"He’s off to another farm meeting!"

With apologies to Mr. Chic Young and his inimitable way of getting Dagwood Bumstead off to the daily grind—we take this way of showing Mr. Herb Plambeck, our busy farm editor, on his way to another farm meeting—an event that takes place five or six times each week.

In addition, Mr. Plambeck manages with the help of Mr. Hanson, every week, to gather and edit 122 stories, make 25 calls, interview 40 people, receive 26 callers, write 41 letters, travel 321 miles, deliver 2 talks, and broadcast 2 daily 15-minute farm programs and 1 half-hour weekly program—all in the interest of Farm Service!

Now—why all this emphasis on farm activities? It is justified because Iowa has one-fourth of all the “Grade A” farm land in this great, wide country of ours... had $659,359,000 farm income in ’39. And WHO, right in the center of this rich territory, covers it completely. Maybe that’s the reason 85% of farm families in Iowa reported WHO as their favorite station in the 1940 Iowa Radio Audience Survey made by H. B. Summers of Kansas State College.

The net result is that WHO is the nation’s No. 1 farm station... not overlooking the fact that WHO serves 80 cities (2,500 to 160,000 population) and more than 2,300 communities under 1,000 population. Would you like to know more about the farm and public service activities of WHO and how they can benefit you?

WHO
for IOWA PLUS!

DES MOINES... 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC. ... National Representatives
OVER 180,000 people paid almost $90,000 to see a combined Rodeo and Thrill Show held at Chicago's Soldier Field, Sunday and Monday, September 1 & 2—nearly all of them from Metropolitan Chicago. Produced, presented and promoted by WLS Artists Bureau, and featuring "Red" Foley, popular WLS Western singer as "King of the Rodeo," it proves again—far better than can any survey or theory, that the WLS audience listens—acts—and responds—and in Chicago, too.
Close to the Hearts of Home Town Folks

The place which the home town doctor has in the hearts of families in his community cannot be usurped by a stranger. The affection and loyalty that are irrevocably his have been established by years of faithful service.

In radio, this same loyalty — a proverbial trait of New Englanders — is given to the 18 "home" stations of The Colonial Network. They have merited this preference by cooperating in presenting programs of community interest in addition to the best in network features.

It's obvious that each of these "home" stations possess genuinely friendly acceptance that no distant station can ever achieve.

Use this economical, proven sales way to better business in New England.

THE COLONIAL NETWORK
21 BROOKLINE AVENUE BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., National Sales Representative
The Western Electric 405B-1 Radiation Cooled transmitter assures broadcast quality and economy you never believed possible in a 5KW.

The Doherty Circuit doubles the efficiency of the power amplifier. Other features that interest any engineer are: improved stabilized feedback; automatic line voltage regulators and cathode ray oscillograph connections in all important circuits.

Both the 405B-1 air cooled and its companion 405A-1 water cooled transmitters were designed with an eye to the future. Ask Graybar for Bulletin T1632.
NUMBER 5 IS COMING IN!

- In case it has slipped your mind, we'd like to remind you that the football season which is just about to get under way will be the fifth that The Atlantic Refining Company has put on the air in the East and Southeast. And we want to say to all stations that carry our programs that we enjoy working with you... and hope that the Atlantic Football Broadcasts are as beneficial to you as they are to us!
- Sports broadcasting has become one of the most vital phases of Atlantic's sales-promotion effort. And in advertising ourselves, we try to advertise you, too... because, after all, your success and our success are closely linked. And so, each week, hundreds of Atlantic Dealers post your call letters in their windows and on their station displays... Atlantic's Weekly Football Forecasts also feature your station... and so do the million-odd Atlantic Football Guides distributed to our customers each Fall.
- Here is our kick-off message for the beginning of the season: Thanks to all stations and your staffs for your splendid co-operation... and may we all pile up bigger scores this year!

THE ATLANTIC REFINING COMPANY
PETROLEUM PRODUCTS

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- Our thanks not only to the stations listed here which will carry our football schedule of 227 college, high school and National Pro League games this fall, but to all those not included who have participated in previous schedules.
Here's a tested way to sell a kitchen product for less than you'd ever guess

It's called International Kitchen, it's an established show on Northern California's largest, most popular station, and it's yours for only $26.

International Kitchen has proved itself a consistent producer of results for kitchen accounts. People who know—advertisers like Knox Gelatin, Purex, Scott Paper, Northwestern Yeast, Soil-Off, Danya, Gravymaster—find Miss Cronkhite's program a necessary medium. Many have kept her plugging for them right through the summer.

If you're looking for a time-tested method of moving your product in the Golden West, let Gladys Cronkhite and her KPO International Kitchen do it for you.

Your NBC representative can show you 5-figure mail counts, representing thousands of listeners—many living well outside the nominal borders of KPO's coverage map—all expressing enthusiastic response to this Monday-thru-Friday morning staple.

Miss Cronkhite misses no merchandising bets. She interviews key dealers on the air, lectures to women's clubs, conducts cooking schools, participates in food shows, writes newspaper food columns.

Participation is inexpensive. (One-minute spots cost only $26 for time and talent—detailed participations only $52.) Check your nearest NBC spot sales representative or write KPO for full presentation.

Represented Nationally by NBC SPOT Sales Offices

NEW YORK CLEVELAND
CHICAGO DENVER
SAN FRANCISCO WASHINGTON
BOSTON HOLLYWOOD
Bill O'Neil, general manager of WJW, Akron's progressive station, is pleased to bring the Mutual Broadcasting System's fine programming to the TIRE CAPITAL of the WORLD. Over 364,897 metropolitan population, with its $132,000,000 retail sales, will now be directly influenced by the VOICE of AKRON. For information, wire Bill O'Neil or contact the nearest Headley-Reed office.
The commercial attractiveness of the Standard Program Library Service has often been attested by the every-day experience of Standard Radio's large and growing family of subscribers. Our files contain hundreds of letters from stations reporting sales of Standard Radio productions to their clients in many and varied lines. And because Standard Radio's talent is so thoroughly in line with the newest trend in the entertainment field, these shows hold their audiences—and produce results.

Standard Radio's newest service to its subscribers—"SPOT-ADS"—are a further expression of Standard's emphasis on salability. These complete units of unique, easily sold dramatized commercials are the sensation of the transcription field. Series A for USED CARS, Series B for RETAIL CLOTHING, Series C for RETAIL FURNITURE—additional series in production.

from the Nation's Capital—and from Washington comes news of world wide importance.

H. R. Baukhage is a famed news commentator whose interpretations of the events of the world have long been a sustaining feature on WRC*. Beginning September 30, Baukhage will be heard at a new time

6:30 P.M. to 6:40 P.M.
Monday through Friday.

For news of the NATIONAL Capital—turn to NATIONAL Broadcasting Co. ... to put it over... put it on

*Apply at your NBC Sales Office for rates on "Baukhage talking".

Represented Nationally by SPOT Sales Offices
Now 500 watts—to even better
Serve the Territory where it’s a “Fur Piece”
to the next Big City

KTSM

EL PASO, TEXAS

KTSM's recently increased power, newest type 315 ft. Truscon vertical radiator, and RCA Type E transmitter make it possible for us now to better serve a wider area and a larger number of listeners. This southwestern country is a lot bigger than you'd think—and metropolitan centers of population are few and far between. Yet right here, with its center at El Paso, is a rich, productive area teeming with activity in Mining, Cattle, Agriculture and Manufacturing. Don't overlook this market—cover it with KTSM, the pioneer station that's "grown up with the country."
AND NOW
ASSOCIATED PRESS...

Flash! KWKH and KTBS can now boast in having the services of the two greatest and most extensive news gathering systems in the world, the Associated Press and the United Press. These facilities, combined with the local coverage of The Shreveport Times and the editorial staff of KWKH-KTBS, enables each station to serve its listeners in the great Southwest with the finest and most complete news service available.

50,000 WATTS
1,000 WATTS

CBS KWKH-KTBS NBC

MEMBER SOUTH CENTRAL QUALITY NETWORK
KWKH - KTBS, Shreveport  •  KARK, Little Rock
WJDX, Jackson  •  WMC, Memphis  •  WSMB, New Orleans

SHREVEPORT  LOUISIANA
The day Art Barry decided to leave his own profitable travel agency and return to the advertising business by joining the Chicago office of F & P, he only thought he was leaving the travel business behind. To his amazement he found he had merely swapped one travel job for another. For like all our other thirteen men, Art is constantly on the road, servicing agency customers, visiting and learning about the stations we represent, and their people—learning what types of entertainment and sports and merchandise each community likes—learning how and when to reach each important element of the population of that particular market—learning the things you need to know in order to plan, prepare and place the most effective kind of radio effort. . . . Yes, that sounds like baloney. But it's true. Our fourteen men traveled a total of 300,000 miles last year—yet more than 90% of our total billing was placed in the six cities in which we have permanent offices! Don't those two facts prove a good deal about the way we work, in this group of pioneer radio-station representatives?
FCC Treaty Shifts Affect 777 Stations

B. S. L. TAISSOFF

Full Clear-Channel Service Retained; Way Paved for Improved Assignments; Shift Effective March 29

IN WHAT will go down in radio history as the “Reallocation of 1941”, a full-scale revamping of the assignments of some 1,200 standard broadcast stations on the North American Continent, operating in the band 550 to 1600 kc., becomes effective next March 29.

The final step—promulgation of allocation tables for this country’s 862 operating or authorized broadcast stations—was taken Sept. 10 by the FCC in adopting virtually without change the recommendations of its Engineering Department for assignment shifts that affect 777 domestic stations.

Acting unanimously, with five of its members present [Brown not participating, Thompson absent], the FCC marveled at the detail with the requirements of the so-called North American Regional Broadcasting Agreement reached in Havana Dec. 13, 1937, and subscribed to by Canada, Mexico, Cuba and other nations of the Continent.

To Check Interference

Through effectuation of the coordinated engineering plan, conceived and developed by this country, each nation gets its own specified assignments for all classes of stations, with engineering standards to be observed mutually to avoid interference. So-called Mexican border stations will be eliminated, as will “squat’s right” assignments of Cuban stations on channels used in this country. Overnight, once the treaty becomes effective, such interference will be eliminated, according to the FCC.

Exempt in a few isolated cases, no U. S. station is accorded an assignment inferior to its present one. In some instances stations are accorded better facilities, and in many others the way has been paved for vastly improved assignments. The allocations have been so earmarked that existing part-time stations in many cases will be in position to apply for fulltime through the installation of requisite directional antennas and other equipment. Opportunities for power increases, or proper application, are almost infinite.

Fear that the FCC might disturb treaty provisions covering clear-channel operation was dispelled when the Commission, without protracted discussion, adopted the Engineering Department’s recommendations for 25 Class I-A assignments (provided under the treaty) with minimum power of 50,000 watts and no duplication at night.

More Clears Available

Without distinguishing between Class I-A and I-B (duplicated at night) channels, the number of clear channels available to this country is increased from 44 to 69. These additional assignments are on 15 channels assigned for dominant station operation to other nations on the continent.

In ordering the reallocation effective March 29, the FCC selected the last date possible under the international treaty. Simultaneously, it issued an order extending all existing broadcast station licenses from Oct. 1 to the March date, and also promulgated changes in its rules to conform to the treaty allocations.

Changes Unspecified in Treaty Included in FCC’s Assignments

Substantial Changes for Nine Are Ordered, With Group of Locals Getting ‘Irregular’ Shifts

A TOTAL of 28 stations were given assignments in the new Havana Treaty allocations effective March 29, 1941, other than those thought originally earmarked for them, due to technical considerations preventing adjacent channel operation or other developments which made these shifts technically desirable. Of these, however, nine were contemplated in the treaty itself. The changes were labeled “irregular” because the stations shifted a greater number of channels than the one-to-four channel movements of all stations above 740 kc.

The changes not specified in the treaty are as follows: KTRB, Modesto, Cal., from 740 to 860 kc., with 250 watts daytime; WIBG, Glenerville, Pa., 970 to 1110 kc., with 1,000 watts daytime; KFVD, Los Angeles, 1,000 to 1020 kc., 1,000 watts, limited time; WDX, Tuscola, 1020 to 1050 kc., 1,000 watts daytime; WSPR, Springfield, Mass., 1140 to 1210 kc., 500 watts limited time; WMAT, Macon, Ga., 1180 to 940 kc., 5,000 watts day, 1,000 watts night, operating until 9 p.m.; KOB, Albuquerque, 1180 to 1030 kc., 50,000 watts fulltime (on new frequency of WBBZ-WBZA, Boston-Springfield); WINS, New York, 1180 to 1000 kc., 1,000 watts limited time; WJAG, Norfolk, Neb., 1060 to 780 kc., 1,000 watts, limited time.

Substantial Changes

Changes specified in the treaty involving substantial shifts are KFAB, Lincoln, Neb., shifted from 770 to 1110 kc., unlimited time for proposed 50,000-watt operation. This move clears 780 kc. for WBBM, Chicago, with which the station previously synchronized daytime, and places KFAB on the same wave with WBT, Charlotte. WBBM and WBT are owned by CBS.

KGW, San Jose, is shifted from 1010 to 740 kc., with 5,000 watts, but is earmarked for 50,000-watt operation. KSFO, San Francisco, however, has applied for the frequency.

KGGF, Coffeyville, Kan., and (Continued on page 78)

After a fashion, the new allocation tables are “preliminary” in that changes are inevitable to iron out conflicts in assignments made by the other signatory nations. The FCC simultaneously announced that comments of all licensees are invited prior to Oct. 15. Moreover, the pendency of a score of applications for assignments other than specified in the treaty unquestionably will lead to further action prior to the effective date and quick action by the FCC.

Before the final allocation list is announced it is expected an engineering conference of technical officials of the North American nations will be called to adjust assignment conflicts, but not alter any of the basic engineering considerations. Since the FCC has called for the conference, few conflicts will be seen, and it is expected this conference will be called shortly thereafter in Washington, at this country’s invitation.

Few Conflicts Seen

Under treaty requirements the FCC, promptly upon adopting the allocations and orders Sept. 10, transmitted them to the State Department for dispatching to Havana, the repository city, and to the other signatories. The FCC had available the assignment lists of these countries before revising its own allocations. Consequently it is not expected that the number of assignment conflicts will be great. The bulk of the stations affected will shift 10 to 30 kc. up the band. A few will shift 40 kc., while in about 30 instances the changes will be greater because of assignments of channels to other nations or to provide adequate frequency separation in metropolitan areas.

In no instance (except for local stations) was a station given more time or greater power than at present authorized, except as provided under the treaty allocation itself. However, preparatory to the approval of the lists some two-score stations during the last several months have been given improved facilities, while horizontal power increases for regional and local stations have been given up and down the band.

A significant feature of the reallocation plan is the inclusion of the callsigns of all stations (see last column of call letter list in this issue). By designating the
HOW THEY SHIFT

OF THE 862 stations licensed or applying for licenses, the 10,777 shift March 29, 1941, under the "Reallocation of 1941". Here, at a glance is how it is done.

85 stations now operating on channels from 550 to 720 kc. retain their present assignments, but 742 operating between 740 and 780 kc. move up 10 kc. or one channel.

36 stations on 790 kc. to 870 kc. move up 20 kc. or two channels. 614 stations between 880 and 1480 kc. advance 30 kc., or three channels.

64 local stations on 1500 kc. move down to 1490 kc. 25 stations move up 40 kc. or four channels, scattered through the band.

28 stations are shifted to other assignments scattered through the band (See page 13).

Clear-channel stations on 1460-1490 kc. shift to 1500-1530 kc.

Mexico, after a two-year lapse, ratified the treaty last March 28. It must become effective a year from that date. So-called border stations, for the most part operated by erstwhile American broadcasters with superpower and directive antennas, are definitely slated for extinction in the shift. They are also twice blocking the Mexican Senate's ratification, and in 1933 were instrumental in frustrating a previous agreement between Mexico and the United States.

The treaty specifies that all of Mexico's clear-channel assignments, save one, shall go to interior points to serve "Mexican nationals!"

Bye, Bye Brinkley!

Since the border stations are designed to serve Midwestern farmers in this country, they cannot qualify under the treaty terms. The notori ous 180,000-watt XERA, Villa Acuna, across from Del Rio, Tex., operated by Dr. John E. Brinkley, is one of the eight border stations headed for oblivion.

Mexico's clear channels are 730, 800, 900, 1050, 1220 and 1570 kc. This is an allocation which is new, but not a new assignment, for Mexico, new broadcasting allocations in the United States. The treaty gives Mexico six Class I-A assignments, a like number to Canada, and one to Cuba. Haiti and the Dominican Republic are also taken care of with shared facilities, according to the prescriptive engineering standards.

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NBC, CBS Sign For AP Service; Sponsors Buying
New Policy Is Built Around Exchange-of-News Plan

By BRUCE ROBERTSON

FINAL STEP in the Associated Press campaign to "liberalize" its radio policies and to place AP in a competitive position with other news agencies regarding the use of news on the air was taken Sept. 10, when NBC, CBS and NBC said they are in agreement with NBC and CBS permitting these networks to offer AP news to advertisers either on their own or in their owned and operated stations.

Contracts, signed by W. J. McCambridge, general manager, for AP, and Niles Trammell, NBC president, and Edward Klauber, ARS, all top echelon men for the networks, became immediately effective, although they will not be become official until ratified by the AP board of directors. This action will come up at the next meeting, to be held Oct. 1.

Direct Exchange

Unlike the contracts signed with AP by individual stations, which under the terms of bylaws are required to be placed through the intermediary of an AP member, newspaper associations or contracts were negotiated directly on an "exchange of news" basis, the AP management being authorized to make arrangements by: (1) The exchange of news with any individual or organization if it believes such an arrangement would be to the advantage of the AP membership.

Under these network contracts, NBC, CBS and ABC will place at the disposal of AP any news collected by their foreign correspondents or purchased from foreign stations. The networks will also pay a differential varying in proportion to the commercial use they make of the news which they are entitled to broadcast on either a sponsored or sustaining basis.

Contracts run for a year but carry automatic yearly renewals for a period unless contracts notice is given in advance of the expiration date. The press agency retains control of its news to the extent that its approval of a contract is necessary before the sale of AP news by a network can be legally completed. Meanwhile, where the not sponsored program shall carry an AP credit line is left to mutual agreement, it was stated.

Negotiations for a similar contract with MBS are under way, Mr. McCambridge said. That meanwhile that network would continue to receive some news summary publications daily, a newspaper basis arranged through the Chicago Tribune, AP member paper which owns WGN, Chicago affiliate of MBS.

With signing of the contract with NBC, the AP "public service" news was-blackout period of two years was canceled, he stated, and an AP news becomes generally available. But, under this arrangement, under which five-minute news summaries and special bulletins were furnished for broadcasting without charge to stations and networks, will be gradually discontinued.

First AP Sponsors

First sponsor to make use of the network agreements is Pa-Pi-A Corp., New York, for a prominent Pa-Pi-A beverage. This company on Sept. 9 started sponsoring AP news periods on WEAP, New York, Mondays, Wednesdays and Fridays, 6:25-6:30 p.m., and on WABC, New York, Tuesdays and Thursdays, 6-6:05 p.m. Contracts placed through Erwin, Wacey & Co., New York, run for three months, with renewal privileges at the option of the agency, Wacey Products, New York, will take over the period Tuesday and Thursday. Barbasol, Washington, will be advertised on WABC, with a Saturday period added to the Tuesday and Thursday runs. Barbasol will also be advertised on the WEAP Monday, Wednesday, Friday periods, with that network in addition to Tuesday and Saturday spots on WEAP for Mus- terole.

Known sponsor to be signed for network use of AP news in Nash Division of Nash-Kelvinator Corp., Detroit, which on Sept. 90 begins

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THE PASSING of one of radio’s worthiest and most popular worthies was mourned by radio broadcasters and others in the industry with the untimely death of Mr. Wasey on Sept. 8, 1925, aged 37, for nearly a decade advertising manager of BROADCASTING.

"Sign-off" came after a three-month illness in Washington sanatorium—a recurrence of a chronic respiratory ailment from which he had suffered nearly ten years ago. Known to radio people, and radio people the country over as "Gate", Mr. Taylor had been in frail health for some time. He was, however, in the establishment of BROADCAST-ING, joining the magazine before the first "dummy" had been thrown together. His background and experience in mechanical production, as well as in advertising layout and sales, added to his important work in the Midwest and in Florida, proved invaluable in steering the then new trade-paper through itsawan birthpangs. Mr. Taylor became BROADCASTING’s advertising manager in the fall of 1931, and was there when the first issue made its appearance, 40 pages strong, on Oct. 15 of that year. The name "F. Gaither Taylor" adorned the masthead. Later, when it was evident that the "dummy" had become a "Gate", Mr. Taylor carried on with increased responsibilities and duties.

The business can be divided into two parts: (1) the BROADCASTING, the magazine and (2) BROADCASTING, the publicity. Mr. Taylor was advertising manager of the BROADCASTING, in his home town. He had started on the paper as a copy boy. In the Florida boom days he served as advertising manager of a string of newspapers in that State. Following his first illness he joined the late Harry Shaw, then publisher of the Waterloo Tribune and owner of WMT, Waterloo, in an executive advertising capacity. When Mr. Shaw agreed to sponsor the founding of BROADCASTING, Mr. Taylor came to Washington to work alongside the present publisher and editor of the publication. His knowledge, background and personality contributed much to BROADCAST-ING’s progress. When Mr. Shaw left the management and majority ownership of the publication in 1932, Mr. Taylor carried on with increased responsibilities and duties.

Mr. Taylor is survived by his wife, Mrs. Dianne Taylor, secretaries to Rep. Clifton A. Woodrum, of Virginia, and a 12-year old daugh-ter, Dianne; his parents, Mr. and Mrs. A. R. Taylor, of Terre Haute and Sarasota, Fl., two brothers and three sisters. He was born in Terre Haute March 23, 1903. Funeral services were held in Washington Sept. 5. Interment was in Terre Haute Sept. 7.

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Set Sales, Time Buying

Reveal Gains This Year, Dun & Bradstreet Says

SALES records for both radio networks and broadcasters so far in 1940 are substantially better than 1939, according to a Sept. 15 report by Dun & Bradstreet. Quoting BROADCASTING figures of $171,114,000 in gross time sales of radio stations, the Dun & Bradstreet report pointed out this represented a gain of 14% over the preceding year, "a decided improvement" in a "sharp upward trend". It also stated that, like manufacturers and distributors of radio sets, the broadcasting industry has found profits slower than expected, although net earnings do show substantial increases over last year.

From the manufacturers’ viewpoint, Price has run up more than 25% above last year, when total volume exceeded $10,000,000,000.
Executive Action On Defense Body Thought Imminent

Fly Meets With Industry Leaders in New York

WHITE HOUSE action on appointment of a Defense Body Committee, to coordinate emergency planning in all branches of communications, including broadcasting, is expected soon, following revival of official conversations. An Executive Order by board of five or more high ranking communications executives may be signed by President Roosevelt and about to be issued at any moment.

The whole plan, it is understood, was discussed by FCC Chairman James Lawrence Fly with the NAB Executive Committee and other industry figures at a special meeting in New York Sept. 8; the conference ran well into the night. Earlier in the week Chairman Fly had been in conference with Senators in Washington vice-president and Harry C. Butcher, CBS Washington vice-presiding.

Present at the New York meeting, which was shrouded in secrecy, were Niles Trammell, NBC present; Howard Klauber, CBS executive vice-president; Fred Webber, MBS general manager; Messrs Miller, Russell and Butcher; Paul W. Merrick, WPTF; Hal B. Jackson, A. Kennedy, WCHS, Charleston; Herb Hollister, KFBP, Wichita; John Elmer, WCBM, Baltimore, and Don Bivens, Seattle.

The original plan, fostered primarily by FCC Chairman Fly, was for appointment of a five-man Government board, with subcommittees representing each branch of the communications field, including broadcasting, telephone, telegraph, and cables. Afterward, however, the suggestion grew, under broadcasting industry a s p a . that that communications committee be merged with the NAB-Knutson-Stittius Communications Committee with the proposed Government communications board. This would follow a proposal long dropped in favor of the original proposal.

Merely Policy

Mr. Fly has stated repeatedly that the project was designed only to chart course of a five-man Government and that there would be no interference whatever with industry operation or broadcasting. In other official quarters, it also has been emphasized that the committee would not seek to control or dictate operation but to formulate and coordinate plans in the event of a war emergency. As projected, it would have nothing whatever to do with the introduction of censorship measures.

Mentioned as possible appointees to be on the committee were: Blankman Fly, Maj. Gen. Joseph O. Morgen, Army Chief Signal Officer; Rear Admiral Hugh Byars, Director of National Communications Condi. Joseph F. Farley, Chief Communications Officer, Coast Guard; and Dr. Sumner Welles of the State Department — prabably Thomas Burke, chief of International Communications.

OFFICERS and directors of the newly revived Georgia Ann of Broadcasters, including industry leaders assuming their elective posts, Thursday (1 to r) Ray Ringston, WRDW, Augusta, vice-president; Leonard Reinsch, WSB, Atlanta, director; Margie Willis, WTC, Savannah, secretary. Those We Love, on 69 CBS stations, Monday, 8-8:30 p.m. (EDST), with West Coast repeat, 8:30-9:15 p.m. Sold as a package deal by Wm. Morris Agency, which owns the show, the cast includes Nan Grey, Richard Crowl, Dora Dickey, Pat Butcher; Paul W. Merrick, WPTF; Hal B. Jackson, A. Kennedy, WCHS, Charleston; Herb Hollister, KFBP, Wichita; John Elmer, WCBM, Baltimore, and Don Bivens, Seattle.

Questions involving these points had arisen in connection with inspections of radio stations in various parts of the country, and regional officials had submitted the matter to Col. Fleming. The memorandum sent the inquiring regional attorneys follows:

"You give two examples of different types of sustaining programs:

1. In one example the performance is given in the studio for the primary purpose of being broadcast. The radio station makes the selection. The performers are engaged generally for their services. In some instances the radio stationsgrav on the performers but merely permit the performers to use the facilities of the station. This arrangement apparently reflects the talents of the performers in the hope that the performers will voluntarily thereupon engage in employment. It appears that the radio station obtains a distinct benefit from the services performed by the performers in the program and it is a question of whether the performers are engaged in performing for the primary purpose of being broadcast. The radio station is one of the basic factors in the decision.

2. In the second example of sustaining programs, the radio station is not engaged in performing for the primary purpose of being broadcast. In the second example of sustaining program is one in which the radio station broadcasts a program by making use of the station's facilities and the hotel ballroom. In this situation the radio stations engage for employees in the employment of the performers for the primary purpose of being broadcast. The program is primarily given, viz., persons attending the concert or dance. It would appear that in this case the radio station does not exercise direction or control over the performers, and that the arrangement is of such a kind as to be considered rather than the person or the program. In contrast, the situation in the second example reflects the primary purpose of being broadcast. The program is primarily given, viz., persons attending the concert or dance.
Locals to Negotiate Own Music Pacts

Petrillo Extends IRNA Contract Plan to Independents

AN ARRANGEMENT whereby network-affiliated radio stations will continue to employ musicians under the terms of their previous national agreement which expires Sept. 15, has been worked out with the J. P. Petrillo Local 206, in a conference. The IRNA-AFM settlement was reached in 1938. The IRNA-AFM settlements director, J. P. Petrillo, president of the AFM.

Resembles IRNA Plan

Settlement follows almost to the letter the plan adopted last January by the National Independent Broadcasters, whose contract group agreed to accept the union's new national plan of settlement, calling for greatly increased payments to the musicians by the television stations.

On advice from the Department of Justice that negotiation of another national agreement might lead to possible Government prosecution under the anti-trust laws against both the AFM and the broadcasters, which action would place the broadcasters in jeopardy, IRNA refused to sign another agreement binding stations to expend a set percentage of their income for the musicians. The NAB contract group agreed to accept the union's new national plan of settlement, calling for greatly increased payments to the musicians by the television stations.

The NIB-AFM agreement, on the contrary, was set at a single informal conference. Mr. Petrillo, it was reported, made the suggestion that the previous national agreement be allowed to lapse without being replaced by anything such as this plan, that its terms and conditions be followed by the stations in negotiating new contracts with their labor unions.

Such a plan, Mr. Petrillo suggested, would have a more informal arrangement be given a year's trial and if it works out satisfactorily during that period such results will be proof that no national agreement is necessary. If it does not work out, he said, then the union may find it necessary to take the broadcast stations to court or to the Federal Communications Commission for the reinstatement of a national plan.

With this matter settled, for the time being at least, the AFM president will now turn his attention to the court fight precipitated by his attempt to force into the AFM ranks all instrumentalists and symphony conductors who are now members of the American Guild of Musical Artists [Broadcasting, Sept. 1]. His demands, which were accompanied by the threat that such artists would be banned from appearing on the radio, including phonograph records or playing with symphony orchestras unless they had become AFM members by Labor Day, were rejected by AGMA, which on Aug. 28 turned to the courts to ask for a temporary injunction against the AFM and received a stay from Justice Peter F. W. Hunting of the New York State Supreme Court, who set the case for hearing Sept. 5 before Justice Carroll G. Walker.

At the request of Henry A. Fried- man, AFM counsel, AGMA's attorney, Henry J. R., was sent to the Los Angeles District, July 7 to confer with Rosemary D Foreign minister in connection with the negotiations with the musicians' union. He conferred with the AFM's attorney, who reported that the union had been granted a temporary injunction by Justice W. L. A. T. B. Walker, The hearing is now set for Sept. 17, before Justice Aaron Steuer, the temporary stay remaining in effect.

The AFM contention, as contained in Mr. Petrillo's letter of Aug. 5 to Lawrence Tibbetts, president of AGMA, is that the charter of AFM granted by the American Federation of Labor calls for all instrumentalists to belong to AFM.

Explaining that the AFM has not interfered with such artists as Helfet, Elman, Hofman, Horvitz and others, feeling that they were in a position to take care of themselves and were not in competition with members of the AFM, Mr. Petrillo wrote:

"The request that we are making at this time has been brought about by the reason that these instrumentalists saw fit to join a labor union, and so long as they desire to belong to a labor union, then they rightfully belong to the AFM."

Tibbetts' Side

The other side of the case, as follows, Mr. Tibbets wrote in his letter to Mr. Petrillo:

"AGMA was organized in 1936 "to foster the interests of singers in grand opera, concert, recital and oratorio, vocal and instrumental soloists and their accompanists, and symphony conductors. They have special problems as artists and professionals who are served by no other organization. Theirs is not the usual problem of collective bargaining for their remuneration is usually arrived at on an individual basis. The concert artist is primarily concerned with preventing exploitation by agents and managers, and eliminating certain practices which we as artists consider unfair. Neither Petrillo nor his union are equipped by experience, ability or methods to take care of these problems. Nor has the American Federation of Musicians, since its foundation more than 40 years ago, ever shown any interest in the problems of the concert artist."

The American Federation of Radio Artists, which recently elected Mr. Tibbets as its president and so may be presumed as a supporter of the AGMA stand, was also mentioned in Mr. Petrillo's letter as "having "taken in entire orchestras, which of course is in violation of its charter."

This charge was dis- missed as "utter nonsense" by Mrs. Emily Holt, executive secretary of AFRA, who declared that it had never infringed on the rights of the AFM. When Mr. Friedman, AFM attorney, was asked about this statement of Mr. Petrillo, he said that "all that will come out at the hearing." AGMA has circularized its members, asking funds to support its court fight against the AFM en- croachment, which it intends pursuing. A permanent injunction against the musicians' union has been secured. Plans for a fund- raising concert, originally suggested to take place the end of this month, are being held in abeyance until sales promotion manager, Mr. Gager, was signed.

KOME Joins Blue

KOME, Tulsa, joins the NBC-Ble network Sept. 29. Its evening rate will be $125 per hour. It is now an MBS and Oklahoma Network outlet.

RETURNS CLAIMED FOR FR. COUGHLIN

REPORTING that "approximately 80% of the stations have renewed their contracts," Aircaster, Inc., Detroit agency, has advised Broad- casting. E. Coughlin, NBC's Detroit station for the previous new half-hour transcription series will start as originally sched- uled, the agency announced. The program to Stanley Boyton, head of the agency, will run for one year. This is the last of an NAB Code Committee rule that Fr. Cough- lin's broadcasts are acceptable only for the duration of the political campaign [Broadcasting, Sept. 1].

Mr. Boyton's reference to 80% of the stations was not accurate, since that of the stations formerly carrying Coughlin on his independent hookup have accepted his Sunday night hours for other programs. They are being placed for the Sunday 4 p.m. (EST) period. Mr. Boyton said he has requests from 10 to 15 additional stations, and that some of these supplant others not now carried.

Aircaster, Mr. Boyton also stated, handles 14 other accounts. Mr. Boyton's program for the fiscal year May 31, 1940, he said, it had cleared 6,982 hours of operation on 41 stations for affiliated networks. The list of accounts was not stated, but station reports included Westley Radio League, Detroit; WJCA, Cleveland; WCAJ, Detroit, and transcription Back to America on a 28-week schedule and placed through that agency.

New NBC Rate Cards

EMPHASIZING the increased independence of NBC's two networks, the new individual rate card instead of being combined on a single NBC rate card as formerly. The Red Network's rate card No. 27, effective Sept. 1, was issued Aug. 29 [Broadcasting, Sept. 1]. The Blue Network's rate card No. 27, also effective Sept. 1, was issued two days later. Aug. 31, containing 137 stations. Following the previous, issued in October 1939, include a new outlet in New York City, a 1,000-watt station operating on 880 kc, with a base rate of $140 per evening hour; acquisition of WKBK, Dubuque; WCB, Rapid City, and the new Blue Florida Network. Another addition is WAKR, Akron, which will join the standard list it begins operations about Oct. 1.

CBS-Pacifick Rate Card

CBS-Pacific Network rate card No. 3 contains individual rates on U.S. radio stations; it is designed to bring these individual rates into line with the rates it set for the previous network.

EXECUTIVES from Westinghouse Radio Station headquarters and KYW officials on Sept. 3 made a test run in this new mobile unit of KYW, Philadelphia. The boys who hopped a ride on the new station wagon included (1 to r) Griffith B. Thompson, sales manager for Westinghouse stations; Robert B. Beauches, KYW general manager; Elmer Gager, KYW plant manager; Leslie W. Joy, KYW general manager; J. B. Rock, assistant manager and Lee B. Wailes, general manager of Westinghouse stations; James F. Begley, KYW program manager.

Lever's 'Big Town' Discs

Lever BROS. Co., Cambridge, Mass., on Oct. 25 will start trans- mission of 'Big Town' show, a 30-minute program, which starts live on CBS Oct. 9, on about 30 stations. The transcription shows feature big Town" behind the live version, according to Huthnaf u. Ryan, New York. 
Schréiber Named To Coordinate All WGN Operations

Five-Division Setup Created; Bacher Program Chief

APPOINTMENT of Frank P. Schréiber, 33, as manager of publicity and promotion of WGN, Chicago, as coordinator of all station operations, was announced Sept. 6 by W. E. Macfarlane, president, who made the move. Mr. Schréiber succeeds Quin Ryan, 36, identified with the station since 1924, who continues as commercial announcer and handler of major special events.

The five divisions, which will include all employees except announcers, production members, members of the press department who are classified and will report to Mr. Schréiber, are production and programs, sales, engineering, music and auditing.

Bacher Heads Programs

William A. Bacher, who has many years associated with the production of leading network shows such as Maxwell House Piano Concert, Hollywood Hotel, will head production and programs. This will include mainly the creation of a production of large network and local shows. Since joining WGN in March 1940, Mr. Bacher has been responsible for popular operetta series, Chicago Theatre of the Air, The Sunday Symphonic Hour, and In Chicago Tonight.

Succesee Quin Ryan

FRANK P. SCHREIBER

$400,000 IN SPOT PLANNED BY VICK

VICK CHEMICAL Co., Greensboro, N. C., has definitely decided to return to its original spot radio campaign for Vick’s Vio-Trol and nose drops, following a controversy between executives of the company and the agency, Marre International, New York, to decide whether the company would sponsor a new program with the Tag with Wind on CBS [Broadcasting, Sept. 1].

The company will spend between $400,000 and $450,000 on the campaign, which will start Sept. 23 and consist of spots several times weekly over 100 stations throughout the country. Almost 85% of the time periods originally scheduled before the GWTW plan will carry the campaign, probably for a 26-week period.

Revelation’s Football

PHILIP MORRIS & Co., New York, on Sept. 28 will start a football program for Revelation tobacco on Mutual hookup of WOR, WGN and CKLW, weekly at 8:15 p.m. Eddie Dooley will conduct the quarter-hour program, on Thursdays giving predictions on the winning football teams, and on Saturdays reporting the scores of the day’s games. Agency is Bliss Co., New York.

KVOO Ready for 50 Kw.

COINCIDENT with announcement by the FCC of the new reallocation effective March 29, 1941, William R. Lessard, manager of KVOO Tulsa, announced that the station will begin operation on 100,000 watts at 1170 kc. on the switchover and has already placed its equipment order. Initial power will entail an outlay of $75,000, he said, and contracts already let for three 400-foot antennae. KVOO now operates on 1140 kc with 25,000 watts.

Pushbutton Putsch

PLANs to marshall the entire radio industry in a cooperative movement in effecting speedier changeover of pushbutton receivers after the reallocation of 1941 becomes effective March 29, are being discussed by Frank Holt, under Ed Kirby, public relations director, and Art Stringer, executive assistant, to avoid any interference with set sales and with listening, the efforts will be restricted to assistance behind the scenes with manufacturers, jobbers, dealers and servicemen, as well as pushbuttoners, a few weeks before the action shift. The NAB-RJA joint committee is in accord with this plan, according to Col. Stringer.

New Station in Ottumwa Favored; KTRB Slated For Increase on 740 kc.

