales manager; Newton S. Smyth, from WRNL, Richmond, Va., production and program department; Fred U. Wamble, formerly of WSPA, WORD, WTAL and WHBB, chief engineer.

WCRS, an NBC-Red station, is owned by Greene Inc., which was organized for construction in January of 1940. Station is RCA equipped throughout and music is obtained from Standard Radio. Studios are located on Wilson St., just west of Lander College.

Ziemer Joins WLW

GREGOR ZIEMER, formerly business manager of the American School in Berlin, on Nov. 3 joined the staff of WLW, Cincinnati, as commentator on foreign affairs. Mr. Ziemer is a graduate of the U of Illinois and U of Michigan and with his family has traveled extensively during the last 12 years including trips through Nazi-dominated nations. Mr. Ziemer's 14-year-old daughter, Patsy, is author of the book "Two Thousand & Ten Days With Hitler" which is soon to be joined by her father's "Education For Death."

Fred Dodge to WBAI

FRED DODGE, New York-Philadelphia liaison of Ward Wheelock Co., advertising agency, has resigned to join WBAI, Baltimore, as production manager. He succeeds Harold Azim, who has joined the public relations division of the Marine Corps. Dodge originally entered radio via the agency field, later becoming assistant manager of WFIL, Philadelphia.

In the Groove

SEVERE rebuke was recently tendered Dave Fulton, early morning announcer of WQS, Charleston, by transcription when he set a quarter-hour recorded show in motion. Fulton, as he was stepping into the control room, the disc got hung in a groove and the continuity of the disc began repeating. "Take the record off, you fool."
San Franciscans are staying awake these nights!

Something has been happening to San Franciscans' sleeping habits! (Their radio listening habits, too.) It's not a revival of the Barbary Coast that's causing the change—but a KSFO local program...the late evening broadcast of WILLIAM WINTER—KSFO'S BRILLIANT NEWS ANALYST!

Winter's keen, penetrating interpretation of the news has caught Northern California's favor...literally changed it's sleeping habits! At 10:15 p.m. (until recently not considered "peak time" in West Coast radio) Winter's broadcast commands 50% more listeners than the other three network stations combined!

We knew we had picked another winner—even before C. E. Hooper gave us the statistical facts. Not that we're immodest, but KSFO has a knack for picking shows that catch the local favor. And build big audiences. Making radio even more effective for KSFO advertisers.

Price Talk Sponsored

CANADIAN Department of Labor, Ottawa, used a one-time paid network broadcast in the form of a 20-minute question and answer program to outline the new wartime Stabilization of Wages & Prices which goes into effect Nov. 15. The broadcast took place Oct. 29 on 48 stations including a repeat for the Pacific coast and French version for the stations in Quebec province. Account was placed by Walsh Adv. Co., Windsor, Ont.

Meade to Paramount

IN ACCORD with plans to use radio more extensively for film exploitation, Paramount Pictures, Hollywood, is expanding the radio division of its studio publicity department and has added Robert J. Meade to the staff. He is in charge of studio news contact with networks and local stations, working under direction of Robert Hussey, head of Paramount's radio division. Meade one time was on the Hollywood staff of J. Walter Thompson Co.

Up and Down

THE STAFF of KSTP, St. Paul, is protected against any undue rise in living costs through a sliding pay scale recently inaugurated by the station. Under the plan workers' base pay will be increased or decreased every two weeks, according to the latest Labor Department cost of living statistics. First pay check of staff members, following introduction of the plan, will be increased 6.9%. In no case will any of the workers' pay be dropped below the original base received before the new plan started. The 1935-39 living cost average is figured as the base of 100.

WEGO, Schenectady, GE shortwave station, is expanding its programs to include 15 minutes of news in Czech six days a week. Other new programs are presented in Spanish, Portuguese, French, and Greek.

KIRO, Seattle, recently observed its sixth anniversary with a dinner and party for the staff at the new 50-kw. transmitter plant on Vashon Island in Puget Sound.

WNYN, Watertown, N. Y., is broadcasting twice-weekly direct from Madison Barracks, New York. One program consists of organ recitals from a newly erected chapel, the other, from the Post theater, is devoted to the station complement band and orchestra. In addition a daily news roundup of social activities for soldiers in surrounding towns is given daily 6:45-7 a.m.

WXOR, St. Louis, due to the increasing interest in country music, re-arranged its news schedule to include 105 news periods per week totaling 23 hours and 50 minutes. In addition 25 newscasts are broadcast to the four first-run theaters in St. Louis.

WNBZ, Saginaw Lake, N. Y., recently celebrated the 12th anniversary of its original quiz show, The Experts Table, sponsored by Edison Inc., local furrier. Program brings prominent local citizens to the microphone who pit their wits against those of the radio audience. This summer, WMFF, Plattsburg, N. Y., joined WNBZ in carrying the broadcasts.

WBMJ, Acorn, Ga., on Oct. 15 observed its first anniversary with a series of special programs, starting with a past-midnight DX show put on by WBMJ, engineers and highlighting a half-hour feature the following evening on which were presented members of the station staff and local civic leaders.

WEBC, Duluth, under the direction of Don McCall, station program director, on Nov. 3 began Corinapoggia, barn dance program using staff and regional talent. Eventually the troupe will tour Northern Minnesota and Wisconsin, originating each broadcast from a different town.

WITL, Baltimore, on Nov. 3 starts a weekly regular feature 35-minute Monday afternoon broadcasts of concerts by the WPA Concert Orchestra, under direction of Emile Odenhal, originating in the Garden Court of the Baltimore Museum of Art.

WJR, Detroit, on Oct. 20 observed the 10th anniversary of Mother's Album, music and poetry feature, with a special half-hour program featuring an augmented studio orchestra and readings by Duncan Moore, veteran WJR commentator. The program, heard Sundays, 7:30-8:15 p.m., has been endowed by G. A. Richard, WJR president, as a tribute to his own mother.

ROCKY MOUNTAIN Radio Council's weekly production of Journey Behind the News on KOA, Denver, has been designated by school officials as required listening for 13,441 students in 494 schools in Colorado and the seven surrounding states. Broadcast, now in its fourth year, is conducted by Dr. Ben M. Cherrington, director of the foundation, and formerly associated with the Department of State.

WTAG, Worcester, Mass., was on the spot with a remote broadcast from Fitchburg, Mass., Oct. 24 just two hours after the kidnapping of eight-weeks-old Kenneth MacLean. Programs were conducted from Fitchburg until the solving of the case the following day. WTAG's mobile unit then sped to Sturbridge, Mass., for ceremonies in connection with the dedication of the city's defense center by Gov. Leverett S. Saltonstall and other ranking officials.

KYA, San Francisco, has exclusive broadcast rights to all pro football games originating in Seals Stadium.

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KARK, Little Rock, Ark.
B. F. Plough, Inc., Memphis (proprietary), 364 t., thru Lakeside-Sirothman, Memphis.
Knox Co., Los Angeles (Cystex), 13 t., thru Gold, Los Angeles.
NATIONAL Biscuit Co., Paris, Tenn. (comm.), 50 t., thru Roche, Williams & Co., Cincinnati.
Chamberlain Sales Corp., Des Moines (proprietary), 78 t., thru Carr-Ainsworth, Des Moines.
NATIONAL Biscuit Co., New York, 50 t., thru Kamack-Erckman, N. Y.
Blocko Co., Memphis (shortening), 52 t., thru Simon & Gwynn, Memphis.
Bennett's Laboratory, Atlanta (proprietary), 120 t., thru Harvey-Massengale Co., Atlanta.
American Snuff Co., Kansas City, 260 t., thru Simon Gwynn, Memphis.
WFIL, Philadelphia
Billy Hands, Dr., San Francisco (coffee), 108 t., thru M. W. Aver & Son, N. Y.
Carter Products Co., New York (Ardis), 5 t., thru Small & Seiffer, N. Y.
American Pop Corn Co., Sioux City, 2 t., thru Buchanan-Thomas, Omaha.
Brookside Baking Prod. Co., Scranton, Pa. (wines), 5 t., thru May, Young & Seffer, N. Y.
Kraft Foods Co., Chicago, 39 t., thru Gwynn, Memphis.
Wax, Wilkes-Barre, Pa.
P. Balchione & Sons, Newark (beer), weekly, thru J. Walter Thompson, N. Y.
Bayuk Cigars, Philadelphia, 200 t., thru Ivey & Ellington, Philadelphia.
Utilita Engineering Institute, Chicago, 13 t., thru First United Broadcasting, Chicago.
CFFR, Edmonton, Alta.
Canada Baking Co. (coffee), 500 b., thru Vickers & Benson, Toronto.
Dr. Bell Wonder Medicine Co., Kingston, Ont., 1 t., thru Dominion Broadcasting Co., Toronto.
Quaker Oats Co., Toronto (coffee), 1 t., thru Russell T. Kelley Ltd., Montreal.

WLS, Chicago
Quaker Oats Co., Chicago (Pul-O-Pro Poultry Feed), 13 s., 66 t., thru Sherman & Marquette, Chicago.
Pierce's Proprietaries Inc., Buffalo, N. Y. (Dr. Pierce's Golden Medical Diets), 120 s., thru W. H. Kaster & Sons, Chicago.
Chris Hanes' Labs, Little Falls, N. Y. (Junket-Quick Fudge), 39 t., thru Marquard, Chicago.
American Chile Co., Long Island City, N. Y., 78 t., thru Grant Ad, Chicago.
Peter Paul Inc., Nautaguch, Conn. (candy), 260 thru Platt-Forges, N. Y.
Dr. W. B. Caldwell Ind., Monticello, Ill. (Laxative), 103 thru DeQuinet, Chicago.
American Snuff Co., Kansas City, 260 thru Simon Gwynn, Memphis.

WBO, Des Moines
Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 200 t., thru H. W. Kaster & Sons, Chicago.
Owens-Illinois Glass Co., Toledo, 100 thru D'Arcy Ad Co., St. Louis.
Seecge & Shade, New York (Fruitoholic), 100 thru, Erwin, Wasey & Co., N. Y.
Consolidated Cigar Co., New York (Harvester cigars), 39 thru Erwin, Wasey & Co., N. Y.
Wendy Foods, New York (Wheatmeal), 40 thru Young & Rubicam, N. Y.

WCAE, Pittsburgh
Pine Co., Chicago, (proprietary), as series, thru Russell M. Beeds Co., Chicago.
Owens-Illinois Glass Co., Toledo, 100 thru D'Arcy Ad Co., St. Louis.
Carmel Baking Co., New York, 45 thru Maxwell & Son, St. Louis.
Harvey-Massengale Co., Atlanta, 100 thru Northeast Radio Ad., New York (cottonseed), 6 thru Parle & Pearl, N. Y.

WHO, Dayton, O.
Bond Stores, New York, 5 s., thru Neff-Nagow, N. Y.
Consolidated Cigar Co., New York, 78 thru Erwin, Wasey & Co., N. Y.

WENR, Chicago

WLYH and Ohio State U Planning Spring Course
Joint participation of the Ohio department of education, bureau of programming, and educational research, radio division, Ohio State U and WLYH, in a projected spring short course of study on practical radio station operation for elementary high school teachers was announced last week.

IDEA, evolved by James D. Shouse, vice-president of the Crosley Corp. in charge of broadcasting, was developed by Kenneth O. Ray, state director of education; Dr. I. Keith Tyler, director of the radio division; and Douglas Burcham, director of Radio Research; Cecil Carmichael, assistant to Mr. Shouse; and William L. Barlow, of the WLYH public service staff. Since then, the course has been taught in Columbus recently, the group worked out a comprehensive schedule for a three-day period, June 17-19, 1942, utilizing noted figures in the field of education and department heads of the WLYH and ASAI-SSI organizations. The course will encompass four phases: (1) management and sales problems; (2) program problems; (3) public service programming and its various aspects; (4) how commercial radio can be utilized in classrooms and what school radio work shops can do to make effective use of the sustaining time available to them.

Newsrell for Television Is Given First Showing
A PREVIEW of a specially edited newscast for television stations was given recently for the trade press by the Photo & Sound, San Francisco transcription firm. Telenews Theater cooperated with the Photo & Sound for the showing of the newscast. Narrators were John Tobin and Andy Potter. The film was 16 mm, and runs 10 minutes and 35 seconds.

Four prints were sent to video stations in New York, Chicago and Hollywood. The sample release used for the basic feature is an indication that the video industry can sustain a weekly release, production will go on a regular basis.

A questionnaire showed that 6 out of 10 stations answering used 16 mm, with 9 interested in monthly or weekly program film service.

Hope Suit Dismissed
INJUNCTION suit of Bob Hope, Hollywood comedian, filed in Los Angeles Superior Court during early October against his newspaper columnist writer, Jack Douglas, has been dismissed on grounds that “it was all a misunderstanding”. Claiming that he had exclusive contract rights to the writer’s gag, Hope sought to restrain Douglas from contributing material to the NBC Red Skelton & Co., sponsored by Brown & W. McMilliam Tobacco Corp. (Raleigh cigarettes). Dismissal of the suit was requested by Hope, thereby making Douglas legally eligible to submit gags to other program material as well as the NBC Bob Hope Show, sponsored by Pepsodent Co. (toothpaste).
Radio Advertisers

Hudson Sales Corp., Los Angeles (new cars), in a five-week Southern California campaign which started Oct. 27 is using daily transcribed one-minute announcements featuring Alvin Wilder, KNX KECA KMPC KFAC RFVD. In addition thrice-weekly participation in the late evening Knox Manning News on KNX, is being utilized. Agency is The Meyers Co., Los Angeles.

Dad's Root Beer Co., Los Angeles, on a 15-week campaign which started in mid-October is currently sponsoring a seven-week quarter-hour of recorded music on KKY, Glendale, Ca., and thrice-weekly 15-minute participation in Johnny Olson's Seven Ten O'Clock on KMPC, Beverly Hills, Ca. Agency is Meyers Co., Los Angeles.

Bovoir (Canada) Ltd., Montreal (food product), has started daily spot announcement campaign on CFRB Toronto; CKOC, Hamilton, Ont., CFPL, London, Ont. Account was placed by J. J. Gibbons Ltd., Montreal.