FAVORING a 100,000-watt application for a new station in Ottumwa, on the same facility, the FCC, in proposed findings announced Sept. 12, 1940, has favored the application of Louis R. and Maurice E. Spiewak, local furniture manufacturers, who asked for the same frequency with 250 watts, holding that such a station would cause interference with WWL in Mason City, also on 1210, and to KJST, Marshalltown, on 1200 kc. A 50,000-watt operation, it held, would cause no interference. Mr. Falvey is a veteran newspaper and radio salesman.

In a second opinion, the FCC announced it proposed to grant the application of KTRB, Modesto, Cal., for a change in hours from daytime to limited time on 740 kc., the clear channel occupied by WSB, 660, and increase from 250 to 1,000 watts, conditioned upon filing within two months of a plan of construction, setting the lotter location and antenna system.

The application of KXL, Portland, Ore., on 740 kc., was disapproved, plus 740 kc., and increase power from 250 watts to 10,000 watts and change hours from seven to limited time on the WSB channel, the FCC announced in its proposed findings, is slated for denial. It held that Portland now receives primary service from eight stations, four of them fulltime, and that this distribution of service appears adequate when compared with the advantages to be gained by the residents of Modesto.

Mr. Dunlap Is Named To RCA Position

Dunlap Is Named To RCA Position

Becomes Information Chief; Heath to Mullen’s Post

WITH THE appointment of Orrin E. Dunlap Jr., radio editor of the New York Times, as head of the Department of Information of RCA, effective Sept. 16, Horton Heath, who heretofore had held that title, was elevated to vice-president of advertising and publicity. Mr. Heath officially takes over the duties of Frank E. Mullen, who transferred to NBC Aug. 2 as vice-president and general manager of the network (World, Aug. 1).

Mr. Dunlap, one of the country’s best-known radio personalities and originator of the radio department of the New York Times, has been the newspaper’s radio editor since 1920. He developed the New York Times network on radio. During the World War he served as operator in the Navy, graduated from the Radio School at Harvard as one of the three honor men in the class.

A Radio Pioneer

Mr. Dunlap was graduated from Colgate University and attended the Harvard Graduate School of Business, specializing in advertising and marketing. After a year with Hanf-Metzger Adv. Agency he joined the Times. A pioneer in amateur radio, he was an early member of the American Radio Relay League and is a member of the Veteran Wireless Operators Assn. and the Institute of Radio Engineers.

Mr. Heath joined RCA in 1936 and became manager of the Department of Information in 1938, under Mr. Mullen. Upon Mr. Mullen’s resigning in 1940 as acting head of the department and now has succeeded to the top post. He was born in Chadron, Neb., and after graduation from Harvard in 1911 was associated with the Larkin Co. until 1922. Afterward he entered the agency field and in 1927 became a partner in the agency of Michael & Heath, for which he became a partner in United Adv. Agency. As a year after associate director of the New Yorker, he joined RCA.

AFRA Checking on Benefits

WITH spurious “benefit” rackets being attempted in times of crises, Los Angeles Chapter of AFRA has warned its membership to beware of such performances not cleared through Theatre Authority. Talent requested to donate services on any program, show or personal appearance under head of Red Cross War or European Relief, or any other such benefit has been advised against. In view of impending “war charm” articles appearing in proposed and current programs, AFRA has notified members to submit such agreements or contracts only after complete reading before signing. Under basic membership rules, AFRA reserves the right to check contracts of all members.

Page 18  *  September 15, 1940  *  BROADCASTING  *  Broadcast Advertising
How to Clean Up in Cleaning Business

T

THIS is a story I am happy to tell. It is not a long story. It's a story of an adventure I took, and how it came out.

The tale goes back almost two years to the fall of 1938. Business was pretty good in the chain of Howard's Cleaners stores I operate. Just plenty good!

And so, being young and adventurous—I'm 29—I took the plunge. I tried something I had never done before. I didn't want my business to be just pretty good. I wanted it to be good, darn good.

So I went on the radio.

I selected WDRC for the great experiment, and said, "Go ahead, boys, see what you can do for me."

And They Did

That was Oct. 31, 1938. I have been on the air since then over WDRC. I have not only one program, but two! And here is where the story gets hot. What do you suppose these WDRC programs did for me?

First, they increased my business 80%.

Second, my plant facilities were increased 60%, and more stores are opened as time goes on. Third, we've started fur storage now, and we've already doubled our quota.

I have just renewed both programs over WDRC for an indefinite period. You can't unspell me on radio. I am what is known as the satisfied customer, and I don't hesitate for a minute in letting the world know about it.

Well, how did we do it? How did we make this "success story" work? When I decided to try radio back in 1938, I asked myself just what people I wanted to hit. Well, I wanted to hit everybody. Everybody wears clothes, shirts, dresses. I had to have a program to which everybody listened, and it had to be good.

Hartford Chain Discovers Airwaves And Wave of Prosperity Ensues

By WALKER GULLATT

General Manager, Howard's Cleaners, Hartford

BUSINESS was good—just pretty good—in the chain of Howard's Cleaners stores in Hartford two years ago. But that didn't satisfy the 29-year-old chain manager, Walker Gullatt. With youthful daring he decided to make it very good, with perhaps a faint hope that it might become colossal or maybe superlative. The method chosen was radio, with WDRC providing the facilities. Since that time Howard's business has gone up by bounds and leaps and Mr. Gullatt is glad to tell all comers that the credit belongs to radio.

Recently he took on a new line, fur storage. Already the originally set quota has been doubled.

So I talked it over with WDRC and they said, "We have just what you want, the street broadcast. Everybody listens to that. We've got the best one in town. It's a natural for you."

I took it.

All They Do Is Talk

Two of WDRC's best announcers are on that show—Chief Announcer Ray Barrett, a former actor in both vaudeville and legitimate, and Bob Provan, a smooth-talking boy who got himself elected city alderman.

As a team, they do a splendid job of stopping a stranger, a neighbor, any passerby, and talking things over. Major problems of the day are discussed and every once in a while the boys go wild and ask questions like "who really proposes, the man or the woman?" or "How did you land your husband?"

It goes over great. I listen to it myself!

How do we work the plugs? Well, Barrett opens the show with a short open to Howard's Cleaners. Then as each person completes his interview, he is handed a special ticket from our stores which entitles him to a free cleaning job, our reward for appearing on the street show and answering the questions.

And, of course, as the announcer hands the stranger the ticket, he doesn't hide the fact. He leads up to the presentation; maybe he talks about spots in the sky, or spots in front of your eyes. Then he says, "if you have spots in your clothes, here's a ticket, take them to Howard's Cleaners, and out they come!"

We give it to them easy. We don't want to interrupt the continuity of the program. We give away five or six tickets during the 15-minute broadcast. Then, there is a brief closing announcement for Howard's Cleaners.

Business was wonderful. The Barrett and Provan combination grew better and better. I must have started a trend, because that series in the broadcast period over WDRC is now a pretty popular spot with other advertisers in the Connecticut area.

How About Fur Storage?

And so, a few months ago, with business expanding, I turned to fur storage. And as I expanded, I expanded. And as I expanded, I expanded.

We leased a place, quietly, because we didn't want to say anything. And, knock me down, we've hit.

And the reason we expanded, and then, when we were ready, I talked again with the boys at WDRC, and they were, by the way, were pretty happy about the whole thing, too.

"I'm ready for fur storage, now," I said. "What shall I do?"

I took a half-hour afternoon program from 4:15 to 4:45 on Wednesdays. This is Ray Barrett's show, "Munio Off the Record program, a record show with Ray breaking up and talking with the sponsors. He operates the same program from 7 a.m. to 8 a.m. with great commercial success, so I figured, "what could I lose?"

And I set me a quota on fur storage.

I doubled it. I had to increase the plant, and more besides.

"I'm Tickled Pink"

And so, there I am. A Monday afternoon man-on-the-street broadcast and a Wednesday afternoon record show with an outstanding announcer, each and every week.

I've been in this business since I was 17. That was 12 years ago, and I've never seen anything like it. I don't have any idea what the future holds for this business. I have to worry about keeping up with it.

I'm tickled pink about what radio has done for Howard's Cleaners. It has exceeded my expectations a hundred times over.

And said when WDRC Salesman J. Eric Williams rolls in and says, "Well, Walker, how are you doing? I hope you are going to renew," I have to restrain myself from throwing a cost hanger at him.

They don't have to sell me radio. I'm sold!

2 More Join Mutual

WJW, Akron, on Sept. 22 will join MBS and together with WMBL, recently affiliated to Mutual, John Mutual on Oct. 1, will bring the total affiliates of the network to 146 stations. WJW, operated by WJW Inc., operates on 1210 kc., 250 watts, and WMBL, owned by Mutual Broadcasting Co. will operate on 1420 kc., 250 watts, when it starts operations on that date. The MBS operating board is next scheduled to meet in Chicago Sept. 18.
DECREASED radio budgets of political parties, coupled with the prospect of increasing inter-party agreement on what is and what is not a political broadcast, appear to have shifted more of a burden to broadcasters' shoulders for the duration of the current campaign.  

Despite the late campaign start and the new potential for fast and furious action, actual political time purchases on a national scale are far behind mid-year expectations. A paucity of campaign funds, along with statutory restrictions placed on campaign spending by the Hatch-Clean-Publics Act, emphasize the likelihood of a slim commercial year in political broadcasting.

Close Competition

However, the prospect of slim campaign revenue appears to be only one of several situations likely to plague the industry during this campaign. It is quite possible that budget restrictions are forcing the dominant parties—Republicans and Democrats—into a parallel broadcasting war, with each other's broadcasts like a hawk. When a sustaining broadcast such as President Roosevelt's Labor Day speech goes on the air, the opposing party will press for an opportunity to broadcast almost immediately on grounds that the speech was political in character. The protests of Republican leaders against this Labor Day address may become typical, particularly since it has been indicated by the White House that President Roosevelt probably will make a series of short radio broadcasts.

A long string of speeches continues to draw protests from the opposition, with networks and broadcasters maintaining their policy of carrying President Roosevelt's addresses when they are of national interest, radio may face a heavy demand for sustaining time. Another complicating factor arises from the fact that the parties, without money to buy time, might just say that Candidate Rockefeller or Candidate Willkie is speaking on a certain date, calling attention to the appearance but making clear that no request for radio coverage is requested. Such a left-handed invitation might prompt broadcasters to carry the speech purely as a public service if it happened to be of definite interest, regardless of its political nature and despite the ensuing clashor for corresponding facilities to approve.

White House Meeting

The prospect of such a situation already has proved strong enough to prompt a meeting between network representatives and Steve Kalb, White House radio secretary. Following repercussions from the Chickamauga speech, Mr. Early met with network representatives Sept. 4 and 5 to explain the difficulties in pre-judging whether a President's speech is political or nonpolitical. Although the meetings resulted in little but a discussion of mutual problems, it was felt that the White House would not in any way attempt to take advantage of broadcasters in their policy of covering all important Presidential addresses.

This White House assurance took material shape Sept. 11 when the Democratic National Committee paid for the broadcast of the President's "labor speech" on 45 NBC-Blue and 110 CBS stations. Previously it had been indicated that although the address, made before the Washington convention of the International Brotherhood of Teamsters, Chauffeurs, Stablemen & Helpers Union (AFL), would be available for broadcast, it would not be sponsored and no broadcast time was requested. Decision of the Democratic party to sponsor the supposedly political talk was made the day before the broadcast, although Daniel J. Tobin, president of the union, had stated that the union would pay $20,000 for the broadcast time if necessary.

GOP's Reduced Fund

To date the Democrats, under the direction of G. W. (Johnny) Johnstone, radio director, have bought virtually all the broadcast time used by the national organizations of any of the parties. Republican radio efforts, directed for the Republican National Committee by Wells (Ted) Church, will go into commercial time after GOP Candidate Willkie's campaign-opening speech Sept. 10 and the first broadcast time on Sept. 16, carried on a sustaining basis by all the networks.

Mr. Church stated to Broadcasting that although the record of the works, no time has been definitely bought except a half-hour election eve network spot Nov. 4. It was indicated that the Republican radio budget probably would not be even as large as the $250,000 Democratic fund and that time-buying would be strictly on an as-you-can basis. The radio division of the Republican National Committee, through J. Walter Thompson Co., its agency, is probate in the role of "rounded-up and one-minute announcements which will be available to State committees if they want to use them, but these are not sponsored by the national organization.

The Democrats have bought several units of network time as well as some spot broadcast time in connection with the Vice-Presidential campaign of Henry A. Wallace in the Midwest. In addition to President Roosevelt's Sept. 11 speech to the teamsters' union, the party bought a half-hour on 42 CBS stations Sept. 10 for a scheduled address by Speaker William B. Bankhead, eventually read by someone else because of Speaker Bankhead's illness, and 15 minutes on 116 NBC Red stations Sept. 12 for an address by Mayor LaGuardia, of New York.

New York Democratic Spots

The Democratic Party also is using spot in connection with the Wallace tour through the farmland territory of the Midwest, preceding his speech. Oct. 12, 15 minutes on NBC, for transcription of the We, the Farm.

MODERN CAMPAIGN technique is illustrated in this We, the Farmers, Speak program, sponsored Aug. 28 by the Democratic National Committee on a coast-to-coast MBS network, and now used as a transcribed campaign feature for NBC and ABC networks. Des Moines, the half-hour interview feature was heard on the eve of the acceptance speech of Henry A. Wallace, Democratic vice-presidential candidate. Interviews with farm folks were produced by Bill Baldwin, KSO farm commentator. Seated at the table are: (1 to r) Will E. Sitterly, farmer, Canal Winchester, O.; Mrs. John Kelleher, farm woman, Bevington, Iowa; G. W. (Johnny) Johnstone, radio director of the Democratic National Committee and producer of the program; Vincent Browner, Des Moines grocer; Mrs. Harald Van Fossen, farm woman, Adel, Ia.; J. H. Barrett, farmer, Dixon, S.D.

Dill for Governor
FORMER U. S. SENATOR C. C. DILL, co-author of the Communications Act of 1934 and of the one of 1927, may be Washington State's next Governor. Late returns from the Sept. 10 State primaries indicated he had defeated Gov. Clarence D. Martin in a Democratic nominating, and would oppose Mayor Arthur B. Langlie, of Seattle, Republican nominee, in November. On Sept. 11 Senator Dill, after retiring from the Senate, entered pri-

COMMUNIST Party Claims Prejudice
Tells Fly That NBC Refuses To Sell Available Time

TROUBLES of the Communist Party in trying to time was chronicled in detail Sept. 5 in a formal complaint to FCC Chairman James L. Fly, charging NBC with "unfair" and "unusual" attempt at censorship of political expression. Citing NBC's "ree-

let the White House not in any way attempt to take advantage of broadcasters in their policy of covering all important Presidential addresses."

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"To date the Democrats, under the direction of G. W. (Johnny) Johnstone, radio director, have bought virtually all the broadcast time used by the national organizations of any of the parties. Republican radio efforts, directed for the Republican National Committee by Wells (Ted) Church, will go into commercial time after GOP Candidate Willkie's campaign-opening speech Sept. 10 and the first broadcast time on Sept. 16, carried on a sustaining basis by all the networks."

"Mr. Church stated to Broadcasting that although the record of the works, no time has been definitely bought except a half-hour election eve network spot Nov. 4. It was indicated that the Republican radio budget probably would not be even as large as the $250,000 Democratic fund and that time-buying would be strictly on an as-you-can basis. The radio division of the Republican National Committee, through J. Walter Thompson Co., its agency, is probate in the role of "rounded-up and one-minute announcements which will be available to State committees if they want to use them, but these are not sponsored by the national organization."

"The Democrats have bought several units of network time as well as some spot broadcast time in connection with the Vice-Presidential campaign of Henry A. Wallace in the Midwest. In addition to President Roosevelt's Sept. 11 speech to the teamsters' union, the party bought a half-hour on 42 CBS stations Sept. 10 for a scheduled address by Speaker William B. Bankhead, eventually read by someone else because of Speaker Bankhead's illness, and 15 minutes on 116 NBC Red stations Sept. 12 for an address by Mayor LaGuardia, of New York."

"New York Democratic Spots"

"The Democratic Party also is using spot in connection with the Wallace tour through the farmland territory of the Midwest, preceding his speech. Oct. 12, 15 minutes on NBC, for transcription of the We, the Farm."

"MODERN CAMPAIGN technique is illustrated in this We, the Farmers, Speak program, sponsored Aug. 28 by the Democratic National Committee on a coast-to-coast MBS network, and now used as a transcribed campaign feature for NBC and ABC networks. Des Moines, the half-hour interview feature was heard on the eve of the acceptance speech of Henry A. Wallace, Democratic vice-presidential candidate. Interviews with farm folks were produced by Bill Baldwin, KSO farm commentator. Seated at the table are: (1 to r) Will E. Sitterly, farmer, Canal Winchester, O.; Mrs. John Kelleher, farm woman, Bevington, Iowa; G. W. (Johnny) Johnstone, radio director of the Democratic National Committee and producer of the program; Vincent Browner, Des Moines grocer; Mrs. Harald Van Fossen, farm woman, Adel, Ia.; J. H. Barrett, farmer, Dixon, S.D."

"Dill for Governor"

"FORMER U. S. SENATOR C. C. DILL, co-author of the Communications Act of 1934 and of the one of 1927, may be Washington State's next Governor. Late returns from the Sept. 10 State primaries indicated he had defeated Gov. Clarence D. Martin in a Democratic nominating, and would oppose Mayor Arthur B. Langlie, of Seattle, Republican nominee, in November. On Sept. 11 Senator Dill, after retiring from the Senate, entered pri-

"COMMUNIST Party Claims Prejudice"

"Tells Fly That NBC Refuses To Sell Available Time"

"TROUBLES of the Communist Party in trying to time was chronicled in detail Sept. 5 in a formal complaint to FCC Chairman James L. Fly, charging NBC with "unfair" and "unusual" attempt at censorship of political expression. Citing NBC's "ree-

Page 20 • September 15, 1940

BROADCASTING • Broadcast Advertising
Arbitration Plan Averts AFRA’s Strike

New York Local Accepts Board Offer; Net-Union Meeting Sept. 16

By BRUCE ROBERTSON

STRIKE of the American Federation of Radio Artists against NBC, CBS and MBS, which would have taken from the networks every actor, singer and announcer employed on sustaining programs, and which was scheduled to be called either Sept. 14 or Sept. 15, was averted Sept. 12 when a meeting of the union’s New York local approved the action of the union’s executive board in accepting an offer mediation made by Wil- liam H. Davis, chairman of the New York State Board of Mediation.

Telegram from Mr. Davis, received at 6 p.m., Sept. 12, while the board was planning strike action, reads as follows: “Understand AFRA is holding a meeting tonight for the purpose of taking a strike vote. The public interest demands that this board act, every effort to avert this threatened strike and I therefore strongly urge that no strike be called by your organization until you have exhaust every effort to reach an agreement through mediation. I have requested the companies involved, namely CBS, NBC and MBS, to participate in an immediate conference at my office with your organization so that we may aid both sides in reaching a peaceful settlement. Pending the outcome of this conference, the State Mediation Board requests the companies and the union to postpone the strike action in terms of their existing agreements. Such conference will be held at the offices of this board, 250 W. 57th St., at 2 p.m., Monday, Sept. 16. Please confirm.”

AFRA Members Approve

AFRA meeting in New York, attended by some 750 members, approved acceptance of the offer of mediation by AFRA, and the action of the delegates at the recent AFRA convention in giving the union board the power to take any steps it deems necessary in its negotiations, up to and including the power to call a strike. Meetings of the Chicago, Los Angeles and San Francisco locals, scheduled for the evening of Sept. 13, were expected to take similar action, authorizing the board to call a strike if necessary, but approving its acceptance of the mediation offer.

This offer was also accepted by the three networks, which had been preparing substitute sustaining schedules in readiness for the strike of the talent union, expected late this weekend following a breakdown of negotiations between the networks and union. Although a number of meetings had been held following the AFRA convention, neither AFRA nor the networks was willing to yield from its established position, and a strike seemed inevitable.

In the negotiations, which had been under way since early summer, the networks were represented by Mark Woods, vice-president and treasurer of NBC; Lawrence Lowman, vice-president of CBS, and Julius Seebach, WB vice-president, while Emily Holt, the union’s executive secretary, and George Heller, assistant executive secretary and treasurer, acted for AFRA. Previous sustaining agreement expired Aug. 12, but was extended for an additional month during negotiations by mutual consent of networks and union.

Chicago Dispute

In Chicago some dispute developed over the position taken by broadcasters in that city after AFRA headquarters had received the report that Chicago agencies would not sign letters accepting the decision of the arbitration association unless AFRA agreed to maintain the status quo on pay. In addition, the federations’ position on sustaining commercials until expiration of the present code next February. Sid Stroiz, NBC Chicago vice-president, commenting on this report, declared he did not say what the agencies would do but merely spoke for NBC. He added that in his opinion it would be “a violation of the letter and the spirit of the arbitration award if AFRA, as reported, requested the agencies to agree to pay special fees to staff announcers in view of the fact that the award confirmed the staff announcer principle of no special fees on local commercial broadcast for staff announcers.”

Raymond Jones, executive secretary of AFRA in Chicago, said that since agencies were fully represented at the recent hearings before the association, they should abide by the rules set down by that board.

At a meeting of Chicago advertising agencies Sept. 12 to determine a definite answer to the AFRA letters in regard to payment to announcers, action was delayed until further explanation by AFRA was received on interpretation of local rates, such as 5 and 10-minute periods and frequency of broadcast.

POPULARITY had its reward recently when Walt Lochman, sports announcer of KMBC, Kansas City, was presented with a new car during Radio Appreciation Night at the local baseball park. The car came from local Ford dealers, who will sponsor Big Six football broadcasts on KMBC for the second consecutive year. Here Sportscaster Lochman (right), acknowledged the surprise gift as it was presented by J. Harry Evans (left), of Ford Motor Co. Sam Bennett, KMBC director of sales, stands by Evans, while Carter Ringlo, regional sales director of the station, watches and listens from the wheel of the car. The Ford dealers’ football sponsorship campaign was placed by McCann-Erickson, Chicago.

BROADCASTING • Broadcast Advertising September 15, 1940 • Page 21
BMI Seeks Music Pools, Signs AMP

Cut of 25% in Rates of Catalog Is Obtained
For Subscribers

PROCEEDING effectively with its campaign to provide a broadening and expanding industry supply of music adequate to make the broadcasters independent of the demands of ASCAP, BMI has been reflecting the interest of its members on a competitive rather than a monopolistic basis, Broadcast Music Inc. is expanding negotiations.

BMI has notified subscribers that in addition to its expanding catalog of popular tunes and of new arrangements of public domain music, it is negotiating with a number of organizations controlling pools of music to get them at a reasonable cost.

AMP Agreement

First such agreement, BMI announced, has been completed with Associated Broadcasters Inc., which licenses the performing rights of an important musical catalog, containing some 18,000 copyrights.

The agreement, BMI states, "provides that BMI subscribers, so long as they remain subscribers to BMI, shall receive a 25% reduction from the current rate, effective immediately. These current rates provide for a fee per month equal to one half the currently effective rate as shown on the broadcaster's current rate card, less, of course, the 25% reduction to BMI subscribers."

Stating that a complete list of AMP copyrights is to be worked out by the NAB, together with evidence of AMP's control over these copyrights, the letter continues: "In view of the enamored public's situation which confronts broadcasting stations, we feel that broadcasters will be advised to implement themselves with as much music as is currently available," and urges them to give consideration to the AMP catalog.

Other catalogs available to broadcasters, outside the ASCAP-controlled list, include those of the Society of Electrical Authors & Composers (SESC), containing some 30,000 compositions; G. Ricordi Co., with 130,000 compositions; and the Society of Jewish Composers, Publishers & Songwriters, with 2,500 compositions.

ASCAP Unrest

Conversations still are going forward for acquisition of additional catalogs by ASCAP, which would make the music available through the industry-owned networks, which make the music properties of Metro-Goldwyn-Mayer is cold, both from the BMI and network standpoint, because of the difficulty in procuring guaranteed clearance of the catalogs. Independent catalogs, however, may yet fall into the BMI fold.

Unrest persists in the ASCAP quarters, the feeling in certain ASCAP quarters is that the whole affair is a colossal blunder by its officials. Officially this is denied, with the assertion that the 24-man board is solid and its leadership is intended to see that the pool is sold at the same prices as the records of ASCAP music. The broadcasting industry has collected a pool of almost $1,500,000 to enable BMI to make this effort.

"BMI does not ask any money from you. There is a way, however, in which you can help a movement which is bound to work out for your benefit. That is the use of records which carry BMI music."

A recent notice explained that the BMI song is going to have radio's plugging power behind them. The broadcasters were told that if BMI tunes become hits, BMI's effort to collect $18,000,000 a year from coin-operated machines will be defeated. The operators returning the postcard will get BMI releases and can give the music a "fair chance" in their territory.

Kayce to Caesar

In an open letter to Irving Caesar, president of the Song Writers' Protective Assn., Sydney Kaye, vice-president and general counsel of BMI, Sept. 20, wrote: "If you are unaware of the letter of Aug. 26, had charged BMI with denying the songwriters their basic moral rights in failing to accept the standard BMI contract, and which challenged BMI to debate the issues. Stating that this condition is "an all-out man war on those who have signed歌手 BMI with ASCAP alone," Mr. Kaye continues:

"I do not think it at all proper that there should be any debate with you, either as officer of SPA or as a writer, and I think that any public discussion which takes place should take place with an officer or director of ASCAP as such. I also think that any such discussion should air the facts before the parties who are publicly interested. This is one of those questions who are available at the place of debate, but also ASCAP members and other song writers.

Willing to Negotiate

Regarding the relationship between SPA and BMI, the letter states: "If SPA is serious in saying that they wish to negotiate with respect to our contract, we can only reiterate that we are perfectly willing to negotiate provided that the basis of that negotiation is not changed. One basis is that BMI must be enabled to operate just as effectively in the field of licensing performing rights as ASCAP, and that there be no discrimination against it. The second basis on which such negotiation should be predicated is that we must both recognize that the fairest way to compensate composers for the use of their music on radio broadcasting stations is in proper proportion to the use of their works by broadcasters.

"We must repeat that we cannot recognize the claim that you have put forward that one composer is entitled to a different scale of compensation from another. If the work of Irving Caesar has greater appeal to the public than the works of another songwriter that will be determined by the number of times they are performed and, therefore, the public and not any arbitrary group will make the choice. It is on this basis, as I explained, that SPA and BMI broke off attempts to arrive at any understanding. If you (Continued on page 60)
Industry Maintains High Wage Standards

Further Increase Noted by FCC In Survey

WITH AN AVERAGE weekly wage of $45.96 to its 19,873 full-time employees, the broadcasting industry during 1939 maintained its pace as America's best-paying industry, according to available Federal statistics.

A summary of functional broadcast employment and payroll data compiled by the FCC Accounting Department for the typical broadcast week of Oct. 15, 1939, revealed that the industry as a whole had increased its weekly stipend from the 1938 average of $45.20 for 18,359 fulltime employees, to $45.96 as the 1939 average of 19,873 employees. In addition there were some 4,000 part-time employees.

Best of Any Industry

According to available Government information, no other industry exceeds the broadcasting industry's average pay. The figures covered both executive and employee salaries in broadcasting, whereas compilations of the Bureau of Labor Statistics, of the Department of Labor, dealing largely with wage-earner groups, were for employees only.

The average weekly wage for 17,765 employees other than executive, according to this FCC analysis, was $41.08. That for the automobile industry, for a typical 1940 week, was $35; for brokerage and banking houses, $37.75; insurance, $36.53; aircraft manufacturing, $30; iron and steel, $29. No figures were available for commercial aviation, as distinguished from aviation manufacturing, or motion pictures, both of which fall in the higher employe brackets, but neither of which was estimated to exceed the broadcast wage.

The FCC analysis was prepared under the direction of William F. Norfleet, chief accountant, and DeQuincy V. Sutton, head broadcast accountant. The compilation included the FCC's analysis of 1939 industry statistics, derived from detailed questionnaires sent out to all stations and networks (Broadcasting, Aug. 1, Sept. 1).

All fulltime executives in the industry, totaling 2,088 for 709 commercial broadcast stations and the three major networks, received an average weekly paycheck during 1939 of $57.45. These included general managerial, technical, commercial, program, publicity and miscellaneous executives.

Average Manager's Salary

The average station manager received a weekly pay check of $108.74, according to the breakdown of the 706 stations. Commercial managers received an average of $84.60; program directors, $56.42; publicity and news editors, $56.18; chief engineers, $54.15; miscellaneous executives, such as assistant managers and department heads, $63.89.

On the 706 reporting stations, constituting practically all commercially-operated outlets on the air at the time the survey was made, announcers received an average wage of $92.62; staff musicians, $47.53; control operators, $38.85; outside salesmen, $48.50; production, $39; promotion and merchandising, $42.11; accounting, $30.37; clerical, stenographic and miscellaneous, in the neighborhood of $21.50.

Network Scale Higher

Network payrolls brought up the average for the industry as a whole. For example, the average pay for 14,118 non-executive employees of the 706 individual stations was $59.64. This figure was increased to $41.08 when network employe salaries were taken into account. The networks had 3,067 fulltime employees who drew an average wage of $58.19 per week.

The analysis revealed that 26 managerial executives of the three major networks, including officials and station managers of managed and operated outlets, had an average weekly salary of $381.73, as against the $109.74 figure for managers of the average independent-owned stations.

There were 3,506 part-time employees retained by the 705 individual stations, who received an average weekly pay of $17.83. Nearly half of these were performing artists. The networks had a total of 508 part-time employees—476 of them performers—who received an average weekly wage of $55.95.

Ohio Oil on 12

ORIGINATED at WLW, Cincinnati, and fed to a mixed network of 11 other NBC stations, Ohio Oil Co. on Sept. 6 started Marathon Melodies for the 1940-41 season. The half-hour show is carried by WLW Fridays at 8:30 p.m., with re-rebroadcasts for other stations on the network at 10:30 P.M. (EST). Participating stations include WOWO, Fort Wayne; WTLF, Toledo; WGBF, Evansville; WBOB, Terre Haute; WAVE, Louisville; KYW, St. Louis; WKY, Oklahoma City; WPAA, Dallas; KGBX, Springfield, Mo.; KYO, Tulsa; WCBS, Springfield, Ill. The show features Jimmy James and his orchestra, Sylvia Rhodes, the Devore Sisters and the Marathon Melody Men.

Employment and Payroll Data of U. S. Broadcast Industry

(FCC Analysis for Typical Week, Beginning October 15, 1939)

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<th>Item</th>
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706 STATIONS

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3 MAJOR NETWORKS

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Total employees: 16,109

975,225

41.94

156

3,905

62,026

839

3,773

237,828

63.03

508

28,421

55.95
FCC Feud Arises In Texas Rulings
Payne Dissents From Action
Reversing KAND Deletion

SIGNs of a new break in views of members of the FCC were seen with announcement Sept. 6 of actions by the Commission in four scaled Texas revocation cases, in which Commissioner George H. Payne dissented from the majority action rescinding the revocation order previously issued against KBG, Corsicana.

In announcing final action in this case—the first of seven involving proposed initial or renewal ownership interests of Rev. James G. Ulmer— the Commission majority said that resulting in more than the loss of any of its only local station and because the actual licensees were acting in good faith, it had decided to renew the station's license for 1810 kw., with 100 watts power unlimited time.

Commissioner Payne, however, who presided at the Texas hearing, and was subjected to severe attack in pleadings filed by the respondent station, held that the action involved a guilty of "many infringements" of the law and regulations, had been permitted to go "scot free.

Also Hits Westinghouse
Payne also contended that the decision of the Commission in the Westinghouse case on Sept. 4 established a precedent which, in his opinion, would cause the Commission "a great deal of perturbation in the future." In this matter, the FCC cancelled hearings previously set on renewal of the licenses for WPMD and WPRA, which were New York stations owned on illegal management contracts with NBC [see story on this page].

The FCC also announced Sept. 6 proposed findings of fact and conclusions affirming the Payne recommendations that KFXA, KBGI, Brownsville, another of the stations involved in the alleged Ulmer transactions. In this instance, the FCC ordered the broadcasting Co. Inc., KGFI licensee, had transferred to Ulmer and W. D. Ballacher complete control of the station without written consent of the FCC in violation of the law.

It is thought, however, in several cases at least, may be inclined to follow the precedent established in the Westinghouse case, particularly where it may be shown that no deliberate effort was made to deceive the FCC. Commissioner Payne, however, has expressed himself strongly in favor of revocation of all the licenses.

The FCC majority also apparently is taking cognizance of the possibility by a lawyer—E. J. Hanley, attorney for several of the licensees involved in the Ulmer case. This lawyer has said that revocations now are under advisement by KTCB, Austin; KNET, Kent; KBGI, Brownsville; KBBJ, Lubkin; KSAM, Huntsville, and KGKB, Tyler, the latter two scheduled for oral argument Sept. 19.

Manager Buying KSUN
CARLTON W. MORRIS, manager of KSUN, Longview, Texas, has been named owner of that station if the FCC authorization to transfer that station's license has been made. He proposes to buy out the stock of James S. Maue and J. C. P. Berwind, two businessmen, who now control the station.

FUTURE plans for the weekly NBC Good News program, sponsored by General Foods Corp. (Maxwell House coffee), were discussed by this group of executives when the series resumed Sept. 15 for its fourth season on that network. They are (1 to r), John W. Nicholson, Southern California representative of General Foods; Phil Rapp, Hollywood writer of the show; Tom Revery, New York vice-president in charge of radio, Benton & Bowles, agency servicing the station's agency's Hollywood office and newly appointed producer of the program. Holiner took over production from Donald Cope who was transferred to New York as assistant to Revery. The current Good News series has undergone a change in format. It is being built around Fanny Brice's Baby Snooks character.

FCC Dismisses Westinghouse Hearing But Keeps Affiliation Inquiry Alive

RENEWED notice to all network affiliated stations that current so-called standard affiliation contracts are under scrutiny as part of its network monopoly investigation, was given Sept. 5 by the FCC in an opinion dismissing hearings involving the Westinghouse-owned stations which had been cited under an order issued early this year. In cancelling the Westinghouse station hearings, originally called because of purported transfer of control to NBC of station management functions, the FCC said it took this action only because the Westinghouse-NBC agreement had been abrogated as of July 1.

Four other stations cited for hearing at the same time—WHCU, Ithaca; WBZ and WBZA, Boston and Springfield (synchronized); KLYW, Philadelphia, and KDKA, Pittsburgh. They had been program-managed by NBC since 1932, but on July 1 Westinghouse took over full management and procured regular NBC affiliation contracts. Westinghouse filed with the FCC a petition for reconsideration and grant of the renewals without further hearing, which the FCC now granted, without abrogating the hearing notices.

In taking action, the FCC warned that it must not be interpreted as a precedent which in the future will permit licensees of broadcast stations to transfer contracts or agreements, oral or written, of the rights and privileges contained in licenses issued by this Commission or to transfer control of stations to non-licensers without first obtaining consent of the Commission and thereafter abrogate such agreements, contracts or understanding, to which the Commission to overlook such actions and grant renewals of licenses by the Commission.

Conclusion of FCC
Salient conclusions of the FCC, in its order granting the Westinghouse petition to reconsideration and grant renewals for its stations, were:

“We are of the opinion that in entering into the agreements of Nov. 21, 1932, and in permitting National to operate the stations, Westinghouse disposed of rights and privileges granted to it by the terms of its licenses and to all intents and purposes handed over to the stations here involved to National, without obtaining the written consent of the Commission, as required by Section 310(b) of the Communications Act. But the agreement has been abrogated by Westinghouse and the stations here involved still maintain their exercise control over the stations. To deny the renewal applications because of this earlier violation of the law would result in depriving the public of the broadcast service now available through these stations.

“The contracts now in existence between Westinghouse and National appear to have been extensively employed by the several networks in relation to licensed broadcast stations. The Commission, by a special committee, has held lengthy hearings and has obtained much information upon the effect of such contracts in its investigation of chain broadcasting, and now has this general subject under consideration.

“In view of the fact that the Commission on this subject, we do not deem it desirable either to approach the subject of abrogating the contracts between Westinghouse and National, and therefore expressly declare that the opinion contained in its order respecting to these contracts until our consideration of the entire subject of chain broadcasting, after these opinions are completed and action taken thereon.

"Upon all the facts we are of the opinion that public interest will be served by granting the renewal applications here involved. This action cannot be interpreted as a precedent which in the future will permit licensees of broadcast stations to transfer contracts or agreements, oral or written, of the rights and privileges contained in licenses issued by this Commission or to transfer control of stations to non-licensers without first obtaining consent of the Commission and thereafter abrogate such agreements, contracts or understanding, to which the Commission to overlook such actions and grant renewals of licenses by the Commission.”

JAMES R. CURTIS, attorney and owner of KFRO, Longview, Tex., has purchased the KWKW station on 1210 kc. in Boulder, Colo.
IT'S 59% OF A BILLION DOLLAR PURCHASING POWER

The Children's Theater of the Air...in a Hooper Holmes survey made Sunday, July 21, 1940, showed these remarkable results on a difficult day and time -proof of how WXYZ showmanship wins loyal Detroit listeners.

The Detroit and WXYZ Market...fourth largest is first in the annual per capita wage rate. All indications point to one of the best Fall seasons in the history of this fast moving and responsive market.

WXYZ

KEY STATION OF MICHIGAN RADIO NETWORK
5000 WATTS Daytime...1000 WATTS Nighttime
Basic Detroit Outlet for NBC Blue Network
Associated to Spend $250,000
In 15th Grid Season on Coast

Oil Field Starts Season With Training Course for Announcers Covering Games on 70 Stations

FOR THE 15th consecutive year the broadcasting of intercollegiate football games on the Pacific Coast and Hawaii will be under the sponsorship of Tide Water Associated Oil Co., Associated Division, which will spend approximately $250,000 to bring a total of 85 games to the air audience. Harold R. Penn, advertising and sales promotion, on Sept. 6 revealed the broad general plan for the 1940 grid season.

A total of 70 stations will be used, including California, Oregon, Washington, Arizona, Nevada, Idaho and Hawaii. The $250,000 covers station time, sum paid to colleges for broadcasting privileges, salaries to sports- casters, continued college equipment and assistants and sales promotion on the games.

Complete Schedule

Under the exclusive broadcasting agreement between Associated and the member schools of the Pacific Coast Conference, the complete conference schedule will be broadcast. In addition, games of leading independent colleges are to be included with arrangements completed covering contests staged by Santa Clara, St. Mary's, Loyola, U of San Francisco, Gonzaga and the U of Portland.

The facilities of NBC-Red, CBS and Mutual-Don Lee networks will be used to cover all metropolitan points in the Pacific Coast area. Student commentary is being provided this year as an innovation to render coverage to areas beyond the normal coverage afforded by broadcasting facilities.

Independent stations in Klamath Falls, Bend, Astoria, Baker, LaGrande, Grants Pass, all in Oregon; Walla Walla, Wash.; Boise and Lewiston, Idaho, will be used during the season.

Friday night and Sunday games scheduled in the San Francisco Bay area are to be carried by KQW, San Jose. These games involve the contests on schedules of St. Mary's, Santa Clara and the U of San Francisco. In the Los Angeles area Friday night and Sunday games will be heard on KFWB, Hollywood.

Listeners in the Hawaiian Islands who receive the most complete football coverage ever offered that area, with a schedule of 12 games starting Sept. 8th and ending Dec. 7th.

Changes in broadcasting procedure are being made to accommodate the 1940 season according to Mr. Deal, who for 15 years has personally supervised Associated's company sports- casters. The same basic plan as in past seasons calls for handling of all games by a sportscaster and a commentator. They will be assisted by several observers both in the broadcast booth and on the field. The commentator at the game will give the commercials at the quarter and half-time, before and after the games, as well as give the color description before the game and between the halves. This year's policy also calls for the sportscaster to give a brief commercial at the time-out periods, using his own discretion as to the frequency of this practice.

During the season Associated will promote its gasoline motor oils and Fisk tires. Associated recently became Fisk distributor.

Announcer's Session

A two-day conference of sportscasters was held in San Francisco Sept. 12-13. Mr. Deal presided at the meetings. Among those to address the sportscasters were: Tom Fitzpatrick, one of the leading officials of the Pacific Coast Conference; P. E. Allan, Associated general manager; A. A. Pedley, assistant domestic sales manager; J. M. Evans, assistant domestic sales manager; Harry A. Jackson, manager white oil sales; P. C. Weyand, superintendent of consumer sales; Walter Brunn, manager of merchandising, service stations; L. L. Love, in charge of media and John Burnham in charge of production in the advertising department.

A staff of veteran announcers, many of whom have served as football announcers for as long as 10 years, will again work for Associated this year. The announcing staff includes Frank Bull and Mike Francovich for games in the Los Angeles area; Doug Montell, Don Thompson and Ernie Smith for San Francisco and bay area; John Carpenter, Stan Church and Art Kirkham, Oregon area; Rod Kliis, Lewiston, Idaho, and Roy Saville, Boise, Idaho.

Promotion Drive

Associated has planned an elaborate merchandising campaign. An innovation this year will be interviews between halves between Associated commentators and Associated customers attending the games. The customers will be invited to tell their reactions to Associated products. Prizes will be awarded interviewers.

All Associated dealers will be provided with window posters; which have a "go to the game" theme, with the alternative, if you can't go to the game to the Associated sportscast. The posters will give the schedule of games for the coming week-end, over what stations they are to be broadcast and at what hour. They also will contain a large photograph of a scene from one of the games between two of the rivals on the gridiron last year. These posters will be changed weekly.

In addition Associated is publishing the Dealer's Pocket Schedule, which will be passed out to the company's customers gratis. The schedule will list all games to be broadcast by the oil firm, with times, stations and origination points. There will be special poster boards calling attention to the Associated football broadcasts at all the dealers stations.

A window display contest will be held among all Associated dealers on the Coast. The first contest runs from Sept. 1 to Oct. 1 and the second from Oct. 1 to Nov. 1. Prizes will be awarded dealers presenting the best window display.

STAFF MEMBERS OF KWTQ-KGBX, Springfield, Mo., recently met a challenge from Sports Editor Perry Smith, of the Springfield News-Leader, and defeated the crosstown nine 8-4 in a five-inning hardball game. Lolling about in studied nonchalance, before the game took its toll of sore thumbs, stretched muscles, and wrenched backs, is the studio squad.—(1 t o, kneeling) Bill Ring, John Borowski, Dave Mannen; (standing) Don Wilson, Carl Ward, Ralph Nims (leaning forward), Ralph Staffebaum, Tom Prophet, Gordon Wardell; (back row) Junior Haworth, Bud Baker, Al Stone. Uniforms for both teams were supplied by the St. Louis Cardinals, which sponsors the Springfield Cardinals as a farm club. The game was played at White City Ball Park just before a regular Western Association tilt with Fort Smith, Ark.

Sponsors Booking Pro Grid Series

WHILE the major networks continue their policy of carrying selected college football games on a sustaining basis, deciding on the games from week to week on the basis of their importance, sponsors of many gridiron games of various individual stations, particularly those played by the professional teams, are beginning to occupy a more important place on autumn schedules.

Most of the games of the National Football League will be sponsored this season as before, although General Mills, which sponsored the University of the Pacific games last season for Wheaties, is no longer sponsoring this field. Instead the games have been sold to various sponsors, who are logging the home and away games in the several cities of the league.

Boy's Razor Co., New York (Schick Injector Razors), through J. M. Mathes Co., has purchased the 11 home and away games of the New York Giants exclusively on WHN, which covers the play-by-play and Bert Lee the commercials and color. Last season WOR carried most of the Giants' games, but when it was learned that the WOR is included in the Atlantic Refining Co. college schedule, Sept. 1 to Dec. 1 for six Yale games, Atlantic Refining Co., in addition to the games sponsored by the Giants, has bought all Philadelphia Eagles games except the Sept. 19 meeting with the Green Bay Packers on WFIL, which has assigned Byram Saam to handle. Last year TCAU had the Eagles games for WOR.

The championship Green Bay Packers games, as in previous years, will be sponsored by Wadham's Oil Co., Milwaukee, over WTMJ, which will run lines to the Wisconsin community for all home games and will also send Russ Winn, assistant manager, to cover games abroad.

Ford Dealers Sponsor Two

Ford Motor Dealers of Detroit and Washington will cooperatively sponsor the Detroit Lions games on WJR and the Washington Redskins games on WOL, respectively. McCourt, who placed the accounts in both cases, the agency has assigned Russ Hodges, formerly with WJR, Charlotte, to handle the Redskins games at home and away.

In Cleveland, all Rams games will be sponsored by the Plymouth dealers of Cuyahoga County, with Bob Keating of WJR handling, in each case.

In Pittsburgh, the Steelers games will be covered by WWSW and KQV, the former having the Spears Football as sponsor and the latter Tucker Hat Co.

The Chicago Bears for the third year will be sponsored over WJJD on a participating basis, with the following sharing credit: Chicago Sun Times, 60%; Chicago Daily News, 20%; Chicago Daily Tribune, 10%; Chicago Sun, 10%; Chicago Daily Herald, 5%; and Chicago Daily White. The Chicago Bears have announced that the Cardinals games will not be broadcast this season, according to C. W. Bourke.

No sponsorship has yet been arranged for the Brooklyn Dodgers.
picture of an idea going places

An idea, it has been said, must necessarily prove its worth to provoke confidence.

WOR was well aware of this back in 1935 when it launched its unique directive-array* method of concentrating, directing and more than doubling its 50,000 watts.

True, it was an idea based on sound engineering fact; an idea backed by thousands of dollars worth of precise equipment gauged to restrict and amplify power — to convert 50,000 watts into a penetrating impact of 135,000 watts.

But it was an idea to be proved.

It has done this well.

During the past five years WOR's idea of more than doubling its power, has more than doubled the sales of many advertisers who have consistently used WOR. An astonishing file of more than 80 success stories convinces us of this.

For it takes more than a "big" station to obtain outstanding results in Greater-New York. It takes big power, too. The power of WOR — uniquely amplified into an impact of 135,000 watts.

Are you backing your message with this power-full advantage?

*DIRECTIVE-ARRAY radiation of power differs completely from the radiation delivered by the ordinary 50-kw. half-wave radiator. WOR is the only major station offering this unique power-plus in New York.

that power-full station

WOR
CONVERGING on Spartanburg, in South Carolina's Piedmont region, this group of radio executives and public officials on Sept. 9 dedicated the new WORD, 250-watt fulltime CBS outlet on 1370 kc. operated along with its sister station, WPSC, by Spartanburg Advertising Co. At top, posed before a WORD mike, are (1 to r) Roger C. Peak, publisher of the Greenville (S. C.) News and Piedmont and operator of WFBC, Greenville; Sam Howard, former Co. has been general manager of WORD and WPSC, and Senator James F. Byrnes, of South Carolina.

are running broadcast schedules of the two stations.

Mr. Brown also has announced personnel of the two stations. Phil Clarke is in charge of sales. Jack Walters, program director of WPSC since the station was sold by Mr. Evans, has been switched to WORD in the same capacity, with Sterling Wright promoted to program director of WORD. Law Epps and Howard Turner, formerly of WGN, gasoline ad, are WORD announcers.

Blanche Walker is associated with the station.

Engineering staff includes George Tate, assistant engineer in charge of the transmitter, W. R. Harmon, in charge of studio operation, and R. C. Burrell, Alvin Langford and Carey Isley. That Horton continues as WORD general manager, assisted by Ed Martin and David Galloway Jr. Charles O. Hearon remains as director of public relations. F. Newman, Hortense Bishop and Ruth Taylor are office staff.

Howard H. Stafford, area manager, has been named national representative for both WORD and WPSC, Mr. Brown announced.

BETTER-SPEECH INSTITUTE Plans Largest Campaign

BETTER-SPEECH INSTITUTE of America, Chicago, on Sept. 29 starts a 15-week schedule of weekly half-hour quiz shows, "Speak Up America! on 45 NBC-blue stations, Sundays, 7:30-8 p.m. (EST), as part of the largest advertising campaign in its history. Conducted by an m.c. to be known as the Wordmeister, the program will be the audience participation type and will feature a studio cast and Rex Maupin's orchestra.

The Institute's self-teaching course, "Practical English & Effective Speech," of which more than a million sets have been sold in the past, will be offered on a nationwide basis for $5.85, instead of the regular $5 charge. This, according to Neal B. Dunbar, president of the Institute, because of the anticipated fall business which is expected to push sales above the 100,000 mark.

In addition to radio, national magazines, trade papers and place- ments will be used. McJunkin Adv. Co., Chicago, handles the radio. Gordon Best is account executive. Stack-Goble Adv. Agency, Chicago, is handling magazines.

11 MARKETS CARRY JOINT MILK DRIVE

ELEVEN MARKETS have been selected by the American Dairy Assn. and its agency, Lord & Thomas, Chicago, to open a $500,000 advertising program to increase national consumption of butter, milk, cheese and ice cream. The campaign will get under way in mid-October with a varying schedule of three daily transcribed or live announcements and station breaks on approximately 27 stations.

Contracts are for 33 weeks. Selected markets are: Chicago, Detroit, Philadelphia, Boston, Seattle, Great Falls, Mont., Milwaukee, Minneapolis, Des Moines, St. Louis, St. Paul and Memphis.

The advertising funds are coming from Wisconsin, Iowa, Minnesota, Washington and Montana, according to Dan T. Carlson, president of the AGA. California, North Dakota, Illinois, Kansas and South Dakota will have funds available in the near future.

Indiana, Nebraska, Oregon, Ohio, Missouri, Utah and Michigan are other States which have indicated widespread interest and are planning to participate in this national movement.

Although national spot radio will receive the majority of attention, newspapers, direct mail and point-of-sale merchandising will get a share of the money spent.

The promotional procedure so successfully used in the cooperative advertising and merchandising campaigns by the California Fruit Growers Assn., also handled by Lord & Thomas, will be followed in this drive. Headquarters for ADA will be open shortly in Chicago.

Berg-Williams Spots

BERG-WILLIAMS Corp., New York, during the first week in October, starts a campaign for Dunbar-Pearl dentifrice using twice-weekly participations on Laura May Stuart's daily homemakers' program on WCAU, Philadelphia, and a total of 18 spots weekly on KYW, New York.

KALE Gets 5 kw. Night

KALE, Bartlett, Ohio. Sept. 10 was granted a construction permit by the FCC to increase its night power from 1,000 watts to 5,000 watts on 1380 kc. unlimited time, with a directional at night. The station is a sister outlet of WOH, Philadelphia, which recently was granted 5,000 watts fulltime on 940 kc.

HOW TO INSTALL transmitters for two separate stations in small space is illustrated in the transmitter house used jointly by WPSC and WORD, Spartanburg, S. C. At left is a Collins 291 1,000-watt transmitter used by WPSC during its daytime operation, while next to it stands the new RCA 250-R 250-watt equipment of WORD, CBS outlet dedicated Aug. 31.
BIG things are happening down in Richmond, Virginia. In business— in advertising—and in radio. Put your advertising money on this new line-up and enjoy the sales touchdowns (with extra points) in the rich markets served by WRNL. Another plus is the WRNL Merchandising Service to help add additional first downs to your program plays. For all the latest WRNL dope go into a huddle with

EDWARD PETRY & CO., Inc.
New York - Chicago - Detroit - St. Louis - San Francisco - Los Angeles
A WHOLE COVEY of advertising agency and representative folk took to the air late in August, flying from New York's LaGuardia Field to Schenectady via Canadian Colonial Airways, and subsequently going to Troy to inspect the new WTRY and then to the radio station. They are (1 to v) Richard Howland, J. Walter Thompson; Burton N. Adams, McCann-Erickson; George Trimble, Marshak & Pratt; N. Fletcher Turner, J. M. Mathes; Frank Hunter, Young & Rubican; Chester Slaybaugh, BBDO; Elizabeth Black, Joseph Katz Co.; Mrs. Blayne Butcher; F. C. Brokaw, Paul H. Rayner Co.; Blayne Butcher, Len- gen & Mitchell; P. L. denned, Paul H. Rayner Co.; William T. Tiernan, Atherton & Currier.

San Diego Outlet Awarded by FCC

Station on 1420 kc., 250 w.

Granted Warren Worcester

The four-year efforts of Warren Worcester, 31-year-old engineer and grandson of one of the founders of U. S. Steel Corp., to secure a new radio station in San Diego, Cal., were rewarded Sept. 6 when the FCC announced proposed findings granting the Worcester Broadcasting Co., a new 250-watt outlet on 1420 kc.

The Commission several years ago denied a petition for a new local station on the grounds that no need for the service had been shown. Later it denied his application to purchase KECA, Los Angeles, regional on 1430 kc., which he proposed to move to San Diego after the Edgar Anthony interests had purchased the old KEKE and arranged to have KEKE's 750 kc. transferred to KECA [Broad- casting, July 1, 1936].

Survival of Fittest

Since the denial of the original local application, the “survival of the fittest” theory of new station grants has been upheld by the courts, and in the latest proposed findings, which are tantamount to a grant, the FCC has followed the Commission’s lead. The decision by the Commission, it is held that “while the applicant herein seeks the use of a local channel to serve a metropolitan district, we have found that more than 90% of the population residing in said area will receive interference-free service from the proposed station.”

In denying the 1938 project of young Mr. Worcester to buy KECA for $97,000, the Commission had ruled that he sought to purchase a facility rather than an operating plant, and held that the facility was not salable simply because the Anthony interests had released their position on the 1430 kc. channel in favor of the superior 750 kc. wavelength.

FCC Extends Period for Filing Briefs Answering Monopoly Committee Report

Yielding to the entreaties of NBC, CBS and Independent Radio Network Affiliates, the FCC Sept. 7 announced that the time for filing of briefs in answer to the FCC Network Monopoly Committee's report has been extended to Oct. 25. The networks had asked an extension until Dec. 15. When the case was at a meeting of the Commission Sept. 4 with five of its members present (Thompson absent, Brown not participating). It was reported that a vigorous debate developed during the Commission on the advisability of a postponement. Chairman Flyn was understood to have advocated the continuance strongly, because of the far-reaching aspects of the committee’s recommendations. At times, it was said, the discussion was heated.

In its report, the FCC said the action was taken “to meet the requests of NBC and CBS, and in the belief that a report of 1,300 pages was so vigorous that considerable study of it and the record itself is necessary before briefs can be filed properly to cover the subject and adequately represent their views” [INA], it stated, also asked for more time.

Mutual Opposition

No mention was made in the Commission’s announcement of a letter filed by Louis C. Caldwell, counsel for MBS, opposing the postponement. Mr. Caldwell referred to an article in the Sept. 1 Broadcasting indicating that a continuance “is likely to be sought.” He said that MBS registers its “unqualified opposition,” pointing out that the committee report was released on June 12 and counsel for all parties had been afforded an opportunity to study it. The date of Sept. 15, which is 15 months after the conclusion of the hearing and three months after the release of the committee's report, offers ample opportunity for a full consideration of the testimony introduced at the hearing, the committee's report and the preparation of briefs,” he said.

Mr. Caldwell also alleged that the evidence introduced “clearly shows that certain acts and practices of Columbia and National are in violation of the anti-trust laws of the United States and the Communications Act of 1934.” He argued that the Commission should no longer delay action.

NBC, through its counsel, Philip H. Hennessey Jr., sought a postponement until Dec. 15. CBS had raised the matter orally through a conference of former Judge John J. Burns, CBS chief counsel at the hearing, and the FCC.

Paul M. Segal, counsel for IRNA, notified the FCC Sept. 4 he had been informed that NBC and CBS had requested extensions and that he would like to join in the request. Pointing out that he had been instructed to file the brief only a month before, he said it was his judgment that a comprehensive and useful brief would require more time than now available.

There were only two briefs—on behalf of KPRO, Longview, Wash., and WBNY, Buffalo, supporting the basic conclusions of the Network-Monopoly Committee—have been filed [Broadcasting, Sept. 1]. On behalf of WDRC, Hartford, a letter was filed with the FCC stating that no brief would be submitted but that in the interest of accuracy the sta- tion desired to correct certain put- purposed misstatements appearing in the committee’s report.

WWAE Is Now WJOB

CALL letters of WWAE, Hammond, Ind., recently purchased from the interests operating WJPB in the same city, have been changed to WJOB by authority of the FCC. The local outlet was taken over in June, with FCC authority, by O. E. Richardson and Dr. Fred L. Adair, each as 50% stockholder. Mr. Richardson is former district manager of Graybar and manages the station; Dr. Adair is head of the U of Chicago Lying-In Hospital.

Screen Guild Programs To Be Resumed by Gulf

GULF OIL Corp., Pittsburgh, following their summer suspension of the Screen Guild Theatre on 66 CBS stations, Sunday, 7:30-8 p.m. (EST), for 15 weeks. Harry Ackerman, Young & Rubican producer, with Maxwell Arnow, formerly executive assistant to Walter Langer, producer, as Screen Guild production contact. Roger Pryor returns as director and m.c. Oscar Bradley again is musical director, with John Hie- stand signed to handle commercial announcements. Austin Peterson continues as writer.

Opening program will have Jim- my Stewart, Margaret Sullivan and probably Frank Morgan in the dramatic vehicle, The Shop Around the Corner. SERIES, which formerly originated at Earl Carroll’s Restaurant-Theatre, will be staged in the CBS Hollywood studios. All film talent donate their services, Gulf Oil Corp. in turn, contributing $10,000 weekly to the Motion Picture Relief Fund. The series has earned the sponsor for the 18 months of Gulf sponsorship.

New WAKR, in Akron, Names IRS, Joins Blue

WAKR, new Akron station which expects to begin operation in October, has appointed International Radio Sales as its national representa- tion. Station will be affiliated with NBC, and the station’s former owner, already has been added to the stations carrying the Adan Hight. WAKR has been sold to the M. O’Neil Department Store for a 10-minute newscast to be given on a week's day of a 52-week contract, said to be the largest local contract ever made by a Akron station. Kenneth Keegan, veteran Scripps-Howard advertising man, has been appointed commercial manager.

Located on the ground floor of the First Central Tower Bldg., WAKR has a full-featured RCA apparatus. It has subscribed to United Press radio news service and television transmission library. WAKR will operate with 1,000 watts fulltime on 1530 kc. Special programs are programmed and Mendel Jones manager [Broadcast- ing, Aug. 1].

Yankee’s Largest

SOCONY VACUUM OIL Co., New York, has purchased a block of 730 Yankee Network news broadcasts to be carried by Yankee stations starting Oct. 1. Contract is for a year ending Sept. 30, 1941, and covers for 11 p.m. newscasts every day. It is the largest contract ever signed for the Yankee Network. Agency is J. Stirling Getchell, New York.

Albert Labs. Test

ALBERT LABS., Chicago (Respi- rine), late in August started a test campaign promising daily 10,000-word announcements on WMMN, Fairmont, W. Va.; W W A, Wheeling; W KTS, Saginaw, Mich.; and Mrs. Tuscola, Ill. Test is slated until Oct. 1 when many additional stations will be used. First United Broadcast- ers, Chicago, handles the account.

Page 30 • September 15, 1940 BROADCASTING • Broadcast Advertising
COUNT THE COUNTIES

STACK 'EM UP vertically or lay 'em end to end, there are still a lot of counties in the Omaha Market. And it takes a lot of coverage to do a thorough selling job in this rich corn-and-livestock region.
Alert radio time buyers demand effective coverage of the entire market—259 counties in six states—and get it through a single station, WOW.
WOW provides advertisers more impacts, in more counties, with more spendable income, than any other station in the market.
IF YOU WANT THE OMAHA MARKET, YOU WANT WOW!

5,000 WATTS DAY AND NIGHT ON 590 KC COVERS THE OMAHA MARKET

Egner Is Elected
As Vice-President
By Board of NBC
Growth of Recording Activity
Recognized in Promotion
C. LLOYD EGNER, head of NBC's Radio-Recording Division since its inception in 1934, was elected a vice-president of the company by the board of directors at its monthly meeting Sept. 6. Announcement of Egner's elevation, made by NBC President John Dyer, states that the marks the growing importance of NBC's recording activities under Egner's guidance.

Coming to NBC after more than 15 years with the Talking Machine Co., with RCA Mfg. Co. after RCA took over Victor, during which he handled nearly every type of sales activity, Egner set up his division into one of the largest transcription services. The Theaterservice library service, which he established in 1935, is now used by more than 225 radio stations in the United States, Canada and other countries.

Expanded Activity
Besides the Theaterservice, NBC's Radio-Recording Division is active in the production of custom-built transcription records for network and regional advertisers, which are used in spot and local advertising campaigns. Egner set up his custom- built department in 1935 and 1936 and today it has a complete staff of writers, directors and producers, and is able to produce any type of program desired. More recently Egner has developed a complete syndicated transcription field, handling sales and distribution of national and regional programs for network and regional use via transcriptions.

About a year ago the transcription production and sales activities of RCA were turned over to NBC, which has subsequently opened Radio-Recording offices in Hollywood, San Francisco and other cities, and set up entire operations under Mr. Egner's supervision. The division last year also launched a new system of recording and reproducing transcriptions, known as NBC Orthophonics.

In Philadelphia in 1896, Egner began his career in 1917 as a salesman for the Victor Talking Machine Co. Following a year in the army, he returned to Victor as assistant manager of sales. He became manager and in 1925 Chicago district sales manager. From 1927 to 1929 he served as assistant general sales manager, and during the last two years was president of the Chicago Talking Machine Co., a Victor subsidiary. 1931 Mr. Egner took over the general manager of the company, remaining in that position until joining NBC in 1934 to organize and direct its transcription activities.

Regular Fulltime
Given 4 Stations
WBAL, KRLD Granted 50 kw.;
KTHS Plan Disapproved
CLEANING up a six-year-old experiment, which included a full-time operation for four half-time stations, the FCC Sept. 10 awarded a full-time license to WBAL, WTIC, Hartford, and KRLD, Dallas, regular fulltime authorizations with 50,000 watts each. KTHS, Hot Springs, Ark., was also given full-time experimental authorizations, was not given a regular grant because of an arrangement made with NBC for installation of its proposed new 50,000-watt transmitter, on which the FCC declined to approve.

Under the action, WBAL in- creased its night time license from 70,000 to 80,000 watts day and 2,500 watts night (synchronized with WJZ, New York) to 60,000 watts fulltime. It must maintain its experimental arrangement made with NBC for installation of its proposed new 50,000-watt transmitter, on which the FCC declined to approve.

WBAL was given a straight modification of license to shift frequency from its regular assignment on 1090 kc. to 1080 kc. Its night-time broadcasting operation with WBAL was eliminated, awarding it fulltime with a directional antenna after sunset at Dallas.

KRLD was granted authorizations for fulltime on 1040 kc., with 50,000 watts day and a directional antenna for night use only. Its regular assignment had been night-sharing with KTHS on 1040.

Hot Springs Held Back
It is understood the FCC is ad- vising KTHS to hold back on the 50 kw. authorization unless the station makes other arrangements for installation of a 50,000-watt directional antenna. It was stated on behalf of NBC that the station, owned by the Chamber of Commerce of Hot Springs, suggested the arrange- ment whereby NBC would install an RCA 50,000-watt transmitter. The arrangement was to be approved by the FCC after it had determined that the arrangement would not cause interference with adjacent stations.

The FCC felt such an arrangement was not conducive to operation in the public interest and in effect would give NBC a "chained mortgage" on the KTHS license.

Presumably KTHS will be ad- vised to hold back on the new equipment and directional antenna for night use only, with 1,000 watts, and conditioned upon an engineering conference, presumably to de- termine the degree of protection to be afforded other stations on the channel.

WSAZ Is Shifted, Boost for WING
Huntington Outlet to 900 kc.;
Dayton Station Gets 5 kw.
CONTINUING its recently inaugurated program of making conditional grants, the FCC Sept. 4 awarded an authorization to WING, fast for VHS, Va., a shift in frequency from 1190 kc. to 900 kc. with fulltime "granted pending conference". The action supposed the arrangement whereby WING, at which it is located, as is the Va. side of it, was given 1,000 watts fulltime in lieu of daytime operation, all with direc- tional antenna.

WSAZ has operated limited time on 1190 kc. the clear channel assigned to WOA1, San Antonio. It was authorized to install new equipment and a directional antenna for day and night use, with 1,000 watts, and conditioned upon an engineering conference, presumably to de- termine the degree of protection to be afforded other stations on the channel.

WING Gets Boost
At the same meeting, the FCC granted WING, Dayton, a construc- tion permit in lieu of 1,000 watts night 500 watts day to 5,000 watts fulltime on 1380 kc., with an additional antenna for night use. The station only a few months ago was a time-sharing outlet.

The new KDTH, Dubuque, Ia., in- volved in the "free competition" litiga- tion which was decided by the Supreme Court in its favor, was granted modification of its construc- tion permit to increase its power from 500 watts night to 1,000 watts and to change its hours from day- time to unlimited time, with a direc- tional antenna on 1380 kc. The proposed station will be operated by the Dubuque Telegraph-Herald. The grant was conditional upon approval of site and an- tenna by the FCC.

KFDA, Amarillo, Tex., Sept. 4 was given an increase in power to 250 watts fulltime on 1440 kc. in lieu of its assignment on 1500 kc. with 100 watts. WOLF, new Syracuse, N. Y. sta- tion, was granted authority to increase its power from 100 to 250 watts fulltime on 1500 kc.
THE NBC FARM & HOME HOUR

originated and sponsored since 1928 by the National Broadcasting Company, in cooperation with the U.S. Department of Agriculture, is recognized as the Farmers' own program.

The finest schedule of daytime programs in the world — including the famous NBC FARM AND HOME HOUR — will unquestionably attract the greatest number of farm and rural listeners in any market.

In Chicago it's on.... WMAQ

50,000 WATTS-670 KC, CHICAGO
KEY STATION OF NBC RED NETWORK
**August Billings Well Ahead of 1939**

**But Month Is Poorest of Year for Nets**

HOLLYWOOD Division of Columbia Recording Co., headed by Paul Crowley, has begun operations with NBC - Red, forming NBC's new fulltime network studio and joining the main KNX studios and with Chester Boggs in charge of technical operations and Charles Phillips in charge of sales. He said the group of radio notables had gathered to discuss CRC transmission plans. Left to right: I. P. Rodman, CBS director of engineering and development; Ralph Wentworth, president, Lang-Worth Program Service; CRC Co., Inc., director; Cy Langlois, general manager, Lang-Worth; William A. Schott Jr., general manager, CBS transmission division; A. E. Joscelyn, general manager, WBT, Charlotte.

<table>
<thead>
<tr>
<th>Month</th>
<th>NBC-Blue</th>
<th>NBC-Red</th>
<th>MBS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$2,496,362</td>
<td>$2,311,016</td>
<td>$2,221,363</td>
</tr>
<tr>
<td>Feb.</td>
<td>2,328,965</td>
<td>2,279,358</td>
<td>2,192,365</td>
</tr>
<tr>
<td>March</td>
<td>2,085,464</td>
<td>2,051,029</td>
<td>2,003,065</td>
</tr>
<tr>
<td>April</td>
<td>2,129,853</td>
<td>2,081,071</td>
<td>2,035,025</td>
</tr>
<tr>
<td>May</td>
<td>2,106,946</td>
<td>2,058,028</td>
<td>2,026,015</td>
</tr>
<tr>
<td>June</td>
<td>2,015,406</td>
<td>1,976,017</td>
<td>1,948,025</td>
</tr>
<tr>
<td>July</td>
<td>1,972,423</td>
<td>1,928,026</td>
<td>1,895,015</td>
</tr>
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**TOTAL BILLINGS** of each of the major networks in August were higher than in August a year ago, though August was the poorest month this year. NBC-Blue, CBS and MBS billings for August were lower than in any other month in 1940, while NBC-Red had lower figures only in June.

This seasonal hull was expected and an upswing in time sales is predicted for the fall. Renewals and new business for September and especially October indicate marked autumn increases.

Combined gross time sales of the networks for August totaled $6,841,784, an increase of 16.8% over the August 1939 figure of $5,859,616.

For the eight-month period, combined time sales grossed $61,077,373 this year as compared with $52,847,852 last year, a gain of 16.5%.

Individually, NBC-Red for the second month leads the other networks in dollar volume for the month, while CBS, which for the first six months of 1940 led in gross sales, has the highest total billings for the eight months. NBC-Red time sales for eight-month period total $25,641,086, a rise of 8.2% over the $23,692,010 total for the eight months of 1939. NBC-Blue January-August figures show a 7.3% increase since last year, reading $6,587,494 for 1940 and $5,959,301 for 1939. For NBC as a whole, the eight-month total this year was $92,122,754, up 11% over last year's total of $82,915,062. Combined NBC August billings are $7,358,285, showing $3,321,570 over the $3,319,736 of August 1939.

Cumulative CBS time sales at the end of August grossed $29,404,427, an increase of 17.3% over the year's figure of $21,606,062. MBS showed an increase of 21.8% for the eight-month period, with $2,046,228 in 1940 compared with $1,670,523.

**Gross Monthly Time Sales**

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**TALL CORN Sweepstakes contest in Iowa, sponsored at the State Fair by WHIO, Des Moines, resulted in victory for Don Radda, farmer of Washington, Ia. (center) whose stalk measured 19 feet, 8 inches. He is beside his prize winning stalk, receiving the B. J. Palmer Trophy from Herb Plamondon of the company. Mr. George A. Wilson of Iowa looks on. The Iowa-West Virginia contest annually staged between WHO and WCHS, Charleston, will not be decided until West Virginia's "growing season" ends later this month, but the Radda stalk will be Iowa's entry.**

**New England Serial Test Begun by Schrafft Candy**

W. F. SCHRAFFT & SONS Corp., Boston (candies), starts a test Sept. 23 on WAAB, Boston, for its Peppermint Patty candy, of 156 15-minute transactions, produced by Radio Attractions, New York, to be heard three-weekly. Depending on results of the first four, six and eight-week periods, the series will be extended to either two or three other New England cities or the full Yankee Network.

Special merchandising support will be included, showing the new product with the Peppermint Patty character for the pre-broadcast campaign, which starts Sept. 23, and includes counter displays, jobber wagon signs and store window decorations. In addition, a special sales meeting was held in Boston Sept. 6, attended by officials of the company, station, transcription company, advertising agency and Schrafft dealers and salesmen. Agency is Al Paul Leffon, Philadelphia. Paul Brown is account executive; William E. Lyon, sales contact for WAAB, and Herman Carnow represents Radio Attractions.

**‘Big Town’ to Return**

LEVER BROS. Co., Cambridge (Dine), through Ruthrauff & Ryan, New York, Ohio, announces Big Town on 67 CBS and 31 CBC stations, shifting from its former Tuesday night spot to Wednesday, 8-9:30 p.m. (EST) with West Coast repeat, 7:30-8 p.m. (PST). Personnel of the program continues as before, with Robinson again essaying the role of Steve Wilson, crusading editor, and Ona Munson as the newspaper girl. Crane Wilbur resumes as producer and script editor. Thomas Freeman-Smith, formerly CBS Hollywood producer on the series, has joined the agency staff as assistant to Wilbur. Leith Steeven is to be musical director. Arthur Eddy will handle special exploitation. Lever Bros. is currently sponsoring Uncle John’s Quesie Bee as a summer substitute for Big Town.

**Lewis-Howe Series**

LEWIS-HOWE MEDICINE CO., St. Louis, Mo., announces a series of weekly programs on 86 NBC-Blue stations featuring Tommy Dorsey’s orchestra. Show will be heard Thursdays, 7:30-8:30 p.m. (CST), with a repeat broadcast at 10:30 p.m. for the West Coast. Stack-Goble Adv., Chicago, handles the account.
What Wichita Radio Station covers the most Kansas and Oklahoma counties?

What Wichita Radio Station has the strongest signal under ALL conditions, favorable or unfavorable?

What Wichita radio station will do the biggest selling job for you in Kansas and Oklahoma?

Here are the ANSWERS

1 KFBI—Field measurements prove the KFBI half millivolt contour includes nearly twice as many Kansas and Oklahoma counties as any other Wichita station.

2 KFBI—Not only has greater coverage in miles from Wichita—KFBI is dominant close in, which means LISTENERS even when reception conditions are unfavorable.

3 KFBI—is STAFFED FOR SELLING—is the station which can be and is heard best—will do the best selling job for you.

Put this new KFBI selling vitality to work for you!

Affiliated with Mutual Broadcasting System and the Kansas State Network. Represented by Howard H. Wilson Company.
Defamation Code For Radio Urged  
Bar Association Sees Need For Uniform Federal Law  

ENACTMENT of a uniform Federal statute on defamation by radio, which would correct the present unsatisfactory conditions resulting from dissimilar State laws, was recommended to the annual convention of the American Bar Assn. in Philadelphia Sept. 9-15 by its Committee on Communications.

Citing the need for clarified procedure regarding libel and slander over the air, the committee reviewed past court opinions on the subject. A uniform Federal statute designed to override State laws would go far toward clarifying the law, the committee said, if such a law would be held constitutional. The chance that it will be upheld seems good enough to justify an attempt to enact a general law as to the civil rights of a person who has been defamed by radio, the committee said. If, however, such a law did not prove feasible it was suggested that perhaps a national code gradually could be enacted by the states.

Urges Free Speech  
The committee warned of danger to freedom of radio in view of Section 506 of the State Communications Act, giving the President "very drastic powers, not merely in case of war, but in any national emergency." It emphasized the importance of maintaining free speech, along with a free press.

The Government must be reminded that radio, as now supported, will fail financially unless it is successfully conducted as a "show business" and that advertisers will not be able to afford to pay the millions it would cost to maintain our radio system unless, by radio broadcasts, they sell enough goods to make radio advertising worthwhile, it was stated, who has fortunate, said the committee, "that both government officials and business men know that in order to succeed they must be sensitive to public opinion, however informally expressed."

The NAB Code was described as an interesting and so far encouraging experiment as a voluntary effort to meet the conflicting rules of conduct for its members. The committee said the weight of opinion appears to favor the general policies represented in the code.

The committee said that if the Government is to be kept out of actual management of programs, the industry must maintain public confidence as to the way in which programs are at present selected and "as to the fair working of the system as between the large business units and the smaller ones."

The committee emphasized that the public's right to hear must be protected, since the three greatest influences were national, State, and local, and not in a position to be wholly detached and disinterested. These were enumerated as so-called "pressure groups", the proprietors of the stations and networks and the government agencies. Even Government broadcast teams "must not be freed from selfish considerations", the committee said. It added: "Experience shows that any Government agency which may be charged with the duty of issuing radio licenses and regulating radio operations will be under constant and powerful pressure to follow the dictates of whoever is for the time being President of the United States—whatever his party. Since the President must act as the head of a party as well as the head of the nation, this means that to some extent the Government groups themselves will be influenced by the President's partisan aim that his party shall succeed at the polls."

"Members of the committee are Robert N. Miller, chairman, Edwin M. Borchard, Charles T. Kenworthy, Whitney North Seymour and Bethuel M. Webster Jr., the last-named former general counsel of the Federal Radio Commission."

PORTSMOUTH CASE IS HEARD BY FCC  
PREMISED directly on the newspaper ownership issue, the FCC on Sept. 10 opened a three-hour hearing on the proposal of Brush-Moore Newspapers Inc. to acquire the remaining 50% of the stock of WDOV, Dover, N.H., and thus become the sole owner [BROADCASTING, June 15]. The application of the Brush-Moore organization, which publishes the Portsmouth Times and other Ohio newspapers, originally received a request for a hearing, but on June 12 after oral argument before the full Commission the case was withdrawn.

At the Sept. 9 proceedings Horace L. Lohnes, counsel for both assignor and assignee, presented as witnesses Hugo Schmidt, vice-president and managing editor of the Portsmouth Times; Chester A. Thompson, Cleveland financier seeking to sell his half-interest in the station; Ralph Pett, WPAY manager, and Roy Moore, vice-president and general manager of Brush-Moore Newspapers Inc.