Wilson Packing Co., Los Angeles (Tender Steakloin), through Blaisdell, Davis & Staff, that city, Oct. 27 started for 30 days six weather report announcements daily on KFI. Firm also sponsors daily participation in Chief Milt's on KMPC, Beverly Hills, Ca.

Seaboard Finance Co., Los Angeles (investments), on Oct. 20 started for 52 weeks a five-week quarter-hour's transcribed version of the CBS program, The World Today, on KNX Hollywood, George Irwin, of Smith & Bull Adv., Los Angeles, agency servicing the account. Eds and announces the series which features cut-in commentaries from network news correspondents in all parts of the world.

Philco Products Ltd., Toronto (radio receivers) on Oct. 24 started a five-week after-hour half-hour transcribed program World's Most Honored Music on a number of stations across Canada. Agency is Russell T. Kelly Ltd., Montreal.

Harry Mitchell Brewing Co., El Paso, is sponsoring weekly prizes light venture on KRXE El Paso, originating at the local Liberty Hall and handled by Sportscaster Morrison Quirkrough.

Imperial Tobacco Co., Montreal (Golden Fine Cut) has started twice-weekly the transcribed Hoe-down for Optos on a large number of Canadian stations. Account was placed by Whitinall Broadcasting, Montreal.

Sealy Mattress Co., Los Angeles, through Alvin Wilder, that city, on Oct. 26 started sponsoring a weekly quarter-hour commentary, Layman's View of the News, on two Don Lee California stations (KJH KFAC), Sunday, 3:15-3:30 a.m. (PST). Alvin Wilder is commentator.

D'Adler Shoes for Men, New York (retail), which has been participating on Here's More on WOR, New York, on Oct. 27 started a series of one-minute announcements, 14 times weekly for 26 weeks, on WQXR, New York, and may add other stations later. Consolidated Adv. Agency, New York, handles the account.

LETING THE QUIP fall where they, Al Sheehan (left), assistant manager of WCCO, Minneapolis, chats with Clellan Card of WCCO (center), and Eddie Gallo, the station's sports announcer. The occasion: Farewell buffet supper for Carl J. Burkland, WCCO sales manager, before he left for New York to take a position with New York Radio Sales.

Sawyer Biscuit Co., Chicago (cookies and crackers), on Nov. 3 starts quarter-hour Rhymester Time five weekdays for 52 weeks on WGN, Chicago. Agency is George H. Hartman Co., Chicago.

Socony-Vacuum Oil Co., New York (Mobiloil, Mobilgas), on Oct. 27 changed the format of its evening news broadcast on WBBM, Chicago, to feature news direct from foreign capitals as gathered at the station's new Listening Post on N. LaSalle St. building. Broadcasts have been shifted from 6 to 10 p.m. (CST). Agency handling the account is J. Stirling Getchell Inc., New York.

Los Angeles Brewing Co., Los Angeles, in a one-month Southern California test campaign started Oct. 21 sponsoring a five-week quarter-hour series of recorded dance music on KTMS, Santa Barbara, and 15 spot announcements per week on KFSD, San Diego. Firm uses 50 and 100 spot announcements per week, respectively, on two Mexican stations, XEC, Mexico, and XEGM, Tijuana. Expansion of radio schedule to include older California stations is contemplated. Agency is Lockwood-Shieldsford Adv. Agency, Los Angeles.

Guaranty Union Life Insurance Co., Los Angeles, is sponsoring a weekly two-hour program of recorded classical music on KFAC, that city, as well as a quarter-hour broadcast featuring semi-classical numbers two times per week on KFCA. Agency is Stoeltz Adv. Co., Los Angeles.
TYING in with the current Southern California traffic safety campaign, Ben Hur Products Inc., Los Angeles (coffee), on Oct. 26 started sponsoring six safety announcements daily, seven days per week on KFI, Hollywood, and plans expansion of winter radio schedule to include other Southern California stations. Agency is Chas. H. Mayne Co., Los Angeles.

JHORowitz & MARGARETEN, New York (mansion), is starting a variety program featuring Harry Hershfield on WHN, New York, to run for 20 weeks beginning Nov. 17, Mondays, 8-8:30 p.m. Advertisers Broadcasting Co., New York, handles the account.

CHARLES GULDEN Inc., New York (Gulden's Mustard), using radio on several stations, on Oct. 28 began sponsorship of the Jewish Amateur Hour on WBYN, Brooklyn, Tuesday, 8-8:30 p.m. Sponsored locally for the last seven years, the program features Victor Fackler, well-known performer of the Jewish stage in the m.c. role. Agency is Chas. W. Hoyt Co., New York.

GALLO WINE CO., Modesto, Cal. (wine), in mid-October started using on 5-week basis, seven weekly musical-rhyme transcribed announcements on KGB, San Diego, Cal. Firm also sponsors 20 transcribed testimonial announcements per week on KJH, Hollywood, and plans expansion of winter radio schedule to include other Southern California stations. Agency is Chas. H. Mayne Co., Los Angeles.

Wichita Business JUMPS 60%!

"Spend advertising dollars where business is booming" is a safe rule for time buyers. The above table lists the top twenty of 147 U. S. trading areas in terms of percentage of business activity change during the year September 1, 1940—September 1, 1941. Wichita ranks second on this list. Yes, Wichita is booming, and to sell Wichita, you need KFH!

COLUMBIA'S ONLY FULL-TIME OUTLET FOR KANSAS

KFR WICHITA

CBS - 5000 DAY AND NIGHT - CALL ANY EDWARD PETRY OFFICE

Page 42 • November 3, 1941
Baron's Bark
WLOK, Lima, O, has a new sound effects engineer—Baron, the wire-hair terrier owned by Dick Tinker, local insurance executive. Baron appeared one day recently at WLOK's noon man-on-the-street show, which opens with the ring of a school bell. Ed Braun, handling the show, put the handle of the bell in Baron's mouth, and the pooch performed so noisily that he began to get fan letters. Responding to the listener demand, Baron has become a regular performer on the show, particularly delighting youngsters in the outdoor audience.

Book Plugs on 71
SIMON & SCHUSTER Inc., New York (book—Your Income Tax), on Oct. 20 started its campaign on 71 stations. About 100 additional stations will start on Nov. 3. Five and 15-minute periods will be used daily until Dec. 1, according to Edwin A. Kraft, manager of Northwest Radio Advertising Co., agency. The current station list: EBFK, KFVD, KFKR, KGER, KHAS, KHQ, KINY, KMJ, KMFC, WMTR, KQV, KWQ, KROW, KSLL, KKL, KLU, KVUG, KWT, KWI, KYA, WAAT, WAGE, WAHT, WBAL, WCAR, WCFI, WCLE, WCPO, WDZ, WGAN, WHAS, WHDH, WHO, WING, WJW, WKB, KIT, WKSZ, WLAB, WLMO, WME, WZL, WOR, WOV, WPB, WJL, WBO, WWL, WEN, WPS, WPRO, WTO, WWDC, WSW, KSFO, WBIN, WCTW, WCTW, WDEL, WNY, WDU, WBL, WEF, WFBM, WFM, WGB, WIND, WISN, WKBN, WQAK, WREN, WRJR, WSOY, WSPR.

Senate Funds Requested For Inquiry Into Plight Of the Small Business
CARRYING a request for a $35,000 allocation from contingent funds of the Senate, Chairman Murray (D-Mont.) last Tuesday introduced in the Senate a resolution praising the start of hearings by the Senate Small Business Committee. Members of the special Senate group, designated to study the plight of small business in a big business economic world, agreed on the $35,000 figure as a starter for extended hearings to be conducted by the committee. It is understood the initial hearings will not begin until February or March.

Although advertising admittedly is one of the major concerns of the special committee, it has been indicated that first attention will be given to the immediate problems of small business arising out of the defense program, from both competitive and financial angles. It is expected this phase of the committee's investigations will be closely with the efforts of the OPM Division of Contract Distribution, headed by Floyd B. Odum, to secure a greater cut of defense business for smaller manufacturers and subcontractors.

Although nothing definite along advertising lines has developed from the committee's previous studies, confined to surveys conducted by its staff, it has been stated by Chairman Murray that advertising aspects of the small-versus-big business situation will come in for consideration by the committee, although not until national defense aspects have been dealt with.

Cooperation of the Justice Department's newly-organized small business section has been pledged by Assistant Attorney General Thursday, and it is expected advertising will be one of their mutual concerns. With the committee planning to ask eventually for a total of about $1,000,000 for its studies and investigations, there appears little doubt that the Senate group intends to make an intensive inquiry into advertising practices and all the other significant matters from the small businessman's standpoint.

PERCY C. KLEIN, automobile dealer of Chevy Chase, Md., suburb of Washington, D.C., is applicant for a new 1,000 watt daytime station on 740 kc. in Alexandria, Va., on the outskirts of Washington.

MISSISSIPPI POST
GIVEN TO WRIGHT
C. J. WRIGHT, owner and general manager of WFOR, Hattiesburg, has been named president of Mississippi Broadcasters Assn., formed Oct. 23 at a meeting in Jackson of representatives of 12 Mississippi radio stations. Other officers elected at the meeting were H. M. Smith, WAML, Laurel, vice-president, and L. M. Sepauh, WSLI, Jackson, secretary-treasurer.

Plans for active participation in the national defense effort, particularly through programming cooperation, were discussed at the meeting. An executive committee also was appointed to develop plans for operation of the new association, which has been organized on a permanent basis. It is scheduled to meet quarterly.

BROADCASTING • Broadcast Advertising
Goldbergs' 12th
WITH the same cast which made the first broadcast Nov. 20, 1929, the CBS serial The Goldbergs, sponsored by Procter & Gamble Co., Cincinnati, for Duz and Dreft, will celebrate its 12th year on the air Nov. 20. Mrs. Gertrude Berg, who also writes and directs the show, continues as "Molly"; James Waters is still playing "Jake"; Rosalyn Silber, then a child of ten and now grown, is "Rosey"; and "Sammy" is still played by Alfred Ryder.

WHK School Series
COOPERATING with Cleveland College of Western Reserve U., WHK, Cleveland, is resuming its annual five-week educational broadcasts featuring faculty members of the school. The programs are heard Monday through Friday at 5 p.m. Discussions to be heard cover everything from civics and sociology to literature and science.

Kent Cooper's Second
SECOND composition by Kent Cooper, general manager of Associated Press, to be introduced on the air is titled "Sunset" and was given its broadcast premiere on the Oct. 31 Cities Service Concert program on NBC-Red. Mr. Cooper's first published song, "Dixie Girl", was given its premiere by Dr. Frank Black on the same program May 10.

Slightly Terrific!
Slightly terrific, too, the way WDBJ holds an audience spell-bound! For the record, most of the people in this neck of the woods tune to WDBJ most of the time! Our magic formula? We're the only station that can be heard regularly throughout the entire Roanoke-Southwest Virginia territory! We're the only CBS source within listening range! We tailor our local features to our listeners' likes! And listen—the 798,000 people in our primary area (daytime) make 25.7% of all the retail purchases in the whole state! How about letting us work some sales magic for you?

ROANOKE, VIRGINIA
Owned and Operated by the TIMES-WORLD CORP.
CBS Affiliate—5000 Watts Full Time—960 Kc.

LATE IN OCTOBER, during Better Parenthood Week in Cincinnati, Arlene Blackburn, star of the radio serial, Linda's First Love, sponsored by Kroger Grocery & Baking Co. for four years five times weekly on 27 stations, played host to 10 little girls who have been named after her radio character. Coming from five States, the 10 little Lindas and their mothers were guests of Miss Blackburn and Kroger in Cincinnati. Apart from all sorts of partying and sight-seeing, the group appeared on special broadcasts on WLB-WSAI and WCPG. Gathered during a WLB-WSAI broadcast at a banquet during the three days of festivities are (I to r) A. E. Johnston, Kroger advertising manager; Miss Blackburn; James D. House, Crosley vice-president in charge of broadcasting; Albert H. Morrill, Kroger president; Announcer Paul Jones.

Advertising Council of War
(Continued from page 16)

management, agencies and media". In reviewing the program for the joint session, the prospectus states that Part I will consist of a presentation showing the menace to advertising and to national brands—a menace based on unsound economics, ignorance and misstatements—and the dangers resulting therefrom which may shortly be realized and may drastically affect the whole national advertising process and brand merchandising.

Part II will consist of a carefully prepared, graphic and fast-moving presentation of the economic justification of sound advertising in which a dozen basic controversial questions are clearly defined and broadly answered. This will be the real meat of the program, done in such a manner and in such form as to be freely available to serve as the basis for presentations by various groups on occasions where advertising is challenged or where management is earnestly sought.

Parts I and II will be presented on Thursday, Nov. 13. Among speakers will be Leon Henderson, Administrator, Office of Price Administra-

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AUDE rIE - PROMOTION FANup arranged by WCBM, Baltimore, and KQV, Pittsburgh, in connection with their affiliation Oct. 1 with NBC-Blue, has been sent in memo form to advertisers and agencies with an explanatory letter from E. F. H. James, Blue sales promotion manager.

As far back as last June the two stations scheduled special announcements and programs as well as turning over regular broadcasts to tell their audiences about Blue programs "to come". Sustaining Blue programs were heard on KQV in early September, and on Oct. 1, dedicated programs were broadcast throughout the day. In addition, they used direct mail, newspaper, and window display advertisements.

WEBC Journal
A SEMI-MONTHLY merchandising newspaper circulated among wholesalers and retailers in Duluth, Superior, Wis., and neighboring communities is printed by the Duluth Tribune. The six-page sheet is published by the Duluth Tribune and mailed weekly to over 1200 lumber and paper dealers in the area.

BROADCASTING

MERCHANDISING & PROMOTION

Two to Blue—To the Trade—UP Features
Mutual Club—Hot From Hannagan

UP Plugs

BROADCASTERS and sponsors enthusiastically favor UP plugs, which have proven their merit in the form of multiple jobs and considerable profit. The advertising agency for UP plugs is the United Press, Inc., 120 East 42nd Street, New York City.

One of the features of the UP plug program is the use of a variety of methods, including a direct mail campaign, newspaper ads, and radio spots. The campaign is designed to promote the sale of UP plugs, which are used to plug holes in wooden furniture, fixtures, and appliances.

Steve's Packets

RADIO EDITORS last week received the first of a series of weekly promotion packets from Publicity Agent Steve Hannagan designed to furnish full information on each of the programs built on the Coca Cola Cola Spotlight Band program, which starts Nov. 9.

With the start of Spotlight Band at 10:15 p.m. on six nights weekly, Mutual is shifting some of its programs, as follows: Axton-Fisher Tobacco Co.'s show Twenty Grand Club, featuring Mary Small, will be heard Mondays at 9:15 p.m.; the same company's Danger Is My Business will shift from 10:15 to 9:15 p.m. on Wednesdays; Your Defense Reporter with Fulton Lewis, Jr., will be heard Tuesdays at 10:30 p.m., instead of Mondays; John Steele and Arthur Mann, Mutual's London correspondents, shift from Wednesdays 9:15 p.m. to Tuesday same time.

Theatre Tieu

WPAT, Paterson, N. J., has completed a tie-up with the leading theatres in Paterson and Passaic, whereby screen trailers and lobby signs are used to promote Your Movie Directory, a six-week morning program.

Brochures

JOSEPH JACOBS Jewish Market
Organization, New York—22-page manual, The Jews of Palestine, explaining significance of different phases of Judaism, i.e., holidays, etc., and what it means to the American manufacturer.

ALLEN B. DuMONT, Labs., Passaic, N. J.—Report on the accomplishments of the organization during its first decade bound in a green suede cover and entitled "Pioneering the Cathode Ray & Television Arts".

WATT, Chicago—Blue-and-white 12-page booklet introducing pugilistic "Mike Wait" in a horizontal striped sweater and derby hat, whose "tough guy" pater plucks the station's market and coverage.

WSY, Chicago—Booklet titled "The Chicago Church Hour" describing procedure used in broadcasting the program, also listing the churches represented.

KFRD, San Francisco—Mailing piece quoting Jimmy Fidler's favorite comment on Don Lee network's Breakfast Club.

WMAL, Washington—Success story of Dreams House sponsorship by P. J. Nee Furniture Corp. on WMAL.

GOTTA PROBLEM?
If your problem is in the Hudson river valley . . . from Nyack to Hudson . . . WGNY would like to have an opportunity to solve it for you. You get coverage . . . service . . . and results with our 1000 watts at the old 250 watt rates. We have studios in Newburgh and Poughkeepsie . . . remote facilities in Middletown. We serve the area with local newscasts from each city . . . up news every hour . . . ASCAP and BMI music . . . lots of local people participation on programs . . . everything to build and maintain program appeal. If you've tried WGNY you know it . . . if you haven't, let us prove our service, results in an able-to-buy market.

BUY WGNY
WGNY REPRESENTED BY
HEADLEY-REED CO.

To two of 'em, in fact. In Northern Kentucky I did the exclusive radio job, drew an all-time record attendance of 109,463, with 31 shows originated on the spot in eight days. In Cincinnati, I did seven or eight shows a day, helped draw a crowd of 279,240. Small wonder advertisers and grocers alike say as one: "Cincinnati's own station is Cincinnati's food station!"

NBC RED AND BLUE—5,000 WATTS NIGHT AND DAY

CINCINNATI'S OWN STATION
REPRESENTED BY INTERNATIONAL RADIO SALES

INFLUENCE OF WAR COAST AAAA TOPIC

Dan B. Miner, Los Angeles, president of Dan B. Miner Co., was elected Pacific Council chairman for the ensuing year, and succeeds Mr. Horsley, Joseph R. Gerber, head of Joseph R. Gerber Co., Portland, has assumed the post of vice-chairman, with Terrell T. McCarty as secretary-treasurer. Raymond P. Kelley, secretary-treasurer of Syvertsen-Kelley, Spokane, and C. Anolin of Gerth-Knollin Adv. Agency, San Francisco, were named to Pacific Council's board of governors. In advisory committee for the Council, headed by former Chairman Frankie M. Weldon, of Los Angeles, as well as J. J. Hennigan, of Los Angeles, has been made a vice-president, the Pacific Regional Advisory Committee, under the chairmanship of August J. Bruhn, Los Angeles manager of McCann-Erickson, and David M. Botsford, president of Botsford, Neubert & Crash, Los Angeles, Calif., was initiated by the convention.

New Los Angeles Agency
EDWIN B. NEWPORT, head of Newport & Associates, and Faron L. Moss, manager of Faron Jay Moss Adv. Agency, retaining their respective Los Angeles organizations, in addition have formed a new firm under name of Adco Advertising at 5212 Wilshire Blvd., that city. Mr. Newport is director of production manager. Wallace F. Busse is radio director, with Miss Jo Hollebaugh as space buyer. Vocational-Educational Guidance Clinic, Los Angeles, has appointed the agency to direct advertising and on Nov. 3 starts a weekly five-minute program on KMPC, Beverly Hills. Other radio accounts include Hoy Construction Co., Los Angeles (real estate), planning a Southern California spot announcement campaign; and Ralph Gordon Fear, Pasadena, Calif. (lecture bureau), planning announcements on Pacific Northwest stations.

Named Agency V-Ps
ROBERT WENBURY, formerly vice-president and creative director of Blackett-Sample-Hummert, Chicago, has joined Sherman & Marquette, Chicago as vice-president. Lawrence D. Miller, radio director, has also been made a vice-president. Mr. Miller recently came to the agency from Blackett-Sample-Hummert, where he was account executive on Procter & Gamble Co. for a number of years.

SOUTHERN RADIO FEATURES, Dallas, is conducting radio cooking schools on fire Texas and Oklahoma stations — WACO, KHR, KNX and KPRC.
Coke by Koppers

A MISTAKE landed a ton of coke in the studios of WDas, Philadelphia. The station is installing a display case in which samples of the products of station sponsors will be placed on exhibition. Accordingly, the Koppers Coke Co., sponsoring the station's hourly news broadcasts, was called for a sample of coke. Through a misunderstanding, the station porter discovered a ton of coke dumped in front of the case the next morning. It was mixed with 22 feet in the station's sky-top studios.

Requests for Facilities

Set for Hearing by FCC

FOUR new station applications as well as the application of Wfas, White Plains, N. Y., seeking to shift its frequency to 1230 kc. and increase to unlimited operating hours were designated for hearing by the FCC last Tuesday. The application of Wfas, currently operating on 1240 kc. as a part time station sharing with WRB, Red Bank, N. J., and WGBB, Freeport, N. Y., will be heard jointly with that of Paul French, engineer in a Texas Dr. Pepper Bottling Co.—both seeking a local in Waco, Tex., on the same frequency, 1230 kc. with 250 watts solid-state hearing will also be scheduled for two applicants—Beauford H. Jester, Corsicana, Tex., attorney, and Roy Branhm, partner in a Texas Dr. Pepper Bottling Co.—both seeking a local in Waco, Tex., on the same frequency, 1230 kc. with 250 watts engi-neering. Individual hearing will also be set for the application of Charles P. Blackley, commercial manager of WSVA, Harrisonburg, Va., for a local in Staunton, Va., 200 watts fulltime on 1240 kc.

Lee Helps Russo

Kirby Repays Favor as Hodges

IS HURT in Wreck—

TURN about was fair play last week when Lee Kirby, announcer of WBT, Charlotte, took over the play-by-play description of the Washington Redskins' professional football games after Russ Hodges, former WBT announcer now on the staff of WDIA, Washington, was severely injured in an auto accident.

Mr. Hodges, who was to be introduced to Washington radio and press circles at a cocktail party Oct. 27, was in Charlotte winding up his affairs when the accident occurred. He suffered a broken vertebra in addition to other injuries and is expected to be out of action for at least a month. During that time Kirby, who does the Atlantic Refining Co. football play-by-play for WBT, will commute to Washington for the Redskins games which are carried by WOL and sponsored by the P. J. Nee Furniture Co.

Last year when Kirby was hospitalised, Hodges took his programs, turning the pay over to Kirby. Now the latter is reciprocating with the commercial fees going to the injured Hodges.

If You Want News

(and who doesn't?)

... You'll find plenty of it on KFBi. In fact, KFBi carries more news programs than any other radio station in this area.

Some of these NEWS PROGRAMS are now open for sponsorship. But, they won't be open long! For availability and rates, write or wire TODAY!

WSPD has been serving Toledoans and their neighbors in Northwestern Ohio and Southern Michigan for over twenty-one years. It's little wonder that this prestige, bolstered by the nation's finest radio entertainment (proven by survey), has won and held a great audience.

Ask Katz
LOEW’S GRANTED FM OUTLET IN CHICAGO

CHICAGO’S seventh commercial FM outlet was authorized last Tuesday when the FCC issued a construction permit to the Oak Park Realty & Amusement Co. for high-frequency facilities in the Windy City. Permittee is a subsidiary of Loew’s Inc., nationwide theatre chain, which holds all of the capital stock. Loew’s, headed by Nicholas M. Schenc of New York as president, is the parent corporation of WHN, New York, and its FM adjunct W6NY, both licensed to the Marcus Loew Booking Agency. Metro-Goldwyn-Mayer Inc., also a part of Loew’s Inc., currently holds a construction permit for K61LA, Los Angeles FM station. The new Chicago station will operate on 47.9 mc. to serve 18,500 square miles and has stipulated that operation will be four hours day and four hours night. Call letters W79C will be assigned.

WH1SB, commercial FM station of WSBT, South Bend, and the South Bend Tribune was granted a modification of construction permit at the same meeting to make changes in its transmitter and antenna system, increase service area to 7,100 square miles and extend commencement and completion dates 60 to 90 days. Authorization was subject to same conditions relating to Order 79 under which the applicant’s present grant was issued.

Drops Waring Suit

FLAGRIALISM suit for $60,000 filed by Grombach Productions against Band Leader Fred Waring, Johnny O’Connor, Waring’s manager, and Stack-Goble Adv. Agency was dismissed last week in New York Supreme Court at the end of a four-day trial. The plaintiff charged Waring used a program idea which Grombach alleged it submitted to Waring’s office and auditioned for Stack-Goble.

NEW CAMPUS STATION

Penn Outlet Under Way Without Yoo-Hoo of 1940

A PRIVATE radio station for U of Pennsylvania started broadcasting experimentally Oct. 24. The station, operating on a frequency of 625 kilocycles and using the call letters WVPB, was set up in one of the freshman dormitories by William Reeder, a freshman, and John Walsh, a graduate medical student. As yet, only radios in the freshman dormitory quadrangle have been able to pick up the programs, which is sent out over the electric wiring system. Programs consist of dance band recordings in campus news.

Last year, a similar broadcast station was built at the campus, but not organized as a regular FM outlet. Instead, a group of students used it as a loudspeaker system. All radios in a row of dormitories facing the city street would be tuned to the campus station and then with one voice, they would bawl in passing. Campus police subsequently put a stop to this experiment.

Hauk Wins Medal

HARRY W. HAUCK, consulting engineer and formerly associated with Major EBC in Armstrong, inventor of FM, was named winner of the fourth medal award presented in honor of Major Armstrong, oldest technical radio engineering organization in the country. Presentation was made Oct. 31 at the Club’s 32nd annual dinner at the Engineers Club, New York, with Admiral S. C. Hooper, director of the radio and naval operations office of the Chief of Naval Operations, Washington, as guest speaker. Mr. Hauck also received the medal for his activities in the Club and for his contributions to radio engineering.

U. S.-Brazil Exchange

FIRST in a series of exchange programs between the United States and Brazil was broadcast Oct. 27 on NBC. Brazil was represented by NBC’s international stations WBCA and WYB1 simultaneously beaming the program to Brazil with Portuguese announcements. Brazil was heard in turn by NBC’s W71NC and W75NY through RCAC facilities with a program of folk music, Musical Brazil.

50 KW IS GRANTED TO KJR, SEATTLE

A CONDITIONAL grant to KJR, Seattle, to increase its power from 5,000 to 50,000 watts on the 1000 kc., channel, unlimited time, was announced last Wednesday by the FCC. The grant to the NBC-Blue outlet, operating under call letters W73KOMO, Seattle, was conditional upon taking care of a “blanketing situation” and also subject to any action which the Commission ultimately may take in the matter of multiple ownership. The grant specifies a directional antenna for daytime use. Both stations are operated by Fisher’s Blend Station Inc., having been purchased two years ago from NBC.

As its regular meeting on Tuesday, the FCC granted KYOS, Bellingham, Wash., a construction permit to shift from 1230 kc. with 250 watts, unlimited time, to 760 kc. with 1,000 watts full time. The authorization included installation of a direct line and three for day and night use and for new equipment.

KFXD, Grand Junction, Co., was granted a construction permit to shift from 250 with 250 watts, unlimited time, to 920 kc. with 500 watts at night and 1,000 watts day full time. The authorization included a new FM antenna system and changes in its antenna system were authorized.

W3S. C. was granted a modification of its construction permit as modified, to make changes in its directional antenna system and extend commencement and completion dates 90 days and 180 days, respectively, on its directive to begin a new 1,000-watt plant for full-time operation on its present frequency of 660 kc.

UNIVERSAL PICTURES Co., Hollywood, has released a new musical comedy built around radio personalities. Titled “Swing It Soldier,” the film features Ken Murray, Don Williams, Dusty Halford, Dean Martin, Elvia Allman, M. Alford, John Walsh, a graduate medical student. Presentation was made Oct. 31 at the Club’s 32nd annual dinner at the Engineers Club, New York, with Admiral S. C. Hooper, director of the radio and naval operations office of the Chief of Naval Operations, Washington, as guest speaker. Mr. Hauck also received the medal for his activities in the Club and for his contributions to radio engineering.

Out of the Sky

CLIMAXING a promotional campaign in which WSBY, Syracuse, released publicity and advertising on its newly-assigned 5,000-watt operation to nearly 30 newspapers in as many communities, WSBY chartered special airplanes to drop circulars over these new territories. The first thousand circulars a $1 bill was attached, which could be redeemed for a $5 bill at the offices of the newspapers or WSBY.