Testimony emphasized that full ownership of the station by the newspaper organization would not result in any change of the means of expression, since the Portsmouth community is served by a number of daily newspapers and newspapers from both larger and smaller cities in nearby areas. Although FCC action in this case must be quickly taken, the record in the case was not closed by Basil Cooper, FCC attorney who presided at the hearing.

Old Gold Spots  
P. LORILLARD Co., New York, with its "radio triumph" Sept. 15, started a series of spot programs in different parts of the country in the series of "Old Golds".

On Sept. 30, the company started six-weekly participations in the Yankee Network News program, as well as thrice-weekly sponsorship of Bob Elson's Sports Review program on WWL, New Orleans.

Old Gold was added later to the lineup of the Brush-Moore organization, for its WOC in St. Louis and WGB in Chicago. Old Gold will also be on WGN, Chicago, 7:30 to 7:45 p.m. (CST). More regional campaigns for Old Golds will be added later this fall to stations in the East.

Prof. Quiz' for Velvet  
LIGGETT & MYERS Co., New York, on Oct. 1 is taking over sponsorship of Professor Quiz in the "Jake Geller" Velvet cigarette show on 68 CBS stations. Program will continue Tuesdays, 10 to 11 p.m. (EST). It is being heard under sponsorship of Procter & Gamble Co., Cincinnati, for Teel, owner of the Velvet cigaretttes. Agency is Newell-Emett Co., New York.

Sensation on Coast  
P. LORILLARD Co., New York, on Sept. 15 has taken over sponsorship of two different type quiz shows, as yet undecided, on Don Lee Network, in one-hour fashion programs at 6:30 to 7:15, in the wryly titled "So Beautiful I Must Have Her". Program is scheduled to start sometime in October. The program will be heard under sponsorship of Procter & Gamble Co. and will be in charge of Bunyan & Lee Agency, New York.

HAVING NEVER MISSED a week on the station since it first sponsored a program on June 5, 1925, Crescendo Macaroni & Cracker Co. recently renewed its contract for the 16th consecutive year on WOC, Davenport, Ia. WOC claims this qualifies the firm as the "oldest consistent radio advertisers." As he signed the contract, the president will sponsor WOC's "Guest of Honor" show, Hugo Schmidt, vice-president of Crescent (third from left), declared: "We are very proud of our history as a radio advertiser. At this, the beginning of our 16th year on WOC, we are glad that our budget for that station can be increased by 60%, as our sales in this market have shown marked increase during the past few months." At the signing (1 to r) were B. H. Mulhausen, advertising manager; L. O. Fitzgerald, WOC commercial manager; Mr. Schmidt, and Slocum Chapin, WOC representative. Bottom photo shows the final portfolio and signatures of the first Crescent contract with WOC, dated May 20, 1925, and under which the program started June 5, 1925.

Libby on 15 in Canada  
LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (canned foods), start in October a series of daily broadcast shows on 15 Canadian stations. On Sept. 10, the company renewed the four-time weekly quarter-hour studio show Pierre & Pierreette on CKAC, Montreal. Account was placed by McConnell, Eastman & Co., Toronto.

GYPURUM, Lime & Alabastine of Canada, Toronto, (paints) start about mid-September a Canada-wide transcribed spot campaign on the so-called "One Hour" program, three times weekly. Account was placed by McConnell, Eastman & Co., Toronto.

Page 36 • September 15, 1940 BROADCASTING Broadcast Advertising
CAN RADIO SELL HOUSES?

"Yes"... says WJSV... and sells 110 houses
for a half-million dollars!

This Spring, WJSV brought together a group of twelve building material manufacturers, builders and developers. Plans were laid to build immediately five low-cost model homes, throughout Metropolitan Washington. WJSV's popular Elinor Lee put on the air a Saturday and Sunday half-hour participating program, discussing these homes and the building progress, explaining furnishings and financing, describing the various and widely assorted products of the twelve sponsors.

On August 17th, the first completed home was opened to the public. But, long before that—from the moment the ground was cleared—interested throngs had spent week-ends trekking to the sites, watching the building in progress, and talking about home ownership.

Letters from listeners poured in. One contractor-sponsor reports orders many times in excess of the cost of his participation. Another has, to date, 100 orders for his material, resulting from his participation.

And a land-development company reports that—even before the first finished home was opened for inspection—110 families have ordered houses to be built, following the specifications of the WJSV-model homes! Total value of radio-sold homes: $485,000!

So tremendously successful has been this development that current sponsors are already talking about repeating the activity—with its happy results—next Spring.

And everyone expects the 110 new home-owners to be multiplied many times over, as interested families see the completed model homes. So, once again, WJSV demonstrates its unique capacity for sensing a civic need... and doing something about it. And, once again, radio demonstrates its ability to sell—anything that people can buy!

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

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

BROADCASTING • Broadcast Advertising

September 15, 1940 • Page 37
Color Television by 1941 Is Forecast

CBS Method Described

As Utilizing Lag

Of the Eyes

THE SYSTEM of color television invented by Dr. Peter C. Goldmark, CBS chief television engineer, was given its first public demonstration Sept. 4 at CBS headquarters in New York before a group of some 70 representatives of the general and technical press who were enthusiastic over the vividness and clarity of the color images.

Experimental motion picture shot of flowers and fabrics, sailing boats and bathing girls, chosen for contrast and motion, were received on two 8-inch receivers, one presenting a black-and-white picture, the other a picture in full color, affording an immediate comparison.

Patent Problem

Less definite than the colored pictures were the answers of CBS executives as to just when color television will be made available to the public. Paul W. Kesten, CBS vice-president said that the laboratory experimental work, now in the fourth of five stages and with only the televising of live pick-ups in color still to be perfected, should be completed by the first of the year.

CBS is not in the manufacturing business, however, he explained, and while it plans to make the results of its experimental work available to companies engaged in producing television transmitters and receivers, CBS cannot say when they will be placed on the market or at what price. Dr. Goldmark estimated, however, that a color receiver could be built for about 10% more than a black-and-white receiver.

At his press conference Sept. 3 FCC Chairman James Lawrence Fly stated that he was much impressed at the demonstration of CBS color television he witnessed Aug. 29. Although emphasizing that he could hazard no opinion on the practicability of CBS' system or the likelihood of its successful development on a regular operation scale, Chairman Fly declared it was a significant step along a line which television engineers had drawn the interest and cooperation of all researchers and engineers.

One particular appeal of the CBS demonstration lay in its economic use of frequency space and the apparent simplicity of its operation, he commented. He also observed that the system's ability to transmit a single program in either black and white or full color, of which the receiving receiver, independent only on the type of receiver, would be a point in its favor if it were developed to a point of regular operation. As between black and white and color images, he observed, there is a remarkable difference in favor of the latter. He pointed out that color operates in every way, from the standpoint of definition, life, and clarity, give a more pleasing television picture.

Committee Demonstration

Probability that pending discussions on standards by the National Television Systems Committee be extended into the realm of color television was emphasized with CBS' announcement that it will be made available for NTSC members Sept. 17. An NTSC meeting is scheduled to follow the demonstration, presumably to discuss the development. At the time CBS first announced its new find (Broadcasting, Sept. 1), it was stated the process would be demonstrated to the NTSC and that technical phases of its operation would then be revealed.

In addition to FCC Chief Engineer E. K. Jett, who has figured prominently in NTSC FCC representative, the FCC will be represented at the Sept. 17 demonstration, presumably to discuss the development.

As. the picture, it was stated the new process would be demonstrated to the NTSC and that technical phases of its operation would then be revealed.

May Come by 1941

Asked when CBS expects to begin telecasting, Dr. Goldmark said that while remodeling was expected to take about six months and that testing on the new frequency should begin about the first of the year.

As. the picture, it was stated that the demonstration was set for the completion of the laboratory developments with color television, it may be expected that color transmitters will begin operation on that basis. He explained this will benefit owners of black-and-white receivers as well as those of development. He said that experiments had shown telecasts of colored pictures to produce clearer black-and-white pictures than telecasts of straight black and white pictures.

Succession of Pictures

As the general assumption had been that a 441-line picture in three colors would require three times as much space in the ether as a one-color picture and also that the equivalent of three pickup cameras would be needed, one for each color, it had appeared doubtful that full color could ever be compressed within 6 megacycles without greatly reducing the number of lines in the picture, CBS explained. But Dr. Goldmark turned his attention on the relative qualities of the human eye and, discarding the idea of the complete simultaneous pictures, developed a method of producing a succession of three pictures, each following the other so rapidly that the eye blends them all into a single full-color picture.

This method is accomplished through the use of a disc containing red, green and blue filters that rotate between the film and the pickup tube. When the red filter is in front of the tube only those parts of the picture which contain red are seen through the red register in the pickup tube. The green and blue filters operate in the same manner. The three filters are alternated in a rapid order, the light being pure white when the picture is white. Synchronized with this disc (Continued on page 42)
The same tools and raw materials are available to radio stations everywhere. But whether their use results in a mediocre bit or a masterpiece depends on the talent, skill and craftsmanship of those who use them.

Because of what WKY's staff of extraordinarily talented and experienced radio craftsmen can do with these tools and materials, a WKY-built program is on a par with the best. Good examples have been heard coast-to-coast for almost two years over NBC-Red. Current origination is "Southwestern Serenade" heard Sundays at 2 P.M., E.D.T.

A sure-fire way to put extra life into your sales in Oklahoma is to let WKY put life into your program. A live WKY program, custom-built for Oklahoma and your selling plans, will do it!

- Allan Clark, musical director, was for 3 years arranger for Phil Harris; has arranged for Ande-Kostelanetz, Gus Arnheim, Jimmie Greer.
- Charles C. Wiles, assistant musical director, is veteran of vaudeville and radio; has played with Arthur Pryor, Vincent Lopez, George Olsen.
- Ray Buffum, production manager, wrote and produced Edw. G. Robinson's "Big Town," assisted with Al Jolson, Joe Penner and Dick Powell shows.
- Julie Bennell, played lead roles one season in Orson Welles' Mercury Theatre; had major parts in "Stella Dallas," "Helen Trent," and others.
- Lee Norton, singer of American and, as "Pancho," Mexican songs, was with Phil Harris 2 years; recorded for Victor, Columbia and Brunswick.
No rabbits in the hat here! No sir! And yet how magical are the results produced by Betty and Martha... WGY's popular household experts. Response by the thousands! Sales results... an imposing record!

Magical... yet factual! (The Great Northeast is one of the nation's leading markets with a population of 4,844,800 and having retail sales of nearly one and a half billion dollars. 50,000-watt WGY is the only single medium completely covering this vast sales territory.)

Get acquainted today with Betty's "Household Chats" and Martha's "Market Basket"... low-cost home forum participation broadcasts available to non-competitive producers and manufacturers of food products, home equipment, clothing etc. Complete details upon request.
Whooperoo

GROCERS and their families, along with home economic direc-
tors, have recently learned what KOY, Phoenix, is doing on behalf of 36 national food producers. At that station, when the management staged a Grocers Whooperoo at Riverside pool, the turnout, attired by more than 1,000, entertainment ranged from fancy and exotic to the standard Riverside pool, to the spec-
tacular KOY Water Ballet, first of its kind to be seen by an audience. There were also boxing exhibitions and special features by KOY entertainers. Highlight of the outing was the Parade of the Air-
lines, in which girls, clad in bathing suits, paraded across the top of the illuminated waterfall, bead on placards representing each of the food accounts sponsored by KOY.

Esso Window

KYW, Philadelphia, in connection with the radio set sale being con-
ducted by the city's new local de-
partment store, is duplicating its newspaper and news broadcasts with a TV show. Starting Sept. 13,21, on a tie-in for the Standard Oil Co. of Pennsylvania, and sponsored by the Esso Petroleum Co., the window has been transformed into a broadcasting newsroom, contain-
ing a UP printer. Periodic news read from the window over a public address system, car-
rried into the store and out on the street, is being distributed on the show. Irwin Wythe Williams, the man in charge of news, said that Wythe Williams, the man in charge of news, said that the window is being used as a "window to the world." The show is taped and placed on a tape loop so that it can be repeated at any time during the show.

Serial-Film Tieup

ONE OF THE most extensive commod-
ty sales commercials, a 45-minute film that includes a 10-minute commercial and a 35-minute film, was mailed to all stores. The film was produced by the Motion Picture Industry and distributed by the Motion Picture Industry. The film was also shown on television and in movie theaters.

Razor Reminders

TO REMIND radio and newspaper ed-
itors that Wm. Wrigley Jr. Co. (gum) was sponsoring the CBS Scattergood Bates serial, and Pyramid Productions, Hollywood, which will make a series of films based on those stor-
es, that the Wrigley chairman agreed that the film and the Press Release Commodity Co. (gum company will get behind the films' exploitation with a national campaign. The campaign will include a series of motion pictures, 1,250,000 dealers.

Boston Tie-Up

ARRANGEMENTS for a cooperative pro-
tressive tie-up between the Boston Globe and WBZ-WBZA, Boston-Springfield, were announced Sept. 11 by Vincent F. Callahan, general manager of the stations, and W. O. Taylor, publisher of the Globe. The paper will use WBZ and WBZA to promote its own features, under the arrangement, with the stations using 100 lines of advertis-
ing in all morning and evening edi-
tions. The promotion also includes the three-weekly Frontline Head-
lines on WBZ, presenting John Barry, Globe war correspondent.

Winners' Display

HASTINGS CLOTHING Co., with five stores in the San Francisco Bay area using six programs will sponsor a number on KSFO, each week displays of the winning team in Harry Battle quiz show on KFRC in all five stores. In all mail and pack-
ages sent out, a folder containing a picture and background informa-
tion on Fulton Lewis is included. Hastings newspaper ads contain mentions of their radio shows.

Byrd Exchange

A joint promotional deal has been worked out between KSHP and the Minneapolis Star-Journal on the show which the newspaper will air on KSHP-Red Oct. 5 in connection with the Byrd expedition. The station will place temporary and special events facilities at the disposal of the newspaper, and in exchange the station will handle a one-week pro-
tensive campaign on the show, concluding with a page of art on the broad.

Utility's Booklet

PACIFIC GAS & ELECTRIC Co., San Francisco, during the past year has given away more than 100,000 copies of an eight-page service program for its Evening Concert on KVA, San Francisco.

TO GIVE visitors to the New York State Fair a running INS news report, WFXL, Syracuse, tied up a 45-minute and a 30-minute projector in the WFXL-Fox News Theatre at the Fair. In the station's studio a special news file was prepared from INS wires and fed to the booth at the show. The line was received on a transparent tape and automatically fed into a news projector, so visitors saw the news on a 6 x 4 foot screen. Transcriptions by staff announcers were sent to the booth.
Color Television

(Continued from page 38)

is a similar disc in front of the receiver tube, so that whenever the red filter is in front of the pickup tube there is also a red filter in front of the receiver tube and the same holds for green and blue.

Faster Scanning

The scanning method is somewhat different from that used for black-and-white picture transmission, in which the picture is completely scanned every 30th of a second. For color transmission by the CBS system, however, the picture is scanned every 60th of a second, using two colors in each scanning. Addition of the third color requires an additional 120th of a second, bringing the total time for a single picture in full color to a 40th of a second. The retentive quality of the retina of the human eye blends these separate scannings into one complete, full-color image. If there is no color disc in front of the receiver the picture appears as a black-and-white image.

Asked about reception of colored telecasts on the several thousand television receivers which have already been purchased, Dr. Goldmark said that it would be possible for them to be rebuilt to receive color in the same way as the CBS engineers had rebuilt the receiver used in the experiments, but that for such a comparatively small number of sets the cost of producing a color attachment would probably prohibitive. The sets could easily be adjusted to receive the colored transmissions as black and white pictures, he said.

Television at Fair

DAILY demonstrations of television, presented by KDKA, Pittsburgh, and sponsored by Gulf Oil Corp., were held Aug. 29-Sept. 2 during the Allegheny County Fair in Pittsburgh. Television cameras were set up in the main exhibit building, with receivers placed throughout the fair area. In addition to regular programs, headlining KDKA staff announcers, the demonstration included televised fair-goers. The demonstration was similar to those conducted regularly at the New York World's Fair and Golden Gate Exposition.

Plans for New WGAC

J. E. FUGUA has been appointed general manager of the new WGAC, Augusta, Ga., coming from WSCC, Charlotte, S. C., where he was the engineer and he plans to rebuild the station. The station will go on the air about Nov. 15. It will use RCA equipment throughout with a 250-foot Win- charger tower. The station was authorized for construction last Aug. 25, to operate with 250 watts on 1200 kc. Officers and stockholders, each owning one-third of the stock in the Twin City Broadcasting Co., are F. Frederick Kennedy, president, an attorney and part-owner of the Law Firm of Kennedy & Kennedy, and R. Boswell, secretary-treasurer, publisher of the Augusta Herald; Millwee Owens, vice-president, editor of the Augusta Herald.

NEW OUTLET READY
IN GRAND RAPIDS

AFFILIATED with MBS, the new WLAV, Grand Rapids, Mich., goes on the air Sept. 15 with 250 watts fulltime on 1210 kc. The station has been installed in one of the most elaborate and modern studios in the State, occupying the top floor of

Mr. Steed
Mr. Versluis

the Keeler Bldg. RCA transmitter equipment and a 190-foot Lehigh tower have been installed. INS news and Standard Radio library are being used.

Licencsee of the station is Leonard Versluis, former part-owner of WJIM, Lansing, and operator of a chain of photographic studios, who will be general manager. He has appointed E. A. Versluis, formerly manager of WMBC, Detroit, as station manager and head of sales and production. Lauren A. Bergevin has been named chief engineer.

Other staff selections are: Arthur Poppenberg, formerly INS representative in Michigan and Ohio and onetime salesman with WSMA, New York, salesman; Alton Drake, formerly with WELT, Battle Creek, salesman; Roy C. Kelley, formerly of WTM, Jamestown; John Marshall, formerly with WMBC, announcer; Kenneth Geer, formerly with WKAR, Lansing, announcer; Robert L. Cunningham, dramatic director; Raymond Plank, formerly with WPMD, Frederick, Md., engineer; Carl Horine, formerly of WKBZ, Muskegon, engineer; Kathryn Mordo, formerly with NBC in New York, traffic manager; Catharine L. Mullin, secretary; D. E. Lamoreaux, director of staff orchestra.

To Film Radio Series

MAX FUELLER STUDIO 10 S, through arrangement made by Paramount Pictures, will produce a series of Superchief cartoon film shorts, capitalizing on the popularity of the radio and syndicated newspaper character by that name, Russell Holman, head of Paramount's shorts department and Harry Donerfeld, president of Paramount, Inc., handled negotiations. First of the series is to be released during the Christmas holidays. New Haven/Long Productions, Hollywood, has set Kennedy for Riches as sequel to the first of its Dr. Christian films for 1946. All releases through RKO. Film stories are based on the CHS Dr. Christian series, sponsored by Chesireh-Fugua Co. (realtime producers), and will continue to feature Jean Hersholt, the series' star, in the radio programs. The film company executives are dropping constant use of the Dr. Christian title in future motion pictures to avoid box-office confusion.

Fifth Year for Serial

SWINGING into its fifth year on CBS is Big Sister, sponsored by Lever Brothers for Rissoo on 12 CBS stations and 96 CBC stations five mornings weekly. Of the original cast five are returning, still playing roles in the dramatic serial including the leads, Alice Froat in the title role and Martin Gable as Dr. John Warner. Ruthrauff & Ryan, New York, handles the account.
An Operating Plan Unique in American Radio

TO ALL RADIO ADVERTISERS AND THEIR AGENCIES:

Gentlemen:

Today marks the beginning of a new era in radio, with the launching of a broadcasting setup that is unparalleled in the industry.

As you know, for the past ten years, WFAA, Dallas, and WBAP, Fort Worth, separately licensed to The Dallas Morning News and The Fort Worth Star-Telegram respectively, have operated on a joint sales management arrangement which has had the effect of affording full time service to listeners and advertisers at the same time retaining the important local identity of each station.

For the past two years, under the sole ownership of officials of The Star-Telegram, KGKO has operated Dallas and Fort Worth studios to serve the same audience and market. However, it has largely been a Fort Worth operation.

Now, on authorization of the FCC, half interest in KGKO passes to officials of The Dallas Morning News and the extremely successful time-sharing operation on the WFAA-WBAP 800 kilocycle frequency is extended in large measure to KGKO, on the 570 kilocycle frequency.

To advertisers the new setup means added flexibility and efficiency for cultivating this important market. The prestige, the talent and the able staffs of WFAA-WBAP are now equally associated with KGKO. Both frequencies feature NBC Red and Blue Programs. Shows on both 800 and 570 are being extensively publicized in the two most widely circulated newspapers in Texas; both are now considered 'local' in Dallas and Fort Worth.

WFAA-WBAP delivers the largest 50,000 watt coverage in the United States, KGKO, with 5,000 watts on 570 kilocycles, delivers the second largest day coverage in the Southwest. Under centralized management, the two frequencies complement each other to form an unbeatable combination for your radio investment.

Cordially yours,

Martin Campbell

RED AND BLUE

Radio Services of the Dallas Morning News and The Fort Worth Star Telegram
Also operating KGKO. 570 KC, Fort Worth-Dallas

NATIONAL REPRESENTATIVES: WFAA-WBAP KGKO

Edward Petry & Co., Inc.
Free & Peters, Inc.
Movie Shortwave Series
On NBC's Latin Service
Starts by End of Month
SHORTWAVE series cooperatively sponsored by a number of leading motion picture companies on NBC's international stations (BROADCASTING, Aug. 15), is expected to get under way by the end of September, according to L. P. Yandell, NBC director of commercial international broadcasting, although plans for the series are not complete.

Columbia Pictures has joined the five companies previously announced as sponsoring the programs—M-G-M, Warner Bros., Paramount, Universal and RKO—while Fox and United Artists are still considering the question. Also undecided is the number of broadcasts, which may be either two half-hours in Spanish and two in Portuguese each week or a daily half-hour in each language.

With the three-fold aims of public relations for the film industry, sales promotion for individual films, and solidifying friendly relations between the North and South American republics, the programs will be in part institutional and in part directly promotional. The institutional broadcasts will aim at increasing South American acceptance of Hollywood and American ideas as expressed in American movies generally. Only the other programs will be allotted to individual sponsors to promote their own stars and stories with the direct goal of building South American audiences for the sponsors' current pictures. But in 11 types of broadcast the idea of building hemisphere solidarity will be constantly considered, Mr. Yandell stated.

WSLS, in Roanoke, Va.,
To Take the Air Soon
WITH Philip P. Allen as general manager and James H. Moore as manager, the new WSLS, Roanoke, Va., is scheduled to go on the air either Oct. 1 or 15 and will operate with 250 watts full-time on 1520 kc. It will have a Western Electric transmitter, with WE and RCA speech and audio equipment and a 175-foot Lingo tower.

Mr. Allen is also general manager of WLVA, Lynchburg, and WBTM, Danville, while Mr. Moore, at one time with WBT, Charlotte, is now assistant manager of WLVA. Frank Kohler, recently with WRTD, Richmond, will be sales manager. Albert E. Heizer, chief engineer of WBTM and WLVA, will hold the same post also with WSLS. The program director has not yet been chosen.

The new Roanoke local was granted last July by the FCC to Roanoke Broadcasting Corp., of which the officers and stockholders are: Paul C. Buford, president of the Shenandoah Life Insurance Co, president, 20%; Edward A. Allen, owner of WLVA, Lynchburg, vice-president, 13 1/2%; Philip P. Allen, 13 1/2%; Henry E. Thomas, vice-president, Shenandoah Life, secretary; Lynchburg Broadcasting, 15 2/5%. Junius P. Fishburn Jr., publisher of the Roanoke Times and World-News and operator of WDJB, Roanoke, 40%.

A 28-PAGE mimeographed brochure, Key to Television Writing, has been issued by Paul Gruber, Hollywood writer-producer.
FROM RCA LABORATORIES COME

Radio Eyes

FOR MICROBE HUNTERS

Anthony van Leuwenhoek of Amsterdam was the first to peer into the universe of the infinitesimal. With his crude microscope, he discovered in 1683 the "small beasties" which Pasteur and Koch and Theobald Smith later branded the most dangerous enemies of man—the germs of disease.

BUT there are micro-organisms too small for optical microscopes to detect. These instruments operate by visible light, which cannot resolve objects much smaller than the wavelength of the light. Bacteriologists have been able to see only the larger microbes. They have been able only to hope that somewhere, somehow, an instrument would be found that would magnify not 1,500, but 20,000...50,000...100,000 diameters!

Scientists in RCA Laboratories have engineered such a microscope. They studied the electrons active in radio and television, whose length was but a tiny fraction of that of a light wave. Research proved these electrons could be used as "seeing" rays. Focused by powerful magnets upon photographic film, they would reveal what had hitherto been invisible.

Research is Radio's Road to Progress

RCA's contribution to the development of the electron microscope is the result of a far-seeing policy laid down by the founders of the company in 1919: that fundamental research must be the keystone of every activity of RCA.

RCA research has made broadcasting better. It has made receiving sets better. It has perfected a magic voice for the motion picture. It has pioneered in television. It has developed facsimile transmission of pictures and printed matter. It has made substantial contributions to industrial progress in fields outside of radio...From continuing RCA research will come still more progress...still greater services to America and to the world.
MORE LISTENING TO NEWSCASTS
CAB Finds Marked Growth in Listening; Regional Habits of Air Audiences Are Analyzed

“NEWS programs increased their listenership by leaps and bounds throughout the country in the 1939-40 winter season in comparison with the previous season of 1938-39,” states the Cooperative Analysis of Broadcasting (CAB) in its regular semi-annual review of radio program audiences from October 1939 to April 1940, published Sept. 6.

A special comparison of Wednesday evening listening to news during last winter and during the previous winter shows that the national average rating of all news programs in the early hours of Wednesday evenings, between 5 and 8 p.m., increased 38%, rising from 14.1 in 1938-39 to 19.7 in 1939-40. An even greater gain was found for the later Wednesday hours, 8 to midnight, when the national average rating of news programs rose from 9.7 to 15.1, a gain of 55% in set owners.

Regional Traits
The analysis also disclosed a difference between the news listening habits of eastern and western listeners, with the Easterners preferring the early evening broadcasts while Westerners tune in news during the later hours. No favoritism in time was shown by southern and midwestern audiences. The survey, however, points out that the increased interest in news was causing a change in these sectional habits, with Eastern audiences learning to tune in later and Western audiences earlier for their news.

Although the CAB’s investigation did not show the reason for the increase of news listeners, the report states that the most obvious explanation is the American appetite for war bulletins, while another factor is the growth in listening to all types of programs, which may have raised the rating of news broadcasts. Other observers have reversed that explanation, believing that interest in war news has kept listeners at their sets more consistently and therefore increased the listening to all programs.

Biggest gain in news listening was shown by Pacific Coast listeners during the 5 to 6 p.m. hours, rating rising from 2.8 to 3.2 in 1938-39 to 13.4 in 1939-40, an increase of nearly four times. In the East the increase in the early evening, 5 to 6 p.m., was 14% was noted, from 2.5 to 2.7. Midwestern listening advanced from 1.1 to 1.5 while the Southern rating rose from 7.5 to 18.6, up 145%.

During the later evening, from 8 to midnight, rating in the East rose from 6.8 to 11.2, or 64%; in the Midwest from 11.4 to 20.7, or 81%; in the South from 7.3 to 14.4, a flat 100% increase, and in the West from 28.7 to 53.2, a gain of 22%.

Popular Programs
Among sponsored news and news commentary programs, Lowell Thomas’ Monday through Friday broadcasts for Sun Oil Co. increased its rating from 12.5 in the winter of 1938-39 to 17.3 in 1939-40. Walter Winchell’s Sunday evening Journal showed a similar increase, from 11.2 to 15.

Sponsored newscasts generally, however, showed a fractional decrease, from 6.6 to 6.5, probably due, says CAB, to new programs which achieved only modest ratings during their first seasons. Single station and small network programs and sustaining broadcasts were not rated by the CAB.

Audiences during the past year have been the highest in the history of broadcasting, the report states, with increased listening found at all times of the day and night and at all income levels. The peak audience during the seven standard time months covered by the report was found to have been sometime between 5 and 6 p.m. on Sunday evenings, when 61.1% of all set owners were checked. Saturday nights, however, showed the greatest increase, up 13% between 5 and 8 and 17% in the later hours. Most new listeners came from the lower income group, based on rental values, with the upper income bracket riveting the lower group in percentage although not in the number of additional listeners.

A rating of night-time listening audiences for the 1939-40 season was 10.9, highest in CAB history. In 1937-38 the average rating was 6.9; in 1936-38 it was 8.8, and in 1938-39 it was 9.3. Following a similar trend, daytime ratings have risen from 2.3 in 1936-37, 3.2 in 1937-38, 4.2 in 1938-39, to a new record of 4.6 for 1939-40.

President’s Record
Largest audience ever measured for an American orator was that of President Roosevelt’s address to the graduating class of the U of Virginia on June 19, when the CAB found 45.5% of set owners in 33 major cities had heard the address. The President’s lowest CAB rating also occurred in the past year, however, when his speech from the White House on Oct. 9, 1939, was listened to by only 12.4% of the nation’s set owners. His annual Jackson Day address, in January, registered 25.9%.

The 15 most popular programs
Variety in Lead

Breaking down programs by type of entertainment, number of programs and amount of time on the air, the CAB found variety programs in the lead on all three counts. Classical music, although represented by only one program, the Ford Sunday Evening Hour, was second in popularity. Dramatic programs, second in number and in amount of time on the air, were third in popularity. The dramatic average has moved steadily upward despite the growing number of programs, the report states, rising from ninth position in public favor five years ago to third place now, and a tightly competitive third only one-tenth of a point behind the second place classical music.

The 107-page report also summarizes the income patterns of audiences of all programs, reviews the developments in program types, analyzes the variations in audiences in various parts of the country, and contains a number of tables and charts illustrating listening trends.

ROOGIE WOOGIE Comes to Birmingham! Here are the highlights in the recent Boogie Woogie Contest conducted by WSGN, Jud Collins, program manager. Collins is shown above with "boog it" artist who copped first prize.

WABC delivers the biggest "local" market in America—a minimum Daytime Primary Listening Area of 50 counties, in five states, with 13,430,000 radio listeners!
ST. in SERVICE

I.B. Wilson

FIFTY GRAND IN WATTS

CBS
Reallocation of '41

Next March 29, the first continent-wide scientific allocation of broadcast stations becomes effective for North America. It will spell the end of interference from across the international borders because stations of Canada, Mexico, Cuba and the smaller Latin American countries will be allocated to fit the technical pattern of this country.

The FCC, after six months of study, has promulgated the new assignments for stations in this country. Of the total of 862 broadcast stations licensed or authorized, 777 must move to new wavelengths. Clear channels are retained, and rural service thereby is preserved. Only in one or two instances, it seems, do any existing stations suffer. The way is paved, however, for improvement in the assignments of a vast number of stations now on part-time or through power increases.

It is gratifying that the FCC sanctioned the treaty allocations practically as proposed by its Engineering Department. There had been some misgivings about this because of the opposition of certain members to retention of any clear channels. This battle, if a battle there must be, can come after the new allocations become fully effective, and on individual merits.

The treaty upon which the new allocations are based was evolved in Havana on Dec. 13, 1937. The United States delegation, headed by Commissioner T. A. M. Craven, took the initiative in the formation of standards, to which all of the North American nations subscribe, were developed under the able direction of Assistant Chief Engineer Andrew D. Ring. The treaty was a diplomatic triumph as well as an engineering master stroke.

The notorious border stations, blasting into the country on wavelengths amount to promulgated wavelengths, definitely go by the boards when the treaty becomes operative. Indiscriminate use of frequencies by Cuban stations, which have caused no end of interference with U. S. and Canadian stations, likewise will terminate.

There may be some criticism from stations because of the procedure invoked in promulgating the new allocations. By and large, however, the reaction should be favorable. There will be conflicts here and there which will require rectification. The FCC has established machinery by which these criticisms can be brought to its attention prior to promulgation of the final March 29 list. Viewed in its broadest aspect, the 1941 reallocation can be hailed as the most important basic change in standard broadcasting since its advent twenty years ago.

Good Business

Almost any point of view can be proved by studying the 1939 balance sheets of the broadcasting industry just completed by FCC accountants. It is certainly true that broadcasting, by and large, is a good business. But it cannot be said that the figures lend credence to any of the fast and loose talk often heard about the business of broadcasting as a gold mine for those fortunate enough to break into the charted course of measurements.

The big stations and the vast majority of the regions and locals, not to mention the networks, are earning a good return on investment, as they must in order to bridge the gap between black and red ink that a sudden shift of a very few commercial accounts could narrow dangerously. Fortunately, during the last few years at least, recognition of broadcasting as a productive medium and increasing demands on its time by sponsors has kept the gap fairly wide for most stations without diminishing radio's public service aspects.

On the other hand, radio has its own ill-fed, ill-clothed third. The FCC's own statistics show that 227 out of 705 commercial stations operated in the red in 1939. Some of these may have been as well managed as the more profitable stations, but were located in bad markets or faced other problems.

On the whole, however, radio certainly is well managed, as the net figures prove. Though it has geared itself to a higher per-capita overheat than perhaps any other industry, its employment statistics show that its 20,000 full-time employees last year received an average weekly paycheck of $45.96 which, according to available Government figures, tops the whole major industrial list. And this despite the fact that one out of every three stations lost money.

Radio can be justly proud of the prudent management that makes profits possible though the average pay scale of the salesman, announcer and engineer, taking the country as a whole, is higher than that of comparable pursuits in other industries—newspaper reporting and advertising soliciting, for example, or airline radio operating. The men behind the mike, the controls and the commercials generally are a well satisfied lot. Not only is their pay good but their work is fascinating. The payroll situation of itself reflects more than cold figures denote; it shows radio management is conscious of the benefits that accrue from satisfied staffs, particularly in a young industry that has burst almost overnight into full commercial bloom.

Winged Time

Radio regards aviation as a sort of companion industry. Commercial air transportation got its start just about the time commercial broadcasting began to shake off its novelty aspect. All in radio have applauded commercial aviation, with its virile, aggressive leadership. Its progress can be traced almost parallel with radio's unremitting strides toward a position in the forefront of advertising media.

Without in any way depreciating the judgment of aviation's executives, we nevertheless would like to pose one question about their promotional activities. Why don't the established airlines use radio time? As sustaining material, radio has given free of its time to promote its companion industry. In recent months the airport interview has become a regularly established program feature over a substantial number of stations.

We recall that the railroads for years scorned radio as an advertising medium by invoking passenger association agreements against use of the medium. It was only after the inroads of aviation that many of the railroads began streamlining their operations, and several of the carriers now are using the air.

A number of broadcasters advise that airlines apparently have adopted a similar parallel with use of airline spending with substantial sums in the printed media. We hope this is not so. Certainly these companion industries, mutually dependent upon the air, can work hand in hand toward attainment of greater service and success for which they have fought so valiantly.

History and Radio

Hollywood has "gone historical" lately in a big way, basking many of its colleagues on actual events and characters out of the past. That in itself is no reason why, radio should do the same thing, but the fact is that these are frequently accused of being trivial and banal (justifiably, we might say, in the case of the present plethora of daytime "soap serials" or "bashboard dramas"). If serials we must have, and dramatics we will have, a magnificent opportunity awaits someone who will tap the wealth of material readily available from the history books.

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WHAT WAS perhaps radio's first “audience survey”, conducted in the workshops of an automotive-ignition and a sideline radio set business back in 1926, resulted in the creation of WMBG, Richmond, by Wilbur Moreland Havens, president and general manager of that station.

The people came into Wilbur Havens’ shop to have their “blooper” sets repaired or to buy new ones, he questioned them about their receipts, thereby improving an “audience survey” long before the phrase became part of radio’s nomenclature. There was a single part-time station in Richmond then, operating at night. As he and his men quipped listeners and potential listeners, Mr. Havens, then 36, concluded there was a definite need for a new station in Virginia’s capital city, transmitting daytime programs. A license writhe was purchased from the Virginia State Commerce (before there was a Radio Commission) to place WMBG on the air with 15 watts on 220 meters (about 1363 kc.). The station hasn’t been off the air since.

Wilbur Havens will tell you no story about a meteoric rise in radio. He says it was an uphill struggle which lasted over a decade—one which required sacrifice, foresight and hard work. Today WMBG is one of the South’s leading stations and is NBC’s Red outlet in Virginia’s major market. Until 1938 it operated from the Havens & Martin electrical store, then moving into its own building, a showplace in the community.

The story of Wilbur Moreland Havens is that of a typical American. He was born in Richmond in 1896 and has never lived anywhere else. He finished high school at 17, and during his schooling managed to learn some of the intricacies of the “horseless carriage” his father owned. Just as youngsters in this generation turn to radio and aviation, young W. B. havens took to the flying at the then blossoming automotive industry as one which offered greatest possibilities for young men.

In 1922 Wilbur Havens organized his own automotive electric business and handled to stultify portions. He concluded that a knowledge of commercial law would be good insurance in business, so for three years his nights were devoted to study. Then came the blooper stage for radio in Richmond. In due course he became the Philco battery distributor and later took over the Philco socket power receivers which eliminated batteries. That started his “audience survey” and his subsequent entry into radio as a broadcaster.

Through these intimate workshop contacts with the public, Havens became convinced that programs with greatest appeal were not being broadcast. Gradually, operation of WMBG was increased to 171/2 hours per day. Public participation programs and special events were scheduled soon after the station began operation.

The automotive business was keeping the broadcasting business going during those years. The station was directly owned by Havens & Martin and is today. Because Mr. Havens felt there was need for an independent “voice” with no political ties or aspirations, and because he held the firm belief that business eventually would receive from advertisers the recognition it deserved, he allowed the automotive business to “angels” WMBG until it could get on its own feet.