CRYSRTLS by HIPOWER

The Hipower Crystal Company, one of America’s oldest and most experienced manufacturers of precision crystal units, is able to offer the most advantageous and economical attractive prices because of their Master Slicer’s exclusive Hipower grinding process. These crysmodern-crystals may be HIPower.com supply it. Write today for full information.

HIPOWER CRYSTAL Co.
Sales Division—208 W. Wacker Drive, Chicago Factory—2003 Charlton Street, Chicago.

United Press

Broadcasting • Broadcast Advertising

Page 48 • November 3, 1941
WIFE IS SILENT
Serves as Spotter of Game
For Russ Winnie

HUSBAND - WIFE combination, with the woman assuming the role of "George," her husband is responsible for the enjoyment listeners to WTMJ, Milwaukee, get out of their sports broadcasts. For while Russ Winnie, station sportscaster, broadcasts football games, it's "George," his wife, who spots the play, keeping track of substitutions, carriers, blockers and tacklers on the chart in front of her spouse.

The nickname "George" was affixed to Mrs. Winnie during the earlier days of broadcasting when a woman's place was in the home and not in a radio booth. Through the years the name has stuck. At present she is preparing for similar duty at WTMJ. Russ Winnie undertakes descriptions of basketball games this winter.

MacGregor in N. Y.
C. P. MacGregor Co., Hollywood transcription producers, has established New York offices at 809 Fifth Ave., with Niles Gates in charge as manager. Mr. MacGregor is currently in Mexico for a series of conferences on radio with Maximo Avila Camacho, Mexican secretary of communications and public works, and returns to his Hollywood headquarters in mid-November.

The IBEW recently renewed its contract with KXY, San Francisco, on behalf of all technicians at the station, will increase salary retroactive to Oct. 1.
to add sales... add KWKH!

The addition of KWKH to your radio list is a definite step toward expanding your sales in the progressive Central Southwest—One of the nation’s richest areas. Payrolls are up... Employment is up... People are earning money and spending it. In choosing KWKH you set the stage for selling to an eager-to-buy audience through a response-ABLE medium. To add sales... add KWKH

KWKH 50,000 WATTS ★ CBS
Serving the wealthy Central Southwest
REPRESENTED BY THE BRANHAM CO.
NBC, CBS Suits

(Continued from page 8)

because the Commission is without statutory authority to make the rules and is beyond the power of the Commission because the rules are "unreasonable, arbitrary and destructive of the public interest without legitimate reasons; are not required by and do not serve public interest; are not necessary to carry out the terms of the Communications Act, are contrary to the public interest, convenience and necessity and to the Act."

If the Communications Act purports to authorize the Commission to make the rules complained of, then the Act was held to be in this respect unconstitutional and "exceeds the powers of Congress because it delegates property power to the Commission without adequate legislative standards", contrary to the Constitution, because it "takes the property of the plaintiff without due process of law . . . ."

The CBS complaint concluded: "Unless the enforcement of that portion of the order referred to in paragraph 7 be permanently enjoined by the court, plaintiff will be unable to negotiate with station licensees for the affiliation contracts described in paragraph 5, or for the renewal of existing affiliation contracts. Station licensees threaten to cancel or repudiate sub-sisting contracts. Plaintiff's ability to negotiate contracts with advertisers and contracts with labor organizations of technical workers and of performing artists will be destroyed or seriously impaired.

Loss of Goodwill

"The penalty which affiliated stations will incur for entering into or performing agreements contrary to the said regulations is so serious that no station will renew or perform any such existing agreements even for the purpose of testing the validity of the rules. Unless relief is granted in this action, plaintiff will therefore be compelled to submit to the consequences of the rules whether they are valid or not. Plaintiff's business identity and public goodwill will be substantially injured and its property interest rendered substantially less valuable. In the premises, plaintiff will suffer irreparable injury for which it has no adequate remedy at law.

"Wherefore, plaintiff prays that the court set aside, annul and permanently enjoin the enforcement of that portion of the order of the Commission which promulgates the rules complained of in paragraph 7 and that the court grant the plaintiff such further and further relief as may be just and equitable in the premises."

NBC, Woddmen and Stromberg Carlson contended they had no adequate remedy at law and no method of proceeding exists for the review of the Commission's order, except by the filing of the suit. It asked the court that as soon as practicable the suit be specially constituted three-judge court convene and that a temporary or interlocutory injunction be entered restraining, enjoining and suspending, until the further order of the court, the operation, execution, effect and enforcement of the order, insofar as it purports to become effective on or before Nov. 15.

Pending a hearing upon the application for a temporary injunction, the court was asked to issue a preliminary restraining order to remain effective until the application for a temporary or interlocutory injunction "shall have been heard and determined and for a period of 90 days thereafter".

After final hearings, NBC prayed that the court decree the order is "beyond the lawful authority of the Commission, in violation of the legal rights of plaintiffs, wholly void and arbitrary and unreasonable, and that the order, insofar as the order purports to become effective on or before Nov. 15, 1941, be perpetually vacated, set aside, suspended and annulled, and the enforcement thereof perpetually restrained and enjoined."

Radio's Safety Role

SUPPORT radio is giving the Emergency Safety Campaign to reduce accidents drew special praise last week from W. H. Cameron, managing director of the National Safety Council, which is directing the nation-wide campaign at the request of President Roosevelt, which to become concentrated radically rising accident toll and at the number of defense workers who are victims of accidents both on and off the job.

Where Sales Multiply

WAR BOOM
HITS Piedmont Section of SOUTH CAROLINA
DOMINATED BY
"TEXTILE CENTER OF THE SOUTH"
WFBC
GREENVILLE
5000 WSM
NASHVILLE, TENNESSEE
Represented by: RADIO ADVERTISING CORP.
CBS AFFILIATIONS AT STANDSTILL

NEGOTIATIONS with 21 stations for renewal of their CBS affiliation contracts have come to a complete standstill, as the FCC officially announced its new network rules in May, it was revealed in an affidavit of Herbert V. Akerberg, CBS station relations vice-president, filed in the U. S. District Court for the Southern District of New York. In connection with CBS complaints seeking court action enjoining the FCC from putting into effect its drastic changes of rules on the scheduled date, Nov. 15.

Listing the 21 stations with whom negotiations have fallen off since the FCC announced its network rules on May 2, Mr. Akerberg in his affidavit declared that other conferences with two stations for CBS affiliation agreements have ceased "because of the danger of the denial of the licenses if they should enter into such agreements".

An appendix to the affidavit also presents copies of letters from 20 other CBS affiliates which in recent months have served notice of their intention to terminate or re-negotiate their contracts in view of the Commission's network order. In some general tone, all these letters are stated as a matter of self-protection the outstanding contracts must be abrogated, although occasionally a station was stated to negotiate a new contract in keeping with the new FCC regulations.

Renewals Pending

"In the ordinary course of business we begin to negotiate for the renewal of affiliation contracts from six months to a year prior to the date of termination of the contracts," Mr. Akerberg explained. "In some instances, where the circumstances require it, we have been negotiating for the renewal of an existing contract as long as two years prior to its termination.

"CBS has regular affiliation relationships with 115 stations licensed by the FCC; the termination dates of the contracts are staggered and the contracts terminate in different years and at different times during the year. The station relations department is therefore continually engaged in commencing, continuing and completing negotiations with various stations for affiliation agreements or for the renewal of such agreements.

"On or about May 2, 1941, we were engaged in negotiations with various affiliates for the renewal of their affiliation agreements. The names of such stations follow: KFBB, Great Falls, Mont.; KGVO, Missoula, Mont.; CKAC, Montreal; WHOI, Dayton, Ohio; WIBX, Utica, N. Y.; WISN, Milwaukee; WCHS, Charleston, W. Va.; WPAI, Charleston, W. Va.; WLA, Tacoma, Wash.; WNZL, Hamilton, N. Y.; WHCU, Ithaca, N. Y.; WDBO, Orlando, Fla.; WKBH, LaCrosse, Wis.; KGBM, Honolulu; K H B C, Honolulu; WNBN, Asheville, N. C.; WDAE, Tampa, Fla.; WTM, Cedar Rapids, Ia.; KRNT, Des Moines, Ia.; WHAS, Louisville, Ky.; WWL, New Orleans, La.

"Negotiations for the renewal of affiliation contracts had been progressing with these stations for some time. All of these negotiations were subsisting between CBS and such stations, and for the renewal of which negotiations were proceeding between such stations and CBS on or about May 2, 1941, contained clauses referred to in Paragraph Fifth of the complaint. These clauses have been the foundation of successful network operations and thereby essential to the continued existence of strong and successful network operation.

Other Negotiations

"As a result of the Commission order of May 2, 1941, reference to the renewal of these agreements with the stations have been terminated because the order prohibits any licensee from entering into such contracts, under the penalty of the denial of the renewal of its license.

"In addition the station relations department has been negotiating with WQGB, Goldsboro, N. C., and WQTM, Wilson, N. C., for affiliation agreements of the kind specified in Paragraph Fifth of the complaint. These negotiations have ceased because of the danger of the denial of their licenses if they should enter into such agreements. As a result of the order and its effect upon negotiations with stations for contracts or renewal thereof, the station relations department has ceased functioning in these matters completely and is unable to continue the regular conduct of its business.

"Not later than Nov. 15, 1941, when the said order becomes effective as to existing contracts, all the existing contracts of affiliation between CBS and licensees of the Commission must be abrogated or repudiated by these licensees if they will face the certain denial of their licenses. As a result, many stations have threatened us we will cancel or repudiate their contracts of affiliation prior to the effective date of the order and many stations have already done so."

Letters included in the appendix were received by CBS from WADC, Akron, Ohio; WAVM, Anderson, S. C.; WRDW, Augusta, Ga.; KDAL, Duluth, Minn.; WERC, Erie, Pa.; KARM, Fresno, Calif.; WKNE, Keene, N. H.; WNOX, Knoxville; KOIL, Omaha; KGLO, Mason City, Ia.; WREC, Memphis; WQAM, Miami; KOMA, Oklahoma City; WMBD, Peoria, Ill.; KOY, Phoenix, Ariz.; KTUL, Tulsa, Okla.; WIBX, Utica, N. Y.; WNAX, Yankton, S. D.; KSFO, San Francisco; WKBN, Youngstown, O.

WJR Awarded Plaque For Services to Youth

IN APPRECIATION of the encouragement WJR, Detroit, gave the youth of America through its series, Youth in the News, the National Youth Administration recently presented the station with a bronze plaque in a half-hour broadcast. Leo J. Fitzpatrick, vice-president and general manager of WJR, accepted the award.

Presentation was in conjunction with the U. of Michigan's 10th anniversary broadcast. Program featured U. of Michigan music by the WJR chorus and orchestra and papers by Dr. Alexander G. Ruthven, university president; Waldo Abbot, director of radio at Michigan; and Orin W. Kaye, state administrator of the NYA. Congratulatory telegrams were received from Gov. Murray D. Van Wagoner and Dr. Eugene B. Elliott, state superintendent of public instruction. Youth in the News, presented Saturday evenings at 9 a. m., dramatizes true stories of the outstanding achievements of youth in the fields of economics, business and citizenship during the preceding week.

Cotton Bowl to Gillette

GILLETTE SAFETY RAZOR Co., Boston, on New Year's Day will broadcast from Dallas, the Cotton Bowl game from Dallas, and the East-West football game from San Francisco.

WJLD are the call letters assigned to the new station in Bessemer, Ala., authorized Oct. 21 to J. Leslie Doe, manager of WJRD, Tuscaloosa, Ala. [Broadcasting, Oct. 27].
Impaired Network Service Held Probable

A DEATH blow would be struck commercial broadcasting by enforcement of the FCC's chain-monopoly regulations, setting off a "descending spiral" in revenues which will result in less needed service, fewer listeners, and the inevitable result of impairment of the full, effective and best use of radio facilities of the country, William S. Paley, CBS, said in his affidavit filed in support of the network's complaint against the Government, seeking to enjoin the FCC from making its regulations effective.

The combined effect of the rules, Mr. Paley declared, "would be to destroy the present structure of network broadcasting". He predicted the result would be "encourage irresponsible fly-by-night operations on a get-rich-quick basis, and to prejudice the permanent and stable network system which now obtains".

National Service

In his 35-page affidavit, Mr. Paley first described the physical characteristics of broadcasting and the role of the FCC. CBS, he brought out, includes 122 stations, 115 of which are independently owned affiliates and seven owned by CBS, one of the latter being leased. CBS programs now are available to over 90% of the nation's entire nighttime audience, he declared.

Describing the economics of broadcasting and the need for national service, Mr. Paley recounted to the court the manner in which broadcasting functions and the degree of competition now existing in the network field. He pointed out that MBS, which he described as "largely controlled by the Chicago Tribune", an newspaper, and H. Macy & Co., a department store", differs from CBS and NBC. Mutual, he said, "has no studios, maintains no engineering department, neither owns nor maintains any facilities for the production of programs, and does not originate or produce a network program service such as is maintained by CBS and NBC".

He described it as an organization "devoted mainly to the sale of time of its affiliated stations for network broadcasting to national advertisers". Its commercial programs are produced by the originating station or by the sponsor who buys time", he said, while its sustaining programs are "selected from among those produced by affiliated stations themselves, primarily as a part of the sustaining service of the stations for their own local listening audiences."

Mr. Paley pointed out that CBS leases program transmission service from AT&T for a minimum of 16 hours a day, at a cost of $12,000,000 a year. In 1940 alone, CBS expended in excess of $3,000,000 on sustaining programs and is committed to future payments in excess of $4,000,000 by long-term contracts for real estate, news services, special programs and musicians, he pointed out. Because of its strict adherence to high program standards, CBS has refused over $6,000,000 of network business during a four-year period.

Would Be Immeasurable

To be useful to the national advertiser, the network must be able to provide him with an assurance of nationwide audience comparable to the assurance of nationwide circulation provided by magazines and other printed publications, he pointed out. National circulation for programs can be guaranteed only when outlets are fitted together like a jigsaw picture, so that there are no interstices or "blind spots" between neighboring affiliated stations.