In 1930, WMBG became a part-time affiliate of CBS. In 1932 it procured fulltime status with the station and was assigned a frequency of 500 watts. In 1938 the new WMBG building was dedicated. Today the station operates with 5,000 watts days and 1,000 at night, and is sailing serenely along under the guidance of its founder-skipper.

On Jan. 19, 1916, Thelma Chewning of Richmond and Wilbur Havens were married. They have two daughters: Phyllis, recently graduated from the College of William and Mary, and Dorothy, now finishing school. The type of organization maintained by Wilbur Havens is still the same. Three department heads have been with the company 12 years. The youngest department head has been with the company five years. There has been very little turnover in the station’s personnel.

Hard work took the “playboy” instinct out of Wilbur Havens but not just such an instinct ever existed. Among his friends and associates he is regarded as the perfect host. Well known as a “hard Hat” man, Havens and Rappahannock River provide open house to all of his acquaintances. Employer and employees, business associates, friends and neighbors all make merry. His hobbies are yachting, fishing, golf and antiques.

GEORGE FIELD, former Eastern sales manager of Radio Transmission Co., and at one time comptroller of the New York office of WBT, Williamson, W. Va., has been appointed sales manager of WARM, Scranton, Pa., succeeding Lou Foller, according to Max W. McTavish, president of the station. Mr. Memolo also announced appointment of Hal Barton, formerly with WIP, Philadelphia, and WINJ, Trenton, as program director.

ALFRED J. MCCOOKER, chairman of the board of CBC, has been selected as chairman of the radio activities of the Advertising Club of New York which starts its fall meeting on Sept. 10. As a new policy this year, the club has divided the third Thursday of each month “the most outstanding personality in the news”; starting Sept. 10 with S. Hugh Cathaline, vice-president of Grant Ad Agency, of New York, who is currently conducting the well-known Dr. J. Q. program on NBC-Red from the Capitol Theatre, New York.

GEORGE CRANDALL, CBS field representative for two years, has been appointed assistant publicity director of the network under the direction of Louis Ruppel, CBS publicity director. Mr. Crandall is a 26-year veteran of the industry, touring the country to publicize CBS fall programs.

PAUL WHITE, CBS director of public affairs, on Sept. 16 will be guest speaker on "How Radio Covers the World" at the American Women's Association of Bell Telephone.

ROBERT T. SWAIN, New York attorney, recently was elected a member of the board of Westinghouse Electric and Manufacturing Co., the law firm of Cravath, de Gersdorff, the largest such organization in the world. Mr. Swain is counsel of the Chicago, Milwaukee, St. Paul & Pacific Railway Co. director, of the Academy of Natural Sciences, and a member of the the American Society of Consulting Engineers and the American Society of Consulting Engineers of the Bar of the City of New York.

SIDNEY N. STROTZ, vice-president and general manager of NBC Central District, has been named member for representatives of Mils Laboratories (Alka-Seltzer), White Ad Agency, and principal in the Alameda Templeton Club show which returned to the NBC-Red network on that date.

FRED FIELDING, research sales manager of NBC, has joined the staff of the former NBC radio department head for W. N. Ayer & Son in New York.

GERRIT GANZ, managing director of CKOK, Bend, Ore., was 2 secretly married Frances Sullivan, of Regina, Saskatchewan, Sept. 2.

G. RICHARD SHAPTO, general manager of WJS, Columbus, S. C., is conceiving after an apprenticeship Aug.

BOB GOODMAN, formerly in advertising with Los Angeles newspapers and magazines, has joined the sales staff of KROK, Oakland, Cal.

CHARLOTTE B. GERNET, Tulsa, has returned to the sales staff of KTRK, Beaumont, Tex.

JIM TURNER, director of WLBW, Bowling Green, Ky., is the father of Roy Turner, in a station in the Centre.

WILLIAM K. MCDANIEL, formerly of WMPS, Memphis, and prior to that with NBC, New York, has joined the staff of Beverly Hills, Cal., sales department.

MAJOR W. C. MACINTOSH of CKY, Winnipeg, sales staff, is second in command of the Army training camp at Brandon, Man.

BOB BOWMAN, Canadian Broadcasting Corp. special events chief, and the Canadian Broadcasting Overseas Unit in Great Britain, was in Canada on a surprise visit early in September.

C. F. SMITH has joined the commercial department of WEVD, Fort Dodge, Ia.

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C. O. PICKREM, who entered radio twelve years ago as an operator at CKDK, Kitchener, Ont., has been named manager of CKCS, North Bay, Ont. Mr. Pickrem has been associated with various Canadian stations in both broadcasting and sales capacities, including CKPO, Brampton, ON; KSCG, Stratford, ON; and CJKL, Kirkland Lake.

M. J. HARRISON, formerly of WLB, Cincinnati, has joined the news team of WSBG, New Britain, Conn.

ALVA GREGORY, from Fresno State College, has joined the commercial staff of KFRM, Fresno, Calif.

GORDON MARSH, recently appointed managing director of Artarans, Sydney, Australia, recording and program service, has joined the Australian Navy.

IRVIN GROSS, sales and promotion manager of WPAA, WPAP, KOKO, Dallas-Fort Worth, and Mrs. Gross are the parents of a girl born Sept. 4, their second daughter.

CHINS Manager Called

JOHN CLARE, who has been manager of CHINS, Halifax, since the outbreak of war when Maj. William Borret was called to active service, has gone overseas as a second lieutenant in a replacement unit of Canada’s Active Service Force. His place is being taken by John Redmond, who will be acting manager. Mr. Redmond was formerly with the Canadian Railways, and has been doing part-time work for CHIN for some months.

N. L. NATHANSON, Toronto, vice-chairman of the Canadian Broadcasting Corp., and motion picture executive, has donated to the Royal Canadian Air Force training center at Trenton, Ont., a sports and recreation center including two football fields and a grandstand seating 600.

BEHIND THE MIKE

RAY BUFFUM, formerly producer of the Hollywood shows, Big Town and The Big Share for Lever Bros., has joined WKY, Oklahoma City, as program director. Dale Simpson, formerly with the Daily Oklahoman, has joined the WKY news staff.

COLE McMARTIN, news commentator of KFVD, Fort Dodge, Ia., on Aug. 31 married Dorothy Canin in the Little Brown Church in the Vale.

PAUL MINER, formerly of KSO-KRN, Des Moines, has joined the sports staff of KVVO, Tulsa.

HOMER HUDL has joined the announcing staff of KSBC, Sioux City, Ia.

SYDNEY MOSELEY, British author, journalist and lecturer, on Sept. 9 returned to WWMV, New York, after a brief vacation to continue his five-weekly program of interpretations and comment on news.

EDWIN P. CURTIN, formerly news editor of NBC’s New York press department and recently in charge of radio publicity for the New York World’s Fair, on Sept. 10 joined the publicity staff of BIBO, New York, to handle publicity on the Celestial America series, sponsored by E. I. du Pont de Nemours & Co.

TOM MOORE, announcer of WBIO, Glenwood, Ia., is recovering from head injuries resulting from an automobile accident.

WALTER R. HAASE, program manager of WYRC, Hartford, Conn., is the father of a boy born recently.

Youngest Again

REVIVING the “youngest announcer” controversy, WALA, Mobile, Ala., has entered as its candidate Al Heiner, recent graduate of Mobile High School. Although he is only 17, WALA claims his voice and delivery by a person in the mid-twenties.

DAVE GARROWAY, special events director for KDKA, Pittsburgh, on Sept. 13 joined the NBC announcing staff in Chicago. Garroway, who has been in radio in NBC for a year, has been with KDKA for two and a half years. He was awarded the 1939 Davis Memorial Announcers’ Award.

EDWARD BARRY, formerly of WNKZ, Saranac Lake, N. Y., has joined WMFF, Plattsburg, N. Y., as sports editor.

RALPH KANNA, formerly of WELI, New Haven, and WOKO, Albany, has joined WNBC, New Britain, Conn., as program director.

JOHN MACDONNELL, announcer of KLS, Oakland, Calif., and Loise Pearce, formerly of Spokane, were married in the Baptist Church on Sept. 11.

CLEVE CONWAY, who joined the announcing staff of NBC, Chicago, in January to announce the summer, has been appointed to a permanent post.

VIRGINIA VERRILL, staff singer of NBC, Chicago, on Sept. 11 was married to James Brealey, Chicago band representative.

PAUL MOSELEY, recently joined the sports staff of KFJM, Grand Forks, N. D., on Sept. 11 married Alice Lewis of Minneapolis.

STEELIE McCLANAHAN, formerly of WCMI, Ashland, Ky., has joined the news department of KFOO, Longview, Tex., succeeding Jerry Doggett, who has joined KELI, El Dorado, Ark.

JULIUS J. COLBY, formerly dramatic and motion picture critic of the Richmond News-Dispatch, has joined the dramatic department of WMCA, New York.

VINCENT CONNELLY, MBS announcer, is handling the Wayne Williams’ twice-weekly series on MBS, which started in July under the sponsorship of American Safety Razor Co., Brooklyn, for Star and Trent razor blades.

DOUGLAS BROWNING, NBC announcer, on Sept. 3 became the father of a 9 pound, 3 oz. girl, Patricia May.

MALCOLM McCORMACK, announcer of WHZ, Boston, is the father of a boy born Sept. 10.

SID REID, saxophone soloist in Bob Bourne’s band, which has been heard on the NBC-Red Uncle Walter’s Department Store program, is in St. Luke’s Hospital, Chicago, recovering from a skull fracture and other injuries suffered in an auto accident.

OBER HOLLAND has resigned from the NBC script division to freelance. He will continue to write the Canadian Broadcasting series of travel programs sponsored by the Canadian Radio Assn. on the Blue.

ALFRED W. CRAPSEY, of KOA, Denver, has recently become engaged to Eddy Duval.

PAULINE LAUBER, Hollywood secretary of Radio Writers Guild, N. Y., married Aubrey I. Finn, attorney for that group, were married Sept. 6.

JACK CLARKE, KMO, traffic, department manager, and Thirza Dunning have announced their engagement.

SIX-MILLION words of copy in ten years is just one of Mrs. Mart Adams’ outstanding feats. She presides over the modern kitchen in the studios of WKY, Oklahoma City, where as “Aunt Susan” she guides Western women along the paths of better homemaking.

She is radio’s most traveled woman, having journeyed over 100,000 miles on assignment, doing cookery research in France, England, Mexico, Alaska, as well as in every important city in America. Her Annual Cooking School, started in 1925, has thus far drawn over a quarter-million housewives and experts. She has the biggest library of cook books and recipes in the country, draws 7,000 letters a year, each of which she personally answers; does a quarter-hour daily on WKY; handles a column daily and Sunday for Oklahoma City’s Oklahoman-Times. Career started when Walter Harrison, managing editor of the papers, read a letter describing cake-making process to an old maid professor of zoology. That was in 1928. His judgment was upheld when same old maid baked the letter and won cake baking prize in far-away Oregon’s State Fair.

BROADCASTING • Broadcast Advertising

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More jobs — more spendable income — more purchasing power for metropolitan Philadelphians. Get your share of this business upswing; make your advertising dollars work overtime — sell through —

WCAU

THE ONLY STATION THAT COVERS THE PHILADELPHIA MARKET AREA COMPLETELY.*

50,000 WATTS—CLEAR CHANNEL COLUMBIA BROADCASTING SYSTEM.

*Details in WCAU's new booklet "Coverage and Listeners." Copy mailed on request.
Bill Durbin, announcer of WBW, St. Louis, has been assigned the role of narrator during the presentation of St. Louis Cardinals at the Municipal Auditorium. Durbin won the three-week assignment after competitive auditions with other St. Louis studio announcers.

Bill dates, new to radio, has joined the announcing staff of WLIB, Bowling Green, Ky.

W. H. Hardy Jr., formerly of KMTY, Hollywood, and Radio News Reel, Washington, D. C., has joined the California State Highway Patrol station KADI, at Sacramento.

Tom Krtiser, of the merchandising department of KGNB, Amarillo, in mid-September entered Texas U at Austin as a junior.

Charles Worcester, farm service director of WNAK, Yankeetown, S. D., who for the second consecutive year has been main speaker at the Sioux Indian Fair, held annually at Rosebud, S. D., recently was honored by being named a Sioux.

Cosette M. M. Barr, formerly of WBEW, Buffalo, and WWJ, Detroit, has joined WBEZ, Boston, conducting the daily Shopping With Cosette feature.

No Cooperation

John Tansey, Farm Hour announcer of WRIF, Gainesville, Fla., was recently handling a remote pickup from the Southern part of the state. Out of a crowd of about 300, Tansey happened to pick a deaf woman for his interview. He ended up by answering her own questions as well as asking them.

Hal Moon, formerly chief announcer and news editor of KGVO, Missoula, Mont., has resigned to become editor of Western Livestock Reporter, Spokane, new weekly publication serving the livestock industry of the Northwest.

Edward Fitzpatrick, Sr., musical director of KRYA, San Francisco, is confined to his home with pneumonia.

Jack Lewis, for three years program director of KARK, Little Rock, has been named program director of WALA, Mobile, Ala.

Julian Flint has been named chief announcer of WATL, Atlanta. Other departmental changes include Barney Oakley, special events director; Jacqueline Jones, contiguity editor; Ernest Ford, music librarian; Allan Parks, sound technician.

Thomas D. Rishworth, educational director of KSTP, St. Paul, has been reappointed vice-chairman of radio for the U. S. Chamber of Commerce. John J. Gillin, Jr., general manager of WOW, Omaha, is chairman.

Roger Brown, formerly of WXZ, Detroit, has joined the announcing staff of WEK, Cleveland, handling the series of nightly newscasts sponsored by Pilisener Brewing Co.

John Guild Nebbett, who for the last few months has served as sign language consultant to NBC Chicago announceurs, has joined the Chicago Press. The post of assistant producer of romance languages at Grove City College, Grove City, Pa., has been reappointed to production manager of the network.

Business is good in the KFYR Area

Business Conditions as of August 1 compared with the same month last year

KFYR primary coverage superimposed—Map Courtesy Nation's Business

Let us sell your story

KFYR

Meyer Broadcasting Co.

Bismarck, N. Dakota

National Representatives: John Blair & Co.
"TOUCHDOWN TIPS" Here's an outstanding recorded football program for the Fall season! Forecasts each week's major games in all sections.

Conducted by Sam Hayes, one of the country's ace sports commentators, "Touchdown Tips" is a 15-minute program that will select winners, forecast scores, and bring listeners interesting football highlights throughout the coming season.

As a network feature, this program is already sold in 7 western states. It is now available as a 13-week NBC recorded program for the rest of the country. First program will predict football results for Sept. 21st week-end.

Based on the All-American Gridiron Index, which for 9 years has picked 80% winners, the accuracy of the predictions of "Touchdown Tips" will win and hold a large audience.

Yet the cost of this timely, quality feature is amazingly low.

But act quickly! There isn't much time left to get in on this "line-smashing" buy. Program is subject to prior sale and availability. Wire nearest NBC Radio-Recording Division office for details.
NELSON OLMSTED, announcer of WRAP, Fort Worth, on Sep. 25 will join NBC in Chicago to present a network series, World's Greatest Short Stories. Omsted has produced the same series on WRAP since 1950.

AL JENNINGS, formerly of WBHP, Huntsville, Ala., has joined the announcing staff of WSKH, Nashville. He succeeds Ed Mullinax, who joined WABA, Anniston, Ala., as program director.

DOROTHY HAYDEN, for eight years in New Zealand radio, has joined the NBC Hollywood music department.

JOHN WHITAKER, sports editor of the Houston Times, will handle a 10-week schedule of sports broadcasts on WJRO (formerly WWAT), Hammond, Ind. WJRO during the fall and winter will carry 30 consecutive weeks of play-by-play sports coverage, including football and basketball. Whitaker will handle all the broadcasts, as well as conduct a three-weekly sports roundup on the station.

MRS. FRANCES FARMER WILDER, CBS Pacific Coast educational director, will instruct a class in radio management and technique at the U of Southern California extension division. Clinton Jones, of the network's news department, will again conduct a course in radio script writing.

CECIL WOODLAWN, formerly a free lance writer, has joined the continuity staff of WBT, Richmond, Va.

SHIRLEY LAUTER, assistant public director of Don Lee Broadcasting System, Los Angeles, and David Bolton, beverage company executive, were married Sept. 7 in Glendale, Calif.

JOSE RODRIGUEZ, KFI-RCA, Los Angeles, is editor of the newly published 500-page book, Music & Dance in California.

HARRY BRIGHT, continuity chief and sportscaster of WSB, Goldsboro, N. C., also has been named chief announcer of the station, succeeding Jan King.

JIMMY WALLINGTON, Hollywood, m. c. of the CBS Season Summer Theatre, leaves the West Coast for New York Sept. 27 following the final broadcast.

RHUTY LYNNS, conductor of the Woman's Hour on WKRC, Cincinnati, has been placed in charge of the station's newly created women's department.

CARL HOFF, musical director of the CBS Al Pearce Hour, sponsored by B. J. Reynolds Tobacco Co., has taken over a similar assignment for the Los Angeles County Fair Sept. 13-20.

BOB PERRY, formerly in the production department, has been named program director of KDB, Santa Barbara, Calif.

Cantor Names Cast

CAST for the new Eddie Cantor Series, which starts Oct. 2 under sponsorship of Bristol-Myers Co., New York (Ipana, Sal Hepatica), on 65 NBC-Red stations, Wednesdays, 9-9:30 p. m. (EST), has been completed. Besides Cantor, personnel will include Ray and Davis, comedian recruited from the Broadway show, "Strawhat Revue"; Dinah Shore, formerly vocalist with Bob Byers; Tommie Mack, comedian. Bobby Sherwood will have the orchestra. The glee club will be directed by Edgar Fairchild. Vick Knight is to produce the series, with Harry Von Zell handling commercial announcements. First 13 programs will originate from New York and then shift to Hollywood with Cantor works in another M-G-M musical film. Agency is Young & Rubicam, New York.

CHEERS of his WIBW conferences lighted the way for Edmund Denney, blind tenor of the Topeka station, as he embarked for Los Angeles to appear Sept. 6 as guest on the Al Pearce CBS program. Behind him is Mrs. Denney, with no sight. Shreve's WIBW musical director (below) holding an armful of presents. Denney has been at the station since 1935. Besides singing he plays the piano, guitar, writes legibly and typewrites. Letters from his fans persuaded Pearce to put Denney on the program.

Hackett Appoints Trio To Sales Staff of WINS

CONTINUING the reorganization of WINS, New York, begun last month by Cecil Hackett following his appointment as general manager of the station and the New York Broadcasting System [BROADCASTING, Sept. 1], three additions have been made to the station's sales staff: John M. Sayre, who rejoins WINS after an interval during which he joined the sales staff of WNEW, New York, and served as sales director of WTJN, Trenton; Stanley G. Barnett, formerly with Kelly Springfield Tire Co. and B. F. Goodrich Rubber Co., and William von Zehle, previously radio director at Consolidated Radio Artists and before that on the radio staff of Music Corp. of America, succeeded by varied station experience at WNEW and WHN, New York, and WHAM, Rochester.

Albert A. Grobe has been named manager of the New York Broadcasting System, in which capacity he will serve as an executive assistant to Mr. Hackett as well as continuing in his present post of traffic manager of WINS.

Bernard Estes, veteran newspaperman whose experience includes four years with the Associated Press in Europe, service as managing editor of the Boston (Pa.) Morning Free Press, and more recently editorial director of the Carson Publication Service, has been appointed news editor and publicity director of the station. Estes also writes and conducts the weekly Copy Desk broadcasts on WINS.

KTSK Now a Regional

SHIFTS from local to regional status, KTSK, El Paso, Tex., is now operating with 500 watts on 1590 kc. The station, managed by Karl O. Wyler, has installed a new RCA 1-E transmitter and a 315-foot Troncon vertical radiator at its new site on the outskirts of El Paso. Heretofore the station, an 500-watt, has operated on 1310 kc. with 250 watts.
Every noon, 12 to 12:15, Monday through Friday, in Detroit, you can hear the “Old Dean” at the Novachord of WWJ, in his popular program of music and homey philosophy.

Success of the program is shown by two important, convincing facts: (1) Sponsor of the program, Sam’s Cut Rate, Inc., has just renewed; (2) Requests for the “Old Dean” to make personal appearances are growing continually.

To meet these requests—from school, church and civic organizations—the sponsor sends a Novachord in a streamlined trailer with the “Old Dean” on his personal appearances. After traveling almost constantly for more than two months, this Novachord has required no service or repair of any kind!

You can build new program successes ... with the amazing, appealing Hammond Novachord. You can put the Novachord to work now on your present programs... adding the tremendous news value of this newest kind of music for radio.

See the Novachord. Hear it. And try it! Discover that it’s easy to play... that you play it as you would a piano—on a regular keyboard! See how you merely turn the Tone Selectors to bring in musical effects of violin, flute, ‘cello, guitar — and dozens of other astounding instrumental voices!

Ask your nearest Hammond dealer about the Hammond Novachord for your programs. Or, for more information, write to: Hammond Instrument Co., 2989 N. Western Avenue, Chicago. In Canada: Northern Electric Co., Ltd., Montreal.

HAMMOND ORGAN STUDIOS
New York — 50 West 57th Street
Los Angeles — 3328 Wilshire Boulevard

See... Hear... Play

THE HAMMOND

at the Hammond Organ Studios, in the HAMMOND BLDG., 50 W. 57th St., New York
IT'S 50,000 WATTS FOR

.. and it's a Westinghouse HG-50 for high efficiency transmission!

Congratulations to Station WPTF on its new 50 kw construction permit! Advertisers will welcome this added power in covering the largest trading area between Baltimore and Atlanta. Listeners will welcome the high quality transmission of the Westinghouse HG-50 Transmitter which has already won national acclaim in Stations KDKA and WBZ.

Owners and operating personnel will welcome the operating economy and the convenient simplicity of the new equipment.

This new 50 kw transmitter has been developed out of close experience with broadcast requirements since the earliest days of radio broadcasting. As operators of leading stations and as builders of radio equipment we know what commercial broadcasting needs—and this new 50 kw transmitter sets a new standard of efficiency, economy, and accessibility.

For detailed information about this equipment—or regarding the complete service which we can render to radio stations—call your nearest Westinghouse office.

Tune in "Musical Americana," N. B. C. Network, coast-to-coast, every Tuesday evening.
Illustration shows typical 50 kW installation of seven cubicles placed side by side to form a single attractive unit. WPTF's new 50 kw transmitter will consist of nine cubicles arranged to form a U. The two additional cubicles house the rectifier and antenna phasing equipment.
Columbia U Courses

A NEW radio course, the Production of Radio Programs, is being introduced this fall by Columbia U extension division. Classes will be held Monday evenings, beginning Sept. 30. Students will have a chance to perform in, and direct, rehearsals of varying types of scenes and sketches, which will be recorded for detailed analysis. The university also offers a course on Radio Writing, with classes on Tuesday evenings, beginning Oct. 1. Both courses include visits to network programs, and occasional guest lectures by persons prominent in radio. The courses are conducted by Erik Barnouw, author of the recent CBS series, Pursuit of Happiness.

EXCLUSIVELY FOR THE LADIES

Mere Male Ignored by San Francisco Station, Which
Now Caters to the Buying Sex

“LADIES preferred” is the new slogan at KSAN, San Francisco, which has just adopted a new policy whereby it caters to women listeners exclusively, 24 hours a day, seven days a week. The word “gentlemen” appears nowhere on KSAN programs. It’s “good morning, ladies” or “good evening, ladies”.

Lou Keplinger, manager, who is responsible for the innovation, claims that women have their own magazines, their own clubs and own Shopping News—and now they have their own station.

Everything at KSAN is pointed to a woman’s angle. Women listeners have been invited to write in the program ideas for stories that would best appeal to the feminine ear. The ladies snapped at this opportunity, according to Mr. Keplinger. Mail poured into the station.

Many of the suggestions will be adopted. Plans include a number of new programs to be developed especially which will hold the interest of the feminine portion of the audience.

All KSAN announcers have been given orders to address themselves at times by Frank Harshbarger, manager, who has been in radio 15 years, believes never before has radio been exclusively programmed to women listeners. He is of the opinion that the constant query of agencies and advertisers to small stations in metropolitan areas—‘why should we use your station?’ will be answered by his new policy.

“After all, women buy 80% of all merchandise sold,” he reminds.

Men? The KSAN boss says they have more male listeners than ever before. They’re just naturally inquisitive.

Iowa Session to Discuss Radio Problems in State

DEALING with radio problems through conferences and discussion groups, the first annual Iowa Radio Conferences will be held Oct. 17-19 at the State U of Iowa, Iowa City. At the time of the conference, the university-operated WUI will dedicate its new studio building on the campus. H. Clay Harshbarger is chairman of the conference.

Among problems set for discussion on the conference agenda are: Building the radio audience, scripts, producing dramatic programs, planning musical programs, discussion programs, utilization in the classroom, news broadcasting, organization programs, training for radio in college, agricultural broadcasting.

Arranging for Radio

A SYSTEM of arranging has been devised by Frank Harshbarger, Oklahoma, which he declares recognizes and compensates for overtures, not only as they exist in actual performances, but as picked up by the microphone.

NOW On the Air

WBAC

SALISBURY, MARYLAND

The ONLY radio station on the Delmarva Peninsula, WBOC completely serves the Eastern Shore of Delaware, Maryland and Virginia. WBOC by MY-way of reaching 200,000 loyal Eastern Shore listeners. Write for rates to WBOC, Salisbury, Maryland owned and operated by the PENINSULA BROADCASTING CO.

WHEN the Rochester jiu-jitsu expert, Jack Wenz, was recently interviewed by WHAM, Announcers Al Sisson (with mike) and Bill Rogers on the fine points of the oriental art of self-defense, things took a decided turn for the worse for Rogers as Wenz decided to prove that a man’s noggins could be turned completely around without disastrous results.

All-American

PATRIOTIC from beginning to end is WOR, New York, which has been signing on and off the air with “The Star Spangled Banner”. Looking for an appropriate, yet not blatantly patriotic announcement to follow the rendition of the national anthem, the station selected the greeting “Good Morning, America!” and at night “Good Night, America!”

Chicago Course Resumes

RADIO COUNCIL of the Chicago Public Schools will this month begin in its third year of educational broadcasts originating in both schools and stations, under the direction of Dr. William L. Johnson, superintendent of schools, and Harold W. Kent, director of the Council. Chicago stations WMAQ, WGES, WLS, WJJD and WCPD, as well as WIND, Gary, Ind., and WHIP, Hammond, Ind., will release broadcasts. Major improvements have been made in the studio and equipment facilities of the Radio Council during the summer holiday. An observation room to accommodate 50 visitors has been added to the main studio, a new transmission room has been completed as well as new offices for the writing and production staff.
WRVA COVERS RICHMOND AND NORFOLK IN VIRGINIA!

50,000 WATTS DAY AND NIGHT COLUMBIA AND MUTUAL NETWORKS

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE
Time for Fingerprinting Is Extended by the FCC

FURTHER extension of its order (No. 75) requiring radio operators, both commercial and amateur, to file with the FCC complete data, including fingerprints, regardless of their background and antecedents, making them returnable Oct. 15, was announced Sept. 5 by the FCC. The original order was to be returnable Sept. 15.

The FCC also announced adoption of proposed findings of facts and conclusions and entered its final order suspending the amateur license of Louis R. Choiniere, Holyoke, Mass., for three months because of "deceptive tactics" in broadcasting music and singing by "deliberate violation" of certain rules.

WE AIN'T COMIN', OLD BLACKJOE (Ky.!!)

We ain't real shore WAVE kin make it all the way to BlackJoe, (Ky.)—we can't reach all the hills an' hollers of this yere State! ... But, suh, we do reach, and cover completely, the great Louisville Trading Area, largest concentration of buying power in the whole State (twice as many income-tax payers as in the rest of Kentucky combined) ... Listeners tune to WAVE for the newest news, the best local entertainment available, and the choicest N.B.C. offerings, both Red and Blue ... The rest of our story is equally interesting! Want it?

LOUISVILLE'S WAVE

1000 WATTS

FREE & PETERS, INC., N.B.C.

NAT'L REPRESENTATIVES

Page 62 • September 15, 1940

BROADCASTING • Broadcast Advertising

IN REPLY TO CRITICS OF WILLIE
Mike Manner Is Natural, and Improves Every Day, According to GOP Radio Chief

This letter to the editor is an experienced radio man's reply to the criticism of Wendell L. Willkie's radio manner reported and commented upon in the Sept. 1 broadcasting. The writer is not only a former Washington newspaper correspondent but for several years was program director of WJXY, Washington, and served in other active radio capacities in New York before becoming radio chief of the Republican National Committee.

EDITOR, BROADCASTING: As on many another occasion, I find myself apparently in the minority—this time in connection with the radio personality of Wendell L. Willkie. Yet editorially the subject prompts an answer.

The only derogatory criticisms I have heard to date on his mikaniope have come from professionals—professional broadcasters, professional artists, professional writers, professional critics. Every amateur, every layman, every man-in-the-street I have questioned has automatically and enthusiastically answered with some such phrase as: "I like him." He sounds sincere. "He talks my kind of language." Therein, I think, lies the point.

Always Natural

Measured by such standards of professionalism, Mr. Willkie is an amateur; but he is not an actor or announcer. How can you expect to measure him by such a standard? No, it is not as simple as that. The only legitimate measurement is naturalness. Wendell Willkie is natural. In the vernacular of broadcast professionalism, a "simon pure natural." Good radio gains its strength from naturalness.

President Roosevelt speaks with full naturalness—to-day. But, I can remember a time that he didn't. Today he is as natural for him to use his Harvard accent and orate in his particular style as it is for us to eat.

Just as important, then, is the naturalness of Mr. Willkie in his own way. The most unfair thing that could be done to Mr. Willkie today would be to attempt to make a "professional" of him, to change in any way his natural manner of speaking. Gone would be his force, his expressiveness, his sincerity, his real radio personality. It would be gone just as effectively in the mind's eye of the radio listener as though you were to splash his picture with paint.

Dozens of well-meaning and capable individuals have offered their services along this line since his nomination and I have heard many an anxious hour in fear that one of them would catch his ear. Repeatedly I have insisted that he be left alone. You and I both know that he could be coached and prompted into being letter-perfect in a comparatively short time. But he would not be Wendell L. Willkie.

The Personal Touch

There is one glaring error so many public speakers make, namely, that Mr. Willkie does not make when addressing a group of people in person as differentiated from a studio address. (I have never heard him make a studio talk, but I have talked with him in close conversation and I'll bet my bottom dollar that he'll be terrific!) He talks with those immediately in association with him; he instinctively knows the occasion. That is the only way to accomplish the best presentation.

You know the thoroughly proven psychological method of presentation. When a public figure is addressing a crowd in a meeting hall, the radio listener comes to the meeting and sits in a front seat. When the speaker talks in a studio he goes to the radio listener in his home and talks to the listener alone, quietly, conversationally. That is the natural way, Wendell Willkie's way. He is most keenly sensitive to any question.

Wendell Willkie is good on the air now, and every one of his talks have been made under the most trying circumstances—in at least one, the most trying circumstances ever faced by a public speaker. In a month's time he will be superlative. Why? Because he is amazingly alert and the kind of a man that grows with a job—and fast. His job today is talking to people and he'll get better as he goes along. That is the only possible—the only right way of improvement. And that change will be a natural change, not a change forced by unnatural means.

Wells Church

Radio Director, Republican National Committee, Washington, D. C.

Sept. 5, 1940

Mike Talks Buck

WFIL, Philadelphia, with exclusive broadcasting rights from the oil burner show during Sept. 8 week, introduced a Talking Microphone for the first time. Developed by the station's engineering department, visitors may address into it any question and from the microphone itself comes an answer. WFIL originated several broadcasts daily at the show during the week.

Not TOO Chesty

• Sure, we're proud of our 1,000 watts. But we like to be on the air full time. We're glad we're reaching a million and a quarter folks in 36 counties of prosperous North Texas and southern Oklahoma. But we're not TOO chesty, for there's NO increase in rates! For more information write KRRV, Sherman and Denison, Texas.

An Affiliate of the MUTUAL BROADCASTING SYSTEM TEXAS STATE NETWORK

The Sherman-Denison Station

KRRV, 880 kc., 1000 watts

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BROADCASTING • Broadcast Advertising
But It Takes RADIO ATTENTION To Sell RADIO TIME!

The way to sell Radio is to talk Radio. The season's best story on photo-engraving or how to make a billboard campaign click won't do the job.

Now, let's look at BROADCASTING. Here's the magazine that talks Radio 100% of the time ... nothing but Radio. Consequently, its readers are Radio-minded ... every last one of them. Doesn't BROADCASTING fit your promotion needs like a glove, if it's Radio Time you're selling?

They're Radio-Minded when they read BROADCASTING
CONSOLIDATED PRODUCTS Co., Danville, Ill. (semi-solid buttermilk feeds), has renewed for 26 weeks its three weekly quarter-hour interrupted time on WLS, Chicago, but is featuring a new local show consisting of Lloyd (Doc) Buckingham, farm commentator; Hal Carver, baritone soloist; Howard Petersen, pianist. Mace Adv. Agency, Peoria, Ill., has the account.

NEW YORK TRANSPORTATION Co., New York, on Sept. 11 began sponsoring on WMCA, New York, weekly quarter-hour periods of news about Latin America with Bryce Oliver, commentator, in the interests of Panama-United. Since the beginning of September cards announcing the newscasts have been carried in all the company's calls. Contract for 26 broadcasts was signed by World Wide Adv., New York.

FEDERAL OUTFITTING Co., San Francisco, operating a chain of clothing stores in California, heavy user of radio, recently launched a full radio campaign over all its stations in the San Francisco Bay area. Live talent, transcribed cowboy shows and spot announcements are being used. The stations are KSFO, KFRC, KLX, KGW, and KRON. Account is handled by Allied Adv. Agencies, San Francisco.

YOUNG PEOPLE's Church of the Air, Philadelphia, is sponsoring a program of that title on a special hookup of 19 stations, most of them affiliated with MBS. Program originates on WFIL, Philadelphia. $3300. The contract for 13 weeks was placed by R. H. Alter Co., Los Angeles.

JUSTIN FLINT & SHADY Co., St. Louis, on Sept. 17 started for 52 weeks sponsoring the quarter-hour transcription quiz game Spell-O-Name, on KSD, that city. Score cards are distributed through laundry handles and cash prizes will be awarded weekly. Cards will also be published in the newspapers. R. U. McIntosh & Associates, North Hollywood, Calif., produces the show.

MURPHY PRODUCTS Co., Burlington, Wis. (lamb feeds), has renewed for 312 times its five-minute participation period on WOLO, Pt. Wayne, Ind. The station is also currently running weekly half-hour Barn Dance programs on the WPOL (Critic Feeds), and WOLO, Des Moines, Wada Adv. Agency, Chicago, handles the account.


BUTE Buys Spots

BUTE BROS. CANDY Co., Chicago (Tango bars), on Sept. 30 will start a 13-week schedule of varying news, participation periods, spot announcements and local shows on ten stations. Selected are WBBM and WAAF, Chicago, WHO, Des Moines; WJR, Detroit; WCCO, Minneapolis; KMBC, Kansas City; KSD, St. Louis; KBAB, Lincoln, Neb.; KOIL, Omaha; WLM, Cincinnati, Presba, Fellers & Presba, Chicago, handles the account.

OMAHA LIVESTOCK EXCHANGE, Omaha, has started a 100-word announce campaign on WDZ, Tuscola, Ill., offering a free booklet of interest to livestock feeders. Length of contract is undetermined. Buchanan-Thomas Adv. Co., Omaha, placed the contract. Schulte, Bannan & Co., Beardsdale, Ill. (Orite Feeds), also has started a 13-week schedule of daily 10-minute newscasts on WDZ. Mace Adv. Agency, Peoria, handles the account.

DOWNTOWN MERCHANTS Dollar Day Committee, Los Angeles, to exhibit the semi-annual Dollar Day for a three-day campaign which ended Sept. 13, and preceded the sale, used a total of 400 spot announcements and also in negotiations on 10 stations in that area. KNX, KFI, KECA, WPWB, KFIV, KPVE, KHBC, KHJ, HILLMAN-SHAPE Adv. Agency, Los Angeles, has the account.

SUPERIOR SEA FOOD Co., Los Angeles (frozen foods), in a four-week test campaign ending Oct. 4 is using participations five times weekly in Norma Young's Happy Hour program on KKHJ, that city. Hillman-Shane Adv. Agency, Los Angeles, has the account.

BUSINESS in Norfolk is on the boom! HALF A BILLION dollars is being spent on Uncle Sam's defense program, bringing to this Tidewater Virginia market extra thousands of highly-paid, skilled workers and their families. Three million to house them! Employment and sales shooting to new all-time highs. Thus, WTAR—the only network outlet in Virginia's largest metropitan market, suddenly finds itself serving America's No. 1 sales area literally spilling over with new families and new money. Your ship's put in at Norfolk—fabulously SALES laden beyond the wildest wishful thinking. Put WTAR on your schedules—and watch your sales zoom in this richer Norfolk Market.

National Representatives: EDWARD PETRY & CO.
Dear Sir:

At the first scent of Fall business your mailman breaks his back carrying in to you a bumper crop of radio surveys.

But might we suggest though, that for an unbiased idea of KYW's popularity, you examine the 1939-40 six-month cumulative CAR-Crossley report on Philadelphia (the making of which no station influences) That tells our story.

Incidentally, because we know you must be interested, KYW moves merchandise too!

Sincerely,

Griff Thompson
Sales Manager of KYW:

"The 10,000-watt RED network station in the Nation's THIRD market!"

BENEFICIAL CASUALTY Insurance Co., Los Angeles (insurance), newly organized, on Sept. 10 started sponsoring a daily 15-minute series of news programs on KFI, Beverly Hills, Calif., and in addition is using two quarter-hour Sunday news programs on that station, as well as similar daily broadcasts on KFI.

H. S. Pogue Co. bought the half-hour Home on the Air, featuring Mary Wheeler Mondays through Fridays. Mabel & Carew broadcast an opening inspection of its remodeled fourth floor, with Elizabeth Benis interviewing customers. Rollins on Sept. 9 sponsored two shows celebrating the start of a $60,000 remodeling project.

ST. LOUIS Independent Packing Co., St. Louis, on Sept. 9 started sponsoring for 52 weeks a new series of daily news programs by Harry W. Flinnery on KMOX. St. Louis Flinnery's programs are heard Monday through Friday, 2:30-2:35 p.m., with George Perrine handling the Saturday newcast. 9-9:05 a.m. Gardner Advertising, St. Louis, handles the account.

R. SCHRETER & SONS Co., Baltimore, through its New York branch, started Sept. 8 campaign of six spot announcements weekly for Smoothie Sweets, 7-7 p.m. on KWH, New York. The campaign will be extended Oct. 7 to 12 announcements weekly.

M. WM. WRIGHT Jr. Co., Toronto (and Canadian ad. co.), through its French edition, launched the first of its new co-op advertising campaign which ends Oct. 4, will use a total of 200 broadcast announcements on one Canadian station.

H. W. DUFFY & CO., Toronto (Bottles) (sales promotion), with HRM, New York, for the program, and a 10-week half-hour news program daily on WOR, New York, to start Oct. 9. Its name is Almacan Advertising, Toronto.

MANUFACTURERS' Trust Co., New York, on Sept. 17 will sponsor a special series of Veils of the War programs on WABC, New York, in behalf of the United Nations. The programs, heard Wednesdays and Thursdays, 10:45-11 a.m. Eastern Standard Time, feature Elgin Davis, CBS news analyst, and Albert Warren, CBS Washington correspondent, and Mrs. Elgin Davis, CBS military editor, giving their interpretations of developments in the war. Announcer will be Jack Quinn. Agency is McCann-Erickson, New York.

GENERAL FOODS Corp., New York, on Oct. 1 will resume its usual fall sponsorship of Marmalade on WMCA, New York, in the interests of Maxwell House coffee. This will be the fourth consecutive year for the program, and through the remainder of the year set the pattern. The series will probably be similar to the 1940-41 program conducted by Miss Picon last year.

KNOX Co., Los Angeles (Cyclists), sponsoring six weekly quarter-hour programs on KFI, Los Angeles, that city, and five similar programs each week on KMB, San Francisco. In addition, the firm is using five 10-minute news periods weekly on WGY, Minneapolis, and 21 additional minutes each week on KGHI, Little Rock, Agency is Benton & Bowles, New York.

C. SCHRETER & SONS Co., Baltimore, through its New York branch, started Sept. 7 campaign of six spot announcements weekly for Smoothie Sweets, 7-7 p.m. on KWH, New York. The campaign will be extended Oct. 7 to 12 announcements weekly.

F. B. O. & Co., Toronto, will renew French version of Treasure Trail on CRAC, Montreal; CHRC, Quebec; Wednesday evenings, 8-9 p.m. Agency: Tandy Advertising, Toronto.

M. WM. WRIGHT Jr. Co., Toronto (and Canadian ad. co.), through its French edition, launched the first of its new co-op advertising campaign which ends Oct. 4, will use a total of 200 broadcast announcements on one Canadian station.

S. N. STERLING Co., Toronto, will renew French version of What Would You Do? on CRAC, Montreal; CHRC, Quebec, Tuesday evenings, 8-9 p.m. Agency: Tandy Advertising, Toronto.

P. W. CRAMCO, Inc., Toronto (furniture), through its French edition, will renew French version of What Would You Do? on CRAC, Montreal; CHRC, Quebec, Tuesday evenings, 8-9 p.m. Agency: Tandy Advertising, Toronto.

S. N. STERLING Co., Toronto (furniture), through its French edition, will renew French version of What Would You Do? on CRAC, Montreal; CHRC, Quebec, Tuesday evenings, 8-9 p.m. Agency: Tandy Advertising, Toronto.

G. W. RUTHERFORD & Co., Toronto (and Canadian ad. co.), through its French edition, will renew French version of What Would You Do? on CRAC, Montreal; CHRC, Quebec, Tuesday evenings, 8-9 p.m. Agency: Tandy Advertising, Toronto.

GEOE. S. WARD, co-founder with his brother of the Ward Baking Co., died in Havana Sept. 3 after a brief illness. He was 73.
PUSHMAN Bros., Chicago (oriental rugs), to Schumacher & Scott, Chicago. Radio schedule being started with six-weekly spot announcements for 13 weeks on WBBM, Chicago. Additional stations may be added in the future.

JUNTE BROS. CANDY Co., Chicago, to Presia, Fellers & Presia, Chicago.

JOHN KAPLAN, Philadelphia (neckwear), to Adrian Bauer, Philadelphia.

TRUADE Inc., Los Angeles (beverage), to Beaumont & Rohman, that city, and in a test is using daily spot announcements on WRVA, Richmond, Va.

LA CHAY FOOD PRODUCTS Co., Detroit, to MacManus, John & Adams, Detroit.

L. N. RENAULT & SONS, Egg Harbor City, N.J., to Campbell-Lampee Inc., N.Y.


Bakery On 14
COLUMBIA BAKING Co., Atlanta, on Sept. 9 started a series of one-minute dramatic announcements recorded by NBC Radio-Recording Division for Southern Twin Pack Bread on 14 stations in Florida, Georgia, North and South Carolina. Agency in charge is Freitag Adv. Agency, Atlanta.

C. F. HANWELL, managing director of De Wilde's Ltd., East Croydon, England (proprietary), is in the United States on company business. The Australian division of that firm is currently sponsoring the Cappy Ricks stories on Marquise Network.

IN KEEPING with the Spanish mission motif, this unique building will house the new 50,000-watt RCA transmitter of KOB, Albuquerque, which will be ready in October, according to T. M. Pepperday, newspaper publisher, and new general manager, and Cappy Ricks, who will act as program director.

Pepsodent Returns
PEPSODENT Co., Chicago (toothpaste), after a summer layoff, through Lord & Thomas, that city, on Sept. 24 resumes the weekly half-hour Bob Hope Show on 64 NBC-Red stations, Tuesday, 10-10:30 p.m. (EDST), with program personnel remaining as before. Besides Hope are Jerry Colonna, mad professor; glamorous girls Ennis and Colina (Blanche Stewart and Alvia Allman); with Skinnay Ennis as musical director. Bill Goodwin continues as announcer. Because of film commitments, Judy Garland will not be on the show. She is being replaced by another vocalist. Tom McAvoy, Hollywood radio manager of Lord & Thomas, will again be production supervisor, with Bill Lawrence scheduled as his aid. Arnold Maguire is to be producer and station owner. The station is slated to become an exclusive NBC-Blue outlet when it begins its operation with its new equipment.

More Finance Spots
HOUSEHOLD FINANCE Corp., Chicago, on Sept. 6 added six-weekly quarter-hour Sports Parade programs featuring Alan Hale on WINS, Milwaukee, and three-weekly five-minute Sports Reviews featuring Walt Loman on KMBD, Kansas City, to its list of stations carrying national spot accounts, bringing the total to 11. Contracts are for 22 weeks. Other stations have varying schedules of announcements, news periods, quarter and half-hour musical shows. They include: WFR, Baltimore; WRE, Binghamton, N.Y.; WBEN, Buffalo; WGL, Lancaster, Pa.; KYSM, Mankato, Minn.; WMBD, Peoria, Ill.; WCAU, Philadelphia; WGBI, Scranton, Pa.; WBRE, Wilkes-Barre, Pa.; BDBD, Chicago._handles the account.

MEMBERS of the sales staff of KTSA, San Antonio, are planning to build homes together in a new subdivision they propose to call KTSA Lane.

Jergens Dramas
ANDREW JERGENS Co., Cincinnati (soaps), following the September 25 broadcast, will drop the serial, Promoting Priscilla, from its weekly NBC Woodbury Hollywood Playhouse. It is being replaced with half-hour complete dramas featuring Jim Ameche and Gale Page, starting Oct. 2, Wednesday, 8-8:30 p.m. (EST), with West Coast repeat, 8-8:30 p.m. (PST). Change was decided upon by the sponsor after conferences with New York executives of Lennen & Mitchell, agency servicing the account. William R. Robson, Hollywood manager of the agency, will continue to produce. Felix Milis remains as musical director.

WSAI's Magnetism is SHOWMANSHIP
Of all the elements, only iron and nickel and cobalt can be attracted by magnetism. But showmanship—which is radio's magnetism and WSAI's attracting power—can in Cincinnati alone pull 238,875 people to WSAI's studio during the 14 days of the city's 26th Annual Pure Food Exposition.

WSAI's showmanship is magnetic! It reaches through the air—and pulls listeners and onlookers. In clusters of hundreds of thousands. And permeates their lives with desire for many products.

WSAI - "Cincinnati's Own Station"
Represented by International Radio Sales—New York...Chicago...Los Angeles
Dolph Joins Agency

ANDERSON, DAVIS & PLATTE, New York agency, on Sept. 15 announced appointment of John M. Dolph and Robert L. Nourse Jr. as members of the firm. At the same time the agency was to open a Hollywood office, although both new appointees were to remain in the New York office. Mr. Dolph, recently assistant general manager of the CBS Pacific Coast network, formerly was associated with W. N. Ayer & Son and Young & Rubicam. Mr. Nourse left the Pacific Coast agency of Rutherfurd & Ryan to open his own agency, later joining Barton A. Stebbins Agency.

Mr. Dolph

HERB POLEISIE, production aide to William N. Robson, Hollywood manager of Lennen & Mitchell, will leave that agency after the Sept. 27 broadcast of the New York assignment sponsored by P. Lorillard & Co. (Old Gold cigarettes), when the series is discontinued after 90 weeks. Robson will continue to produce the weekly NBC Woodbury Playhouse, sponsored by Andrew Jergens Co. (soaps). Milton Merlin, Hollywood writer, has been added to the agency’s staff as assistant to Richard Dugs, editor of Robson’s Playhouse. Inability of Lennen & Mitchell to negotiate a new contract with Don Ameche for the Old Gold program was the reason given for closing the series.

ROBERT K. EDMONDS, well-known in Detroit automotive advertising circles, has joined Mechems, John & Adams, Los Angeles. He will serve Pontiac as a member of the agency’s staff.

RICHARD LANDAU, executive of Artists & Authors Corp., Hollywood agency, is the father of a girl born Aug. 31.

PAUL RICKENBACKER, assistant to Danny Danziger, Hollywood vice-president of CBS, has returned to his desk after a tonsillectomy.

RAY BIRCH has been appointed radio director of Seibel Adv. Agency, Washington, D.C.

ASHMEAD SCOTT, Hollywood writer-producer for 63 weeks of the CBS “Blonde” series, sponsored by R. J. Reynolds Tobacco Co. (Camel cigarettes), has resigned effective Sept. 26 to accept another radio assignment. Tom McKnight, who produced the NBC Sherlock Holmes program, has resigned, is being sent to Hollywood from New York by Wm. Esty & Co. to direct the “Blonde” program. Script will be written in New York by John Cutler, who is expected to return to Hollywood from New York.

New Syndicate Service

ENTERING the field of syndicating programs, National Research Bureau Inc., Chicago, has announced the appointment of George B. McDermott as head of its radio department which hitherto has been selling a merchandising and sales idea service to stations. Mr. McDermott, formerly with NBC sales and onetime commercial manager of WMAQ and WENR, Chicago, leaves his present position in the Kellogg-McDermott-Wais Agency, Los Angeles, to assume the new post. He also was formerly radio director of Kistland-Engel Co., Chicago. The company is inviting authors and producers to submit their ideas for syndication.
WILLIAM NOBLE LANE, formerly an account executive of Frank R. Steel & Associates, Chicago, has been elected president of Lane, Benson & McClure, new Chicago advertising agency which opened offices in the Willoughby Towers Building, 8 S. Michigan Ave., Sept. 1. Executive vice-president and general manager is W. Frank McClure, formerly vice-president of Critchfield & Co., Chicago; secretary-treasurer is John Benson, formerly an account executive of John Ramsey & Co., Chicago.

Mr. Lane joined the Steel agency in 1939. Mr. McClure, before joining Critchfield & Co., was for nine years Chicago manager of Albert Frank & Co. He has served as chairman of the National Advertising Commission, secretary of the Advertising Federation of America, president of the Advertising Council of the Chicago Assn. of Commerce, and was founder and president of the Chicago Federated Advertising Club. Mr. Benson is a graduate of Wesleyan U and was for some time associated with his father in the brokerage business before entering advertising.

Other members of the staff include: Caryl Johnson, formerly of John Dunham & Co., Chicago; C. H. Block, space buyer; H. D. Sulcer, formerly president of Vanderhoof Adv. Agency, Chicago, account executive; Anita Simpson, formerly of Critchfield & Co., account executive. Additional members will be added in the near future, according to Mr. Lane. Some 15 accounts have already been secured, many to use radio.

Auspitz to Critchfield

IRVING D. AUSPITZ, since May 1939 vice-president of Erwin, Wasey & Co., Chicago, and for 15 years prior to that president of Auspitz & Lee, Chicago advertising agency, on Sept. 9 joined Critchfield & Co., Chicago, as vice-president and general manager in charge of sales. In 1929 Mr. Auspitz established one of the first radio departments in an advertising agency. Since that time he has specialized in that end of the agency business. He will collaborate with E. M. Blackburn, radio director of Critchfield & Co., in large-scale radio plans.

Wood to Erwin, Wasey

APPOINTMENT of M. RISON Wood, free lance writer of Hollywood and New York, as radio director of Erwin, Wasey & Co., Chicago, was announced Sept. 1. He succeeds Holland E. Engle who resigned to accept a similar position with Cramer-Krasselt Co., Milwaukee (Broadcasting, Sept. 3). Mr. Wood entered radio in 1924 as a producer of WTAG, Chicago, which later became WGN. In 1934 he joined NBC, Chicago, as writer-producer, and in 1935 returned to WGN, going to Hollywood in 1937. While on the Coast he contributed to such programs as the Lux Radio Playhouse and Hollywood Hotel. He wrote the movie serial, The Green Hornet, for Universal Pictures, and the American treatment for the MGM production, Floridan.

Representatives

WORD and WSFA, Spartanburg, S. C., has named Howard H. Wilson Co. as national representative.

WIBM, Jackson, Mich., has named Forgo & Co. as its national representative.

WEW, Scottsburg, Ind., has named Joseph Hershey McGillivra Co. as its national representative.

ED DEVNEY, formerly on the staff of WCIC, Indianapolis, and WCLE, Cleveland, has joined the New York office of Howard H. Wilson Co., national representative.

KFDX, Beaumont, Tex., has appointed the Howard H. Wilson Co. as national representative.

STERLING P. RESON, formerly manager of WTOL, Toledo, has been transferred from the New York office of Joseph Hershey McGillivra, which he joined in January, to the Chicago office.

CONSOLIDATION of the national sales organizations of Cramer Products Co., Bedford, O. (Energine), and Wells & Richardson Co., Burlington, Vt. (Diamond Eyes), has been announced by Harold B. Thomas, vice-president in charge of sales for Sterling Products Inc., parent company of both firms. Under the revised setup J. N. Cooke will manage both offices, with H. C. Olea as sales manager. Thomas Gregoire as assistant sales manager in charge of field operations. Sales headquarters are established in Bedford.

WNEW DELIVERS!

Look below and see why:

1. ONE-THIRD THE COST of any New York network station. 2. THE NATION'S BIGGEST MARKET. (The 50-mile metropolitan trading area.) 3. TWICE THE AUDIENCE of any other New York independent station. (Hooper-Holmes and other impartial surveys.) 4. RADIO'S OUTSTANDING PROGRAMS. ("Make Believe Ballroom" with Martin Block, "Milkman's Matinee" with Stan Shaw. And many others.) 5. LOCAL ADVERTISERS know WNEW moves most goods—fastest. 6. MORE COMMERCIAL TIME is bought on WNEW than on any other station in New York.

Nationally Represented By John Blair & Company

Syracuse

NOW! 5000 Watts Nights!

WBL's increased power from 1000 to 5000 watts makes your advertising dollar pull even harder—gives you the greatest coverage of any station in the active Syracuse and Central New York market.

Write or wire for rates and time available.
RADIO NEWS REEL
ABANDONS SERVICE

RADIO NEWS REEL, Hollywood transcribed spot news service operated by Victor Dalton, who also heads KMTR, that city, has been discontinued. Action is said to have followed a dispute Sept. 7 between Dalton and Matty Kemp, former screen actor, who recently joined the organization as editor of the service. The entire newswire staff was reported released, and included besides Kemp, Howard Culver, producer; Robert De Vilbis and Chuck Phillips, technicians; Allan Berg, reporter; George Jay, interviewer, and Hank Weaver, sports announcer and commentator. Weaver and Culver were reported as being rehired as members of the KMTR staff.

Although Dalton denied suspended Radio News Reel and stated that operations had been suspended only temporarily to reorganize, it is known in Hollywood that in notifying employees of their dismissal, he informed them the transcription service was being dropped. It is also understood that he wired all subscribers to that effect. Some 50 stations reported to have subscribed to the service. Employees of KMTR, where Radio News Reel is housed, refused to discuss the situation. Dalton spent about three years in developing the service.

**SPORTS with WALT LOCHMAN!**

Just Completed:
Sixth season of play-by-play baseball in Kansas City, more than 900 games...

All Set:
9 Games of Big Six Football sold for second season on KMBC to Ford Dealers Association!

Ready To Go:
Two popular KMBC Sportcasts with Walt Lochman, at 6:10 PM and 9:40 PM—five fast minutes of sports news, available now for fall and winter schedule.

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Mighty Mike Shouts

FOR LOWER COST CIRCULATION
BUY—WFIL

The Philadelphia Market—
-5,576,177 people within WFIL's ½ Millivolt Line
-5 Billion dollars spendable income
-1½ Billion dollars in retail sales

WFIL's Coverage—
-Equals WCAU's
-145% Greater than KYW's

WFIL's Clear Signal—
The only Philadelphia network station completely encircling the whole of Philadelphia with a 25 Milivolt per meter signal as recommended by FCC.

WFIL's Rates—
20% to 40% Under WCAU and KYW

These facts emphasize the findings of advertisers in the third largest national market—Philadelphia—

FOR LOWER COST CIRCULATION
BUY—WFIL!

KEY STATION OF THE QUAKER NETWORK

NABC BLUE
WFIL MUTUAL

Ed. Petry and Co.—National Representatives

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**Petrillo's Police**
Union Head Directs Members—To Check Discs

**RADIO NEWS REEL ABANDONS SERVICE**

RADIO NEWS REEL, Hollywood transcribed spot news service operated by James C. Petrillo, APM president. In a special notice published in Intermezzo, official organ of the Chicago Federation of Musicians, he advised:

"A specific clause in the contract between the CFI and broadcasting companies reads as follows: 'On all music played by electrical transcriptions or recordings, an announcement that this music is electrolytically transcribed must be made at the beginning of the program and also at the finish of the program.' In some instances this is not being done. This is to advise turntable operators (better known as pancake turners) that they will be held responsible if they fail to report any and all violations of this rule to the local."

SHORTENED SCHEDULE REFUSED

The FCC has denied a request by KUP, Durango, Colo., fulltime license, that its rules be waived to permit the station to sign off at 7:30 p.m. daily. Rule 37.1 requires all stations to maintain a minimum of two-thirds of their licensed time, including two-thirds of the time between 6 p.m. and midnight.

**STANDARD RADIO** announces the following new subscribers to its Standard Program Service: WFIL, Amos, In.; WGAN, Portland, Ore.; WABC, New York; WJAM, West Palm Beach, Fla.; WILY, Grand Rapids, Mich.; WDAN, Danville, Ill.; WNAR, Washington, D.C.; WLS, Chicago; WABC, New York; 50 five-minute transcribed spot announcements; Count Ball Furniture Co., New York, 50 five-minute sales recordings for salesmen; Peter Paul Inc., 16 one-minute spots and 51 presentations for spot broadcasts.

PREMIER Radio Enterprises, St. Louis, reports transcribing a new series of announcements for Curlee Clothing Co., St. Louis, to be placed through the agency's 150 dealers; also station-breaks to be placed through American Broadcasting Co., St. Louis, for the New Jefferson Hotel of that city. In addition, Premier reports Briggs & Stratton, Milwaukee, offering a new program titled "Postcard Auction for national release.

**BENNETT-DOWNIE & Associates Inc.** new Hollywood production unit, with headquarters at 1357 N. Gordon Ave., has been formed by J. Bennett Downie, Rochester Harris and Herman Bruger. Firm will write, produce ad transcribe programs to order, and currently has in production the serial, 'Captain Danger.'

**UNITED STATES RECORD Corp.,** New York, has made a wartime arrangement with the Australian Record Co. Pty. Ltd., Sydney, to ship each month a series of master discs of popular phonograph numbers. They will be pressed in Australia and distributed through retail channels. War Monopoly Control has sanctioned transfer of funds, and the customs union allows entry under percentage of the firm's 1936 profits. Mr. Ralph L. Power, Los Angeles, is American representative.

**HOLLYWOOD THEATRE of the Air,** Hollywood production unit, has acquired radio rights to the play "The Forgotten Woman," and will co-star Peter Lind Hayes and Sibyl Bowles, co-authors, in a sponsored network broadcast this fall, according to John Beverly, executive producer-director.

**CHERYL CRAWFORD,** New York producer, has bought radio rights to the play, "Ah, Wilderness!" and will co-star Frankie Thomas as the boy and Harry Carey as the father, on a series of sponsored broadcasts this fall.

**WSPA-WORD**

(A Pair of Selling Stations Serving a Pair of Dying States)

Located in the heart of the Nation's best balanced and fastest growing market—the Piedmont growing center of the Carolinas.

WSPA, 1000 watts on 920 days, and WORD, 250 watts, night and day, with CBS affiliation, furnish the REAL RADIO BUY in the Carolinas.

Owned and Operated by SPARTANBURG ADVERTISING COMPANY
Walter Brown, V. P. & Gen. Mgr.
Spartanburg, South Carolina

Page 70 • September 15, 1940
BROADCASTING • Broadcast Advertising
Justice Dept. Broadens ASCAP Inquiry To Activity in the Transcription Field

FOLLOWING the policy of Assistant Attorney General Thurman Arnold of studying all indicated evils prevalent in an industry under investigation, the Department of Justice has broadened its inquiry into ASCAP to cover the transcription field. While no formal word has been forthcoming from the Department, an analysis of questionnaires recently dispatched to broadcasters, music publishers and other users of copyrighted music, clearly indicates such a course.

The Department last July sent questionnaires to all groups using copyrighted music to gather information for use in the revival of its five-year-old anti-trust suit against ASCAP pending in the Federal District Court for New York. Victor Waters, special assistant to the Attorney General, is in charge of the prosecution under the Assistant Attorney General Arnold, who heads the Anti-Trust Division.

Early Action Foreseen

It was reported the Department is receiving replies to its detailed questionnaires from broadcasters, music publishers and motion picture exhibitors at a "satisfactory" rate. It is desirable, however, of completing this study as expeditiously as possible. It is felt the Department plans to seek early reopening of the trial soon, in participation of expiration of existing contracts of the broadcasting industry with ASCAP as of Dec. 31.

While no statement was forthcoming regarding the status of the Department's study, it was said that industry groups are cooperating splendidly. It was ascertained, too, that the Department is taking into consideration purported restraints imposed upon the interstate movement of transcriptions, presumably both by ASCAP and by editors of the American Federation of Musicians. In the latter connection, it was also presumed the Department has had occasion to seek testimony relating to the transcription and spot broadcasting field added during the PCC network monopoly investigation of 1938-1939, still awaiting final decision by the Commission.

Cudahy Renews Serial

CUDAHY PACKING Co., Chicago, (Old Dutch Cleanser), on Sept. 20 renewed for 2 weeks its five-weekly quarter-hour series, Bachelor's Children, on 18 CBS stations, the Don Lee network, and WGN, Chicago. Although the Don Lee contracts do not expire until March 30, 1941, renewal of a new contract form has been submitted since account recently changed agencies. Blackett-Sample-Hummert, Chicago, is agency.

Gordon in Gotham

GORDON BAKING Co., Detroit, on Sept. 9 started a campaign for Silvercup Bread using three New York stations for 13 weeks with the transmitted quarter-hour program titled *Miniature Reviews of the Passing Parade with John Neubitt*. Each station carries a Monday through Saturday schedule, as follows: WABC, 7-40-7-45 a.m.; WEAF, 9-10-9-15 a.m., and WNEW, 5-56-5-10 p.m. Agency is Barton A. Stebbins, New York.

BING NOT TO QUIT

Merely Worried About Tunes,
- Asserts Brother

DENYING that Bing Crosby said he would "quit radio" unless he could use ASCAP music, Larry Crosby, the crooner's brother and manager, in a letter to Mr. General Manager of WGR, New Albany, Ind., explained the artist's viewpoint in the BMI controversy.

According to the letter, "Bing did not say he would quit radio unless he could use ASCAP music. He neither did he say he would not use BMI music, but did express a doubt of his ability to make up a balanced program after the first of the year from BMI music exclusively."

The crooner's brother pointed to the difficulty of finding 15 hit tunes a week, for, to supply Dick Powell, Bob and Bing Crosby, whose programs are heard on NBC-Red network Thursday evenings.

Work Begun by WHCU On New Studios, Offices

WHCU, Ithaca, N. Y., owned and operated by Cornell U., has started construction of new $25,000 studio quarters on the historic and fifth floors of the local Savings Bank Bldg., according to General Manager M. R. Hanna. The new quarters, expected to be ready for use Oct. 1, will provide three studios, ranging from a large all-purpose radio to accommodate full-size orchestras to a small interview studio along with a newsroom and control booths. Smith-Murray Corp., Syracuse, an affiliate of Johns-Manville Co., has been awarded the contract for假装 architectural treatment, with other contracts awarded to local concerns for heating, ventilating, carpenter and electrical work.

The house studio will number about 25, with an annual payroll of about $35,000, Mr. Hanna stated. Personnel of the station in addition to Mr. Hanna, includes Sidney Ten Eyck, program director; Lew Trotter, sales manager; Prof. William C. Ballard, technical advisor; Prof. True McLennan, engineer in charge of operating; William Moeder and Dr. Howard G. Smith, engineers.

New B & W Series

BROWN & WILLIAMSON Tobacco Co., Louisville, has reserved the 9-9:30 p.m. (CST) time on 65 NBC red stations for a new show for Wing King Size cigarettes. Contract for 52 weeks will go into effect on Oct. 1. With the start of the new program, B & W will sponsor five half-hours weekly on the Red network for its various tobacco products, except M. Seeds Co., Chicago, is agancy.

AN INDICATION of how war has changed operations of the Canadian Broadcasting Corp. is given in a report for June, 1940, when special war programs occupied 40 hours of broadcast time, according to the station relations department. This was in addition to regular news bulletins.
THREE WOMEN, known only by their first names—Blanche, Marina and Mary—in order to respect their private lives and to protect many of their friends in Europe, on Sept. 1 started a weekly series of half-hour Sunday broadcasts on WAAF, Chicago, titled Three International Ladies. Programs deal with happenings abroad from a woman's standpoint—stress- ing the poignant details and human interest background not included in military dispatches. All three have lived and traveled extensively in England and on the continent, and are in constant correspondence with friends who keep them informed on the rapidly changing social and economic affairs abroad.

THE development of modern popular music and its changes, as shown by changes in style of the leading dance orchestras, is the theme of Words About Music, half-hour daily series started Sept. 9 on WOV, New York. Illustrated with recorded selections, the program takes up one band each week, starting with Ren- ny Goodman, Hal Davis, publicity director of Columbia Recording Corp., and Lester Lieber, musician and writer, conceived the program and collaborate on the scripts.

A NEW commercial show with a political slant, North Dakota Quiz Show, starts Sept. 16 on WDAY, Fargo, and KFYR, Bismarck. A group of citizens have joined together to sponsor the quiz in an effort to defeat an initiated measure in the coming fall election. Three-man teams are chosen from the Western and the Eastern parts of the State with one appearing in WDAY studios and another at KFYR. Each program includes three questions on the initiated measure, furnished by interested citizens, with both groups asked the same questions. Contestants in one studio cannot hear the answers of the opposition group, although listeners get both sides. Cash awards are given for correct answers. As the series ends, near election time, the six best contestants will meet in the finals, with extra prizes awarded.

THE Piano Facts and Fancies program originated by WDAS, Philadelp- hia, in August, combines piano commercial copy with a practical demonstration direct from the store. Every morning at 10:45, Edmond Vechin, concert pianist demonstrates five different makes of pianos during 15 minutes from the showrooms of the sponsoring Lester Piano Company. Instruments are sold on the installment plan with a year's free lessons. As the series progresses, demonstrations by advanced students will be included. Hereafter, the newspaper was the only media used for local music merchants for such sales campaigns. Jerry Stone, WDAS announce handles the show.

Back to School KROD, El Paso, is presenting a series of programs titled Back to School. Broadcasts are educational in nature and deal with problems affecting the school children of El Paso.

TO ASSIST the U. S. Marines in securing new recruits, KBJ, Los Angeles, has started broadcasting twice weekly, the half-hour transmit- ted program, The Marines Tell It to You.

AIRING a re-enactment of Patrick Henry's immortal "Give me liberty... or give me death!" speech from St. John's Church, WRVA, Richmond, tied in with the world premiere of "The Howards of Virginia," much of which was filmed within WRVA's broadcast area. Julian Ford (center), WRVA actor-an- nouncer, portrayed the Patrick Henry role. Ira Avery (left), WRVA special events producer, and Bob Prettyman, Richmond Theatre Guild director, supervised the pro- gression and broadcast.

Traffic Quiz WITH cooperation from the sher- iff's office, police department and city school system, KARM, Fresno, Cal., has started a new Monday evening half-hour, Traffic Jam, on which rival teams of contestants are quizzed on traffic regulations and safe driving procedure. Win- ners are awarded prizes by local merchants, with extra awards for listeners sending in questions used on the program.

Demand for Marches WIP, Philadelphia, in answer to countless requests for military band music, inaugurated a weekly series of band programs on Sept. 10, known as Rhapsody of Marches. The interest centered on Americanism and national defense is expected to promote an even greater interest in this type of music.

Philo Pickups TO PROMOTE the new Philo photoelectric phonograph pickup, KYOS, Merced, Cal., and Devlin-Drew Co., San Joaquin Valley Philo distributors, have originated a new program originating in the lobby of a local hotel. The program features interviews with spectators, designed to bring out reactions to the new pickup.
Flag Waving

TO ALLEVIATE "patriotic inertia" WCAU, Philadelphia, has announced plans for an ambitious patriotic program on the theme, "Know Your Anthem—Show Your Flag," bearing the endorsement and active cooperation of the Philadelphia County Council of the American Legion. Centered around a weekly broadcast, Of Stars & Stripes, the WCAU - American Legion campaign will strive for a "reawakening of patriotism" through an acknowledged program of propaganda to encourage citizens to display the flag and to learn the words of the national anthem, "The Star Spangled Banner". WCAU also will distribute 100,000 six-inch window stickers, the back of which contains the lyrics of the anthem.

Wharf Notes

ORIGINATING on the municipal wharf at Santa Cruz, famous resort town about 40 miles distant, The Man on the Wharf has supplanted the man-on-the-street on KDON, Monterey, Cal. Sponsored by Nehi Bottling Co., San Jose, the feature presents Ad Flanders, the man-on-the-wharf, and his wife as "Miss Nehi", interviewing visitors at the wharf. Participants receive a bottle of Royal Crown Cola, and if a pre-set alarm clock rings while an interviewee is at the microphone, he receives a carton of six bottles.

All About Radio

WITH Graham McNamee as m.c., and an assortment of performers and laymen as guests each week, a new Behind the Mike series started Sept. 15 on NBC-Blue. The new series will probe behind the scenes in radio to provide listeners with glimpses of all the ramifications of broadcasting, from engineering to programming. The feature is heard Sundays, 5:30-6 p.m. [EDST].

Topics of the Day

CONTROVERSIAL issues of the day are discussed on Sidewalk Sessions, on ESGJ, Sioux City, daily at 5:15 p.m. Show is conducted by Charles Sebastian from the street where he interviews passers-by. The program is a half-hour long, but only 15 minutes are broadcast.

THE ODDS ARE OVER

2 to 1

ON THE RED

A Minute Spot on WMBG—the Red Network Station—costs only $15.00—Night time rate. A minute on the other leading Richmond Station—Night time rate—costs $35.00. That makes the money odds on the Red over 2 to 1.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG, NBC Red Outlet, Richmond, Va.

National Representative—John Blair Co.
Montana Event

USING a roving announcer as well as its regular booth in the commercial display building, KGVO, Missoula, gave complete coverage of the special events at the recent Western Montana Fair. It also promoted various products on display. A daily broadcast was conducted from the booth, mentioning all products advertised on the station, and in addition the roving announcer visited all other booths in the commercial display building, interviewing attendant about the products, implements and appliances on exhibit. Broadcasts of the regular features of the fair, including horse races, stage acts and other performances, were interspersed through the schedule of these commercial interviews.

Help Program Broadened

GEORGE PEPPERDINE Foundation, Los Angeles, (philanthropic), sponsoring Hal Styles' Help Thy Neighbor on KFWB, Hollywood, has broadened the format of the weekly half-hour program. While formerly devoted exclusively to job finding, the program now aids people in numerous other ways. Persons with a reasonable request can make their public appeal via the program. Help Thy Neighbor is believed to be the only radio program which actually prohibits mention of the sponsor's name during a broadcast. The program has found jobs for more than 20,000 persons since going on the air a few years ago.

Favorite Candidates

A NEW FORM of political debate on WHN, New York, gives voters a chance to plug for the Presidential candidate their favor, then puts representative of the candidates on the same program to try to change or reinforce these views. Program entitiled On With The Argument is broadcast Mondays, 9:30 p.m. Maurice C. Dreicer presides.

On the Campus

KRE, Berkeley, Calif., caters to college boys and co-eds with its Views on Campus News, Mondays at 9:45 p.m. until the end of the current semester. Social chat and a touch of sport news make up the items on the quarter hour.

For Hobbyists

A NEW program, Hobby Roundtable, recently started on KLS, Oakland, Calif. Persons in all walks of life are invited to come to the studios and talk about their hobbies. Hugh Turner conducts the show.

UNHAPPY INDEED was Announcer Bert Winn, of KROW, Oakland, Calif., when the winners of his Boy Announcers' Contest turned the tables on him armed with the latest Ask Me Another book. During August he conducted the contest to promote a special back-to-school sale on his Question Wheel program, sponsored daily by Mon-ey-Back Smith, Oakland clothing. After conducting Winn's programs Aug. 24, these two were given merchandise awards and guested royally at Treasure Island.

New Hobby Series

CONDUCTED by the U. of Cincinnati, Evening College in cooperation with the station's education department, A Hobby for You started Sept. 6 on WKRC, Cincinnati. Each weekly program is devoted to a subject like creative writing, home gardening, amateur photography, popular astronomy, and each hobby discussed is offered in an evening college course at the University. Bernice Williams Foley, WKRC educational director, supervises and participates in the presentations.

For Carriage Trade

TO ATTRACT trade from the ritzier Milwaukee, a new series starring Nancy Grey has been started for 26 weeks on WMJ, Milwaukee, by the Grand. Program is devoted to women's wear store. The new feature, Nancy Grey's Fashion Forecast, is built around a panel discussion among women from various local clubs and civic groups. On each broadcast an authority on a subject of interest to women is guest.

Air for Immigrants

DESIGNED to aid immigrants seeking citizenship papers, a new Americans All series is to start soon on KSFO, San Francisco. Applicants for citizenship will be brought before the microphone to describe the manner of the training. It is also planned to arrange appearances by well-known citizens who came to San Francisco as immigrants.

When Beds Need Sheets

WBNS

WAKENS SLEEPY BUYERS

WBNS - Central Ohio's Only CBS Outlet

BROADCASTING - Broadcast Advertising
FCC to Consider Proposals to Ease FM Applications

Fly Accedes to Request for Discussion of Questions

FORMAL conferences between committees of the broadcasting industry and the Administrative Board of the FCC to modify new station application forms, especially for FM stations, have been arranged through FCC Chairman John Lawton Fly.

Heeding industry complaints that the FM form (319) is too stringent to encourage filing of applications, the FCC authorized the sessions, before making definite changes. Committees representing the NAB, National Independent Broadcasters and FM Broadcasters Inc., have been named to confer with the Administrative Board, at Chairman Fly's invitation.

Excessive Demands

Aside from the FM form, which is regarded as so far-reaching that it will deter many applications, the Administrative Board also will consult with the committees representing the industry on modification of FCC Form 309, which is standard for standard broadcast station applicants. This document, which supplanting the original application last spring, was used as the base for the FM form.

Besides changing the FCC Form 309 beyond these requirements in devising the FM application, which many believe may have been designed only for groups and individuals from seeking commercial FM facilities.

The conferences will cover only the application requirements. The FCC itself is expected to change its rules governing commercial FM, upon recommendation of its engineering department. These changes likely will enlarge the service area of so-called Class B stations, from 36 miles square minus an area to be determined. Class C stations, it is expected, will be limited to dual major market and to larger areas, with Class A stations restricted to local secondary market areas. A service area also is under consideration to guide prospective applicants.

The FCC administrative board is composed of General Counsel Tulsa Taylor, Chief Engineer E. K. Jones, Deputy General Counsel, Chief Accountant William J. Norfleet, Sr. Taylor has been vacationing in New York, and Joseph L. Rauh Jr., Kencraft Raine, CBS Washington attorney, Reed T. Rollo, Washington attorney for MBS; H. W. Batchelder, WBFR.