Alluding to the FCC regulations, Mr. Paley said that if the make-up of the CBS network were to lose its stability through the sudden advent and departure of affiliated stations, "listening patterns would fluctuate wildly and the circulation which today results from the constant performance together of scientifically chosen outlets would not exist. What circulation would be produced if the outlets of a network were in continual flux might not be measurable and the advertiser would be reluctant and very likely even unwilling to buy the immeasurable". Nor would the advertiser embark upon the costly venture of a nationwide program series unless the relations between the network he selects and its affiliated stations are "sufficiently stable so that he may reasonably expect to maintain his coverage and enjoy the cumulative fruits of his efforts to please the listening pub-

WHP Precaution

REALIZING the wisdom of the old saw "An ounce of prevention is worth a pound of cure" in connection with the local health authorities' announcement that an influenza epidemic is in the offing, Manager A. K. Redmond, of WHP, Harrisburg, Pa., has made arrangements to have the entire staff inoculated against the sickness.

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

Being in the right spot is important. Reminds us of WMCA. It has New York's lowest frequency (570 kc.) with enough power (5000 watts) to reach over 12,500,000 people without waste. The reason? Simple. Low frequency means longer wave-length; longer wave-length means maximum utilization of power. The best spot is the low spot.
The jurisdictional phase of the entire Commission order as to chain broadcasting rests, I am informed by counsel and I believe, upon the narrow and delicate stem of a single conclusion of fact—the Commission's own conclusion that the public would be better served by radio if existing affiliation practices were to be suppressed, thereby creating a new era of competition in what the Commission calls the 'network-station market'!

Disputing this claim, Mr. Paley asserted:

"Columbia's studios show that the newsworthy and for the good will of the networks, but for occasional outlets to carry particular programs. The Commission makes entirely clear that the 'network-station market' means a market where networks compete not merely for the best programs but for outlets on a per program basis. Thus the Commission, in the excerpt quoted above that: "Stations bound by the usual five-year exclusive contracts are not free to bargain with other networks for programs; (other) networks are not free to bargain with those stations for time;" and so a station which contracts with one network does not have constant access to the programs of every other network. At no time has the Commission been able to show that in creating a market, it is not, in obedience to a theory of its own, forcing the established major networks to cease being the beneficiary of the choicest stations and network organization pursuant to which the station is granted the first call in its primary service through the programs of the network organization."

"Only one station in each area could be given first call in a program which Columbia's network programs; but the consideration is "Stations on Columbia's outlet is today the ability to help that station build an audience and to set that station's time for network commercial programs. Rule 3.104, as will be seen, cements Columbia's opportunity to benefit by the bargain."

This one-way street approach was unwisely done by the Commission because it had found that under the rules as promulgated it is impossible to meet the objection that, with no two-sided affiliation arrangement between network and stations, the best programs would gravitate to the most powerful station; and weaker stations would be overpowered. But the Commission obviously expects established networks to grant this one-way option without any quit pro quo, while an unwise reward is created for the mere adventurist in radio. Any irresponsible newcomer to the network field is left free to pick the choicest stations on all networks, while the established networks with standards and character, having sizable audiences and asking themselves to outlets often not the most desirable. This wholly artificial competition will force a higher rate of light for the present network system."

"Mr. Paley contended, "puts an end to affiliation practices essential to the existence of network broadcasting."

CBS, he declared, "questions only five of the eight rules promulgated, those which restrict the right of stations to enter into affiliation contracts with CBS."

"The effect of the challenged rules," continued the affidavit, "will be to destroy efficient network broadcasting, reduce the number and quality of network programs, and make the country's largest and most powerful stations even more dominant at the economic expense of the smaller stations. Instead of carrying out the professed objective of the Commission, namely the fullest and most effective use of the radio facilities of the nation, the order will in fact impair and restrict their use, contrary to the public interest."

Exclusivity Rule

"Citing the October opinion of the FCC where it criticizes exclusive option time because it "restricted competition in network programming." Mr. Paley said this represents a brand new theory of competition for network programs such as never existed in the broadcasting industry. In the period before NBC adopted a formal affiliation contract, the outlets of NBC "did not work program; where networks would engage in a sort of over-the-counter, per program competition. It is an abnormal market in which networks would compete, not for regular affili-"ates to carry all the network's programs, but for occasional outlets to carry particular programs. The Commission makes entirely clear that by the 'network-station market' it means a market where networks compete not merely for program affiliations but for outlets on a per program basis."

ANNUAL APPRECIATION DINNER of WIRE, Indianapolis, Ind., was attended last Oct. 20 by more than 500 persons. Among those at the speakers table were (l to r): N. G. Mason, secretary-treasurer of WIRE; Paul Mcclure, sales manager of NBC Chicago; Roger Reynolds, advertising manager of the Indianapolis News, and Rex Scheppe, businessman of the station.

"The jurisdictional phase of the entire Commission order as to chain broadcasting rests, I am informed by counsel and I believe, upon the narrow and delicate stem of a single conclusion of fact—the Commission's own conclusion that the public would be better served by radio if existing affiliation practices were to be suppressed, thereby creating a new era of competition in what the Commission calls the 'network-station market'!

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THE HEART OF

NEW ENGLAND

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

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

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

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

WLAW
LAWRENCE, MASS.
5000 WATTS • 680 KC.

with Simplified CIRCUIT DESIGN

COLUMBIA AFFILIATE
National Representatives THE KATZ AGENCY, INC.

Page 54 • November 3, 1941

BROADCASTING • Broadcast Advertising

WINX BUILDING • WASHINGTON, D. C.

WINX BUILDING • WASHINGTON, D. C.

WINX BUILDING • WASHINGTON, D. C.
prohibition against the giving by stations of exclusive options to networks, but provides that an "option" not exclusive against other network organizations, may be given by a station to national or regional networks for the broadcasting of network programs during not more than 10 days for each of the four segments into which the broadcasts day is divided.

When a network's option upon the time of a station ceases to be “exclusive as against other network organizations”, Mr. Paley contended, it ceases to be an option”, but becomes "a mere opportunity for the network to offer, over a program or program series to the stations and try to conclude a contract with enough stations in important markets to satisfy the advertiser."

Disputing the FCC's interpretation of the effect of the "non-exclusive option", Mr. Paley said it will not enable networks "to clear the same period of time with the number of stations for network programs. If CBS' "option" during the period from to 10 p.m., on a Tuesday evening means that the time of the outlet must match CBS' sponsor "provided that five other network organizations (national and regional) do not make the station contracts first", he insisted, "then Columbia must contract with its sponsor subject to a sheer gamble that the time can be cleared and the advertising contract performed!"

The prohibition of exclusive option time will make the clearing of time for the arrangement of a national network program "an almost impossible task", Mr. Paley declared. Advertisers do not determine to use network broadcasting to sell their products only 24 hours prior to the time of their programs, he recited. It sometimes takes months of planning, market study and research, program planning and negotiations before an advertiser decides whether a network is available for network broadcasting and thereafter what stations and programs to utilize, the court was told.

Assurance Needed

Under the FCC rule, the network might spend months in convincing the sponsor, in helping him select the territory in which to broadcast his program, the stations to utilize, the character of the program, and the talent, "and then find itself unable to provide either the stations or the time desired by the advertiser in the markets which he desires to cover", Mr. Paley said.

"It would be impossible in practice to operate a network such as that of CBS if CBS did not know in advance what circulation it could deliver, what stations it had to offer and what time on those stations was available for use by prospective advertisers", continuing, Mr. Paley asserted. "This is precisely the kind of assurance the visual media are able to provide and the kind of assurance which the advertiser requires before he is able to make any intelligent selection of his medium, before he does, in fact, select the medium."

Alluding to the rule requiring 56 days notice, instead of the current practice of 28 days, Mr. Paley said in this the FCC "strikes a needless blow at the flexibility of the highly competitive network advertising business." While there is frequent need for negotiation in advance for network programs, he said that on the other hand, a variety of reasons in the industrial world will cause advertisers to desire to start an advertising campaign swiftly. Newspapers and magazines will continue to be able accommodate such advertisers, "whereas network broadcasting will be working under an unnecessary handicap which will weaken it in competition with other media and cause it to lose important business."

Under the rules, Mr. Paley said, the network could not agree, as it does now, to supply a minimum number of hours per week of network sustaining and sponsored programs at a time when "all certainty as to the outlets for network commercial programs is destroyed!" He predicted the sustaining program service provisions of present contracts "will go out because existing agreements and production of sustaining programs will cease."

Sees Network Decline

"The inevitable result," he continued, "will be the decline of the networks as producers and suppliers of programs which the stations now receiving such programs are unable to provide for themselves. Thus networks are relegated principally to the role of time brokers, agencies for the sale to network advertisers of the time of such stations as will engage them to make such sales. It will enable anyone, without the necessity of having a network organization geared to the production of network programs of quality, to buy wire connections and sell the time of whatever station he can obtain, for any specific commercial programs.

"Not being subject to the expense of operating an organization for the building of programs, with the investment which that entails, such agencies will be in a position to cut the rates to the advertiser, or to give to the station a greater share of the network revenue. Indeed it would be perfectly possible for such an organization both the cut the rates to the advertiser and to give the station a greater share of the revenue, as a result of operating without the trained personnel, the elaborate organization, the talent commitments, and all the other investments and expenses, which make possible the operation of a major network like CBS. The result of the Commission's order will be to encourage irresponsible fly-by-night operations on a get-rich-quick basis and to prejudice the permanent and stable network system which now obtains."

"Unlike Columbia, Mutual has no studios, maintains no engineering department and does not produce programs, except European news broadcasts. It is thus relieved of the expense incidental to such operations and to which CBS is now subject. Mutual is in a position, once these Rules take effect, to charge less than CBS or NBC for obtaining the use of the facilities of the same stations which CBS or NBC would be in a position to offer."

Decline in Service

A contraction in network income from the breakdown of the principle of exclusive affiliation and option time “must certain result in a contraction” of services which are financed from current operations, such as international broadcasting, television, and the development of a Latin-American network. CBS is budgeting $500,000 a year for operation of the Latin-American venture, Mr. Paley said, while it is developing television at an annual expenditure of $500,000 a year, and is spending about $500,000 annual to cover every phase of the European war and the concurrent developments in America.

If networks are to engage in “free-for-all competition on a per-

IT'S KDKA'S 21st
Westinghouse Station Holds
Nov. 2 Celebration

KDKA, Westinghouse station in Pittsburgh, celebrated its 21st birthday Nov. 2. For it was on Nov. 2, 1920, that the station began an organized service of regularly scheduled radio programs.

To open the new service, station officials waited for the Harding-Cox election returns, and put them on the air. The first transmitter was a 500-watter, considered a veritable powerhouse in those days. The modern KDKA transmitter is a 50,000-watter, operating on the 1920 kc. clear channel. And whereas the first studios were in the home of Dr. Frank Conrad, a Westinghouse official, at Wilkinsburg, the present up to date ones are in the Grant Building in the heart of the city.

The rates to the advertiser, or to give to the station a greater share of the network revenue. Indeed it would be perfectly possible for such an organization both to cut the rates to the advertiser and to give the station a greater share of the revenue, as a result of operating without the trained personnel, the elaborate organization, the talent commitments, and all the other investments and expenses, which make possible the operation of a major network like CBS. The result of the Commission's order will be to encourage irresponsible fly-by-night operations on a get-rich-quick basis and to prejudice the permanent and stable network system which now obtains.

“Unlike Columbia, Mutual has no studios, maintains no engineering department and does not produce programs, except European news broadcasts. It is thus relieved of the expense incidental to such operations and to which CBS is now subject. Mutual is in a position, once these Rules take effect, to charge less than CBS or NBC for obtaining the use of the facilities of the same stations which CBS or NBC would be in a position to offer.”

Decline in Service

A contraction in network income from the breakdown of the principle of exclusive affiliation and option time “must certain result in a contraction” of services which are financed from current operations, such as international broadcasting, television, and the development of a Latin-American network. CBS is budgeting $500,000 a year for operation of the Latin-American venture, Mr. Paley said, while it is developing television at an annual expenditure of $500,000 a year, and is spending about $500,000 annual to cover every phase of the European war and the concurrent developments in America.

If networks are to engage in “free-for-all competition on a per-

BUDGETS
S-T-R-E-T-C-H
- through our
COMBINATION
RATES
- . . . and
BONUS POINT
ADVERTISING

NEW ORLEANS
50,000 WATTS
The Greatest Selling POWER
in the South's Greatest City
CBS Affiliate
Nat'l Rep. - The Katz Agency Inc.

Are you selling soup, soap or socks? There's a big market here on the Texas Gulf Coast. Defense, cattle, cotton and oil are all booming now. Everyone has money to spend and somebody's going to get this money. It might as well be you—it will be you if you tell your story through the only combination to blanket the heart of this area.

National Representatives:
THE BRANHAM COMPANY
KHUT-KRIS
HOUSTON
CORPUS CHRISTI
NBC Blue
NBC Red and Blue
Both Stations MUTUAL and LONE STAR CHAIN affiliates

BROADCASTING • Broadcast Advertising
November 3, 1941 • Page 55
program basis, with the first net-
work which sells a particular period
having the station as its outlet for
that period," Mr. Paley declared,
"then affiliation has lost all its mean-
ing, and under other speci-
cified conditions, Mr. Paley said if it
is intended by this rule to secure
stations in their right to substitute
sustaining programs for a net-
work program, then, I fear, the
rule is so framed that it can only
be a complaint concerning it. If, as its
wording suggest, the rule proposes to
enable stations to reject network
contracts in which they have al-
ready agreed to accept, simply be-
cause the station prefers another
commercial, "the rule will discour-
age the use of networks by adver-
sizers."

Text of Summary
The full text of the summary
of Mr. Paley's affidavit follows:
The combined effect of the rules
contemplated of would be to destroy
the present method of network broad-
casting. Burdens will be imposed upon
the station and upon advertisers, and
will be no way to meet the needs of
the advertiser. A decline in the ability
to meet the needs of advertisers will
be a decline in the use of network broad-
casting by advertisers and in conse-
quence a reduction in the revenues.
The result of this will be less program
services, less ability to alter function,
and under other specified conditions, Mr. Paley said if it
is intended by this rule to secure
stations in their right to substitute
sustaining programs for a network
program, then, I fear, the
rule is so framed that it can only
be a complaint concerning it. If, as its
wording suggest, the rule proposes to
enable stations to reject network
contracts in which they have al-
ready agreed to accept, simply be-
cause the station prefers another
commercial, "the rule will discour-
age the use of networks by adver-
sizers."

FCC Sets Aside 50 kw. Grant for KQW
On KSFO Protest; Sets Joint Hearing
BY A 4-2 VOTE, the FCC last
Wednesday set aside its action
granting KQW, San Jose-San
Francisco, a construction permit
for 50,000 watts on 740 kc., on peti-
tion of KSFO, San Francisco, which
designated both applications for
simultaneous hearing. Action came on
the petition of KSFO, which previously
had been designated for hearing.
The vote marked a new division on
the Commission, with Chair-
man Fly and Commissioner Payne
voting against the KSFO petition, while Commissioners Craven, Case,
Walker and Wakefield voted af-
firmatively.

CBS-KQW Contract
On Sept. 9, largely at the in-
stance of Chairman Fly, the FCC
granted the KQW application for
50 kw. on 740 kc., a frequency
which it now occupies, subject
to a plan of independent financing.
It simultaneously set for hearing
the KSFO application for the same
frequency with 50,000 watts, KSFO
having suggested that the Com-
mision shift KQW to its present
frequency of 650 kc. with 5,000 watts
day and 1,000 watts night.
In a memorandum the FCC stated that
it had entered a contract with
KQW under which the station will
become the CBS Bay Area outlet,
effective Jan. 1, replacing KSFO.
KSFO, owned by Wesley I. Dunm,
San Francisco businessman, plans
to begin independent operation with
the termination of its CBS affiliation [BROADCASTING, Oct. 13].
The Commission announced it
had granted the KSFO petition,
filed a "parter" Commissioner E. O.
Sykes, and that a consolidated
hearing would be ordered on the
competitive applications. The fur-
ther request of KSFO that the
hearing be held in San Francisco
was denied. KSFO contended the
Commission had "unwittingly done
a grave injustice" to KSFO in
granting the KQW application.
KQW, through its attorney, Elmer
W. Pratt, had asked the Commis-
sion to dismiss and deny the KSFO
petition on the ground that it was
"in substance and in effect aggres-
severely affected".

General Foods Sports
ALTHOUGH rumor has it that
General Foods Corporation is plan-
ing to sponsor an extensive
list of baseball broadcasts next sea-
sion for its cereals, and that its two
radio stations, WINS, New York,
and WINS, St. Louis, are being
considered as venues, Bowles and
Young & Rubicam, have been making surveys of the
baseball situation at the main-
man at the agencies would give out
no definite details.

HOWARD R. IMBODEN, editor and
judge of the American Bar Association, has applied to the FCC
for a new station in Pulaski, 200 watts
unlimited time on 1250 kc.

We have the peak soil conductivity in the U. S. + plus the Joe Louis "punch" at 580 kc. frequency. The result is RESULTS!
WSB Revives Its 500-kw. Application, Seventh Stations Seeking Superpower

SEVENTH aspirant for superpower operation was disclosed last Tuesday with the reviving of a 1936 application by WSB, Atlanta, licensed to the Atlantic Journal, for an increase in power from its present 50,000 watt operation on 750 kc. as the dominant Class I-A station to 500,000 watts on the same frequency. A fortnight before WHAS, Louisville, had swelled the list to six by formally submitting to the FCC its request for 750,000-watt operation.

Already pending before the Commission were the applications of WLW, Cincinnati, for 650,000 watts, WOAI, San Antonio, seeking 750,000 watts, KSL, Salt Lake City, for 500,000 watts, and WSM, Nashville asking 500,000-watt operation [Broadcasting, Sept. 15]. Similarly the application of WHO, Des Moines, for an increase to 500,000 watts is reported to be about ready for filing.

Defense Measure
The KSL application had been pending before the Commission since 1936 and last Aug. 20 a petition seeking FCC action was filed. WSM on June 3 did likewise by reviving and amending its application, pending since 1936. WOAI's request was entered Sept. 5, while WOW, owned by the Woodmen of the World Insurance Society, has made a petition seeking 650,000 watts during regular operating hours on June 21. WLW is now using 600,000 watts output between midnight and 6 a.m. [Broadcasting, July 7].

The WSB petition seeking action on the application filed with the Commission by Joseph E. Keller, attorney for the station, urged that the increased power be given to WSB as a national defense measure by permitting the station more adequately to serve the rural areas of the Southeast.

Due to its location in Atlanta, a key city of the South, as well as an agricultural marketing center and a redistribution point for network programs received from its district's live stock, WBS has come to be a source of valuable marketing information for the area, the application states. Due to the evidence of need, existing and the threat of being made upon farmers to make drastic changes in their farm operation. WSB contends that its facilities would more effectively cover this area if granted.

At present, the petition further reveals, due to the high static level in the summertime as well as the man-made static level that generates from the industrialization in the Southeastern sector, the efficiency of the present WSB signal in serving the rural district, is lessened. Granting the increase, WSB concludes, would make excellent service available during a greater percentage of time.

In 1936 there were 13 stations which had pending applications for 500,000 watts, which precipitated the so-called superpower fight. Now in the suspense file are the applications seeking this output of WOR and WJZ, New York; WGN, Chicago; KFI, Los Angeles; WJR, Detroit; WGY, Schenectady. The status of certain of these channels, however, has changed since 1936.

Action on the superpower issue by the FCC is seen as imminent as a defense emergency measure. That the Commission is disposed to modify existing regulations to permit power in excess of 50,000 watts has been indicated for several months. The Defense Communication Board, of which Chairman Fly is head, has emphasized the need for providing broadcast service to remote areas in a recent announcement [Broadcasting, Aug. 11].

AFFIDAVIT FILED BY WOW

WOW, Omaha, could not broadcast high-quality and diversified programs without considerably increasing the expense were it to operate without benefit of its present NBC contract, the Red outlet declared in an affidavit filed Oct. 27 in the U. S. District Court for the Southern District of New York, by John J. Gillin Jr., general manager of WOW.

After reviewing the history of WOW, owned and operated by Woodmen of the World Life Insurance Society, Mr. Gillin's affidavit explains that the station has a guaranteed revenue of approximately $175,000 and in its 18 years of operation by the Society, has created values of over $500,000 in goodwill.

This broadcast structure faces irreparable injury unless enforce-

WDSU
NEW ORLEANS
soon will be
5000 WATTS
Day and Night
WEED AND COMPANY
National Representatives
New York • Detroit • Chicago
San Francisco

The affidavit states that "the order of the Commission in effect a revision of the existing contract between NBC and the Woodmen of the World Life Insurance Society, under penalty of losing its license to operate the station WOW. Affiant is informed and verily believes that NBC cannot profitably operate network broadcasting under the rules promulgated in the order and continue to supply the same high quality of programs.

"The order places the onus on WOW of breaching the existing contract by either failure to broadcast the network programs under the time provisions of the contract or closing down the station. This would constitute a violation of valid time provisions of the existing contract. As a result the Woodmen of the World Life Insurance Society is in imminent danger of being subjected to a suit for damages for breach of the existing contract.

"The revenue of WOW, as well as of radio stations generally, is derived entirely from the sale of radio time to advertisers. The rates for radio time on station WOW, as well as on all other radio stations, are based upon the circulation that they can offer to the advertisers, that is to say the probability that prospective customers will be listening to the programs being broadcast by the station. The probability that a large number of prospective customers will be listening is increased if the programs broadcast by the station are of constant high quality and standard, whereas there is less probability of a large number of prospective customers listening if the programs are consistently of poor quality and of little general interest to the listening public."
Trammell Condemns Rules as Radio Threat

Files Strong Plea For Injunction Against FCC

ON THE BASIS of "arm chair theories" a majority of the FCC would destroy the structure supporting American radio. Fred Trammell, president of NBC, asserted in his affidavit filed with the U.S. District Court for the Southern District of New York, in support of the NBC-WFAN-WHAN complaint challenging the validity of the FCC's so-called chain-monopoly regulations. He vigorously joined in the plea for temporary injunction pending the 15 effective date for the regulations as well as the plea for a permanent injunction against the Commission.

Mincing no words in his condemnation of the regulations, Mr. Trammell in his 34-page affidavit first traced for the court the history and network functions, and gave a description of the factors which enter into successful network operation.

National Aspects

It is network broadcasting that enables nationwide broadcasting to be effective. It reflects the national aspects of the radio industry as distinguished from those of purely local character and significance, he said. The average local station is incapable of selling enough advertising locally to round out its broadcasting schedule with commercial or sustaining programs in any way comparable with the quality of those furnished by the network organizations, he said.

This conclusion is confirmed by the unanimous result of surveys indicating that the success of a station with a network affiliation is greater than that of a comparable station without such affiliation. The 1931-32 broadcast season's results indicated a 99.5 per cent of the stations not affiliated with any network in 1938 operated at an aggregate loss in that year of approximately $150,000, he said, 102 of them showing net losses aggregating $888,493 and 148 of them showing net losses aggregating more than $1,000,000.

In carrying the court through the early development of radio, Mr. Trammell described in detail the manner in which commercial and sustaining programs are developed, how network functions reflect the operation now existing in the field and how NBC in the first instance undertook operation of two rather than one network. "It took bold money, guts and brains to do it in a field which was then new and hazardous," he said in harking back to NBC's organization in 1926.

Declaring that NBC invited competition from CBS, Mr. Trammell said that station demand for still more network service, however, finally induced NBC to initiate its second nationwide radio network in 1927. Between 1927 and 1934, the pioneer years of network broadcasting, he said this service was developed and expanded throughout the worst years of the greatest depression this country has known. The value of the public service which was rendered during those years "is incalculable," he declared.

Ultimately in 1934, MBS was organized and it attained a national status in 1936.

Long Experience

"The network broadcasting services rendered by NBC today are the product of 15 years of informed experience," Mr. Trammell said. "Its organization has been conditioned by the needs of its growing nationwide business. If these needs are disregarded in any effort at overnight reorganization of the industry, as they are by the order of the Commission, network broadcasting as it exists in the United States today and substantial values dependent thereon will be irremediably damaged."

Aside from network broadcasting, other services such as the international shortwave field which is not commercially self-supporting, will suffer. These services have been maintained by NBC and CBS out of revenues derived from standard broadcast operation. Similarly, television and FM, two new forms of broadcasting, must rely on support of moneys derived from other sources.

After describing the nature of NBC affiliation contracts, which are outlawed under the FCC regulations, Mr. Trammell said the item of wire lines alone, borne by NBC, amounted to more than $3,600,000 in 1940. He called the optional time provisions the "key" to the operation, pointing out that the network organization and its affiliated stations in the production of broadcasting is of a compara-ble nature.

"It affects every aspect of network business, including the relations between the network organizations and advertisers as well as the relations between the network organizations and affiliated stations."

The national advertiser negotiates for and buys time solely on a commercial basis, Mr. Trammell said. "He will insist upon a nationwide circulation and, if he cannot get it from the radio network, he will divert his money to national magazines and other printed media, to the detriment of the radio services."

How Option Time Works

Describing the manner in which national option time functions, Mr. Trammell declared:

Such advertisers, spending considerable sums on an advertising campaign, negotiate contracts covering the same well in advance and there is keen competition for their business. The optional time provision in network affiliation contracts enables the network organizations to negotiate with such advertisers on the basis of assured national coverage up to 28 days prior to the first program. It also enables the networks to enter into a contract with such advertisers as soon as the parties have agreed upon terms.

It must be remembered that NBC's Blue network, for example, has 97 affiliates, each of which is providing daily its individual schedule of commercial and sustaining programs. Under such circumstances, there is every likelihood that NBC will find, upon investigating the possibility of scheduling a network program for a station for the use of a specific day, that a number of stations will have conflicting commitments. In the absence of network optional time, the contract required by the advertiser would be able to obtain the desire of all of the other stations to carry a particular program.

At the same time, an advertiser using the Red network during the evening hour is required to contract for the use of a minimum of 40 stations of which only six are operated by NBC itself. Consequently, in the absence of network optional time, the contract required by the advertiser would require successful negotiation by NBC with a minimum of forty-four stations.

Sponsors Must Know

From the point of view of NBC's relations with advertisers, network optional time on a firm basis is a sine qua non of negotiation and contracting. The advertiser wants to know what he

V MEANS SAFETY in West Virginia as Col. John W. Bosworth (right center), superintendent of the state public safety department launches a new drive on West Virginia Network. Here he presents a V to Harold C. Miller (left center), news editor of WCHS, Charleston. Looking on are Program Director Bill Adams and Announcer Fred Parsons of WCHS.

in buying before he buys it. If a tentative period of time is fixed for his program, he cannot enter into such contracts into which any 44 stations have been contacted and the objections of each station might well have changed his mind. If stations refuse for any reason to clear time for the program, he may have to consider a substitute period. With nationwide time, however, NBC must deal with advertisers on an 'as and when' basis, and this is an indispensable condition to the conduct of any large business enterprise.

Picking up from the point of view of NBC's relations with advertisers, optional network time is necessary in order that the business may be conducted on a big enough scale to pay the out of pocket expenses thereof. As an afterthought, he said, NBC's annual expenses for network and key station operations, exclusive of interest charges, aggregate more than $17,000,000. It is a humana impossibility to obtain unamity among the large number of NBC's stations and to be able to have a sufficient number of times to carry this load.

It must be remembered that the 8½ hour broadcast day, network optional time leaves ample periods within which stations operate their local programs, since the majority of such stations have a daily broadcasting schedule of 8½ hours. What is more, the programming of a single station operating under these optional time arrangements is simpler than the programming of a network in the absence of such provisions.