John Shepard 3d, president of FM Broadcasters Inc., following a conference Sept. 6 with Chairman Fly, named a committee of John V. L. Price, general counsel; Paul F. Peters, NAB general counsel; Philip G. Loutke, chief attorney for the FM Broadcasters at the hearings which resulted in the authorization of commercial operation, Frank W. Roberson, Washington attorney, and C. M. Jansky Jr., consulting engineer.

Harold A. Lafount, president of National Independent Broadcasters Inc., has named himself, and Andrew Bennett, Washington counsel for the association, to sit with the FCC board. Meetings will be held, it was said, until definite conclusions are reached. The FCC, ac- cording to Chairman Fly, is anxious to act quickly.

The conferences began Sept. 12 and continued through Sept. 15, following meetings of the groups representing the industry. A cooperative spirit prevailed, it is reported, and broadcasters felt that preliminary understandings had been reached toward ameliorating the more onerous provisions of the FM form. Acting General Counsel Rauh, presiding at the sessions, indicated that the FCC would ask the industry groups to submit briefs in support of their oral suggestions.

Among those present at the sessions for the FCC, in addition to Mr. Rauh, were Andrew D. Ring, assistant chief engineer; William J. Norfleet, chief accountant; T. J. Slowie, secretary; David H. Deliber, T. L. Bartlett, and William H. Bauer, of the legal staff.

Among those present for the industry aside from committee members, were Russell P. Place, NAB general counsel; Paul F. Peters, NAB research director, and Herbert L. Wilson, New York engineer.

Changes in Rigorous FM Rules Seen

As FCC Hears Complaints of Industry

LIKELIHOOD of changes in FCC rules governing allocation standards for FM stations is seen following a conference Sept. 6 of representatives of FM Broadcasters Inc., with FCC Chairman Fly, Chief Engineer E. K. Jett and Assistant Chief Engineer A. D. Ring. With less than 40 FM applications on hand, because of the rigorous requirements of FM rules, steps already have been taken to relax certain of these provisions. The net result of the changes accomplished, both in allocation requirements and in application forms, is expected to accelerate filing of applications.

The Engineering Department, in the light of information it has procured, is considering modification of mileage requirements for various classes of stations since most applications already are filed seeking substantial geographical areas.

Class B service stations are restricted to 3,000 square miles under the rules and include 22 of the 35 FM channels assigned. Recommendations include proposals that this limit be extended to perhaps 12,000 miles or even eliminated entirely, with assignments to be based on definite showings of retail trade areas or spheres of economic influence to be served.

There are seven channels assigned for each Class C station—the largest classification—but in this instance the requirement is that the area be rural, and not covered. The smallest classification (A) has been assigned six channels for purely local service in areas serving up to 500 square miles. No change appears to be contemplated in this classification.

The special study is being conducted under the direction of Chief Engineer Jett and Assistant Chief Engineer L. E. Ring.

Mr. Shepard outlined to the FCC officials some aspects of a projected FM nationwide network which he is fostering, totaling, entirely aside from his activities as president of FM Broadcasters Inc. [Broadcasting, Sept. 1]. In that connection, the desirability of creating an integrated FM structure with sufficient coverage to afford both rural and urban service, was stressed.

The 25 prominent broadcasters who met in Chicago late last month in conjunction with the network project still are pursuing preliminary details. A committee of seven, headed by Mr. Shepard as chairman, now is meeting at New York. Mr. Pettengill, manager of WHN, New York, as secretary-treasurer, proposes shortwave frequencies, telephone, personal, prominent in radio, to draft a prospectus for such a venture.

MILK FIRMS WAGE
D. C. AIR BATTLE

WASHINGTON—Dairies and milk distributors have taken to the air in a bitter price battle centering on the relative merits of glass bottles and paper milk containers. Believed to be the first time a milk war was waged exclusively through radio, the milk marketers are making heavy purchases of spot time on all commercial stations—WRC-WMAL, WJSV, WOL.

The paper—glass controversy, hinging largely on the price factor, first arose in Washington about a year ago with the introduction of milk in paper containers through a chain of deli-store distributors. From that time to the present the most active opposition to paper containers has arisen from High's Ice Cream Co., which owns a large dairy and also operates about 150 ice cream and dairy stores, in Baltimore, Richmond and other points.

After an opening flurry the controversy leveled off, until in August the Sanitary Grocery Co. built a dairy plant and started distributing, through its 250 stores in the Washington area, meantime plugging its Lucerne Milk in paper containers and Lucerne Delta in the distribution of all others produced and marketed locally.

With the price factor equalized as between High's cash-and-carry product and competing milk from other dairies, with paper producers and distributors starting to market price milk to meet the competition, the battle has developed squarely into a glass vs. paper battle. With challenge of its cash-and-carry operation, the bigger high-end milk announcements daily on the four Washington stations. Only, handled by Courtland D. Ferguson Agency, Washington, stressed the advantages of glass bottles with catch-lines like “See what you buy before you buy”, “See the cream line”, “No foreign taste”, “You can't beat the bottle and you can't beat the milk”, “No-second-best milk at High's.”

FM Applications

APPLICATIONS for FM facilities have dwindled considerably in recent weeks, with FCC action in cooperation with the NAB and FM Broadcasters Inc. to change the application forms and rules.

The total at time of going to press was 37, with latest applications received from WERI, Ft. Lauderdale, Florida, operating 47.5 mi. to cover 2,886 sq. mi., 3,853,000 population; WST, St. Augustine, operating 45.5 mi. to cover 1,682 sq. mi., 1,682,000 population; KFRC, San Francisco, 43.5 mi. to cover 3,100 population.

In addition, KFGS, Los Angeles, asked permission to amend its original application to ask for 45.5 mi.

More for Treet

ARMOUR & Co., Chicago (Treet), on Sept. 2 added 18 stations to its system, including WLS in Chicago, in tenor, schedule, making a total of 53 stations releasing the three-hour morning show in new locations: WLV, WGN WDBJ KTSR WBNX WCBS WSCC WMPD KHQ WMAX KTLU WLFA WSLB WHK DDBN WCMY WBNF WBNH WBNF WBEN. Lord & Thomas, Chicago, handles the account.

BROADCASTING • Broadcast Advertising

September 15, 1940 • Page 75
Treaty Shifts Affect Many Stations

(Continued from page 14)

Pushbutton-its
SOME 10,000,000 pushbutton sets (estimated as now in use) will require recalibrating when the new allocations become effective next March 29. All stations on frequencies above 720 kc. will require these adjustments, simple instructions issued by service man at a cost of not more than $2, or by any listener with pencil and a screw-driver.

Vast amount of time to complete the engineering details and necessary adjustments, at the same time seeking to disturb the status quo as little as possible. Devoting practically fulltime under Mr. Ring to this work has been Ralph L. Clark and H. U. Graham, broadcast engineers, and Maxine Colona, engineering department assistant.

The FCC, in its announcement, said that the agreement "typifies the high spirit of cooperation among the participating nations. Several orders were accepted by the FCC as part of its action. The most detailed [see page 80] of any frequency in the rules and regulations now in accord with the treaty terms. The second extended all existing broadcast stations licenses from Oct. 1, 1940, to May 29, 1941, after which all licenses will be issued for a one-year period, consistent with the renewal categories in which these licenses are presently held.

The Commission explained that if an application for renewal for regular operation beyond March 29, 1941, has been filed, it will not be necessary to relif. Modified licenses to cover the new exiration date will not be issued. Licenses were instructed to post this order attached to their licenses in accordance with the rules governing posting of licenses.

Procedure to Be Followed
In another in the series of a half-dozen orders, announcements for public notices relating to the treaty, the FCC set forth the procedure to be followed by it and by licensees who desire to comment on the proposed allocation.

In the notice the FCC explained that it has made the allocation lists available for public inspection in its offices and that copies have been mailed to all existing licensees and applicants.

"Any holder of an outstanding instrument or authorization for the use of radiobroadcasting facilities who has not therein applied for an extension", the notice stated, "may, on or before Oct. 15, 1940, file in writing with the Commission such expression of views as he may desire with respect to the provisions of said notice, furnishing 14 copies of such expression of views."

No Vested Rights
The Commission said that neither the listing of any station with a particular classification nor assignment in the notifications nor in the final lists is to be construed as "vesting any right in any station..." to the use of the frequency or classification specified."

In providing for reallocation and in preserving the present broadcast structure with minimum changes, the Commission considered under the statute and the agreement "is the interest of the public in the establishment of an efficient radio communications service with adequate facilities."

In announcing adoption of the order modifying the rules and regulations, effective March 29, 1941, to accommodate the reallocations, the Commission said that any licensee or holder of a construction permit or application therefor is to write with the Commission prior to Oct. 15, 1940, such expression of views as he may desire with respect to the reallocations provided for under the order and the rules as amended. In this instance too 14 copies must be furnished.

"For the reasons given above", the notice stated, "the Commission, in considering views submitted as above extended above, will not entertain arguments suggesting any vested right in the use of any frequency which may arise from any particular classification by any station. Such expressions of views as may be filed should be limited to matters relating only to the interest of the public in receiving radio service."

"Red" Grange on MBS
NATIONAL REFINING Co., Cleveland, which recently appointed Sherman K. Ellis & Co., New York, to handle advertising for White Rose gas and Enarco motor oils, on Oct. 4 is starting a series of twice weekly "football forecasts and post-mortems" by the football player and Chicago "red" Grange on 18 MBS stations, keyed from WHK, Cleveland. On Fridays, 7:15-7:45 p.m., Grange will pick the next day's winner, and Saturdays, 6:45-7:30 p.m., Grange will pick the next day's outstanding plays. Twelve of the stations carry the program direct, while KOIL, WDP, WIX, WGN, WIRE and WNX will record the broadcasts for rebroadcast.

White Labs, Quiz
WHITE LABORATORIES, New York, which usually conducts a fall spot announcement campaign for Pernod on a large list of stations, plans sponsorship on MBS of the Double or Nothing audience participation program which has been running in WOL, Washington. Although time on Mutual has not yet been fully cleared, the program in scheduled to start Sept. 20 probably in the Sunday 6-6:30 p.m. period or about 80 stations. Specific details will be released later this month by Wm. Esty & Co., New York, the agency.

WIP to Show FM
WIP, Philadelphia, will present a public demonstration of FM broadcasting Sept. 23-25, according to Benjamin Gimbel Jr., president. The demonstration, providing a comparison between AM and FM transmission to the public two hours daily, 4-6 p.m., on the 12th floor of the Gimbel Bldg.

Two miniature FM transmitters will be used in the demonstration, to be conducted by D. Lee Chestnut, General Electric engineer.

Page 76 • September 15, 1940
Mr. Charles Srebroff, President, Radio Engineering Laboratories, Long Island City, New York

Dear Mr. Srebroff:

The quality of performance of REL FM transmitters with regard to fidelity have been many times demonstrated to the broadcasting art and have set a standard of performance in this respect. From the standpoint of practical broadcasting it is equally important to have equipment in the new high standards of the regular broadcast band. REL equipment capable of the same high standards of dependability as that attained in the regular broadcast band has been in regular operation since the beginning of the year. It has been in regular operation since February 1939. From July 1 to February operation was with transmitting equipment of 50 kilowatts capacity and since February 1, 1940, has been in regular operation with transmitting equipment of 50 kilowatts capacity.

I am pleased to report that this equipment, which is the Radio Engineering Laboratories catalogue 521 50 kW transmitter, has not only maintained the high fidelity performance in daily operation that has been so often demonstrated, but has demonstrated that this equipment meets the high standards of dependability required in broadcasting service.

I am sure that it is a great source of satisfaction to you as it is to the Yankee Network to know that actual use and experience with this equipment's high fidelity performance in daily operation has been confirmed our judgement in selecting it for the world's first 50 kW FM Broadcasting Station.

Sincerely yours,

Paul A. de Mars
Paul de Mars
Vice President

For Dependable F-M Broadcasting Use

F-M REL Equipment

The Yankee Network
21 Brookline Avenue
Boston, Massachusetts

September 10, 1940

Proven Reliability
by F-M's Foremost
Transmitter
Manufacturer
Changes Unspecified in Treaty
(Continued from page 13)

WNAD, Norman, Okla., now on 1010, are shifted to 600 kc. and earmarked for possible 50,000-watt operation. KOMA, Oklahoma City, and the Fred Jones Broadcasting Co., Tulsa, are applying for the same facility, however.

WHN, New York, also on the 1010 kc. channel, which goes to Canada as a 1-A channel, is shifted to 1050 kc. and also is slated for 50,000 watts. WNOX, Knoxville, shifts from 1010 to 990 kc, with its present power of 5,000 watts night and 1,000 watts day, unlimited time, but presumably can procure substantially higher power as a Class II station.

WAPI, Birmingham, shifts from 1140 to 1070 kc. with 50,000 watts, along with KXX, Los Angeles, GBS, 50,000 watts. KFBF, Wichi,a, recently was given full license on the channel with 5,000 watts day and 1,000 watts night.

WWVA, Wheeling, is shifted from 1160 to 1170 kc. with KVVO, Tulsa, both with the same 50,000 watt transmitters, as Class 1-B stations under the treaty. KVVO now uses 25,000 watts and WWVA 5,000 watts.

Local Stations Shifted

Local stations shifted, with 250 watts, to new frequencies other than those originally contemplated because of lack of adequate frequency separation in their metropolitan areas, are WELL, Battle Creek, Mich., 1420 to 1370; WMBC, Detroit, 1420 to 1370; WKEU, Griffin, Ga., 1500 to 1450; KYES, Mankato, Minn., 1500 to 1350; WOC, Davenport, Ia., 1370 to 1450; WGL, Fort Wayne, 1370 to 1450; WIBM, Jackson, Mich., 1570 to 1450; WKLH, Port Huron, Mich., 1570 to 1450; WGL, Galesburg, Ill., 1500 to 1400; and WCAC, Carthage, Ill., 1070 to 1980 (as a Class II station, but with its present power of 1,000 watts daytime only).

WHOM, Jersey City, was shifted from 1450 to 1560 kc, as a Class II station with 100 watts, its local sun set and 500 watts night, because of lack of adjacent channel separation with other stations in the area.

WCAU Seeks Actors

WCAU, Philadelphia, has announced plans to operate a central casting bureau in order to seek new talent for its programs. The bureau will be available to all other Philadelphia stations at no cost, according to S. M. Broza, WCAU program director, who will supervise the project. A detailed plan of the bureau will be built up after prospective talent is registered and auditioned.

WJFP on The Air

WJFP, a special dedicatory broadcast, Sept. 1, the new WJFP, Her- rin, Ill., authorized to Postmaster General W. K. Harler, the FCC in July, 1939, to operate, to broadcast with 250 watts on 1310 kc, went on the air Aug. 28. The personnel of the station includes Charles R. Cook, former owner of WSOY, Decatur, Ill., manager; Ernie May, from WEBQ, Harrisburg, Ill., chief announcer; Fred Reinhardt, newscaster, and a staff of 25,000 watts, authorized. Other border stations, including Dr. John R. Brinkley's Radio Acu-na, across from Del Rio, on 950 kc., and KEAW, 100,000 watts station at Tucson, on 1260 kc, have been authorized. The station's retain present assignments, according to the log. Under the Hawaiian treaty, the station will be effective next March 29, all border stations are slated for deletion.

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FREE & PETERS, INC.
NATIONAL REPRESENTATIVES

New York, Chicago, Detroit, Los Angeles, San Francisco, Atlanta

Pacific Coast Representative 2250 Fourth St, San Francisco, Cal.
ARIZONA’S first 5,000-watt transmitter, and the inland Southwest’s first directional antenna array are now under construction by KTAR, Phoenix, to be housed in this modernistic building. Construction will be completed and the new Western Electric transmitter installed by Nov. 15, according to Dick Lewis, head of KTAR and general manager of the ABC network. Two series-fed vertical radiators, one 400 feet and the other 300, both connected, will be used by the 5,000-watt station on 620 kc. In addition to the new completely air-conditioned transmitter building, located on a 40-acre tract in Northeast Phoenix, the expansion program includes remodeling and enlargement of the station’s downtown offices and studios atop the Heard Bldg.

Shortwave Shifts Asked by Crosley

A PLAN for a small-scale reallocation of international broadcast frequencies was proposed to the FCB Sept. 9 by Crosley Radio Corp., in a petition for reconsideration of its Aug. 22 action authorizing CBS to build a second station at Brentwood, L. I., and take over the facilities of WCB, international shortwave adjunct of WCAU, Philadelphia [Broadcasting, Sept. 1].

The petition, filed by William J. Dempsey and William C. Koplovits, Crosley counsel, stated the FCC would not have taken the action in respect to CBS if it had been aware of the benefits which would accrue through a different plan of allocation. It proposed changes in international broadcast shortwave frequencies affecting four of the licenses.

For the Crosley shortwave station, WLWO, the petition asked that 5950 kc., given WCB, be allocated to WLWO for fulltime operation on the ground that the Cincinnati station has first claim to it and since WCAU actually is relinquishing its station. Insofar as CBS is concerned, the petition said it already has 9650 kc. in the same band for WCXB, now being moved to Brentwood. WLWO claimed it needed 9650 immediately, to improve its South American coverage.

WLWO also asked for fulltime assignment on 15250 kc., one of the two channels in that band now assigned to World Wide Broadcasting Co., Boston. If so doing, it would relinquish its time-sharing assignment on 15,270 to CBS, enabling fulltime operation.

The Crosley outlet also asked for an increase in power from 50,000 to 75,000 watts. It claimed that by such a shift, all of the outlets would be benefited with fulltime frequencies in the more efficient bands.

Seeking Thompson Sponsors

REGIONAL BROADCASTERS Ass’n., New York, is continuing its campaign to line up advertisers for cooperative sponsorship of Dorothy Thompson news comments on NBC-Blue, Fridays, 7-10:30 p.m., now tentatively scheduled. Agency is Stockton, West & Burkhardt, Cincinnati.

IN JERSEY’S FLOOD

PHILADELPHIA and Atlantic City radio stations were active over the Labor Day weekend when flood rains in Southern New Jersey crippled normal transportation and communication facilities. Permanent Quaker Network lines from WSNJ, Bridgeport, N. J., to WFIL, Philadelphia, put Mutual in the heart of the flooded area. With all roads blocked and mobile units unable to reach Bridgeport, where two bridges had been washed away and the town was in peril, WSNJ originated two MBS broadcasts with the surging river’s roar as a background. WFIL maintained a schedule of food and hurricane news, keeping constant telephone contact with the New Jersey State Police at Trenton.

With a portable radio transmitter and receiver, through which he received vital directions from an amateur operator living near Medford Lakes, N. J., Willard Botts, WIP engineer, aided in the rescue of five persons marooned in their one-story summer bungalow near the resort town. WFIL before Labor Day had been broadcasting from Marcy, N. Y., preceding Labor Day, Milton Laughlin, WHAT manager, started broadcasting weather reports direct from Atlantic City. Direct telephone communication was set up between WFIL and WPGF, Atlantic City, with George Thomas, WPGF assistant program director, calling in firsthand information of weather conditions, water temperature and air temperature to give listeners a warning of the coming storm. WBAB, Atlantic City, broadcast frequent bulletins about the South Jersey road washouts and weather conditions. Motorists were told which detours to take as soon as roads were again opened to travel.

CHNS

THE KEY STATION OF THE MARITIMES

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

or JOE WEBB

350 Madison Ave.
New York

“/heard about Studebaker Cars over WMBD! Went to the dealer’s and talked business!”

“Come to Pearsall’s”, say the people of Central Ill., “...... a prosperous region where industry and agriculture balance almost exactly in a census- trated population of over 600,000. “ ...... a region that pays over $1,000,000 annually in wages.”

So, to advertisers, we say: “Come to WMBD, the ONLY radio station in Pearsall that immediately blankets this rich, vital market. It’s a wise choice, to test any radio sales campaign effectively.

IN JERSEY’S FLOOD

Stations Jump Into Action to Assist the Public

September 15, 1940 • Page 79
FCC Order Changing Broadcast Allocations Rules...

ANNEX A
Amendments to Rules and Regulations Governing Standard Broadcast Stations 3.29 Class I Stations—Class I Stations—The frequencies in the following tabulation are designated as Class I stations and assigned to the classes of stations as given:
(a) To each of the channels below there will be assigned one Class I station and there may be assigned one or more Class II stations operating at specified times of day or day and night, or day and night and on Sundays. The proviso of the Class I stations on these channels shall not be less than 50 kilocycles.
(b) In each of 3 channels below there may be assigned Class I and Class II stations—660, 700, 710, 720, 730, 740, 750, 760, 770, 780, 790, 810, 830, 850, 860, 870, 880, 890, 900, 940, 950, 1000, 1010, 1020, 1040, 1060, 1090, 1099, 1100, 1140, 1150, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1300, 1310, 1320, 1330, 1340, 1350, 1360, 1370, 1380, 1390, 1400, 1410, 1420, 1430, 1440, 1450, 1460, 1470, 1480, 1490, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580, 1590, 1600.
(c) For Class II stations located not less than 1000 miles from the nearest standard Broadcasting and which will not deliver over 2 kilocycles per meter ground wave or 0.1 microvolt per meter 10 per cent time sky wave at any point on said border, 890, 899, 900, 901, 902, 1000, 1010, 1020, 1050, 1060, 1090, 1100, 1110, 1120, 1130, 1140, 1150, 1170, 1180, 1190, 1200, 1210, 1220, 1230, 1240, 1250, 1300, 1320, 1330, 1340, 1350, 1360, 1370, 1380, 1390, 1400, 1410, 1420, 1430, 1440, 1450, 1460, 1470, 1480, 1490, 1500, 1510, 1520, 1530, 1540, 1550, 1560, 1570, 1580, 1590, 1600.
(d) For Class II stations which operate under the provisions of Article III, Section 1, of said Agreement, and the resolving, in accordance with the provisions thereof, of any disagreements which may arise between the Commission, the premises; and Sections 3.25 to 3.29 and 3.34 as set forth in Annex A hereto, be, and the same are hereby, adopted.

Spots to Sell FM Sets
FREED RADIO Corp., New York, from Oct. 1-15 is starting a campaign for the sale of its Freed-Eisenmann FM radio sets in city and suburban areas. One-minute spot announcements for its Freed-Eisenmann FM radio receivers in regions where FM is contemplated or is already in operation. New York and Boston are the first two of a series of 11 areas to be covered in the campaign, according to the company. The account is handled direct.

Actions by FTC
PROCTER & GAMBLE CO., Cincinn- nati, has entered into an advertisement with the Federal Trade Commission to cease certain advertising claims for Ivory Soap. The FTC announces a settlement with May Seed & Nursery Co., Phoenix, Ariz., J. S. Miller Chemical Co., Omaha, to cease certain claims for Miller's Liquid Food Medicine. Lambert Pharmaceutical Co., St. Louis, was charged with misleading advertising for its product. Anti-Swelling. Other stipulations have been reached from Akron Lamp & Mfg. Co., Akron, O., Perina Corporation, New York, and Nitragin Co., Milwaukee, for Nitragin, a seed inoculant. Scholl Mfg. Co., in the payment of $75 to the FTC, in accordance with Dr. Scholl's Zino- Pads.

Page 80 • September 15, 1940 BROADCASTING • Broadcast Advertising
Net Users Duplicate New York Markets

26 Spot Accounts Doubling on WHN

Leading Time Buyers Use Multiple Shots in New York

REMOVED to conservative mathematics, the metropolitan audience delivered by any of the leading N. Y. independent stations over the usual metropolitan network audience obtained in such cities as Cincinnati, Minneapolis, Dallas - Ft. Worth, Indianapolis, Kansas City, or Rochester. The latter cities are cited merely as examples. Here's how the situation figures out:

The median C. A. rating for network evening shows in key cities is around 10%. That means that the median families delivered in the cities listed below is as follows:

Cincinnati - 15,000
Kansas City - 13,000
Minneapolis - 12,577
Dallas - Fort Worth - 12,233
Providence - 12,145
Rochester - 10,000
Indianapolis - 11,567

By contrast, the New York metropolitan area has 1,728,000 radio families of which 172,800 are deliverable on the average show. However, if the independent, WHN, can produce as much as a 1% audience (a very conservative mark to shoot at), some 17,280 families are wrapped up in a package bigger than any of the chain packages in the cities mentioned in the chart above.

The 17,280 homes you'll get on WHN (based on the conservative one percent) doesn't tell the whole story. New York's 50-mile area, which is covered by the city's major spot stations, is composed of large cities - such as Newark, Jersey City, New Haven and Bridgeport, all of which are listed among the nation's top 30 cities - while the stations in the cities used for the comparisons above go into the rural, less densely populated hinterland.

Larger Audience Is Provided by WHN Than Network Outlets in Other Cities

TREND toward supplementing by big network advertisers of their coverage of the huge New York metropolitan area with campaigns on one or more independent stations has recently assumed proportions of a parade.

Started barely two years ago, the practice was an exception to the rule at that time, but now a majority of the 20 leading network advertisers are using at least one New York independent in addition to regular network outlets. WHN, for example, has 17 NBC advertisers, seven CBS sponsors, two Mutual clients. Latest to join the parade are Mars Candy, using a big station-break schedule on WHN, and Old Gold, with a heavy schedule of sports flashes, results and resumes two hours daily, with Clem McCarthy at the mike.

Purely spot advertisers are buying multiple New York outlets instead of confining themselves to a single station as in most other markets. Among them are Peter Paul Inc., Pepsi-Cola, Stanback, Gardner Nurseries, Blue Ribbon Books, Shell Oil, J. B. Williams and Utilities Engineering Institute.

Back of the trend is the fact that New York's concentration of humans and wealth includes 15% of the nation's buying power and 12% of all U. S. radio families. Obviously, no one program or station can blanket this variegated structure, advertisers sifting the pay dirt by working more than one stream at a time and throwing the law of averages their way.

Such a huge potential audience calls for every type of program in almost every language. It is obvious that at least one of New York's 20 stations is carrying at this very minute a news cast, hillbilly, soft music, kid show, comedy or washboard drama.

Net Advertisers Using Spot in N. Y.

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>1939 Expenditure</th>
<th>1940 Spot Used in N. Y.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Procter &amp; Gamble</td>
<td>$8,994,884</td>
<td>Play-by-play baseball; announce- ments (on WHN)</td>
</tr>
<tr>
<td>General Foods</td>
<td>5,269,567</td>
<td>Hour symphony music disc</td>
</tr>
<tr>
<td>Sterling Products</td>
<td>3,358,424</td>
<td>% hour daily (on WHN)</td>
</tr>
<tr>
<td>Campbell Soup Co.</td>
<td>2,704,331</td>
<td>News; announcements</td>
</tr>
<tr>
<td>American Home Products</td>
<td>2,559,665</td>
<td>% hour daily (on WHN)</td>
</tr>
<tr>
<td>American Tobacco</td>
<td>2,506,141</td>
<td>Announcements (on WHN)</td>
</tr>
<tr>
<td>General Mills</td>
<td>2,411,288</td>
<td>Play-by-play baseball</td>
</tr>
<tr>
<td>Liggett &amp; Myers</td>
<td>1,272,452</td>
<td>Quarter-hours</td>
</tr>
<tr>
<td>R. J. Reynolds</td>
<td>1,273,574</td>
<td>Play-by-play baseball</td>
</tr>
<tr>
<td>William Wrigley Co.</td>
<td>1,304,391</td>
<td>Quarter-hours</td>
</tr>
<tr>
<td>Philip Morris</td>
<td>1,216,166</td>
<td>Announcements (on WHN)</td>
</tr>
<tr>
<td>Chrysler Corp.</td>
<td>950,146</td>
<td>Quarter-hours</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>949,277</td>
<td>Announcements (on WHN)</td>
</tr>
</tbody>
</table>

No wonder they call it the “one-station network”

—when so far in 1940 more national advertisers have used it than have used any of the coast-to-coast networks.

—when there are more listeners, more sales, greater buying power in its primary area than there are, for example, in the three Pacific Coast States.

—when its affiliation with Loew's theatres and Metro-Goldwyn-Mayer assures top showmanship.
Bessie Beatty is Named By WOR to Staff as Martha Deane Resigns

TEN Martha Deane leaves WOR, Newark, on Sept. 29 after six con-
secutive years conducting a daily program for housewives, Bessie Beatty, reporter, editor, foreign correspondent, and lecturer, will take over the program Sept. 23.

Miss Beatty has frequently appeared as a guest on the program, and also will appear with Miss Deane during the week prior to Sept. 23. It is understood the current sponsors on Miss Deane's program will continue, although no announcement was forthcoming as BROADCASTING went to press.

Miss Beatty started at 19 as a reporter on the Los Angeles Herald Examiner, and conducted a column "On the Margin" for the San Francisco Bulletin. She served as a foreign correspondent in Russia and the Middle East during the World War, later becoming editor-in-chief of McCall's Magazine. For the past two Presidential campaigns she has handled publicity for the New York Democratic Committee.

Martha Deane is not giving up radio when she leaves WOR, but under her real name, Mary Ruthrauff McBride, will conduct a similar type "radio-charm" program on CBS under sponsorship of the Florida Citrus Commission, Lakeland, Fla. [BROADCASTING, Sept. 1].

Starting date for the series has been postponed from Sept. 30 to Oct. 7, the station setup now being 16 carrying the program on Wednesdays and Fridays and 21 carrying it five times weekly. The time has also been changed from 3:15-3:30 p.m. to 3:15 p.m. Agen-
cy is Arthur Kudner, New York.

Eating to Use 36

Eating to Use 36

AMERICAN CRANBERRY EX-
CHANGE, New York, on Sept. 1 started its annual campaign for Eat-
mor cranberries, using 26 spot an-
nouncements weekly on 30 stations throughout the country. The cam-
paign continues during the cran-
berry season, through 1941. Agency is BBDO, New York.

HOFFMAN CANDY Co., Los Angeles (confectioners), seasonal users of radio, on Sept. 14 started, for 52 weeks, using two live programs by Jack Mendelsohn on KNX KFT KKEA KBJ, and is con-
sidering other Southern Cali-
fornia stations. Agency is the Mayers Co., Los Angeles.

GREAT farming areas of the United States was the topic discussed when Charles Stookey (left), CBS New York radio editor and conductor of the weekly half-hour Farm Journal program, recently got together in Hollywood with Fox Case, the network's Pacific Coast special events and public relations director. Stookey is currently on a national tour, broadcasting from important centers. Case is also a member of the California State Board of Agriculture, and a suc-
cessful Southern California citrus fruit grower.

New Welch Serial

WELCH GRAPE JUICE CO., Westfield, N. Y. (grape juice), sponsoring the weekly quarter-hour program, Gough of one, on NBC Red and Blue stations, starting 3:00-3:45 p.m. (EDST), with West Coast repeat, 7:00-7:30 p.m. (PST), Sept. 15. It replaced the serial with a new one titled Dear John, Irene Rich continues to be featured, with the same half-hour time and network time. Gordon T. Hughes, who will handle production of the weekly CBS program, Those We Love, will be in charge of the new serial, having been transferred from Chi-
icago to Hollywood as represent-
tive of H. W. Kastor & Sons. Rob-
tert Jennings, vice-president in charge of radio for the agency, went to Hollywood to assist Hughes in establishing offices.

DEDICATION ceremonies of the Josh Higgins State Park, Deer Island, Mass., named after the famous radio character created and portrayed by W. REED, took place Sept. 12. Among the speakers at the ceremonies were Du Mond, Gov. Geo. A. Wilson of Iowa and State Senator John Berg of Iowa.

Local Boy's Make Good

KIDO Promotional Activities

Recognized by National Advertisers

CANADA DRY "Information Please" 

From J. H. SMITHS, President, I. W. Mathe, Inc.: 

"I should like to add a special word concerning your own series in the contest. It was an excellent example of promotion and I congratulate you on having won in your organization of handling such as statement in the way it was done."

From ROY W. MOORE, President, Canada Dry Ginger Ale, Inc.: 

"I am indeed a pleasure for me to inform you that you share the coveted Honors Medal for Bill O'Brien, Jr, a result of your valuable work done in the "Information Please" station contest.

GILLETTE SAFETY RAZOR COMPANY

From A. D. McGI NISH, Advertising Manager, Gillette Safety

Razor Co.: 

"You did a swell job and we deeply appreciate both your efforts before and during the series and the preparation of the programs."

GENERAL MILLS 

From C. W. ADAMS, Westinghouse Advertising Agency: 

"Your letter had some mighty helpful suggestions in it, Roy, and the general cooperation in which you turned it out enabled you to out the prize. There was a lot of cooperation from the other fellows we and down the coast and in the East."

NBC Red & Blue • John Blair & Co., Nat. Reps. • 2500 Watts

BROADCASTING • Broadcast Advertising
KFWB, Los Angeles, has scooped every broadcasting station on the Pacific Coast.

We have just signed an ASCAP Music Contract for 5 years more, beginning New Year's Day.

This is in keeping with our successful policy of serving the advertiser best by serving the public best.

KFWB has unequalled resources of story material and talent from the motion picture studios, and a proven list of outstanding sustaining programs available for sponsorship! These outstanding advantages, plus ASCAP Music, at no increase in advertising rates, make KFWB first in advertising value, in America's third largest market.
Strike Is Averted
(Continued from page 21)
then maintaining its gains for the benefit of all members and for the stabilization of the industry."

The statement continues that "when these proper minimums are achieved they will be maintained without substantial change unless changes in the cost of living or the prosperity of the radio industry indicate the necessity of readjusting these fees."

Even after the AFRA letter had gone out, further meetings were held by the union and network representatives in a fruitless attempt to break the deadlock. While the tenor of these sessions, on Sept. 9 and 11, was described as "calm", neither side showed any inclination to alter its stand. A suggestion made by the network group that they be allowed to send representatives to the union meetings to present their views directly to the AFRA membership was "politely but firmly" declined by AFRA with the explanation that it is not good union practice to permit employers to attend membership meetings.

The AFRA executives, however, promised that the network proposals should be fairly presented to the union members for their consideration. The network spokesmen, on their side, emphasized they have gone as far as they could in granting concessions to the union, and that neither threat of a strike nor a strike itself would do the union any good, as the networks would stand pat on their present offers. Although representatives of the advertising agency group have sat in on the meetings, no comment has been forthcoming from them regarding the negotiations. The commercial contract between AFRA and the networks, in which the agencies are directly concerned, does not expire until Feb. 12, 1941.

Tibbett Heads AFRA

At its annual convention, held in Denver, Aug. 28-31, AFRA elected Lawrence Tibbett, singer, who is already president of the American Guild of Musical Artists, as its president. A vice-president of AFRA for the three years, Mr. Tibbett succeeds Eddie Cantor. Elected vice-presidents were Edward Arnold, who is president of the Screen Actors Guild, Virginia Payne, Mark Smith and Margaret Speaks. Alex McKee was elected recording secretary and George Heller was elected treasurer. Emily Holt, executive secretary, a non-elective office, was given a vote of confidence.

The convention, attended by some 50 delegates and described as AFRA's most successful convention, adopted a resolution maintaining the executive board to "renew, revise or strike" over any existing AFRA contract; recommended that the Wagner Act be left unchanged; recommended that the executive board hire another field man, and reaffirmed its previous resolution favoring "one big union" for all the unions under the general auspices of the Associated Actors & Artists of America approving the committee report favoring the Reis resolution except for certain phases which AFRA would like made more democratic. Detroit was selected as the 1941 convention city, with the date to be determined later.

Elected as members of the national board were: George Heller and Lucille Will, from New York; Norman Barry, Philip Lord and Lewis Wareham, from Chicago; Ted Maxwell, from San Francisco; Nellie Booth, from St. Louis; Jack Wilson, from St. Louis; Ben Alexander, Theodore Bills, True Boardman, William Brantlett, Thomas Free- bairn-Smith and Tudor Williams, from Los Angeles. Mark Smith and Lawrence Tibbett were elected members at large.

One Big Union

Election of Tibbett as AFRA president is seen as a major move toward the achievement of the "one big union", of which he has been an outstanding supporter. He has been frequently mentioned as a leading candidate for the presidency of the Four's to succeed Frank Gillmore, who is slated to retire next spring. It also means that AFRA will undoubtedly back up AGMA in its current fight with the AFM over the concert instrumentalists who now belong to AGMA but who are lead by James Trillo, AFM president, as proper members of his union.

Merger of Agencies

DILLINGHAM, LIVERMORE & Durham and Topping & Lloyd, New York advertising agencies, on Sept. 10, will consolidate into a new firm called Lloyd, Chester & Dillingham. Offices will be at 9 Rockefeller Plaza. telephone Circle 5-8500, Robert Hotz, currently handling radio with Dillingham, Livermore & Durham, will have the same position with the new company.

WHOM's
(New Western Electric)
1,000 WATT TRANSMITTER NOW ON THE AIR

New York City's Outstanding Foreign Language Station
JOSEPH LANG, Mgr.
New York Office & Studios
29 W. 57th St., N. Y.

HERE'S THE BIG DOLLAR-BUY
IN THE DETROIT MARKET!

CKLW's 5,000 husky watts give you strong, clear coverage of this, the country's Fourth market! CKLW's program showmanship, alertness to modern trends, and live-wire community interest appeals to a vast army of able-to-buy listeners. They "say it with purchases" that mean profits for and repeat commitments from our advertisers. We've some "success stories" to tell you that make our modest rates the BIG radio dollar-buy in the field!

CKLW
5000 WATTS DAY AND NIGHT • CLEAR CHANNEL
Representative: Joseph Hershey McGillvra

MUTUAL BROADCASTING SYSTEM

THE LONE STAR CHAIN
The Only All-Texas Network from the Panhandle to the Rio Grande

KSC
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

W H O M ’ S
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

1,780,509 RADIO HOMES IN A TWO BILLION DOLLAR MARKET

For rates and available times contact any LSC station, Howard Wilson Co., or James W. Palm, LSC Managing Director, 211 West 57th Street, New York City.
Dixie Cup
DIXIE-VORTEX Co., Easton, Pa., has been using a short spot campaign on several several stations several stations several weeks for Dixie cups built around the theme "No Lips But Yours". More radio may be used late this fall. Agency is Moser & Cotins, New York.