Sustaining Programs

Covering sustaining programs, Mr. Trammell said they have a three-fold importance—quality, popularity resulting in goodwill, and necessity for efficient network operation. He cited the various outstanding sustaining contracts on NBC, pointing out for example that the National Farm & Home Hour results in an expenditure of $100,000 a year.

During 1940, NBC sustainings, covering 35,000 broadcasts, entailed an expenditure of more than $1,000,000 and the Farm & Home Hour alone. During the same period, NBC's other expenses for network and key station operations, such as radio, sales, wirelines, engineering, staff, etc. aggregated over $14,900,000.

Networks must graduate their rates to advertisers upon the basis of circulation that they can offer. Mr. Trammell recited. Any change in the provisions of affiliation contracts which would inhibit the network in offering its full circulation, "will endanger the entire network broadcasting structure as it exists today."

"Any hindrance to the ability of a network to offer its full circulation as based upon the affiliated stations available for a particular program, or the availability of a station in any key market, will result in a spiral downward of its price, which injury to the network's economic interests, which increases in geometric progression, because any interference which blocks off affiliated stations can lower the network's revenues and this, in turn, requires a curtailment of program service which, in turn, further de-
creases the revenue to be received by the network."

Outlining the injury threatened by the order, Mr. Trammell said it "impacts" network broadcasting at two vital points—by revising contractual arrangements between stations and networks in a way which will make adequate nationwide broadcasting impossible and seeks to prohibit ownership by a network of more than one station in a given locality, and ownership by a network organization of the only, or the most desirable, station in a given locality.

Need of Options

The "vice" of the time option ban was declared by Mr. Trammell to be its failure to recognize that a network must be able to "clear time on affiliated stations in order to render a nationwide service and that the identity or character of the organization which interferes with such clearance is immaterial."

Under existing procedure, NBC requires an advertiser using the Red during any week, to negotiate for a contract for a minimum of 50 stations, of which only six are operated by NBC. Thus if option time is prohibited, this advertiser, if authorized for such hours would require negotiation by NBC with a minimum of 44 stations. Each of these stations would, under the Commission's amended order, be scheduling the programs of other networks. The problem of clearing time is intensified when one considers it in connection with the Blue network, which has 99 affiliates and the fact that this clearance must be accomplished for each of the many network programs broadcast.

In order to save itself and its affiliated stations from damage, he said, NBC would have to accomplish this feat in a sufficient number of times annually to assure itself of a gross income of more than $20,500,000, which amount is spent in maintaining NBC's network and key station broadcasting services inclusive of wireline.

Continuing his criticism of the optional time ban, Mr. Trammell said:

Thus, elimination of network optional time on a firm basis under the order of the Commission will cause irremediable injury to NBC and its affiliated stations by making it financially and physically impossible to handle a sufficient volume of business to support the existing programs of the network organization. Abolition of such optional time will inevitably lead to increased expenses to NBC and its affiliated stations as well as a reduction in network rates, a resulting loss in revenue and a consequent diminution in the quality of programs, thus setting in motion a vicious descending spiral.

Such injury will result from the Commission's order even though NBC and its affiliated stations take no action other than to annul their respective affiliation contracts so as to bring them into conformity with the Commission's order.

The requirement that the station may not clear time on any network programs only upon 56 days' notice will also carry an absolute prohibition against network optional time. It is a matter of common knowledge that the buying business that national advertisers insist that a specific advertising program be placed before the public shortly after the contract is signed. This insistence is impossible to radio advertisers. For example, magazines having a national circulation have found it necessary to reduce the period between the closing of an advertising contract and its publication.

Practical Needs

The 28-day notice required in existing option time provisions was not determined theoretically, but is the result of an experienced balancing of the needs of the stations and needs of the advertisers, since the networks must satisfy the legitimate needs of both in order to exist. The 56-day period flagrantly disregards the practical needs of the advertising business. National network organizations will have to alter the schedules for clearing time on less than 66 days' notice without penalty of losing contracts, and at the same time, the advertisers and the advertising agencies which support the existing broadcasting services.

As a result, NBC will have to negotiate for the affiliated stations on the basis of the 28-day notice period which has resulted from experience and in so doing, will be unable to clear such time as against the larger and more successful radio advertisers. Advertisers will not be able to secure such time, such campaigns, as he has in mind and to set up the other outstanding stations and the advertisers who have served notice of a minimum of six months' option time, will then have to negotiate individually with NBC, in the absence of any definite basis for such contracts. The inevitable consequence will be the destruction of nationwide network broadcasting in the irreparable injury of NBC.

Regarding threatened license revocations, Mr. Trammell pointed out that between May 2, 1941 and the present, not less than 24 NBC stations have served notices upon NBC of cancellation of their contracts because of the FCC order. Not less than 24 other stations, he said, have served notice that they will not accept any of the contracts of their stations unless they are made to conform with the Commission order. NBC knows of "a substantial number of additional stations which, unless the order is complied with, intend to terminate such contracts upon the effective date of the order."

Affiliation Problems

Mr. Trammell also cited interference with new affiliations, resulting from the order. For example, that WFTC, Kinston, N. C., had requested an affiliation with NBC but as a direct result of the Commission decision, the NBC stations were not to enter into the affiliation contract mutually decided upon.

45 Million Listened

FOURTH LARGEST radio audience—45,000,000 persons

—to hear a speech by President Roosevelt was reported listening to his talk on Navy Day Oct. 28, according to a survey made by C. E. Hooper. Rating for the broadcast heard on all networks and many independent stations was 51.9, which follows the rating of 70 for his "unlimited emergency address May 27, 1940, for his Sept. 7, 1941 speech, and 59 for his Fireside Chat on national security Dec. 29.

"A number of present NBC advertisers as wells as prospective NBC advertisers to whom NBC has offered to renew existing contracts or has offered new contracts for the broadcasting of commercial programs have refused to enter into said contracts upon the sole ground that NBC would, under the order, be unable to assure said advertisers that continued availability of stations presently affiliated with NBC throughout the term of said proposed advertising contracts," Mr. Trammell declared. After assailing the prohibition against network ownership of stations, which would strike directly at least six of NBC's outlets, he said or leased, Mr. Trammell said NBC would also be damaged by loss of value incident to a forced sale and destruction of value incident to NBC's inability to dispose of a leased station because of lack of provision in the lease.

Declaring that the effect of the order is contrary to the public interest, Mr. Trammell said the conclusion is inescapable that the order will bring about a situation in broadcasting in the United States which is so patently contrary to the public interest, convenience and necessity "as to make its issuance an arbitrary and capricious act of the Commission."

Predicting that a "super-network" would develop under the regulations, Mr. Trammell said the large national advertiser desires to purchase the best network at the lowest cost. Under the order he would be enabled to "put together a network heretofore unavailable by selecting the best stations, and only the best stations, from all networks. An advertiser could approach NBC and insist upon buying a network which consists not of only NBC stations alone, but one built up of the best stations of the Red, Blue, CBS and MBS.

"If NBC should decline to act as sales agent for the deal, there is nothing to prevent the advertiser or his agency from negotiating directly with the stations, contracting for telephone wirelines and establishing his own network for his program."

Mr. Trammell submitted along with his affidavit an exhibit showing a map of a 64-station network, (Continued on page 61)
**ACTIONS OF THE FEDERAL COMMUNICATIONS COMMISSION**

**OCTOBER 25 TO OCTOBER 31 INCLUSIVE**

**Decisions...**

**OCTOBER 28**

KVOS, Bellingham, Wash.—Granted consent to add 5 kw N directional & N increase 1 kw N change 700 kw.

KFLX, Great Falls, Mont.—Granted consent to add 1 kw N directional & N increase 1 kw N change 2900 kw.

**OCTOBER 29**

NEW, Oak Park Realty & Amusement Co., Chicago—Granted new FM station 490 kc, 10 kw day, 2 kw night.

**OCTOBER 29**

NEW, South Bend, Ind.—Granted modification CP change transmitter site in connection with license renewal.

**OCTOBER 30**

NEW, KALL, New York City—Granted petition for reconsideration and hearing against grant of 2-44, granting KQW CP 740 kc 50 kw unlimited, designated point hearing with KQPO equal in all respects, for requesting hearing site for San Francisco.

WGBK, Wilkes-Barre, Pa.—Granted petition to transfer license from John Tison, Jacksonville, Fla., to several others.

**Applications...**

**OCTOBER 28**

WINX, Washington, D.C.—Voluntary assignment to WITI, Milwaukee, Wis.

NEW, Danville Broadcasting Co., Danville, III.—Granted consent to add 1 kw N directional, new station 1540 kc 250 kw unlimited, WEFAS, White Plains, N. Y., modification CP, unlimited.

NEW, XEPK, Los Angeles, Calif.—Granted petition for modification to relocate station.

**OCTOBER 29**

NEW, W. Walter Tison, Jacksonville, Fla.—Application for 5 kw directional N increase 10 kw change 710 kc.

NEW, Homer Rodeheaver, Minnoka Lake, Ind.—Amend application CP new station 1520 kc unlimited.

WFTL, Fort Lauderdale, Fla.—CF new transmitter directional N increase 10 kw change 710 kc.

**OCTOBER 30**

NEW, Cleveland Broadcasting Co., Cleveland, Ohio—CP new station 1580 kc 5 kw unlimited directional D & N.

NEW, Ralph B. Bennett, Sandusky, O.—CP new station 1450 kc 250 kw unlimited.

WROL, Knoxville, Tenn.—Voluntary assignment by S. E. Adcock.

NEW, Etawah Broadcasting Co., Gadsden, Ala.—Amend application CP new station 1520 kc unlimited.

NEW, Scottie—CP new transmitter directional D & N increase 10 kw change 710 kc.

**Tentative Calendar...**


NEW, Penn Broadcasting Co., Butte, Mont.—CP new station 1490 kc unlimited.

NEW, Flavio B. Branden, Miami, Fla.—Amend application CP new station 1490 kc unlimited.


**William Porter Resigns To Set Up Own Office**

WILLIAM A. PORTER, Washington-attorney specializing in radio, last Saturday announced his resignation from the law firm of Littlepage, Littlepage, Longer, & Williams, to establish his own law firm in Washington. Mr. Porter has established his new firm in the Bowen Bldg. The Littlepage firm henceforth will be known as Littlepage, Littlepage & Williams.

Mr. Porter was born in Chicago 35 years ago, but was raised at Grand Junction, Colo., attended public school and high school. He attended George Washington U. and National U. in Washington, D. C., graduating in 1929 with his law degree. He was admitted to the bar in 1930 and practiced law and radio communications law. He became associated with the Littlepage firm in 1935 and was made a partner in 1939.

Mr. Porter worked out his ties with 10 local theaters, screening trailers advertising the contest and using newspaper space. Quaker Oats Co. distributed 50,000 handbills and each theater installed a lobby display, supplemented by frequent plugs on WCKY. Preliminary contests were held Oct. 18 in participating theaters, with the finals staged Oct. 25 at the Forest Theater.

Winners of the competition were Jerry Belcher, WCKY, New York, and June Khaim (see photo), Cincinnati representative of Quaker Oats Co.; Councilman Willis D. Gradison; Alfred Segal, Cincinnati Post columnist. Details of the contest were handled by Helen Rees, WCKY promotion manager.

**WCKY Finds Annie Stages Promotion Stunt for Quaker’s Sparkle’s**

**KITE SOLD TO GLASMAN, HEITMEYER**

SALE of KITE, Kansas City, is sought in an application to the FCC last week of First National Television Inc., under which D. E. Kendrack, Sam Pickard and Miss M. K. McCarter would transfer control of the station, directed by Mr. Kendrack, United entertainment operator and chief owner of KLO, Ogden, and Paul R. Heitmeier, vice-president and general manager of KLO.

Deal involves 95% of KITE's stock — 9,678 shares, of which Pickard owns 6,135, McCarter, 3,758; and Kendrack, 1,974. Messengers, Glasmann and Heitmeier have advanced $6,750 on a 50-50 basis and if the FCC authorizes the transfer they will advance $50,000. Of this Glasmann will give $40,000 and Heitmeier, $10,000. The sellers have agreed that liabilities of the station will not exceed $27,000.

Outstanding stock of the station amounts to 10,621 shares of the 11,000 originally authorized. The FCC would be required to hold a public hearing but local interests will not be affected by the deal. Mr. Kendrack, one of the transferors, is chief owner and editorial member of the Kansas City Star, which has an interest in the sale.

**Carnation Co., Toronto (Milk)**


**John P. Morrell & Co., Ottumwa, Iowa (Red Heart Dog Food)**


**Cheeseborough Pughe Mfg. Co., New York (Bouquet)**

On Oct. 29 for 52 weeks Dr. Christian on CBS stations, Monday-Friday, 6:30-7:00 p.m. (EDT) with West Coast repeat. 8:30-9:00 p.m. (PST). Agency McCann-Erickson Inc., Los Angeles.

**Bath & Body Works Corp., New York (Mr. Bubble and Mr. Bubble)**


**American Tobacco Co., New York (Tobacco)**

On Oct. 14 renewed for 13 weeks News for Women on 5 CBS stations and WBT, New York, Saturday, 10:30-11:00 a.m. Mon. thru Fri. 3:15-3:30 p.m. (EDT). Agency: Morse International, New York.

**Vick Chemical Co., Greenboro, N. C. (Dr. Spic & Span)**

On Oct. 13 renewed for 13 weeks Reichs News Talk on 8 Don Lee Southern California stations, Mon. thru Fri. 6:30-7:00 p.m. (PST). Agency: Don Westwood Adv., Los Angeles.

**Coca-Cola Co., Atlanta (Soft Drinks)**


**Network Accounts**

**Procter & Gamble Co., Cincinnati (Dreft)**

On Oct. 7 granted petition for extension for 15 MBS stations, Mon. thru Fri. 5:15-5:30 p.m. Agency: Compton Adv. New York, for Dus and MBS stations, Saturday, 3:00-3:15 p.m. Agency: Half-Samp-Humble, New York, for Drefi.

**Tagayon Co., Los Angeles (Cosmetics)**

On Oct. 23 applied for extension for 15 MBS stations, Thurs. 10:30-10:45 p.m. Agency: BBDO, Los Angeles.