New Music Source
(Continued from page 22)
are willing to recognize what seems to be this incontrovertible basis, there is no reason why your organization and ours should not try to arrive at a mutual understanding.

'Smoke Screen'—Paine
Labeling the offer of a debate as a "smoke screen", John G. Paine, general manager of ASCAP, stated that "the only question between ASCAP and the radio broadcasting industry is the contract which ASCAP has sent to every station and every chain as the basis for licensing after this year. This contract does not involve BMI in any way, shape or form."

"Discussions of contracts are not as a rule matters of public debate, but matters of orderly business procedure," he said. Mr. Kaye is authorized to speak for any chain or any stations, we'll be glad to discuss business with him in a business-like way, in line with ASCAP's policy of the open door and its practice of making its music available to all at terms within the means of all."

ASCAP Signs KFWB
Early in the month ASCAP announced that KFWB, Los Angeles, owned by Warner Bros. Pictures Inc., had accepted the new, five-year ASCAP license, first station announced as doing so since Elliott Roosevelt on July 20 took a network license for the Texas State Network of which he is president and single station contracts for the nine TSN stations controlled by himself and his associates (Broad- casting, Aug. 1). At that time Mr. Roosevelt declared the remaining TSN affiliates would sign with ASCAP within the next few days, but to date no such action has been announced. It was stated at ASCAP headquarters, however, that a number of stations have signed with ASCAP whose identities are being kept secret for the present.

Contract for KFWB was negotiated by Mr. Paine and Harry Maizlish, general manager of the station, who said that "Warner Bros." as producers of motion pictures, as operators of theatres, and as station KFWB, have come to know what the public wants in the way of entertainment. Music is a primary essential. We know ASCAP has the music that the public wants, and we will give the public what it wants."

The announcement did not mention that Warner Bros., owns three major music publishing companies—Harmon, Witmark and Remick—among the largest participants in the revenue ASCAP derives from radio and the other users of its music. In 1956, when Warner Bros. withdrew their catalogs from ASCAP and attempted to license radio stations independently, it was estimated that 40% of the numbers being played on the air at that time were Warner tunes. ASCAP has also announced that 39 composers and authors were added to its roster in August, largest number ever to join in a single month, making a total of 118 songwriters and four publishers who have joined ASCAP this year and bringing the Society's membership to an all-time high of 1,256. Foreign performing rights societies affiliated with ASCAP also have increased to 20, with a total membership in excess of 41,000, the announcement stated.

Nine stations have joined the list of BMI subscribers since Sept. 1, swelling the total to 374. These recent additions are: KOX, Albuquerque; W KBN, WGAN, Portland, Me.; WOP, Bristol, Tenn.; WHOM, Jersey City; WOMI, Owensboro, Ky.; KHAS, Hastings, Neb.; KDRO, Sedalia, Wash.; KBND, Bend, Ore.
With the growing popularity of BMI tunes several of which are included in each week's list of the most-played numbers, they are becoming increasingly prevalent on the major commercial programs. List of advertisers whose programs have featured BMI selections includes American Tobacco Co., General Baking, General Mills, Campagna Corp., Pepsodent Co., Lever Bros., Ford Motor Co., Philip Morris & Co., Brown & Williamson Tobacco Corp., Campbell Soup Co., Gordon Baking Co., Lewis-Howe Medicine Co., Pet Milk Sales Corp., F. & M. Schaefer Brewing Co., and Bowey's Inc.

Miles Laboratories has adopted a BMI tune as the theme song for its "Friendly Neighbors" series on the Don Lee Network for Alka-Seltzer, "Little Star," written by Paul Mills, an account executive for WOWO-WGJ, Fort Wayne.

This is the second program to use BMI music for its theme and a number of other advertisers are currently negotiating for them. BMI reports, based on the realization that a theme song can be as valuable to an advertiser as a trade-mark, and that it is not good business to use a theme that the advertiser himself cannot control.

In Chicagoland
300,000 Lithuanians
Listen and Respond to
THE LITHUANIAN HOUR
Over 5,000 Watt WHIP
10:00 to 11:00 A.M. daily

A few facts:
1. Rated No. 1 program by 87% of people canvassed in survey of 25,000 Lithuanian homes.
2. Drew 5,223 letters in December, 1939.
3. Five current participants have been represented a total of 19 years.

for participation details, write
SALTIMBIAN RADIO ADVERTISERS
6912 S. Western Avenue
Telephone: Prospect 4030
CHICAGO, ILL.

IT'S HERE
BOSTON'S NEWEST LISTENING SENSATION
WMEX
5000 WATTS • FULL TIME • 1470 KILOCYCLES
ON THE AIR WITH PROGRAM TESTS
Joseph Hershey McGillvra, National Representative

BICKLING from its box, this handsome handmade quilt was presented through KOA, Denver, by Mrs. J. H. Hemberger, of Boulder, to Wes Battersea (center), KOA’s Inquiring Reporter and promotion manager of Raymond Keane Advertising Agency. It is claimed the quilt contains 70,000 stitches and required 200 hours to make. The quilt is indicative of the listener interest generated by the weekly Inquiring Reporter programs sponsored on KOA by the local Joslin Dry Goods Co. The program, on the air for four years, is reported to produce an average of 500 voluntary fan letters weekly, along with numerous gifts for Reporter Battersea. Similar quilts have been presented by Mrs. Hemberger to five other announcers—Everett Mitchell, Jimmy McCormack, Gene Rouse, Anthony Wuth and Ray B. White. Mr. Battersea received his quilt from KOA Program Manager Clarence Moore (right), with T. Ellsworth Stepp participating in the presentation by helping deliver the mail.
Won by Radio

USING a total of 9 hours and 26 minutes of time on the air, divided among six stations, as his chief campaign weapon, Gov. George D. Alken, of Vermont, on Sept. 10 won the Republican nomination to the U.S. Senate. The victory was hailed as one notable for radio, since virtually every newspaper in the state actively opposed his nomination. Both the candidate and his campaign manager braided radio’s effectiveness as a campaign implement. Paid campaign addresses were broadcast on WDEV, Waterbury; WCAX, Burlington; WSIB, Rutland; WXL, WJSP, Springfield; WQDM, St. Albans; and WHAI, Greenfield, Mass.

Politics and Budgets
(Continued from page 20)

er’s, Speak broadcast, originally carried Aug. 28 on MBS from Des Moines. The half-hour discs are accompanied by live announcements at beginning and end, announcing each appearance of Candidate Wallace.

Transcriptions have been used on four stations in Illinois: WROK, Rockford; WCBS, Springfield; WTMV, East St. Louis; WZD, Tuscola; three in Nebraska: KFAB, Lincoln; KMMJ, Grand Island; KORN, Fremont; three in Minnesota: KROC, Rochester; KYSM, Mankato; WHEC, Duluth; and on KJM, Grand Forks, N.D. The transcriptions were placed through M. F. Fisher Associates, Chicago, and the network placements through William H. Rankin Co., New York agency.

Socialist Party plans are still in the formative stage, although time has been requested Sept. 21 on NBC-Blue for a symposium on socialism given by Norman Thomas, perennial Socialist candidate for President. Mr. Thomas also is scheduled to participate Oct. 7 on the Wake Up America forum feature of WHK, Cleveland. Biggest broadcast plans of the party center on an Oct. 26 program, on the anniversary of the death of Eugene V. Debs, with speakers probably from Canton, O.; Terre Haute, Ind., and New York. Time is being sought on MBS for this program.


deficit.

Dis haymaker ain’t got nuttin’ on the knockout wallop packed on WPEN’s 920 Club.

WWNC

ASHVILLE, N. C.

Full Time CBS Affiliate, 1,000 Watts

"BIG MONEY"

Fall Business

Summer visitors have left mil-

ions. Autumn visitors now on their way. Industry humming. Crops good. High level of busi-

ness for this area assured. "Cash in"—use WWNC, sole blanket radio coverage available.

WPEN
Phila.

1000 Watts

The "Paul Bunyan of the Farm Belt"

"Paul's daily journeys get results for KMA advertisers who can get a pair of scissors in return for 2 box tops and 30c. Results: 12,244 box tops.

Direct Sale

Perflex, a household cleaner, was unknown 12 months ago when KMA first offered 2 packs for 50c to make a long story short, an expenditure of $2100.00 produced 24,024 direct sales at an average cost of 84c.

Will get results for you on any product of interest to the average Farm Belt family in his 826 separate markets. What's more—he's willing to prove it. Phone or write "Paul" at

KMA

"The Number One Farm Station in the Farm Market" Representations Free & Peters

Shenandoah, Iowa

BROADCASTING • Broadcast Advertising

September 15, 1940 • Page 87
IN TIME OF FLOOD

WRVA Aids Officials During Virginia Trouble

WRVA, Richmond, drew hearty praise from city and State officials for its emergency services when late August rains swelled rivers in the western part of Virginia to flood stage. As the rivers rose and weather bureau forecasts of flood conditions, WRVA began issuing hourly bulletins as supplied by the State Department of Highways. With flood threatening Richmond, the local weather bureau office feared that telephone and telegraph communications with its James River gauge station at Columbia, Va., would be cut off and asked WRVA's assistance in providing two-way communication with the station.

Irvin Abelf, WRVA program service manager, sent a crew to Columbia in a mobile unit. The two crew members, Rudolph Raabe and Julian Huckstepp, both amateur station owners and operators, set up their equipment in the city's town hall and shortly connected with Sanford Terry Jr., in Richmond, also a WRVA engineer and ham operator. Within an hour after the first bulletins were sent from Columbia, telephone and telegraph service with the village was restored due to the rising water.

The pair maintained a 36-hour schedule of uninterrupted hourly contacts with Richmond, aided by other amateurs in the vicinity. Gauge readings and bulletins were telephoned to Abelf, who maintained a 50-hour vigil at WRVA studios, passing them on to city, highway and weather bureau officials and broadcasting the reports.

Revised Georgia Group Names Woodruff Head

WITH 19 of the 25 stations now operating as Georgia Group representatives, the Georgia Assn. of Broadcasters was reorganized in Macon Sept. 10, at the call of Jack Williams Sr., WAYX, Waycross, and E. K. Cargill, WMAT, Macon, last president of the organization, which had ceased to function about three years ago. Fifty were present.

James Woodruff Jr., WREB, Columbus, was named president for the ensuing year; Ray Ringison, WRDW, Augusta, vice-president; Marjorie Williams, WTOC, Savannah, secretary-treasurer. Directors named are Messrs. Williams, Carver, J. C. L. Leon, and Reinsch, WSB, Atlanta.

An address, “The Future of Radio,” by Neville Miller, NAB president, featured the meeting, and Mr. Miller conducted a round-table discussion on radio problems.

Big Defense Series

RECOGNIZING the most effective means of giving the public progress reports on the nation's defense, the National Defense Advisory Commission will begin a series of 15-minute programs beginning with work broadcasts starting Sept. 19, at 9:15 p.m. (EST) with each of the commissioners reporting from one of the major networks. The series was worked out “through the cooperation of the three major networks,” the Commission reported. Edward R. Stettinius Jr., will talk on CBS Sept. 19; Miss Harriet Elliott on MBS, Sept. 26; William S. Knudsen on NBC Oct. 4; Charles L. Faust on CBS Oct. 9; Sidney Hillman on NBC, Oct. 24; Leon Henderson on CBS Oct. 30 and Donald M. Nelson, on MBS Nov. 7.

WIZE-WING Operation

WIZE, Springfield, O., recently authorized by the FCC, will become an NBC-Blue affiliate and will be offered as a bonus station with WING, Dayton, when it begins operations in October or November. WING expects to be ready to operate with its new 5,000 watts full-time by Nov. 15. Both stations are controlled by Charles Sawyer, Cincinnati attorney and Democratic National Committeeman from Ohio, who is president of the licensee corporations. Ronald B. Woodyard is vice-president and director of both stations.

NYU Radio Course

LECTURE topics to be discussed during the 1940-41 season of the New York U Radio Workshop, which starts its courses Sept. 25, are: radio in a political campaign, the influence of radio on children, regulation of the industry by Government and the relations of radio stations to their trade unions, ASCAP and BMI.
Westinghouse Appoints Myhre to Radio Division

APPOINTMENT of L. O. Myhre as manager of manufacturing in the Radio Division of Westinghouse Electric & Mfg. Co., was announced Sept. 14 by Walter Evans, manager of the Division. Mr. Myhre goes to the Baltimore plant of Westinghouse from Long Island City, N. Y., where he was manager of engineering and manufacturing for the Westinghouse X-Ray Co. He has been with Westinghouse since 1929, joining the company after taking his graduate student course.

He worked for a short period at the East Pittsburgh works on cost reduction and factory layout. Then he spent 15 years in the Switchgear Division as personnel manager, assistant supervisor of production, general inspector and assistant superintendent. Mr. Myhre will have charge of radio equipment manufacturing, including broadcast apparatus, which Westinghouse entered actively last year.

LATE Personal Notes

STERLING FISHER, CBS director of education, has been named by the network as its representative on the executive committee of the Federal Radio Education Committee to fill the vacancy created by the resignation of Frederic A. Willis, former assistant to President Raymond S. Paley. Mr. Willis had represented CBS on the previous executive committee since its creation in 1935. Five educators, five broadcasters and one representative of the FOC make up the executive committee, whose chairman is Dr. J. W. Studebaker, U. S. Commissioner of Education.

WILLIAM B. HINES, time-buyer of Morse International, New York, for the past two years, and formerly with WSM, Nashville, on Oct. 1 is resigning to become national sales manager of the Western Wax. WILLIAM BENT, formerly of Clark Equipment Co., Buchanan, Mich., and a graduate of Princeton U., has joined the transcription department of WBMB in Chicago, as assistant to G. M. Clare department supervisor.

ELLA PHAROAH, secretary to C. E. Arsey Jr., of the NAB, and on the national staff of the association since 1932, was secretory-may Aug. 17 to Liverpool, Ont., to Jack Nelson, of the Famous Co. of Canada, Dry Gin private she plans to remain with the Famous Co. and her broadcasters staff.

ALFRED W. CRAPSEY, KOA, Denver, sales executive, and Eddie Duvall have announced their engagement.

RALPH LEWIS, formerly of KYM, Yuma, Ariz., has joined the engineering staff of KGVO, Missoula, Mont. T. E. Atherstone Jr., KGVO chief engineer, has returned to work after an illness that confined him to the hospital.

KN. TAYLOR, station technician, has been elevated to chief engineer of KTKA, Santa Barbara, Calif. He succeeds Clinton C. Van Cott, who resigned to join the Fresno, Calif. division of Civil Aeronautics Authority as radio engineer.

J. S. SMITH, transmitter engineer of WYB, Charlotte, N. C., commissioned a captain in the reserve corps of the Army in August, left recently for Fort Sill, Okla., for further Army training.

THOMAS R. MOSELEY, engineer of KGO, Fort Worth, in mid-August married Gloria Thornton.

HUGH BROWN, announcer of KTSF, Mankato, Minn., is the composer of 'Rosa Maria,' an orchestral composition first played Aug. 30 by the St. Paul Civic Opera Pop Concert Orchestra.

JOHN THORPE, farm editor of KYW, Philadelphia, on Sept. 8 attended the conference on farm problems held by GOP Presidential Candidate Wendell L. Willkie at Rushville, Ind. The conference, attended by state and farm editors and publishers, was the first in which radio had been invited to discuss agricultural problems with a presidential nominee in a political campaign. Sixteen of the 64 present represented radio.

DON ROBERTS, formerly a member of NBC's spot and local sales staff in New York, has been transferred to the Blue sales staff, effective Sept. 12. Philip Porterfield replaces Roberts in his former position.

DR. LEON LEVY, president of WCAU, Philadelphia, on Sept. 10 will host at a studio party for 200 of his classmates from the U. of Pennsylvania dental school, Class of 1915, visiting Philadelphia in connection with the University's bicentennial celebration.

DAN RISS, formerly chief announcer of WBUF, Gainesville, Fla., and radio agent for the U. S. Office of Education, Washington, has joined the announcing staff of WLO, Cincinnati.

GLORIA C. CORRIOLS, translator, and Robert A. Carabilla, announcers, have joined the Spanish section of the staff of WPTI, Westinghouse international shortwave outlet in Pittsburgh. Both will concentrate on WPTI news broadcasts to Latin America.

CHARLES LUTZ, formerly of WIRK, Cincinnati, has joined the sales department of WGN, Chicago.

GEORGE COMTE, announcer of WTMJ, Milwaukee, is the father of a new born Sept. 8.

ED HASE has rejoined WCHY, Charlotteville, Va.

CAPITOL RADIO ENGINEERING INSTITUTE

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PRECISION MADE BILLEY CRYSTALS

Peculiar physical characteristics of the BILLEY cryostall make them ideal for numerous applications in radio and television. Manufacturers of radio sets must use these materials in order to comply with regulations of the Federal Communications Commission. BILLEY CRYSTALS are made in strict accordance with FCC specifications. In order to meet these requirements, BILLEY CRYSTALS are selected from the best of the best. They are made of the highest quality raw material, and are subjected to a rigorous and complete test procedure, including the FCC specification. BILLEY CRYSTALS are available in a variety of sizes and shapes to meet the needs of all manufacturers of radio equipment. For more information, please contact us at 123 Main St., Anytown, USA.
Mrs. Lewis to Conduct New Child Radio Survey

RADIO COUNCIL on Children's Programs, New York, through its chairman Mrs. Harold V. Milligan, has announced that Mrs. Dorothy Lewis, vice-chairman of the Council and radio chairman for the National Society of New England Women, will make a survey of children's programs throughout the country this fall and winter, including 102 cities and 250 radio stations. Mrs. Lewis will visit the stations to study programs, merchandise with public participation, and plans to broadcasting locally in addition to holding discussions with civic leaders.

Results of the survey, which will be similar to the one Mrs. Lewis conducted last spring under the auspices of the NAB, will be available for use by the Council in New York and by the NAB.

JOE L. SMITH, Jr., operator of WJLS, Beckley, W. Va., and son of Congressman Joe L. Smith of West Virginia, has applied to the FCC for a new 100-watt station on 1570 kc. in Wheeling.

Birthday Program

FIRST WORDS ever spoken over WFMJ, Youngstown, introducing its Morning Moons program of Sept. 7, 1939, opened the station's first anniversary celebration of the station in which the entire staff celebrated. Special gala card set written by Len Blad, new program director, with James Simmons, production manager, handling the announcing and Len Nams, commercial manager, and the audience in the story of WFMJ's growth. Also on the program were Col. H. B. Hall, manager, and Chief Engineer Frank Dieringer, the latter giving a short talk on FM.

State Defense Group

APPOINTMENT OF A State defense committee of newspaper editors and publishers and radio executives to keep the Connecticut press and radio free from subversive propaganda" was announced Sept. 12 by Governor Batchelor's office.

Members of the radio committee are Paul Morey, WTOC, Hartford; Joseph Lopez, NBC, Bridgeport; Jack Casey, WBL, Waterbury. Among members of the press committee are Ward Duffy, managing editor of the Hartford Times, which operates WTHT, and E. Robert Stevenson, editor of the Waterbury Republican-American, which operates WBYB.

KVI, Tacoma, Wash., has appointed George B. Hollingbery Co. as national representative.

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Advertisements

Help Wanted


WANTED—financial interest to invest in prospective local station corporation. Experience active or inactive partner desired. Box A943, BROADCASTING.


Staff Needed—for new station in southern city about November first. Probably network affiliate from start. State salary. Box A943, BROADCASTING.

Announcer—wanted one experienced newsman, one that has experience in all parts of the station. Give age, experience, salary desired, and transmission of voice if available. Box A943, BROADCASTING.

Producing Salesman—Announcer—city 10,000. Southwest. Enclose snapshot, personal description, letter. Salary needed start; opportunity. Box A943, BROADCASTING.

Commercial Manager—southern city, network affiliated. Must have proven sales ability, promotion ideas. Require confidential. State salary required first letter. Box A943, BROADCASTING.

Radio Personnel—thru our exzellent intermediary service we promise you to highest grade positions. Confidential. Reliable. Small cost. Let us help you. Personal Promotion Services 3 Grand Street, Binghamton, N. Y.

Station Managers & Employees—we operate nationally! We have made satisfactory placements in nearly every section of this country with clients in 42 states and two U. S. Possessions. Let us help you. Radio National Employment Bureau 806, Denver, Colorado.

Experienced Salesman—for 5 KW Western network affiliate. Must be willing to work producer, capable of exciting program sales. Write airport full detailed statements all positions held, dates, earnings, sales average, percentage program and music sales, merchantizing. Promotion experience, starting salary for salary—bureau desired; enclose photo, references, all personal data. Box A943, BROADCASTING.

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FAIRCHILD AVIATION CORP., Sound Equipment Division, Jamaica, L. I., has announced a new cabinet model studio-type record player, with transcription turntable. Both units are mounted in metal cabinets on special mountings constructed to reduce noise level. Cabinets are finished in gun metal, with chromium plated hardware. The Turns Master recorder is built around the standard Fairchild 190 turntable, and the new F-81 turntable has the mechanism of the Fairchild standard 227 transcription turntable.

RCA MFG. Co., Camden, N. J., has announced the sale of the following equipment: WJBO, Baton Rouge, La., FM-1-A, 1,000-watt FM transmitter; WJVR, Morgantown, W. Va., 250-kw transmitter.

CHARLES MICHELSON Electrical Transcriptions, New York, has announced a new 14-inch portable transcription record play-back machine. The new machine plays all records up to 10 inches at both 33 1/3 and 78 r.p.m. and operates on A-C-D. Three recorders may be stored inside the case. KYO'S, Santa Ana, Cal., granted FCC permission to increase power from 100 to 250 watts, has started creating a new RCA transmitter. An RCA limiting amplifier will be added to new equipment also be installed.

RCA MFG. Co., Camden, N. J., has issued a new catalog describing its new RCA equipment available for FM broadcasting, covering the FM-1A and FM-1B, 1,000-watt FM transmitters.

R. L. GRIFFIN, for eight years in charge of traffic and purchasing for Universal Microphone Corp., Ingwiccolo, Cal., has been appointed Southwestern area sales manager.

CINEMA ENGINEERING Co., Burbank, Cal., has announced its new T-250B, Law Model 1068 attenuator. The unit has 3% wire wound resistors, a 2% wire wound resistor bearing and ground shaft as well as precision surfacecontact points embodying the same precision and carefullworkmanship found in higher priced C-E controls manufactured by that firm.

HEWLETT-PACKARD Co., Palo Alto, Cal., has announced a new distortion measurement unit, the HP 469, which can be used with any signal generator and oscilloscope to obtain precision readings at two different frequencies.

WIJK, Cleveland, has started installation of its new recording antenna in connection with its fulltime 5,000-watt operation, and expects work to be completed about Oct. 15.

CINS, Halifax, and CHJS, St. John, N. B., are building new studios, according to G. H. Herbert of the Toronto office of All-Canada Radio Facilities.

WITH THE recent entry of Westminster into the whole field of radio transmitter construction and design, Col. Louis B. Bender, distinguished Army Signals Corps officer, joins that company's Radio Division in Baltimore, as consulting engineer, upon retirement Sept. 30. Col. Bender says that due to the Army's use of Westinghouse for development and production of military material, "I hope still to be of some service to the Army in this new set-up." When William Evans, manager of the Westinghouse Radio Division, persuaded Col. Bender to accept his new post, he was head of the Research & Development Division of the Signal Corps.

Hackbusch Named

RALPH A. HACKBUSCH, since 1930 chief engineer and factory manager of Stromberg-Carlson Telephone Mfg. Co. of Canada, Toronto, has been named general manager of the company, according to an announcement by Wesley M. Angle, president of the parent Stromberg-Carlson Telephone Mfg. Co., Rochester. He succeeds N. W. Baldwin, who has been transferred to the Rochester plant to be in charge of production of armament equipment for the Government. Mr. Hackbusch is prominent in radio engineering circles, and is active in IRE and RCA councils.

Monitor Moved

THE GREAT LAKES monitoring station, one of seven FOC listening posts in the United States, on Aug. 16 was moved from the Great Lakes naval training station, located in Northern Illinois, to a new $25,000 home at Allegan, Mich. The move was necessary because of nearby interference. The station was moved from Chicago approximately six years ago for similar reasons. In addition to monitoring wave lengths, the station serves as a guard station on Great Lakes' shipping and continues to monitor radio.
IBEW Claims Signing Of West Coast Stations

A CAMPAIGN to organize all broadcast technicians and supervisors in West Coast radio stations has been launched by International Brotherhood of Electrical Workers, Hollywood. Drive is being directed by William Kelly, IBEW international representative, and Al Speede, business representative of Local 40, Hollywood. A contract was signed in early September with KMPC, Beverly Hills, Calif., under which technicians will receive wage increases ranging up to as high as 40%, according to Speede.

At a recent election KHJ workers designated IBEW to represent them. It was agreed, however, that the current contract would continue until expiration in early 1941. Several other California stations have also been signed, it was said. Kelly recently organized the Washington radio field making it practically 100% IBEW. Every station in that State, it was said, with exception of three small concerns, signed IBEW agreements. Oregon is reported as 60% organized. Besides Washington, Oregon and California, IBEW plans to have Nevada, Utah, Colorado, Idaho, Montana and Arizona fully organized within the next year, Speede said.

Wins Marconi Scholarship

WHEN Robert Joseph Stahl, of Redwood City, Cal., was formally given the Marconi Memorial Scholarship, he expressed the wish that the award might be given to a boy recovering from appendectomy. A two-year scholarship in radio technology at RCA Institute.

RCA Plant at Maximum

RCA MFG Co., Camden, N.J., reports an all-time high employment roll of 10,930 compared with 9,600 a year ago, and for the first time since building out the Victor Talking Machine Co. plant, it is using every available inch of floor space. Production is increasing due to the national defense program, and pay scales are reportedly the highest in the industry, but the company cannot get enough skilled workers. Present Government contracts held by RCA are not large in proportion to the company’s total business, officials stated, but changes are under way to provide maximum production facilities for national defense orders.

(U.P.)

THE MARK OF ACCURACY, SPEED AND INDEPENDENCE IN WORLD WIDE COVERAGE UNITED PRESS

E. K. COHAN, CBS director of engineering, described the new Pea Island transmitter project of WABC, New York (Broadcasting, Sept. 11) as a guest speaker in the CBS Adventures of Science series Sept. 12.

JAMES BONNEY, engineer of WORL, Boston, recently sailed his 21 foot Victory to victory during Marblehead’s River Race over 35 other boats. He also snapped six first places, six seconds, and seven thirds out of 25 other regular races.

HERBERT EIDSON, transmitter engineer of WIS, Columbia, S.C., has been named chief control operator, succeeding Robert Lambert Jr., resigned. Richard Bolen, formerly of Washington, has succeeded Mr. Eidson.

GEORGE W. KLINKAMAN, recently holder of a research fellowship at Lehigh U., has joined the engineering department of WOR, New York, to specialize in FM broadcasting at W2XOR.

KENNY WOODYATT, relief operator, has been given a regular post at KYOS, Merced, Calif.

TOMMY HUMPHREY, engineer of WBBC, Birmingham, Ala., on Oct. 1 is to marry Lydia Simon.

CARTI CABASIN, engineer of WDAX, Fargo, N. D., recently married Lorraine Standle.

MAURICE BERTSCH, technician of the San Francisco Regional radio, has returned to his post following an appendectomy.

CURT PIERCE, control engineer of WBC, Chicago, on Oct. 20 will marry Catherine Warren.

BOB HITE, engineer of WIRE, Indianapolis, has been granted a patent on an automatic electric starting device which is being used extensively at harness races.

J. F. DUNN, formerly of KFJZ, Escondido, has joined the engineering department of KFPO, Longview, Tex.

Succeeding William Bishop, who has joined KRMD, Shreveport, La.

JIM JOBE, has joined the announcers-engineering staff of WMIP, Dayton Beach. Walter Miller, announcer, recently resigned to join FGO. Webster Warren, chief engineer, has applied for a naval reserve commission.

PAUL SCHULZ, chief engineer of KYA, San Francisco, was the first member of the staff to bag a deer when the season opened in California in August.

ELBERT ASCH, engineer of KRST, St. Paul, is the father of a boy born recently.

FRANK MERRIFIELD, studio engineer of KGLW, Windsor, is recovering from an appendectomy.

RAYMOND BAIRD, new to radio, has joined the engineering staff of WGR, Buffalo.

TOM BISSETT, who formerly operated his own radio and sound equipment service, has joined the engineering staff of Norman B. Neely Co., Hollywood manufacturers’ representative.

GEORGE HERRICK, assistant chief engineer of WIN, New York, and Richard Meaney, conductor of the nation’s Legion of Honor program on Sept. 5, acted as blood donors for the American Red Cross in New York.

THOMAS FELINE, engineer of National Television Corp., New York, recently became the father of a boy, Thomas Jr.

Baker, Terman Proposed For Presidency of IRE

INSTITUTE of Radio Engineers early this month sent to its membership ballots for the election of 1941 officers and directors, setting Oct. 24 as the deadline for their mail-in return. Nominated for president are Dr. W. R. G. Baker, manager of the Radio and Television Dept., General Electric Co., and Dr. F. E. Terman, dean of the electrical engineering school of Stanford U. Dr. Baker is now a director and Dr. Terman is now vice-president of IRE.

Resuming the custom of electing a distinguished foreigner as vice-president, the only nominee for that post is A. T. Cosentino, chief of the Argentine Radio Service. Three out of six nominees for 1941-43 directorships are to be elected, the nominees being: J. E. Brown, Zenith Radio Corp.; E. T. Dickey, RCA Mfg. Co.; H. C. Forbes, Colonial Radio Corp.; H. T. Friis, Bell Laboratories; O. B. Hanson, NBC; L. P. Wheeler, FCC.

Show Success

WHEN the Goodman Wonder Shows played Sioux City the last week in August, KSCJ was used as the principal advertising medium and proved the power of radio. Three days before the opening, 30-second spots were used at various times during the day, along with a quarter-hour interview. Opening night drew a crowd. During the week daily quarter-hour spots also were used, with Charles Sebastian, KSCI special events man, interviewing people connected with the show and describing different features. The only other advertising medium, outside of the usual handbills and posters, was a two-inch ad in the amusement column of the local newspaper.

Cross-Country Laughter

- Through the magic of modern radio, a joke can make a nation laugh, a song can make a nation smile, a play can make a nation thoughtful.
- To millions of listeners in all corners of the country, programs are carried over the program networks of the Bell Telephone System.
- And in Bell Telephone Laboratories work goes on constantly to improve program network transmission and facilities so that these millions may continue to enjoy modern radio at its best.
FIVE staff members of CKLW, Detroit-Windsor, are in the non-paying active branch militia Capt. Douglas Aitchison, of the engineering staff, is a provisional member in the Battalion of the Essex, Scottish in Windsor. Two other staff members in the same unit are Lt. R. J. Kriek, announcer, and Raymond Lafort, of the commercial staff, also are in line to be in the Essex Regiment, as members of the signal corps.

DE LEO R. KENNEDY, dean of educational radio and television at the University of California in Berkeley, is chairman of the KMOX committee for education for 1940-41. He succeeds the late Mr. Alvin Delton, who was killed recently in an automobile crash in California. The committee was created by the St. Louis station last year to help supervise its educational and training features.

WRC, Cincinnati, on Sept. 9, started a news-on-the-hour policy running from 7 a.m. to 6 p.m. (EST), according to Hubert Cape Jr., general manager of the station.

In addition to the hourly reports, a complete rundown of each day's news is given at 10:30 p.m. The afternoon program, featuring Bill Willard, afternoon news reporter; Dwight Mallon at mid-day, and Bob Morgan on the 6 o'clock news, is being carried in the Cincinnati Times-Star Bldg., served by AP and Times-Star dispatch facilities.

WHP, Harrisburg, Pa., recently re- ceived permission for its on-the-spot coverage of the 1940 World's Fair, which will be held in the local warehouse of the Olive Farm Equipment Co. (a division of General Motors). The station had been permitted late in the evening, and all local, live, apparatus called to the scene, WHP news wire man Wally Douglas, sent back stories as engines and on the newswires. A complete rundown of the interviews with families and police.

Portions of the show went on the air so quickly that McNee, W. Redmond, took over a microphone to aid the special news staff, while Dick Redmond, special events director, supervised the pickup.

WCAU, Philadelphia, on Sept. 13 started broadcasting its dramatic series on the air from studios set up in the rear of the Pennsylvania Hotel, and broadcast to over 15,000 stations in the United States and 200 countries via its international shortwave outlet, WCAI. Coincident with the opening of the new studio, the program format was revised to increase emphasis on the news of the day's activities, and to stress the important role of the station's own storytelling. The show features as narrators: W. Victor Dallin, director of the Philadelphia Airlines and a former Army flyer.

WCCO, Minneapolis, estimated more than 40,000 persons visited its booth at the recent Minnesota State Fair. Featuring pictures of local radio stars, plus several programs related to the station's sound effects and 24 manual sound effects, the booth was the most elaborate of any in the state. Last year 150,000 visitors were registered at the booth during the 10-day fair.

WJIO, Dayton, O., continuing a policy inaugurated in 1939, has completed a summer schedule of special displays and broadcasts at eight county fairs within its area. The display, attracting record crowds, included panels of photographs of CBS stations, WJIO's staff and talent and pictures of Company's activities. The oscilloscope also was a popular feature of the exhibits.

SOFTWARE: team of WKV-WELC, Cleveland, Ohio, scored in a tie with WJIO, Dayton, Ohio, on Sept. 1 defeated a similar WGAR team, 6 to 1. The WKV-WELC squad then went on to win the winner of the Cleveland newspaper softball competition.

WVW, New York, plans to occupy its new studio on the 12th floor of 730 Fifth Ave., by Jan. 1, 1941, at which time its new 15,000-watt transmitter of its new station system. It is also hoped that a construction permit for the 1,000-watt FM transmitter will be issued from the FCC in early December, thus enabling the station to start at the same time. Present studios of WVW are at 132 W 43rd St.

Two NBC executives are included in the list of authorities in various broadcasting offices who will deliver the 20 lectures in the forthcoming Advertising and Selling Course sponsored by the Advertising Club of New York. Edgar Kobak, NBC vice-president in charge of The New World Network, will speak on "Selling—Qualifications for Salesmanship," and E. P. Hackett, advertising manager, will discuss "Radio Advertising."

UNIVERSAL RADIO Features Syndicate, Inc., has signed Tom E. Danson, has taken over assets of the Homer Canfield Radiologic Syndicate, Inc., Universal Radio Features News is a 30 Pacific Coast newspapers with an audience of 800,000 readers.

IMPRESSIONS of the Pacific North West and the new Buick "Fireball" (1941) in KMOX, St. Louis, show that when Dick Ross, station program director, interviewed Horace C. Curtis, national sales manager of Buick Division, and newly-elected vice-president of General Motors Corp., at the National Auto Show, Aug. 30, broadcast was carried by the Northwest across the San-Den radio network, with individual local Buick dealers buying spot announcements before and after the quarter-hour program.

KSCJ, Sioux City, Ia., recently carried an on-the-spot description of the test of the Van Buren Press. In conjunction with the 33rd annual Pilot Rock Paving Co. new road direct lines to the meet. KSCJ sent a complete rebroadcast contest with portable recording equipment, a new transmitter and receiver, and a new cabling system. The show was broadcast later in the day.

WHLE, Jordan, young San Francisco radio singer and actress was struck seriously ill recently and needed blood donations, several members of the KFO-KGO staff voluntarily offered their services to save the life of their co-worker. Dick Bertrandia, KFO-

"Feather," the first victory of the war, for his blood accepted. Others followed. A new show is in the planning stages for improvement. She is the daughter of Judy Deane, veteran San Francisco radio star.

Even War bulletins are subject to blackout these days as WDAS, Philadelphia, and The Department of Highways made special station officials remove their news flashes on the European war situation from a bulletin board displayed on the sidewalk in front of the building because it resulted in traffic obstruction.

WFWL, Philadelphia, returns its "Mystery History program, a quiz show which originated from the American (Continued) "BROADCASTING"
LEXINGTON, KY.
13½ hours from Cincinnati by train but part of Cincinnati by WLW.

Population—1930 45,736
Retail Sales—1939 $28,863,000*
Wholesale Sales—1939 $64,821,016*
Per Cent of Nation's Buying Power (Trading Area) .1988*
Radio Homes—1938 16,360
(Fayette County)
*Estimated by Sales Management

... that's what WLW-advertised brands do, according to Lexington retailers. It's natural that they should, for The Nation's Station is a regular listening habit in Lexington, just as it is in the more than a score of other rich trading centers that make up its primary area. And local merchants in all of these centers accept the resulting consumer preference as their cue to push WLW-advertised merchandise.

 REPRESENTATIVES: NEW YORK—Transamerican Broadcasting and Television Corp. CHICAGO—WLW, 230 North Michigan Avenue
BUT HOURS APART!

Keep all the original sparkle in transcribed delayed programs

RCA HIGH-FIDELITY DE LUXE RECORDER

Almost an identical "twin" to the original performance is the performance transcribed on the new high-fidelity De Luxe RCA Recorder Model 73-A! Unmarred by distortion and harshness, your rebroadcast retains all the life and color, all the sparkle and warmth, that makes a broadcast program live!

Extra convenience, too, in this RCA 73-A! Now, without changing lead-screws, you can record outside-in or inside-out, 78 or 33 1/3 r.p.m., at any number of lines per inch between 96 and 154. To change the feed, just turn the knob!

Two motors simultaneously rim-drive the extra-heavy turntable, for high torque, excellent regulation, low slippage. Unique mechanism automatically lowers cutting-head slowly onto record—no chance of stylus-breakage at awkward times.

Recording for rebroadcast is becoming more important than ever... invest in the recorder that offers you the most in quality and performance and adaptability! Over 40 years of recording experience lie behind this RCA recorder, designed by the same engineers who design recorders for RCA Victor Records. Write for complete literature and data.

Use RCA Radio Tubes in your station for finer performance.