**Blackett-Sample-Hummert, Chicago**

Chicago, has been appointed agency for Nestle, Nestle Corp., St. Louis, C. L. Hotchkiss, formerly radio director of Sherman E. Bills, Chicago, has joined B-S-H as radio executive on the Falstaff account.

**Network Accounts**

All time EST unless otherwise indicated.
Trammell Flays FCC Rules

(Continued from page 59)

described as “No. 1 Advertiser Network” which would be available to national advertisers under the Commission order. The network does not show a theoretical lineup of stations but represents the stations selected by a well-known advertising expert as typifying what he would like to purchase for his clients when enabled to do so under the Commission’s order.

This No. 1 network of 64 stations affords 92.4% of the radio families in the United States and good coverage of all of the remainder of such families, he said. With the same time sold on the No. 1 network, an advertiser seeking a second network to get even the approximate coverage achieved by his competitor, would be required to include 160 stations and would obtain excellent coverage of only 76.4% of the radio families and good coverage of an additional 7.7%, Mr. Trammell pointed out. A third exhibit shows what would have to be done by any third advertiser who might desire the same time on an opposite network. Regardless of the number of stations this advertiser might desire to buy or even the amount of money that he is willing to spend “it would be impossible for him to acquire any network lineup which would give him a national coverage equal to that of his competitor,”

Mr. Trammell said. The best remaining network possible would necessitate use of 191 stations and would provide excellent coverage of a mere 65% of the radio families and a good coverage of an additional 2.2%.

Even more revealing, Mr. Trammell said, was that the cost of the No. 1 network despite its unprecendented coverage, would be less to the advertiser than the present NBC network or the present CBS network or the non-networks or No. 3 Advertiser Network. The No. 2 Advertiser Network with less coverage, moreover, he said, not only will cost more than the present NBC or CBS networks, but will cost more than the super-network No. 1.

“Truly national coverage under the Commission’s order will become the opportunity of a relatively few major advertisers and the bulk of the advertising revenue of the United States will go to a relatively few of the country’s major stations,” Mr. Trammell argued. “In other words, one rather than four national networks worthy of the name and this result obviously is contrary to the public interest, convenience and necessity.”

Text of Affidavit

Following is the full text of the summary to Mr. Trammell’s affidavit:

The nationwide network broadcasting services enjoyed by the United States today are the fruit of 15 years of hard work and far-sighted development. No monopoly has been connected with the broadcasting industry. Without governmental subsidies, in the face of a shattering depression and despite an unusually high rate of obsolescence, the broadcasters risked their money and used their brains with the result that this nation has a network broadcasting industry unequalled in any other country of the world and which represents a national asset of incalculable value in a time of emergency.

There is scarcely an industry in this country today, which can point to a record as clean as that of the broad-casting industry. Its large and large business practices have never been kept secret and the very contracts to which the Commission now objects have been on file with the Commission since they were entered into. Year after year the operation of the NBC networks has been certified as being in the public interest by the issuance and renewal of hundreds of station licenses by two Commissions.

Now, on the basis of armchair theories, a majority of the present Commissioners would destroy the structure supporting American radio. There was no sensational discovery in the Commission’s order. An honest, open study of network broadcasting to justify this wrecking operation. The Commission was only able to criticize isolated incidents so few in number as to add little to detract from the character of the broadcasters.

The Commission’s ban upon firm operating agreements would take account of the practical necessities of network broadcasting even as recommended by the Commission. The sum and substance of NBC’s position as to the effect of the Order forbidding the network to obtain opinions on station time is succinctly expressed in the words of the Commission’s majority, as contained in the Report of May 2, 1941:

“Few sponsors are willing to spend large sums in building up a program series to be broadcast over a number of stations at a certain hour if some of the important stations are subject to withdrawal upon order of a dominant network.”

Must Clear Time

Withdrawal or refusal, upon order of a dominant network or upon request of a local sponsor, as pointed out above, the vital issue is that time must be cleared if network broadcasting is to be supported by the advertisers. The effect of the loss of advertising revenue upon network broadcasting services will be direct and disastrous.

The Commission also proposes to compel NBC to dispose of the stations which are vital to its network broadcasting program and which are responsible for the quality of the service they furnish. The quality of the service rendered by these stations has largely been due to their operation by NBC, and their forced disposal will not only damage NBC but will also work to prejudice the interests of the listeners public.

The Commission’s pious expressions of horror at the “monopolistic” tendencies of the NBC Networks, rendering a valuable and laudable service, raises serious questions as to its understanding of the whole problem of broadcasting when placed beside the plain fact that NBC will create a complete monopoly by a single super-network capable of stifling all competition.

It is plain from the facts and evidence set forth above stated that NBC has suffered and will continue to suffer irreparable injury as the direct result of the Commission’s order unless enforcement of the same be restrained. On the other hand, the Commission has plainly conceded that continuance of the status quo pending a final court determination on the issues raised by NBC in this proceeding will not be injurious to the public interest.

The Commission’s order was first issued on May 2, 1941 and in so far as it deals with existing contracts and station ownership, the effective date thereof has been postponed by the Commission itself for a period of over six months. If the public interest has not been injured by such temporizing by the Commission, it can scarcely be contended that any vital interests will suffer as a result of a stay pending a hearing in this proceeding. Thus, when Chairman Fly of the Commission appeared on behalf of the majority of the Commission before the Committee on Interstate Commerce of the United States Senate on June 2, 3, and 4, 1941, Chairman Fly several times declared that in effect the Commission would be willing to have broadcasting continue operations under existing conditions pending a court determination of the power of the Commission.

Clark Questions Fly

For example, on June 3, 1941 Senator Clark of Idaho asked Chairman Fly:

“If the broadcasting chains that feel themselves aggrieved by your actions should decide to go into court and test out the question of jurisdiction, in what other question might be permissible, I take it from your statement that as long as the court proceeding was undetermined you would not press the matter, even if you could injure or do something of the kind not be obtained from the court. In other words you would not take to force the doing of something that could not reasonably be done within that limit, [the original 90-day postponement of the effective date] in the interest of the industry. Do I make myself clear?

In answer to this question Mr. Fly stated:

“Yes; I think you are clear.”

The Advertiser Who’s Who

ADVERTISERS who use Radio as well as those who do not are all listed in the Standard Advertiser Register. That is why so many radio stations prefer and use this valuable service.

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

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

NATIONAL REGISTER PUBLISHING CO., Inc. 330 W. 42nd St., 333 N. Michigan Ave. New York, Chicago

BROADCASTING • Broadcast Advertising November 3, 1941 • Page 61

Youngstown America’s 35th Market

WFM Youngstown’s Favorite Station

NFC AFFILIATE

* U. Census Bureau

CHOICE PERIODS AVAILABLE!

Write for WWDC’s choice open people. WWDC is Washington’s top buy. WFCF’s sound, economy rates, alert programming in America’s most prosperous market.

E. M. Spence, Gen’l Mgr.
WASHINGTON, D. C.

CD

CHS

The Key Station of the Maritimes

Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.

CLARK QUESTIONS

or JOE WEED

350 Madison Ave.
New York

THE NORTHWEST’S BEST

Broadcasting

WTC

AN NBC STATION

© Owner and Operated by ST. PAUL DISPATCH NEWS PRESS, MINNEAPOLIS DAILY TIMES.

Daytime Sponsors Split Bond Plugs

Formula to Be Devised for Coordinated Campaign

REPRESENTATIVES of five of the leading sponsors of daytime programs last Thursday suggested to the defense savings staff of the Treasury that May be considered as a deadline for urging purchase of Defense Bonds and stamps be proportioned among them according to the number of shows presented by the individual sponsor.

The plan, submitted at a meeting in Washington, is aimed at dividing the load of free announcements now being carried by the "big five"—Colgate-Palomville-Peet, General Food, General Mills, Lever Brothers and Procter & Gamble. In addition suggestions to work announcements into the shows were presented by the sponsor representatives.

Will Devis Formula

The five companies, who sponsor almost 50 programs on the three major networks during the daytime, have been using defense bond and stamp copy since the campaign started last May, until now there had been no definite coordination of announcements, the individual sponsor using announcements in any manner and as frequently as he deems it necessary.

NAB Sessions

WITH national defense a principal consideration, along with serious problems on the legislative, regulatory and labor fronts, well over a hundred station executives participated in the Oct. 28 meeting of NAB District 1 in Worces- ter, Mass., and the Oct. 29-30 meeting of District 2 in Syracuse. In conjunction with the District 2 meeting NAB President Neville Miller last Wednesday addressed a special radio luncheon meeting of the Syracuse Optimist Club, attended by 200.

As in previous NAB meetings, both districts adopted resolutions calling for formation of a special committee of radio news editors in each State to aid in coordinating material for news and defense programs.

R&R Vice-Presidents

FREDERICK C. BRUNS, S. Reagan and Herschel V. Williams, executives of Ruthrauff & Ryan, New York, have been elected vice-presidents of the agency. Mr. Bruns, prior to joining Ruthrauff & Ryan in 1938 as an account executive, was with Federal Adv. Agency, New York, as vice-president. Mr. Bayles joined the agency in 1931, and has been assistant director of the radio department for five years. Before joining R & R Mr. Williams had been on the radio staffs of Benton & Bowles and J. Walter Thompson Co., three years has supervised the agencies' daytime and Canadian radio, in addition to creative and contact activity.

Networks Explain Refusals of Time

FCC Gets Facts in Complaint of America First Group

AFTER a week of toasting statements back and forth among the three networks, the FCC and the newspapers, the America First Committee's first public attempt to force a broadcast nationally, in this instance a New York rally, wound up last week with the score thus:

1—Networks, using defense considerations, have refused to broadcast a half-hour of the rally from 11:30-12 midnight Thursday, "waiving its policy of broadcasting only important transcriptions".

2—Chairman James L. Flye of the FCC is in possession of network statements as to how they handled the matter following a protest by ABC and a request by Mr. Flye for the networks decision. Mr. Flye had no comment Friday on the statements.

3—ABC and CBS stick to their original announcements and did not cancel any.

4—NBC, CBS and commentators got a verbal lambasting at rally.

Pressure Resisted

ABC charged in its telegram to Mr. Flye, who is forbidden by the Communications Act from censoring programs, that it had been denied time for speeches by Charles A. Lindbergh and former Ambassador to Belgium, John Cudahy and had only been offered inadequate time for one speech by Sen. Burton K. Wheeler.

Niles Trammell, president of NBC, described the "inadequate time" offered Sen. Wheeler as a half-hour on a station east of Chicago. Mr. Trammell said he saw no reason to "permitt the America First Committee to assume the responsibility of making and de- facto do justice." CBS said it saw no reason why "Lindbergh should have a network every time he speaks.

After being refused time on the network, Amos Pinchot, and the members of AFC's executive committee, requested NBC, CBS, and MBS to transcribe the talks and re-broadcast them. This was refused by CBS and NBC but MBS complied.

Evidently prompting a battle that will run into thousands of words, John T. Flynn, newspaper columnist and member of AFC's executive committee, gave NBC and CBS a thorough working over at the rally in New York last Thursday. Mr. Flynn charged the networks with aiding more anti- interventionist talks than anti-war speakers, basing his charges on a three-day check made of the chain's New York outlets. Mr. Flynn in-charged the networks did not define their announcements, aluminum collection announcements, relief programs.

NBC and CBS both countered with statements Friday challenging Mr. Flynn's figures. The former also pointed out it had allotted time for an American First Rally in Philadelphia Nov. 5.

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ing to WLW's 'Everybody's Farm Hour.' He never misses the market and weather reports.

"Mom has plenty of WLW programs she listens to regularly. I'm glad she likes them, because then I know when we're back in school, she won't be lonesome, sitting by herself.

"Ginny (my older sister) and I both go to school. Ohio State and the Marietta Business Institute. In the summer time we always listen to Hal O'Halloran's 'Top O' The Mornin' and Michael Hinn's newscast. Then, too, all the good dance music.

"Frank's the youngest in the family - 15. He helps Dad a lot. But Dad says he's worthless to him on Saturday afternoons because he's determined to hear the football broadcasts on WLW.

"And THAT is the way we Stacy's feel about WLW ... THE CLEAR CHANNEL STATION. We like them most ... because they serve us best!"

YES — PROGRAMS WITH A DISTINCTIVE SECTIONAL FLAVOR PLUS CLEAR CHANNEL FACILITIES MAKES WLW A FRIEND TO FARMERS IN THE MIDWEST!

"Why, of course, EVERYBODY in the Muskingum River Valley listens to WLW. The farm we're living on now has always been occupied by some member of the Stacy family. My great, great grandfather, Capt. Wm. Davis, was given the farm for his service in the Revolutionary War.

"Dad comes from a long line of farmers ... and he's interested in new ideas, modern methods of farming. That's why, if you lived with us, you'd see him every noon, sitting in his easy chair, puffing away on his pipe, listen-
THERE'S A FIFTH

IN HIS LIFE!

Radio added the fourth “R” to supplement readin’, ‘ritin’ and ‘rithmetic. The schoolboy may not know it yet, but a fifth “R”—Research—has an important role in helping to teach him.

In thousands of American schools, millions of youngsters are learning their lessons with greater ease and speed... are finding them more interesting and stimulating... are remembering what they are taught... because of research as conducted in RCA Laboratories.

Lessons that live are easy to learn... and from RCA Laboratories have come many developments which make them vibrantly alive. The RCA Victor School Sound System combines an effective teaching and administrative aid... RCA Victor radios, RCA Victrola models and Victor Records are used extensively to help teach music appreciation, civics, history, geography and other subjects... the RCA Recorder blazes new trails in speech and music instruction.

The purpose of RCA Laboratories is to promote the growth of radio as an art and industry, to meet the expanding demands of national defense, to create new products and services in keeping with the American way of life. The contributions of research in radio and electronics to entertainment, education and industry all help to achieve this purpose today. Research is the guarantee of further progress tomorrow in all that pertains to radio—and that holds for the School of the Air and for those who listen and look to learn.

RCA LABORATORIES

A Service of the Radio Corporation of America
RCA BUILDING, NEW YORK, N. Y.